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Cure.Fit acquires Fitness First in India

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The consolidated business will have more than 50 fitness centres across the country.



Health and wellness startup Cure.Fit has recently acquired Fitness First in India. With this deal, Cure.Fit has also merged its subsidiary, Cult Fitness, with the Fitness First business in India. The joint entity will now operate under the Cure.Fit platform.

The consolidated business will have more than 50 fitness centres across the country, to begin with and will add five fitness centres every month. The Cure.fit platform now has a presence in Bengaluru, NCR, and Mumbai, and has over 40,000 members.

Fitness First India is one of the country's leading premium fitness chains with 10 fitness centres in the NCR and Mumbai. The fitness centres are full-service centres and employ expert trainers as well as personal trainers along with a mix of machine-based and group exercises.

As part of the transaction, Fitness First will become a wholly owned subsidiary of Cult.Fit and Fitness First's majority stakeholder, Oaktree, will get a minority shareholding in Cult.Fit.