Written by Amit Bachchan
Tuesday, 05 March 2013 14:36 -

India's largest and fastest growing leisure and entertainment conglomerate has signed Tennis Superstar Sania Mirza as Brand Ambassador for CCIL Fitness & Vacations.

Tennis star Sania Mirza was present along with Chairman and Managing Director Mr. Rajeev Reddy CCIL, Mr. Siddharth Reddy, CEO and Mr. Varun Reddy, COO CCIL.

Addressing the media on Tennis Ace Sania Mirza as Brand Ambassador, CMD CCIL Mr. Y. Rajeev Reddy said, "Sania Mirza is considered the youth icon of India and is always in the news for her achievements, her positive attitude and determination. This is exactly the person we want representing us as she embodies all that Country Club stands for. We are extremely pleased to have Ms. Mirza as part of the Country Club family."

Speaking on the occasion, Sania Mirza said, “Country Club India is a home grown global brand I have grown up watching. I assimilate my growth with the CCIL brand as we almost go together in our journey of success. Country Club for me has always been a part of me being from hometown. It is a remarkable success story that every Indian should be proud of. CCIL emphasises everything that is positive, healthy and ingrained in Indian values. Be it involving families on most auspicious occasions or vacations or stressing on fitness. It embodies the innate India values of family bonding. I look forward to spreading their message of Fitness and Vacation”

CCIL has recently expanded and diversified its product and services portfolio being offered to its members by tapping into the Health and Fitness Market. CCIL has already launched fitness centers at Juhu, Thane, Phoenix Market City Kurla, R City Mall Ghatkopar, Ahmedabad, Chandigarh, Phoenix Market City Pune, Jaipur, City Center 2 Mall Kolkata, Empress Mall Nagpur, Kasba Kolkata and City Square Mall Delhi. This is all part of CCIL’s Rs 350 crores expansion plan that aims at creating more than 100 fitness centers across Indian & abroad. CCIL, who has always been on the pioneer in the market, has already introduced Zumba and Pilates in its fitness Centers, which are equipped with state of the art equipment and well qualified trainers.

Giving further details about the fitness centers, CMD CCIL Mr Rajeev Reddy says, “We are investing close to Rs 3.5 crores in each fitness center whose size will broadly range from 4000-10,000 sq ft. The ultra-modern fitness facilities value adds to our product offering and will help attract more people towards the brand. All our members can stay committed to their fitness regimen while enjoying their holidays with our national and international network. CCIL which is on an international expansion mode and we intend to take this fitness initiative offshore to boost NRI memberships.”