

# Since 1999 World's No. 1 Franchise Website



TRUST YOUR BUSINESS EXPANSION WITH THE BEST

## FRANCHISE INDUSTRY

**EXPERTS** 



## FRANCHISEINDIA.COM

PROVIDES A DETAILED INSIGHT TO ENTREPRENEURS ON THE ASPECTS OF FRANCHISING, BUSINESS OPPORTUNITIES, PARTNERSHIPS, DEALERS, MANUFACTURING, DISTRIBUTION, RETAIL, AND MUCH MORE.

#### CHOOSE US

Access a combined audience of 1.5 million prospective franchisees on franchiseindia.com with a profile page featuring interviews, in-depth stories, press releases, case studies, videos, and more.



### WHAT WE DO?

- Help in promoting new Franchise opportunities, Franchisors, Startups, Dealers, Distributors, Retailers, and Franchise-prospect seekers.
- Full coverage via Digital Marketing services that include special features, brand case studies, videos, images, interviews, and newsletters
- Provides a Leading Position across all search engines and proficiently designed and optimized web solutions.
- Franchiseindia.com has a refreshing new design with Geo-targeting as one of the go-to tools that helps Franchisors to have a demographic-based search on their location. Also assist in connecting with potential investors in a specific location, with a specific industry and budget.



## HIGH QUALITY BUYERS

- We provide rich articles, high quality videos and newsletters to attract visitors, educate buyers and deliver qualified leads with our franchisors.
- · Give high traffic levels and rankings in franchiseindia.com
- We are the only franchise portal boasting exclusive visibility to a brand on our website - promoting the franchise to a combined audience of more than 2 million potential buyers.

#### More ways to promote your business

 Your brand can be featured in all related content across our sites and in emails, Newsletters and dedicated campaigns can be targeted by sector, location and investment level.



### performance standards

Standard is set through multiple opportunities, high quality franchising requires high standards throughout the system. Leadership for these standards starts at the top.

## opportunities

10000+ business opportunities from multiple sectors

- Automotive
- Beauty & Health
- Education
- Food & Beverages
- Hotels, Travel & Tourism
- **Dealers & Distributors**
- **Business Services**
- Retail & more

















21 Websites Country and abroad

## enhance your reach

- Keep updating on new opportunities through articles
- Interviews of leaders from the world of Franchising
- News on current happenings
- Videos of events

## visitor profile

- Aspiring entrepreneurs looking to start or build a successful business.
- Potential Franchise buyers can research from many Business Ideas that best matches their career, skills and Investment needs
- Small to Medium business owners planning to expand, or diversify their existing businesses
- Trade delegations and associations looking at larger business enlargement for members
- Corporate looking to increase their Brand portfolio
- Government and Business Procurement Managers
- Master/multi-unit Franchisees looking to add more brands in their Business empire
- Business Development Professionals looking to cross tie-ups with non-compete Brands
- Product Manufacturers can meet with Licensing



NEW FOR 2018:
Be There, Where
Your Prospective
Business Partner Is
Targeted, Showcase
To Enhance Your
Brand

lead

prospects

partners

87%

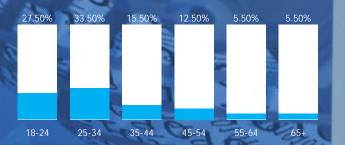
MORE LEADS
GENERATED FOR ADVERTISERS

MILIN

**GENDER**100% OF TOTAL SESSIONS

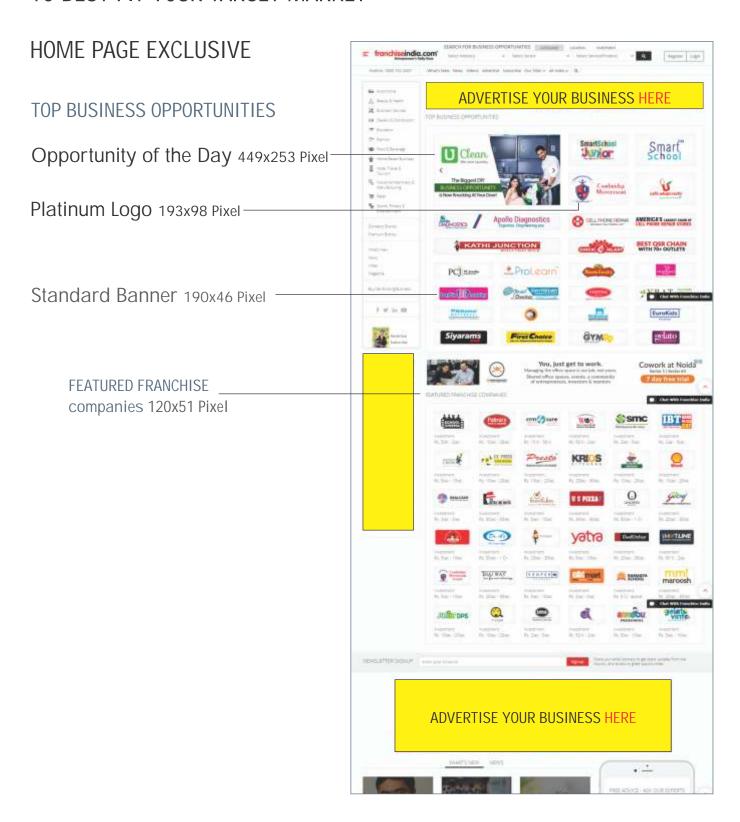
84.15% MALE 15.85% FEMALE

100% OF TOTAL SESSIONS



## HIGH BRANDING IMPACT

## DELIVER YOUR MESSAGE THROUGH FRANCHISEINDIA.COM TO BEST FIT YOUR TARGET MARKET



#### home highlights



## GEO-CENTRIC BANNERS Targeted Advertising, Greater Impact

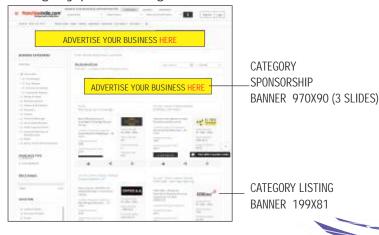
A banner ad on franchiseindia.com will be your shortcut to getting millions of digital impressions (number of page views per ad)

- Create region specific ads according to your business presence
- ► Ensured visibility from Franchise India's 7.5 Lakh + pan India visitors
- ▶ Increase the traffic to your website by lakhs
- ▶ Millions of impressions/page views assured
- ▶ Thousands of great deals at your doorstep

#### TOP PREMIUM OPPORTUNITES



#### category positioning



## exclusive campaign

#### **NEWSLETTER SPONSORSHIP**

Enjoy direct connect with franchiseindia.com business community, get newsletter and keep yourself updated on every aspect of Franchising. Newsletters subscribers get it on weekly or regular basis which helps in improving business ideas, gives clear picture on latest policies, opportunities & trends as well as leaves a remark.

#### SUBSCRIPTION 100% OPT-IN

The opt-in subscription process ensure that recipients have indicated an interest in receiving more information on a particular business topic- a great vehicle for highly targeted direct response



#### TARGETED MAILER

Whether you are seeking prospective partners or selling products, we have an email list to meet your needs.

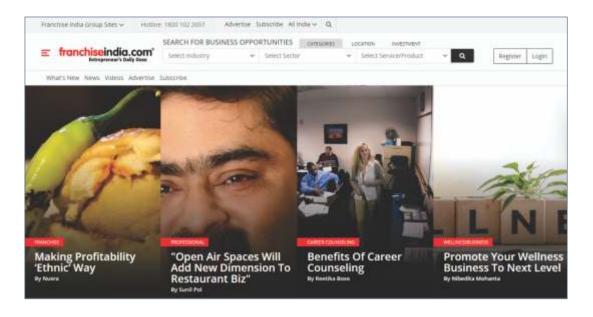
Visitor's engage fully with your brand and messaging through videos, ensuring you make an emotional connection that will be remembered long after viewing

What lists are available and how many people can e-mail?

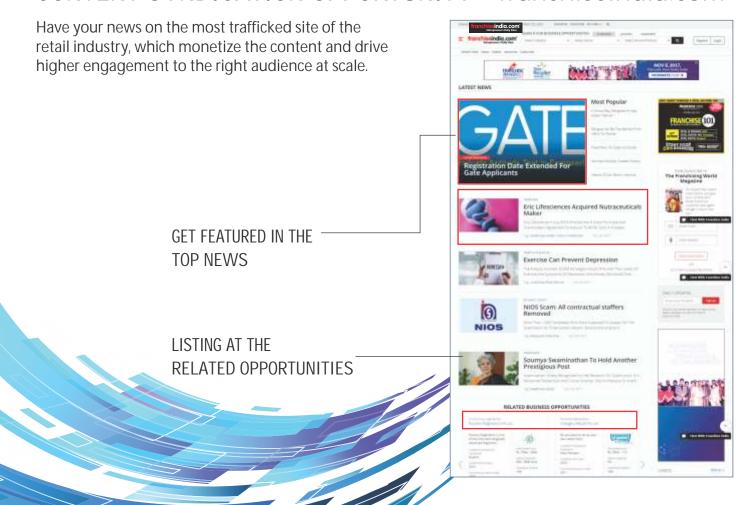
- Our Database allows targeted messages to be delivered to qualified buyers. We have over 1,83,655 unique opt in e-mail subscribers constantly growing based on customer demand.
- ▶ This is a direct mailer service, which goes to our Registered Database. A powerful tool to communicate company's intended objective to targeted profile.
- ▶ A high percentage are professionally qualified decision makers

## UPDATED NEWS-VIEWS, IDEAS FROM THE INDUSTRY

DIGITAL MARKETING SERVICES INCLUDING VIDEOS, IMAGES, INTERVIEWS & NEWSLETTERS



### CONTENT SYNDICATION OPPORTUNITY@ franchiseindia.com



## MOBILE BRANDING, THE LAST MILE

At franchiseindia.com, we give you extra mileage with our mobile optimization website to make your brand visible everywhere. We make your brand easily available at every digital platform.



# MOBILE BRANDING ADVANTAGES:

- More Visitors will stick around
- Stand out Branding
- More Visibility to call to action

61%

of people have a better opinion of brands when they offer a good mobile experience

## **MOBILE BRANDING** FEATURES:

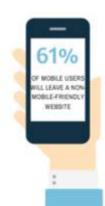
- Standard Franchising opportunities
- Franchise News
- Top Stories
- Interviews

## GLOBAL MOBILE TRAFFIC NOW ACCOUNTS FOR 15 % OF ALL INTERNET TRAFFIC

MOBILE BASED SEARCHES MAKEUP 25 % OF ALL SEARCHES

OVER 1.2 BILLION PEOPLE ACCESS
THE WEB FROM THEIR MOBILE DEVICES







# franchiseindia.com<sup>®</sup> Entrepreneur's Daily Dose

POSITION	INVENTORY	DIMENSION	TARIFF (Mont	h) TENURE
Home Page Executive	Sliding Banner Home Page TBO Standard Home Page TBO Gold Home Page TBO Platinum Home Page FFC	449 X 253 222 X 50 222 X 117 222 X 117 104 X 50	300000 100000 150000 250000 50000	One Month One Month One Month One Month One Month
Home Page Lime Light	Net Splash Banner TBO Bottom Banner FFC Left Banner FFC Bottom Banner Page End Banner	970 X 90 970 X 90 160 X 600 970 X 250 970 X 250	500000 300000 300000 250000 200000	Per week One Month One Month One Month One Month
Geo Centric Banners	All Banners on the website.	970 X 90 160 X 600 970 X 250	Cost 400 for 1000 impression	
Run on Site Banners	All Banners on the website	970 X 250 300 X 600 300 X 250	Cost 300 for 1000 impression	
Category Sponsorship	Master Category sub category sub-sub category	970 X 90 970 X 90 970 X 90	75000 60000 50000	One Month One Month One Month
Directory	Master Category Sub Category Sub-Sub Category		30000 25000 15000	One Month One Month One Month
Exclusive Campaign	Pan India Region Wise State wise		125000 50000 30000	Single Shot Single Shot Single Shot
Content Syndication Position	Newsletter platinum Presence Featured Interview Showcase News Coverage Newspaper Sponsorship		20000 10000 5000 35000	2 time 3 Days 1 Day Once

#### OUR EVENTS AND SHOWS





















































#### **OUR WEBSITES**













#### OUR MAGAZINES







Call Our Business Development Manager For A Detailed Presentation Or Advertising Plan

## franchiseindia.com Entrepreneur's Daily Dose

Corporate Office: 405 B & 605 B, Pinnacle Tower, Surajkund, Faridabad, Haryana - 121 001.

Bangalore Office: # 2, Second Floor, Church Street, (Opposite to Starbucks ), Bangalore -  $560\,001$ 

Chennai Office: Unit 704, 7th Floor, Capital Towers, 180, Kodambakkam High Road (Opp. Hotel Palmgrove), Nungambakkam, Chennai - 600 034

Hyderabad Office: H. No. - 8 - 2 - 293/82/A/68, Plot No.68, Road No.1, Jubilee Hills, Hyderabad - 500 033

Pune Office: Office 203, 2nd Floor, Siddhivinayak Aurum, Behind Eden Garden Society, Nagar Road, Viman Nagar, Pune - 411 014

Mumbai Office: Unit 11A & 11B, Ground Floor, Technopolis Knowledge Park, Mahakali Caves Road, Near Nelco Bus Stand, Andheri (E), Mumbai - 400 093

Panchkula Office: SCF - 144, First Floor, MDC, Sector - 5, Panchkula - 134 109

Jaipur Office: T 1, Jagdamba Tower, Amrapali Circle, Vaishali Nagar, Jaipur - 302 021

Kolkata Office: Merlin Infinite, Unit No. 502, 5th Floor India, DN-51, Sector V, Kolkata - 700 091

Ahmedabad Office: 402, Venus Atlantis, Opp McDonald's, 100 Ft. Road, Prahlad Nagar, Ahmedabad - 380 015