

Fit Boss Concept Note

A BLOCKBUSTER reality TV show that follows the journey of 21 participants who are striving to achieve fitness and weight loss goals. The participants will undergo a 21-day naturopathy programme at 'KSHEMAVANA', a renowned wellness and naturopathy retreat in Karnataka.

Through the "Fit Boss" show we aim to INSPIRE millions of viewers across India to keep themselves 'healthy and fit' in a fun and entertaining way.

The One who will loose the maximum weight in 21 days will be the winner....

"Looser is the winner"

Key Highlights for Fit Boss Reality TV Show

65 episodes of 1 Hour each, over 3-months in prime time on
Ayush TV

& Siri Kannada, Monday to Friday

The best-of-the week showcase on every Saturday and Sunday

Celebrity Anchors & Guests

1 winner & 1 Runner-up who win 5 lakhs as prize money

Estimated Reach - 50Mn+ For the show

A high decibel Promotion campaign on TV, Print, radio,
OOH, Digital Social

High audience engagement for the show duration (3 months)

A glittering ‘ Grand Finale’ Event