

LARGE AND GROWING INDUSTRY

SFL GYMS is a part of the rapidly expanding global health and fitness sector, where growth potential is massive due to positively shifting industry trends.



162 MILLION+
Health Club Members



180,000+
Fitness Clubs



\$83.1 BILLION+
Fitness Industry Revenue



5.5 BILLION+
Health Club Visits

CONNECT WITH US

INDIA Offices:

Mumbai:

Empire Complex, 414,
Senapati Bapat Marg,
Lower Parel, Mumbai – 400013.

Dubai Office:

CNN Building 2nd floor,
Dubai Media City, Dubai,
UAE, PO Box 72280.

New Delhi:

Iris Global,
4th Floor, Mahipalpur,
1 ByPass Road, Pin -110037

Uk Office:

Level 3, 57 Grosvenor Street,
Mayfair, London, W1K 3JA,
United Kingdom.

bill@superfightleague.com
superfightleague.com/sfl-gyms/

SUPER FIGHT
LEAGUE
GYMS



**A PASSION FOR CHANGING
LIVES THROUGH FITNESS!**

**FRANCHISE
OPPORTUNITY**

SUPER FIGHT LEAGUE

- Super Fight League (SFL) is the first and only Mixed Martial Arts (MMA) franchise format sports league.
- Exciting team format with a unique point scoring system which maximizes fan engagement and participation.
- Local celebrities with prominent following take ownership in the franchisee team.
- New concept of MMA specialised gyms. SFL Gyms facilitating fighter and fan engagement.
- Promoting gender equality being the first MMA entity to provide the same platform for male and female fighting talent.

SFL is the world's first Mixed Martial Arts league.

OUR VISION

Super Fight League (SFL) is the World's only mixed martial arts league with a franchise team format and a unique and exclusive point scoring system. The vision is to create the largest global but localized ecosystem in sports' history with cutting edge sports technology focus. This holistic ecosystem shall allow talent to thrive not only at the grassroots level but shall also create a new breed of professional martial artists globally.

OUR MISSION

The SFL - never stop fighting aims to be the world's largest sports entertainment company producing 2500 hours of riveting mixed martial arts focussed digital content per year in over 30 countries by 2030 and shall present this case to the IOC to become the governing council for the sport of MMA.



THE PROMOTORS



AMIR KHAN

OLYMPIC CHAMPION AND BRITISH ASIAN PRO BOXER. AT AGE 17, HE BECAME BRITAIN'S YOUNGEST BOXING MEDALIST AND IS ALSO THE YOUNGEST EVER BRITISH WORLD BOXING CHAMPION. AMIR WAS LAUNCHED BY HIS PARTNER BILL IN USA IN 2009, POST WHICH HE JOINED BILL IN LAUNCHING, PROMOTING AND DEVELOPING THE SUPER FIGHT LEAGUE (SFL) BRAND. HE ALSO CHAIRS THE BRAND AND HAS BEEN INSTRUMENTAL IN SUPPORTING BILL IN ALL HIS SPORTING VENTURES GLOBALLY

BILL DOSANJH

BRIT INDIAN BUSINESS ENTREPRENEUR WITH A PROVEN TRACK RECORD OF INTERNATIONALIZING THE SFL BRAND. HE HAS BEEN ASSOCIATED WITH KHAN PROMOTIONS, LAUNCHED HIS PARTNER AMIR KHAN IN USA IN 2009 AND RUNS HIS OWN BRAND EAST WEST SPORTS (EWS), WHICH HE LAUNCHED IN 2010. HE IS ALSO THE PROMOTOR OF SUPER BOXING LEAGUE (SBL), ONE OF THE LEADING GLOBAL BOXING PLATFORMS. BILL ESTABLISHED SFL IN 2012, WITH A VISION OF ESTABLISHING A GLOBAL LEAGUE TO CATER TO THE MIXED MARTIAL ARTS ECOSYSTEM.



CORPORATE & CELEBS TEAM OWNERS



SFL GYMS

- Super Fight League (SFL) is utilising a franchise-based model whereby franchisees benefit by running a new concept of franchise affiliated Mixed Martial Arts (MMA) specialised gyms.
- Playing a crucial role to play in development of MMA as a sport with fully equipped MMA gyms, offering intense training to men, women and children by renowned coaches from combat sports fraternity.
- Fitness center for Fighters, Members and the epicenter of all training related activities of the SFL.
- SFL is focused on promoting a healthy lifestyle and self defence training programs through the Gyms.
- New concept of MMA specialized gyms facilitating fighter and fan engagement delivering the end consumer the real taste of MMA in every major city of the country by building a loyal fan base of the sport. Creating a revenue stream for brand and partners

FACILITIES / SETUP

UP TO 3000 SQFT

MMA TRAINING & FACILITY

GYM FACILITY

SPA FACILITY

MMA

MMA DOJO

BOXING

MUAY THAI

WRESTLING

BJJ

ZUMBA

STRENGTH TRAINERS

CARDIO

FUNCTIONAL TRAINING

FITNESS SPA

by renowned coaches and trainers from combat sports fraternity and fitness industry.



OUR INITIATIVE

- Promote healthy life style and educate self discipline.
- Create awareness about the sport of Mixed Martial Arts (MMA)
- Promote MMA as a lifestyle sport.
- Self-defence training for women at our gyms to make them stronger and face any adverse situation.
- Creating Employment opportunities for fighters by giving them a chance to train in our gyms.
- Facilitating our valued customers to get trained with renowned trainers.
- Creating opportunity for SFL team owners to own a local gym in their team city for training their teams fighters, local consumers ensuring fan following and recall value of their respective teams amongst the fans.

TO BE THE BEST YOU MUST



TRAIN WITH THE BEST



SPECIAL GUEST COACHES

RENOWNED PERSONALITIES FROM THE COMBAT SPORTS FRATERNITY IN LIKES OF UFC MIDDLE WEIGHT CHAMPION ISRAEL ADESANYA, FORMER UFC CHAMPION CHUCK LIDDELL, FORMER UFC CHAMPION DENNIS HALLMAN AND MORE TO VISIT THE SFL GYMS FOR SPECIAL TRAINING SESSIONS FOR THE FANS.



CELEBRITY AFFILIATIONS



SFL TEAMS CELEBRITY CO-OWNERS TO VISIT THE GYMS FOR ACTIVATIONS DURING SEASON ENSURING FAN ENGAGEMENT AND PROMOTION OF THE LEAGUE AND IT'S ASSETS. CELEBRITIES WITH SUBSTANTIAL FOLLOWING AND LOCAL CONNECT CAN BECOME THE FACE OF OUR GYMS.