Cult Fit CASE STUDY

75F, in partnership with Tata Power Trading Company Limited (TPTCL), delivered a retrofit solution for Cult Fit focused on maximizing energy efficiency. By implementing advanced building automation and lighting controls, Cult Fit achieved a 15% reduction in energy consumption from the baseline. The system also improved indoor air quality and comfort through self-optimizing technology.

THE BACKGROUND

Cult Fit is a leading fitness brand offering dynamic group workouts, personalized training, and a user-friendly app across major Indian cities. With expert trainers and a variety of classes—from strength and cardio to yoga, Cult makes fitness accessible and engaging for everyone. Committed to both innovation and sustainability, Cult designs are energy-efficient, eco-friendly fitness centers that prioritize comfort and performance. By integrating sustainable materials and energy-saving equipment, Cult is setting new standards for fitness that benefit both people and the planet.

THE CHALLENGE

Cult Fit aimed to deliver a top-notch experience across its centers but faced some operational hurdles. Air conditioning and lighting were often left on after hours, driving up energy costs. Without real-time data or centralized control, it was tough to spot inefficiencies or manage multiple systems from multiple dashboards. The lack of automation and alerts also made it harder to optimize energy use. Cult Fit saw these challenges as an opportunity to improve visibility, streamline operations, and boost energy efficiency.

AT A GLANCE

Location	Bengaluru, Mumbai, Pune, NCR & Chennai
Building Type	Commercial Building
Area	4,29,142 Square Feet
75F® Solutions	HVAC Automation Lighting Automation API Integration Energy Management System Number of CCUs: 81 Number of HyperStats: 144 Number of Helio Nodes: 133 Number of Wall Sensors: 68
Turnaround Days	4 days each site

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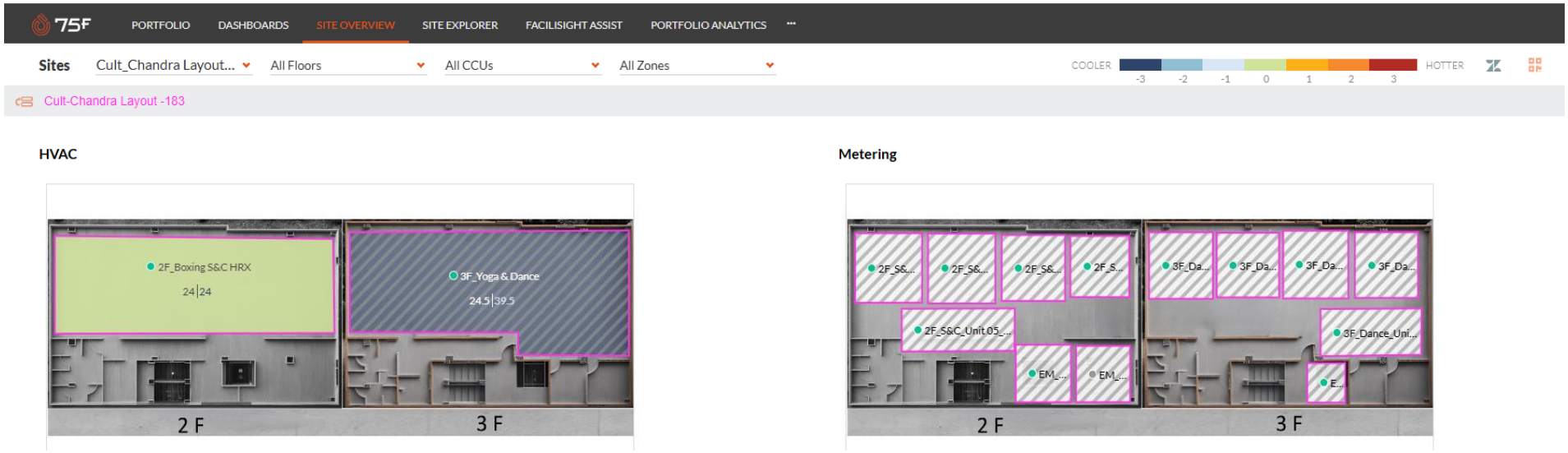
THE SOLUTION

Installation and Execution

The absence of Single Line Diagrams (SLDs) presented an opportunity to enhance the clarity of electrical circuit mapping, power loads, and cable routes. While coordination with HVAC teams required extra attention due to undocumented layouts during site surveys, it encouraged closer collaboration and on-the-ground problem-solving. Night shift schedules for all sites allowed work to progress without disrupting daily operations. The diversity in site layouts and standards across cities inspired the team to adopt flexible, adaptive strategies. Despite logistical complexities, these challenges fostered innovative approaches for rapid and efficient deployment of field resources across multiple locations.

HVAC Automation

To drive energy efficient and enhance comfort, Cult Fit implemented advanced HVAC automation across its centers. The solution included automated switching for HVAC systems, ensuring air conditioning operated only when needed and eliminating unnecessary energy use. Additionally, HyperStat devices with built-in sensors were installed to provide real-time monitoring and precise control of temperature and humidity. This smart automation not only optimized energy consumption but also maintained a consistently comfortable environment for members and staff.



Lighting Automation & Control

Cult Fit needed a reliable way to manage lighting across their fitness centers to enhance member experience and reduce energy waste. With 75F's solution, they automated lighting schedules and enabled remote switch on/off controls, ensuring lights were only on during operational hours or as needed. This simple automation helped Cult Fit cut down on unnecessary energy consumption, improved operational efficiency, and allowed staff to easily manage lighting from any location. The result was a more energy-efficient and user-friendly environment for both members and staff.

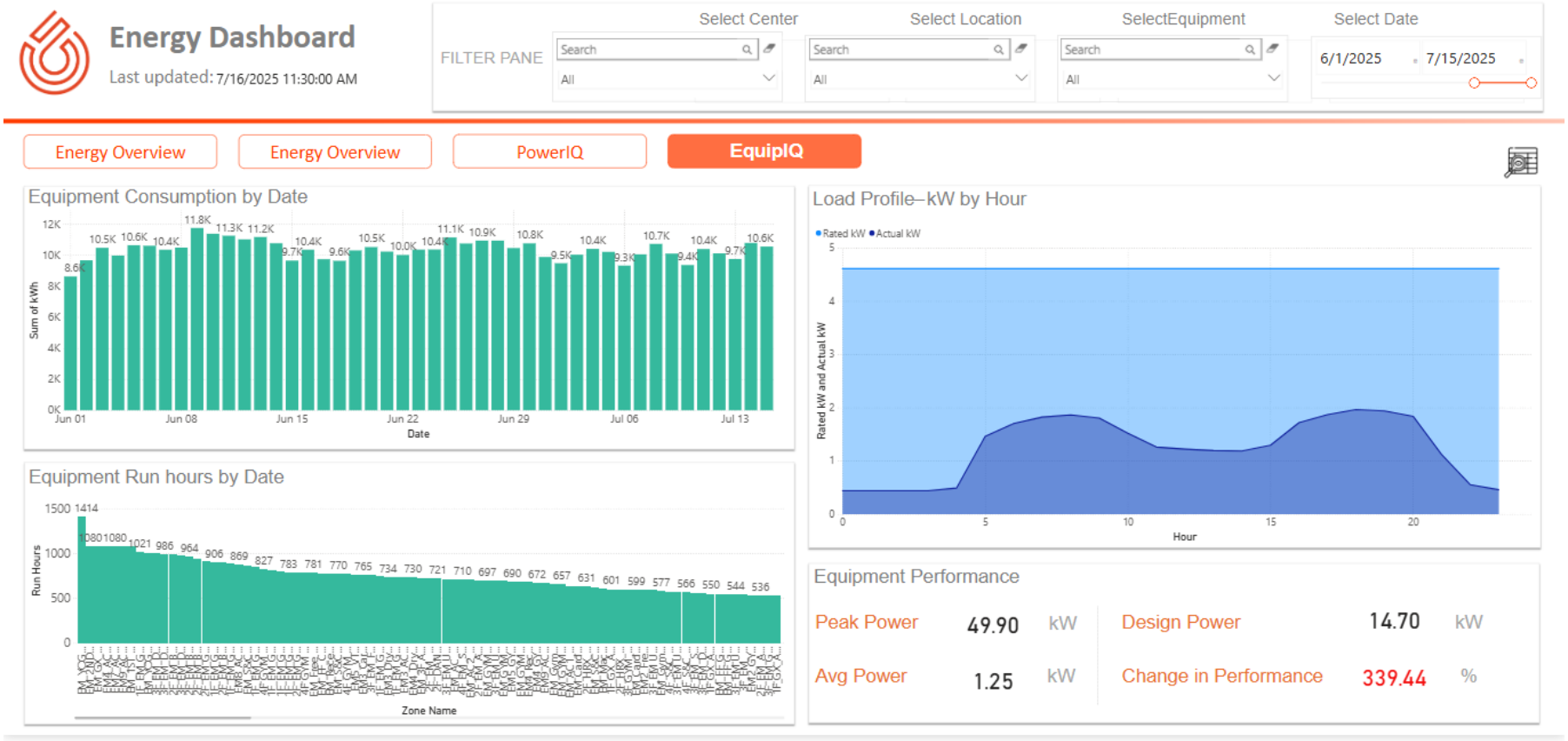
Application Programming Interface (API) Integration

75F's Application Programming Interface (API) integration empowers building owners and facility managers to seamlessly connect 75F's smart building solutions with their existing software platforms, unlocking real-time access to critical data and remote control of HVAC, lighting, and air quality systems. With a secure, cloud-based interface, the 75F API enables centralized management, custom automation, and easy data sharing across multiple locations, making it simple to optimize comfort, energy efficiency, and operational workflows. By bridging the gap between building systems and business tools, 75F's API integration delivers the flexibility and insight needed to create smarter, healthier, and more sustainable spaces.

Energy Management System

75F deployed systems that automatically modulate Variable Frequency Drives (VFDs) using real-time data from sensors. This smart automation continuously adjusts temperature and cooling output to match actual demand, ensuring optimal comfort while maximizing energy efficiency.

To accurately measure these improvements, energy meters and BTU meters were installed at each Air Handling Unit (AHU). Additional energy meters at the floor and distribution board (DB) levels enable detailed, breaker-level energy management. This comprehensive monitoring provides Cult Fit with precise insights into energy usage and efficiency gains across their facilities.



75F Facilisight

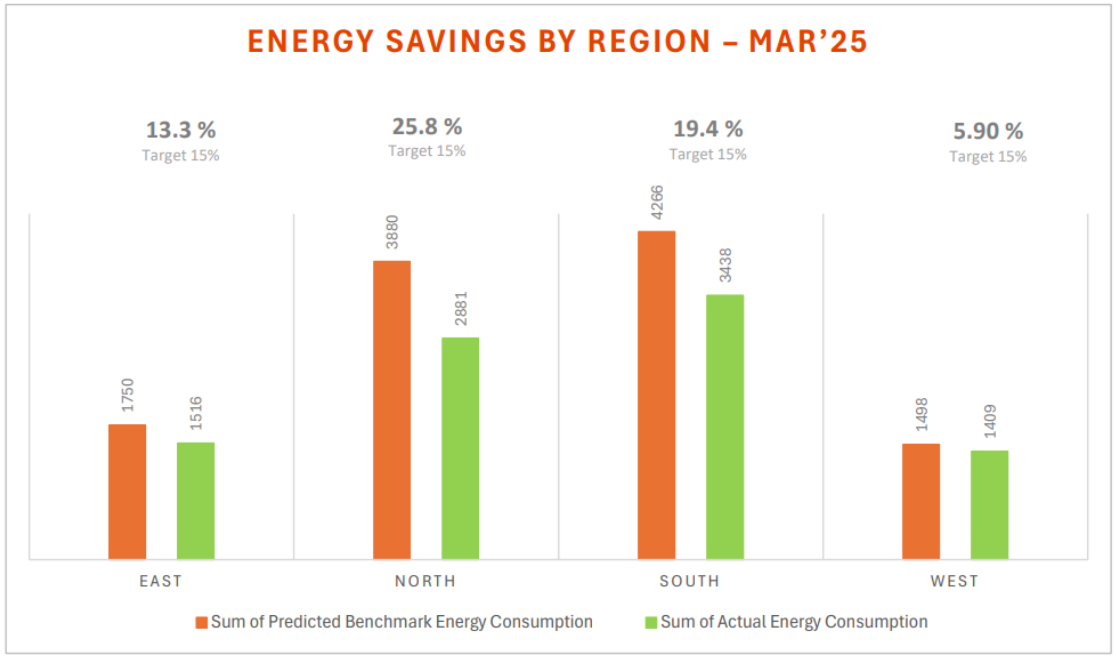
Facilisight gives Cult Fit real-time, comprehensive visibility into HVAC energy use across all its centers. With AI-powered analytics, facility teams can easily view heatmaps and occupancy trends through an intuitive dashboard. This enables them to monitor performance, automate controls, and make smart decisions that enhance both energy efficiency and member comfort—without the need for constant manual intervention.

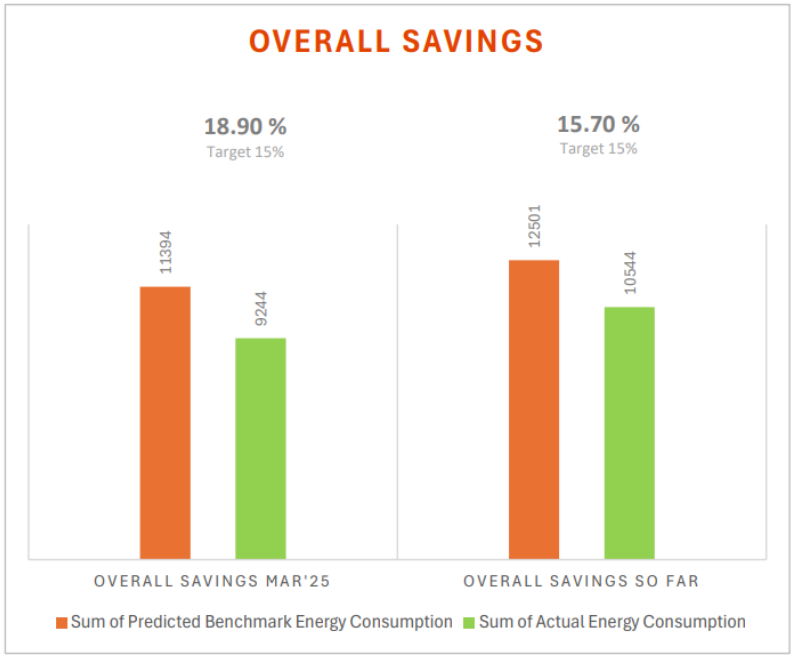
THE RESULTS

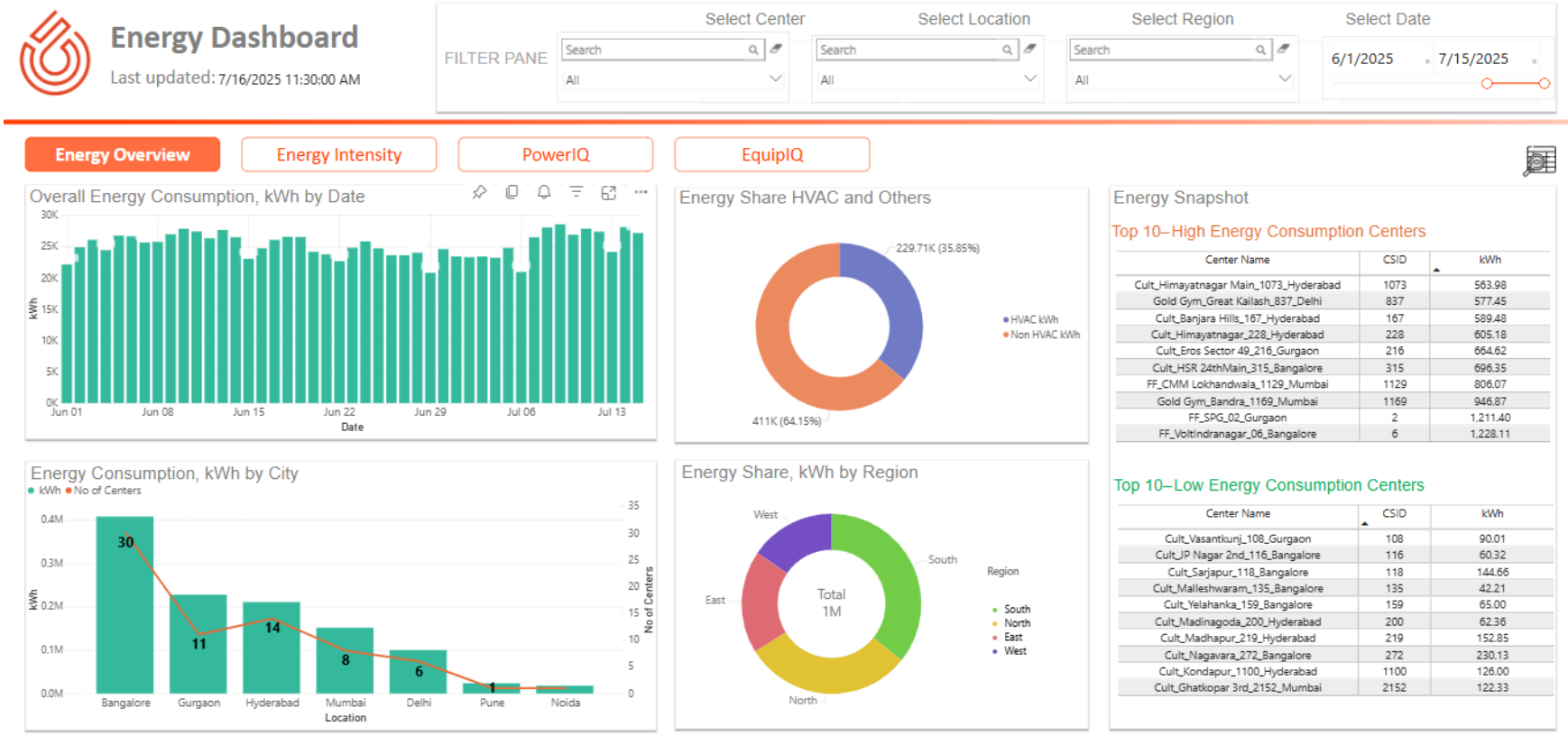
The installation at Cult Fit Centers began in February 2025, with 74 sites commissioned to date. Each outlet required just four days to fully implement the solution across the entire building. The client has reported significant benefits, including **enhanced occupant comfort** through **consistent temperature control**—effectively **eliminating** previous issues with **hot and cold spots**. This improvement has contributed to a noticeable **increase in productivity** and overall **client satisfaction**.

The project achieved a **15% reduction in energy consumption, saving 2,057 kWh per day** and **cutting carbon emissions by 1,646 kilograms daily**. These savings are equivalent to the environmental impact of **growing 22 tree seedlings for 10 years each day** or **eliminating the CO_2 emissions from burning 1,535 pounds (697 kg) of coal.**

Remote monitoring capabilities have enabled seamless, off-site **management of building performance**, significantly **reducing the need for on-site staff** and helping to **prevent unnecessary energy use.** The deployment also features **advanced dashboards** that provide **real-time insights into energy usage, centralized control, and unified visibility across multiple centers—all within a single dashboard.** With **access to temperature trends and system health** at their fingertips, Cult Fit's team is now empowered to **make data-driven decisions, continuously optimize operations,** and ensure sustained **improvements in efficiency and performance.**







> Our experience in optimizing center ambience has significantly improved through our collaboration with 75F. We faced challenges such as poor trackability of critical ambience parameters, frequent member feedback on suboptimal experiences, and a lack of control, all of which hindered our operational efficiency.
>
> In addressing these issues, our partnership has introduced real-time monitoring and control systems for key ambience parameters like temperature, CO_2, humidity, sound, and illuminance. This automation alleviates the hourly responsibilities of our center managers, ensuring optimal conditions even during contingencies. Moreover, we tackled electrical asset safety concerns head-on. With the integration of pre-emptive alerts for detecting electrical anomalies and real-time monitoring of voltage and power parameters, we have successfully mitigated the risk of fire incidents and reduced facility downtime.
>
> Lastly, our focus on energy savings has led to a significant reduction in consumption while maintaining comfort levels through smart automation. This has resulted in consistent adherence to ventilation SOPs and a more sustainable operational model.
>
> Together with 75F, we are transforming our facility into a safer, more efficient, and environmentally friendly space.

Deeraj A.| Program Manager, Cult Fit / Cure Fit

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To learn more about our intelligent building solutions, visit **www.75f.io**