



# Cult Gym Franchise

Be a part of the revolution in fitness

 #JoinTheCult

## Our Vision

To be world #1 fitness centre with  
best in class Customer Experience  
& Technology support

## What we offer

- 4000-5000 state of the art gym setup
- High quality machines
- Personal Training by world class, certified trainers
- Integrated digital content & AI Fitness planner



# Largest & Fastest growing

PRESENCE IN 20 CITIES WITH 200+ CENTRES

Bangalore

Chennai

Amritsar

Mysore

Delhi

Kolkata

Jammu

Mangalore

Hyderabad

Jaipur

Ahmedabad

Coimbatore

Mumbai

Chandigarh

Surat

Vizag

Pune

Ludhiana

Indore

Kochi

## Why partner with Cult ?

- **Great ROI**

Highly optimised capital investment with high ramp up rate & retention.

- **Best in Class Trainers**

Top qualities trainers are hired, trained and deployed.

- **Cult.fit Marketing Strength**

Cult's Demand generation capabilities through digital marketing & brand campaigns.

- **Highly Digitised Training Product**

AI Trainer - Artificial Intelligence based fitness planner creates customised goal-based workout plans for consumers.



## Investments & ROI



Investment amount

| 1.3-1.5 cr



Area required

| 4000 sft



Average payback

| 2.5 - 3 years



ROI

| 30-35%



## Offerings & Facilities



Cardio  
Area



Personal  
Training



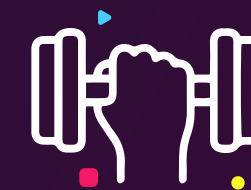
Shower  
Area



Free  
Weights



Food &  
Beverages



Strength  
Area



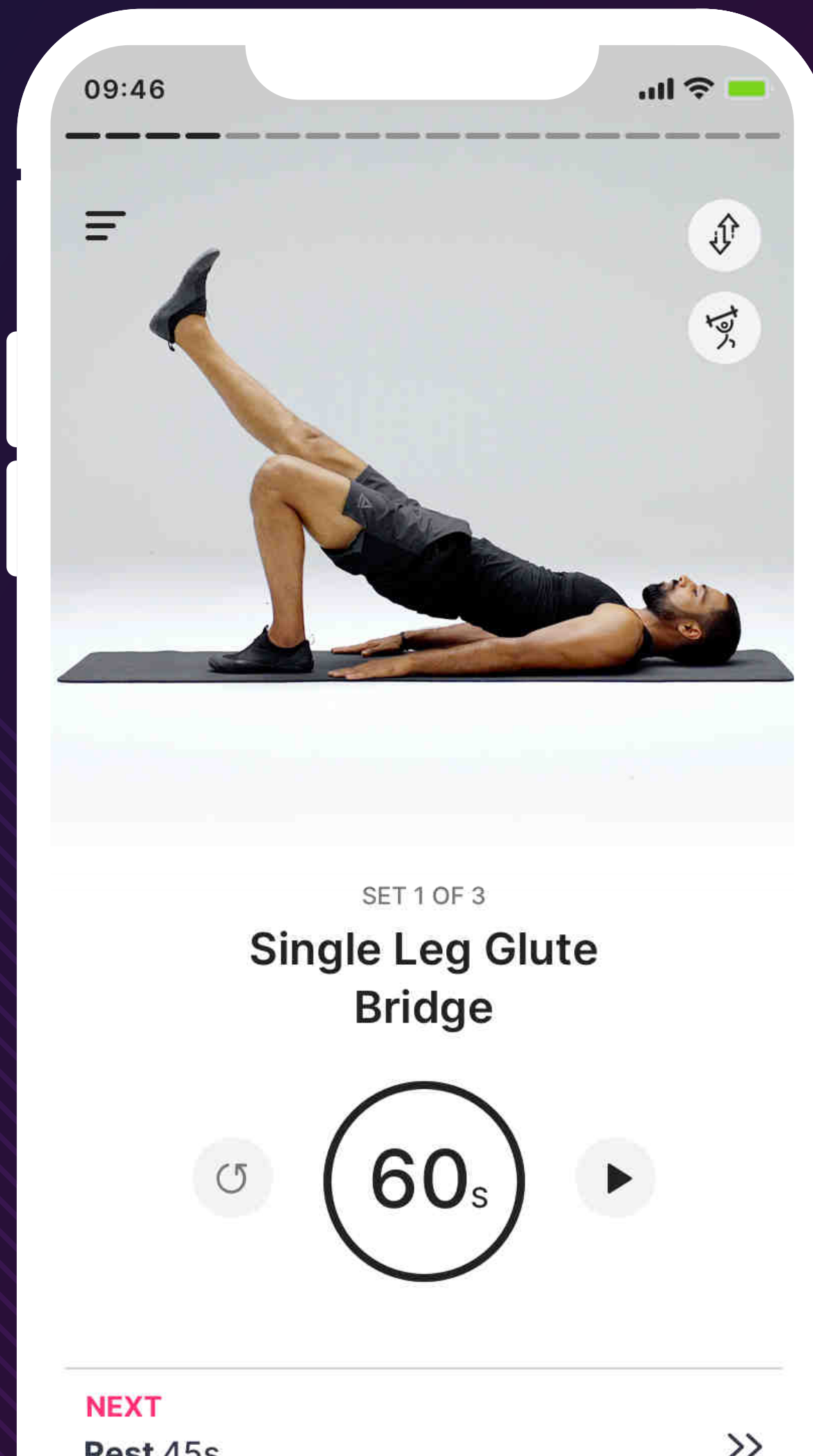
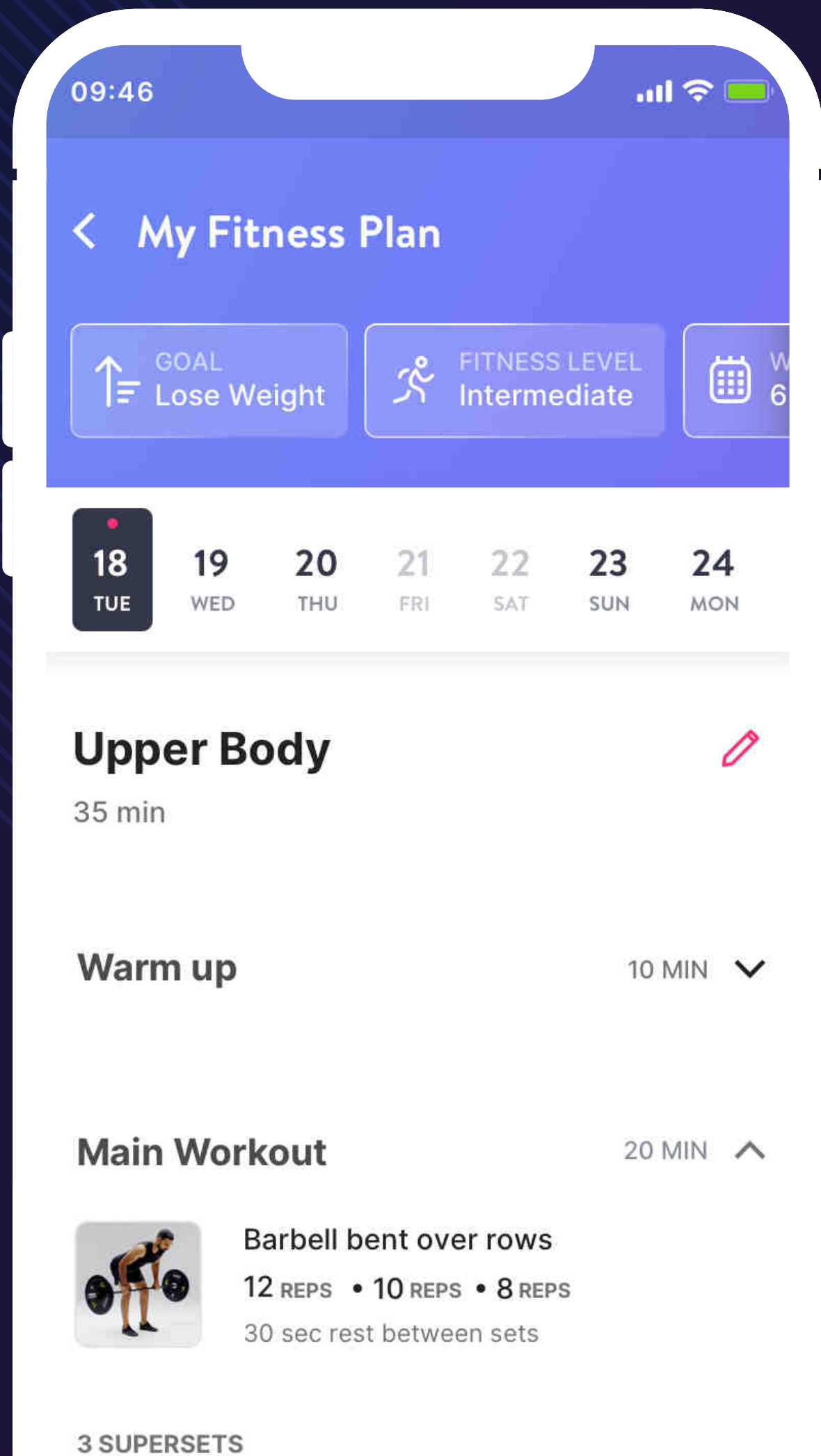
Internet  
Access



Biometric  
Attendance



Nutrition  
Counselling



## AI fitness planner

- Personalised
- Goal Based



## State of Art facilities

Cardio Area



Reception & Members Lounge



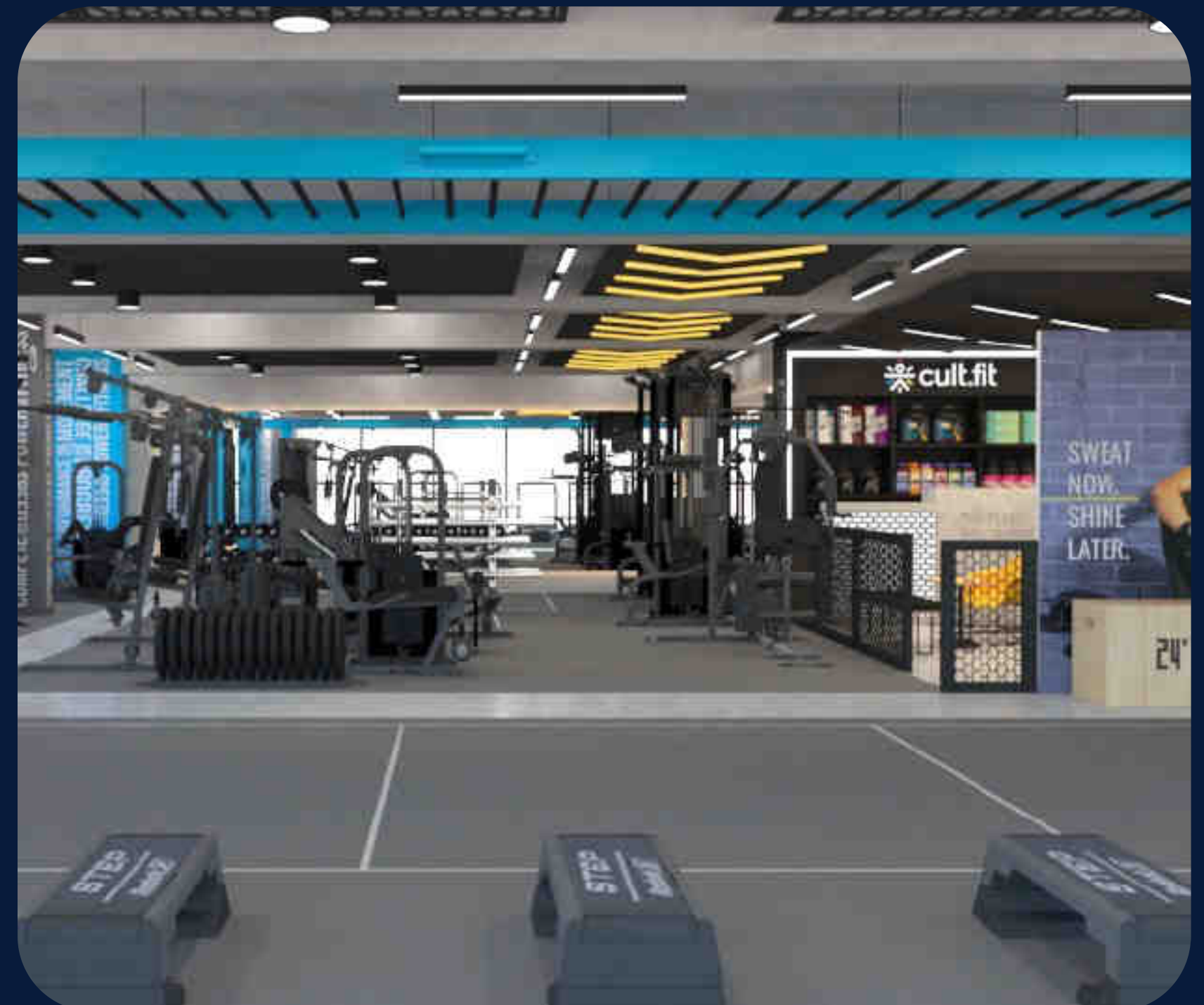


## State of Art facilities

Free Weight Area



Strength Area





# Typical Center layout

1. Reception & Member's Lounge
2. Cardio Area
3. Strength Machine Area
4. Functional Area
5. Free Weight Area
6. Shower & Wash Area
7. Store Room
8. Trainer's Lounge





# Franchise Journey



## Partner induction

- Preliminary Discussion
- Partner profile assessment
- Contract Closure & Partner Induction



## Project Execution

- Site Selection & Approval
- Layout & Design
- Civil Works & Fitout Execution



## Centre Launch

- Centre Staff & trainer hiring
- Presales
- Centre launch & ongoing support in Operations



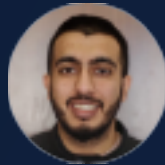
## Partner Testimonials



Prudhvi Nimmagadda  
**Cult Mysore**

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The team at Cult is obsessed with making the centres successful and bring the same enthusiasm to partner's centres as well. They make sure that as a partner, I am getting all the data, expertise and support that's needed to run my centres well. Having worked with other global fitness brand before, the confidence we have in the future with cult is second to none.



Shaurya Khilani  
**Cult Chandigarh**

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Cult is a very professional and receptive organisation who always takes on challenges proactively. Cult's vision and core values act as a compass for all their stakeholders. A Cult franchise is a good opportunity for anyone who wants an entry into the fitness industry or wants to grow with Cult. We are Cult!



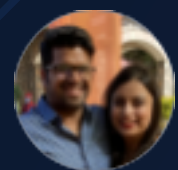
Raakesh Ramanand  
**Cult Coimbatore**

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I had been closely following Cult growth story and the way they have been disrupting the fitness industry. I had no experience in running a fitness business, but the way the team has supported from the very beginning, and the continued support has truly helped me scale up to multiple centres in no time.



## Partner Testimonials



Arpit & Akanksha Singhal  
**Cult Jaipur**

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I started my journey with Cult as a member and soon became a super user of excellent workouts and energetic environment. And when the Cult.Fit franchise came to light, I went ahead without a second thought.



Rajat Asawa  
**Cult Indore**

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I invested in the Cult.Fit Indore franchise and it has been a wonderful experience working with the folks at Cure.Fit. The team is highly professional and is really responsive to all our requests. The technical and functional support offered are top notch.



Seema Handa  
**Cult Amritsar**

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Very strong and efficient use of technology for remote monitoring and access. Despite challenging pandemic disruptions and unpredictable customer behaviour, the company has been proactive and agile. We are glad to be a part of the Cult family!





# Join the cult!

Contact us  
[franchise@curefit.com](mailto:franchise@curefit.com)



 #JoinTheCult