

Case Study: Fit and Fierce

A Women's Day Celebration with MCFC at Lupin AtharvAbility



Client Overview

Mumbai City Football Club (MCFC), is Mumbai's leading football club competing in the Indian Super League. They partnered with Lupin Atharv Ability, a premier physiotherapy and rehabilitation centre in Bandra Kurla Complex (BKC), for MCFC's annual Women's Day Event.

Somaa Health facilitated this partnership through the **conceptualisation** and **execution** of a successful celebration for the **mothers of MCFC's young athletes** at Lupin Atharv Ability's centre.

Event Objectives

- ✓ **Showcase Lupin Atharv Ability's advanced centre** to a potential client base.
- ✓ **Empower women and create awareness** about the importance of well-being in young athletes.
- ✓ **Strengthen Lupin Atharv Ability's credibility and visibility** through association with MCFC.

Our Role and Achieved Outcomes



The Dance Workshop introduced the women to the **benefits of physiotherapy** in a fun and engaging way while connecting with a **supportive community**.



Direct interaction with the participants created opportunities for new patient enrolments increasing Lupin AtharvAbility's **client outreach**.



Professional media coverage by MCFC to 424K followers boosted Lupin Atharv Ability's **online visibility** & **QR codes** linking **social media** channels encouraged **engagement**.



A Personalised Tour with Balance Training & Assessments increased the centre's **awareness**, with women actively collecting **business cards**.

Testimonial

"It was wonderful for MCFC to collaborate with Somaa Health and (Lupin) Atharv Ability. It gave us a picture that in case of injury, there is help besides physiotherapy and other rehab. It opened up a lot of broad perspectives to us. I thank them for the wonderful day that they have given us today. With all the activities and the fun time that we have had together, we mothers really enjoyed ourselves" – enthusiastic mom

Thank You!

Please don't hesitate to reach out to us if you have any questions!

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