

# classpass

## Partner Case Study

# Ritual Gym

### Location

Singapore

### Joined ClassPass

June 2019

### In 9 Months as a ClassPass Partner

—

# 4k

total number of  
ClassPass reservations

# \$44.7k

total incremental revenue  
from ClassPass

# 1.7k

total number of unique  
ClassPass users  
\*Data for Singapore gyms  
(excludes franchise locations)

### Background

Sharma Das, franchise director of Ritual Gym, has made a business of being results-driven. “We’re the gym that allows you to show up with nothing, get a safe, effective workout and walk out the door just 30 minutes later,” explains Das of the innovative concept.

Ritual changed the fitness landscape with its three flagship Singapore locations, expanding a franchise model around the world. Just as Ritual found success in efficiency and modernization of a workout, Das sought cutting-edge technology and efficacy in a fitness aggregation partner to take Ritual to the next level.

“With gym aggregators undeniably changing the market,” details Das, “we knew that it made sense to partner with one of the main players and reach a new market of users who value more variety than Ritual offers. As a global business now on five continents with a bespoke tech infrastructure, partnering with ClassPass to benefit from their wide reach and ability to integrate with our tech was a no-brainer.”

### Rising to the Challenge

With massive goals – and high demand – Das set the bar high for any potential partnerships. As with nearly every fitness business, tackling excess capacity was a top priority for Ritual. ClassPass offered an ideal way to optimize inventory, while protecting Ritual’s direct fill and established following. “We run up to 30 sessions per day, and although our gyms are near capacity, we still have

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unused capacity at less popular times,” explains Das. “Our goal in working with ClassPass was to be able to maximize our revenue by offering unused slots to ClassPass users.”

Das had expressed worries about partnering with ClassPass – citing possible cannibalization as the main reason it took so long to partner. “With limited slots at peak times, we felt it likely that revenue would suffer. However, the ClassPass platform has allowed us to minimize the cannibalization issue. Currently around 15% of our active users are ClassPass users,” says Das. ClassPass supports Ritual’s goal of filling spots that would otherwise go empty. Das feels in control of both his business and the partnership.

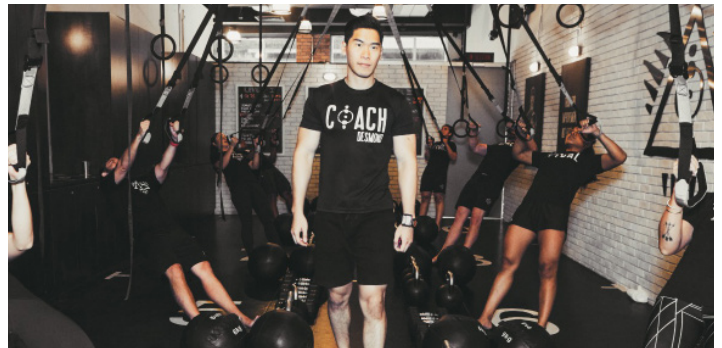
Harnessing the global reach of ClassPass with Ritual’s superior offering, the results have been clear. “We’re experiencing record bookings and increased revenue – so it’s safe to say the outcome has been positive! We’ve seen an increase of between 10–20% in bookings, depending on the capacity of the gym in question,” details Das.

Another contributor to Ritual’s success is the support from the ClassPass team its tools. “We’ve had a good experience working with the ClassPass team. As a gym with a custom CRM system and the need to integrate,

we were actually expecting real issues. However, we were able to work closely to achieve exactly the implementation we needed, and we keep in ongoing contact,” expresses Das.

## Looking Ahead

Ritual, the 30-minute gym experience, was quite a radical concept when it launched in 2013. But the rave response was proof that science-based training and a focus on both efficiency and high customer service levels created a recipe for success. “We’ve expanded to three gyms in Singapore (with two more opening in the next couple of months) and opened franchises all over the world,” remarks Das. “Having access to the user base on ClassPass allows us to announce ourselves to the area and start generating revenue from day one. We’ll definitely be recommending ClassPass to all of our franchise partners. With ClassPass’s help, we intend to make a real dent in the global fitness market.”



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