

Description

Co-founded by Mukesh Bansal and Ankit Nagori in 2016, the company’s mission is to “Make Health Easy”.

Cult.fit (formerly cure.fit or Curefit) is a health and fitness company offering digital and offline experiences across fitness, nutrition, and mental well-being.

Cult.fit operates on the FOFO model, which stands for Franchisee-Owned, Franchisee-Operated. This model serves as the backbone of Cult.fit's widespread success.

With the aim to make fitness fun and easy, cult.fit gives workouts a whole new meaning with a range of trainer-led, group workout classes, Personal Training, Mental Wellness, Health Assessments, Nutrition Guidance. It makes workouts fun, daily food is healthy and tasty, mental fitness easy with yoga and meditation, and medical and lifestyle care hassle-free

Competitors

-  HealthifyMe
-  Fitpass
-  Fitternity

Stats

