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Muscle & Strength expands retail footprint in Northern India

Launches 4 new stores in New Delhi & Mohali

By **Manbeena Chawla** | November 14, 2022



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Launches 4 new stores in New Delhi & Mohali

Muscle & Strength India has further expanded its retail footprint in Northern India with 4 new stores in New Delhi & Mohali. Renowned Fitness Model and Influencer Mohmmad

Iqbal inaugurated the stores located at Paschim Vihar, Hari Nagar and Vikaspuri in New Delhi and SAS Nagar in Mohali.

Currently, the startup has around 15 stores in North India, spread across New Delhi, Punjab, Rajasthan, Haryana, Jammu & Kashmir and Uttarakhand. With more than 50 percent share of business acquired from the Northern region of the country, the brand plans to further strengthen its on-ground presence in North India by adding 20 more stores in the next 1 year.

Muscle & Strength India has been on an aggressive market expansion mode since the beginning of this year and has since ventured into states of Punjab, Uttarakhand, Bihar, Tamil Nadu etc. as it seeks to deepen its presence in India's growing nutritional supplement space.

The company currently has 25 stores spread across multiple cities and has the widest range with over 1000 fitness supplements and nutrition products from 42+ brands. These products are used for athletic performance, fitness and overall wellness. The driving factor of the Indian dietary supplements market is the increasing health consciousness and proactive health mindset amongst the consumers now.

Muscle & Strength India aims to expand in the near future and further launch products in various variants, focusing on different health and wellness categories and segments.

Image caption- Praveen Chirania, Founder, Muscle & Strength India

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