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Muscle & Strength India Expands Presence with New Store in Bengaluru, Karnataka

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The new store strengthens the brandâ??s commitment to making quality nutrition and fitness supplements more accessible to fitness enthusiasts

Muscle & Strength India, one of the country's leading retailers of fitness supplements & nutritional products, has expanded its retail presence with the opening of a new store in Koramangala, Bengaluru making its range of nutrition and wellness products more accessible to consumers. Renowned bodybuilder Syed Israr inaugurated the store along with fitness model and influencer Mohmmad Iqbal. Muscle & Strength India is looking to expand aggressively in South India as it seeks to deepen its presence in India's growing nutritional supplement space.

Bengaluru, known for its vibrant fitness culture and growing community of health-conscious consumers, represents an important market for Muscle & Strength India. The new outlet aims to bring the brand closer to local customers while offering a convenient and accessible destination for their fitness and nutritional needs. Muscle and Strength India currently have stores spread across multiple cities in the country and has the widest range with over 1000 fitness supplements and nutrition products from numerous world-class brands. These products are used for athletic performance, fitness, and overall wellness.

"We are excited to expand our presence while building closer connections with our customers, and we will continue to expand our footprint in newer cities. Our new stores are also a testament to our unwavering commitment to providing genuine and economically priced supplements which have increased consumers' trust in our brand. Apart from metros, we are also witnessing huge demand in smaller cities where the availability of the latest, genuine and economically priced supplements is still a challenge. It is also important to make the distinction between genuine and fake supplements and hence one should buy them from genuine dealers of reputed brands," said Praveen Chirania, Founder, Muscle and Strength India.