



INDIA'S **BOLDEST** FITNESS BRAND.

Making fitness accessible & affordable for every Indian.

8M+

CUSTOMERS

200+

PRODUCTS

2019

FOUNDED

OUR STORY

FROM 2 YOGA MATS TO A MOVEMENT.

Boldfit was founded in 2019 in Bengaluru by Pallav Bihani, who saw that quality fitness products were simply unaffordable for most Indians.

Starting with two yoga mats, Pallav built a D2C fitness powerhouse from the ground up.

Today, Boldfit spans fitness accessories, apparel, footwear, and nutrition, all engineered and priced for the New India.

2019

Founded in Bengaluru with 2 yoga mats

2021

Scaled to ₹25 Cr revenue, 75+ SKUs

2022

₹65 Cr revenue; Fast42 D2C Top 20

2024

8M+ customers, 200+ products, IPL deals

2025

IPL partnerships –RCB, MI, CSK



ELEVATING FITNESS FOR THE NEW INDIA.

- Pallav Bihani, Founder & CEO | Forbes 30 Under 30 Asia

AFFORDABLE

Premium-quality fitness gear priced for every Indian household.

ACCESSIBLE

D2C model + omnichannel reach, every pincode in India.

BOLD

Built for those who dare to challenge their limits daily.



PRODUCT UNIVERSE

200+ PRODUCTS ACROSS 6 CATEGORIES



Fitness Accessories

Resistance bands, grips, yoga mats, skipping ropes & more



Apparel

Moisture-wicking tees, track pants, jackets & women's wear



Sports wear and equipment

Running, trekking, badminton, cricket & lifestyle sneakers



Nutrition & Wellness

Whey protein, multi-vitamins & vegan supplements



Home Workout Gear

Pull-up bars, dumbbell sets, exercise equipment for home



Fan & Collab Merch

IPLfranchiseco-branded collections
CSK, MI, RCB



DISTRIBUTION & REACH

WHERE BOLDFIT MEETS ITS CUSTOMERS.



D2C Website

boldfit.com-direct, controlled brand experience



Marketplaces

Amazon, Flipkart - 65+ bestsellers listed



Quick Commerce

Blinkit 10-min delivery for fitness essentials



Offline Retail

Omnichannel expansion - metros & tier-2/3 cities

28,000+

Pincodes Served

50M+

Customers Served

65+

Bestsellers Live

10 min

Delivery via Blinkit



BRAND CREDIBILITY

TRUSTED BY MILLIONS. BAKED BY CHAMPIONS.

IPL FRANCHISE PARTNERSHIPS



Chennai Super Kings

Official Merchandise Partner
(2024-2025)



Mumbai Indians

Official Fitness Equipment Partner
(2024-2025)



*Royal Challengers
Bengaluru*

Official Fitness Equipment Partner
(2024-Present)



Forbes 30 Under 30 Asia
Pallav Bihani (Founder)



Inc42 Fast42 D2C —Ranked #19
(2022 Edition)



4.5+ Average Ratings on Amazon
& Flipkart



ATHLETE PARTNERSHIPS

BACKED BY INDIA'S FINEST.



KL RAHUL

Cricket - Team India

One of India's most stylish and commercially powerful cricket icons.



MANIKA BATRA

Table Tennis - Commonwealth Medallist

India's most decorated table tennis player.



ARSHDEEP SINGH

Cricket - Team India

Young India pace sensation & T20 World Cup winner 2024.



SANIA MIRZA

Tennis - Grand Slam Champion

India's greatest women's tennis star, 6×Grand Slam doubles champion .

TARGET CONSUMER

WE KNOW EXACTLY WHO WE'RE BUILDING FOR.



GEN Z & MILLENNIALS

18 –35 years

- ▶ Fitness-first lifestyle
- ▶ Value-conscious
- ▶ Online-first shoppers
- ▶ Inspired by Sports & Pop-culture



HOME/GYM WORKOUT CROWD

Post-pandemic segment

- ▶ Home gym builders
- ▶ Yoga & wellness seekers
- ▶ Tier-2 / Tier-3 cities
- ▶ Working Professionals



PERFORMANCE ATHLETES

Serious fitness enthusiasts

- ▶ Gym regulars
- ▶ Sport-specific gear buyers
- ▶ Supplement consumers
- ▶ Brand-loyal once satisfied



MARKET OPPORTUNITY

THE TIMING HAS NEVER BEEN BETTER.

India's fitness & wellness market is among the fastest-growing in the world, driven by rising health consciousness, post-pandemic home workouts, and the IPL/cricket fitness inspiration wave.

\$10B+

India's fitness market size by 2025

500M+

fitness demographic

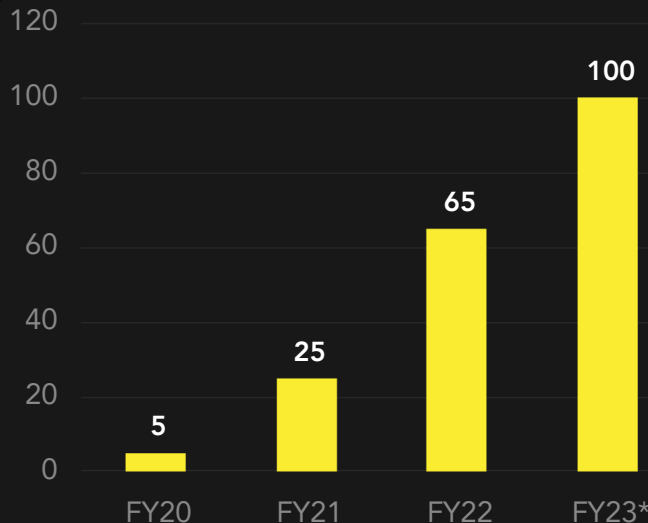
40%

YoY growth in online fitness product sales

#1

Boldfit's goal
India's fitness destination

REVENUE GROWTH TRAJECTORY



BUSINESS METRICS

PERFORMANCE AT A GLANCE.

EVERY **1.2 SECONDS** A BOLDFIT PRODUCT IS SOLD IN INDIA

14%

**Share of
Voice**

Online Fitness & Sportswear

60M

**Monthly
Reach**

via Amazon alone

55%+

**Repeat
Purchase**

Customer loyalty rate

PRESENT ACROSS **150+ Sports Centers** IN THE COUNTRY

WHY PARTNER WITH US

BUILT TO GROW TOGETHER.



ProvenMarketPull

8M+ customers already sold. 4★+ ratings across platforms. Our products move, partners benefit from existing demand.



Deep Product Range

200+ SKUs across 6 categories, from ₹179 accessories to ₹2,000+ premium gear. Something for every shelf and every customer.



Brand With Momentum

IPL partnerships with CSK,MI & RCB.National media presence. Forbes-recognised founder. Boldfit has the wind behind it.



Partner-First Approach

Dedicated co-marketing support, stock planning, and category insights. Your success is our success, always.



LET'S BUILD BOLD TOGETHER.

Ready to bring India's boldest fitness brand to your shelves or platform?



www.boldfit.com



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[boldfit_official](https://www.instagram.com/boldfit_official)

MAKE THE BOLD MOVE.