



# *Partner with cult*

The brand that has become  
synonymous with fitness in India



# cult *Journey*

**2016**

Launched cult with **our first center**

**2018**

Crossed **50+ centers**

**2023**

Surpassed **500 centers**

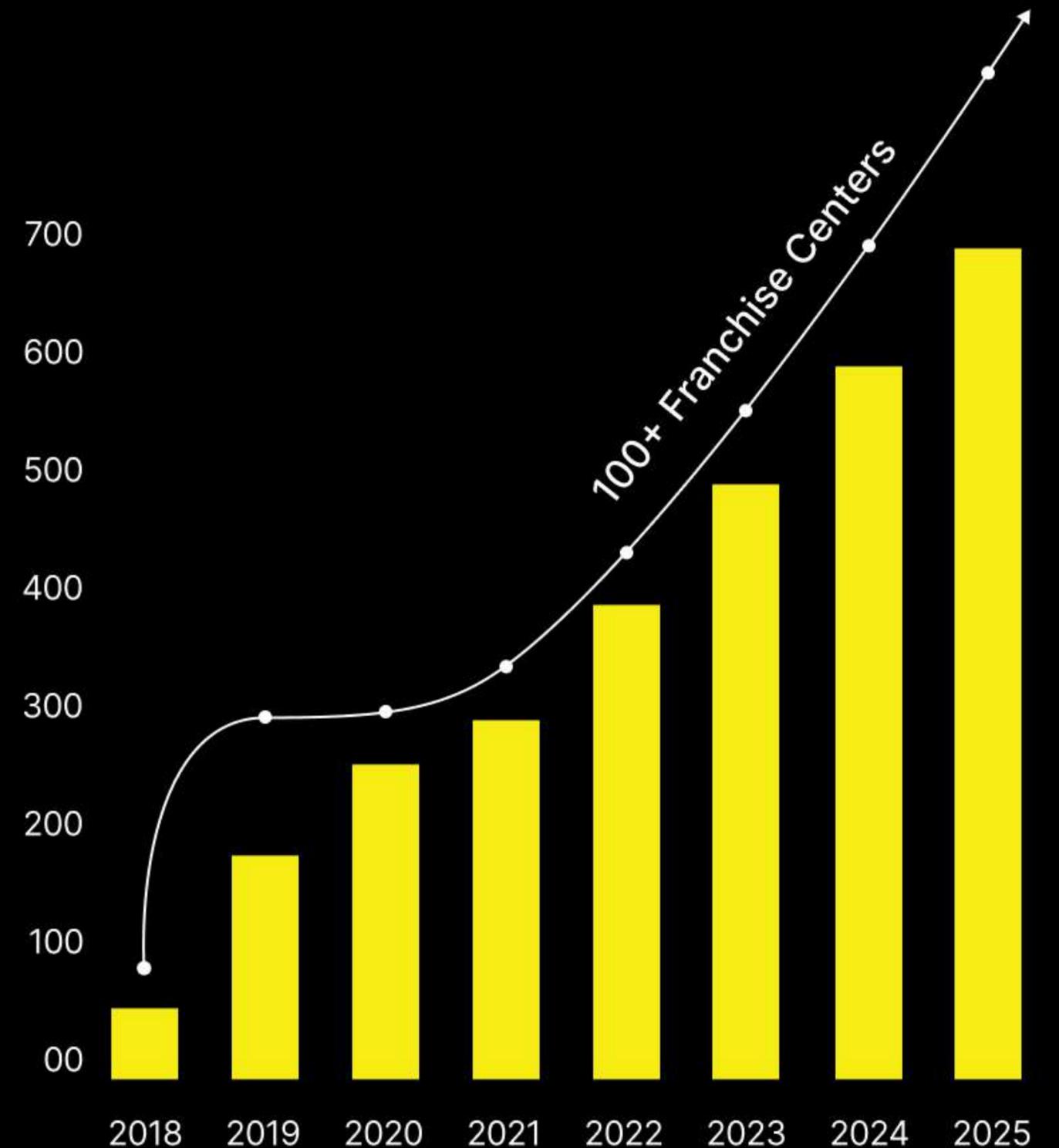
Recognized as India's No.1 Fitness Company

**2024**

Launched **cult Neo**

**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. We're adding **10+ centres every month**



**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



# What is *cult Neo*?

cult Neo is our value-first gym format offering high-quality workouts at affordable prices.

With clean spaces, a wide range of equipment, expert trainers, and great energy, cult Neo offers way more than your average neighbourhood gym - all backed by the trusted cult ecosystem.

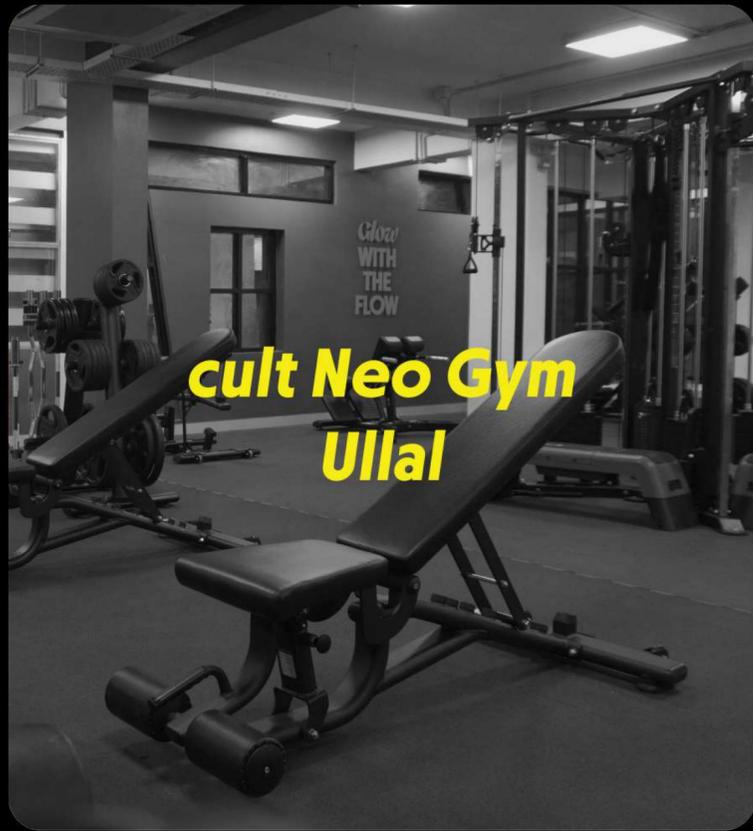
Looking to grow with a trusted fitness brand?  
**cult Neo is your gateway**





# *cult* Neo Format

-  **Target Audience**      **First-time and experienced gym-goers (15–40 yrs)**
-  **Price Point**      **₹10K–₹15K per year**
-  **Carpet Area**      **6,500 sqft**
-  **Fitness Offering**      **Unlimited Gym + Small Group Training**
-  **Time to Launch**      **3 - 6 months**
-  **Facility Access**      **Standard gym + cult systems**
-  **Partner Role**      **Operate + manage with cult support**



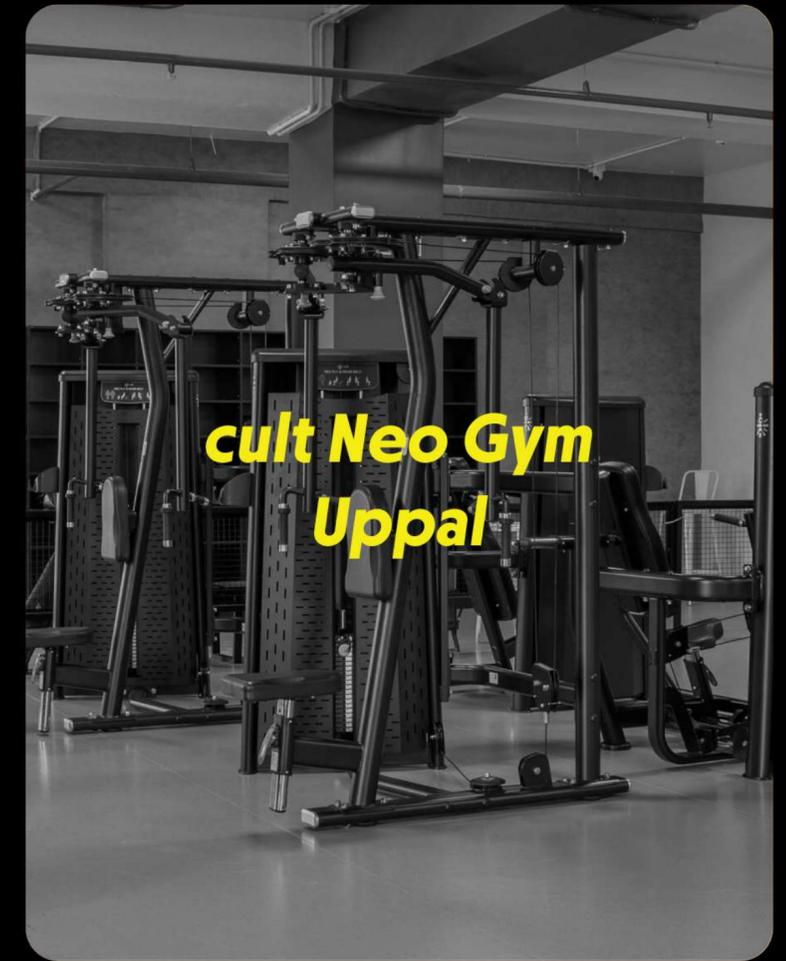
**cult Neo Gym  
Ullal**



**cult Neo Gym  
Nagarbhavi**



**cult Neo Gym  
Alwal**



**cult Neo Gym  
Uppal**

**A Look Inside  
*cult Neo***



**cult Neo Gym  
KR Puram**



**cult Neo Gym  
Hosa Road**



**cult Neo Gym  
Virar West**



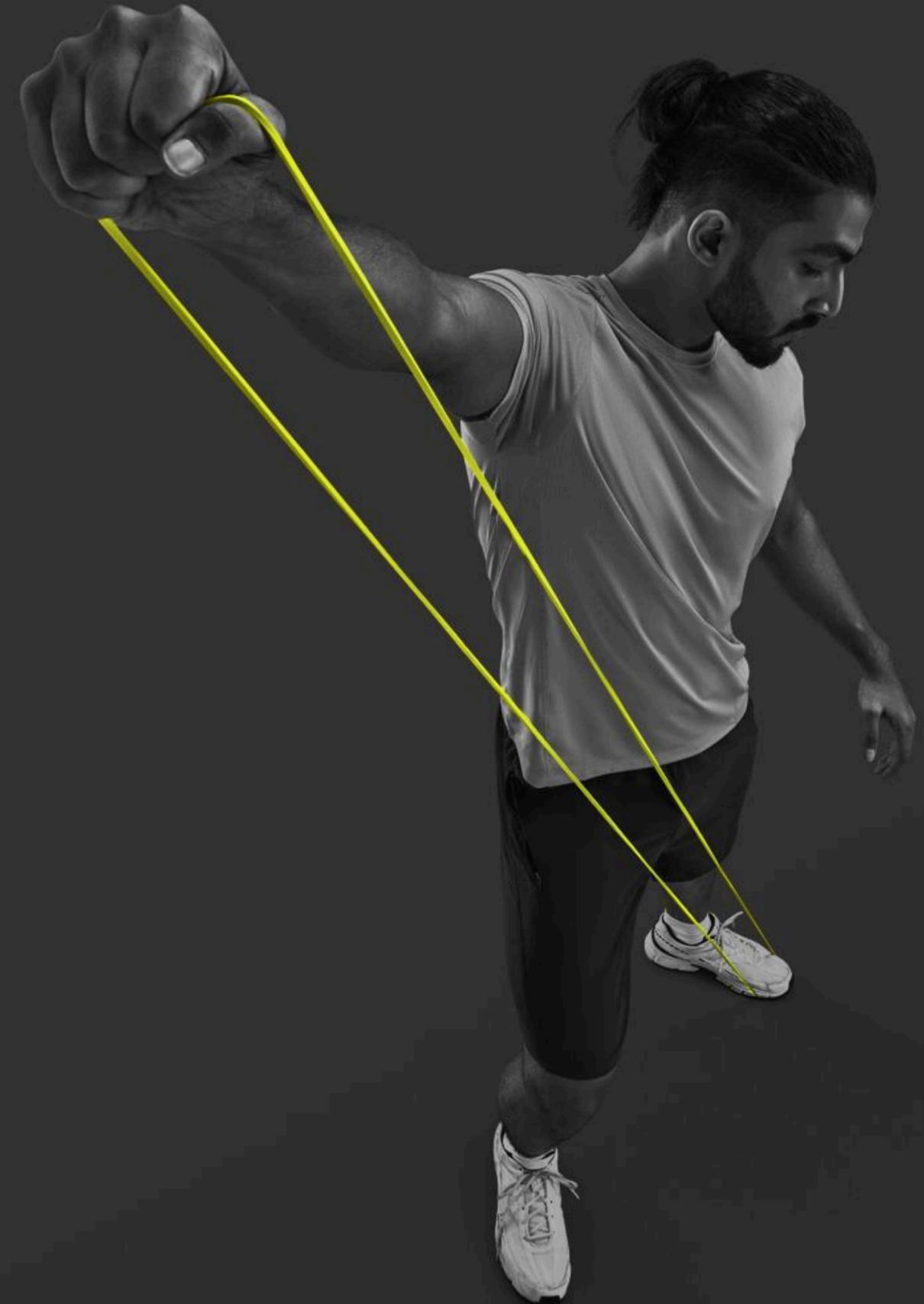
**cult Neo Gym  
Amberpet**

# What You *Invest*



Note: All prices inclusive of GST

# *Investment, Real-Estate, and ROI at a glance*



Capital expenditure

**₹1.8 Cr**

Typical payback

**36 months\***

Footprint (floor space)

**6,500** sq. ft.  
(approx)

Return on investment

**20-30%\***

\*Figures vary by city and/or partners

# Why Franchise with *cult Neo?*



## **Proven Tech & Brand Systems**

(Backed by cult's Platform, Tech, and Expertise)



## **Built-in Sales & Marketing Engine**

(End-to-end Business Enablement)



## **Hands-on Operational Support**

(From staff hiring to revenue tracking - we offer full support)



## **Growth-Focused Franchise Model**

(Structured for Sustainable Growth)

# 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.

# *cult Neo* Partner Journey

**Month 0**

**Brand  
Introduction**

**Month 1**

**Market Study  
& LOI Signing**

**Month 2**

**Site  
Finalisation &  
Franchise  
Agreement**

**Month 3**

**Staff Hiring &  
Training  
Pre-Sales  
Setup & Go-  
to-Market  
Planning**

**Month 4**

**Interiors,  
Equipment &  
Branding  
Rollout**

**Month 5**

**Audit &  
Launch Day**

**Month ∞**

**Continued  
Support &  
Growth**

# Hear from our *Partners*

**Madhu,  
cult Neo Gym Electronic City**

Stepping into gym management was new for me. The cult team made it seamless with their structured support and guidance. What felt overwhelming at first has now turned into a warm, inclusive space for everyone who walks through our doors.

**Sajith,  
cult Neo Gym Hoodi**

As someone from retail, franchising felt unfamiliar. But cult's hands-on guidance and organised approach made the setup smooth. I always felt supported and Cult's team made it feel like I had my own personal guidebooks for success!

**Shaurya,  
cult Neo Gym Mahadevpura**

cult is a very professional and receptive organisation who always takes on challenges proactively. Their vision and core values act as a compass for all their stakeholders. It's a good opportunity for anyone who wants an entry into the fitness industry!

# **Ready to *Partner Up?***

**Franchise with cult Neo**

**Affordable entry | Strong support | Trusted brand**

Get in touch with our cult franchise team today.

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