



GOLD's GYM INDIA

Objective

- Position **GOLD's GYM INDIA** as **the fastest growing** fitness brand in India
- Highlighting the journey to completion of **50 gyms in India**
- Generate bridge building opportunity with media for long term positive brand building

GOLD's GYM INDIA

Objective

- Highlight the USPs, manpower and professional competence
 - High recall value for the trainers and nutritionists on board
 - Highlight the fitness facilities available at the multiple gyms
 - Create buzz for various events happening at GOLD's GYM

INDIA

Gold's Gym India

PR Strategy

- Working towards building GOLD's Gym as a leading brand through Media Vehicles for appropriate target audience
- Increase Top of Mind recall for any media queries on fitness & nutrition.
- Keep one step ahead of competition
- Being part of industry stories

Snapshot

Spread your Wings: Reach out to media universe.. mainlines, magazines, electronic and Online media

The secret is out

Want to know the secret to a perfect body? Des Goswami & Sumera Sood get talking to fitness trainers and experts from popular gyms across the city and ask them to tell us about the top five fitness tips they swear by

BIPIN SALVI, Talkwalkers

1. Invest in a set of dumbbells. You can use them for a variety of exercises. They are also portable and easy to store.
2. Run. It's a great cardio workout and burns a lot of calories.
3. Yoga. It helps with flexibility and stress management.
4. Swimming. It's a low-impact exercise that works the whole body.
5. Pilates. It focuses on core strength and posture.



ALTHEA SHAH, Fitness expert, Gold's Gym

1. Warm-up. Always start with a 5-10 minute warm-up to get the heart rate up and muscles ready.
2. Core strength. A strong core is essential for all other exercises.
3. Cardio. Running, cycling, and swimming are great for cardiovascular health.
4. Strength training. Use weights to build muscle and burn calories.
5. Rest. Allow your body to recover between workouts.

PARAG VOHRA & NEVILLE ALMEIDA, F2 Fitness

1. Consistency. Regular workouts are key to seeing results.
2. Variety. Mix up your routine to avoid boredom and target different muscle groups.
3. Proper form. Technique is crucial to prevent injuries.
4. Hydration. Drink plenty of water throughout the day.
5. Nutrition. Eat a balanced diet to fuel your workouts.



SHERU ANANDHIN, International Health and Fitness expert

1. Set realistic goals. Start with achievable targets.
2. Track progress. Use a journal or app to monitor your fitness.
3. Stay motivated. Find a workout partner or join a class.
4. Listen to your body. Rest when you need to.
5. Celebrate small wins. Acknowledge your progress.

Managing Deadlines, Managing Waistlines

Let eating vegetables and jumping to conclusions wait for the only workplace workout for you. Hit the treadmill and pump an extra weight for a better pay cheque too



15-Minute Workplace Workout

Strength Training

- 1. Push-ups: 10 reps
- 2. Squats: 10 reps
- 3. Lunges: 10 reps
- 4. Plank: 30 seconds
- 5. Dumbbell curls: 10 reps

Aerobic Exercises

- 1. Treadmill: 5 minutes
- 2. Staircase: 5 minutes
- 3. Jumping jacks: 5 minutes

Skayfree Women's Half Marathon

11th March 2012

REGISTRATION

1. Register online at www.skayfree.com

2. Pay the registration fee of Rs. 1000

3. Receive your race bib and packet

4. Arrive at the race start on time

5. Enjoy the race and finish strong

DNA Shed the myth that running causes injury and pain

Nandini Nanda

Running has never been a man's best friend. So much so that people fear running as they believe in the myth that it causes injury and pain. But, it's time to wear those running shoes and hit the road and shed those myths.

Dr. Nandini Nanda, manager of Gold's Gym, admits that many people come to her with the belief that if they are carrying an injury they cannot run. "That's not true," says Nandini. "It depends upon the extent of your injury. As long as you are healthy, you can run. You determine a certain amount of training and then you are ready to go."

A torn knee ligament had always been a deterrent for Nandini to participate in marathons. But last year, Nandini expressed a desire to run in the Mumbai Marathon. "It is one of those things you want to do at least once in your life."

Her family and friends were worried. But Nandini trained with Marichandani and finished her dream - she had finished the half marathon in two hours and 45 minutes. Nandini's training had usually consisted of short runs, and a long run only once a week. Training does not only involve running, but also strength exercises. Deepanshi Bhatt, owner of CrossFit CM India, says that people are surprised by the myth that no weight or strength training is required when training for marathons. "It's amazing when people are asked the impression that running involves no strength training. You need to have strong muscles to make you run and that is possible only by weight or strength training," he says.

She Nandini was among those who were not an ace of the importance of strength training. "I thought that running was sufficient to make you an efficient runner," says the 28-year-old.

Static stretching - a popular warm-up drill - is most often done by individuals before a run. But, Sumitran Vaidya, fitness personal and former president of Talkwalkers, believes the opposite. "This is the most common form of stretching, to warm muscles and avoid injuries, but it hasn't proved that it may decrease performance levels. It's better to opt for dynamic drills such as high knees, butt kicks, leg sweeps and hinges before you run and save static stretching for after your workout race," suggests Vaidya.

"The more you practice the better you get. It's not a phrase that works well in running. Experts recommend that you need to have a week's rest just before the run. "Your body is not a machine; it needs rest and to replenish its strength. You don't want your body to be exhausted and tired on 'Run day'. Lower that last push towards the end," said Marichandani.

Just like Christopher McDougall's book Born to Run, every body has it in them to run that extra mile. It's time to ally those myths.

Afternoon

Economic Times

2th Beauty

THURSDAY, 14 APRIL, 2011

Get vacation-fit!

WHY TAKE A BREAK FROM YOUR WORKOUT WHILE TRAVELLING? FITNESS EXPERT ALTHEA SHAH SUGGESTS SOME EFFECTIVE YET EASY HOLIDAY EXERCISES

YOU have to make a simple motto in life—make time for exercise, irrespective of whether you are on holiday or travelling. So what does one do on a time-crunched vacation? Here are some options...

Time N Style

CARDIOVASCULAR EXERCISES

Walking
Walking is the simplest and the easiest form of cardiovascular exercise.

Cycling
Riding a bicycle is an excellent, no-impact exercise that puts more impact and stress on the body.

Swimming
Swimming works on all the major muscles of the body. It is no-impact and very useful for recovering from injuries. Stick to shallow pool if you are not an expert. Have a good swimmer to accompany you before taking the plunge.

Dance
If you know how to dance, put on a music CD and dance for about 20-30 minutes. This is a great cardiovascular workout.

RESTISTANCE TRAINING EXERCISES

Wall push-ups
Facing a wall with your feet about one to two feet away from it. Place your hands on the wall (approximately shoulder-width apart). Bending only at the elbows, lower yourself forward towards the wall and then push yourself away from it. Keep your body stiff

and straight during the movement. Slowly graduate to floor push-ups.

Legs: Squats
Place your feet about shoulder-width apart. Keeping your torso vertical and with a slight arch in your lower back, start the movement by bending the knees. Go down until your thighs are just below parallel. Using your leg power, push yourself back up to the start position. Use your grip on the bar only for balance and that too if you absolutely need to pull yourself up. As you get stronger with squats, you can completely avoid using the bar. Once you can manage full-range reps without the bar, you can start adding weights to the workout. Here again, you can use household items like cereal bags or water bottles for weight. Hold them at your sides and squat.

Abdominals: Crunches
Lie down flat on your back with your knees bent and your feet on the floor. Hold your hands on your chest or beside your head, wherever you feel comfortable. Push your chest and head up towards the ceiling, pushing your lower back flat on the floor.

Note: Always do some stretching and warm-up before starting any exercise routine.

Althea Shah is General Manager, Operations and Fitness Expert, Gold's Gym India.

CEO

11th March 2012

TALES FROM A TREADMILL

KAJAL CHANDANI BELIEVES THAT GOLD'S GYM IS STRONGER IN FITNESS

Andrei Sangari

The idea of introducing fitness centres in malls and shopping plazas became a reality in Mumbai in 2002. Sangari, who runs Gold's Gym, Mumbai, has been a pioneer in this space.

He opened his first Gold's Gym in the greater part of Thane, an area known for its high fitness quotient. It is a 100,000-sq-ft mall, one of the largest in the city. Sangari says that the mall is a great place to introduce fitness centres.

He says that the mall is a great place to introduce fitness centres because it is a high-traffic area. People who are shopping for clothes, electronics, and other goods are also likely to visit the fitness centre. Sangari says that the mall is a great place to introduce fitness centres because it is a high-traffic area. People who are shopping for clothes, electronics, and other goods are also likely to visit the fitness centre.

YOU have to make a simple motto in life—make time for exercise, irrespective of whether you are on holiday or travelling. So what does one do on a time-crunched vacation? Here are some options...

Time N Style

CARDIOVASCULAR EXERCISES

Walking
Walking is the simplest and the easiest form of cardiovascular exercise.

Cycling
Riding a bicycle is an excellent, no-impact exercise that puts more impact and stress on the body.

Swimming
Swimming works on all the major muscles of the body. It is no-impact and very useful for recovering from injuries. Stick to shallow pool if you are not an expert. Have a good swimmer to accompany you before taking the plunge.

Dance
If you know how to dance, put on a music CD and dance for about 20-30 minutes. This is a great cardiovascular workout.

RESTISTANCE TRAINING EXERCISES

Wall push-ups
Facing a wall with your feet about one to two feet away from it. Place your hands on the wall (approximately shoulder-width apart). Bending only at the elbows, lower yourself forward towards the wall and then push yourself away from it. Keep your body stiff

Times of India

1 Elliptical Trainer and Stepper

"The Stepper and Elliptical Trainer (ET), works great as the legs are the largest muscle group. Both pieces of equipment can strengthen the buttocks and legs," says fitness guru Mickey Mehta. One may do various exercises on steppers, like alternate step, hop-on, hop down etc. "Just half an hour on the ET is enough. One can do backward pedalling on it too. You can also go back on the edge of the pedal and varyate leg placement to tone up your butt. Half-squatting and lunges are great too," he reveals.



2

I Diva

...way can also give you a tight butt. Says Althea Shah of Gold's Gym, "After a warm up, do squats — one of the best exercises you can do for your hips, butt and thighs. Remember to hold the weights at shoulder level and keep the torso upright and contracted." Lunges are next. Stand in a split stance and hold weights in each hand, bend the knees and lower the back toward the floor, keeping the front heel down, step forward with the other leg. Keep the torso straight and abs in as you push through the front heel and back to starting position. Don't lock the knees at the top of the movement. Perform one to three sets of 10 to 15 reps according to your fitness level and goals," she says.



HEAD INDOORS THIS MONSOON

As monsoons hit the city, health junkies stay inside to continue their workouts to stay fit, season witnesses an increase in gym memberships



Workout Plan
Walk the treadmill for 15-20 minutes. Then do 10-15 squats, 10-15 lunges, and 10-15 sit-ups. This is a good workout for the monsoon season. It helps to keep the body warm and dry. It also helps to improve circulation and keep the body healthy. It is a good idea to do this workout every day. It will help you to stay fit and healthy. It is a good idea to do this workout every day. It will help you to stay fit and healthy.

Sleep well to ensure wellness



DR VIKAS SAGAWAL, Consultant ENT & Head Neck Surgeon, Sreechitra Eye Nose Throat Hospital, Mumbai

...which boosts the tissue surrounding the nose and palate that obstructs the nasal airway. OSA is usually accompanied by snoring and excessive daytime sleepiness.

Sleep disorder in kids
 Sleep disorder is increasing among children too. They were suffering from this disorder early on too, but due to ignorance of parents and underdiagnosis, this was largely overlooked. Doctors have observed that the most common sleeping disorder in children is OSA. There is also snoring and snoring that is excessive wakes during the day. One of the major causes why children suffer from OSA is due to enlargement of adenoids and tonsils.

What makes her vulnerable?

- Anxiety
- Stress
- Illness
- Depression
- Change in hormone levels due to stress & menstrual cycle
- Lifestyle & sleep environment
- Pregnancy

One of the most common sleep-related problems that women suffer from is Obstructive Sleep Apnea (OSA). This is a totally reversible condition but often gets overlooked. It occurs when the nasal air passage is blocked as the tongue or the upper throat collapses at different times during sleep. Obesity is one of the major causes of OSA in women. It is most often seen in older women as they tend to put on weight.

Treating sleep disorder
 However, today there is a safe and effective treatment for OSA in Coimbatore. It is the latest technological advancement where a customised, non-heat driven process uses radiofrequency energy to alter the electroplysis in a radiofrequency medium, such as saline solution, creating a precisely formed plane. The plane's irregular particles have sufficient energy to break molecular bond within a radiofrequency medium.

Today, there is a safe and effective

...radiofrequency medium

HT Cafe

Sakaal Times (Pune)

As you begin the year, jumpstart your system with these fitness regimes that aim to have you healthy and glowing...

Janal Tahseem
 Haven't set a few resolutions on the work or personal front yet? No sweat, make some health-related ones that turn you toned up and ready to go. Following this road to Wellness this year...

On with the new: Detox
 Experts reveal that the most cause for disease and stress is the toxins accumulated in deep tissues and corners of our body. They bring inhibitors to the nose, joints and digestive system, and affect the personality which appears at the emotional, cardiac, endocrine, respiratory, digestive



Skin care: Get glowing!
 While several therapies are available today, Psoriasis, Dermatitis, eczema and other skin conditions are treated with special products such as carbon dioxide laser therapy. It is a good idea to do this treatment every day. It will help you to stay fit and healthy.

5-POINT PLAN FOR THE BODY:

Althea Shah, fitness expert at a gymnasium chain, presents healthy tips to help keep the body in peak physical and mental condition.

- 1 Take care metabolism:** Eat antioxidant-loaded foods, like almonds and leafy greens.
- 2 Have the right intake:** The amount taken in must be almost the same amount that should be used in daily activities.
- 3 Care for muscles:** Add resistance moves to your workout and risk in some fast, dynamic exercise as well. Stretching at a break once regularly is important.
- 4 Get heart-healthy:** If remaining unchecked, cholesterol runs up with the blood and can clog arteries. Keep your diet low in salt and saturated fat and high in fruits, veggies and whole grains.
- 5 Care of bones:** If you don't get enough in your diet, your body will start depleting its stores. Women need between 1,000-1,200 milligrams of calcium in their daily diet or go for a supplement, along with vitamins D and magnesium.



MAX YOUR GYM TIME

Asian Age

ENTHUSIAST
 ...the gym and the...
 ...the gym and the...
 ...the gym and the...

Vit C to the rescue

Immune yourself to cold viruses with the help of vitamin C and enjoy a healthy winter.

WHY? Your immune system and other body systems work better, in part, thanks to a vitamin called Vit C. This vitamin is an antioxidant, which means it can help protect your cells from damage. It also helps your body produce more of the proteins that help fight off infections.

FOODS: Citrus fruits like oranges, lemons, and limes are high in Vit C. Other sources include strawberries, kiwi, and bell peppers.

HEALTH BENEFITS: Vit C helps your body absorb iron, which is important for your blood.

Jet Wings

FITNESS

TIPS, TRICKS, EXPERT ADVICE AND MORE

Get fit in six weeks

It's making progress in the gym, but you're not seeing the results you want. Here's how to get fit in six weeks.

By Tracy Reardon

Man's World

Warm-up your body with stretches

Personal training Group exercise Sport-specific classes

Warm-up your body with stretches. It's essential to warm-up every time before starting your workout. This helps to increase blood circulation, loosen up your muscles, and prevent injury.

Perfect Woman

fitness

Getting into shape

Run on the treadmill, work out, and get fit for a fit 2011

ALTHEA SHAH

It's time to get fit. Here are some tips to help you get into shape. Start with a treadmill, work out, and get fit for a fit 2011.

Swagat

30

ALTHEA SHAH
Get - Operations, Girl's Gen Info

My most basic: I love to work 2-3 hours a day and do a lot of cardio. I love to run and I love to lift weights.

My personal style: I like to wear a lot of black and I like to wear a lot of jewelry.

My fitness routine: I love to run and I love to lift weights. I also love to do yoga and Pilates.

My workout advice: I love to run and I love to lift weights. I also love to do yoga and Pilates.

My life: I love to run and I love to lift weights. I also love to do yoga and Pilates.

My fitness plan: I love to run and I love to lift weights. I also love to do yoga and Pilates.

New Woman

jade FITNESS

Lose it when it rains!

Rain shouldn't stop you from exercising, says ALTHEA SHAH, so she lets you in on some fun exercises.

Jade

Jade

Authored Articles

Balance of power

While chest and biceps may hog the limelight, some crucial muscle groups remain largely ignored (and create problems later). Our fitness expert tells you more

Upper Back
 The upper back is a major need sustains the body's posture. At a small, muscle that sits above the shoulder blades, it's the body's support system. If the body always remains in a poor posture, for instance, it can take the form of rounded shoulders, a protruding head, and a rounded lower back. For all you know, certain nerve endings in the upper back area may be irritated, causing pain in the neck, shoulders, and arms. To strengthen the upper back, you can try the following exercises:



Model Caroline Pichie does a routine involving her biceps.

Core Muscles
 The core muscles are the body's foundation. They are the muscles in the middle of the body, between the upper and lower back. They are the muscles that support the spine and the rest of the body. To strengthen the core muscles, you can try the following exercises:

Waist Strengthening
 The waist is the body's support system. It is the muscles that support the spine and the rest of the body. To strengthen the waist, you can try the following exercises:

Important: They are present at the top outside edge of your foot. A lower of your feet are your feet. They are the muscles that support the spine and the rest of the body. To strengthen the waist, you can try the following exercises:

Mumbai Mirror

Model Caroline Pichie does a routine involving her biceps.

Jack and Knife

Place your hands flat on the ground and your feet on the Swiss ball. Do not bend your legs. After you have balanced, roll the ball forward and backwards. Do not move your feet. Repeat 20 times. This is best for your lower back.



Afternoon

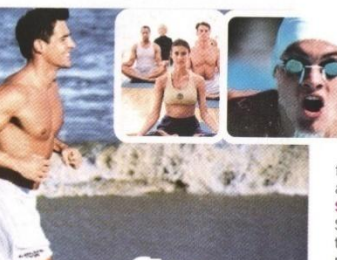
stand with feet at about hip-distance apart and hold weights in front of thighs, keeping the shoulders back, arms in and the back straight. Lift from the hips, lower the weights towards the floor, lower as far as your flexibility allows. You can bend the knees slightly if you need to. Both times, the feet go back to starting position. Do 10-15 repetitions. Do this exercise 2-3 times a day. To keep back flat, maintain a slight curve in the lower back. To keep your feet from coming down, you can use a mat.

Get vacation-fit!

WHY TAKE A BREAK FROM YOUR WORKOUT WHILE TRAVELLING? FITNESS EXPERT ALTHEA SHAH SUGGESTS SOME EFFECTIVE YET EASY HOLIDAY EXERCISES

YOU have to make a simple motto in life—make time for exercise, irrespective of whether you are on holiday or travelling. So what does one do on a time-crunched vacation? Here are some options...

CARDIOVASCULAR EXERCISES
Walking
 Walking is the simplest and the easiest form



Get vacation-fit!

of cardiovascular exercise. Start slowly, then gradually work up to walking longer and faster.

Jogging/Running
 This is a step up from walking. It is harder and puts more impact and stress on the body.

Cycling
 Riding a bicycle is an excellent, no-impact



Get vacation-fit!

form of cardio. Enjoy the outdoors and fresh air, but don't forget your helmet!

Swimming
 Swimming works on all the major muscles of the body. It is no-impact and very useful for recovering from injuries. Stick to a shallow pool if you are not an expert. Have a good swimmer to accompany you before taking the plunge.

Dance
 If you know how to dance, put on a music CD and dance for about 20-30 minutes. This is a great cardiovascular workout.

and straight during the movement. Slowly graduate to floor push-ups.

Legs: Squats
 Place your feet about shoulder width apart. Keeping your torso vertical and with a slight arch in your lower back, start the movement by bending the knees. Go down until your thighs are just below parallel. Using your leg power, push yourself back up to the start position. Use your grip on the bar only for balance and that too if you absolutely need to pull yourself up.

As you get stronger with squats, you can completely avoid using the bar. Once you can manage full-range reps without the bar, you can start adding weights to the workout. Here again, you can use household items like cereal bags or water bottles for weight. Hold them at your sides and squat.

Abdominals: Crunches
 Lie down flat on your back with your knees bent and your feet on the floor. Hold your hands on your chest or beside your head, wherever you feel comfortable. Push your chest and head up towards the ceiling, pushing your lower back flat on the floor.

Note: Always do some stretching and warm-up

Time N Style

Paul Britto from Gold's Gym shows Samreen Samad how you can make exercise fun with a little help from a Swiss ball

SWISS BALL CRUNCH
 1. Rest your back on the Swiss ball. Make sure you are well balanced before starting the exercise.
 2. Place your hands behind your neck and raise your upper body at a 45 degree angle.
 3. Repeat 20 times. This is best suited for people who have back problems.



PLANK LIFT
 1. Place your forearm on the Swiss ball and slowly lift your legs off the ground.
 2. Keep pulling them between 30 and 45 degrees. Don't let them rest on the floor.
 3. Repeat 20 times.
 4. This helps strengthen your back and leg muscles.



SIDE TWIST
 1. Lie on your back on the Swiss ball. Join your hands together and place them forward.
 2. Twist your upper body but keep your legs firmly on the ground.
 3. Alternate sides and repeat the exercise at least 20 times.
 4. This is one of the best exercises to get rid of lower back pain.

DNA After Hrs. ART OF BEI

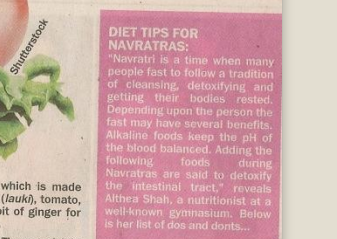


'Fit and FABULOUS for DANDIYA?'

With backless cholis, mermaid-fit ghagras and skirts the flavour at Navratri, here's the diet plan to ensure you look good in it.

Ismat Tahseen

It's that time of the year again, a time when the swirling of rich, ethnic skirts and twirling of pretty dandiya sticks will hold Mumbai in its nine-day spin. Dandiya magic is certainly in the air and if you haven't lost that weight you've been planning to already it's time you did to slip into those slim chania cholis and halters. Actor Hansika Motwani who loves Navratri and has made sure she looks fit and fabulous to carry out her outfits, shares her stay-slim mantra, "I think one should have a well-toned body to carry off the chania cholis and halters. I have to give a diet tip to follow if it could be healthy eating. This is not about strict nutrition philosophies, staying unrealistically thin, or depriving yourself of the foods you love. My mantra would be 'eat healthy but please don't starve yourself, going on fancy diets. Eat right, workout well and sleep well. You can't go wrong with this,'" she says.



DIET TIPS FOR NAVRATRAS:
 "Navratri is a time when many people fast to follow a tradition of cleansing, detoxifying and getting their bodies rested. Depending upon the person the fast may have several benefits. Alkaline foods keep the pH of the blood balanced. Adding the following foods during Navratri are said to detoxify the intestinal tract," reveals Althea Shah, a nutritionist at a well-known gymnasium. Below is her list of do's and don'ts...

Foods to have:
 ✓ Vegetable juice which is made out of bottle gourd (lauki), tomato, apple and a little bit of ginger for Vitamins A, B and C.
 ✓ Fruits like apples. They are rich in pectin and effective in lowering cholesterol levels.
 ✓ Almonds and raisins are good options as they boost mineral consumption.
 ✓ Water. It helps detoxify the system and stay hydrated.
 ✓ People who want to lose weight during this fasting period should choose to have foods such as salads, pumpkin raita, Navratri rice (samak ke chawal), phul makhane (puffed lentil seeds).
 ✓ Diabetics who need to follow Navratri should be careful. One may eat some food every few hours so that the blood glucose levels do not rise up too fast. One may have a few dry fruits in between.

What to avoid:
 ✗ Instead of puri or pakodas made from kuttu atta (buckwheat flour), try out kuttu ki roti, you can also make idli from

✗ Avoid fried foods. Use healthy cooking methods like boiling, steaming and grilling.
 ✗ Avoid eating late at night, especially food with chillies in it.
 ✗ Also avoid keeping an empty stomach for long hours as it may cause acidity and heartburn. Cold milk, curd and bananas are effective antidotes.
 ✗ In case of cramps or colic (acute abdominal pain), put few drops of peppermint oil in water and drink it.

DNA After Hrs

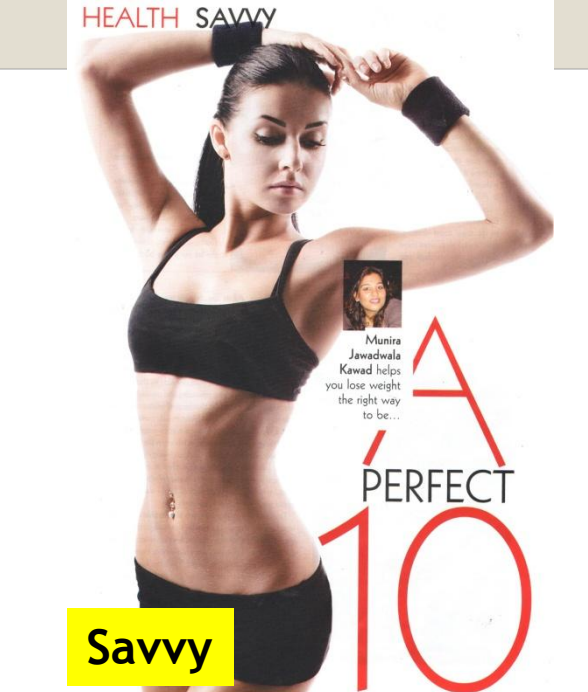


Sexy ARMS

Be it Sylvester Stallone wielding the heavy assault rifle or back home, Hrithik Roshan single handedly rescuing the heroine whilst swinging on a chain, sculpted arms get the same admiration anywhere. No wonder an amateur envisions 'John Abraham' size arms the first day he meets his trainer. So, what is the secret? **Althea Shah of Gold's Gym India** guides you to power up for those perfect biceps.

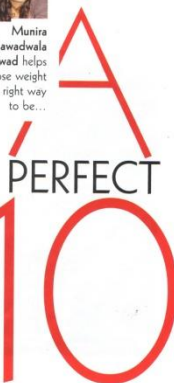
Mandate
of Bicep Brachii is not only elbow Brachii in a combination of elbow

flexion along with supination. Still, supination at any point of the elbow flexion is not advisable. Supination should be performed only at the mid ranges of the elbow flexion movement as this is where we can take maximum advantage



Munira Jawadwala Kawad helps you lose weight the right way to be...

Savvy



fitness

EXERCISE

Getting into shape

Run on the treadmill, work out, eat right for a fitter 2011
■ **ALTHEA SHAH**



LIFE CAN BE tiring and stressful. Every day we have to deal with work, family, crowded roads. You need to keep your body in good physical and mental condition to handle all the pressures. Let us start 2011 with some healthy exercises. But you need to challenge yourself mentally and physically and remember that: **Just 10 minutes of exercise a day will lower your risk of diseases. About 20 minutes two or more times a week will reduce your risk of developing Alzheimer's and other forms of dementia later by 60 per cent. Just 10 minutes a day will help you prepare and eat a healthy meal.**

Muscles: Maximal muscle strength is achieved in the 20s and 30s, if you are sedentary, you will start losing strength after 50 at a rate of two to five per cent per decade. **End:** There is decrease in strength and muscle mass, loss of flexibility, loss of balance. **Good:** If you keep using your muscles, through activities such as weight training, you can maintain strength and flexibility even into your 90s. **Do:** Add resistance moves to your workout, and mix in some fun, dynamic exercise as well as dance classes, tennis, volleyball, anything that gets you moving fast in different directions. A general purpose physical fitness programme must address the following: cardiovascular fitness, flexibility training, strength training, muscular endurance, body composition, and general skill training. Aside from preventing diseases, exercise develops one's agility, mood, co-ordination, balance, speed, power, and reaction time.

Swagat



ON A RED DIET

NUTRITIONIST MUNIRA JAWADWALA KAWAD EXPLORES THE NUTRITIONAL VALUE OF RED FOODS

Tomatoes: The most talked red nutrient is lycopene. Lycopene is especially high in tomato products. In fact, cooked tomato foods like tomato sauce and ketchup contain the highest amounts of lycopene. It's also found in other red foods such as watermelon. The biggest benefit of lycopene is that it can dramatically lower your risk of developing prostate cancer. For women, it may also lower your chances of developing lung, breast, and stomach cancers. Tomatoes also contain almost 20 vitamins and minerals, including vitamins A, C, and K, which help maintain body functions like eye sight, immune defence and skin regeneration. Other essential nutrients also include: copper, folate, potassium and manganese, necessary for nerve protection, bone health and maintaining normal blood sugar. Tomatoes also contain vitamin B2 that is used to treat migraines.
Apples are super foods that add low fat, nutrition and fibre to our diets. Chose to eat red sliced apples (not the apple pie) and you will get the antioxidant, quercetin, which is known to slow the growth of cancer cells. They also contain a healthy dose of vitamin C, needed for immunity defence, and the absorption of iron.
Beetroot is a very rich source of beta carotene—which is a colour pigment similar to chlorophyll. Beta carotene is converted to

vitamin A in the body. Thus, it's helpful for skin, reproductive hormones and eyesight. **Red radishes** contain glucosinolates, an antioxidant known to prevent certain types of cancer. It also contains iron needed for keeping one active and increasing the haemoglobin level.
Red Peppers, including bell and chili peppers contain vitamins A, C, and B6, needed for immunity, brain development and function, and skin, eye and muscle strength. Peppers are also good sources of fibre, potassium, manganese and folate, which are important for maintaining a healthy weight and lowering cholesterol.
Red kidney beans contain protein, antioxidants and fibre important for a healthy diet. Protein helps repair and rebuild damaged cells and tissues. Fibre, omega 3 and antioxidants in them help prevent disease, lower cholesterol levels, and relieve constipation.
Always remember that every colour in the food has some nutrients. Therefore, the more colourful the diet, the more balanced is the meal.



The writer Munira Jawadwala Kawad is Head of Sports Nutrition

Time N Style

ALTHEA SHAH,
GM - Operations, Gold's Gym India

My work fade: I love my work. It's interesting, and it's different every day. I get to interact with so many people and learn many new things in life every single day.
My personal style: I am actually a jeans and T-shirt person. Of course, work has me wearing a formal shirt and trousers. Make-up is minimal and though I try to travel light, my bag is always stuffed with God knows what. I try cleaning it out every week but it gets back to being stuffed in a day's time. I feel cold very fast so a jacket is a must-have on slightly longer outings or for the conference room. Weekend time is in shorts and a T-shirt. Daily time is jeans with colours with trendy tops. At one time I would love bangles and bracelets but these days it's very little or no jewellery, except earrings and a watch.
My fitness routine: I work out about 2-3 times a week. I'm not too fond of doing a cardiovascular workout but I know it is important. So I push myself to do it. I just love the red glow you get on your face after a good 45-minute run. You know so light that all the trouble is worth it. I do strength training on alternate days—working out either the upper body or lower body alternately. Sometimes I do strength and then run for about 30 minutes after that. My trainer makes me do a good set of exercises working out all the body parts so that my body is balanced.
My nutrition check: I keep away from sweets and fried food as much as possible but do enjoy the occasional desserts. I dig on Indian sweets, there's nothing better than that. My morning starts with cereal and milk, nuts and vegetable with fish for lunch and dinner. Hunger time has me munching on whole-wheat or soya biscuits. If I have consecutive one day, I try to go away the next day by cutting out on oils and substituting it for steamed/grilled food instead.
My spiritual values: I am a holy person so I make it to church once a week—either St. Michael's Church in Mehra or St. Theresa's Church in Bandra. I try and go at a time when it is less crowded so I can enjoy the peace and quiet of the place. It takes you on a different high altogether.
My time out: I hang out with my friends. I go for a long drive. I love driving. I go for a long drive. Of course, this can be

VARUNA D JANI,
Jewellery Designer

My personal style: I try and portray the same style that I would like to develop in my range. I like dressing up in a chic, elegant and classy manner.
My fitness routine: I go for morning walks and do yoga daily. I also eat a balanced diet, but most importantly, I have my meals at the same time daily. I love salads and veggies but avoid processed food.
My spiritual values: I am spiritually inclined and I believe that there is a divine power within all of us that guides us. I also pray and meditate every day.
My time out: While I work hard during the week, I unwind during weekends. I spend time with my family, learning new things or tricks if my children are in a fun mood. I love to read, especially books on management and such. A great way to unwind on a weekend is the family cuddling up on a sofa and enjoying the favourite film after a scrumptious dinner!

Celeb LIFE-ENHANCING PLAN

04 | **Starline** | January 2011

Vit C to the rescue

Immune yourself to cold viruses with the help of vitamin C and enjoy a healthy winter.

TEXT: SONALI SHAN



VITAMIN C is a powerful antioxidant that helps boost the immune system and fight off cold viruses. It is also a powerful antioxidant that helps protect the body from oxidative damage. **W**INTER IS THE best time to take a boost of vitamin C. The cold weather is in full swing and you are more likely to catch a cold. **W**INTER IS THE best time to take a boost of vitamin C. The cold weather is in full swing and you are more likely to catch a cold. **W**INTER IS THE best time to take a boost of vitamin C. The cold weather is in full swing and you are more likely to catch a cold.



Jetwings

FOURPLAY TO FITNESS

Althea Shah lets you in on four exercise programmes that burn calories, tone the body, and are great fun too

1 SPINNING

Spinning is a high energetic pulsating class on spin bikes. With no complicated moves to learn, a motivating group environment, invigorating music, and visualisation that begs your legs to pedal. You can have a blast and ride your way to a healthier, stronger body and get the feel of outdoor riding without the associated dangers and setbacks.

This is a form of cycling. The classes vary with the level of students. The instructor takes you through highs and lows, mountain climbing (by increasing resistance and fat roads by lowering resistance and increasing speed). It makes you go through a long-winding road in one place.

Other cardio vascular equipment ranges from treadmills to cross trainers to steppers to air trainers. These are also very good but here you are doing it in a group.

Advantages: You can burn up to 500 calories per hour if done right. Cardiovascular exercise helps you improve your overall physical health.

Done on a regular basis keeps the heart pumping strong, blood circulating properly, and helps to improve your breathing capacity, while boosting your endurance.

A consistent programme also reduces glucose-stimulated insulin secretion, increases HDL cholesterol (the good cholesterol), and decreases total cholesterol.



2 CIRCUIT TRAINING

Circuit training is a great boredom buster. Circuit training means you perform a variety of exercises in quick succession without rest. Some of the movements are strength-based, such as push-ups and lunges, and some are cardiovascular, such as jogging on the spot and sprints.

THE WORKOUT: One circuit is a series of strength and cardio exercises repeated twice or three with little or no rest between sets.

GEAR: You'll need a watch with a seconds hand, the cardio equipment of your choice, plus a set of 3- to 5-pound dumbbells.

WORKOUT PATTERN: Do the strength moves for one minute each in the order listed, alternating one minute of cardio that matches your fitness level between each strength exercise. Complete the circuit three times.

Choose from brisk walk, jumping jacks, squats, lunges, squat and lateral raise, lunge and bicep curls, back extensions.

BURN APPROX. 270-360 CALORIES OR Do five minutes each of low, medium, and high-intensity cardio (give yourself 10 seconds at the end of each interval before moving to the next activity).

Perform the circuit twice, switching activities the second time through. **Burns approx. 370-330 calories**



TRY INDOOR GARDENING: If you have a little corner in your home that you could nurture with love and care, try getting different flowering plants there.

CLIMB STAIRS: Just walk or run up and down the stairs in your building. If you do ten rounds of this, you have been justified all that food you have heaped on.

WORK OUT: You don't need to have a state-of-the-art gym. Some basic equipment will do. If you enjoy walking, invest in a treadmill. You can gradually increase your pace on the machine as you go along. You could walk to the rhythm of the falling reel. There are a few exercises you can do at home with minimum or no equipments any time of the day. Exercise for 45 minutes to an hour with moderate intensity for four to five days a week.

WARM UP: Begin your work out with a 10-minute warm up session. Include side stretching, jogging on the spot, skipping or jumping jacks.

GET DOWN AND PLAY: If you have little children, then get down and get dirty with them. Don't worry no one on the mat but just playing their kiddie games will keep you on your toes. Believe me, it can get exhausting. Pets will do just as well to keep you going. Biting your pets will be a chore that you could look forward to.

GRAB YOUR PARTNER AND DANCE: Just turn on the stereo and let go. Dancing can also help keep the blues away. If one is watching you and you can make a fool of yourself without being laughed at, it will encourage you to stuff that you normally would not give a shot at and it is a great calorie burner.



PWF diet & nutrition



Mustard oil
This oil is famous for its characteristic pungent and sharp flavor. Mustard oil has a higher proportion of Mono Unsaturated Fatty Acids (MUFA) and Poly Unsaturated Fatty Acids (PUFA), which reduce the bad cholesterol, but it also contains erucic acid, a fatty acid that has undesirable effects on health when consumed in large amounts. Mustard oil should be used along with other cooking oils to reduce the erucic acid content.

Sunflower oil
Sunflower oil is a good all-purpose oil. It is rich in PUFA that lowers the levels of both good and bad cholesterol. Hence, it's better to use it in a combination with other oils.

Safflower oil
It has a more oily texture and a firmer flavor than sunflower oil. It is suitable for deep-frying. It also contains PUFA. Like sunflower oil, this one too should be used in combination with other oils.

Soybean oil
Soybean oil contains PUFA, particularly linoleic acid, alpha-linolenic acid and alpha-linolenic acid (ALA) in the right balance, which are essential for human health. This oil is suitable for all types of cooking methods except frying because PUFA gets oxidized at frying temperatures to form toxic compounds. It is not recommended for salad dressings because of its slightly fishy flavor.

Palm oil
Bright orange-yellow oil, it is used in the manufacture of vegetable oils and fats. It has a nutty flavor and is high in saturated fat, which increases total cholesterol and bad cholesterol. Hence, it should be used in combination with other oils.

Coconut oil
It has a distinctive coconut flavor. It is high in saturated fats. However, it contains saturated fats that are different from those present in animal fats. It can be safely consumed as part of a balanced diet, in combination with other cooking oils.



Because of such a wide variety available, we usually tend to get confused as to which is best for us and our family. The best thing to do is use multiple oils. For e.g., you can use groundnut/sunflower oil for cooking while olive oil can be used for salad dressing. This will make sure that all the required nutrients are obtained at the same time. One more option is changing the type of oil after every 2-3 months to obtain different health benefits they offer without affecting our health due to

excessive use of one type of oil. Even though oils exert many health benefits, excessive use affects our health, especially heart health. Too much consumption leads to high levels of total cholesterol, bad cholesterol, triglycerides, saturated fats and Trans Fats, which ultimately increases the risk of cardiovascular diseases. Excess also causes fat deposition in the body and since they are calorically dense, they may lead to obesity and other related lifestyle disorders. Thus, the best thing to do is to consume them in a combination rather than using just one type and avoiding excess use.

PERFECT WOMAN



Lower Body
Squats-Grab a chair and place it behind you. Stand in front of the chair with your feet hip/shoulder width apart, bend your knees and slowly squat towards the chair. Lift your butt lightly touch the chair and slowly come back up. Do this 10-15 times. Rest for a moment then repeat. You can do this without a chair and can hold dumbbells in both hands to add intensity. Follow this with leg raises. Both sideways and front-back sets of 20 legs each.

Abdomen
Upper abdomen crunches. Lie on your back, raise one

Q&A DIET & NUTRITION

Shradha Gada, Nutritionist, Gold's Gym India, shares your diet and nutrition queries. Write to: psw@performanceshradha.com to get them answered.

I want to know if it's true that women at absorbing calcium after the age of 30 so, what are the foods that can help and supplements necessary or are only calcium rich foods enough?

- Radhika, Chennai
It is okay to take supplements. The major of women (80 plus) do not get one calcium in their daily diet, as either they do not enjoy the taste of dairy, or many find it difficult to digest. Or, another factor is thought that they are fattening. There's take supplements if your diet is not rich calcium content foods.

The body does not fully absorb the amount of calcium consumed. For e.g glass of milk contains about 300 mg calcium and when added with a 400 supplement, you would imagine that I have taken in 900 mg of calcium. In fact, body has absorbed less and will excrete remaining.

Be aware when taking the traditional calcium supplements as often they maybe too much. The body is only able to absorb a certain amount of calcium at once and the excess excreted, therefore taking it in several doses throughout the day will optimize absorption. Chewable supplements are available. TI could be chewed several times each day supplement the calcium intake from the diet. Unfortunately there are certain things, will will deplete the amount of calcium in body. These are protein, salt and coffee and sodas and phosphates.

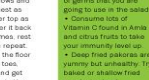
We need to protect the calcium that absorbed and to do this we should cut I on fat foods, processed foods, canned for products, pickles and any product that is high in salt. Reducing the amount of coffee per day to cups is recommended. However, if you milk to the coffee, some calcium does replenish.

UPPER BODY
Push-up: Begin by standing in front of the wall / kitchen counter with feet together. Place your slightly overextended hands on top of the counter top. With your arms a little more than shoulder width apart bend the elbows and try and get your chest as close to the counter top as possible then power it back up. Do these 10 times, rest for a moment then repeat. You can do this on the floor. Rest on your knees, military style. Try and get your chest as close to the mat as possible. Do these 10 times, rest then repeat.

Stretch
Don't forget to stretch your space and a companion. You could even try Yoga- it will calm your mind and help burn those calories. **!**



Diet tips
• Eat carefully with street food. Eat frequent and small meals. Eat well-cooked food.
• Wash vegetables clean of germs that you are going to use in the salad.
• Consume lots of Vitamin C found in amla and citrus fruits to take your immunity level up.
• Deepa fresh pakoras are better but on average try baked or shallow fried pakoras in a salad.
• Banana and potato are anti-depressants. Eat them with a bit of masala.
• Stop eating mango and focus on seasonal plums, litchis and cherries. And of course a wonderful time to get a Body Massage to relieve those neck and pain in the body.



II jade FITNESS

MONSOON MANTRAS



You don't have to miss out on your daily dose of workout during the rain. Here are some indoor options from **ALTHEA SHAH**



It's raining outside and all we can think about is hot chocolate, hot pakoras and chats to pep up the mood. Watching your weight may not be a priority but getting some exercise will make you feel good about yourself. You need to activate those endorphins-feel good hormones to fight the grey weather. Try these out without the discomfort of stepping out of your home.

WORK AROUND THE HOME:

Do all the spring cleaning that you normally reserve for the festival season. Do one room at a time. Reach for those difficult corners and under that bed. Give the maids the day off. Doing this with your spouse could turn out to be more fun than you expected! All that bending and stretching will be enough exercise. You will also have more time to shop in the festive season while the others begin their cleaning!

JADE



JADE

Industry Stories

Participating in industry stories and build up the credibility of GOLD's GYM INDIA

CEO Magazine



UNLESS YOU'RE WORKING ON YOUR SIX-PACK, THE STEPS TO STAYING FIT DO NOT REALLY REQUIRE TOO MUCH OF TIME.



KEEP THE MIND CLEAR

Fitness is not only about physical health. Mental wellbeing is also important, as it allows executives to concentrate and focus on their work, which can be very stressful and deadline-driven. Mental relaxation techniques and concentration exercises should be done along with physical exercises to remain fit. Dr. Rachna K. Singh, Lifestyle Management Expert, Aarav Health Institute, gives the following tips:

1. Plan ahead of time to have a clear itinerary.
2. Have a time schedule in place.
3. List your priorities.
4. Try to maintain some exercise schedule and amount of fresh air when traveling. In short, even a 5 minute breathing schedule done regularly while jaunting from one place to another can keep the nervous system refreshed.

for three years for couple.

FITNESS FIRST
(www.fitnessfirst.net.in)

Fitness First, an international chain, offers the best induction program to get you started with your fitness goals.

Entry level membership: Membership fee is dependent on membership type and duration. Prices on request.

Platinum club: Although the platinum club offers the same quality of service as any of their other clubs, the platinum club is in a more premium location, and has certain upgraded facilities such as more luxurious showers, an upgraded member's lounge, Apple stations to browse the net, and more additional customer services.

GOLD'S GYM
(www.goldsgymindia.com)

Gold's gym-the "Largest International gym chain in the world."

Entry level membership: The membership fees are different in different gyms keeping in mind the facilities and location of the gym.

Highest level membership: It provides clients with weight loss program for 12 months and includes body composition analysis, blood sampling, functional training, nutritional counseling, and massage therapy. **\$\$\$**

Self with gym workouts

...ks and severe physical injuries if they set tight fitness deadlines and do aggressive gymming



"NEVER RUSH through your workout. Always pay attention to minor pains and aches."

ALTHEA SHAH, VP (marketing), Gold's Gym India, and qualified health professional

"ADVISE people to exercise for 60-90 minutes daily only in the morning. People should know their limitations and communicate them to their trainer."



MIKEY MEHTA, health guru

HEART: People at high risk such as those with a family history of heart disease, smokers, diabetics can develop a clot in the heart, which can trigger an attack. This happens when a person unused to exercise exerts himself or herself.



WORDS OF CAUTION EXERCISING

Always warm up before a workout and cool down afterwards.

Don't set unrealistic goals. Understand your physical limitations.

Do exercises that suit your body constitution. Workouts should be gender and age-specific.

Never jump from a sedentary lifestyle into heavy workout sessions. Gradual progression in workout intensity can prevent injuries.



NUTRITION INTAKE

Never work out on an empty stomach.

Eating oats 30 to 45 minutes before exercising will provide your body with carbohydrates.

Check with your doctor before you start on protein supplements.

Unrealistic goals, ignorance lead to workout mishaps

Mugdha Varier

MUMBAI: Prati Chakraborty, 23, a media professional from Thane, suffered a slipped disc five years ago. Doctors could not initially determine the cause, but soon told her that her workout routine could be the cause. Many people are unaware of the health hazards associated with faulty workouts. "I never realised that an improper workout could lead to such a big issue," said Chakraborty, who has been advised not to lift weights and to avoid exerting herself.

Mickey Mehta, holistic health guru, said unrealistic goals and tight timelines lead to workout-related injuries. "It is important that people take enough time for thorough warm-ups and stretches. Avaricious workouts cause injuries," said Mehta.

Taking simple precautions can prevent injuries. "Drinking enough water and wearing the right shoes are basic measures," said Althea Shah, vice-president (marketing), Gold's Gym India, and a qualified health professional. "Common mistakes people make are lifting too much

weight and not doing enough stretches before workouts."

When ignorance of proper exercising methods combines with inappropriate instruction, the risk of injury is high. "Many instructors are part of the 'push' culture, and urge people to go beyond their limitations. They often don't pay attention to the medical history of the person," said Mehta.

The trouble is that people, overly conscious of their bodies, tend to push themselves too much. "The biggest reason for injury is that people look for quick results," said Shah.

People also tend to consume more proteins to build muscle and energy bars and sports drinks to enhance energy. "Water or lime juice is the best source of energy during workouts. People often overload on glucose, which our system finds hard to absorb," said Gauri Murthy, a wellness and sports nutrition specialist. "Supplements should be taken to correct deficiencies. Calcium and vitamin D supplements help strengthen the bones, while Omega-3 fats help prevent diabetes and heart problems."

Hindustan Times

No. 1: Join a gym!

It's 2011 and it's time we keep up to our promises and resolutions of eating healthy, getting in shape and joining a gym. With so many gyms around we know it can be a bit tough for you to choose. So, **Samreen Samad** brings to you best gyms the city has to offer

POWERHOUSE GYM

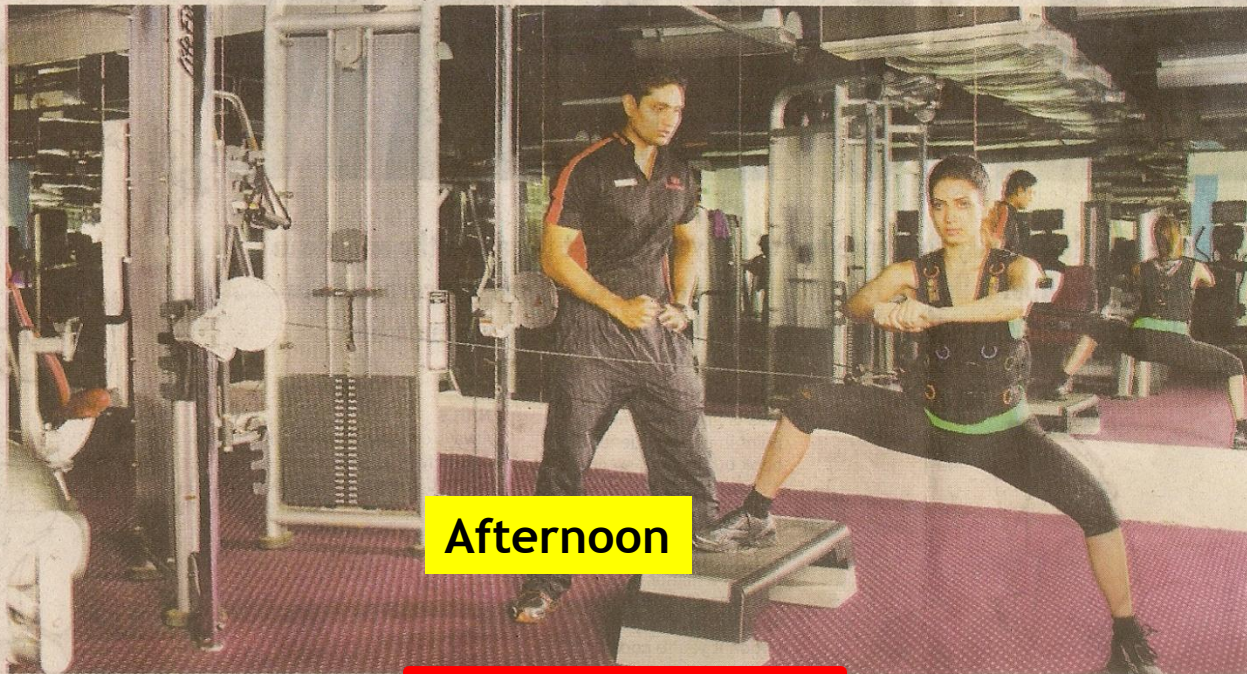
Powerhouse Gym doesn't have any discounts on memberships but offers assured gifts. Their yearly membership costs ₹7,500 and be assured to win free membership of either 1 month, 3 months, 6 months or 12 months. You can also win vouchers from coffee shops and apparel stores. The gym offers weight gain/loss programs, personal training, steam baths and showers to relax stiff joints and muscles. The gym is very well equipped and has well trained trainers.

Where: Swati Building, North Avenue Road, Santacruz (W)

WAVES GYM

Waves Gym has some great offers which you can't refuse. 50% discount on annual gym membership plus unlimited group exercise classes on Abs Workout, Hips & Thighs Workout, Bollywood Dance, Western Dance, Kickboxing, Power Yoga, Salsa and Yoga Classes. The gym is open 7 days a week and from 6 am to 12 pm.

They also have a Saturday club where all the members and their friends along with the trainers and nutritionist can enjoy an exciting outdoor workout. The offer is valid on till 31 January 2011.



Afternoon

» Karishma Tanna at True Fitness, working out with the help of '1-vest'- Elevated sumo squat

Where: 5th Floor, Morya Estate, Opp. Infiniti Mall, New Link Road, Andheri (W)

TALWALKARS

Talkwalkars is country's largest chain of health clubs and is providing new members with exclusive branded marketing gifts worth ₹6,000 absolutely free on their annual complete health club facility (CHCF) membership.

This New Year's resolution offer is to create consciousness among people about healthy living and according to us there is not a better occasion to start a healthy lifestyle than the New Year. The cost of the annual membership is between ₹16,000-₹20,000.

Where: Orchid City Centre Mall, 3rd floor, Belasis Road, Mumbai Central

GOLD'S GYM

Visit Gold's Gym for their new 24x7 weight loss program. This program combines the technical aspect of fat loss diets with a strong web platform and ensures 24x7 back up for members taking up this program. The member has to send a sms and will get an instant response in terms of food choices irrespective of the time. The member is also able to view various progress charts, diet plans, health profile and milestone to reach. The program offers an interactive and personalised approach towards weight loss. All physical activities are supervised by specialised trainers who ensure maximum weight loss with the help of functional training programs and the fat loss is expedited with the help of Adipose buster massages that help in faster fat mobilisation

leading to loss of cellulite and toned look by well qualified therapist. The cost of the program ranges from ₹16,000 to ₹60,000

Where: Landmark Building, 4th Floor, Pali Naka, Above HDFC Bank, Bandra (W)

TRUE FITNESS

If you are not too fond of working out at the gym with equipment, you can enroll yourself for Bikram hot yoga at True fitness. The technique consists of asanas which are practiced over 90 minutes under a temperature of 40 degree celsius or more. These asanas help to flush waste products and toxins out of the body via the skin, breath and by improving the efficiency of your organs and glands.

Where: 4th Level, Above star Bazaar, Crystal Point Mall, New Link Road Andheri (W)



Angelina Jolie

GUIDE TO A YUM MUM

Add some lifestyle changes to your routine to feel and look like a super mom

This spring, the stork will visit quite a few lovely ladies in Hollywood. The to-be-mommies are not sitting at home and knitting for their babies. Rather, they are making public appearances and showing off their baby bumps in style. The list includes ex-Spice Girl Victoria Beckham, who is expecting her fourth baby, singer Mariah Carey, who performed on stage with a big baby bump and a visibly pregnant Natalie Portman on the red carpet in Los Angeles. Also stars, such as Alicia Silverstone, Selma

Blair, Kate Hudson and Jennifer Connelly too, are expecting babies this summer. So if you are expecting a baby and want to look healthy, here are a few lifestyle and health modifications that you can accommodate in your routine.

A healthy life

It is imperative to maintain healthy weight and good nutritional status before conceiving and during pregnancy to ensure a healthy baby. Dr Shobha Sehgal of VLCC Healthcare says, "Incorporate malted foods in your diet. These foods are easily digestible due to high

amylase content (carbohydrate digestive enzyme) and are rich in vitamins and minerals.

Keeping fit

If you are determined to remain active throughout your pregnancy, take to exercise. Health expert Althea Shah of Gold Gym says, "Exercise can increase a pregnant mother's sense of control and boost her energy level. It may even lower your risk of complications such as preeclampsia and gestational diabetes. Babies born of mothers who exercise during pregnancy are healthy.

-Zofeen Maqsood



Padma Laxmi



Summer offers extras hours of daylight and an opportunity to spend even more time enjoying outdoor activities and burning off those unwanted calories. Be it playing your favourite sport or taking a dip in the pool, getting into shape in summer is different from

other months. Fitness experts **Namita Jain** (Clinical Wellness Specialist, Bombay Hospital) and **Althea Shah** (President - Marketing and Fitness Expert, Gold's Gym India) guide you on how to stay active and lose weight in summer.

SUMMER-FRIENDLY WORKOUTS

■ **SWIMMING:** Summer is the perfect time for water workouts and swimming is your best bet. It is non-weight bearing and places less stress on the bones and joints. Under a trainer, you can swim at least 1-2 laps, with a repeat cycle of 4-6 times depending on your stamina. You could couple your swimming routine with the following:

>> **WATER SQUATS:** Stand in shallow

Sweat it out!

Working out in summer is a tricky affair. iDiva lists a few dos and don'ts

By **SONAL VED**

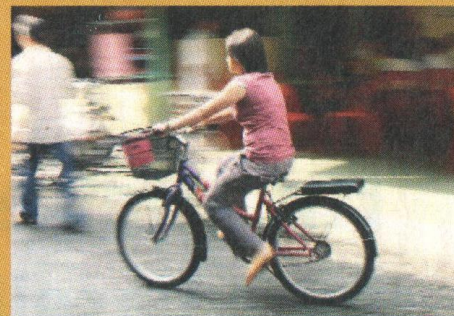
water with your feet about hip-width apart. Bend your knees slightly as you push your hips back as if you are sitting on a chair. Return to start position and repeat. Since the water provides extra resistance, the move is more challenging.

>> **AQUA AEROBICS:** You'll need a trainer to help you do these exercises, which involve using props like dumbbells, float, gym ball, etc.

>> **WATER JOGGING:** A floating device is used so that your feet don't touch the ground. It's an amazing way to build your stamina.

■ **CYCLING:** Cycling is fun and a low-impact activity that helps you shed those extra calories and tone your body in a safe way. It doesn't matter whether you choose to exercise on a recumbent bike, attend a spin class or cycle outdoors, as long as you don't over-exert yourself. However, if you choose to cycle outdoors, avoid doing so between 10am and 3pm.

■ **WALKING:** Walking is the easiest way to work out in summer. All you need is a good pair of walking shoes to get started. Start off by walking 20-25 minutes each day and gradually increase to an hour daily. Walking is best for summer mornings when the temperature is low. If



you prefer working out indoors, get yourself a treadmill and a good trainer.

■ **YOGA AND PRANAYAMA:** Nothing cools off the mind and body more than this form of workout. Yoga asanas relax the body and mind. They help you lose weight and battle skin and body issues. Certain breathing techniques taught by pranayama experts help combat a lot of summer-related illnesses as well.

RIGHT PLACE, RIGHT TIME

Running, walking, pilates or yoga—whatever your mode of exercise, choose the place wisely. Make a list of places that are cool enough for you to sweat out. These may include shaded areas in a park, your house, the office or the swimming pool. The best time to work out in summer is early morning or late evening.



For more, log on to www.idiva.com/health/

BATTLING HEAT STROKE AND DEHYDRATION

●● Include whole fruits, fruit juices and coconut water to your diet.

●● Keep a bottle of water handy and keep sipping water throughout the day.

●● Sports drinks are recommended only if you're performing high-intensity exercises for a prolonged period of time—i.e., more than 60 minutes—as they help replace electrolyte imbalances.

●● Get adequate rest in between workout sessions.

●● Avoid prolonged periods of high-intensity exercise in summer.

●● On an average, you need 10 to 12 glasses of water everyday.

●● If you work out regularly, being hydrated is crucial for good exercise performance. Have one to two glasses of water one hour before your exercise, half to one glass every 15 minutes while exercising and two glasses 30 minutes after it.

CUT THE FESTIVE CALORIES

In the final chapter of our three-part Diwali series, we get the experts to share tips on eating healthy and keeping the festive weight gain at bay

Petrina D'Souza

Activities, family and good food go hand-in-hand — meeting relatives and friends goes with dinner parties, get-togethers and exchanging boxes of mithai. Now, how can one say no to that extra ladoo someone lovingly offers, or when the host insists on a second helping? For those looking to stay healthy and keep your weight in check through all of this, here are a few tips:

Drink plenty of water and avoid aerated drinks

Drink plenty of water before snacking, so that your stomach is partially full and you eat less. "Drinking plenty of lakewater water-green tea (without sugar) will help perk up your metabolism and ease digestion of high-calorie snacks. It also helps alleviate

false hunger," says dietitian Mitalee Doshi. Also, avoid aerated drinks. "Carbonated drinks only add calories. Instead, fresh juices, fruit shakes or buttermilk and lassi are a healthy option," advises nutritionist Napur Krishnan. **Baked, grilled, steamed or roasted** Have grilled, steamed, baked or roasted dishes instead of fried ones. "Avoid fried food. Also, stick to white meats like chicken, or fish. Pick out and eat only the most or vegetables from the gravy, as they provide proteins. Avoid consuming the oil or cream used to prepare the gravies," says Manira Jawaahar Karand, nutrition expert at Gold's Gym. "If you indulge in fried food items or sweets, compensate for it by cutting down on carbonyl drinks in the form of chapatti and rice and add more salads," adds Lovla.

Eat small portions Moderation is the mantra of enjoying festive food. Eat fatty food, sweets and other fried snacks in small amounts. "I

to

an

Have smaller portions of food

Separate meals from sweets

We tend to eat sweets or dessert after a heavy meal. Instead, treat the main course and the dessert as two different meals. "Always eat sweets or fatty foods as individual items and not along with meals, so the calories are well distributed throughout the day," explains Doshi. Krishnan also advises, "Postpone a desired snack for about 10 minutes after eating a heavy meal."

Fruit juices are a healthier option than aerated drinks Fruit juices are a healthier option than aerated drinks. "I

to

an

Have smaller portions of food

Distribute sweets to others

If you have received boxes of chocolates or sweets, give them to the young ones in your family or the neighbours so that you aren't tempted to indulge in them. "Avoid accumulating boxes of sweets and chocolates at home, get rid of them by distributing to others," says Kavard.

Smile wide Don't forget to take care of your teeth while indulging in festive food. "Drink water when eating something sweet. Drinking water can be as effective as flossing. The water helps to get in between the teeth, which stops sugar from doing as much damage as it can. Mouthwashes have great anti-bacterial properties and help in limiting the colonisation of bacteria in the mouth. An apple helps to clean teeth between brushings, makes for a good snack, and fresh fruit helps to fight tooth decay. So much an apple during any time of the day. Rinse your mouth out with salt water once a day or a few times a week. It helps to disinfect your mouth and keeps your gums healthy," says Karand. **Dental Care Centre**

to

an

Have smaller portions of food

CONTROL YOUR TEMPTATION

It's time for you to enjoy yourself and eat whatever you like but at times, try and control yourself. For example, skip having a third dessert every once in a while. Curbing your temptation will go a long way in controlling your weight.

SNACK BEFORE GOING TO A PARTY The trick to eat less at a party is to consume something light before going. This way you will binge less on that oily and greasy party food!

OPT FOR FOOD WITH FEWER CALORIES Usually, for a gathering at a friend or a family member's place, the food is bound to be rich and heavy. Thus, stick to something that is light. This way you won't feel guilty for putting on weight but will also enjoy your meal.

EAT SLOWLY Eating slowly not only helps you digest the food better but also keeps a tab on your weight. It takes approximately 20 minutes for your stomach to register a full sensation and signal your brain that you've had enough. Thus slow down and listen to your body.

FOCUS ON SOCIALISING



HOW TO AVOID HOLIDAY WEIGHT

With the holiday season approaching, we find ourselves surrounded by rich festive foods and the subsequent concern of piling on those extra kilos

By Meghna Mukherjee

With a host of parties and family gatherings and lots of delicious food and drinks, piling on weight is everybody's concern. No matter how much you try and refrain from fried, heavy food — the real problem starts once the holiday season is over and the weighing scale reveals that you've gained some weight again, much to your chagrin. Althes Shah, fitness expert, Gold's Gym says, "Constantly eating rich food during the holidays and with no exercise, you tend to put on maximum weight during this time." The trick is to follow a simple fitness routine that will save you the trouble of running vigorously on the treadmill once the holidays are over.

CARDIOVASCULAR EXERCISE IS A MUST "Walking or running is the simplest form of cardiovascular exercise and no matter where you are, you can always find some time to walk or jog in the morning or the evening," shares Shah. You can also try cycling during your holidays. Instead of using your car, peddle your way through the city. Also, if you are visiting a beach area, you can

WATCH YOUR ALCOHOL INTAKE Alcoholic beverages are said to contain 'empty calories' that offer no nutritional value. Thus it contributes to gain. Instead of opting for a drink with coconut water, you can drink a glass of water.



KNOW MORE AVOID THE BINGE DURING CHRISTMAS The binge, bloat and too much salt, fatty foods and Christmas seem to go hand in hand, unfortunately. We spoke to Jyoti Sawant, a nutritionist from Gold's Gym, to find out what to do in order to avoid letting Christmas add to your weight woes.

LIMIT THE FESTIVITIES: It's okay to go all out and indulge in delicious food and drink once, or maybe twice. But, when you start doing so every day, thinking that it is the festive season, you're body will pay the price. There is nothing wrong with throwing your diet out of the window and indulging in all the traditional Christmas delights. But, just ensure that you don't keep doing that tomorrow and the day after too.

PLAN YOUR LUNCH: We know that Christmas lunch can be delectable and tempting. It is easy to lose control of yourself and end up overeating. But, you can avoid that by making a plan. For example, promise yourself that you won't have more than 5-6 bites of the best stuff. This will ensure that you have a healthy lunch or dinner without having to deprive yourself.

KEEP NEW YEAR'S IN MIND: No, we don't mean save going overboard for the New Year, but use New Year as motivation to eat less during Christmas. Choose your New Year's outfit before you head out in the evening today and make sure that it is something you fit into perfectly. Then, at the Christmas party, think about the fact that, if you go overboard, you won't be able to fit into the outfit that you've chosen.

NO CEREALS: We always say that cereals are a good breakfast option. However, this doesn't hold true during a time like this. Processed cereals are high in sugar and considering you will be feasting on several Christmas sweets through the day, it would be best if you avoided the cereals today. Instead, start your day with fruits.



IN SE

With the holiday season approaching, we find ourselves surrounded by rich festive foods and the subsequent concern of piling on those extra kilos

By Meghna Mukherjee

With a host of parties and family gatherings and lots of delicious food and drinks, piling on weight is everybody's concern. No matter how much you try and refrain from fried, heavy food — the real problem starts once the holiday season is over and the weighing scale reveals that you've gained some weight again, much to your chagrin. Althes Shah, fitness expert, Gold's Gym says, "Constantly eating rich food during the holidays and with no exercise, you tend to put on maximum weight during this time." The trick is to follow a simple fitness routine that will save you the trouble of running vigorously on the treadmill once the holidays are over.

CARDIOVASCULAR EXERCISE IS A MUST "Walking or running is the simplest form of cardiovascular exercise and no matter where you are, you can always find some time to walk or jog in the morning or the evening," shares Shah. You can also try cycling during your holidays. Instead of using your car, peddle your way through the city. Also, if you are visiting a beach area, you can

WATCH YOUR ALCOHOL INTAKE Alcoholic beverages are said to contain 'empty calories' that offer no nutritional value. Thus it contributes to gain. Instead of opting for a drink with coconut water, you can drink a glass of water.

KNOW MORE AVOID THE BINGE DURING CHRISTMAS The binge, bloat and too much salt, fatty foods and Christmas seem to go hand in hand, unfortunately. We spoke to Jyoti Sawant, a nutritionist from Gold's Gym, to find out what to do in order to avoid letting Christmas add to your weight woes.

LIMIT THE FESTIVITIES: It's okay to go all out and indulge in delicious food and drink once, or maybe twice. But, when you start doing so every day, thinking that it is the festive season, you're body will pay the price. There is nothing wrong with throwing your diet out of the window and indulging in all the traditional Christmas delights. But, just ensure that you don't keep doing that tomorrow and the day after too.

PLAN YOUR LUNCH: We know that Christmas lunch can be delectable and tempting. It is easy to lose control of yourself and end up overeating. But, you can avoid that by making a plan. For example, promise yourself that you won't have more than 5-6 bites of the best stuff. This will ensure that you have a healthy lunch or dinner without having to deprive yourself.

KEEP NEW YEAR'S IN MIND: No, we don't mean save going overboard for the New Year, but use New Year as motivation to eat less during Christmas. Choose your New Year's outfit before you head out in the evening today and make sure that it is something you fit into perfectly. Then, at the Christmas party, think about the fact that, if you go overboard, you won't be able to fit into the outfit that you've chosen.

SNACK BEFORE GOING TO A PARTY The trick to eat less at a party is to consume something light before going. This way you will binge less on that oily and greasy party food!

OPT FOR FOOD WITH FEWER CALORIES Usually, for a gathering at a friend or a family member's place, the food is bound to be rich and heavy. Thus, stick to something that is light. This way you won't feel guilty for putting on weight but will also enjoy your meal.

EAT SLOWLY Eating slowly not only helps you digest the food better but also keeps a tab on your weight. It takes approximately 20 minutes for your stomach to register a full sensation and signal your brain that you've had enough. Thus slow down and listen to your body.

FOCUS ON SOCIALISING

KNOW MORE AVOID THE BINGE DURING CHRISTMAS The binge, bloat and too much salt, fatty foods and Christmas seem to go hand in hand, unfortunately. We spoke to Jyoti Sawant, a nutritionist from Gold's Gym, to find out what to do in order to avoid letting Christmas add to your weight woes.

LIMIT THE FESTIVITIES: It's okay to go all out and indulge in delicious food and drink once, or maybe twice. But, when you start doing so every day, thinking that it is the festive season, you're body will pay the price. There is nothing wrong with throwing your diet out of the window and indulging in all the traditional Christmas delights. But, just ensure that you don't keep doing that tomorrow and the day after too.

PLAN YOUR LUNCH: We know that Christmas lunch can be delectable and tempting. It is easy to lose control of yourself and end up overeating. But, you can avoid that by making a plan. For example, promise yourself that you won't have more than 5-6 bites of the best stuff. This will ensure that you have a healthy lunch or dinner without having to deprive yourself.

KEEP NEW YEAR'S IN MIND: No, we don't mean save going overboard for the New Year, but use New Year as motivation to eat less during Christmas. Choose your New Year's outfit before you head out in the evening today and make sure that it is something you fit into perfectly. Then, at the Christmas party, think about the fact that, if you go overboard, you won't be able to fit into the outfit that you've chosen.

Afternoon DC



CLEAN UP AFTER YOURSELF

Offering to help your host clean up after the party is such a nice thing to do. Here's another reason to offer, apart from common courtesy. Cleaning up will help keep you active. And after all the eating and drinking that we're sure you've done, it's a good way to make up for it.

DANCE THE NIGHT AWAY

Don't have time to exercise? Then dance the night away, instead of sitting still or being shy at the Christmas party this year, start dancing and stay active. The more you dance, the more calories you'll burn.

ALL CLENCHED UP

Don't do this one while working the crowd but if you're sitting down for dinner, discreetly do a few bottom clenches to keep your muscles working.



Say no to cereal during Christmas because you don't need that extra sugar



WINTER SPECIALS

Health & Nutrition

Sets: 2 Reps: 10
 Get on all fours and, keeping your abs braced, raise one leg out to your side while keeping your knee bent 90 degrees. You'll look like a dog pawing on a fire hydrant. Complete your reps on one side and then switch sides and repeat.



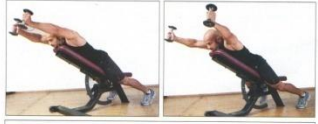
1b PLANK WITH ELBOW TOUCH

Sets: 2 Reps: Continue for 1 min.
 Get into pushup position and then lower your forearms to the floor. Your body should form a straight line with your abs braced. Shift your weight to your left side and raise your right knee up while drawing your left elbow to your rib cage. Alternate sides for one minute.



1c I-Y-T-RAISE

Sets: 1 Reps: 6
 Set a bench to a low angle and lie facedown on it with a dumbbell in each hand. Raise your arms up in front of you with elbows straight and thumbs pointing up (you'll make an "I" shape). Lower and raise them out 45 degrees in front of you (a "Y" shape). Lower and raise them again out to your sides (a "T" shape). That's one rep.



PULL YOUR WEIGHT!
 Your workouts should always include more reps of pulling.



PW FITNESS
 health & fitness

Perfect Woman



Pregnant

Yes, it's true that exercise benefits us like nothing else; in fact it gives us a different kind of high altogether. And, there is no age or condition to start exercising either. In fact, it benefits those who are pregnant too. **Althea Shah, VP Marketing & Fitness Expert, Gold's Gym India** speaks about exercising during pregnancy.

Exercise is a big plus for both mother and the baby. It can help you:
 1) Prepare for the 'Big Day' (birth of the child) - Muscles and a fit heart can greatly ease labour and delivery. Gaining control over your breathing can help manage pain. Increase in endurance can help in the lengthy labour process.
 2) Look and feel better - Exercise increases the blood flow to your skin thus giving it healthy glow. It releases endorphins, which make you feel better for the entire day. Also, it relieves backaches, improves posture by strengthening muscles in the abdomen, back, hips and thighs. It reduces constipation by accelerating movement in the intestine.

Important tips while exercising during pregnancy:

- Always talk to your doctor before beginning any exercise programme.
- Start gradually. Even 5 minutes a day is a good start if you've been inactive. Add 5 minutes each week until you reach 30 minutes.
- Dress comfortably in loose-fitting clothes and wear a supportive bra to protect your breasts.

- Drink plenty of water to avoid overheating and dehydration.
- Skip your exercises if you're sick.
- Opt for a walk in an air-conditioned mall on hot, humid days.
- Avoid decline position exercises, since the blood pressure is normally on a higher side during the first trimester, due to increase in the blood volume.
- Haemoglobin levels drop, thus listen to your body. Your fitness levels may not remain the same as pre-pregnancy.
- Abdominal and back exercises are important. They help with postural changes, stability and keep your body strong after the baby's born, when you'll have a lot of lifting to do. Since doing crunches on your back is not

the recipe for staying in shape effortlessly is a myth. Anyone who has attempted quick-fix training methods knows this well. However, there are ways to make your workout, well, work. We got the best wellness experts, nutritionists and trainers in the business to tell you how to maximise your efforts.

VERNON AGUIAR

SENIOR PERSONAL TRAINER, GOLD'S GYM
 "When Mandira came back to me after her pregnancy, she was 22 kilos heavier. I started training her with light weights initially and increased it with time. Once she was ready, I started functional training - a cardiovascular workout along with weight training. She started skipping 500 times a day and eventually increased it to 1,000 skips a day. Now she does 3,500 skips a day."

"To build muscle mass, you first have to tear muscle tissue with intensive weight training. These tissues can be repaired with the help of calories. So I advised a low carb and high protein diet. This way, you don't need external fat to repair the muscles, but use existing body fat. I gave her a few dietary restrictions like avoiding sweets. Even the carbs

BRIAN COCHRANE

NINE METRE TRAINER
 "Free yourself from your monotonous gym routine and get outside - it's fun, convenient and above all, free. Uneven, varied terrain can result in a higher calorie burn, while natural light helps boost vitamin D levels, making you stronger and elevating your mood and system."

PAYAL GIDWANI TIWARI

YOGA EXPERT AND AUTHOR, FROM XU TO XS
 "Kriya (body purification processes) on the outside, you need to be healthy on the inside. In order to be healthy on the outside, you need to be internally 'clean' first. Try the Jala Neti, Sutra Neti, Shukla Prashala, Vaman Dhauti and Kapalabhati Kriya."
 Cosmic Fusion - The Yoga Wellness Studio, 101, A/2, Lok Nirman Towers, Dr Ambedkar Road, Khar (W), Mumbai 52. Inquiries: (022) 26488055



"I've TRIED everything from yoga to dieting in the past. But cardiovascular exercise teamed with WEIGHT TRAINING works best for me."

MANDIRA SHEE

she eats are simple, and not complex. They are easier to burn and they also provide the energy for a high-intensity workout."

"Mandira is highly motivated. If I ask her to run on the treadmill for 20 minutes, she runs for 30. She takes her training very seriously and that's very important."

www.gold

Elle

these days. Focus on working out those, and as a bonus, you will have a fabulously toned abdominal area." **Vivian's, Marina Vista, Spa, 21 Link Road, Lajpat Nagar, New Delhi 24. Inquiries: (011) 41081086**

SAMANTA DUGGAL

YOGA AND WELLNESS THERAPIST
 "Conscious relaxation for 15 minutes every day (not to be equated with sleep - our minds are active even when we dream) is a must. Taking time out and guiding ourselves through meditation and focusing on the breath gives us mental space, clarity and rest which even sleep can't give."

www.samantaduggal.com

GRAZIA HEALTH

Easy DOES IT

Tweak your lifestyle and get toned with these small (but mighty) tricks

Research suggests that a woman's average new year fitness resolution lasts no more than two and a half weeks. To make sure you stick to yours, we set out to find yuppie-friendly ways to get healthy. We asked fitness gurus, researched through bestselling fitness books, and trawled through the latest studies to bring you the easiest path to being healthy.

DO THE SWITCHEROO

Ditch the unhealthy and switch to food that's good for you. Shradha Gadit, nutritionist at Gold's Gym, India, tells you how.

WHAT YOU HAVE	REPLACE IT WITH	BECAUSE
Mayonnaise for dressing	Mustard dressing	It's low on calories and rich in nutrients such as selenium, magnesium and omega 3 fatty acid.
Cheese sandwich	Low-fat cottage cheese	Cottage cheese is not only low on fat, it provides an adequate amount of proteins to help you burn fat.
Tea	Green Tea	Though it contains some caffeine, it is also packed with a lot of antioxidants.
Fruit juice	Whole fruit	Whole fruit provides more fibre along with a cluster of vitamins and minerals.
Whole wheat products	100 per cent whole wheat	Whole wheat products may contain a high percentage of refined flour, which deprives you of the fibre.

inspired by SHRADHA GADIT

PILE ON THE PROTEIN

"Make it a point to eat protein at every meal," says Kanika Hinduja, personal trainer. "You'll feel full longer, which prevents impulsive snacking. Eggs, lean meat and fish, yoghurt, nuts and pulses are good sources."



WINE IS FINE
 IF YOU MUST CONSUME ALCOHOL, WOULD ADVISE RED WINE. SUGGESTS DR MIKE MORENO, AUTHOR OF THE 17 DAY DIE. "RED WINE CONTAINS A HEALTH PROTECTIVE COMPOUND CALLED RESVERATROL WHICH IS A FIBRE RICH AND MAY BE THE REASON WHY THE FRENCH CAN EAT LOTS OF FAT AND STILL STAY THIN."

Grazia

Profiling / Financial Stories

Gold's Gym:

The growing up pains



Images Business of Beauty



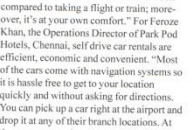
Indians are slowly waking up to the benefits of health and fitness. However, the number of those who are enthusiastic about staying fit and active is so small that it doesn't garner much attention. **Jha** catches up with G. Ramachandran, Director, Gold's Gym, to learn about the challenges of setting up a fitness centre and the approach that they have judiciously taken in the Indian backdrop.

By Ritoo Jha



G. Ramachandran, Promoter and Director, Gold's Gym (Mumbai)
So it's best to have a chauffeur who knows the route well rather than drive yourself," feels G. Ramachandran, Promoter and Director, Gold's Gym India. Jitendra Sen, Area Sales Manager of Eris Lifesciences Pvt Ltd, also thinks it's more pragmatic to hire a chauffeur car. "In a strange city, a chauffeur will be more conversant in the local language and will know the city better than I do."

For many business travellers, the time commuting in the chauffeur car is utilised to increase productivity. Says Prakash Rao, CEO of Diplomat Group of Companies, "I don't see any advantages of driving in India, especially when on business. I'd rather sit at the back and get some work done. I'd rather have someone else deal with the traffic and the haphazard driving." However, when abroad, he opts for driving himself in a rental car. "I specifically got an international license to experience the roads there, especially the German autobahns."

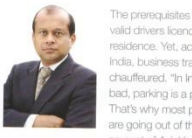


Ritu Makhija, CEO of SmartBrands India Pvt Ltd, also prefers self drive car rentals during trips abroad. "In the US and UK, I drive myself to meetings or events. You earn rewards, and it is cost effective when compared to taking a flight or train; moreover, it's at your own comfort." For Feroze Khan, the Operations Director of Park Pod Hotels, Chennai, self drive car rentals are efficient, economic and convenient. "Most of the cars come with navigation systems so it is hassle free to get to your location quickly and without asking for directions. You can pick up a car right at the airport and drop it at any of their branch locations. At times representatives themselves pick up the cars from your location." However, in India, he finds it easier to hire a local cab with a driver. "It is economical, saves the trouble of driving in traffic and getting directions. I feel that this concept in India will take some time to match up to international standards. With so many travel options, affordable chauffeur driven cars and cheaper rates, it would be a lot of hard work for self drive car rentals to establish a pres-



Adarsh Rangaswamy, E-Commerce Consultant, Bangalore
The system works. I would rather leave it to a local who's familiar with bylanes and short cuts, so I can reach my destination on time. However, if I have some free time on my hands, I'm open to hiring a car and exploring new places by myself."

IS INDIA READY FOR SELF DRIVE CAR RENTALS?



Sunil Gupta, CEO of Avis India, business travellers in India prefer to be chauffeured. "In Indian cities, the road conditions are bad, parking is a problem and road signage is poor. That's why most people opt for self drive only when they are going out of the city on a leisure trip." Ninety five percent of Avis' business in India comes from chauffeur and car services. "Self drive rentals account for 95 percent of the business. We hire chauffeurs abroad. Moreover, we ensure privacy, and also want the fun of trying it."

The growth of 30-40 percent on a small base in the last few years is more to do with road in Mumbai, Delhi and Bangalore; the road infrastructure is way better than that in other cities. That's why Avis, which has all its cars licensed for both self drive and chauffeured rentals, has dedicated

SMARTBOARD

Executive Chronicle

Sony Pictures in 3D war
The firm and major cinema operators are looking in a standoff over who will pay for 3-D glasses for Men in Black 3 in the US. The two parties are in discussions over showing the 3D showings.

UFLEX eyes 60% growth
The flexible packaging firm is eyeing a net profit of Rs 425 crore this financial year. Last year, the polyester films segment was hit due to demand deficit following the euro zone crisis.

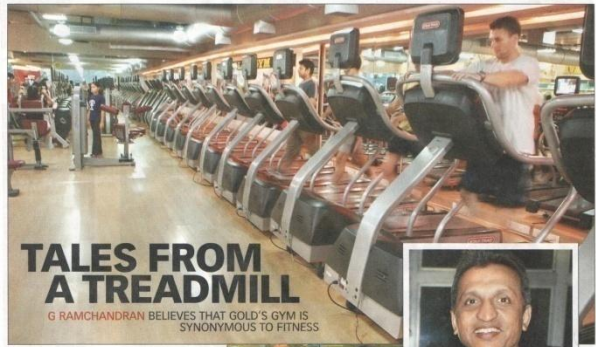
MappynIndia eyes ₹100 cr revenue
The digital navigation device maker is expanding to cross Rs 100 crore revenue mark in the current financial year and plans to expand business in South Asian and African countries.

Trivone buys WheelsUnplugged
Bangalore-based digital media company acquired automobile portal WheelsUnplugged for an undisclosed amount that provides latest news and updates on automobiles.

China's car dealerships struggle
Chinese dealers are struggling with the rising number of unsold cars that's threatening to deepen price cuts, according to the nation's biggest

Gold's Gym to open 30 centres
US-based fitness chain Gold's Gym plans to open 30 fitness centres in India this fiscal as an investment of Rs 60 crore. The company is targeting tier II and tier III cities for its expansion.

Compiled from agencies



TALES FROM A TREADMILL

G RAMACHANDRAN BELIEVES THAT GOLD'S GYM IS SYNONYMOUS TO FITNESS



Rashmi Sanzgiri
The idea of introducing fitness centers in India and making people fitness conscious commenced with Gold's Gym in 2000, opening their first fitness centre in India at Napean Sea Road, Mumbai. There has been no looking back since.

"We wanted people of India to experience the greater level of fitness and introduce them to higher fitness training," says G. Ramachandran, Director of Gold's Gym and one of the partners who introduced Gold's Gym to India. He says, "I love for south has a reparative value. He said, of his year in south Mumbai and believe it a great place to wander around on the weekends. His favourite restaurant is Golf-en Bragato in hotel Taj and Trattoria in Cuff Parade.



Gold's Gym has not only been a fitness centre, but also a networking and meeting place. Many celebrities, CEOs of multinational companies, professionals and people from all walks of life are part of Gold's Gym, helping them carve a niche for themselves in the Indian market.

One has to be consistent and follow a fitness routine regularly, which, unfortunately I don't see in people today. He loves to read business related books and watching movies in his free time.

TOI

EXECUTIVE TRAVELLER JANUARY 2012 59

PW FITNESS health & fitness

15 Minutes to stay Fit

In our fast paced lives it gets difficult to make time for exercise, but you must work out some time in the day to exercise. Even spending 15 minutes a day has numerous benefits. In fact, there's no need for you to even change into workout clothes... just do your thing, and get back to your busy day. Read on to know how just 15 minutes can help you stay fit and healthy.

Althea Shah, VP, Fitness Expert, Gold's Gym, India

Aerobic activity for 10 minutes

Do 10 minutes of continuous aerobic activity, but what you do is up to you. For starters, walk... it requires no special equipment and it's a comfortable, familiar activity. Or, simply hop on a bike. You can walk outside in the park, the hallways, or just up and down stairs. Start comfortably, but during the activity move up to a brisk walking pace or effort level. This should be enough to cause noticeable breathing, but, yes, allow you to talk.

Strength moves for 3 minutes

You can opt for this freehand. For best results, you should add some resistance. Try with various ankle weights (these are available in the market), or just try holding water bottles in your hand. The best of course, is to invest in a couple of light weight dumbbells.

Beginner: Use added resistance in your hands so that 10 to 15 repetitions of each exercise is fatiguing.

Chest press

Lay with your back flat on the floor and arms extended out to your sides.
Bend at a right angle at the elbow, forearms pointed toward the ceiling, hands holding one weight for resistance.
Push the weights up toward the ceiling, fully extending arms, then lower.
Do 10 to 15 repetitions.

Curls

Stand with feet shoulder-width apart, arms straight down by your sides.
Lift the weights up to your shoulders, then lower them back down to your sides.
Do 10 to 15 repetitions.



Flexibility exercises for 1 minute

Side bends
Stand tall, feet shoulder width apart, hands on hips.
Then, reach up to the sky with the left hand, bend to the right from the waist, bringing the left hand and arm overhead and reaching to the right.
Slowly return to start with hands on hips, then bring the right hand up, lean and reach to the left.
Continue alternating, reaching and leaning to the opposite side with each hand, with the arm fully extended, for 30 seconds.

Sit and reach

Sit on the floor with legs straight out in front of you, feet together, hands on top of feet.
Reach forward with your arms, trying to touch your toes.
Hold for 30 seconds.

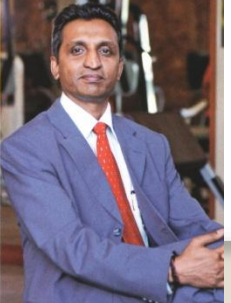


THE GOLD STORY

G RAMACHANDRAN, Promoter and Founder-Director, Gold's Gym gives the lowdown on the business of fitness in India to **Sugatha Menon**

Jade

RAMACHANDRAN is a mentor capitalist with impeccable entrepreneurial spirit and financial expertise. He has evolved beyond spreadsheets and scripted new success stories from new economy start ups like Tower Capital, Karroo, Key Profiles, Safe House and USP Agy. At Gold's Gym, G. Ramachandran is spearheading the global fitness movement with this vision. In his past avatar G.R. (as he is popularly known) was a qualified Chartered Accountant who had done his articleship from Price Waterhouse Coopers. He has over 20 years experience in Investment Banking, Consulting, Business Process and Organisational Development. He had an incredible track record with Ernst & Young, JM Morgan Stanley, Citibank, Reliance Capital and The Times of India Group.



Perfect Woman

Classes / Listings

Highlight the fitness facilities available at
the multiple gyms



MYCITY MYDAY

Watch the collection

ToyWatch and Missoni are launching a new collection called ToyWatch Dressed by Missoni. The collection stems from the fusion between Missoni fabrics and ToyWatch. With only 36 watches available in India, make sure you grab yours before they fly off the shelf. ToyWatch Dressed by Missoni is a limited edition collection: six models with three colours each, with a fouldard strap or with the more classic fabric strap with leather buckles. The bond between the marks is also visible on the

DNA

ish black box — a distinguishing feature — symbolizing the used by the Missoni maison. Instead of the thread, the watch strap is wound around the reel. **Connect:** ToyWatch dressed by Missoni is priced at Rs2,025 and will be exclusively available at AZA, 21 Altamont Road

gaining weight package for one month is Rs5,499, which will involve the Panchkarma treatment. These packages entail the use of various powerful herbs for a full 30 days.

Connect: Ayushakti Ayurved Health Centre, CTS 563 (1 & 2), Bhadrans Nagar, Cross Road no. 2, opposite Milap Theatre, off SV Road, Malad (W). For details and to register, contact 2806 7575/5749/2323/2424

Nature's fitness tips

Godrej Nature's Basket will help you keep your resolution towards a healthier 2011. Celebrity fitness trainers Payal Gidwani, Mickey Mehta and gastronomist Rushina Munshaw Ghildiyal will be conducting demos on healthy eating options. Payal Gidwani, popularly known as Kareena Kapoor's trainer and author of *From XL to XS*, will interact with consumers on the perfect fitness and diet regime for their body structure. Mickey Mehta, fitness guru and founder of 360 degrees, offers his expert guidance on the balance between mind and body through a disciplined fitness routine. To complete this fitness package, gastronomist Ghildiyal will display an array of one-dish meals spread across multiple cuisines perfect for an enviable silhouette. **Connect:** On January 13, Gidwani will be at the Bandra outlet between 4pm and 5pm. Ghildiyal will be at the Powai outlet on January 19 and at the Thane outlet on January 22. Catch Mickey Mehta at the Warden Road outlet between 4pm and 5pm, January 28

Weight off Gold

Try out the Gold's Gym weight-loss



program that combines a fat loss diet with a strong web platform that ensures back-up for all members. The experience of the entire weight-loss

journey is so customised that all a member needs to do is just send a SMS to get an instant response in terms of food choices, irrespective of the time. There are a host of other value adds that a member gets as he/she logs on to her very own log-in ID for the weight loss program. The member is able to view various progress charts, diet plans for the day, current health profile and the milestones to reach. It presents the member with an extremely interactive and personalised approach towards weight-loss without the loss in motivation. The physical activity is supervised by specialised trainers who ensure maximum fat loss with the help of functional training programmes, leading to loss of cellulite and a toned look.

Connect: For more information, contact 6699 2291/4491

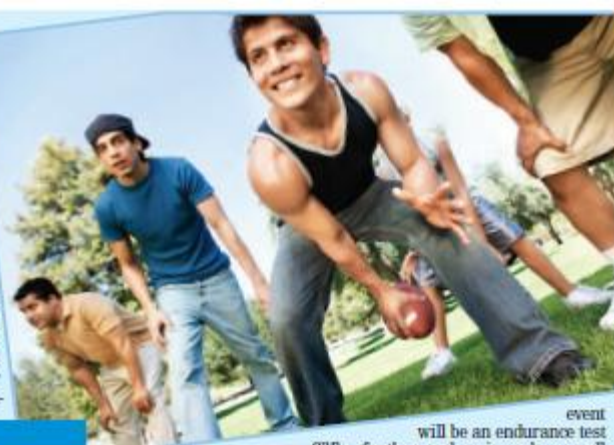
Madhavi Dharta Shah

MANY of us tend to skip our gym routines. And most often, we find excuses to do so. But one of the reasons, as we all know, is a lack of motivation. Knowing that, fitness experts are using innovative measures to sustain the interest levels of the gym goers. Merging fitness with fun, they are organising interesting events like fashion shows, celeb meets, dance competitions, cricket matches and more.

ABS Fitness and Wellness Club recently hosted a Hawaiian party for its members. Hear owner Abhimanyu Sable, who says, "During the show, ladies dressed

process. Exercising is always more fun when you work out with a partner. Initially you start enjoying it, and then it goes on to become a habit."

Organising interesting activities has helped Gold's Gym too. Althea Shah, vice president marketing, says, "We had organised Father's day recently. We are also planning a Doctor's day and Family day. Kids' camp was another in-



Gym-time fun

City fitness clubs are adding exciting events to their schedules to motivate their members. *PT reports*

in Hawaiian outfits walked the ramp. The most stylish and fit contestant won the Miss and Mrs Hawaiian title. In our list of upcoming events, we are going to have a Monsoon War." For members, such events are a good way to mix with each other and become friends. Sable adds, "Who knows, one might find a gym buddy in the

interesting event that saw kids of members and non-members come together for a fortnight full of fun. Drawing, dancing and aqua aerobic classes were held during this time."

Such events give a good break from the routine. Nikhil Agarwal, owner of Endurance Fitness Club, recently or-

ganised a Celebrity Meet and Greet with actor Minussha Lamba and producer Mukul Deora. Agarwal feels, "These events are more about social bonding and a way to motivate members to-

will be an endurance test for the members in push ups, pull ups, chest press, flexibility body balancing, squats, leg press, double bar and back dips. Jayant Pawar, club owner, says, "Winning such competitions motivates members to do their fitness training regularly. It also adds a bit of fun to the routine workout."

Their recent event, Fitness King and Queen, saw 206 members compete to gain the title.

Kedar Sherlekar, owner of Talwalkars, feels that although fitness is the main intention of people flocking to the gyms, fun events like these drive them to make that extra effort. He says, "We organised a fitness competition and an inter-branch



wards fitness. Our event *Aaja Nachle* — a dance competition, was held with a similar motive."

A similar event is being organised by Solaris Fitness Club. Called the Fitness War, the

cricket competition recently. A weight loss competition is scheduled for the next month. Also, parties with an in-house deejay keep happening periodically."

Going to the gym is more enjoyable when one has some fun to look forward to. With so much happening, can you stay away?

math@latenews.com



Pune Times

FUN WITH FITNESS: interesting events give gym

Weight Loss Program

Fun Classes

DNA

DNA

Mumbai, Friday, April 15, 2011

06 city

MUMBAI | THURSDAY, APRIL 28, 2011

6

www.dnaindia.com | epaper.dnaindia.com

WEDNESDAY, APRIL 27, 2011

www.dnaindia.com | epaper.dnaindia.com

origami, techniques of paintings on handmade paper, techniques of mix medium, acrylic painting, handcraft and many more. The camp will last 15 days.

When: May 1 to June 10

Where: Mira Road (East)

Contact: 919833167304

▶ This summer encourage your child to jump from the mouse pad to the play ground. Jumpball presents summer basket ball coaching. Learn basket ball from professional coaches, well structured program, development of leadership skills, team work and sportsmanship.

When: Ongoing

Where: Matunga and Vashi

Contact: 98705 55355

▶ Kinnari cultural centre is organising programmes to develop physical and mental skills of children of age group 2-14 with the help of experts. Classes are held to develop artistic skills. The charges for workshop ranges from Rs600 to 1000

When: Ongoing till June 3

Where: Kinnari Cultural Centre, next to Tata Garden, Bhulabhai Desai Road, Breach Candy

Contact: 9004674254



▶ A unique dance class for all the kids who want to enter the world of dancing imaginations! It covers basic steps and allows toddlers along with their enthusiastic mothers to shake the entertaining instrument of maracas and bounce along the Latin-American beat.

Where: Gold's Gym, 'Garden View', J Mehta Marg, Nepeansea Road

Latino Fiesta

Borivli

Contact: 9821784999 For more details, log on to www.kidzartindia.com

▶ Summer fun camp for kids aged 4-15 with super flexible timings for vedic maths, logic, brain gym, drawing, painting, dance steps, drama, general knowledge quizzes and lots of fun and learning.

When: Ongoing till June 7

Where: All over Mumbai, Thane and Navi Mumbai

Contact: 9004674254

▶ A unique dance class for all the kids who want to enter the world of dancing imaginations! It covers basic steps and allows toddlers along with their enthusiastic mothers to shake the entertaining instrument of maracas and bounce along the Latin-American beat.

Where: Gold's Gym, 'Garden View', Mehta Marg, Nepeansea Road

When: May 2

Contact: 23694654 / 23694677



Be creative

▶ Kidzest organises a creative thinking skills program, where learning is an exciting application process. This will allow children a variety of exciting hands-on, experiences with materials like wood,

events

FRIDAY

At Paramparik Karigar, help traditional Indian craftsmanship. 30 new artists from 14 states will showcase 30 different art forms at Coomaraswamy Hall, Chhatrapati Shivaji Maharaj Vastu Sangrahalaya till April 17.

SATURDAY

Head to the Turf Club, Mahalaxmi, for Farmer's Market and buy organically certified fruits and vegetables directly from farmers. Additionally, there will be dance, drama and music performances. Today, from 3 pm to 9 pm.

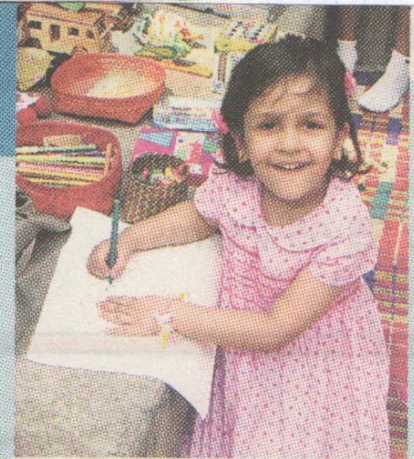
Be a part of BNHS's Flamingo Festival. Visit Sewri Jetty between 2 pm and sunset to see the pink beauties. CALL: 022-22821811

SUNDAY

Catch 23-year-old Chinese pianist, Yuja Wang at Tata Theatre at 7 pm. Tickets: Rs 500-1,000.

MONDAY

Learn to groove like Shakira.



THURSDAY

Learn photography amidst an eco-system, replete with manicured plantations and wild forests, at the Kadumane Tea Estate, Karnataka from April 22- 24. Cost: ₹ 14,500 (inclusive of travel from Bangalore, food, accommodation and the photography workshop). Call: 99886 55941

Gold's Gym, Nepeansea Road, introduces a ten-session dance program that offers a great workout and a chance to introduce one's child to Latin American music and movement. Every Monday 5 pm to 6 pm and 10 am to 11.30 am.

HT Cafe

Thursdays & Saturdays
Where: Group Ex, Garden View Chambers, JM Mang, Napeansea Road
Contact: 9820330117
Cost: One month (12 classes) ₹2,200 plus a one-time admission fee of ₹500

FIGHTING FIT

Using innovative props such as ropes, combined aerobic, cycle fits, boxing, cardio and core in an exciting partner training format, the kickboxing classes at Gold's Gym are designed to give you a fun and challenging workout in a fun, clamp plus combat dance style. The classes are also held on weekends, so you don't need to worry about finding time early in the morning on a weekday to sneak in for a little fitness.

Where: Garden View Chambers, JM Mang, Napeansea Road
Cost: One month (12 classes) ₹2,200 plus a one-time admission fee of ₹500



➔ Using innovative props in vibrant colours with Cirque du Soleil music in the background, the Jukari Fit Flex class at Gold's Gym is worth checking out.

STRETCH CLASS

Want to stay fit or keep yourself in perfect shape? If you've not been on a specialised workout and don't want to learn a new martial art, stretching or dance form, enrolling in a stretch class is the perfect way to stay active. India's Leading Holistic Health Group, Mickey Melba, offers stretch classes over the weekend at its gym, 360 Degrees.

Where: One-hour classes every hour from 7 am to 11 pm on Saturdays
Where: 360 Degrees Gym, Balalnah
Contact: 02241076727
Cost: ₹12,000 a year with a free diet consultation

CALISTHENICS

The calisthenics workout increases your body's strength and flexibility and involves you using your body weight in order to perform movements such as bending, jumping, swinging, twisting and kicking. It works out every muscle group in your body and doesn't need any equipment to do so. Mickey Melba's 360 Degrees Gym, holds classes for the training that men, women and even children can participate in, so that you can workout at your own convenience.



MAKING IT TO THE GYM

There's nothing too hard to do in a gym? Here are some ways to drive a little more out of your busy schedule:
 • Pick a gym close to your office. It cuts down on the time spent travelling. Or, choose a gym close to your office and stop over for an hour after work, three days a week.
 • Enroll in weekend classes somewhere near your house.
 • Wake up an hour earlier than you have to get up and squish in at least 30-45 min before you leave.

HEALTHY AT WORK

You can stay healthy even if you have a stressful job and little or no time to yourself. Fitness expert, Shreya Aaraghi gives us five tips on how to stay fit and healthy when we're at work instead of postponing being healthy till we're back at home:
 • Eat meals in small portions throughout the day rather than 3 big meals. Have 5 or 6 small meals and eat 100 to 200 kcal, so this will speed up your metabolism.
 • Don't drink water while you eat because when you eat your body temperature goes up. If your temperature is high and you drink water, it will go down and the food you are eating won't be digested properly, which will lead to the storage of fat in the body.
 • Even if it's tempting to have a glass of soda while you work, avoid all fizzy drinks.
 • Stretching at your desk is a lot better, so avoid just sitting and let's be honest as these will convert to fat inside your body. If you don't exercise away the calories consumed.
 • Try to do some sort of stretches if you can't go to the gym, go for a brisk walk or jog for at least 20 minutes or do some sort of yoga.
 • Stay hydrated at home, have a drink with vitamin C around three times a day, such as fresh orange juice, lemons.

dance moves to create a dynamic and effective fitness system. Your entire body gets toned, with special emphasis on your legs, hips and abdominal area. At JCK Fitness, you can count for their weekend sessions, release the stress of a hectic week and add a dash of laughter to it as the trainers make it so enjoyable.
Where: 30 am to 10:30 pm on Saturdays
Where: JCK Fitness, Copal Bhawan, 5th Floor, Tagore Road, Santacruz (W)
Contact: 26062277
Cost: ₹500 plus ₹150 one-time registration fee

KATKAP YOGA

Here's a class with a difference! Expert Anjali Nath performs a sort of dance yoga that will get you fit while keeping you entertained. She's holding a class at The Art Fall this weekend and we recommend you head down to get a little taste of the energy, depth and fun of katkap dance and be prepared to dance your sedentary life away.
Where: 9 am to 11 am on Saturday (February 11)
Where: The Art Fall, Vakraresha (Bhandara), The Floor, Mohabbat Studio, Bandra (W)
Contact: 9820330119

BREATHLESS 5 POWER YOGA

Only at JCK Fitness combination of pose. There will be a full set and the rest of the 70 min. You can get benefits by keeping on a stationary cycle pool your limbs and have a high power cardio workout followed by a few asanas of power yoga. This will profoundly shape your body, maximise flexibility and empower your mind and spirit.
Where: 9 am to 9 pm on Tuesdays and Thursdays
Where: JCK Fitness, Copal Bhawan, 5th Floor, Tagore Road, Santacruz (W)

Afternoon



workout with Shalini Bhargava, director of JG's Fitness Centre. Turn up in gym clothes and carry a water bottle.
Carter Road Amphitheatre, Carter Road Promenade, opposite Cafe Coffee Day, Bandra (W) ■ **Bandra (WR & CR Harbour)** ■ **Cafe Coffee Day, 6pm.**

Fri Apr 8

InterPlay retreat Tap into your inner peace and wisdom with a weekend retreat that weaves short bursts of storytelling, movement, singing and even being still.
Interplay Sadam, Bandstand, Bandra (W) ■ **Bandra (WR, CR Harbour)** ■ **Bandstand, Fri Apr 8, 7pm-Sun Apr 10, 5pm. Only eight participants. ₹1,000 inclusive of meals and stay. To register, call Hazel on 98200-55647 or email zealheal@gmail.com.**

Sat Apr 9

Yoga camp: pregnancy A two-day workshop for expectant mothers on yoga techniques that promise a healthier pregnancy. The camp also offers guidance on post-natal care.
See Yoga camp: cardiac on Sat Apr 2 for address. 9am-5pm. ₹1,200, inclusive of lunch and tea.
Yoga camp: stress management Ease your troubles with a two-day yoga workshop.
See Yoga camp: cardiac on Sat Apr 2 for address. 9am-5pm. ₹1,200, inclusive of lunch and tea.

Sun Apr 10

Peas versus pills workshop Dr Nandita Shah explains how most common diseases can be prevented and reversed with the right diet rather than medication.
Times Tower, Sixth Floor, Kamala Mills Compound, Lower Panel ■ **Kamala Mills, 9am-5:30pm. ₹2,000 for one person, discounts available for couples and groups. Fees inclusive of meals and course materials. To register, email your name, phone number and postal address to seminars@sharan-india.org or call Capt Rakesh Srivastava on 2840-8751 or 98339-88287.**

Classes

Jukari Fit to Flex

Find a new way to stretch with the lightweight Jukari band, created from a collaboration between Reebok and French-Canadian acrobatic troupe Cirque de Soleil. The focus is on increasing the range of mobility around each joint. Signature moves include creating shapes by rippling the band in the air.
Gold's Gym, Napean Sea Road (93248-10988) ■ **CR Harbour (WR)** ■ **Chandrakal, Tue, Thur & Sat, 7:30-8:30pm. ₹3,200 for 12 sessions; admission fee for first-timers at Gold's Gym, ₹560.**

Knead to know

Mumbai's newest therapies.
Birka Kerala Vaidyashala
 The Ayurvedic spa offers ubtan therapy, a paste of flowers, nuts, lentil, sandalwood, turmeric, oils and milk massaged by the therapist. It aims to improve skin

Time Out

(WR) ■ **Siddhivinayak Temple, Branches at Juhu (6702-4043), Marine Lines (2288-3210), Powai (2570-8889), Bandra (8520-7446) and Thane (2530-7345).**
www.bitakeralavaidyashala.com. Ubtan therapy, 75 minutes, ₹2,000.

Sivananda Yoga

This form of yoga emphasises frequent relaxation and the yogic style of breathing. Shameem Akhtar's classes in Bandra are conducted twice a week. She also runs a yoga bootcamp and a "headstands and inversions special".
Send your name and email address to sivananda@svananda.com

98331-09909 for address, or e-mail shameensaty@gmail.com. Sivananda Practice sessions, ₹2,500 per 12 sessions. Yoga bootcamp, ₹1,000 for four sessions. Headstands and inversions special, ₹1,000 for four sessions.

Svastii Wellness Academy

Learn the basics or brush up on techniques in spa, salon and wellness at the new Svastii Wellness Academy. Classes at the Academy extend from 10 days to a year. Courses at the School of Spa include Indian, Thai and massage. The School of Hair and Grooming teaches salon hair styling, nail art and make-up, and The School of Fitness has courses on yoga, Pilates and nutrition.

Raj Chambers, 115 RK Paramhans Marg, Third Floor, Andheri (E) ■ **Andheri (WR, CR Harbour)** ■ **Andheri station. For details, call 6773-53000/05 or email academyinfo@svastii.com or visit www.svastii.com/learn. From ₹11,000.**

Trampoline Power Jump

Pump up by jumping and dancing on mini trampolines at this workout led Lavina Khanna. See Preview.
Paize Studio, Milan Mall, Santa Cruz (WR) ■ **Santa Cruz (WR, CR Harbour)** ■ **Khira Nagar, Mon & Wed, 10:30-11:30pm. ₹1,400 for eight sessions. To register or for details, call 98207-69962.**



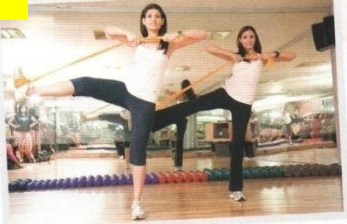
The class is divided into different segments, which involve spot reduction, strength training and stretches

Marie Claire

JUKARI

Based on Cirque de Soleil, the world-famous circus act, jukari improves your flexibility, stability, mobility and fluidity. The workout is designed in association with Reebok. Each class is treated like a performance and the students are expected to imagine an audience and play to the gallery. The exercises use a jukari band, an elasticated strip that adds resistance.
Best for: Giving the body a longer, leaner look. Jukari works on the upper body, and is targeted towards women.

Not for: Pregnant women, as the workout is high-resistance.
Calories lost: About 400–500 calories per class.
USP: "It's a high sensory experience. You feel tall, confident and alive and the steps are easy to follow," says Bhavna Harchandrai, manager, Group Ex, Gold's Gym, Mumbai.
Fun fact: The exercises are named in the spirit of the workout – slap it, chest pop, whip it, and so on. It's about having fun, putting in your best and waiting for an encore.



Jukari Fit To Flex

PLUMMETING LIBIDO

When 32-year-old media planner, Shweta Bhandral noticed a remarkable drop in her otherwise healthy libido, she wrongly blamed it on her stressful professional life. "I thought it was normal to reach a stage where sex becomes a routine and the excitement takes a back seat. I thought it was just a passing phase and so ignored it initially. Later, I realised that I was trying to avoid sex completely. Unable to get enough arousal, I had lost interest in it," points out

Shweta.

This affected the equation Shweta shared with her husband. Her gynaecologist diagnosed that the birth control pills that she was using were responsible for her low libido.

IMPROVE YOUR BODY IMAGE

Researchers believe that the birth control pill can cause a number of side effects including depression and decreased lubrication. One bothersome issue on women's minds is the extra kilos collected around her midriff and thighs, a common side effect of popping the pill. "Good sex is as much about good health as it is about a healthy mind," says Dr Neeraj Ravani, Psychiatrist, Fortis Hospital, Mumbai. "Very often, lowered libido and related problems emerge out of body image consciousness. Keep extra pounds at bay by exercising regularly. Exercise keeps you active, flexible and fresh. It makes you confident, which is an absolute must in bed too. When one feels good about one's body,

performance-related issues do not creep to the surface. A healthy lifestyle with regular exercise therefore enhances one's performance in bed," adds Dr Ravani.

EXORCISING THE MIND-MONSTERS

"A dip in libido is the result of a complex interplay of biological, psychological and social influences. If the problem is faulty recognition a fairly regular case in which the individual wrongly accuses something (the pill, condom, inefficiency of the partner, lack of intimacy, etc.) for hampering his or her libido it can be corrected by

Cognitive Behaviour Therapy with an unwavering support and co-operation from the better half," says Dr Ravani.

HIS SEX-DRIVE HAS TAKEN A NOSEDIVE

"Every time I look forward to having sex with him, he looks gung-ho about the idea but the moment we jump in bed, and he has to wear his condom, all his desires vanish. Does the trouble lie in resistance to wearing a condom?" questions 27-year-old Sabah about her 30-year-old boyfriend. "It's a myth to say that condoms hamper sexual pleasure. Sex, after all, lies in the head and not in the groin. In fact, when a man uses a condom, he

Try Pilates. It's a holistic exercise that strengthens your core muscles and gives a definite boost to your plunging libido. "Pilates increases the overall strength and flexibility of your core muscles including oblique, abdominal and thigh muscles. These muscles strengthen your pelvis and increase the blood flow. Pilates also gives you a flush of adrenaline making you feel active and light all day long. Within the first 10 sessions of Pilates you feel the difference. When you complete 20 sessions you see the difference and after 30 sessions you get a different you altogether," says Komal Anand, a certified Pilates trainer, Gold's Gym, Mumbai. When your pelvic floor muscles are in the best shape, studies suggest, your body will exude confidence. So sign up with a Pilates class, enhance your sex drive and surprise your man too!

When pills create problems

So how does the pill affect the sex desire? "The birth control pill slows down a woman's sex drive because it acts directly on her sex hormones. It may inhibit the production of androgens, including testosterone, in a woman's ovaries. Androgens have a direct effect on the pleasure that you experience during sexual intercourse," asserts Dr Prakash Kothari, Founder-Advisor to the World Association of Sexual Health



The picture that made Pippa Middleton (right) — and her butt — an instant star at her sister Kate's royal wedding

Derrière in demand



Move over Beyoncé, JLo. It's the pilates-toned Pippa Middleton butt that's in demand. iDiva tells you how to get a Pippalicious rear...

...vigorated," wrote Pippa in a testimonial on her fitness centre's website. As she conquers the world with her butt, we give you the lowdown on how to shape yours.

What pilates does: Says fitness trainer Sheru Angrish, "Without a

"Pilates has been a wonderful escape from my busy lifestyle in London. Whether it's 7 am or 7 pm, I always leave feeling calm, refreshed and invigorated"

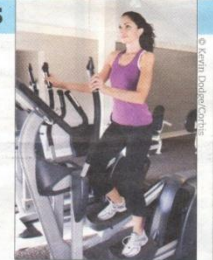
It was Kate Middleton's day. But on April 29, as she walked down the aisle at the Westminster Abbey to wed her fiancé, Prince William, it was her sister and maid of honour, Pippa Middleton, who stole the spotlight. The world's eyes stopped on Pippa's sexy *derrière*. The fitting white bridesmaid's dress showed as she held on. The 27-year-old's Pilates muscle toning sessions have become a weekly necessity that keeps her fit, happy and energised. It has been a wonderful escape from my busy lifestyle in London. Whether it's 7 am in the morning or 7 pm at night, I always leave feeling calm, refreshed and in-

doubt, the most effective, targeted way to tone your buttocks is by doing pilates. It is an excellent body conditioning routine that helps sculpt the body while at the same time building endurance, co-ordination, flexibility and strength. The exercises target not only larger muscles but also all of the smaller ones for an even rounded appearance that trims the hips. "These moves have to be performed thrice a week. But Angrish suggests you really squeeze and tighten the buttock muscles to ensure they are working properly through each of the exercises.

I Diva

OTHER BUTT SHAPERS

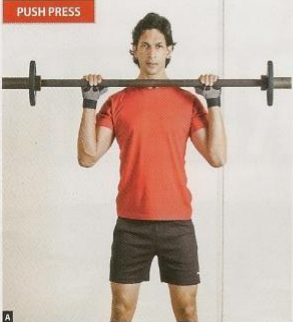
1 Elliptical Trainer and Stepper
"The Stepper and Elliptical Trainer (ET), works great as the legs are the largest muscle group. Both pieces of equipment can strengthen the buttocks and legs," says fitness guru Mickey Mehta. One may do various exercises on steppers, like alternate step, hop-on, hop down etc. "Just half an hour on the ET is enough. One can do backward pedalling on it too. You can also go back on the edge of the pedal and variate leg placement to tone up your butt. Half-squatting and lunges are great too," he reveals.



2 Pumping iron
Doing weights the right way can also give you a tight butt. Says Althea Shah of Gold's Gym, "After a warm up, do squats — one of the best exercises you can do for your hips, butt and thighs. Remember to hold the weights at shoulder level and keep the torso upright and contracted." Lunges are next. Stand in a split stance and hold weights in each hand, bend the knees and lower the back toward the floor, keeping the front heel down, step forward with the other leg. Keep the torso straight and abs in as you push through the front heel and back to starting position. Don't lock the knees at the top of the movement. Perform one to three sets of 10 to 15 reps according to your fitness level and goals," she says.

Location

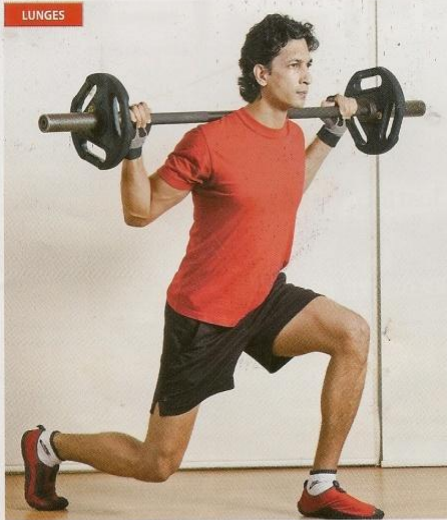
Utilized GOLD's GYM INDIA premises
for various shoot in Magazines and TV



A Stand with bar across your shoulders. Now bend at the knees and push up explosively from the arms and legs to hoist the barbell explosively over the head.



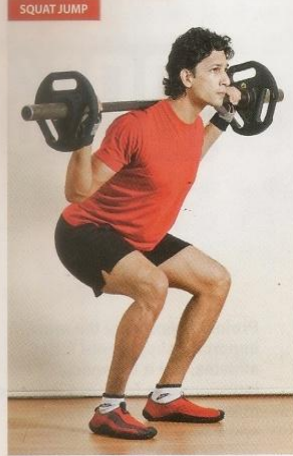
B Stand with barbell on the shoulder, squat down till thighs are parallel to the floor, and come up explosively.



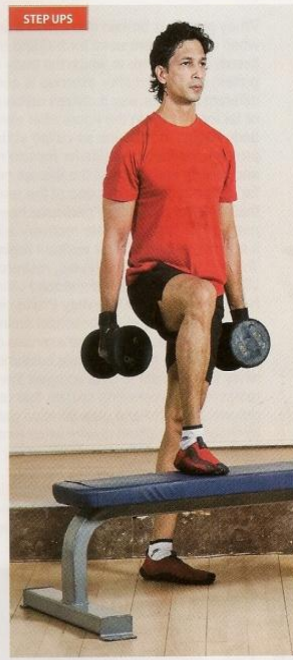
LUNGES

Stand with a couple of dumbbells in hand or a barbell on the shoulders. Lunge forward till the thigh is parallel to the floor and knee of the rear leg touches the floor. While lunging, make sure that the shin of the front leg is perpendicular to the floor. Lunge with alternate legs.

Stand in front of a bench with dumbbells. Step on to the bench and step down with the same leg. Repeat with the other leg.



SQUAT JUMP
Same as the squat, go down into a semi-squat position, but while coming up, jump up as explosively as you can. As soon as you land, squat and jump again. Execute prescribed reps as fast as you can. Use one-third of the weight you would squat with.



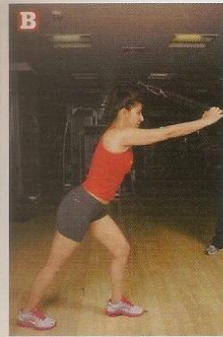
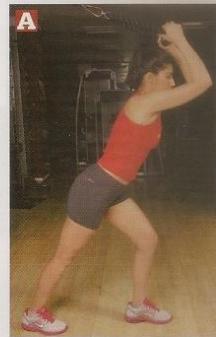
STEP UPS

LOCATION: COURTESY: GOLD'S GYM, OSHIMWARA, MUMBAI. MODEL: ABHISHEK PATEL. PHOTOGRAPHER: MOHINSHI DABHOYA

OVER-HEAD TRICEPS EXTENSION

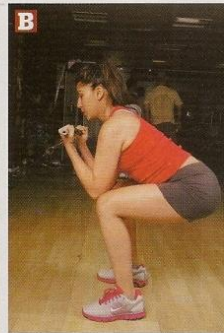
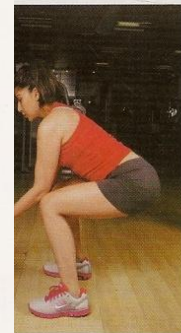
WORKS: Grasp a rope attached to a high pulley two steps away from the cable stack, facing away from the stack. Hinge forward with one leg, holding the rope above your head. Hinge forward about 45 degrees at your hips, then extend your arms in front of your face. Extend your triceps weight, and go to full extension. Pause and lower the weight (bringing your hands back overhead), but don't rest the weight at your shoulders or waist.

WORKS: This targets the triceps, especially the long head. It's prestretched. By separating the rope ends at the movement, you can also emphasize the triceps' adductor. The stabilizer muscles of the core and lower back are also called upon.



triceps

CONCENTRATION CURL



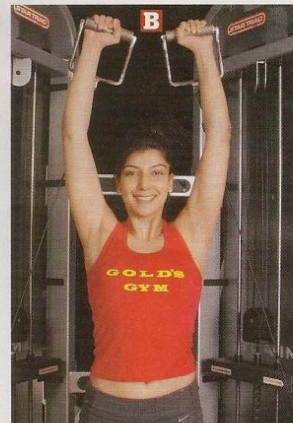
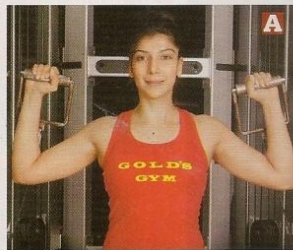
HOW IT WORKS: Attach a small straight bar with a rotating sleeve to a low pulley and stand about 2 feet away from the cable stack. With your feet hip-width apart, squat down and take an underhand grip on the bar, hands about hip-width apart. Keeping your heels down, back flat and staying in the squat position, place the backs of your upper arms – just above your elbows – against your knees. (Make sure there's adequate tension in the cable.) This is the start position. Curl the bar and squeeze at the top for peak contraction.

WHY IT WORKS: The supinated (palms-up) grip used here emphasizes both biceps heads, says Lori Incledon, CSCS, LPTA, a personal trainer who specializes in strength training for women, and it requires relatively less work from the forearms.

biceps

OVER-HEAD PRESS

HOW IT WORKS: Attach a bar to each side of the eye cable station. Take a wide grip and stand between the cable stacks. Your arms should be in the starting position of a standard overhead press, palms facing forward. Engage your core to stabilize your torso, then press the handles overhead in an arc, when your arms are fully extended and your hands almost touch. Return to the start position.



WHY IT WORKS: This exercise targets the entire deltoid muscle, particularly the middle and anterior heads. The line of pull from the resistance is on a radically different angle than that which you'd typically encounter during free-weight or machine presses. Your muscles won't know what hit 'em.

shoulders

Multiple Cities

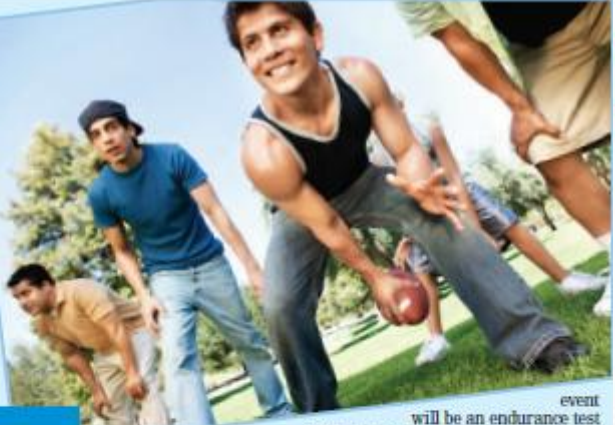
Madhavi Dharta Shah

MANY of us tend to skip our gym routines. And most often, we find excuses to do so. But one of the reasons, as we all know, is a lack of motivation. Knowing that, fitness experts are using innovative measures to sustain the interest levels of the gym goers. Merging fitness with fun, they are organising interesting events like fashion shows, celeb meets, dance competitions, cricket matches and more.

ABS Fitness and Wellness Club recently hosted a Hawaiian party for its members. Hear owner Abhimanyu Sable, who says, "During the show, ladies dressed

process. Exercising is always more fun when you work out with a partner. Initially you start enjoying it, and then it goes on to become a habit."

Organising interesting activities has helped Gold's Gym too. Althea Shah, vice president marketing, says, "We had organised Father's day recently. We are also planning a Doctor's day and Family day. Kids' camp was another in-



Gym-time fun

City fitness clubs are adding exciting events to their schedules to motivate their members. *PT* reports

in Hawaiian outfits walked the ramp. The most stylish and fit contestant won the Miss and Mrs Hawaiian title. In our list of upcoming events, we are going to have a Monsoon War." For members, such events are a good way to mix with each other and become friends. Sable adds, "Who knows, one might find a gym buddy in the

teresting event that saw kids of members and non-members come together for a fortnight full of fun. Drawing, dancing and aqua aerobic classes were held during this time."

Such events give a good break from the routine. Nikhil Agarwal, owner of Endurance Fitness Club, recently or-

ganised a Celebrity Meet and Greet with actor Minishsha Lamba and producer Mukul Deora. Agarwal feels, "These events are more about social bonding and a way to motivate members to



wards fitness. Our event *Aaja Nachle* — a dance competition, was held with a similar motive."

A similar event is being organised by Solaris Fitness Club. Called the Fitness War, the

event will be an endurance test for the members in push ups, pull ups, chest press, flexibility body balancing, squats, leg press, double bar and back dips. Jayant Pawar, club owner, says, "Winning such competitions motivates members to do their fitness training regularly. It also adds a bit of fun to the routine workout."

Their recent event, Fitness King and Queen, saw 200 members compete to gain the title. Kedar Sherlekar, owner of Talwalkars, feels that although fitness is the main intention of people flocking the gyms, fun events like these drive them to make that extra effort. He says, "We organised a fitness competition and an inter-branch cricket competition recently. A weight loss competition is scheduled for the next month. Also, parties with an in-house deejay keep happening periodically."

Going to the gym is more enjoyable when one has some fun to look forward to. With so much happening, can you stay away?

madhavi@htcitygroup.com



FUN WITH FITNESS. Interesting events give gym goers a boost from the routine.

Pune Times

THAT'S HOT

MERRY SCENT
A festive holiday fragrance that will keep you smelling fresh and festive all season long. It's a blend of warm, spicy notes like cardamom, saffron, and vanilla, with a hint of citrus. Perfect for the holidays and beyond.

BEAUTY SHOPPING WITH BRANDS
Discover the latest beauty trends and products from top brands. From skincare to makeup, there's something for everyone. Visit our website for more details.

ORGANIC FEEL
Experience the natural goodness of organic skincare. Free from harsh chemicals and synthetic fragrances, these products are gentle on your skin and good for the environment.

Fit Girl, Fit You

Discover the secrets to staying fit and healthy. From workout routines to nutrition tips, we've got you covered. Join our fitness community today!

More Junk, More Health

Learn how to incorporate healthy fats and proteins into your diet. It's all about balance and making smart choices.

Trainer's tricks

Fitness trainers reveal what keeps them fit and makes them an inspiration for others.

Push Approved Workout Routines

Discover the most effective exercises for building strength and endurance. These routines are used by top trainers worldwide.

Protein Myths Debunked

Learn the truth about protein intake and its benefits for muscle growth and recovery. No more myths, just facts.

Agly Glycerol

Explore the latest in sports nutrition and how it can help you reach your fitness goals faster.

HT City

Events

Covered GOLD'S GYM INDIA Events
successfully by garnering coverage's in all
media like Print, TV, Online



NEHA DHUPIA, MANDIRA BEDI & SANGEETA BOCKI

In good shape

FIT and fine was the picture that everyone portrayed as they trooped into Gold's Gym in Bandra at the launch of its star-studded calendar. Doing the inaugural honours were Bollywood babe Neha Dhupia and the vivacious Mandira Bedi. Later, Bollywood boy Riteish Deshmukh also turned up. You saw the Bollywood brigade and other celebrities of the city reaching a milestone with 50 gyms operational in India. And looking pleased as punch was Sangeeta Bocki, Fit & Fab winner.

Afternoon



RITEISH DESHMUKH

HAPPENINGS



Year-round fitness

GOLD'S Gym in Mumbai launched their 2011 calendar amidst B-town celebs including Mandira Bedi, Neha Dhupia,

DNA After Hrs



Mid-Day

NEHA DHUPIA, MANDIRA BEDI and RITEISH DESHMUKH at a gym's calendar launch

freeze frames



HT Cafe
Neha Dhupia, Mandira Bedi and Sangeeta Bocki unveil the Gold's Gym calendar in Bandra.

DIARY THE HOTTEST NEWS FROM BOLLYWOOD

Mandira expecting her first child

Cricket's sexiest female anchor Mandira Bedi is back in the news but for a very cute reason. Her husband, producer Raj Kaushal and she are expecting their first child close to 11 years after they got married.

It was meant to be a secret but what gave Mandira away was a dress. She was spotted at the calendar launch of Gold's Gym in Bandra on...

While Mandira did not return our calls, a source close to her confirmed the news. "Yes, she and Mandira are set to become parents. Since it's just the second trimester they don't want to talk about it at the moment. The baby is due some time in June."

Mandira's plans of anchoring the Cricket World Cup stay. "These are early days and most people - especially the viewers - won't have the slightest inkling that she's expecting," added the source. —Saumit Sinha

Mumbai Mirror

24th January 2011 – GOLD'S GYM INDIA 2011 Calendar Launch

(Neha Dhupia, Mandira Bedi & Riteish Deshmukh)

10th April – Latino Fiesta. To grace this occasion Parizaad Kohla was present

GO LATINO

Think your child has got rhythm? Gold's Gym, (Nepeansea road), in association with Kreatiwwity, has the perfect summer class for kids who like to shake a leg. And mums don't have to lag far behind. The dance program lets toddlers, aged 2 and above dance with their mothers.

Althea Shah, General Manager and Fitness Expert from the gym tells us, "It's different, fun and definitely a good learning experience. It's a mom and toddler class where moms are working out with their kids. They get to learn salsa at a young age. We also use props to make it interesting; from maracas for Salsa, sticks for disco dancing and more." So go ahead and help them shake a leg.

WHEN: May 2 onwards

CONTACT: 23694654 / 23694677

THE MONTESSORI WAY

If you want your little bundle of joy to have an entertaining and educational summer, Ruchika Khanduri and Pooja Nakashe have the perfect avenue. Montessori and activity

>> Enrolling at summer camps means you can indulge in a host of fun activities, including kayaking

Afternoon



Mumbai, Tuesday, April 12, 2011

04 entertainment

freeze frames



Parizaad Kohla Marshall, with daughter Daanne and Jigna Mehta, at the launch of Latino Fiesta, a dance class for kids, at Gold's Gym, Nepeansea Road. At the do, toddlers aged two years and above, danced with their mothers.



Actor Pooja Pihal at the launch of the TV show Beend Banoonga... Ghodi Chadunga, at Tian, Juhu.

HT Cafe

Mumbai, Thursday, April 28, 2011

04 entertainment

events

HT Cafe



KHANASUTRA FEST

Enjoy aphrodisiac Indian dishes like sandalwood shorba and Goan spiced green lip mussels among others, till April 30 at Mesa Bistro, Svenska Design Hotels, Andheri (W).



KIDS WORKSHOP

'Tiny Feet' dance program teaches toddlers to dance to Latin-American beats. Starting May 2 onwards at Gold's Gym, Nepeansea Road. Contact 23694654.

DNA

MUMBAI | THURSDAY, APRIL 28, 2011

6

www.dnaindia.com | epaper.dnaindia.com

origami, techniques of paintings on handmade paper, techniques of mix medium, acrylic painting, handcraft and many more. The camp will last 15 days.

When: May 1 to June 10

Where: Mira Road (East)

Contact: 919833167304

▶ This summer encourage your child to jump from the mouse pad to the play ground. Jumpball presents summer basket ball coaching. Learn basket ball from professional coaches, well structured program, development of leadership skills, team work and sportsmanship.

When: Ongoing

Where: Matunga and Vashi

Contact: 98705 55355

▶ Kinnari cultural centre is organising programmes to develop physical and mental skills of children of age group 2-14 with the help of experts. Classes are held to develop artistic skills. The charges for workshop ranges from Rs600 to 1000

When: Ongoing till June 3

Where: Kinnari Cultural Centre, next to Tata Garden, Bhulabhai Desai Road, Breach Candy

Contact: 9004674254



▶ A unique dance class for all the kids who want to enter the world of dancing imaginations! It covers basic steps and allows toddlers along with their enthusiastic mothers to shake the entertaining instrument of maracas and bounce along the Latin-American beat.

Where: Gold's Gym, 'Garden View', J Mehta Marg, Nepeansea Road

When: May 2

Contact: 23694654 / 23694677

DNA

WEDNESDAY, APRIL 27, 2011

www.dnaindia.com | epaper.dnaindia.com

Borivli

Contact: 9821784999 For more details, log on to www.kidzartindia.com

▶ Summer fun camp for kids aged 4-15 with super flexible timings for vedic maths, logic, brain gym, drawing, painting, dance steps, drama, general knowledge quizzes and lots of fun and learning.

When: Ongoing till June 7

Where: All over Mumbai, Thane and Navi Mumbai

Contact: 9004674254

▶ A unique dance class for all the kids who want to enter the world of dancing imaginations! It covers basic steps and allows toddlers along with their enthusiastic mothers to shake the entertaining instrument of maracas and bounce along the Latin-American beat.

Where: Gold's Gym, 'Garden View', Mehta Marg, Nepeansea Road

When: May 2

Contact: 23694654 / 23694677



Be creative

▶ Kidzest organises a creative thinking skills program, where learning is an exciting application process. This will allow children a variety of exciting hands-on, experiences with materials like wood,

Mumbai, Friday, April 15, 2011

06 city

events

FRIDAY

At Paramparik Karigar, help traditional Indian craftsmanship. 30 new artists from 14 states will showcase 30 different art forms at Coomaraswamy Hall, Chhatrapati Shivaji Maharaj Vastu Sangrahalaya till April 17.

SATURDAY

Head to the Turf Club, Mahalaxmi, for Farmer's Market and buy organically certified fruits and vegetables directly from farmers. Additionally, there will be dance, drama and music performances. Today, from 3 pm to 9 pm.

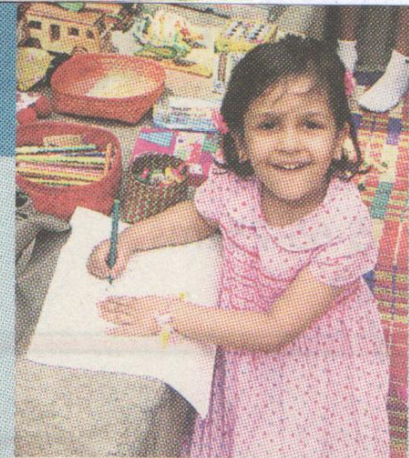
Be a part of BNHS's Flamingo Festival. Visit Sewri Jetty between 2 pm and sunset to see the pink beauties. CALL: 022-22821811

SUNDAY

Catch 23-year-old Chinese pianist, Yuja Wang at Tata Theatre at 7 pm. Tickets: Rs 500-1,000.

MONDAY

Learn to groove like Shakira.



THURSDAY

Learn photography amidst an eco-system, replete with manicured plantations and wild forests, at the Kadumane Tea Estate, Karnataka from April 22- 24. Cost: ₹ 14,500 (inclusive of travel from Bangalore, food, accommodation and the photography workshop). Call: 99886 55941

Gold's Gym, Nepeansea Road, introduces a ten-session dance program that offers a great workout and a chance to introduce one's child to Latin American music and movement. Every Monday 5 pm to 6 pm and Tuesday 10 am to 11.30 am.

HT Cafe

Pics: Ashwini Sawant

GOLD'S GYM



Vipra Varshney, Althea Shah and Gronil Jain

Fit 'n' lovin' it...

Fitness enthusiasts had a reason to cheer as Gold's Gym in Bandra organised the grand finale of the Body Transformation Challenge for members all-over India. The finale was judged by the very fit **Sohail Khan, Ashmit Patel, and Aditi Govitrikar** along with in-shape COO **Istayak Ansari** and director **Karan Velecha** of Gold's Gym. The event was a night of fitness, with a performance by **Shree Samarth Vyayam Mandir** and the master of ceremony was VP — Marketing **Althea Shah**. **Gronil Jain** and **Vipra Varshney** were declared the winners with each being awarded with a cash prize of Rs one lakh and supplements.

Bombay Times



Istayak Ansari, Sohail Khan, Aditi Govitrikar and Ashmit Patel



FITNESS MANTRAS: Aditi Govitrikar

Play that pump game!

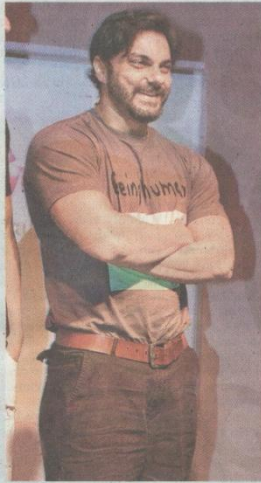
GYM JAMMING
SATURDAY, MAY 14
BANDRA

Aditi Govitrikar was caught up in traffic and so, the event to judge an in-house gym contest, was delayed. **Sohail Khan** and **Ashmit Patel** seemed to be in for some heavy-duty male bonding as they shared jokes in public

DNA After Hrs



...by and work issues. There was a **Marlboro** and body-building exhibition, while the male and female contest winners were selected from among several hundred contestants.



FAMILY MAN: Sohail Khan



GYM VETERAN: Ashmit Patel



Ashmit Patel, Sohail Khan and Aditi Govitrikar at the finale of a gym. PIC/ SANTOSH NAGWEKAR

Mid-Day

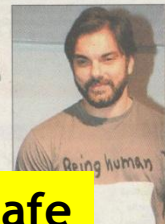


Aditi Govitrikar

BODY DOUBLE

WHAT: Competition finale WHERE: Gold's Gym, Bandra

Fitness actors — **Sohail Khan, Ashmit Patel** and **Aditi Govitrikar** were invited to popular Bandra gym, Gold's to judge the finale of a competition they were organising. Promoting fitness, the three actors sat and scores the aspirants on their agility, flexibility and overall wellness quotient. The announcement was followed by some hair-raising performances by the students of **Shree Samarth Vyayam Mandir** Trust performing **Malkhamb** and **Yoga** moves.



Sohail Khan

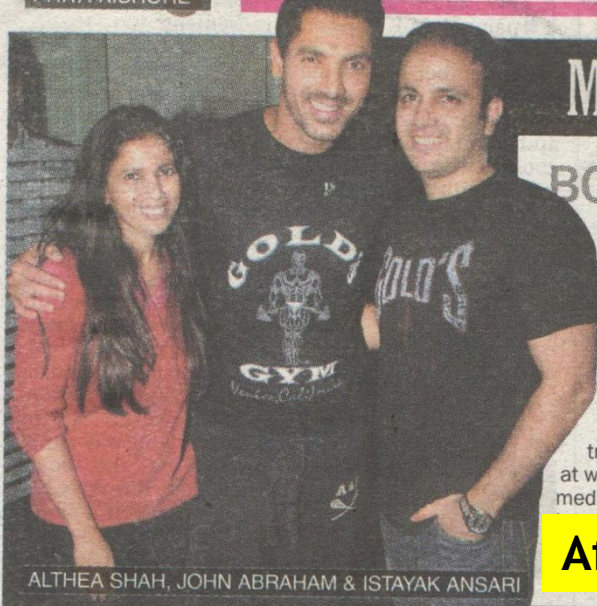


Ashmit Patel

HT Cafe

14th May 2011 - Body Transformation Challenge for GOLD's GYM members all over India.

The finale was judged by Sohail Khan, Ashmit Patel & Aditi Govitrikar



ALTHEA SHAH, JOHN ABRAHAM & ISTAYAK ANSARI

Man at work

BOLLYWOOD

big boy and fitness freak, John Abraham, was seen sweating it out at Gold's Gym in Bandra. He was there to promote his film 'Force.' He was seen flaunting his physique that he has developed for the film over eight months of rigorous training. Watching this man at work was a multitude of media persons along with

Afternoon



Asian Age
with the crabs like his.



'Gained 8 kilo muscle in 8 months'

Pratika Jain

According to his own colleague Vinod Channa, John Abraham has the best physique in the industry. The actor has now taken on the challenge of heading up his body even more by taking up a role as a fitness trainer.

The star Vinod Channa says, "Since John comes from a modeling background, he has a longer had a good shape. He has a good physique and will do well in a fitness role. The message even if he does lose some muscle, he will see muscle again." But his supervisor, Vinod Channa, however, the trainer says that he had a workout. He says, "The benefit of working out is that you can lose weight and gain muscle. It's a good thing to do. The actor is a good person and will do well in a fitness role. The message even if he does lose some muscle, he will see muscle again." But his supervisor, Vinod Channa, however, the trainer says that he had a workout.



John Abraham's fitness trainer Vinod Channa decodes the actor's regimen and offers a step-by-step guide on how to get an eight pack

John hits the gym at odd hours, and despite several ups and downs at the gym, he follows the exercise and diet prescribed to him. That's how he managed to gain eight kilos of muscle in just eight months.

JOHN'S DIET
He ate a lot of protein. He ate chicken, fish, eggs, and a small amount of rice. He ate a lot of protein. He ate chicken, fish, eggs, and a small amount of rice.

JOHN'S WORKOUT
He did a lot of cardio. He did a lot of cardio. He did a lot of cardio.

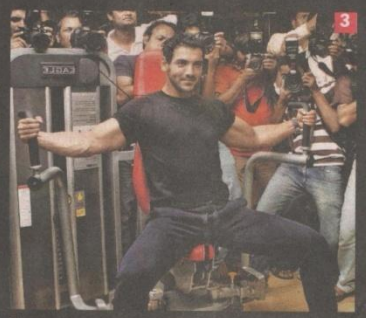
HT Cafe

He's a helpful guy...

At the press conference for his latest film, John Abraham revealed how he got his great physique. Apparently it happened after eight months of intensive training with his gym trainer and despite the fact that the actor is a vegetarian, John completed his workout at the gym premises and helped some fans get a train as well. Looks like the macho guy's got a real gentle side indeed...



I've got the heavyweights on my side. Now you know how I got these?



Chest machines get me all pumped up, folks



I really might... love me!

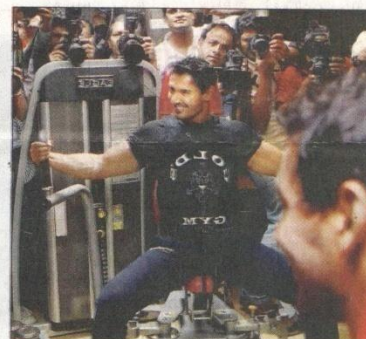
DNA Aftre Hrs

John builds muscles

John Abraham, along with his personal trainer, Vinod Channa, shared the secret of his beefed-up look for his upcoming film Force. The actor was invited to Gold's Gym in Bandra, where John goes for his workouts. The actor flexed his muscles, did push-ups and cardio to show how he worked to gain muscle and flexibility for his role in the movie. John talked about the importance of diet. "One need not come in front of the camera. Everyone takes time off one's daily routine to do some sort of physical exercise," said the dimpled actor. Even if he was not well and injured himself at times, John did not miss out even one workout during the eight months he worked on his body to gain the desired physique. At times when I could not make it, he would still come to the gym, do his bit and motivate me about his progress," said Channa.

Since John is a vegetarian, he needs a lot of protein to build muscle. He asked his trainer for help. The trainer advised him to take in more protein and to use supplements.

Screen



Prodigy GUHA

HT Cafe

Kunal Kumar, Neeraj Soni, Chirag Paswan, Sagarika Ghatge, Neeru Bajwa and Poonam Dhillon performed puja at Anandhi Cha Raja, before the immersion of the Ganapati idol.



HT Cafe

John Abraham works out at Bandra's Gold's Gym as part of promotions of Force.

Cultivate the knowledge of sports and fitness in youngsters

States Tamer El Guindy (Mr. USA) on his trip to Mumbai where he briefed crowds on the science of muscle development and healthy food plans

By A Correspondent

BODYBUILDING CAN MAKE YOU A MILLIONAIRE

Mr USA, The Razor, hopes to bring beefy bodies and big bucks to India



Tamer El Guindy

Mr. USA Tamer El Guindy spoke about personal training and the in-depth knowledge that is required to get success in the profession while he was briefing the crowd here in the city yesterday.

Addressing the media, Guindy said that, "My parents were from the medical field which instilled my

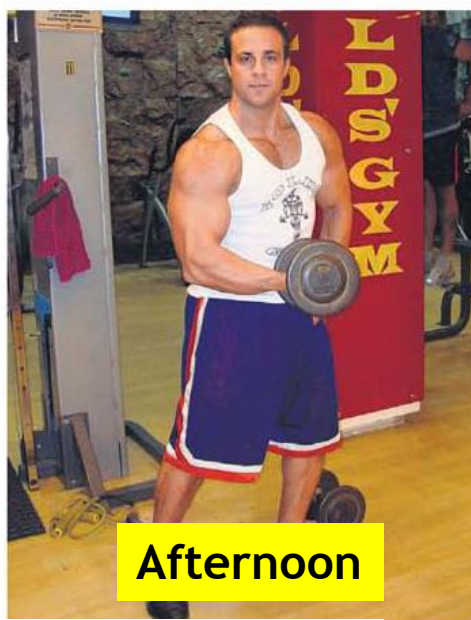
early interests focused in exact sciences, especially chemistry and biology. But being a student I did not hold myself back from excelling in soccer, basketball, track and field, and swimming. We need to impart such knowledge to youths in order to make them professional athletes."

He spoke on various issues such as hovering over health and fitness industry also shared experiences of personal training and muscle de-

velopment. He, who bagged the title of Mr. USA for two consecutive years is also a professional body builder.

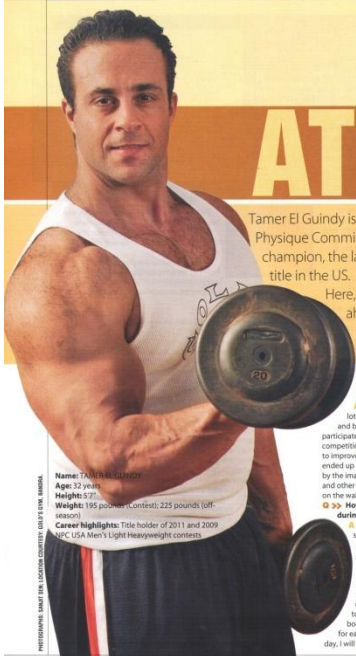
"I started training at age 16, hence the emphasis on training young minds in this profession must commence early," he added.

Guindy spoke in details during the one-on-one interaction session dwelling on topics like muscle building, exercising, diet and training.



Afternoon

ATLAS SURVIVED



Tamer El Guindy is a two-time National Physique Committee (NPC) bodybuilding champion, the largest amateur bodybuilding title in the US.

Here, he reveals what keeps him ahead of the competition.

presses, explosive push ups, dumb-bell flies, etc. During off-season I reduce cardio sessions to 3 times a week as my objective is to gain muscle mass. I also reduce my weights session to 3 times a week instead of 6 to allow more time for recovery.

I rarely skip a routine as I feel depressed and unhappy when I don't work out. In fact exercise has become such a pleasurable activity that I never find it boring. I also do yoga and Pilates (once a week), and occasionally go for a swim to break the monotony of weight training and also to shock my body out of the rut. Or I may indulge in a game of soccer, although I can't do this too often since soccer burns a lot of calories which isn't good for bodybuilding.

Q 30 What were the problems you faced in your early professional years? Which body part gave you the maximum trouble and made you work the hardest?

A 30 Bodybuilding is a science where 80 percent of your results depend on proper nutrition. Like most young guys in the gym I used to exercise for hours without knowing that I needed to eat correctly to reap benefits from the workouts. When I couldn't get the desired results I started reading upon the subject and educated myself through the internet. Having parents in the medical field kept my interests focused on the exact sciences, especially chemistry and biology. At 20 I was sent to Seattle to complete my education. That's where I realized what was missing out on when it came to nutrition. From three meals a day I went to eating 7 small meals and also started consuming loads of proteins, from food (meat, eggs) and supplements.

Q 31 How many hours do you put in at the gym during the run up to a body building event?

A 31 When I'm training for a contest, I start my routine with an hour of cardio (treadmill) on an empty stomach to torch any extra fat that may affect my physique prospect. Six train for 300 consecutive course I try to go on a weekly basis to mould his body part. I do 4 for each muscle group.

Q 32 When I'm training for a contest, I start my routine with an hour of cardio (treadmill) on an empty stomach to torch any extra fat that may affect my physique prospect. Six train for 300 consecutive course I try to go on a weekly basis to mould his body part. I do 4 for each muscle group.

A 32 I will perform chest dips, barbell bench

1 cup salad



My arms were my problem areas. Even though my shoulders were seen as the best in the bodybuilding circuit, they couldn't be set off to advantage because of my lean arms. So I had to work a lot to put them on a par with my shoulders.

Q 33 What is your diet like now?

A 33 I eat about 7 meals a day although I recommend only 5 meals for the average exerciser. A meal should consist of some form of complex carbs (brown rice), a large amount of protein (egg whites, chicken and red meat) and moderate fat. I've been following this diet very strictly for 8 years because in the end, sacrifice is very important if you want to be the best. This is what makes you a champion and puts you above the rest.

About once a month I give myself some slack and indulge in all the food I crave to relax mentally.

Q 34 Do you consider protein supplements as essential for body building? How helpful have they been to you?

A must to attain that extraordinary in high-level competitions. Whether I'm sitting down or training for a competition (weightlifting), I have Evoprotein One Alpha (EVP) because of this supplement is enough to jog my tired muscles into action. I rely on an Glycopect, a pure and post-meal loading and nutrient shuttling formula and Cell KEM, a mass and recovery catalyst.

Tamer's Off season Diet & Training Schedule

Diet	Training
Meal 1 10 egg whites 1/2 cup oatmeal	Monday Chest / Triceps Tuesday Back / Biceps Wednesday Legs

Health & Nutrition

style etc >>11



Mohan Patil



THE BRIGADE:
The participants pose with Tehseen Poonawala and Pooja Chopra



Women with **STYLE**



Monday afternoon saw some pretty and fit Pune ladies from various age groups competing with each other at Gold's Gym, Kalyaninagar. Reason? The Pune elimination rounds of Ms Fit & Fab 2011 organised by Gold's Gym for its members. Fifteen participants from the city showed their talent at the event. Former Miss India 2009 Pooja Chopra and Tehseen Poonawala judged the ladies on three parameters — fitness, personality and talent. Among the participants were teachers, homemakers, IT professionals and so on. It was amazing to see the women showing off their varied talents, be it Power Yoga or dancing to peppy numbers. One of the participants said she flew down from Delhi specially for the Pune round after she missed the Delhi elimination round. The city winners will be announced in the next few days. They will later go for the final round to be held at Sun n Sand Hotel, Mumbai, where they will compete with the other finalists from Delhi, Bangalore and Mumbai on November 8, 9 and 10.

— DEBARATI PALIT

23rd October 2011 – Fit & Fab –
Pune elimination round for this
round Miss India 2009 Pooja
Chopra & Tehseen Poonawala
judged the ladies in different
parameters



Milind Seltte



Milind Seltte

DNA After Hrs



Sonali Bendre attended a showcase of saris by Shaina NC (right).



Prashant Jodhav

Eesha Koplikhar Narang stepped out for an event.



Dino Morea at a gym event.

freezeframes

VIRAL BHAVANI



Actor Sonali Bendre was spotted at the launch of designer Shaina NC's new collection at Haus Khaz store, Juhu

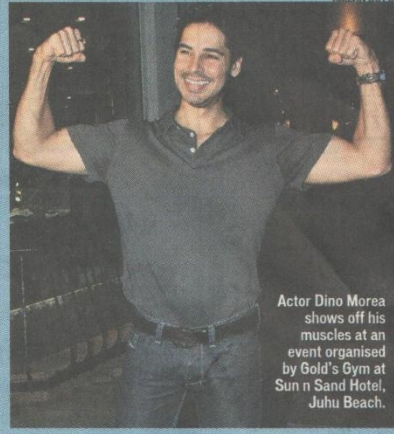
VIRAL BHAVANI



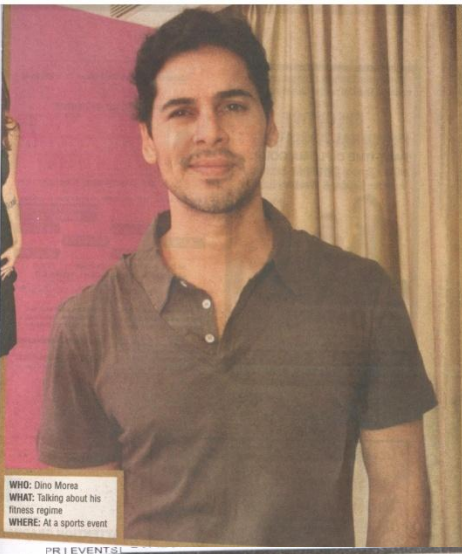
Actress Isha Koppikar at DY Patil Awards Press Meet at Worli

ANILAN DUTTA

HT Cafe



Actor Dino Morea shows off his muscles at an event organised by Gold's Gym at Sun n Sand Hotel, Juhu Beach.



WHO: Dino Morea
WHAT: Talking about his fitness regime
WHERE: At a sports event

Happy Feet
Dino says no to diets

URMIMALA BANERJEE
WHILE he's had a six-pack since as long as we can remember, actor-entrepreneur Dino Morea has never been one for complicated fitness regimes or diets. And his definition of keeping it simple is roughing it out on the soccer field. The actor, who was a judge on a fitness show organised by a gym on Tuesday, shares his love for fitness with DS.

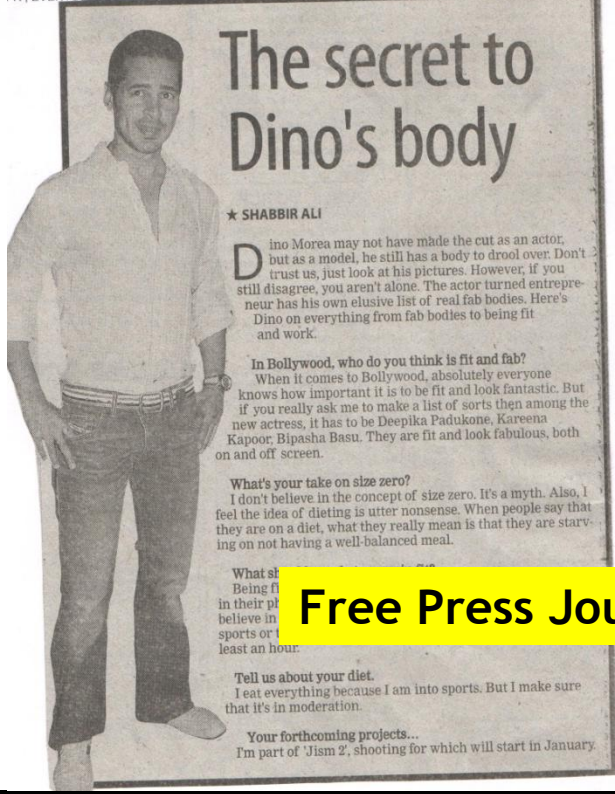
Workout fundas
I play basketball and football twice a week for a couple of hours. So, sports comprises a major part of my workout. The rest of the days I visit the gym, where I do a lot of strength training. I also do balancing exercises on a regular basis. In fact, I have tied a rope to a tree in my garden. Everyday, I try to climb the rope, which is also a form of workout. When I was a kid, my father used to make me participate in all kinds of sports. I played tennis professionally till the age of 13, and then switched to basketball. I was also into athletics, football and hockey. So, fitness has been a part of my life since childhood.

Being a sport
Fitness is important for each one of us. It keeps your mind and body healthy. And it gives us urbanites a sense of discipline, because it's always a challenge to incorporate fitness in our busy schedules. It also helps us unwind. When I play a game of football, my mind is totally on the game. It just drives away all the mental stress and pressure. For those who find going to the gym and exercising a drudgery, sports is the perfect option.

No diet dilemma
The concept of dieting didn't exist in the time when I was growing up. My parents told us to eat everything. I am a firm believer in moderation. I indulge in chocolates once in a while without any guilt because I know that I am going to burn off those extra calories once I hit the football field. The notion of 'size zero' is utter crap. You will die if you have a size should aim for since it is modern diets, I just can't

Message mantra
I meditate at times, and way to relax your muscles... it helps me rejuvenate after a tiring day on the sports field. A good massage calms me down, not to mention that it makes me feel

Mid-Day



The secret to Dino's body

★ SHABIR ALI

Dino Morea may not have made the cut as an actor, but as a model, he still has a body to drool over. Don't trust us, just look at his pictures. However, if you still disagree, you aren't alone. The actor turned entrepreneur has his own elusive list of real fab bodies. Here's Dino on everything from fab bodies to being fit and work.

In Bollywood, who do you think is fit and fab?
When it comes to Bollywood, absolutely everyone knows how important it is to be fit and look fantastic. But if you really ask me to make a list of sorts then among the new actresses, it has to be Deepika Padukone, Kareena Kapoor, Bipasha Basu. They are fit and look fabulous, both on and off screen.

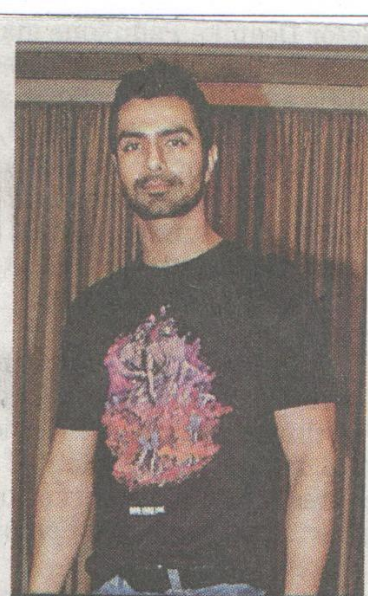
What's your take on size zero?
I don't believe in the concept of size zero. It's a myth. Also, I feel the idea of dieting is utter nonsense. When people say that they are on a diet, what they really mean is that they are starving on not having a well-balanced meal.

What's being fit in their pt believe in sports or t least an hour.

Free Press Journal

Tell us about your diet.
I eat everything because I am into sports. But I make sure that it's in moderation.

Your forthcoming projects...
I'm part of 'Jism 2', shooting for which will start in January.



(Top) Ashmit Patel and (above) Tulip Joshi at DNA After Hrs



Terrence Lewis and Mandira Bedi at Golds gym's Ms. Fit & Fab contest finale, where they were the judges.



HT Cafe

Fit and hit

SAMEERA REDDY

ALL abuzz was what it was at the poolside of Sun 'n Sand at the grand finale of Ms. Fit & Fab 2011, initiated by Gold's Gym. Fit and fine judges Mandira Bedi, Tulip Joshi, Pooja Chopra, Ashmit Patel and Terrence Lewis along with Istayak Ansari, COO, Gold's Gym India and G Ramachandran, director, Gold's Gym India took their time to select Nikkitasha Marwaha as the main winner along with two runners-up. And it was time for and a

MS. FIT & FAB WINNERS

Afternoon

Mandira Bedi - AA

Tulip Joshi

Ashmit Patel

Get fit and fab

A suburban hotel played host to a beauty and fitness pageant on Friday evening. As befitting its title, there were plenty of fit and fabulous people around, beginning with the lovely Mandira Bedi. In a vibrant patterned dress that was more than a match for her striking personality, Mandy seemed like the poster child for yummy mummies. Also spotted at the do was aoshi (whatever career?). Dance Ashmit Patel celeb guests. An smarking that ned to be oday g the limelight.

Naughty, naughty!

Asian Age



● Sammer Seth and Sohail Khan



Prateik at a calendar launch at a gym on Tuesday

— ASIAN AGE



Asian Age



Afternoon

el moves

LEGGS did their little bit on the Farrokh Chotia, Narendra Kumar, Aki Narula and
Summer/Resort 2
Hyatt. Seven ferns
Nina Manuel, Anu



Marcelino Baptista



Hot dates

IT was time for yet another calendar launch, this time the Gold's Gym one with Sohail Khan, Prateik Babbar, Tulip Joshi and Shazahn Padamsee. The calendar, you learnt, featured models from the gym's calendar model

SCREEN

February 3-9, 2012, Mumbai

www.screenindia.com

happenings | 61

PROMOTIONS FEATURED EDITOR: JANVARI SAMANT

CENTRE STAGE PEOPLE PARTIES PROMOTIONS

12 THURSDAY, 26 JANUARY, 2012, MUMBAI
www.mid-day.com



Macho meet

A FEW celebs turned up at the calendar launch of a fitness chain. The highlight of the evening was the bonding between Shazahn Padamsee and Prateik Babbar. Here's a look.

1 Sohail Khan and Prateik Babbar

Mid-Day



Sohail Khan and Prateik check out the latter's look in the calendar

Freeze frame

GOLD'S Gym launched its 2012 calendar that saw an eclectic mix of celebrities and socialites like Sohail Khan, Prateik, Tulip Joshi and Shazahn Padamsee. Stars unveiled their own

Screen



Tulip Joshi and Shazahn Padamsee



HT Cafe

Shazahn Padamsee and Prateik at the launch of the Gold Gym Calendar.

CENTRE STAGE*

Trend alert

The chill in the Mumbai air has not stopped these B-town ladies from flaunting their sleek shoulders. Here's a glimpse of the latest trend in the industry:



Fit n fine

HEALTH-conscious Bollywood celebs recently got together for a do. They were seen sharing their fitness secrets with the crowd. Here's a look:

- 1. Chitrangada Singh stands tall
- 2. Arjun Rampal sports a casual look
- 3. Sudhir Mishra has a point to make



Mid-Day

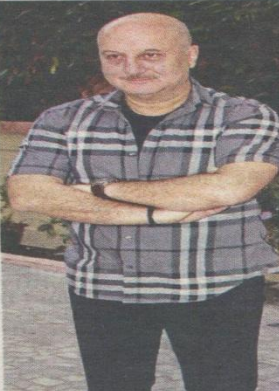
Mumbai Age



Chitrangada Singh and Arjun Rampal



Sudhir Mishra at a promotional event for Inkaar



Asian Age

SNAPPED

Ashwini Sawant DNA



Chitrangada Singh with Arjun Rampal at Bandra

DNA After Hrs

15th January 2013 –INKAAR Movie Press Conference @ Gold's Gym

(Arjun Rampal & Chitrangadha Singh)

Thank You

**YOU
ME &
WE**

MEDIA RELATIONS | MARKETING INTELLIGENCE

Dipankar Zalpuri
Director - YouMe&We Media Services Pvt. Ltd.

Mobile- +91 9820117121
+91 9820168875

Email: yumeandwe@gmail.com

Website: www.yumeandwe.co