

Priyanka Chopra at Gold's Gym to promote fitness with the film Mary Kom

Gold's Gym India is glad to announce its association with Viacom 18 for the much awaited movie **Mary Kom**. It is the eponymous biopic on boxer and Olympic medallist Mary Kom starring **Priyanka Chopra** in the lead role. The movie is a representation of the strenuous training and professional & personal challenges faced by an individual to attain fitness to be a world champion.

Women now can successfully do things that society once thought was possible only for the male gender and when asked about her journey **PC** shares *"Playing Mary Kom was one of my most challenging experiences. I had a rigorous training regimen to match up to the real life icon. **Mary Kom** inspires women, that dreams can be made reality at any stage of life"*.

On this occasion Ms. Althea Shah, VP Marketing and Fitness Expert Gold's Gym, India says, *"**Gold's Gym** is proud to be associated with **Priyanka Chopra** and the movie **Mary Kom** as both personify empowerment of women and fitness and to spread this word we have also conducted specially designed Mary Kom style Boot Kamp class across various Gold's Gyms outlets in India"*.

Priyanka Chopra arrived sharp on time for the event. She was gracious and forthcoming in her interaction with the media. A small dance in boxing gloves was performed by a youthful group to welcome PC. Ms. Althea Shah welcomed Priyanka on stage to giveaway awards to the winners of the Boot Camp challenge. Priyanka Chopra was very accommodating and happily took selfies with all her fans.