

The Strength Shift

Redefining Cult.fit for the Strength-Driven Indian Fitness User

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Why **Cult.fit** needs a **Reboot** ?



▶ Cult.fit is everywhere.
But it's losing commitment where it counts the most

▶ **Strength-oriented, high-intent users.**

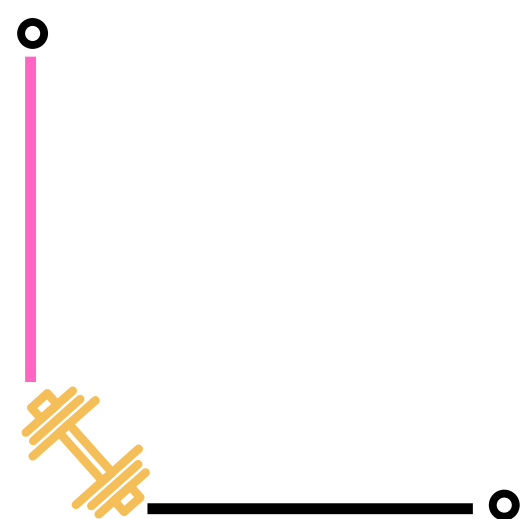
⊗ What's going wrong ?

- App crashes during session
- Generic routines, even at premium levels
- No personalization or adaptive planning
- Booking feels cumbersome and unreliable
- No feeling of progress or feedback

⚠ Why this hurts ?

- Quiet but real churn from power users
- The strength segment is underpenetrated
- Brand in danger of becoming "style > substance"

"Cult.fit can't win the future by treating all users the same"



About Cult.fit

Founded: 2016 by Mukesh Bansal & Ankit Nagori Headquarters: Bangalore, India Parent Company: Cure.fit Healthcare Pvt. Ltd. Presence: 25+ cities in India, expanding in UAE (Dubai) Employees: ~3,000 globally Funding Raised: \$650M+ (Accel, Temasek, Tata Digital)

Mission:

To make health easy by providing a holistic platform that combines fitness, mental wellness, nutrition, and primary care.

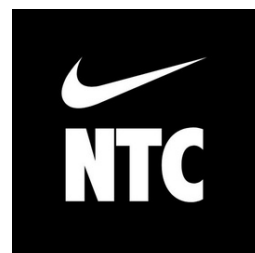
Vision:

To be the go-to digital-first health & fitness ecosystem for every Indian household.

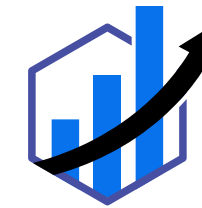
Business Model:

- Subscription revenue from digital & offline plans (Cult Play, Pro, Elite, Elite Plus)
- Cultpass for flexible access to partner gyms
- Sale of fitness hardware & merchandise
- Paid online therapy and doctor consults (Mind.fit, Care.fit)
- Group classes, PT, and specialty programs

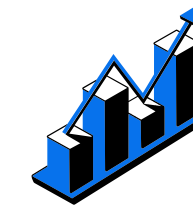
Competitors:



► Direct & Indirect Competitors respectively



Market size: ~\$1.2B



9.6% (2023–2028)



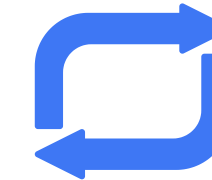
Over 75% of interactions happen via app



25+ Indian cities + UAE



130M+ downloads | 1M+ app MAUs



Strongest presence in B'lore, Delhi, Mumb., Hyd., Dubai

Key Offerings / Categories

- **Fitness:** Gym access, online workouts, PT, Cult Play
- **Mind:** Meditation, therapy, mental health content
- **Care:** Doctor consults, diagnostics
- **Eat:** Meal plans & healthy food

Problem Statement:

Strength-focused users are silently churning.

Cult.fit lacks personalization, habit loops, and community depth — leading to drop-offs in its most loyal segment.

Core Value Proposition:

We're building Cult.fit for the serious strength user.

With smart plans, gamified journeys & feedback loops — we turn casual workouts into lasting fitness habits.

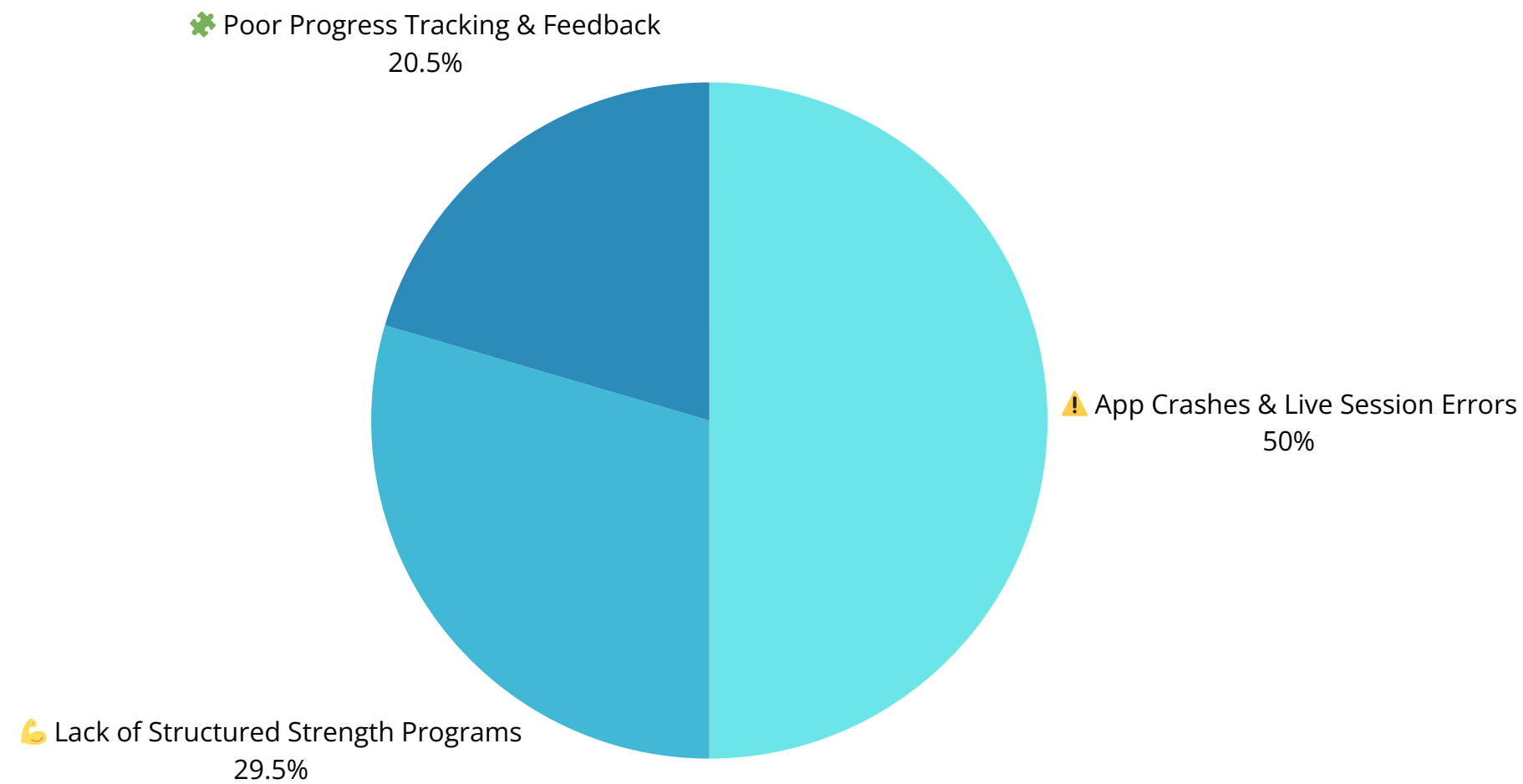


User

It looks good, but
doesn't help me
grow."

Build for the users who show up, lift hard, and expect results.

*We would want to position Cult.fit not just as a workout platform — but as a **strength transformation companion**.*



We analyzed 50+ recent user reviews across the Play Store, App Store, and Reddit posts related to Cult.fit.

*These percentages represent the frequency of issue mentions across that sample, grouped into key themes - **User Review Audit (Self-Collected Sample), Real Quotes as Supporting Evidence, Cite the Review Platforms.***

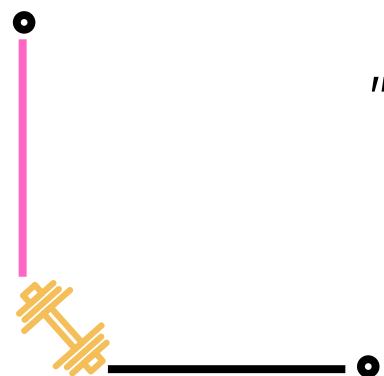
*These issues are not just bugs — they are **barriers to building trust and long-term fitness behavior.***

*44 out of 50 users complained about just three core areas — **all directly tied to retention and habit-building.***

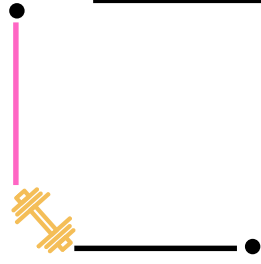
Pain Points & Opportunities Across the User Journey

Stage	Pain Point	Opportunity
Onboarding	Generic flow, no strength path	Strength-specific onboarding with goal tagging
Discovery	Overwhelming formats, no personalization	Smart class/program recommendations
Booking	Manual, irrelevant slots, no filters	Auto-suggested slots + goal-based filters
Workout	Live crashes, no real-time feedback	Crash-free experience + AI cues & rep counter
Post-Workout	No progress tracking or motivation	Summary insights, habit streaks, gamified feedback
Retention	No community or challenge system	Leaderboards, peer challenges, smart nudges

"Fixing key friction points across the journey with personalization, performance, and progress tracking is the key to turning lifters into loyalists."



Competitive Rationale - Why Cult.fit must level-up ?



First time Gym user

Background

- Tech-savvy, but new to gyming
- Looking for good place to learn and grown in his gym carrier.

Needs

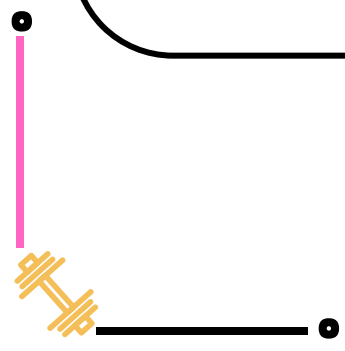
- Want to go in a safe enviroment
- Good coach is needed
- Should be nearby, with all the machine

Pain Points

- During free trial you can book slots; once you pay, you can't book
- Trainers don't correct form due to overcrowding
- Dont feel like going gym everyday

Behavioural Traits

- Overthinks much things and wants to learn from the trainer
- Dont feel confident while working with lot of guys.



The Occasional Gym user

Background

- Mid of his career and gym lover from collage days
- Have been going to gym for 4 years

Needs

- Want to maintain a good-looking body
- Some help with the exercise plan and meal plan
- 4 days a week is good mentaing his social life.

Pain Points

- High volume of crowd in the gym, trainer dont focus individually
- Once you pay, you can't book slots
- The app crashed mid-session while working out

Behavioural Traits

- Confidence in gym is high due to his years of experience
- Still trying and learning new things
- Avoid doing risky things at gym.

Professional Gym User

Background

- Works in IT at sinor level
- Competes in city and state level competition

Needs

- Gym with fewer crowds and more no of weights
- Goes to the gym 2 times a day
- Have a certain workout and meal plan

Pain Points

- High volume of crowd in the gym
- Train everyone with the same plan... not ideal for strength goals or different levels
- No adice on work out plans

Behavioural Traits

- He is pro and doesn't listen to anyone.
- works on his own rules and workout type
- Struggles with meal preparation.

Solution with prioritization

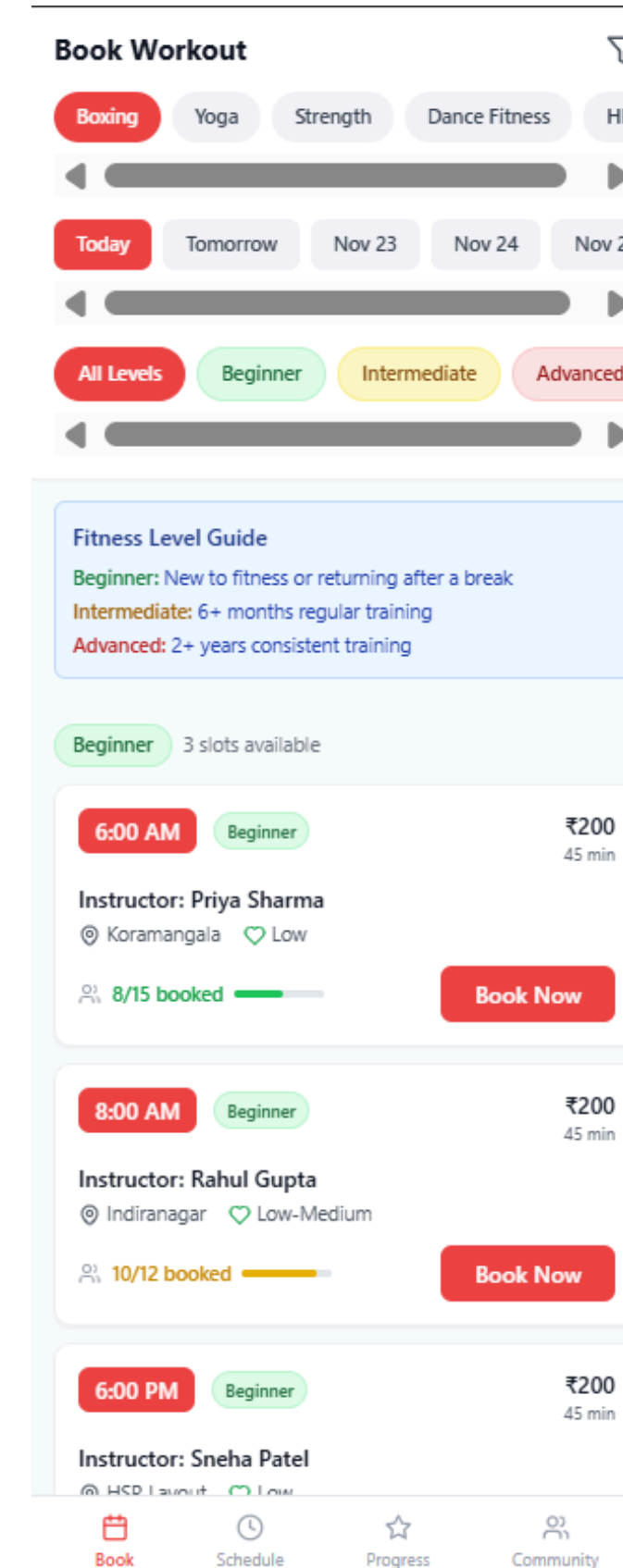
	Solution	Reach	Impact	Confidence	Effort	Score($R \cdot I \cdot C / E$)
2	Divide the slots as per the level of workout people do.	4	5	3	3	20
1	Work with back end team to robust the booking slot mechanism.	5	4	5	3	33
4	Providing meal suggestions to the user.	3	3	4	4	9
4	Regular checkup of the machine and telling the user about the status.	3	3	3	3	9
3	Provide personalise food and training as per user needs recomended by the trainer.	4	3	4	4	12
3	Having a feature to track progressive tracking.	4	3	5	5	12

As Per **RICE Framework** we will be prioritising the solution/the feature accordingly & work on the same respectively

Solution with prioritization

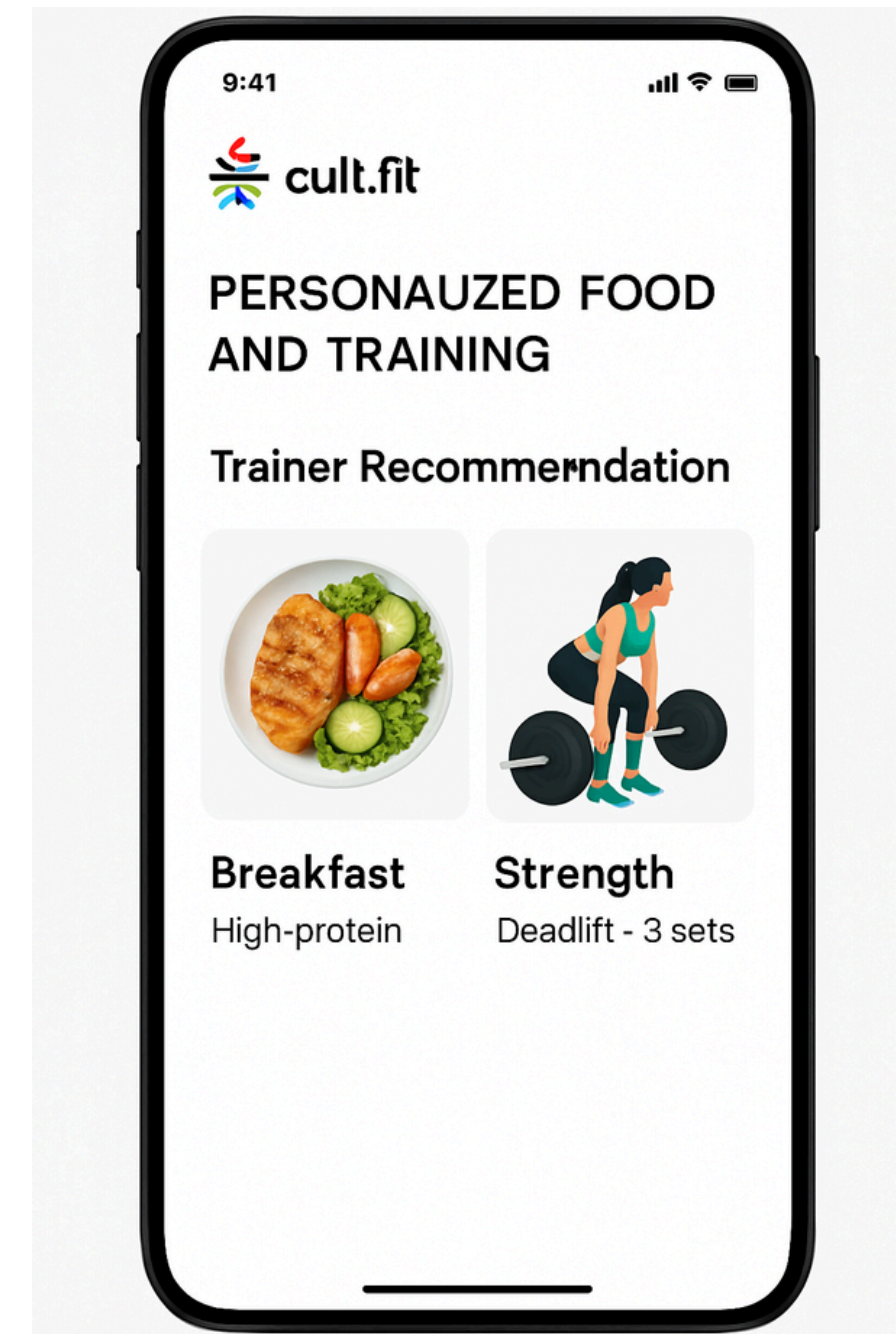
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Impacts



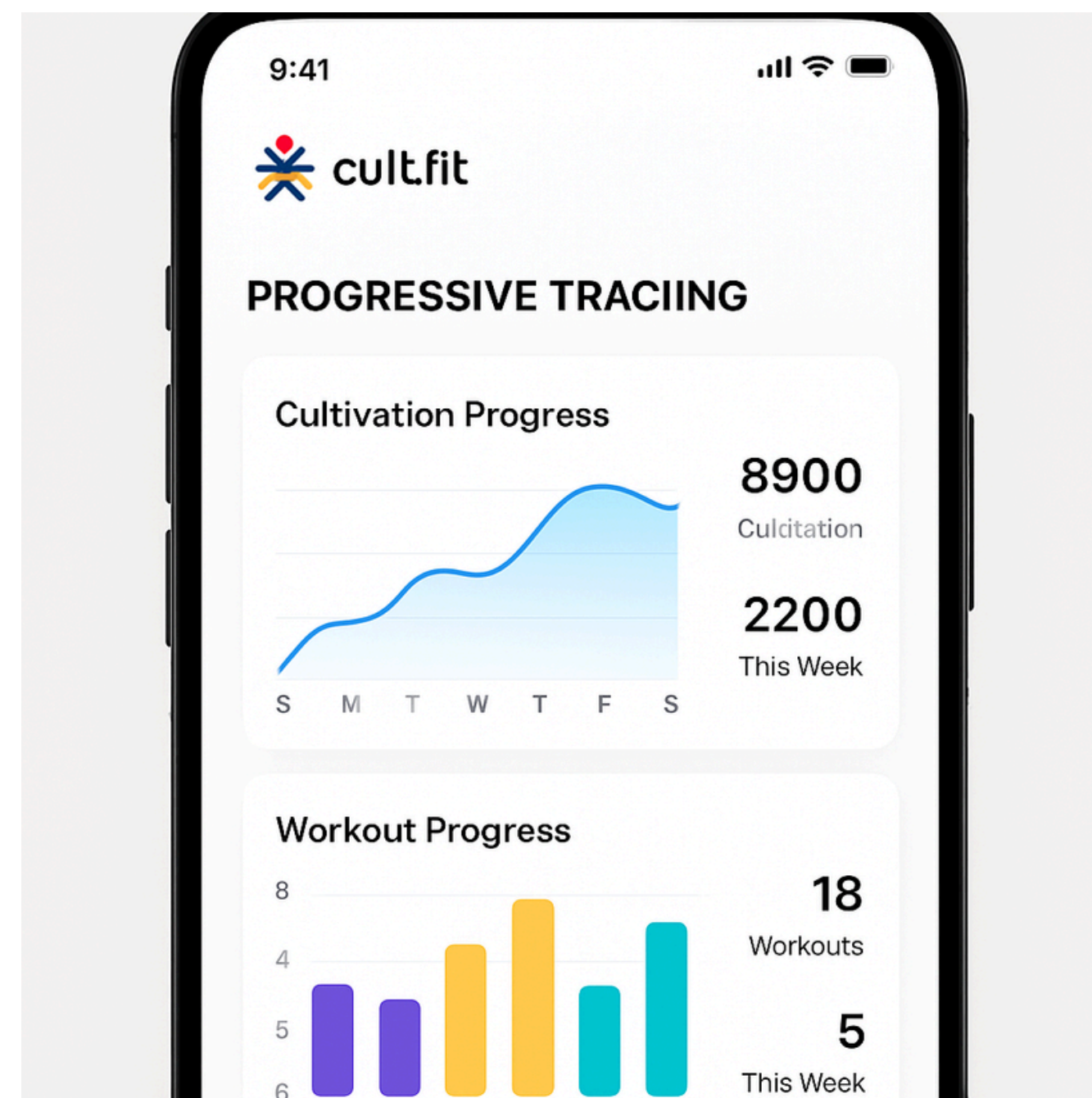
Solution with prioritization

Provide personalise food and training as per user needs recomended by the trainer.



Solution with prioritization

Having a feature to track
progressive tracking.



Key Metrics for Success

METRIC	DESCRIPTION	TARGET/GOAL
7-Day Retention Rate	% of users who return within a week after onboarding	Increase by 20%
Rebooking Rate	How often a user books a second class/session within 3 days ?	Boost to 60%+
App Crash Rate	Frequency of in-app crashes or session interruptions	Reduce by 35%
Feature Adoption Rate	% of users engaging with new features	Achieve 50%+ usage in 1st mo.
Net Promoter Score (NPS)	User satisfaction and loyalty indicator	Improve by +15 points
Session Completion Rate	% of workouts completed once started	Raise to 90%+

*"By **fixing friction**, **personalizing experiences**, and **gamifying progress**, we drive **habit formation**, **boost retention**, and turn **first-time users into loyal advocates**."*

Thank You

Q & A

“From casual fitness to committed strength — we want to make Cult.fit unmissable for the ones who show up, lift heavy, and never settle.”