



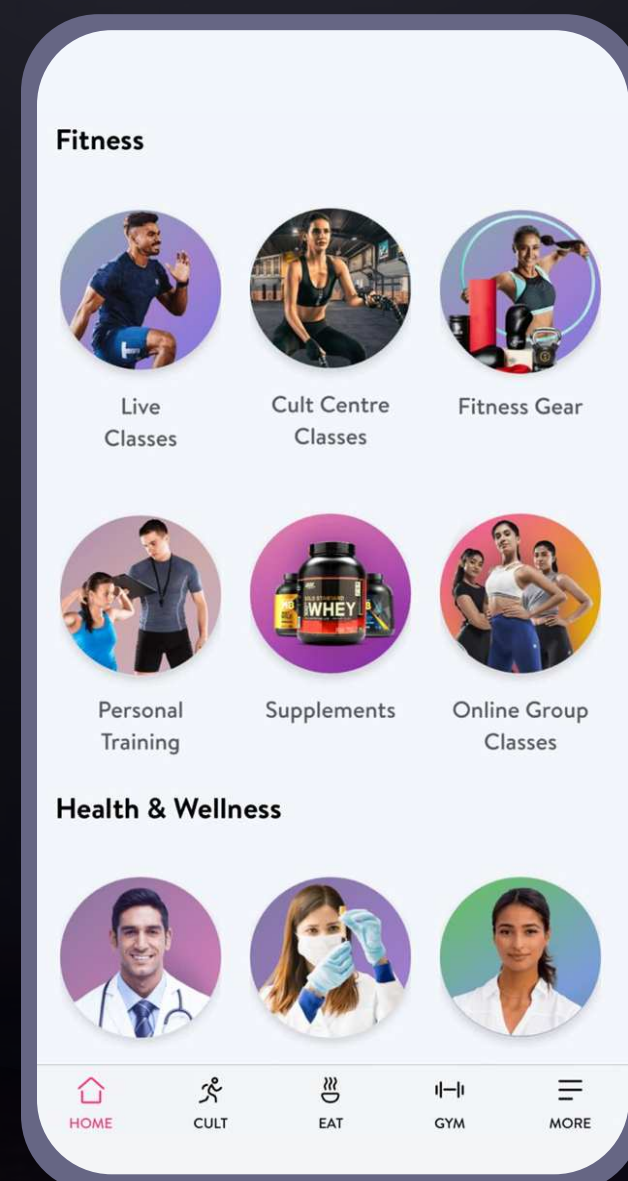
Cult Pass

#JoinTheCult



cure.fit

The largest integrated fitness and health platform in India.



cult.fit

Offline group workout centres

eat.fit

Everyday healthy food

cult.live

Online fitness portfolio

care.fit

Medical care and life style health

5 M+

Monthly Active Users

1 M+

Paid Customers

1 M+

Social Media Reach



Why partner with Cult

Why be a Cult Pass partner

25 L

Investments from cure.fit

50%

Revenue increase



Cure.fit marketing strength



Highly digitised training product



Technology driven operations



Best-in-class staff training

What is Cult Pass

Single membership to access high quality gyms, fitness studios and yoga centres.

PARTNER CENTERS

Co-branded with Cult, operated by partner

UPSELL OPPORTUNITIES

Customers buy personal training, nutrition counselling etc



PLAN 1

Check-in
based

7 L

INVESTMENTS FROM CURE.FIT

20%

REVENUE INCREASE

KEY HIGHLIGHTS

- 7 L for centre upgrades and marketing
- 20% increase in revenue

FINANCIAL MODEL

- Pay per session for check-ins
- Average per session revenue ~ INR 100
- Fortnightly revenue settlement

PLAN 2

Exclusive partnership

25 L

INVESTMENTS FROM CURE.FIT

KEY HIGHLIGHTS

- Upto 25L for centre upgrades, marketing and bonuses
- Partner owns and operates the gym, Cult brings customers
- All sales via Cult Pass and managed by Cult
- Complete process and technology support

50%

REVENUE INCREASE

FINANCIAL MODEL

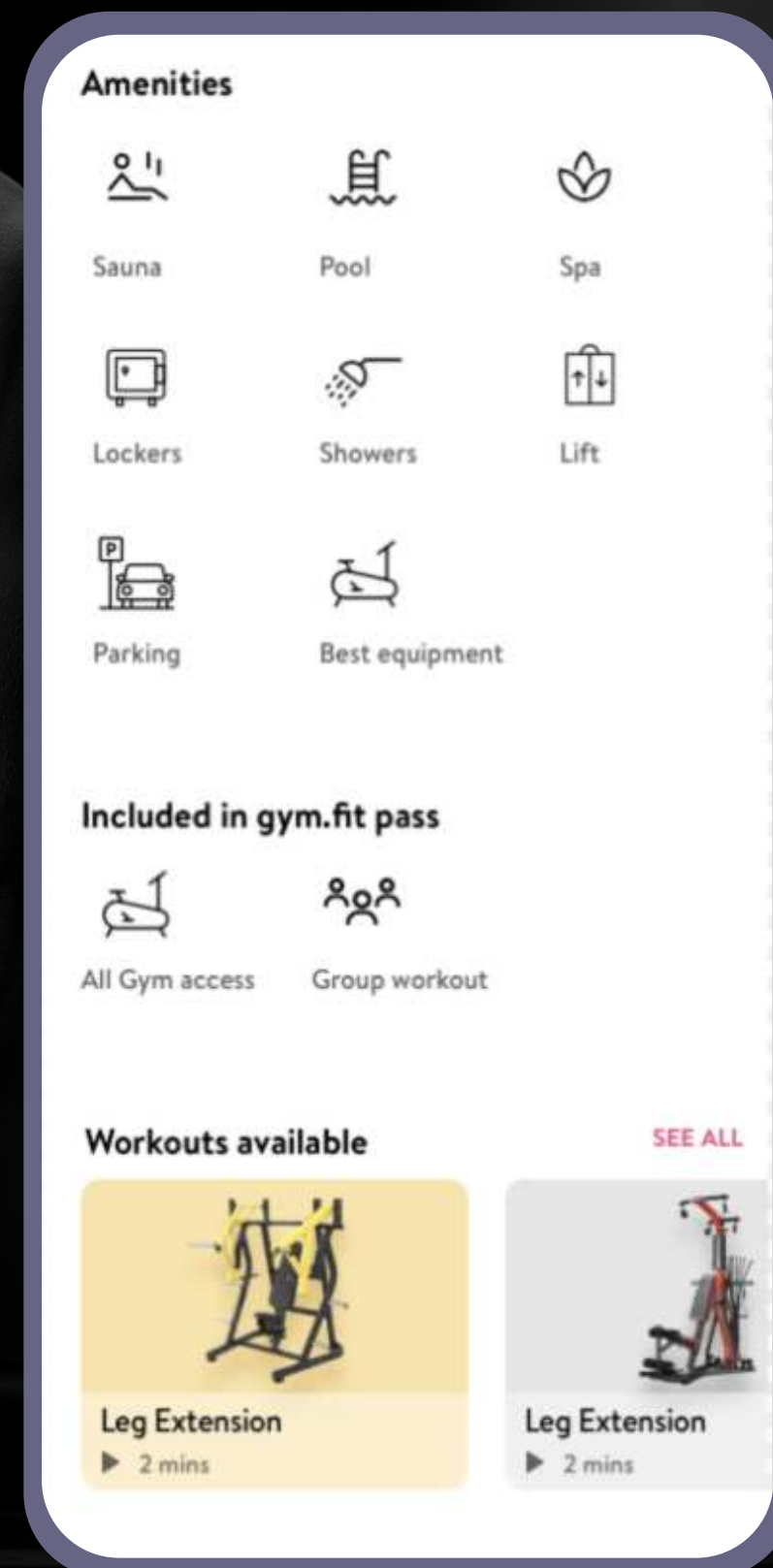
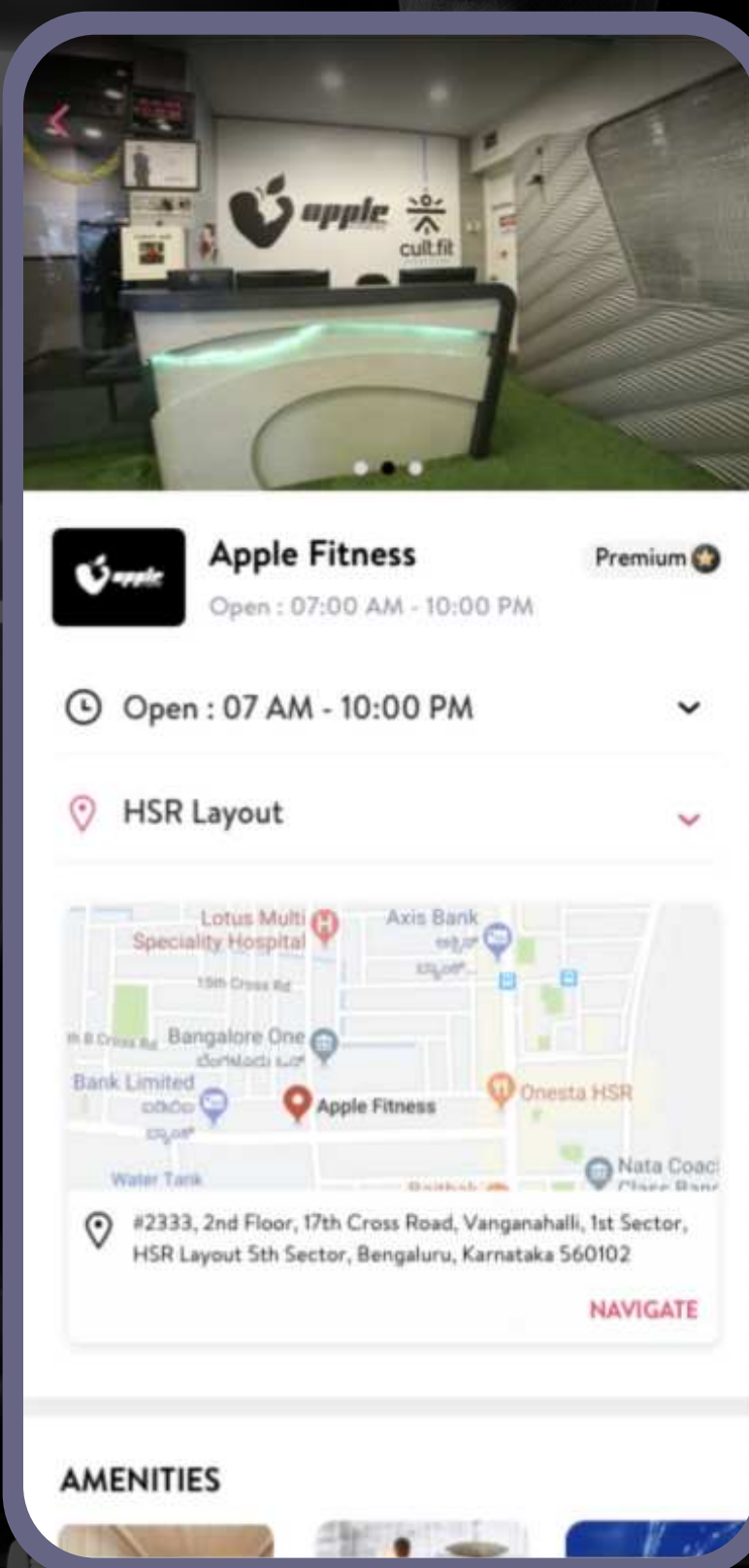
- Upfront transfer of membership fee in full
- Tiered commission for revenue above 6L*
- Fair adjustment based on actual attendance
- Fortnightly revenue settlement



Centre details

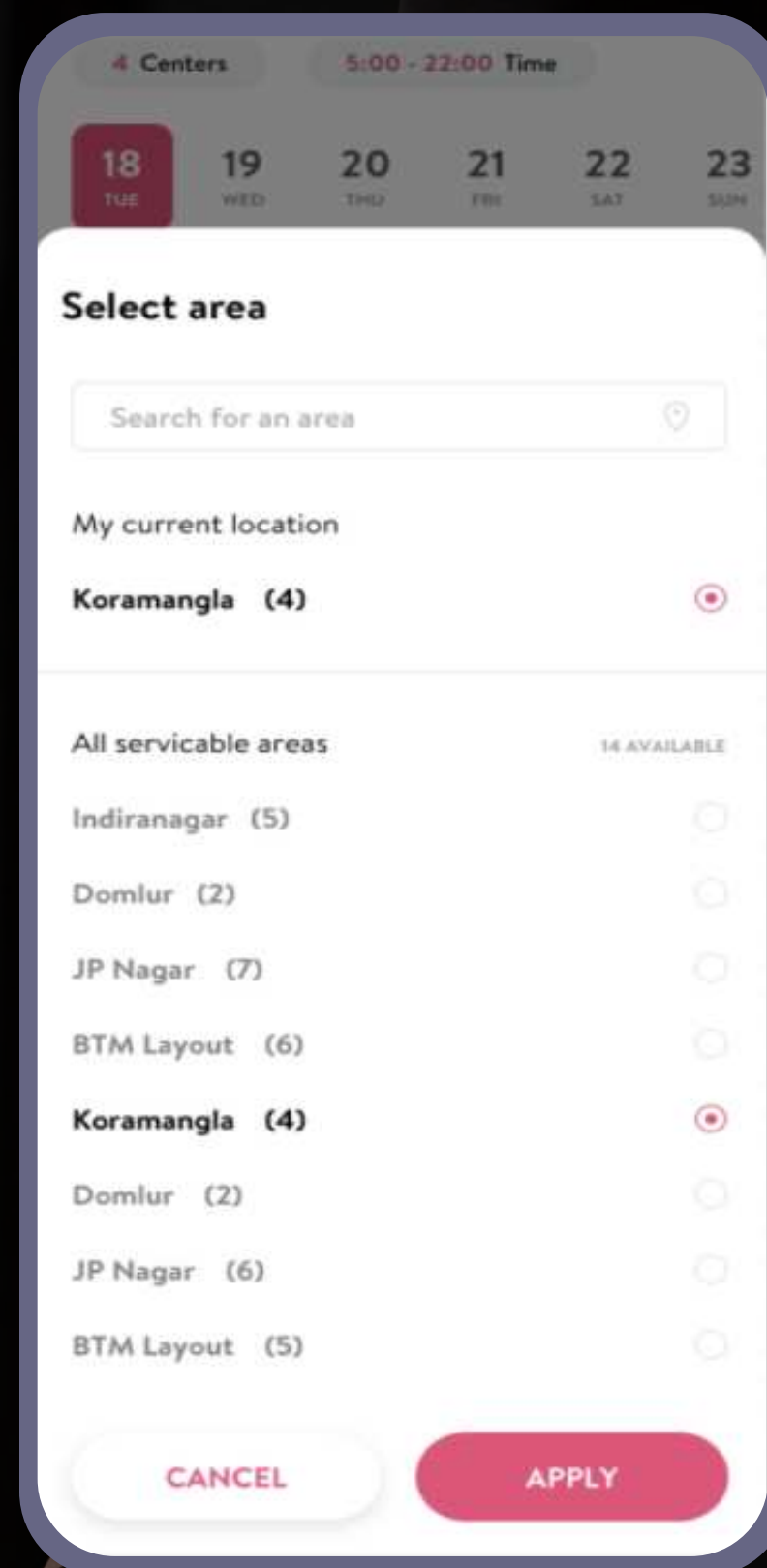
- Discovery
- Rich catalogue

#JoinTheCult



Session booking

- Centre selection
- Time selection



4 Centers 5:00 - 22:00 Time

18 TUE 19 WED 20 THU 21 FRI 22 SAT 23 SUN

Select area

Search for an area

My current location

Koramangla (4)

All servicable areas 14 AVAILABLE

Indiranagar (5)

Domlur (2)

JP Nagar (7)

BTM Layout (6)

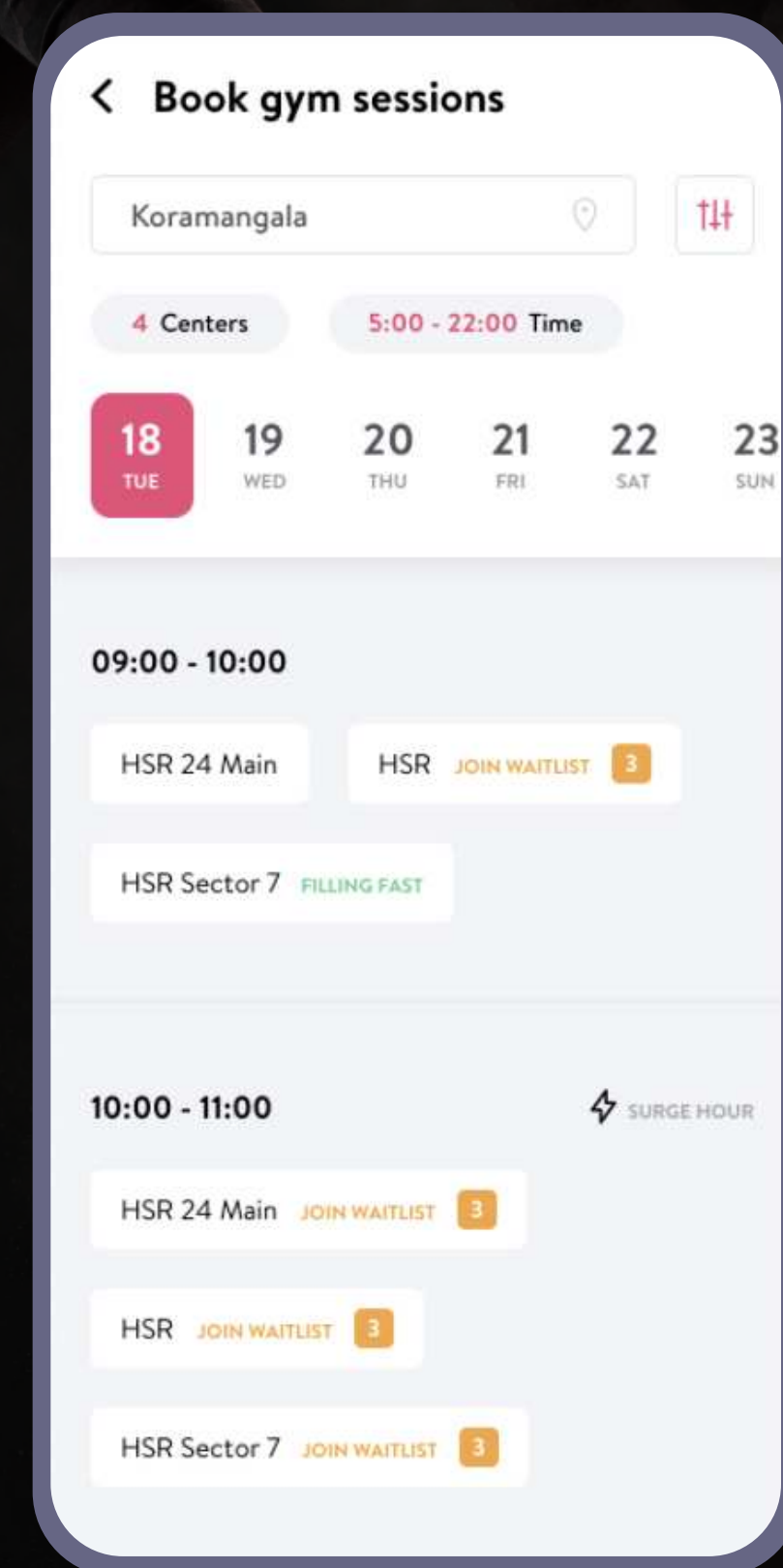
Koramangla (4)

Domlur (2)

JP Nagar (6)

BTM Layout (5)

CANCEL APPLY



< Book gym sessions

Koramangla

4 Centers 5:00 - 22:00 Time

18 TUE 19 WED 20 THU 21 FRI 22 SAT 23 SUN

09:00 - 10:00

HSR 24 Main HSR JOIN WAITLIST 3

HSR Sector 7 FILLING FAST

10:00 - 11:00 SURGE HOUR

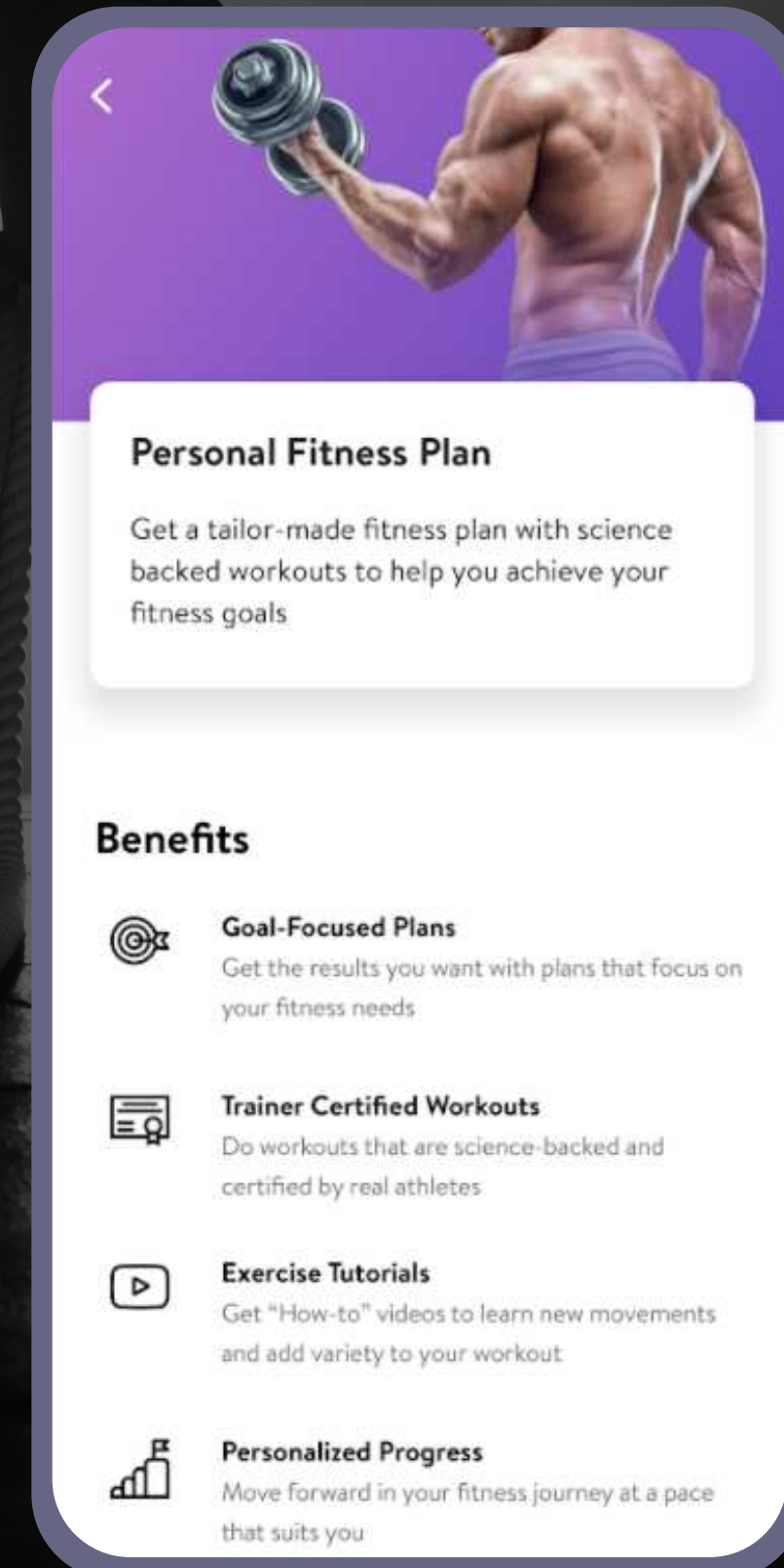
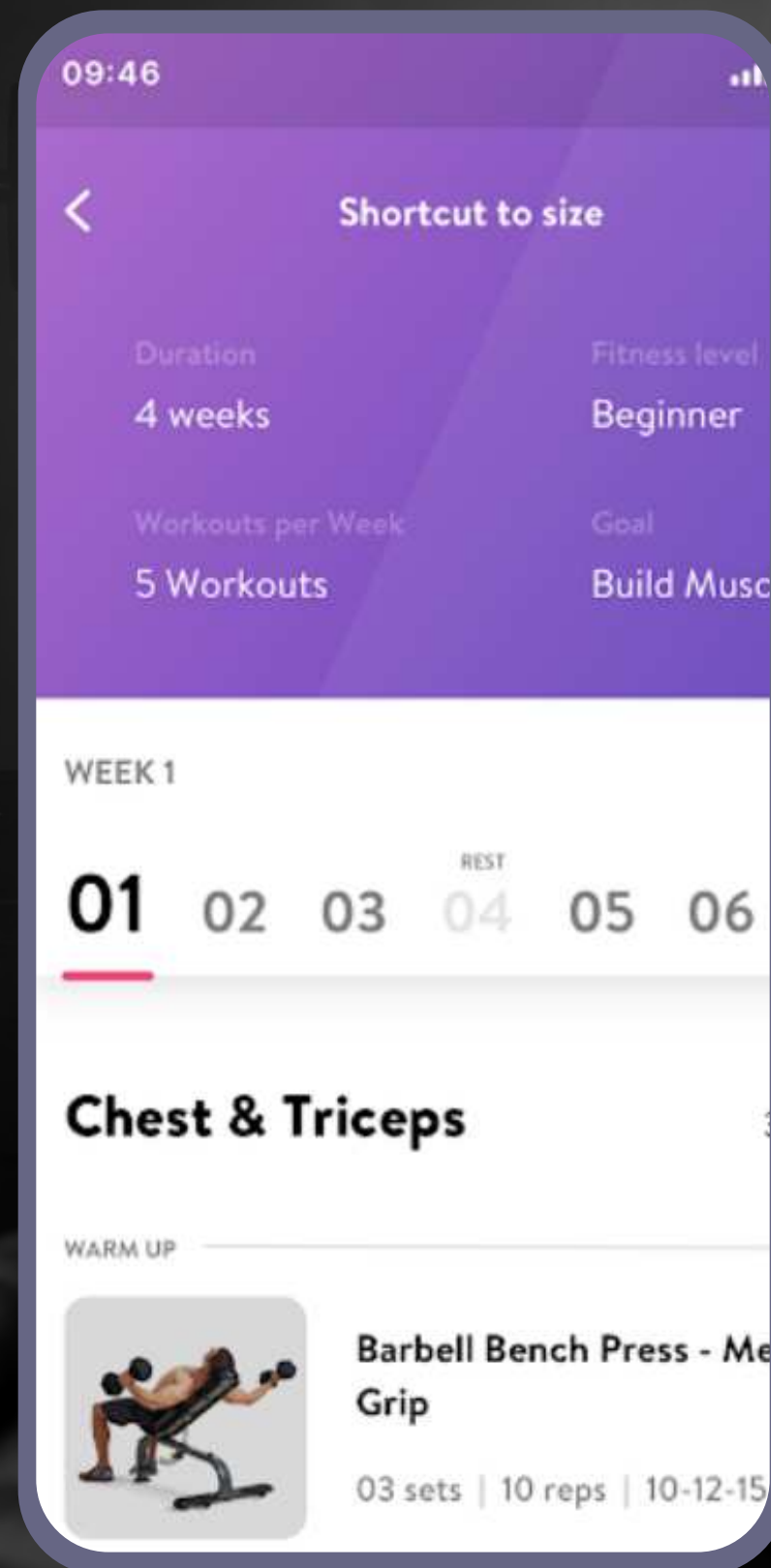
HSR 24 Main JOIN WAITLIST 3

HSR JOIN WAITLIST 3

HSR Sector 7 JOIN WAITLIST 3

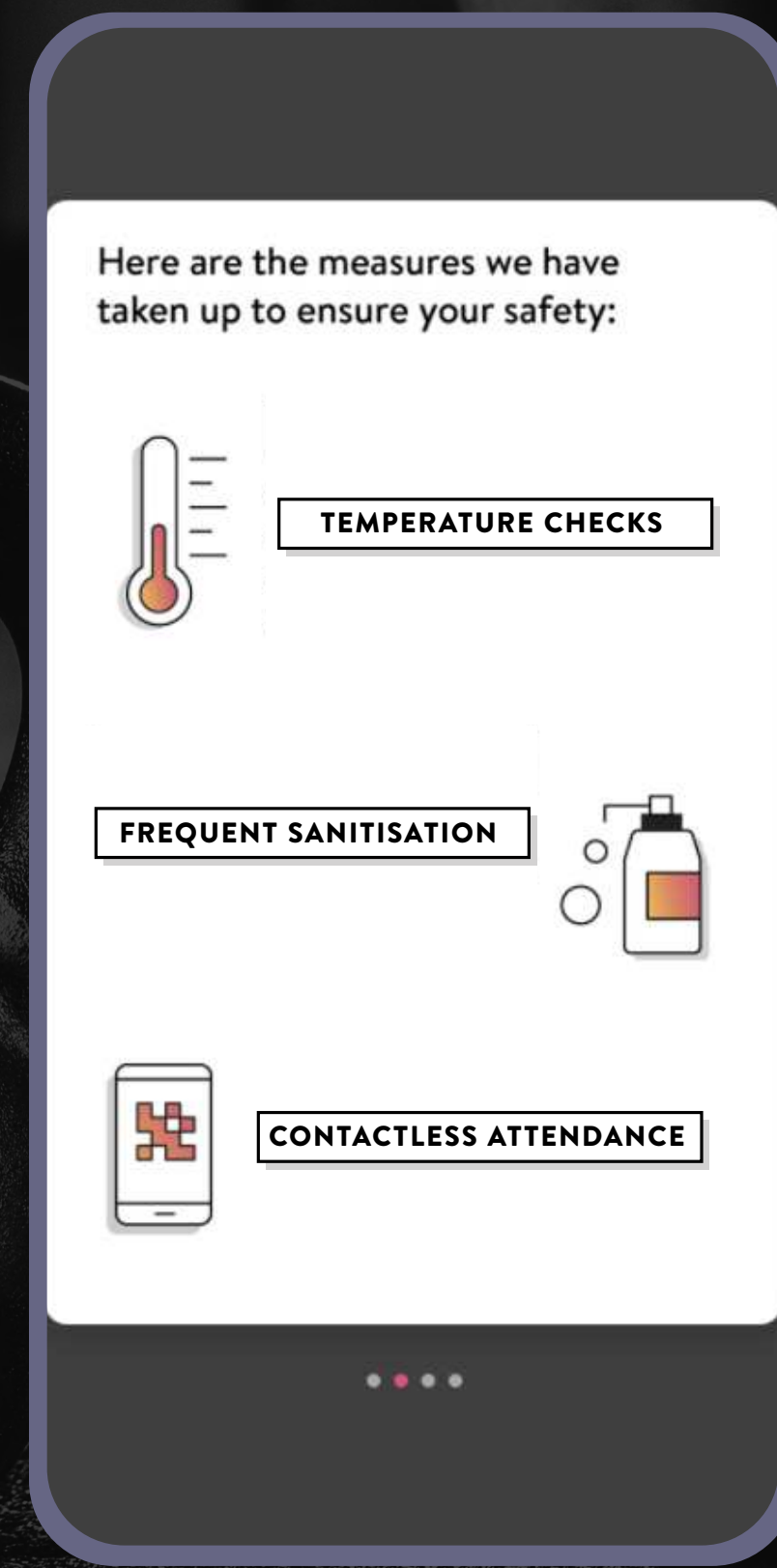
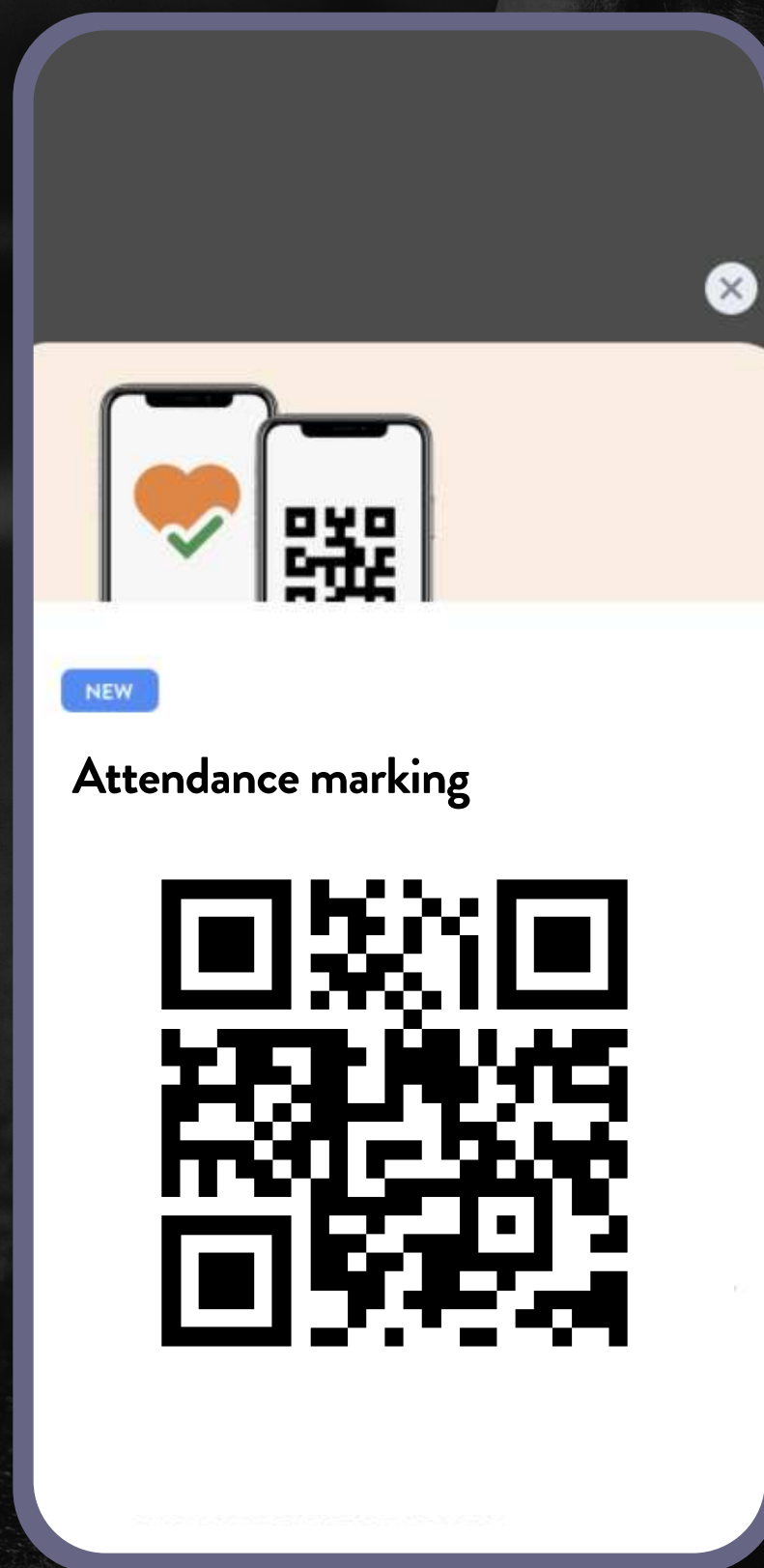
AI Fitness planner

- Personalised
- Goal based



Safety

- QR code based attendance
- Hygiene protocols





Cult Pass

Contact details

Contact us

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