

Cult.sport launches the Ace X Smartwatch: Formal meets fitness

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- *Whether you're in a meeting or at the gym, this smartwatch adapts to your needs combining classic sophistication with state-of-the-art wearable fitness technology*
- *For cricket enthusiasts, the Smartwatch provides real-time Live Cricket Score updates, keeping you in the game even when you're on the move*
- *With 113 sports modes available, you can track your progress across various physical activity routines effortlessly*
- *The Ace X Smartwatch is priced at Rs.3,499 and is available exclusively on cult.sport and Amazon*

Cult.sport, India's leading provider of Sports and fitness apparel, equipment, and supplement, announced the launch of its new versatile smartwatch, the Ace X series, set to revolutionize your daily life and active journey. Combining classic sophistication with state-of-the-art fitness tracking technology, the Ace X Series offers a unique selection of strap options, including silicone, leather, and steel - allowing you to effortlessly switch between a formal look and a sport-ready style.

Boasting a stunning 1.96" AMOLED Display with a resolution of 466x466 pixels, the Ace X Smartwatch offers a visual experience like no other. Whether you're checking the time or tracking your fitness progress, the vibrant display ensures clarity in every detail. Additionally, it offers comprehensive health tracking features, including continuous heart rate monitoring, SPO2 monitoring, sleep tracking, step counting, and calorie tracking, ensuring that you stay in tune with your wellness goals. It comes with a Single Chip Advanced Bluetooth Calling with one-tap pairing and BLE 5.3 technology. The Quick Dial Pad simplifies communication, making it easier than ever to stay connected.

*"The Ace X series smartwatch is a game-changer in wearable tech," said **Shamik Sharma, Business Head at Cult.sport.** "It effortlessly blends timeless style with top-notch sports features, giving you the perfect all-in-one companion. And for our cricket enthusiasts, you will get live updates even when you're on the move so that you do not miss out on the upcoming Cricket*

World Cup."

Unique features like the Functional Crown, Always on Display, Quick Reply, and Social Media QR Code enhance your daily interactions and productivity. Whether you're in a meeting or at the gym, this smartwatch adapts to your needs. For everyday athletes, the Automatic Sports Recognition feature identifies activities like running, walking, treadmill workouts, cycling, and rowing exercises. With 113 sports modes available, you can track your progress across various physical activities effortlessly.

The Ace X Smartwatch will be available in a variety of colours, including Black Silicone, Blue Silicone, Grey Silicone (Ace X), and ACE X LUXE with options like Brown Leather, Blue Leather, Silver Steel, and Black Steel. The Ace X Smartwatch series is priced at Rs 3,499 and is available exclusively on cultsport.com and amazon.in.

About Cult.sport

Cult.sport, the sports business from the house of Curefit, aims to make health easy by providing sports products for the everyday athlete. Designed to give you the best activity experience, the Cult.sport product range includes sportswear, at-home workout equipment, bicycles & nutraceuticals. With Cult.sport, you also get access to the cult library of content, the motivated community & the best trainers in the industry.

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