

## #startupoftheday 117- Cultbike.fit

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### India's 1st Smart Fitness Bike!

**Inception-** 2020

**Location-** Bengaluru

**Domain-** Health & fitness

**Founders-** Dinesh Godara

**Total team strength-** 50

**Total funds raised-** Rs 8.28 crore

**Investors-** Unacademy, Angel investors

**Revenue generated since inception-** NA

### **Key highlights-**

- Brings holistic yet challenging workouts with the help of rotatable HD LCD with biometric access
- Developed an all-in-one bike with a 360° rotating LCD touchscreen, that lets you switch from cardio to strength, yoga to much mor
- Cult.fit acquired Tread fitness (Treadfit Technologies Pvt Ltd) bike in 2021

### **Founder Speaks-**

*"With lack of innovation in the fitness hardware/ product category, we stepped up to create a futuristic product that allowed people to experience and immersive fitness experience with a supportive community. We came into existence to make fitness fun and accessible leaving you with a feeling of happiness.*

*At Cultbike, since the product was a combination of hardware, software, content etc., it was not easy to integrate the entire team remotely during the pandemic. However, having a team varied with the right skills has helped to successfully launch the best cardio machine that lets you explore possibilities endlessly in the sphere of home workouts."*

**- Dinesh Godara, Founder & Chief Executive Officer, Cultbike.fit, Bengaluru**