

CURE.FIT



ABOUT THE COMPANY

- Founded by- Mukesh Bansal(Myntra co-founder), Ankit Nagori(Former chief business officer of Flipkart)
- Founded on- May, 2016
- Headquarters- Bengaluru, India
- Aim- To make fitness fun and easy
- Brand ambassador- Hrithik Roshan, KL Rahul, Jasprit Bumrah (Cultssport)
- Industry- Healthcare and Fitness Industry/ Healthcare Technology
- USP- Three dimensional approach to fitness(Fitness, Diet, Mental wellness)
- Delivers mental and physical well being across 4 flagships- cult.fit, eat.fit, mind.fit and care.fit
- Currently available in 4 cities- Bengaluru, Hyderabad, Delhi, NCR
- Target audience- 20- 40 years old
- Cure.fit launched it's mobile app on May, 2018
- More than one lakh active users

ABOUT THE COMPANY

- Revenue- 70 crore per month
- Launched HRX workout with Hrithik Roshan in March 2017
- Partnerd with Tiger Shroff's Clothing line, PROWL in March 2018 for a new fitness program comprising a mix of combat, dance and functional fitness
- Cure.fit app operates on a freemium model
- It houses free do-it-yourself (DIY) videos on fitness workouts from home
- 75 Cult.fit and Mind.fit centers
- The firm is backed by Kalaari Capital, Accel Partners and Chiratae Vantures
- Acquired startups- Kristy's Kitchen(online food delivery firm), a1000yoga, Serenity(integrated mental wellness platform, Fitness First India(premium gym chain), The Tribe and Rejoov (cold-pressed juice brand)
- It re branded two of three centers of 1000yoga as mind.fit while third as cult centre

SERVICES

Cult.fit

- **Cult.fit is for physical workout**
- **It includes- Dance fitness, Swimming, Yoga, Boxing, Strength and conditioning, sports conditioning, HRX by Hrithik roshan, Prowl by Tiger Shroff, Football and Running.**
- **It also offers do-it-yourself packs**

SERVICES

Eat.fit

- **Eat.fit is an online food ordering and delivery platform**
- **It keeps track of calories**
- **It delivers daily health meals**
- **Offers weekly and monthly subscriptions**

SERVICES

Mind.fit

- **Mind.fit is a chain of mental fitness centers**
- **It offers Yoga, Meditation and do-it-yourself packs such as Sleep Stories, Yoga Nidra and Pranayama on the app**

SERVICES

Care.fit

- **Care.fit provides doctor consultations and full body checkups at its health centers**
- **It also has Pharmacy and Diagnostics facility such as Ultrasound, ECG, TMT, X-ray,**
- **Blood and Urine tests**
- **It offers zero wait time, 24*7 video consultation and free follow up for the users**

COMPETITORS

- MyFitnessPal
- ExerShare
- HealthifyMe
- Noom
- Independent fitness experts
- Gyms

CONTROVERSIES

- IPC section 420(cheating) and 406(criminal breach of trust) was registered against Hrithik Roshan(brand ambassador) and three senior officials of Cure.fit in 2019 for not providing daily workout sessions as promised
- Later the case was dismissed

CONTROVERSIES

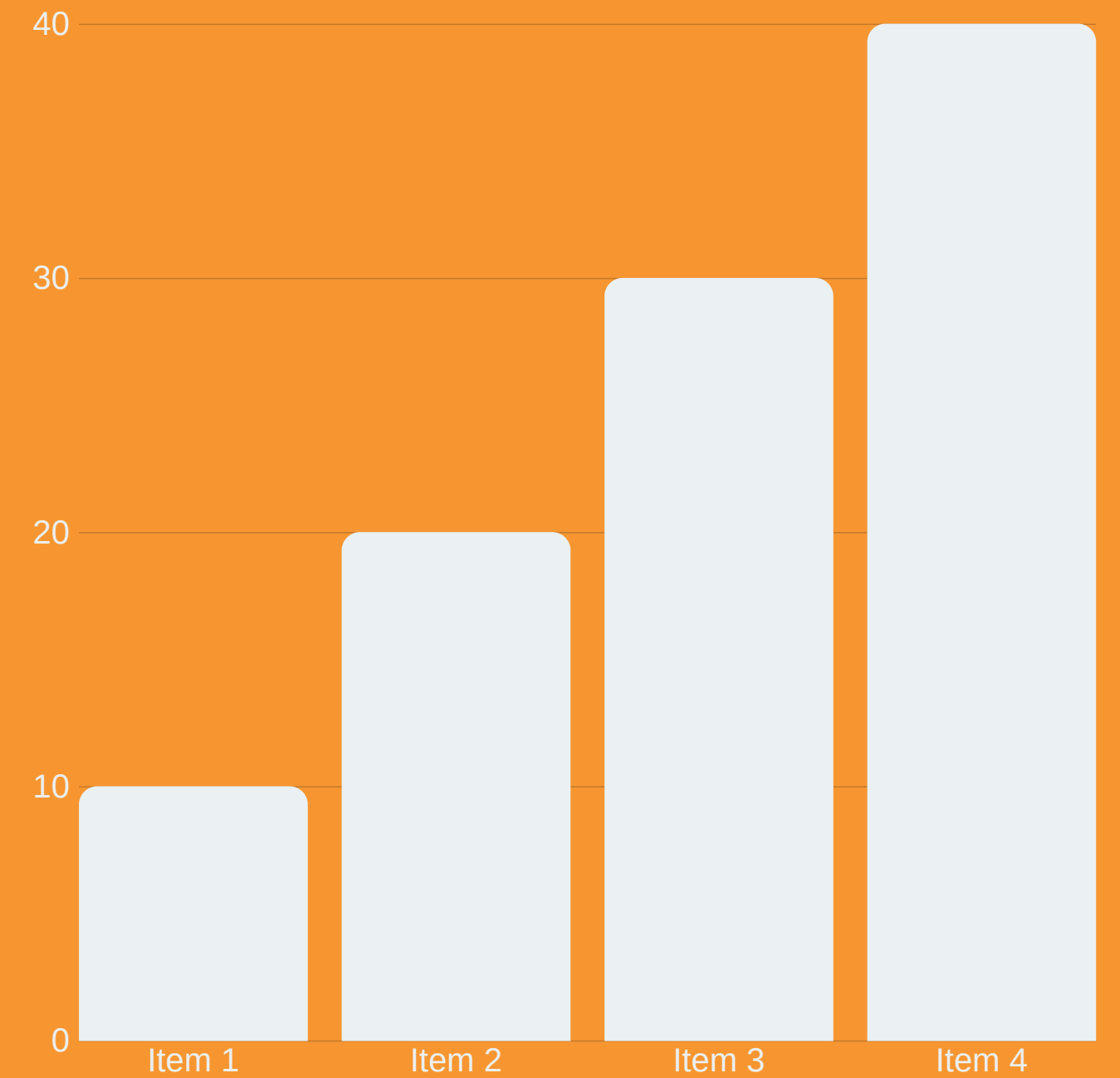
- BYG(Book your game) filled a petition against Cure.fit in 2019 stating Cure.fit offered to acquire it for about 5 Crore but subsequently retracted after exchanging of crucial data and intellectual property
- Later BYG and Cure.fit settled out of the court

CONTROVERSIES

- Cure.fit was accused of laying off its employees during the nation wide lockdown
- Cure.fit denied the allegations saying " We paid full salary to our staff and experts for the month March, April, May though we are aiming to cut some percent of the salary of everyone working with us in the coming months to keep the business running

CONSUMER BEHAVIOR RESEARCH

SAMPLE SIZE- 66



AGE GROUP

64.7% - 20-30

17.6% - 30-40

11.8% - 10-20

5.9% - ABOVE 40

GENDER

61.1% - FEMALE
38.9% - MALE

INCOME

58%- ABOVE 50K
16.7%- 20-40K
25.3%- BELOW 20K

AMOUNT THEY SPEND ON FITNESS

56.7% - 2000

21.1% - 2000 - 4000

**22.2% - ABOVE
4000**

KNOW ABOUT CURE.FIT

77.8% - YES
22.2% - NO

SOURCE OF INFO ON CURE.FIT

50%- ADS

**22.2%- DON'T
KNOW**

16.7%- FRIENDS

11.1%- FAMILY

**USED CURE.FIT
APP**

**72.2% - NO
27.8% - YES**

**PAID MEMBER OF
CURE.FIT APP**

**76.2% - NO
23.8% - YES**

**AWARENESS OF
CURE.FIT
SERVICES**

**61.1%- CURE.FIT
16.7%- MIND FIT
27.8%- EAT.FIT
22.2%- MIND.FIT
27.8%- NOT HEARD**

CURE.FIT SERVICES ACCESSED

11.1%- CURE.FIT

5.6%- MIND FIT

27.8%- EAT.FIT

27.8%- MIND.FIT

72.2%- DON'T KNOW

**IS CURE.FIT APP
USER FRIENDLY**

**66.7% - YES
33.3% - NO**

**AWARE OF
CURE.FIT'S FREE
SERVICES DURING
LOCKDOWN**

**27.8% - YES
72.2% - NO**

SWOT Analysis

STRENGTH

- Exclusivity
- Consumer centricity
- Diverse services
- Quality
- Skilled Trainers
- Celebrity endorsements

WEAKNESS

- Availability in few cities
- Lack of brand recall
- Less ads and media presence

OPPORTUNITY

- Acquisitions
- Growing market of healthy food and fitness industry
- Celebrity endorsements

THREAT

- New competitors
- Social distancing (COVID pandemic)
- Lack of brand recall



MY STRATERGIES

- Tvc ads showing the advanced stratergies of Cure.fit to fight COVID
- Print ads and digital ads
- Promotion through Celebrities
- Hashtags-
#staysafestayfitstaycult,
#bepositivebecure

THANK YOU