



MEDIA KIT • 2026

Delhi's home for bouldering

Bouldering gym, café and studio in Vasant Kunj, New Delhi.
Since 2018.

AT A GLANCE

BoulderBox in six numbers

2018

Opened on 23 December 2018 in
Vasant Kunj

4,500

Square feet of climbing wall over
two floors

4.7 / 5

Google rating, from 409 reviews

26K

Instagram followers at
@theboulderbox

26

Companies, brands and schools
hosted

7 days

Open daily, 9 AM to 9:30 PM
(Fridays from 3 PM)

Google and Instagram figures as of October 2026.

WHO WE ARE

A place to climb, train and meet

BoulderBox is an indoor bouldering gym, café and movement studio in Vasant Kunj, New Delhi.

No ropes and no experience needed. Coaches are on the floor every day, the air inside is purified, and the problems change often, so there is always something new to try.



WHAT WE DO

What happens at BoulderBox

Bouldering

All-day climbing for every level

Intro Course

Free 30 minutes with a coach for every first-timer

Classes

Coached climbing classes for adults and youth

Kids

Kids' classes and birthday parties

Studio

Yoga and movement at Sunroom by BB

Café

Coffee, food and a corner to read or work

Events and comps

Delhi Boulder Battle, BoulderBlast and socials

Team days

Coach-led sessions for companies and schools

OUR AUDIENCE

Who we reach

Online

- 26K Instagram followers, 1,002 posts
- 4.7 / 5 on Google from 409 reviews
- YouTube channel @theboulderbox
- BoxTalks podcast on YouTube and Spotify

In the centre

- **78% of visitors are aged 18 to 35**
- About 3,000 climbing visits a month
- 100+ active members
- Visitors from every part of Delhi's communities
- A large expat community

Figures as of October 2026. Age share from 5,628 visitors in the last 12 months: under 18 14%, 18–25 42%, 26–35 36%, 36–45 7%, 46+ 2%.

IN THEIR WORDS

What climbers say

“What stood out the most was how welcoming and supportive the team was, especially for beginners.”

Celina Lim · 5 stars

“Great atmosphere, great community, and an overall refreshing alternative to a regular gym.”

Medėja Šalkutė · 5 stars

“One of the best bouldering facilities in India! It’s beginner friendly, and children friendly as well.”

Naveed Hussain · 5 stars

PROOF

Who we've worked with

Companies

Hero MotoCorp
Bharti Airtel
Graviton Research Capital
Red Bull
adidas Runners

Food and wellness brands

The Whole Truth • Raw Pressery • Nourish Organics •
Wellbeing Nutrition • Fast&Up • Doki • Kica • Näck • Third
Roast • Nice Guys Coffee • Odd Fellows Brews • Nuvie •
Shyft • Savikalpa • Gunsberg • Buggyals • Dead Hands

Schools

American Embassy School
German School New Delhi
Lycée Français International
Metro Delhi International School

“Fantastic experience. Team cheering, team motivation and lots and lots of fun!”

Hero MotoCorp employee, after a team day

PARTNER WITH US

Five ways to work together

Sampling and pop-ups

Put your product in the hands of active Delhi climbers, at the centre or at our events.

Event sponsorship

Name a comp or social, give prizes, and be seen on the wall and on our channels.

Content collaborations

Reels and posts for 26K followers, or a BoxTalks podcast episode.

Corporate team days

Coach-led bouldering, team challenges, yoga and food for your staff.

Schools and youth

Climbing sessions and programmes for school groups.



Formats and prices on request: info@boulderbox.in

FOR PRESS

Story ideas

Clean air to train in

An indoor gym with purified air, for Delhi's smog season.

An Olympic sport, close to home

Bouldering has been part of Olympic climbing since Tokyo 2020. Delhi climbs it here.

Kids on the wall

Why parents bring children to climb: strength, focus and confidence.

More than a gym

Café, work corner and community: a third place for a busy city.

Climbing in India

Our guides to outdoor crags like Badami, and the people behind them.

BoxTalks podcast

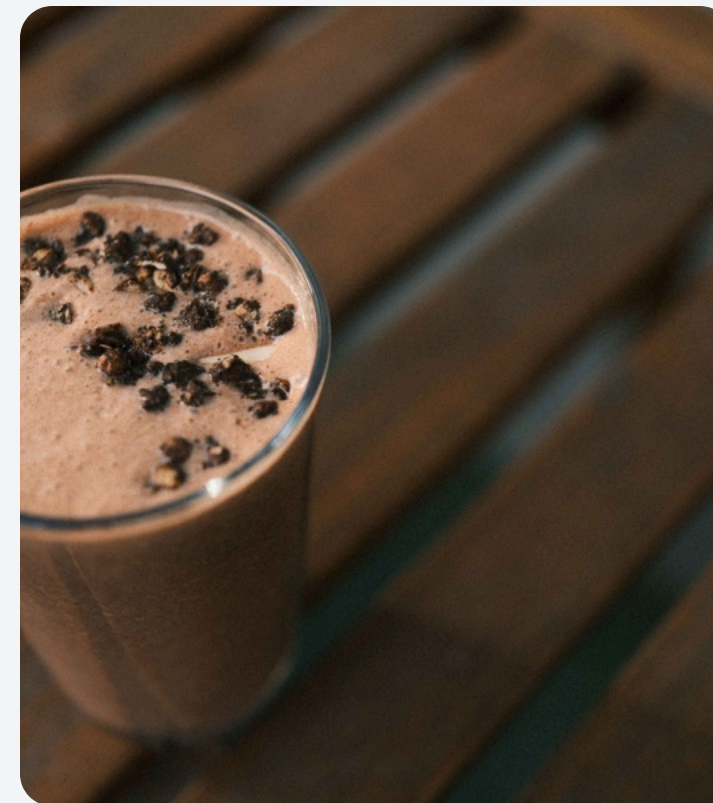
Conversations with climbers and outdoor people. Guests available for interviews.

PRESS ASSETS

Photos and logos

- Logos: round black and yellow, colour logo (EPS), logo with lettering (PDF)
- High-resolution photos: walls, climbers, kids, café
- Ask for logos and photos: info@boulderbox.in

Please credit the photographer: Nishant Shukla, Abhijeet Singh, Flowmow Picture Company or Yadu Bhageria. Do not stretch, recolour or crop the logo.



READY TO PASTE

About BoulderBox

Short (30 words)

BoulderBox is Delhi's indoor bouldering gym, café and studio in Vasant Kunj. Since 2018 it has helped people of every level start climbing: no ropes, no experience needed.

Long (80 words)

BoulderBox is an indoor bouldering gym, café and movement studio in Vasant Kunj, New Delhi. Opened in December 2018, it has 4,500 square feet of climbing wall over two floors, purified air, and coaches on the floor every day. First-timers get a free 30-minute Intro Course; regulars come back for classes, comps and the community. BoulderBox also runs kids' classes, birthday parties, corporate team days and the BoxTalks podcast. It is rated 4.7 out of 5 on Google.



Let's work together

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Instagram [@theboulderbox](https://www.instagram.com/theboulderbox)

Web boulderbox.in

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