



cure.fit



**Cult
Franchise**
Opportunities



ABOUT CULT



WHAT IS CULT.FIT?

At Cult.fit, we make fitness fun and easy. We have best in class trainers & offer group workouts . Cult.fit uses the best in class technology to give customers a world-class experience. Customers can book classes, follow workout videos-all with the click of a button from the cure.fit app.



DESIGN PRINCIPLES

- **3000-3500** square feet state of the art studios.
- Offering 50 minute Strength, Boxing, HIIT, Yoga & Dance sessions
- World-class, certified trainers with extensive years of practice
- Seamless class booking experience through cure.fit app



OFFERINGS

 **HRX** WORKOUT



YOGA



HIIT



BOXING



S&C



DANCE
FITNESS

WHY PARTNER WITH CULT?



Leader in fitness segment & International Brand Appeal

Largest fitness chain in India with 230+ centres & more than 1 lac active members. Presence in UAE. Endorsed by celebrities like Hrithik Roshan & Tiger Shroff.



Great ROI

Low Capex equipment free workout studios with investments less than 1Cr. High membership ramp up rate with best customer retention rate in the industry. 24-36 months to reach break-even. 30-40% return on investment.



Best in class Customer experience

Customer rating 3.8+/4. NPS 60+, one of the best in the industry. World class trainers & facilities



Best in class Tech systems

Tech enabled platform for class bookings & seamless centre operations management.

CULT : LARGEST & FASTEST GROWING

230+

CULT CENTRES

2

COUNTRIES

15+

CITIES

INDIA

Bangalore | Hyderabad | NCR | Mumbai
Chennai | Pune | Jaipur | Kolkata | Mysore | Kochi
Chandigarh | Surat | Ludhiana | Ahmedabad

DUBAI



WHY CUSTOMERS LOVE CULT?

1

TRAINER LED SESSIONS

Workout with real athletes. Learn Skills and techniques for life.

2

GROUP CLASSES

Highly engaging and energy packed. You will never lose the Tempo

3

MULTIPLE FORMATS

Formats for one and all. Mix them up to break the routine.

4

STATE OF THE ART CENTERS

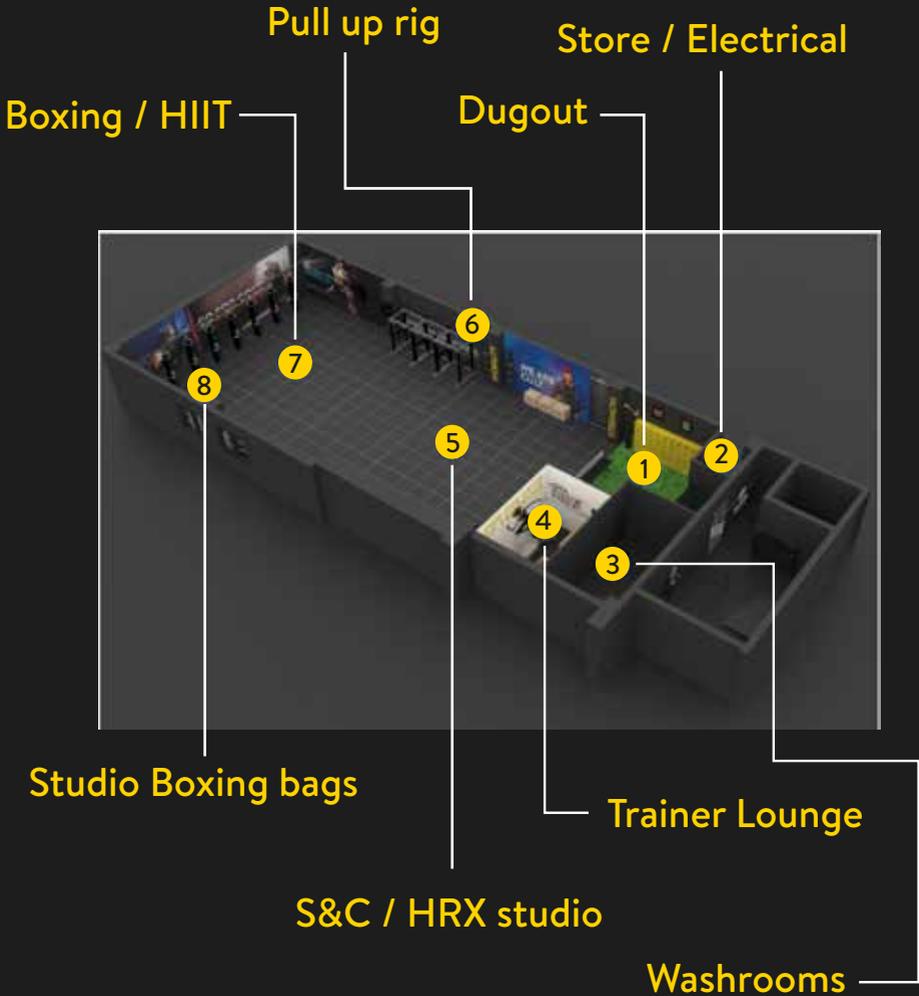
Never seen before centers. Feel The vibe of being an athlete

STATE OF THE ART FACILITIES





TYPICAL CENTRE LAYOUT



REFERENCE VIDEOS

ABOUT US



Scan here
to Watch >



We are a Fitness Revolution.
WE ARE CULT.



Scan here
to Watch >



Cult, India's largest fitness chain
is now in Dubai!

TV ADS & DIGITAL CAMPAIGNS



FitStart India's Biggest
Fitness Sale

Scan here
to Watch >



Cult introduces "100% Money
Back Guaranteed"

Scan here
to Watch >



Push Yourself! Not Your Plans

Scan here
to Watch >



HRX



Designed by Hrithik Roshan, our HRX workout program will help improve your strength and endurance and increase stamina.

HRX workout is a strength & conditioning program designed to help people become a better version of themselves through a combination of various movement modules. The workout is completely scalable and does not restrict people from different fitness background to be a part of it. The module makes sure that the right muscles are engaged during the workout and everyone is working at their optimum relative intensity level.

The workout is a combination of Primal movements, Zero momentum rep, compound movements & conditioning routines designed to challenge the human body and accelerate growth.

Benefits

**Core Strength | Agility | Full body strength | Stamina
Muscle Gain | Injury Recovery**

DANCES FITNESS



Dance your way into fitness with this fun workout that will tone your entire body, boost your heart health and help you de-stress.

A full body aerobic workout, divided into different genres of music providing peaks and troughs of intensity.

Boost your confidence, ease stress, burn a lot of calories, improve your cardiovascular & muscular endurance, lose weight, have fun and leave the room sweaty, happy and healthy!

Benefits

**Core Strength | Agility Full body strength | Stamina
Muscle Gain | Injury Recovery**

HIIT



HIIT is a training methodology which incorporates high intensity exercises followed by planned intervals repeated over multiple rounds to achieve faster results

Benefits

Body Coordination | Stamina | Strength

Stress Management

BOXING



Our boxing routine enhances your cardiovascular endurance, improves total body strength and is a great way to de-stress.

A high cardio form of martial arts that not only enhances your strength, cardiovascular and respiratory functioning, but also improves your balance, coordination and reflexes. Our highly qualified boxing instructors ensure that members learn new techniques in a structured and safe manner. This class is designed to help you hone self-defence skills and release your stress by praving poerful punches and knockout kicks.

Benefits

Body Coordination | Stamina | Strength

Stress Management

S&C



Our S&C workouts involve high intensity movements that will help you stay functionally fit and improve your endurance, speed and athletic performance.

Strength & Conditioning is a combination of compound movements and high-intensity interval training that provides lasting fitness and enhanced endurance. Once you start training, every step will throw up a new surprise- of what your body is capable of. It's a myth that S&C is meant only for professional athletes. The training actually involves systematic programs designed for people of all ages.

The routines help you get functionally fit and improve your strength, speed, power and athletic performance.

Benefits

Strength | Endurance | Mobility | Stamina



YOGA



Our yoga instructors infuse every class with an array of breathing techniques, a variety of postures and meditation techniques. This helps in improving self-confidence and balance while gaining a stronger body in the process.

No prior experience is required for these classes. Our qualified yoga instructors conduct classes with the motive of aligning your breath with your movement. After each class, you will feel relaxed and would appreciate living in the present.

Benefits

**Physical, Mental & Emotional Well Being | Strength
Flexibility | Stress reduction | Endurance**



WHAT IS CURE.FIT?

Cure.fit an integrated health platform with
4 verticals



Our line of new-age
fitness centers



Our line of healthy,
calorie-counted food



Our line of
meditation driven
mindfulness



Our line of clinics for
Diagnostics and
consultation

CURE.FIT: BUSINESS HIGHLIGHTS

ROBUST REVENUE GENERATION

 **60%** quarter-on-quarter growth

 **25%+** contribution and healthy unit economics

STRONG CUSTOMER TRACTION

 **500K** paid customers

 **1Mn+** monthly active users (MAU)

OUTSTANDING CUSTOMER EXPERIENCE

 **3.8/4** avg. product rating

 **4.7** app rating

CURE.FIT PHILOSOPHY: OFFLINE CENTERS

Group Workouts



Fitness Centre

Everyday Health Food



Eat.fit QSR



Yoga Studio

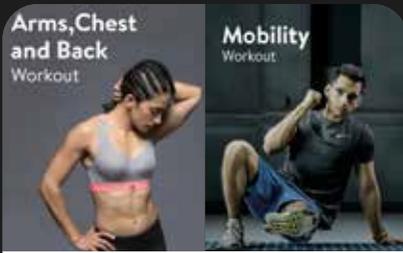


Health Centre

Yoga, meditation
& Therapy

GP & Lifestyle Care

CURE.FIT PHILOSOPHY: DIGITAL CONTENT



Arms, Chest and Back Workout

Mobility Workout



DIY

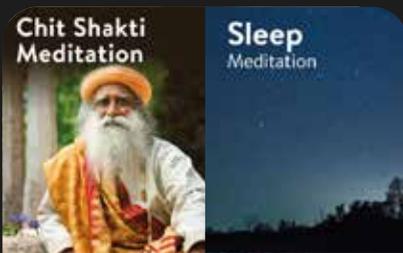


Power Breakfast Egg

High Protein Non-Veg



Food Subscriptions



Chit Shakti Meditation

Sleep Meditation



DIY



Tele Consultation

Cult Franchise Opportunities

Visit our www.cure.fit website