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Health startup CureFit acquires a1000yoga

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Holistic health and wellness startup CureFit has acquired Bengaluru-based yoga studio a1000yoga for an undisclosed amount. The acquisition will enable CureFit to gain a stronger foothold in the city's growing fitness market.

Established in 2016 by former Flipkart executives Mukesh Bansal and Ankit Nagori, CureFit serves as a holistic healthcare platform with focus on mind, body and diet. Its portfolio of services includes Mind.fit, Cult.fit, and Eat.fit.

Once the acquisition is complete, all a1000yoga centres will be re-launched under the Cult.fit banner. It will reportedly offer a variety of workout programmes, including Zumba, strength and conditioning, in addition to Yoga.

With the goal of making yoga education accessible to people of Bengaluru, Pradeep Sattwmaya started the first a1000yoga studio in Koramangala in 2011. Owned and operated by Due North Yoga under the HYPA Trust, the company has managed to expand its operations across the city with the help of funding from angel investors. Today, it serves more than 1,000 customers in its Indiranagar, Whitefield, and Koramangala centres.

Following the latest acquisition, CureFit will boast a customer base of more than 10,000 users. The company will be opening 20 additional centres in Bengaluru and Delhi by 2017. There are plans to extend operations to over 500 fitness centres all over India within the next five years.