



Partner with cult

The brand that has become
synonymous with fitness in India



Growth Journey

• **2016**

Launched cure.fit with **our first center**

• **2018**

Crossed **50+ centers**

• **2023**

Surpassed **500 centers**

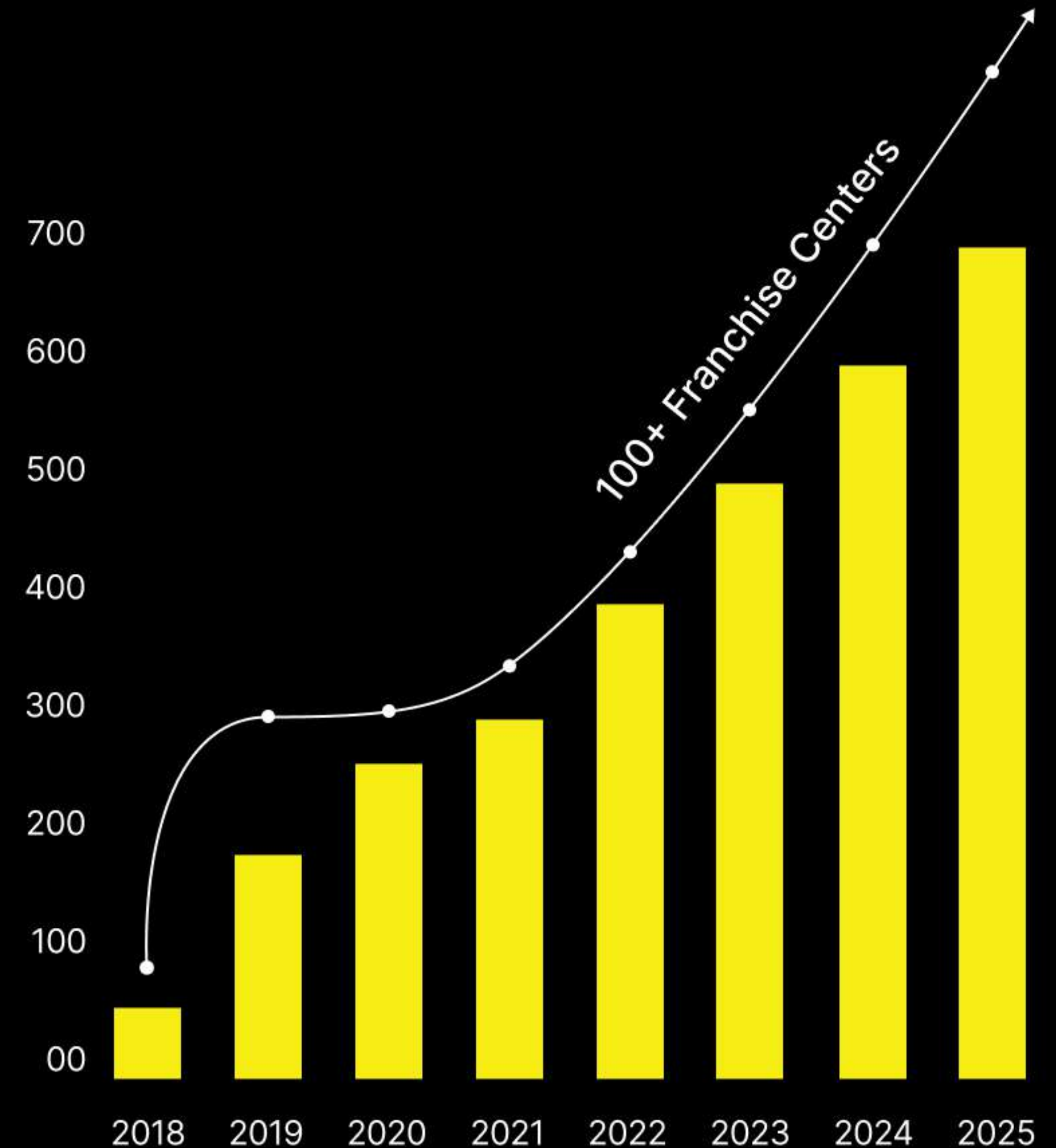
Recognized as India's No.1 Fitness Company

• **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.fit.



700+ centers across India. We're adding **10+ centres every month**



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



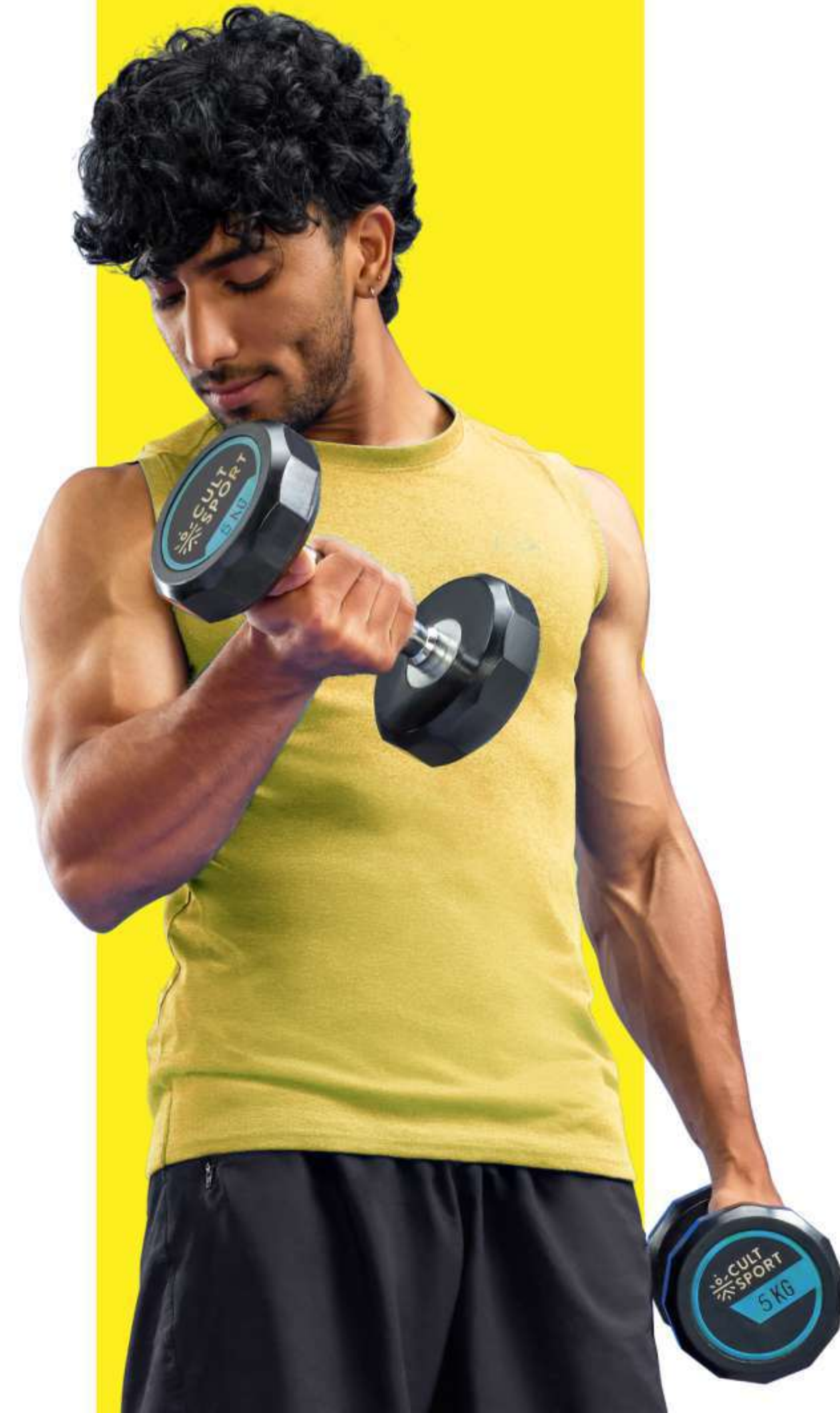
4.5M+ workouts completed every month



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.fit 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
	Time to Launch	3 - 6 months
	Facility Access	Standard gym + cult systems
	Partner Role	Operate + manage with cult support



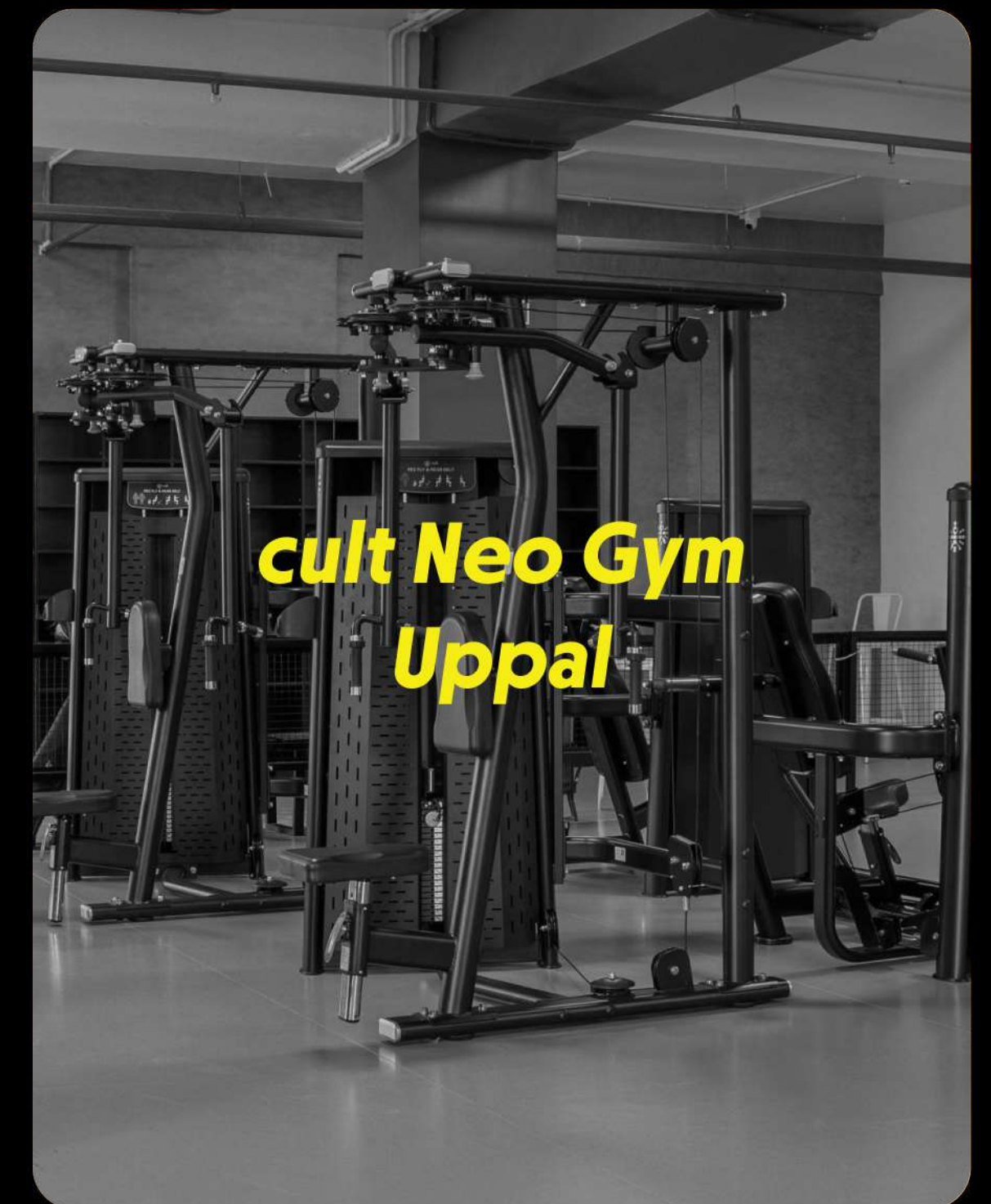
cult Neo Gym
Ullal



cult Neo Gym
Nagarbhavi



cult Neo Gym
Alwal



cult Neo Gym
Uppal



cult Neo Gym
KR Puram

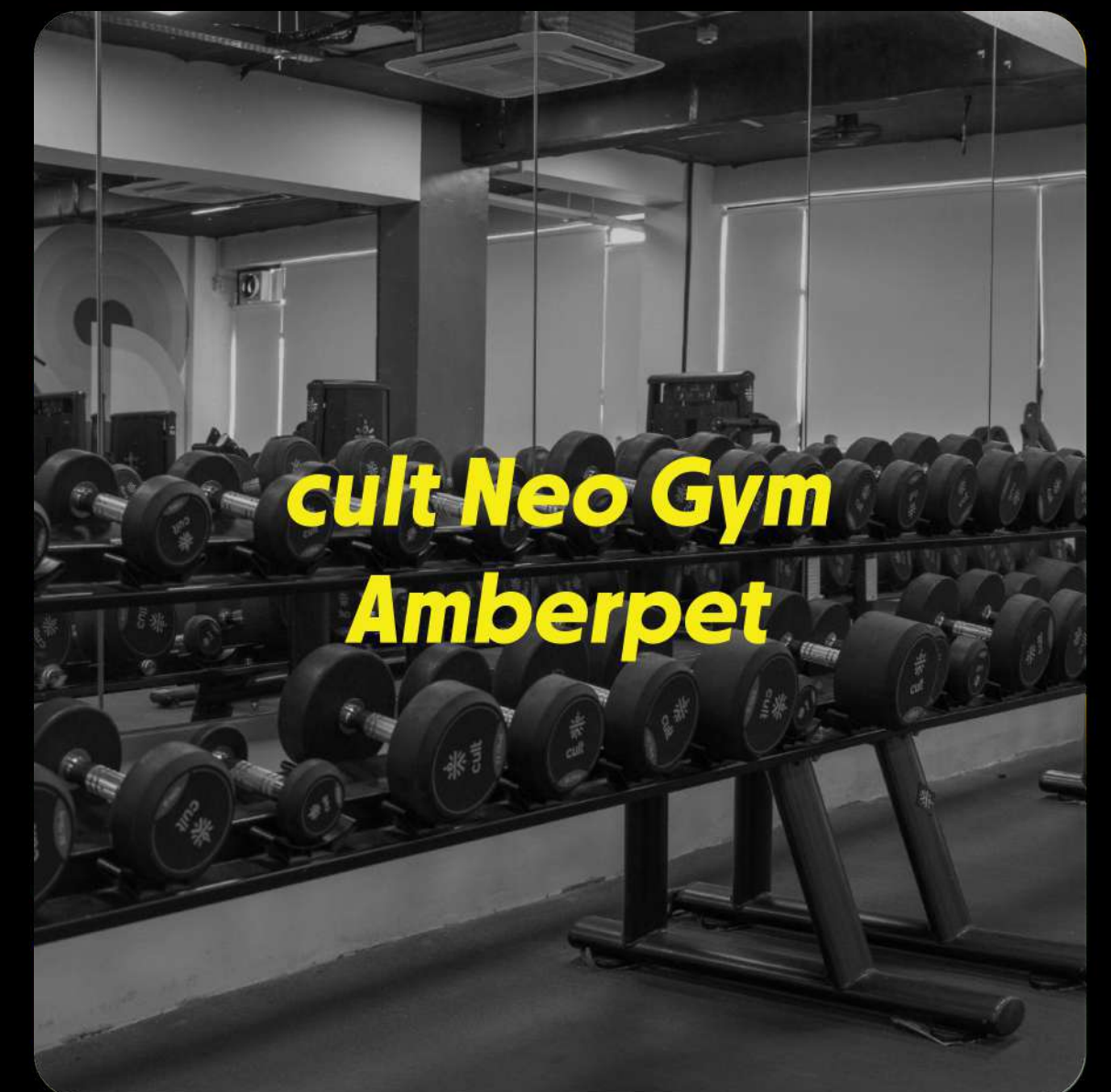
A Look Inside ***cult Neo***



cult Neo Gym
Hosa Road

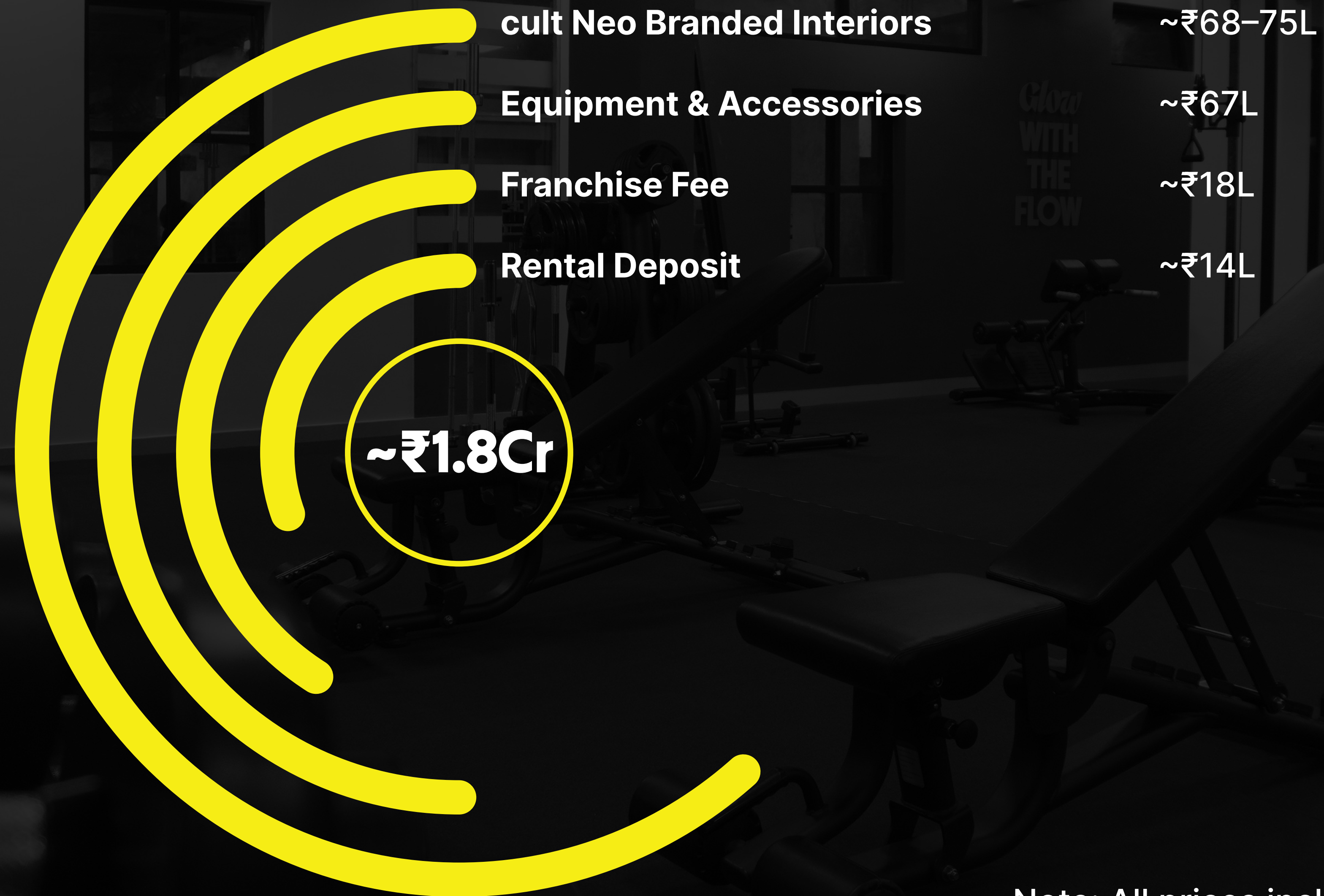


cult Neo Gym
Virar West



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

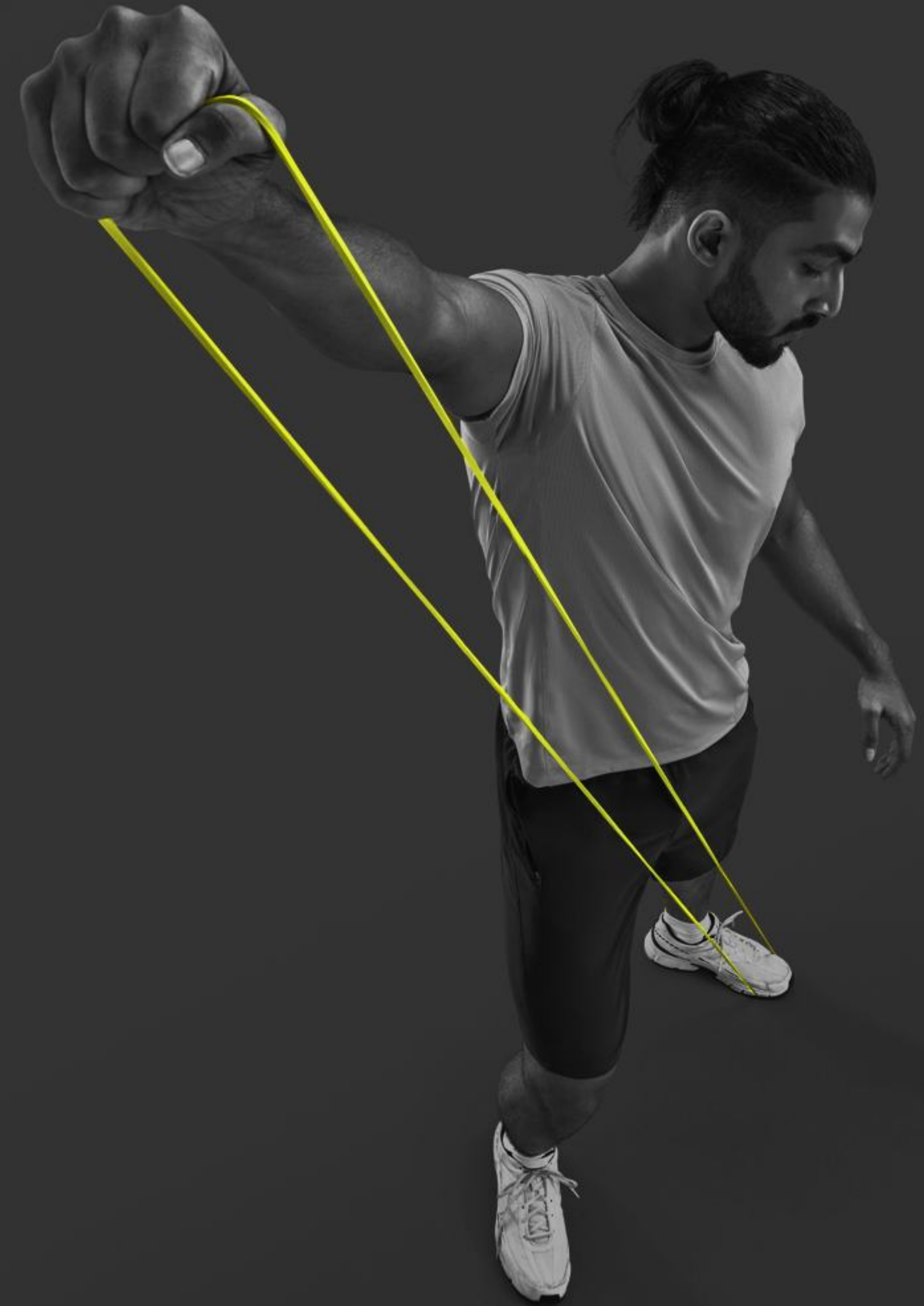
Footprint (floor space)

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.fit'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