

## Namrata Purohit's Pilates Empire Transforms Wellness in India

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At just **16 years old**, Namrata Purohit became the **youngest trained Stott Pilates instructor in the world**, a milestone that laid the foundation for one of India's most influential fitness brands — *The Pilates Studio*. Co-founding the studio with her father, Samir Purohit, she has since shaped the nation's wellness landscape by popularising Pilates among celebrities, athletes and everyday fitness enthusiasts alike.

Driven by a passion for movement and rehabilitation — sparked after a sports-related knee injury in her teens — Namrata devoted herself to mastering Pilates. By **age 19**, she had completed all Stott Pilates training courses and attended advanced workshops in London and Canada, distinguishing herself as a globally qualified fitness expert.

### **Building *The Pilates Studio*: A First-of-Its-Kind Fitness Brand**

Founded in **January 2011**, *The Pilates Studio* by Namrata Purohit was among the **first studios in India** to combine traditional Pilates with **simulated altitude training**, offering personalised sessions designed to enhance **core strength, flexibility and full-body alignment**.

Under Namrata's leadership, the studio expanded rapidly, becoming a **go-to fitness destination** with locations across multiple cities and a reputation for *science-driven, results-oriented training*. Clients range from Bollywood stars and professional athletes to business leaders and everyday wellness seekers.

### **Celebrity Endorsement and Industry Recognition**

Namrata's approach has drawn a high-profile client base, including major names in entertainment and sport. Her studio has trained celebrities such as Jacqueline Fernandez, Janhvi Kapoor and Neha Dhupia, and athletes alike, making Pilates a mainstream fitness choice in India.

Her influence hasn't gone unnoticed. In 2025, Namrata was honoured at the **Harper's Bazaar Women of the Year Awards** for her longstanding contribution to health and fitness — a testament to her impact in an industry often dominated by conventional gym culture.

### **Publishing and Thought Leadership**

Beyond studio growth, Namrata is also an author: at **age 21**, she published **The Lazy Girl's Guide to Being Fit**, aimed at simplifying exercise for beginners and inspiring balanced lifestyles.

She's widely featured in fitness media and has served as the **official Pilates expert** for major platforms such as *Femina Miss India* and *Mumbai City FC*, further cementing her role as a wellness authority.

## Expansion and Vision for Wellness

Namrata continues to expand her brand's footprint across India through franchise partnerships and new studio openings, including facilities in the Northeast, helping make Pilates accessible far beyond major metro cities.

Her vision extends beyond physical training to *holistic well-being*, blending Pilates with tailored strength programs, electrical muscle stimulation and altitude training — aiming to help clients achieve **lifelong fitness and confidence**.

## Legacy of Empowerment and Innovation

From a young athlete overcoming injury to an internationally recognised fitness entrepreneur, Namrata Purohit's journey exemplifies resilience, innovation and passion. Through *The Pilates Studio*, she has built a **wellness movement in India** that continues to inspire healthier lifestyles and transform perceptions of fitness across generations.

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