



Own a

cult Gym *franchise*

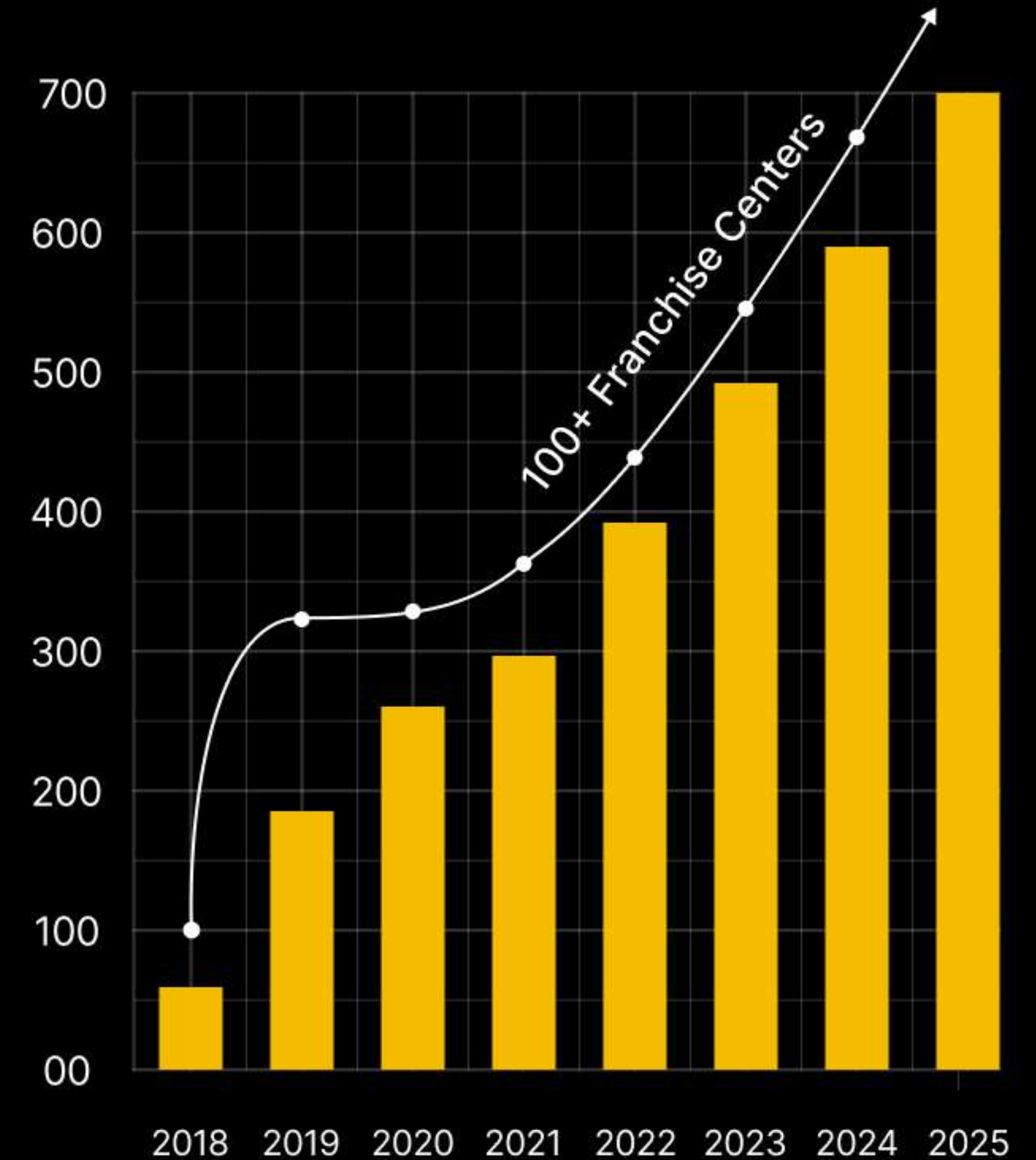
The brand that has become
synonymous with fitness in India



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.

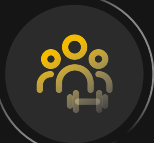
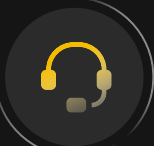
Who can franchise?

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	6,300 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





A Look Inside cult Elite



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



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Investment, real estate, and ROI at a glance

Capital expenditure

₹2.8 Cr

Footprint (floor space)

6,300 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.



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

