

Own a

cult Gym *franchise*

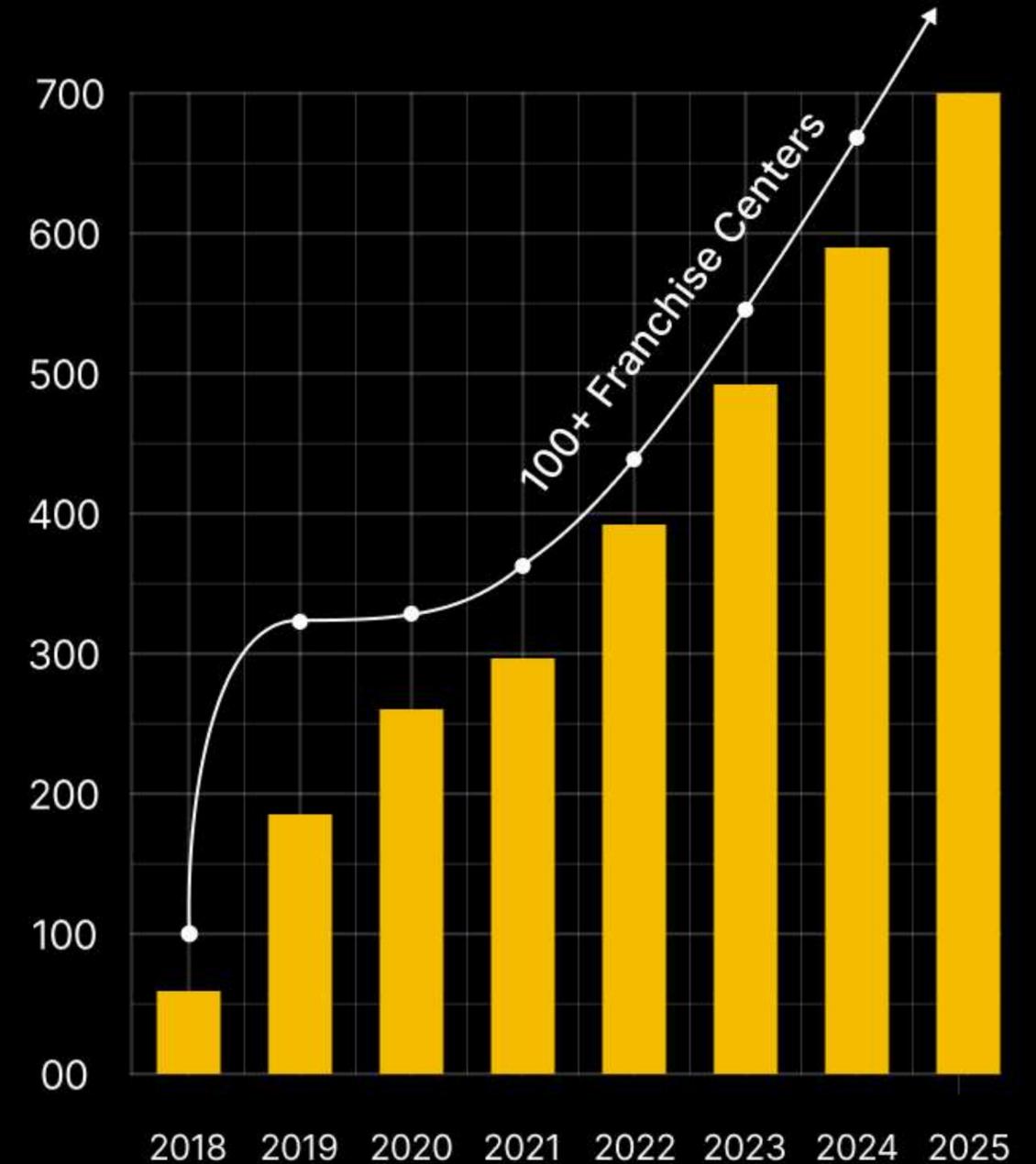
The brand that has become
synonymous with fitness in India



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



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.



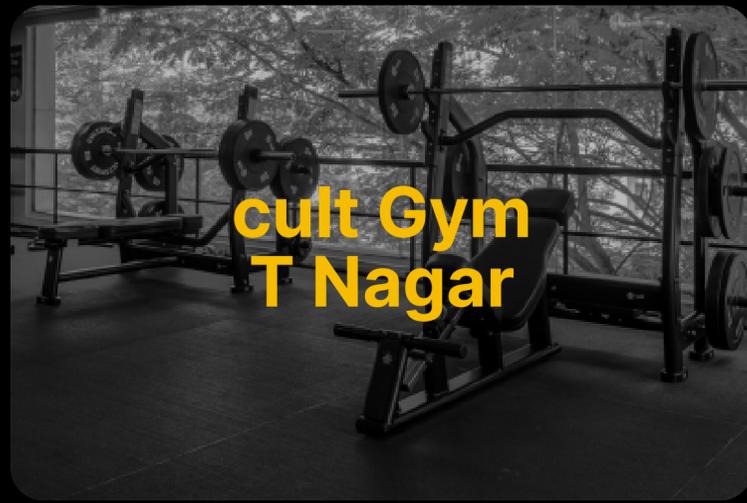
cult Elite Format

-  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

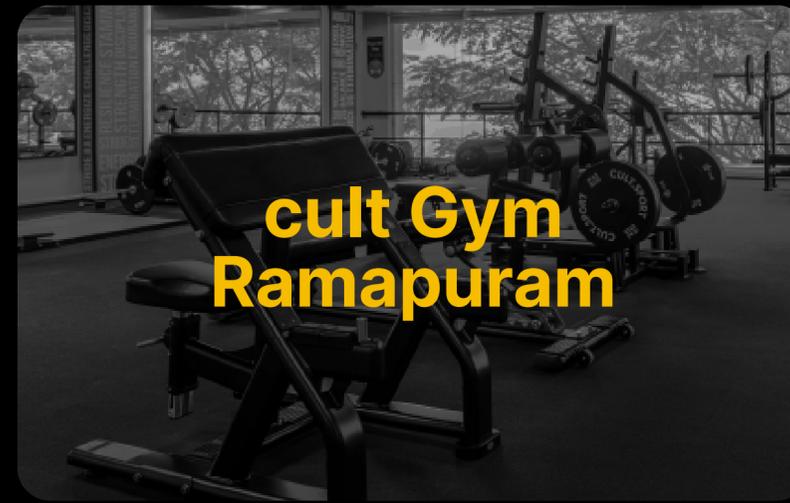




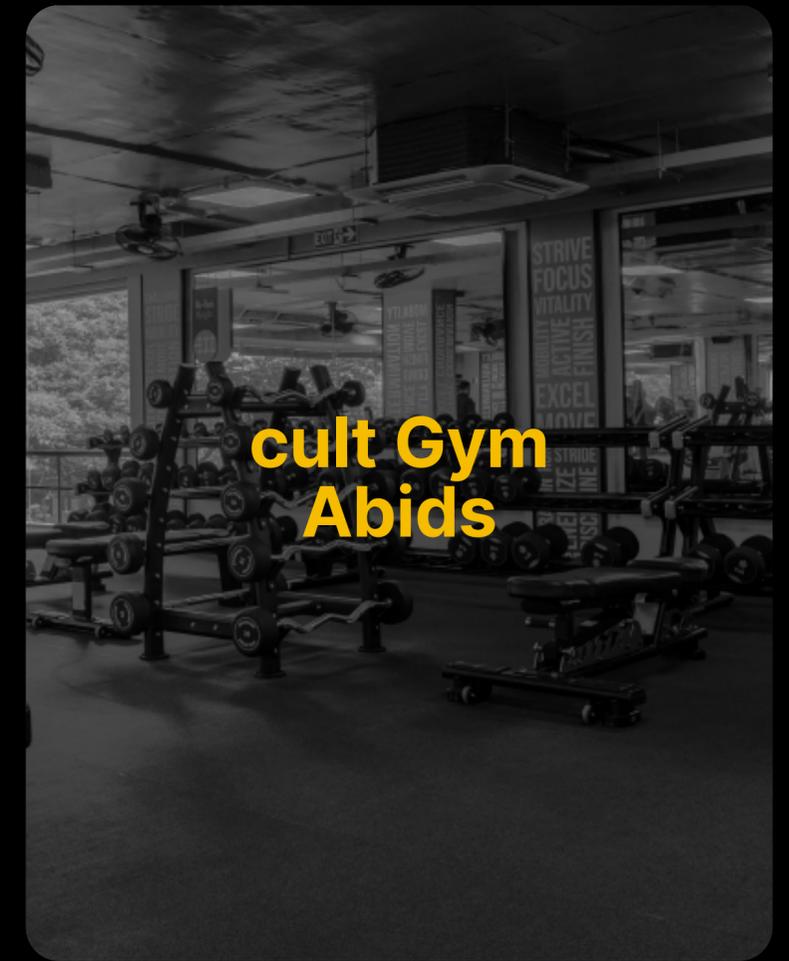
**cult Gym
Kothrud**



**cult Gym
T Nagar**



**cult Gym
Ramapuram**



**cult Gym
Abids**

A Look Inside cult Elite



**cult Gym
Vasant Kunj**



**cult Gym
Escala Kharadi**



**cult Gym
Mulund west**



**cult Gym
Katraj**

What You Invest

Franchise Fee

₹30L

Rental Deposit

₹30L

~
₹2.8Cr

cult Elite brand Interiors

₹1Cr

Equipment & Accessories

₹1.2Cr

Note: All prices inclusive of GST



Investment, real estate, and ROI at a glance

Capital expenditure

₹2.8 Cr

Typical Payback

36-42
months*

Footprint (floor space)

5,500 sq. ft.
(approx)

Return on investment

20-30%*



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.



cult Elite Partner Journey

Month 0

Month 1

Month 2

Month 3

Month 4

Month 5

Month ∞



Brand Intro &
Kickoff

Market Study
& LOI Signing

Site
Finalisation &
Franchise
Agreement

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

Interiors,
Equipment &
Branding
Rollout

Training +
Launch

Continued
Support &
Growth



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

