

Own a
**cult Gym
franchise**

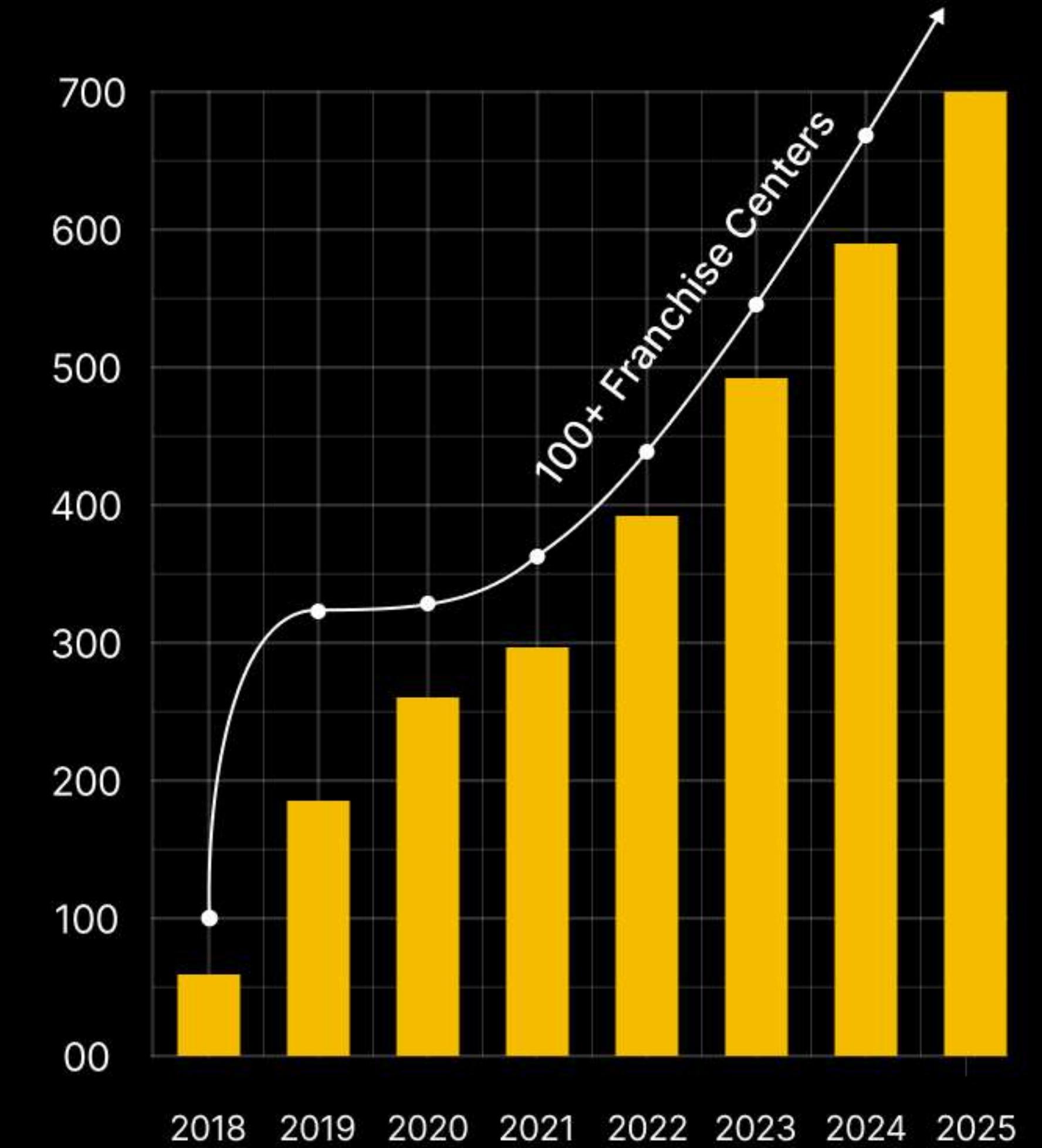
The brand that has become
synonymous with fitness in India



Be Better Everyday

cult Journey

- **2016**
Launched cult with our first center
- **2018**
Crossed 50+ centers
- **2022**
Introduced Hybrid Classes
- **2023**
Recognised as India's No.1 Fitness Company
- **2025**
Reached 700 centers



Highlight:
1 in 3 partners already have 2+ centers with cult
Others are also building toward it.



Trusted by Millions. Backed by cult



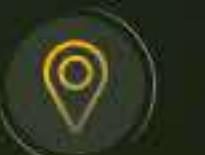
700+ centers across India.



1M+ users on the cult app. **Growing by 25% y-o-y**



4.5M+ workouts completed every month



40+ cities served



3500+ expert trainers in our ecosystem



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What is cult Elite?

cult Elite is our premium gym format crafted for those who seek more than just a workout. It combines top-tier equipment, high-energy group classes, expert trainers, and a vibrant community.

Members get unlimited access to both gym and group workouts, along with modern amenities and the trusted energy of a cult experience.

Who can franchise?

Anyone with a passion for fitness and a drive to build a successful business from the ground up with the expertise and trust of India's leading fitness brand.



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cult Elite Format

 Target Audience

Premium fitness seekers (25–40 yrs)

 Price Point

₹16K – ₹20K per year

 Footprint

5,500 sqft

 Fitness Offering

Unlimited Gym + Group Classes

 Time to Launch

3 - 6 months

 Facility Access

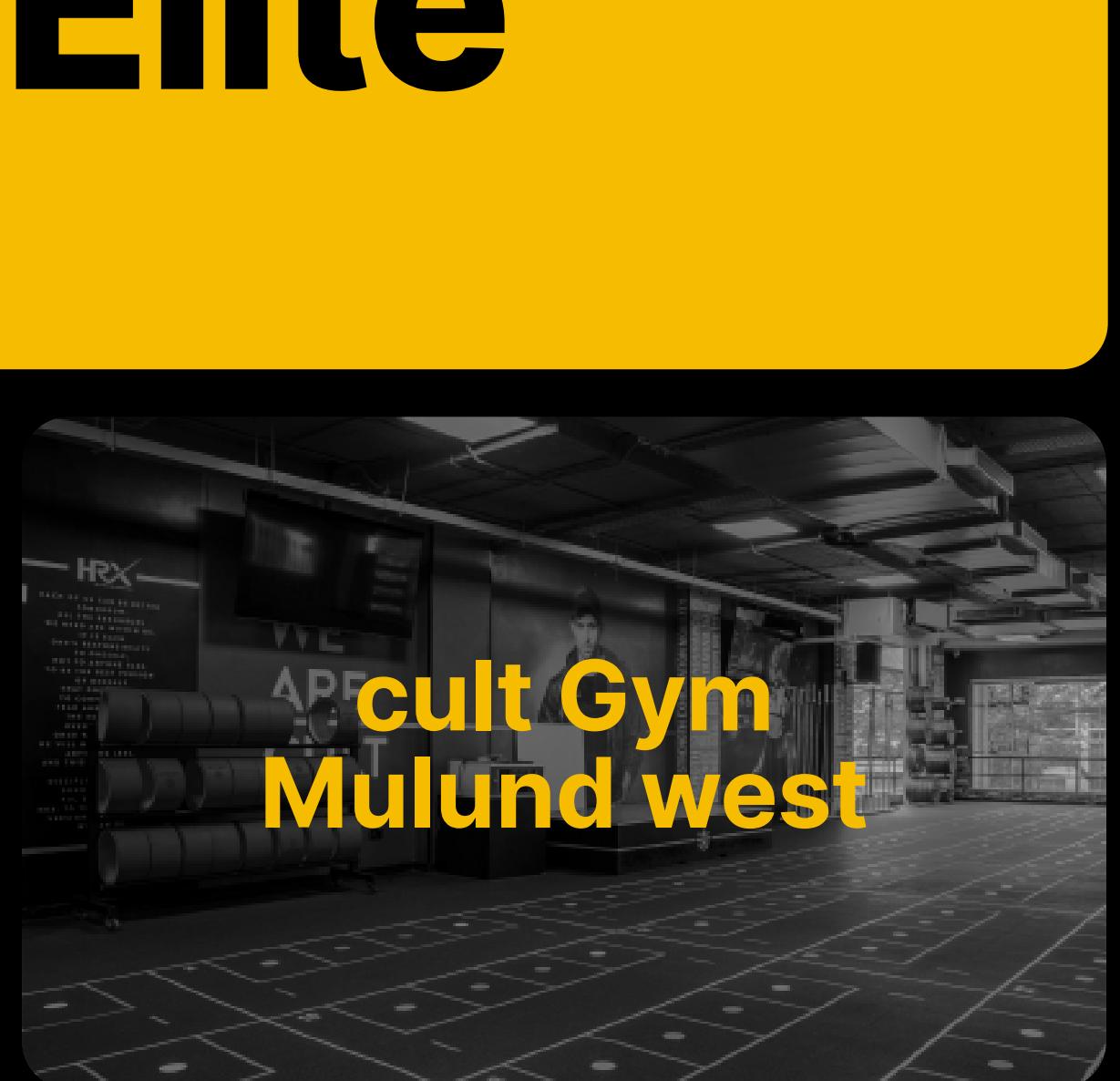
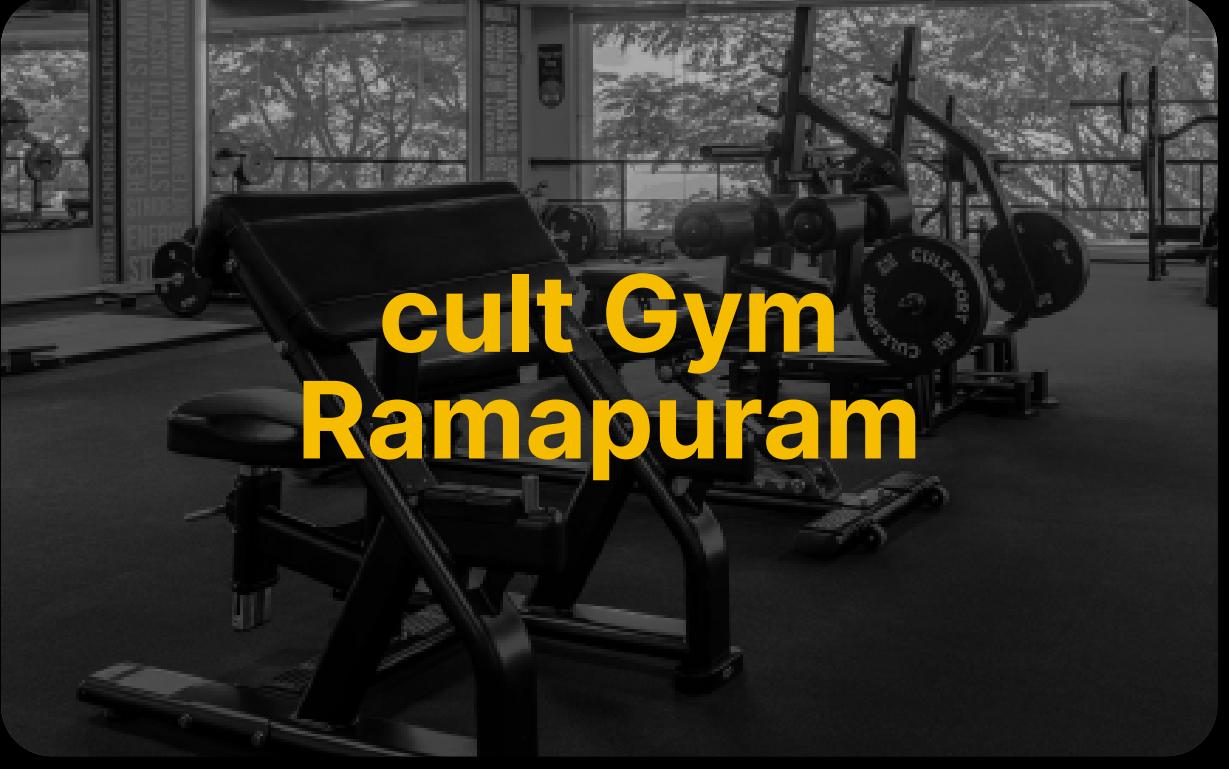
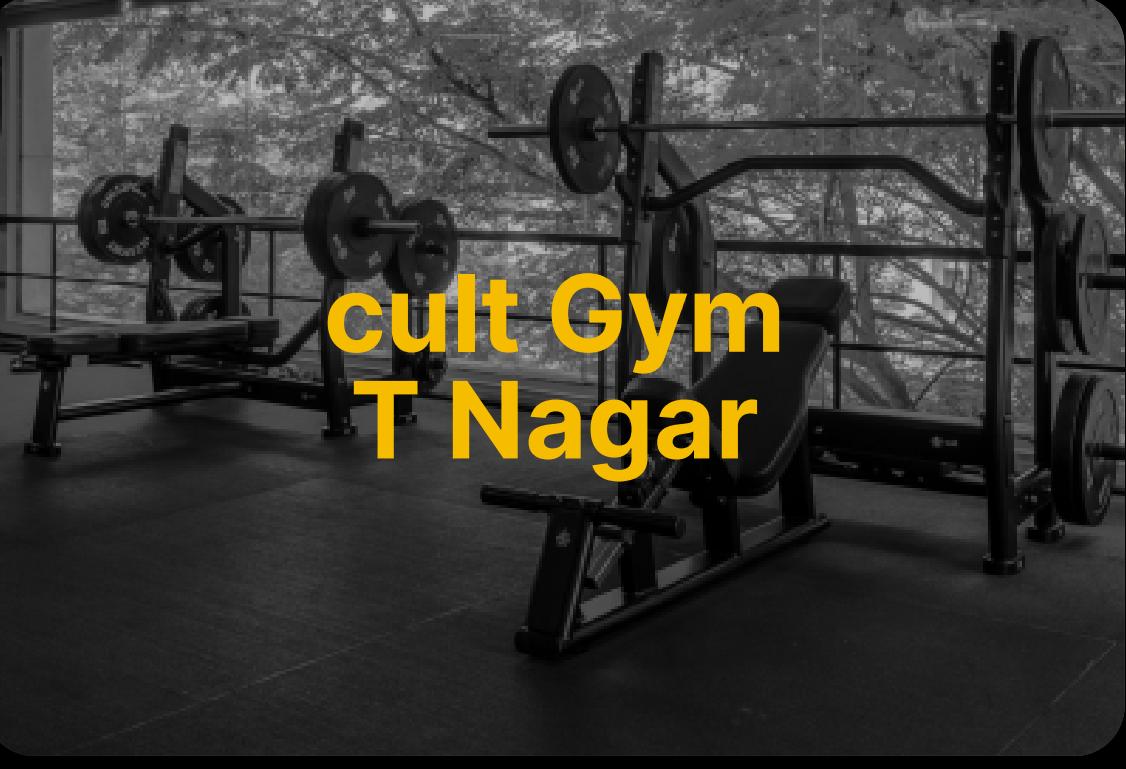
Gym + Group Classes

 Partner Role

Operate + manage with cult's support



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A Look Inside cult Elite

What You Invest

Franchise Fee

₹25L

Rental Deposit

₹25L

cult Elite brand Interiors

₹90L

Equipment & Accessories

₹1Cr

₹2.4Cr

Note: GST + taxes as applicable



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Investment, real estate, and ROI at a glance

Capital expenditure

₹2.4 Cr

Typical Payback

36-42
months*

Footprint (floor space)

5,500 sq. ft.
(approx)

Return on investment

20-30%*



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Why Franchise with cult?



Powerful Brand & Platform

(Backed by cult's tech, CRM, and systems)



Pre-sales & Marketing Engine

(Qualified leads, launch support & GTM planning)



Operational Playbook & Training

(Staff hiring, training, SOPs, and real-time dashboards)



Premium Experience, Proven Model

(High-revenue potential with group class engagement)

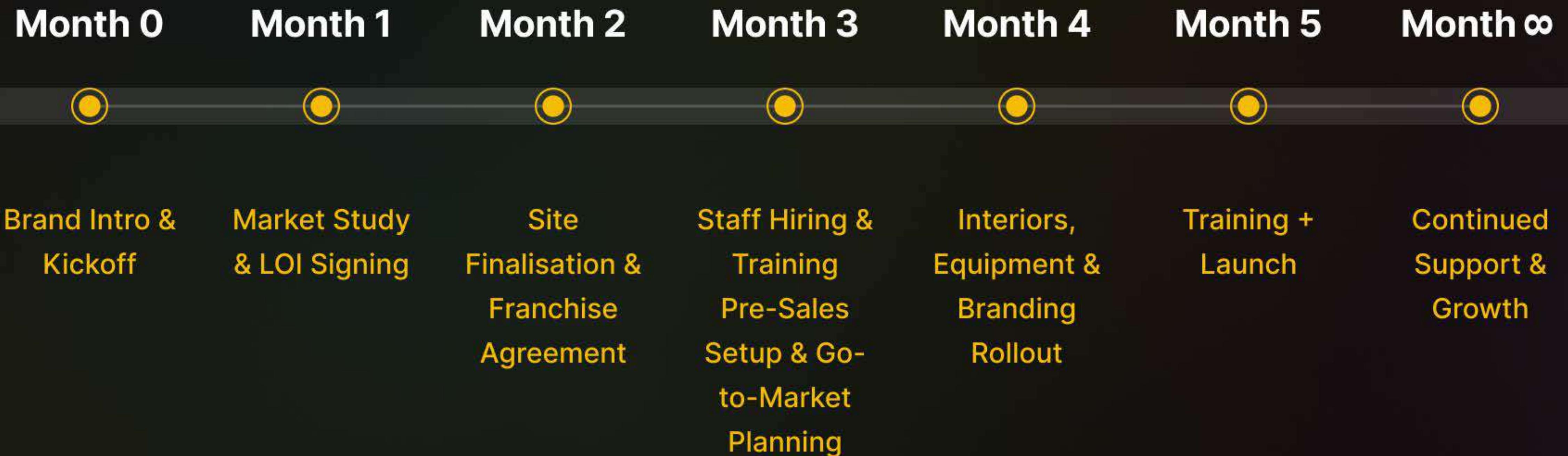


No Gym Experience? No Problem.

Being part of the cult ecosystem gives you everything - right from the brand and staff to the equipment and tech. We train you, support you and help you succeed.

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cult Elite Partner Journey



Hear from our Partners



**Prudhvi Nimmagadda,
cult Panathur + 7**

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 Mahadevpura + 6**

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 Ramananda,
cult Anna Nagar + 3**

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.



Ready to Build a Premium Fitness Destination?

Franchise with cult Elite

High engagement | Premium experience | Trusted brand

Get in touch with our cult franchise team today.
write to us: franchise@curefit.com



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