

Deal Teaser



Submitted by

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Title

Deal Teaser - The Tribe - India

Distressed Companies

No

Sector

Health & Fitness (New-gen holistic wellness company, developing a world class fitness mobile application)

Do you have a direct mandate from the buyer or seller?

Yes

of Employees

Unknown

Reason For Selling

Business Description & Market Information

The company seeks to raise US\$ 1 Mn for application development, content development and geographic expansion.

- The Tribe is engaged in offering services for holistic wellbeing, with workouts revolving around the core theme of “movement”. Each workout with The Tribe is unique, filled with unconventional styles like HIIT, Pilates, Barre and Tabata, Kick Boxing, Dance cardio, amongst others.
- Celebrity Investor-Partner: Actress Kriti Sanon has joined The Tribe as an investor-partner in her first entrepreneurial stint.
- Expansion Plans: The organization is now looking forward to scale operations by launching a world-class fitness mobile application, shifting to a grander studio space and upscaling its outdoor activities – thus building a unique TRIBRID model.
- The Tribe Application: The Tribe Mobile Application shall cater to users’ every fitness, nutrition, and wellness need. With a massive on-demand content bank and scheduled live classes, users would be able to enjoy The Tribe experience at their own convenience.
- As of today, a community of 2500+ has trained with The Tribe, including some of the top Bollywood celebrities like Kriti Sanon, Rashmika Mandhana, Aditya Roy Kapoor, Soha Ali Khan, Arjun Rampal, amongst others.

Additional Information

Application development, content development and geographic expansion.

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