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DR. RATI CHANDNA
FOUNDER AND CEO,
GURUSTHANAM:
ENLIGHTEN
CHILDHOOD
→

**FRANCHISE
INDIA 2017
SHOW
REPORT
INSIDE**



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FIND EARLY
LEARNING
WOW!**
ANJU CHERIAN,
DIRECTOR, WOW
CENTER INDIA



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KITCHEN
KING**
JURGEN WOLF,
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INDIA

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We are standing on the threshold of 2018 and as we close the year with this issue, it would be good to review what happened in 2017 to make our next year better than its predecessor. It has been a year of intricacies and intrigues for the industry on the whole. Ironically, something that I experienced for the first time on the editorial desk is that the challenges have not been on the demand side but the supply side. The ecosystem was perhaps at its generous most as demonetisation and the GST threw open new doors for business investors who wanted to join the 'brand' promise. For young franchisors with fresh and cutting-edge concepts and who were agile and out there, it has been the most wonderful franchise year of all.

For the large and legacy franchise groups and big franchise chains that have been laggards in adopting change, 2017 has been a year of endless tribulations of refreshing the system to energizing the franchisees, et al. The common denominator going forward in 2018 is that if you want different results you need to change your approach. Trailblazing is not easy but it certainly is exciting and that is what will make for the mainstay of 2018. Whether it is the look of your store, business model, social media or anything associated with your venture, everything will need a makeover and everyday innovation is what will keep you at the forefront. It will be interesting to see how 2018 gets everyone in the industry on their feet to capitalize on what will be an unparalleled opportunity runaway to bring on board the most progressive franchisee partners in India.

I was a first-hand witness to the promise of Indian entrepreneurship at Franchise India 2017 hosted at Pragati Maidan in New Delhi. Over 48,000 investors visited the show to see what is in store in terms of opportunities in the Indian

business scenario. There was barely any walking space in the aisles – such was the spirit of entrepreneurship – with visitors eager to make contact with over 500 brands from all walks of industry. Franchise India 2017 is the industry's signature show and over the last 15 years has boosted the development of the Indian franchise marketplace from ground zero to a USD 50 bn dollar industry.

Participating brands came from countries like the US, the UK, Greece, the UAE, Hong Kong, Japan, China, Singapore and Philippines with vast emerging, international and mature franchise opportunities. Up to 47% of Indian entrepreneurs consider franchising as the most viable option. If you missed this year's biggest business trade floor, we have tried to capture some glimpses of the event just for you in the ensuing pages. Meanwhile, we are excited about how the franchise industry will rise and shine in the coming months and will continue to share with you the most promising opportunities to invest.

Happy franchising!

Ritu Marya

INVITING CONTRIBUTORS!

Share, advice and discuss. Experts and critics from the franchise industry are invited to be a part of India's first franchise opportunity magazine. Write to the Editor-in-chief at editor@franchiseindia.com. To know more call 0129-4228800 or log on to www.franchiseindia.com To buy or subscribe the magazine call 09311148342 or mail at subscribe@franchiseindia.com

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Editor-in-Chief : RITU MARYA

EDITORIAL TEAM

Senior Editor : PAYAL GULATI
Sr. Correspondent : GARGI BHARDWAJ
Reporter & Feature Writer : ZARAFSHAN SHIRAZ
Sub-Editor : AYSHA ANAM

ART

Sr. Art Director: MANISH RAGHAV
Asst. Art Director: RAJEEV KUMAR
Sr. Graphic Designer: SHAILENDRA JETHURI

CHIEF EXECUTIVE OFFICER
ASHITA MARYA 09810092379
ashita@franchiseindia.com

FOUNDER & PUBLISHER
GAURAV MARYA

MARKETING & ALLIANCES NGAGE COO
PREETIMA BHARDWAJ
pbreetima@franchiseindia.net

ADVERTISING

DELHI OFFICE: SANJAY BHAT- COO
Mobile: +91 8467916517
Email: advertising@franchiseindia.com
Stage 411-415, 4th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad-121009.

MUMBAI OFFICE:
SREERAM SESHADRI- General Manager
Mobile: +91 8080016853
Email: ssreeram@franchiseindia.net
Unit 11A & 11B, Ground Floor, Technopolis Knowledge Park, Mahakali Caves Road, Near Nelco Bus Stand, Andheri (E), Mumbai - 400093

BENGALURU:
MAHANTESH M. PATIL- VP Sales
Mobile: +91 9343930200
Email: patil@franchiseindia.net
#2, Second Floor, Church Street, (Opposite to Starbucks), Bengaluru-560 001

HYDERABAD OFFICE:
RAJESH S. ZHAWAR
General Manager
Mobile: +91 93464 95513, Email: hydmedia@franchiseindia.net
H.No.-8-2-293/82/A/68, Plot No.68, Road No.1, Jubilee Hills, Hyderabad-500033

KOLKATA OFFICE:
BISWARUP BANERJEE
Manager Media Sales
Mobile: 9883870771
Email: biswarup.banerjee@franchiseindia.net
Merlin Infinite, DN-51, 5th Floor, Unit No. 502, Sector V, Nr. R.S. Software/College More, Kolkata-700091.

CHENNAI OFFICE:
Unit no. 704, 7th Floor, Capital Towers, No. 180, Kodambakkam, High Road, Nungambakkam, Chennai - 600 034.

AHMEDABAD OFFICE:
YASHESH SHAH-Sr.Manager
Mobile: +91 7878937679
Email: Yashesh.shah@franchiseindia.net
402, Venus Atlantis, Opp.McDonald's, 100 ft. Road, Prahaladnagar, Ahmedabad-380015

PUNE OFFICE:
VIJAYANAND-DGM-Sales
Mobile: +91 9168661775
Email: nvijay@franchiseindia.net
Office 203, 2nd Floor, Siddhivinayak Aurum, Behind Eden Garden Society, Nagar Road, Viman Nagar, Pune-411014, Maharashtra

SUBSCRIPTION/CIRCULATION ENQUIRIES:
4th & 5th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad-121009.
Mobile: +91 9311148342
Email: subscribe@franchiseindia.com

HOW TO REACH US: Write to: **The Franchising World**, 4th & 5th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad-121009. Email: info@franchiseindia.com www.franchiseindia.com

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A crystal clear strategy

The story of Crystal Knitters, in which M. Rajendra, Director-Marketing, Crystal Knitters Pvt Ltd highlighted how they are balancing tradition with innovation and the dawn of new era of business for Crystal Knitters, is an interesting read.

Rajni Pandey, Delhi



Micro-franchising: A way to shared prosperity

The article highlighted various aspects of micro-franchising that can reap rich dividends in rural India.

Kaushal Madan, Delhi

Keeping it low

It highlighted the business opportunities at low cost. The article it a worth read.

Amit Mehra, Mumbai



"Orra is a diamond-centric brand"

A great interview with Vijay Jain, Director and CEO, ORRA where he sheds light on the brand's expansion.

Anuj Bansal, Delhi



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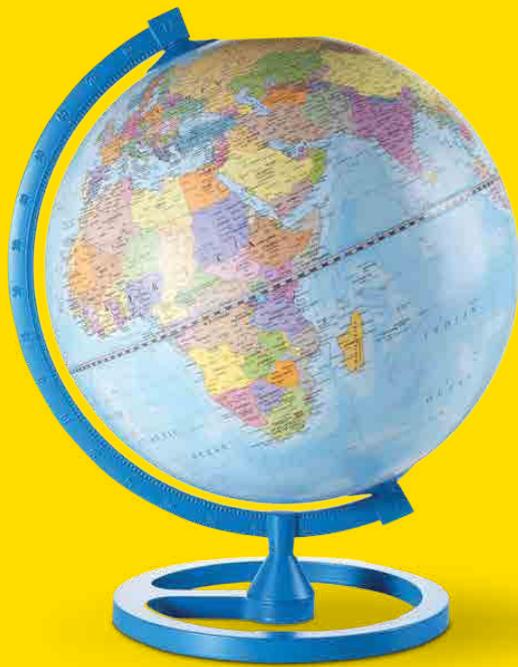
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LICENSEE

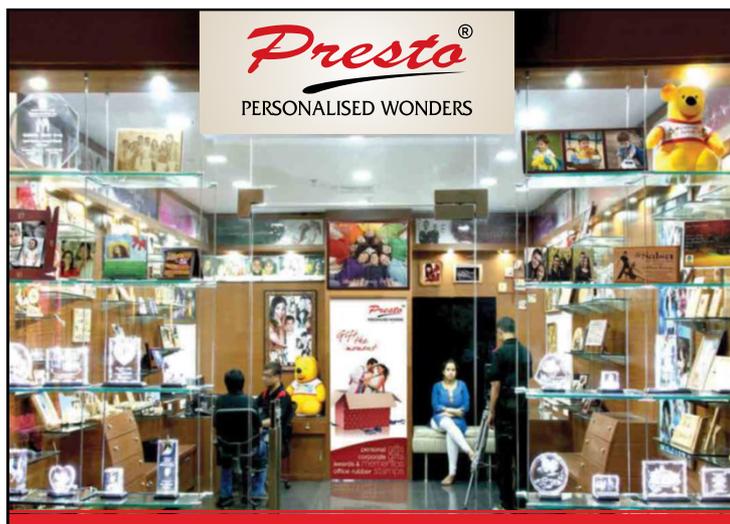
It's a 'Kodak Moment'
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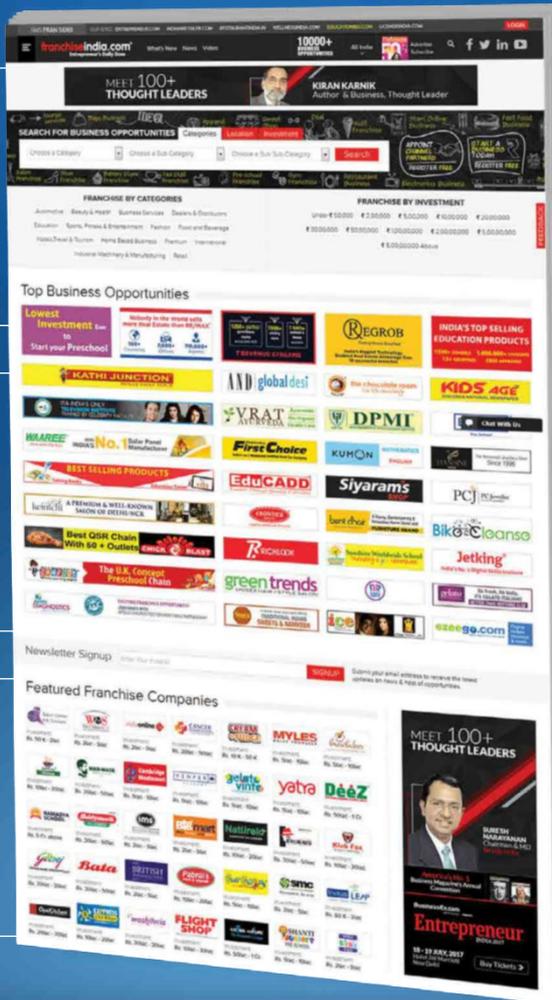


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Chitra Agarwal (East):	9874066822	chitra.agarwal@gravissgroup.com
Rajesh Mahadas (West):	9930251068	rajesh.mahadas@gravissgroup.com
Manoj Pathak (South):	8861884481	manoj.pathak@gravissgroup.com

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2 Wide Investment Range

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Area: 80-250 sq.ft.
Investment: Rs. 8-12 Lacs

A Popular Tea Lounge Chain from India's Legendary Apeejay Surrendra Group

Brand: Chabar Area: 1000 Sq.ft.
Investment: Rs. 40 Lacs

Heritage Restaurant Brand 85+YEARS OF DISTINCTION IN TASTE

KAKE-DA-HOTEL

Brand: Kake Da Hotel
Area: 600-4000 Sq.ft.
Investment: Rs. 30 Lacs - 1.4 Cr.

Vegetarian QSR-Cuisine from 5 Southern States

Go SOUTH
Pure Veg Restaurant

Brand: GO SOUTH
Area: 1500-12000 sq.ft.
Investment: Rs. 35 Lacs - 1 Cr.

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Just falafel
Authentic Inspired Eating

Brand: Just Falafel

A Popular & Innovative Burger Chain with an Indian Twist

BURGER SINGH

Brand: Burger Singh
Area: 500 sq.ft.
Investment: Rs. 30 Lacs

Delhi's Renowned & Fast-growing Chain Of Ice-cream Parlors

Gopal's 56
SHAKES & ICE CREAM FLAVOURS !!

Brand: Gopal's 56
Area: 150-200 sq.ft.
Investment: Rs. 15-44 Lacs

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Wellness Brand



Brand: KAPIVA AYURVEDA
Investment: 2-5 Lacs



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Brand: BBI
Area: 250 sq.ft.
Investment: 15-20 Lacs



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Brand: JYMKA
Area: 1800-2000 sq.ft.
Investment: 75 Lacs - 1.2 Cr.

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Brand: FITPASS
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Brand: Snap Fitness
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Investment: Rs. 1.50 Cr.

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Brand: Sanjivani
Area: 200-300 Sq ft
Investment: Rs. 18-20 Lacs

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Investment: Rs. 60 Lacs

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Investment: Rs. 38 Lacs

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Brand: GST DOST
Area: 300-600 sq.ft.
Investment: Rs. 10-35 Lacs

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Investment: 10 Lacs

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Area: 1200-2500 sq.ft.
Investment: 12-55 Lacs

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Brand: Studio Pepperfry
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Investment: Rs. 75 Lacs

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Inviting Distributors



Brand: Zeven
Investment: Rs. 20 Lacs

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Investment: Rs. 5-10 Lacs

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GAURAV MARYA

Chairman, Franchise India Holdings Limited

Building A New India

Change is the only constant in a dynamic economy, which India is currently. Buying a franchise could be the best decision you make in the Indian environment today. It has been a gateway to success for millions of people worldwide who have fulfilled their dreams of business ownership. In fact, conversion to franchising will lead this change and better lives for small business owners in the coming years.

The Real Need

India is not about modern retail or modern services; it is about modernizing our existing retail and services. We don't need more stores; we need enhancement of current infrastructure and distribution. Franchise companies in India that will design a business model where they can convert the mom-and-pop stores to do organised business will fare much better. It was not feasible in earlier years, as the demand from the other side was not very compelling. But, it's a scenario that seems to be playing out more and more over the last year.

I feel that the demand is now much higher. So this is the right time to expand through the franchise model. The backbone

of the Indian economy has always been the hard-working small businessmen and women who produce great products and services while providing jobs and offering employees a way to support their families. Today, GST implementation has challenged every Indian kirana/pharmacy/salon and other small business owner as organised accounting and an enforced tax structure was till now not a serious issue for them.

Why It Works

Wanting to convert into an organised setup under the umbrella of a brand would be advantageous for business owners. Most independent business owners don't know what they should do to improve their growth or maintain a business during a slow economy. They also do not have good marketing and sales systems, aggressive internet and social media presence or the economies of large buying power that would help them to compete better. What's great for franchising is that independent mom-and-pop store owners need brand partnerships to stay in business.

They are very receptive to finding additional and new methods to improve revenues which they have lost over the last couple of years. If a

franchise brand has better systems, training and coaching, the local store owner can improve his or her business results by replacing the existing systems with the stronger systems the franchise brand can share.

In the coming 4-5 years we would face the challenge of manpower as any large economy would have. Human talent would become highly priced, as it will be highly sought after. We have to become people-efficient businesses. Franchising globally has helped achieve better return on time and therefore investment for business owners. This then is surely the path to take. ●●

For further inquiries and clarifications, email to editor@franchiseindia.com

Disclaimer: The solutions provided here are based on general business principles. The author of this advisory column, the editor, publisher and printer shall not be liable for any personal losses or anxieties caused to any reader, and its implementation is solely at the discretion of the reader.

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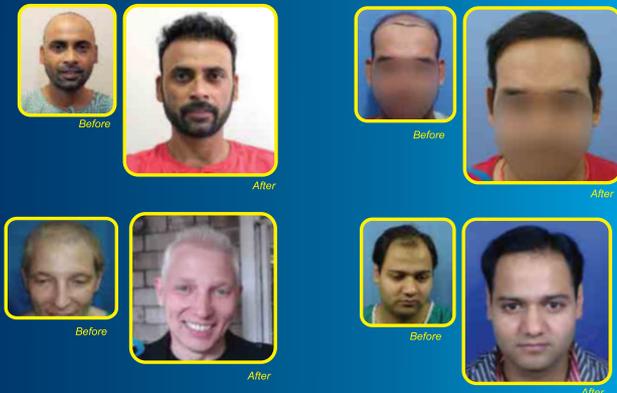
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FRANCHISE FACTS

MASTER FRANCHISE

RETAIL UNIT FRANCHISE

CATEGORY	: INTERIOR DECORATION	
AREA	: 5000 to 8000 FT	600 to 2000 FT
INVESTMENT	: 1 to 2 CR.	15 to 35 LACS.
REGION	: PAN INDIA	PAN INDIA
ROI	: 30% to 40%	30% to 40%
EXPECTED BREAK EVEN	: 6 to 8 MONTHS	6 to 8 MONTHS



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FRANCHISE UPDATES

Linen Club stitching plans for premium apparel range

Linen Club, the fabric offering from Jaya Shree Textiles, is planning to launch its own apparel range across organised retail stores. Jaya Shree Textiles is a part of the Aditya Birla Group company Grasim Industries.

Called, "Linen Club Studio" – with offerings focussed on pure linen clothing – the apparels are already available across Linen Club exclusive brand outlets.

According to Satyaki Ghosh, CEO, Domestic Textiles, Aditya Birla Group, the company is planning to work on its back-



end processes before initiating discussions with modern trade.

"We do plan to launch branded apparels across modern trade soon. Right now, it is there across our 150-odd exclusive brand outlets," he said.

Currently, Linen Club Studio offerings have been introduced at one "Central" store in Bengaluru.

Patanjali jeans by April

Patanjali is set to launch its own brand of jeans and other apparel by April next year.

"Jeans and other apparel will be available by March-April. We have signed MoUs with manufacturers who will come out with the products according to our specifications," said Acharya Balkrishna, the managing director of Patanjali.

"Our products would be of good quality and low priced to be affordable for all sections of the society. Of course, it would have the swadeshi touch in it," he said.

The multi-crore consumer goods empire set up by yoga televangelist Baba Ramdev plans to adopt a franchise model to sell its clothing line.

Other than using its wide network of Patanjali stores, he said the products would be sold at other retail outlets, including Kishore Biyani-led Future Group's Big Bazaar with whom they have a tie-up.

The company is targeting at least Rs 5,000-crore revenue in the first year of its operation.

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FRANCHISE FACTS

Area: 1000 sq ft | Investment: 30-31 lakh | Expansion: Pan India

ABOUT:

Dr. Bubbles is one of the few dedicated bubble tea bars in the city of Mumbai. Starting from a small outlet at Hill Road in Bandra, Dr. Bubbles earned a loyal customer base in a short period and currently operates three outlets in Mumbai. The ingredients used for the preparation of Bubble Tea, like the toppings, are imported ingredients.



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FRANCHISE FACTS

Total Centres: 30

Investment: Rs. 30-50 lacs for Tier 1 Cities and Rs. 20-30 lacs for Tier 2 & 3 Cities

Area: 1200 - 1500 sq feet (carpet)

Franchise fee: Rs. 20 lacs for Tier 1 & Rs. 10 lacs for Tier 2 & 3 Cities. For Existing centres, Rs. 5 lacs

Expected break-even: 1 year or 100 students

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FRANCHISE UPDATES

Dubai-based Comoculture to enter India early next fiscal

Dubai-headquartered lifestyle fashion retail brand Comoculture plans to enter India early next fiscal with the launch of its first store.

"We want to open 4-5 stores in India in the first year of operation. We offer handpicked emerging brands in the mid-priced segment through our offline and online stores," said Comoculture Founder and CEO Peter Castella.

Comoculture will open its stores in India through master franchise agreement with Retail One Solutions and Services Pvt Ltd.

The brand will open stores in the size range of 800-1600 sq ft with its product categories being design & fashion jewellery, watches, beauty and lifestyle.

Elaborating on India expansion plans, Retail One Solutions and Services Managing Director Sumeet K Lal said: "There is no hurry to open stores. The idea is to set up a long term business opportunity...scaling up is not a problem once we have established the brand."

F & B

Planet Hollywood, Little Caesars among 60 global food brands planning to enter India

More More than 60 global food and beverage brands, including theme restaurant chain Planet Hollywood and pizza chain Little Caesars, are planning to enter India, investing an estimated \$1 billion and opening as many as 5,000 outlets over the next five years.

These brands are seeking local partners to take advantage of the Rs 3.09 trillion food services market in India, according to FranGlobal, the overseas arm of Franchise India Holdings Ltd, which helps global brands find partners in India.

Among other brands that are planning to enter India



are Singapore-based Sarpino's Pizzeria, Dubai-based Ice Cream Lab and Finland's fast food chain Hesburger.

"The overall investment is going to be between \$500 million and \$1 billion. Over the next three to five years, these brands expect to set up 3,000 to 5,000 outlets across the country," said Venus Barak, CEO of FranGlobal.



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Area
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Investment
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Baskin-Robbins opens 500th Saudi store in Dammam



Baskin-Robbins recently opened its 500th Saudi store in Dammam. Dunkin' Brands International President Mitchell said: "The opening of our 500th store is a major event for us because our partnership with Galadari has been in place for 35 years and they have been a wonderful partner. They have helped us test new flavors and images ... we have built a very close relationship over the years."

Baskin-Robbins is the world's largest chain of ice cream specialty shop restaurants. Based in Canton, Massachusetts, it was founded in 1945 by Burt Baskin and Irv Robbins in Glendale, California.

Mitchell added: "Our founders who created the concept in 1945 started the slogan and we believe in it today, it makes people happy."

Kazi of GICC said: "This ice cream industry in the Kingdom has gone from strength to strength, achieving an annual growth rate of six percent. We are growing along with the industry at a comparable rate."

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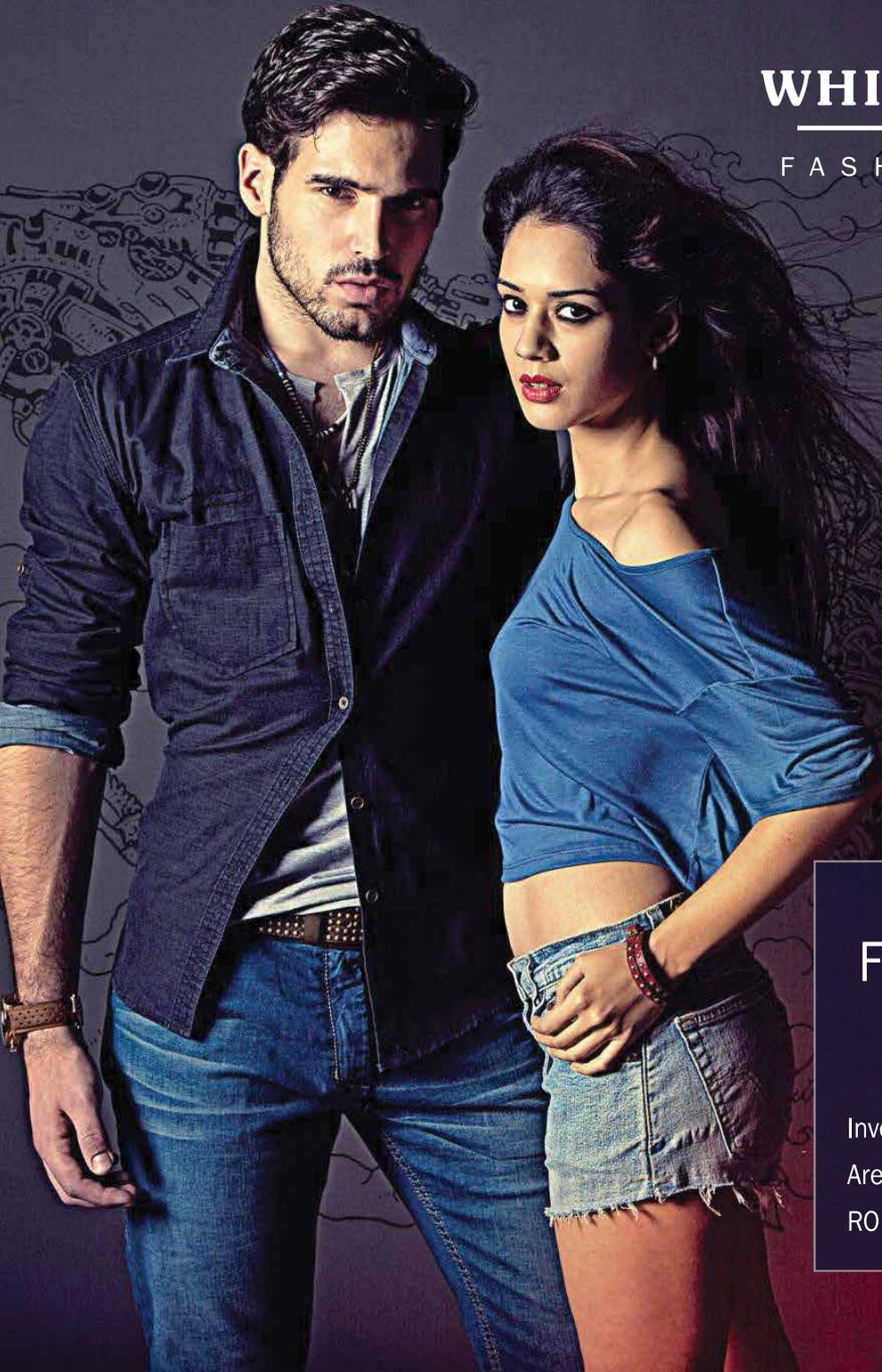
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FRANCHISE UPDATES

MOVEMENT

Landmark Group appoints Vasanth Kumar as MD of Lifestyle International

Dubai-based retail and hospitality conglomerate, Landmark Group, which is also the parent company of brands like Lifestyle, Max Fashion, Home Centre, Spar Hypermarkets and EasyBuy, has appointed Vasanth Kumar, executive director of Max Fashion India as the managing director of Lifestyle International with the responsibility for the strategic direction and execution of Lifestyle and Home Centre businesses, starting April 1, 2018.

Kabir Lumba, currently heading Lifestyle International as managing director, will be taking on a new role within Landmark Group, as CEO - Max and Director - Landmark Group in the Middle East, based out of Dubai, the company said in a statement. He will assume this role from May 1, 2018.

FURNITURE

Godrej Interio to open 9 India Circus stores in 2 years

Godrej Interio, the furniture arm of Godrej & Boyce Mfg Co. Ltd, will open nine stores of India Circus, the home store run by designer Krsnaa Mehta, a top executive said.

Godrej Interio will spend Rs 8-10 crore in setting up the stores in cities including Bangalore, Delhi, Pune, Chennai, and Hyderabad in the next two fiscal years, said COO Anil Mathur.

"We had success with Godrej Interio stores when taking them online, and we are looking to replicate that success. Also, average transaction values is nearly double offline versus online," said Mehta, design director and founder of India Circus.

Godrej also plans to introduce



shop-in-shops of India Circus products at 30 of its 55 company-owned and company-operated Godrej Interio stores. "We have signed design deals with clients including Future Group and Cello Plastics in exchange for design royalties," he said.



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Mawali Bahi Dosa	150-350 Sq. Feet	11-13 Lakh	5 Lakh	1 Year 1 Month	73%	5 Years
V Waffles & Shakes	250-400 Sq. Feet	18-19 Lakh	9 Lakh	1 Year 3 Month	67%	5 Years

For Franchise Enquiries

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SERVICES

Express Bike Works Strengthens Foothold in Mumbai

Express Bike Works (EBW), a brand of Entropy Innovations, an engineering innovations company, announced the launch of two more stores at Borivali and Malad in Mumbai at BPCL and IOCL petrol pumps respectively. Each of the stores will be a one-stop solution for all two-wheelers, offering full-fledged services, including a 2-minute automated motorcycle wash, detailing, health check-up, express maintenance, and 24x7 on-road assistance.

Speaking about the store launch, Niraj Taksande, Co-founder,

EBW said, "We are extremely delighted to inaugurate two new

stores in Mumbai, after the tremendous response garnered by our existing

stores. EBW will now have eight stores in Mumbai. Being the financial capital of India, Mumbai is home to many reputed companies, across sectors. A chunk of the working population here prefers two-wheeler to commute to work. This intensifies the need for quick & prompt two-wheeler services, presenting an appealing market for EBW, in terms of servicing the customers."

Niraj added, "To the first time users at our stores, services shall be available at a discounted price if booked through the EBW Android App."



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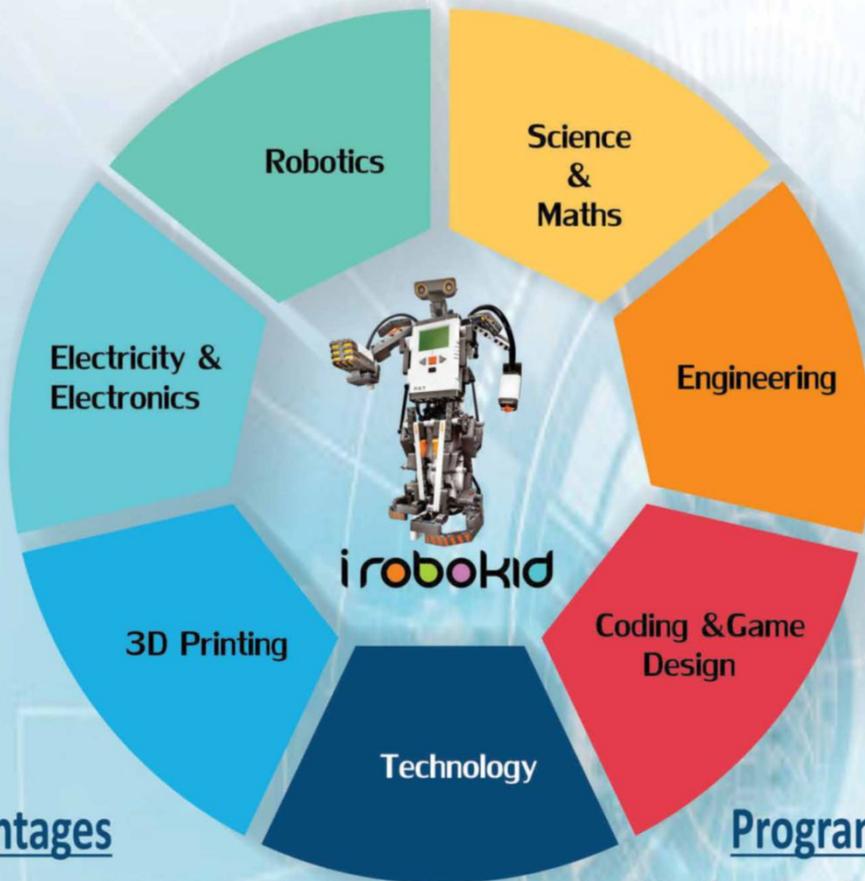
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FRANCHISE INDIA 2017

15th International Franchise and Retail Show



The 15th International Franchise and Retail Show was back with a bang on November 7-8, 2017 at Pragati Maidan, New Delhi. Here are the glimpse of some of the inspiring keynotes, panel sessions and gala awards...



4



5



6



7

- 1 Reward and recognition
- 2 Networking platform
- 3 Lamp lighting
- 4 Making in-roads for Bollywood celebrities
- 5 Engaged audience with interactive content
- 6 Right stage for whitepaper releases
- 7 Networking platform



Maresh Gupta of Kent RO; Vivek Oberoi, actor & entrepreneur; and Atul Chaturvedi, Additional Secretary, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry

PROPELLING ENTREPRENEURSHIP TO NEW HEIGHTS

Tanya Krishna sums up the key discussion points at the session titled 'The Great Entrepreneurial Vision India 2020'

Highlighting the startup ecosystem that presently exists in India, the session on 'The Great Entrepreneurial Vision India 2020' that will help build innovative, creative and growth-focused businesses in the country, was flagged off with Atul Chaturvedi, Additional Secretary, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, talking about various government policies and reforms brought in to facilitate innovations and the entrepreneurial spirit in the country.

"From amongst the many other initiatives taken up by the present government, two flag-

ship programmes that gel with this event are 'Start Up India' and 'Stand Up India', both of which encourage innovation and entrepreneurship development. There are 20,000+ startups in India, which has made the country the second-largest startup ecosystem in the world. There are 200 incubators and exhilarators in India that support mentorship, finance, space and other support systems," he said.

Being Innovative and Creative

Maresh Gupta, Chairman and MD, Kent RO Systems, talked about how innovative and creative growth is important for a business to survive in the long run. "The digital economy has totally changed. Products which were available earlier are no more relevant and new products have come into the market. A business, in order to survive after 10

years from now, will need to keep on changing with innovative products and offerings. Innovation will be the key. And one would require innovation in every part of the process, whether it is manufacturing, marketing, consumer selling, etc.," he said.

Moving Forward

On how to prepare for the future of entrepreneurship, actor and entrepreneur Vivek Oberoi said, "One of the things that encapsulate the spirit of entrepreneurship is finding the opportunity and getting on to it with actions." Taking pride in Karm Infrastructure Private Ltd., which provides high-quality affordable housing that is attractively designed, skillfully built, and well-managed, he maintains, "Our mission is to end housing insecurity within a generation. As a down payment on that goal, we will provide opportunity to 5,00,000 families by 2020 through quality affordable housing with connections to a good school, secure job, transit and health care," he added. ●●

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Payal Gulati, Senior Editor, Retailer Media; Rajdeep Sarkar, Head, Business Expansion, Easybuy; Munish Baldev, CEO and Founder, J S Martin & Co; Amit Sabharwal, COO, Phonup; Sayed Habib, General Manager, Danube Home; Karthikeyan Vishnu, COO, Kioda India; Yatin Sharma, COO, RE/MAX India

FRANCHISE YOUR GROWTH GRAPH

The session highlighted why, when, what and how to succeed in the franchising business

In a session titled 'Franchising Your Business: Create Strong Brand Positioning in the Marketplace' that was moderated by Payal Gulati, Senior Editor, Retailer Media, it was pointed out there are two ways to grow your business. One is the organic way by opening company-owned stores and the other is the inorganic way by taking the franchise route

where you find a right person who believes in your concept and you can work together. While entering the franchise model, you should be asking a few questions to make sure if you are 'franchise ready'. Touching upon this theme, Sayed Habib, General Manager, Business Development and Business Head Franchisee Danube Home, said, "The first thing

you should be asking is whether you are passionate about the business or not. Then you should check the financial aspect in terms of what the total investment would be and if you have the appetite to invest that money or not. The third thing is the return on investment (RoI) and payback period. And the fourth one is to check the company's credibility." Echoing similar views, Rajdeep Sarkar, Head, Business Expansion, Easybuy, Landmark

Group, said, "A franchise partner sees the RoI, the location and the throughput of the location. Also, what is equally important is whether the know-how and the background of that company can support growth and what would be the growth of that particulate brand in a horizon of say 10 years." While selecting the right franchise partner, the profile of the franchise does matter. Yatin Sharma, Chief Operating Officer, RE/MAX India, said,



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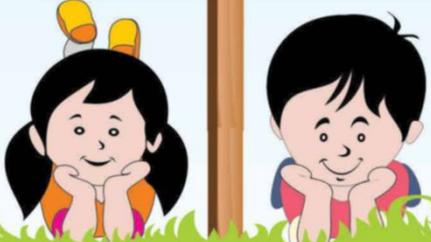
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“What we look at is the leadership quality of the franchise partner – is he or she the one who could better your progress in that area or region? We also see the quality in terms of managing people, processes and productivity.”

Key Factors for Global Brands

The discussion went on to highlight the key things global brands should know before entering a country like India. Karthikeyan Vishnu, Chief Operating Officer, Kioda India, said, “Compliance is one thing we as a company are very particular of when entering the country. We make sure that all the rules and regulations are



WHILE SELECTING THE RIGHT FRANCHISE PARTNER, THE FRANCHISE’S PROFILE AND LEADERSHIP QUALITY OF MANAGING PEOPLE AND PROCESSES MATTER.

being followed. Also, the profiling of the franchise partner is very critical for us.” Adding to it, Amit Sabharwal, Chief Operating Officer, Phonup, said, “To start a brand in India there should be proper SOPs and processes which should be given to the franchisor or joint venture person and should be peculated down to the franchisees. We look for the right profile of the franchise and the right place.”

Franchising, a Logical Expansion

One of the themes that came up for discussion was about why should a developer become a franchisee? Munnish Baldev, CEO and Founder, J S Martin & Co, said, “Franchising is not plan A but it is definitely plan B. You can put in the extra money you have into something that works for you. For example, a lot of developers are

becoming retailers by themselves these days and it gives you a better value on your real estate. Hence, franchising is the way forward for future shopping malls in India.”

Making it a Win-Win Game

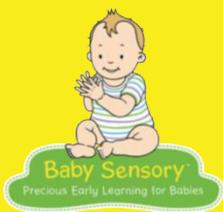
In order to make franchising a win-win model for both the franchisor and franchise, Rajdeep Sarkar said, “We partner with the franchisees and help them understand the business. We plug in as per our internal know-how in terms of requirement, stock management, training and visual display. It is important that we facilitate the franchise in securing his earning.” ●●



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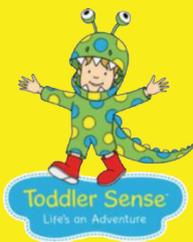
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Assured ROI
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Franchise Facts:

Buildup Area - 35000 sq.ft. onwards | Investment - 4-5 Cr. Onwards | Expansion Plan:- PAN India

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Unnat Varma, MD, Pizza Hut India Subcontinent; Hemang Bhatt of HAS Juice Bars; Karan Tanna, Founder & CEO, Yellow Tie Hospitality; Deepanshu Manchanda, co-founder and CEO, ZappFresh; Shikha Nath, Brand Head, Copper Chimney and Bombay Brasserie; and Gautam Chaudhry, Director, Demiurgic Hospitality

NO FOOLING AROUND WITH FOOD

How can any business be optimized? What is the best way to maximize RoI? These are some of the questions that have always worried entrepreneurs. But to take a case in point, the food business, which has always been treated as retail's poor cousin, has captured retail in every way and there are some lessons to be learned from here, writes Nusra

At a time when almost everything is convenience-driven, the food business is not too far away from it. Today, almost all the top performing malls dedicate more than 75% of their space to food courts and in such a way that they provide a wide range of variety

of customers in the most exuberant way. Eating out, after all, is akin to celebration. There is, in fact, a lot of innovation happening with cuisine and with consumers willing to experiment with different tastes, the food business has grown in leaps and bounds, incorporating an amazing portfolio of ingredients

and flavours.

"Today, food is very much a part of our lifestyle and we want it to be served in the most convenient way. Earlier, the man of the house was responsible for getting the raw material for food that would be cooked at home. Now, regular restaurants, fine dining and street food has be-

come the rage. Everyone wants something different," comments Deepanshu Manchanda, co-founder and CEO ZappFresh.

In that sense, the food business too has adopted a brand strategy just like other branches of retail. As Hemang Bhatt of HAS Juice Bars in Mumbai puts it, "We currently have 15 outlets across various malls in Mumbai. The plus point is that we have built up a good recall value and that is why we have customers who visit us regularly. Now we are going to introduce our juice in packets that

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customers can carry with convenience while travelling. It would also have a longer shelf life in the sense that it will be available as dry powder and all that you have to do is add water. There will be no loss of nutrients or taste."

The Success Mantra

Though there is no thumb rule whether a restaurant can operate like a retail business, it does have to start with a good concept that has to be scalable. This includes drawing up the right menu, the flavours, the pricing, and the position and portion size – all of which together will make for a winning combination. "In a scalable model,



THOUGH THERE IS NO THUMB RULE WHETHER A RESTAURANT CAN OPERATE LIKE A RETAIL BUSINESS, IT DOES HAVE TO START WITH A GOOD CONCEPT THAT HAS TO BE SCALABLE

you should be able to get decent returns on your investment within three to four years," points out Unnat Varma, Managing Director, Pizza Hut India Subcontinent.

It's an idea that has worked well for Shikha Nath, Brand Head, Copper Chimney and Bombay Brasserie, who has expanded her business to go global. "We made a study of the demographics and various other

factors that drive a business like ours in international markets. Once that was done, we put the systems and processes in place," she says, who believes that the younger generation entering the food business are much more organised and have helped create a new identity for the Indian cuisine across the world.

Meanwhile, the food

business is also driven by the new trend of brand tie-ups and partnerships. "Unlike the earlier days when anyone with some knowledge, experience and skills about food would set up a restaurant and then hope that it would attract customers, nowadays a lot of thinking and planning goes into this sector. You need to identify your target audience, define the market need, work out the scalability and be clear about the return on investment and how it is going to be achieved. And all this is related to a timeline so that you work towards achieving your targets within a specific time limit," says Gautam Chaudhry, Director, Demiurgic Hospitality. ●●

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FRANCHISE FACTS

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Martin Hancock of World Franchise Associates; Bill Schreiber of Little Caesars; Lex Baker of Wall Street English; Stephanie Sherlock of Architects of Skin; John Westland of Melting Pot (US) and Chad Wissingerm of Nutrimost

AIMING GLOBAL, GOING LOCAL

The sessions on how global brands view the Indian market and the strategies they adopt to sell their products across a wide mix of people, writes Zarafshan Shiraz

There are some things we are certain of when we look at India from a global perspective – a large and youthful population that is also tech-savvy, the largest English-speaking population in the world and a service-based economy, which all amounts as positive from a franchising point of view. Elaborating on this theme during a session on ‘Global Brands Perspective on the Indian Market,’ Chad Wissingerm, General Counsel, Nutrimost, said, “The political climate in India is stable. It’s very welcoming to international brands. From a regular perspective, you have a

very friendly model as far as I am concerned.”

For international players in the food and beverage industry, India is that proverbial pot of gold. “I found there was a grand awareness and acceptance of fondue. Being able to talk in the same language, we were able to talk about fondue more specifically,” shares John Westland, International Franchise Business Manager, Melting Pot.

With there being hardly any restrictions throttling the education industry, Lex Baker, Franchise Management & Development Director, Wall Street English, launched his school for adults in India. “We teach adults and so it’s



Jim Durie of Energie Fitness; Luca Di Lelio of Yogorino; Venus Barak, VP, FranGlobal; Anton Gladkih of Hesburger; and Harish Babla of Global Franchise Masters

easier than if you are entering kids’ education but nonetheless, what it means here is that we have got a fragmented market, partially with very questionable quality. We see that as an opportunity,” he said. Bill Schreiber, VP International Development, Little Caesars, opined, “India can be looked at as six countries within one country. There are about 12 metropolitan cities that offer unique opportunities.”

Strengthen the Brand

To build and widen a strong business network it is important to have a sharp strategy and model and think on how to make the best of this opportunity.

Opines Sachin Pradhan, Operations Director, Ice Cream Labs (UAE): “If you are available online, your reach expands globally. I get queries from countries of which I have never heard. This shows how much the online presence helps



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you to reach masses.” Meanwhile, edutainment is a new concept brought in by Benjamin Porter, Director Sales, Little Kickers. “When it comes to actually getting a response, you have to reach out as quickly as possible and through data science we can compare whether we have reached two leads in an hour or in two days,” Porter reveals.

Samir Chopra, Chairman and Founder, CybizCorp is of the opinion that bringing in a concept is very different because you have actually not only got to sell the product but you have to sell the industry and you have to sell the idea. Remax was brought to India in 2009 and started as a franchise concept.



Troy Franklin, COO, World Franchising Association; Samir Chopra, Chairman and Founder, CybizCorp; Benjamin Porter of Little Kickers; Sachin Pradhan, Operations Director, Ice Cream Labs (UAE) and Andrzej Mrozek-Folkierski of Regus

Penetrating Borders to Build Business

Going global is a basic criterion for any franchise brand with the fundamentals in place. Luca Di Lelio, International Development Manager, Yogorino, says, “As a franchisor and manufacturing company with over

30 years’ experience, we can go around the world and bring a full package, which is our image and our experience behind the product that is controlled by us.”

Coming to India was a natural extension of what Jim Durie, MD In-

ternational Development, Energie Fitness, does already. “We will bring franchisees from UK back in this country and use their experience from our domestic business and we are going to allow them to help us develop globally and locally as well” informs Durie. ●●

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BRAND LICENSING INDIA 2017 SHOWCASES NEWER AVENUES THIS SEASON

A brand is not just a website, logo or business card, but is an experience. And brand licensing can help the brand owners elevate this experience by foraying into multiple categories, writes **Gargi Bhardwaj**

Everyone would admit that brand building is a lengthy and time taking process with a plethora of risks involved, and brand licensing cuts down that time period substantially. With Indian brands ready to opt brand licensing as a retail strategy in their business model and global brands trying to make a mark in Indian retail landscape, licensing has been a different ballgame all together for

Indian markets. “10th Brand Licensing Congress”, themed ‘#LicensingCanHelp’ brought some of the top industry experts together on one platform discussing different arena of the Indian licensing and merchandising industry that has come of ages in past few years.

“Brand building is a time taking the process and that is where licensing helps, especially for private brands in FMCG and

CDIT sectors,” shared Shantanu Prakash, Vice President – Brands, Future Brands Ltd. he added that it is a lot more beyond pasting logos on the products. His thoughts were echoed by Samir Jain, COO of Green Gold Animations who shared how licensing helped Chhota Bheem scale up on the global landscape.

Not only acceptance of brand licensing as an effective retail strategy was an important aspect of discussion at the

congress, but experts like Shivram Saran, AVP & Head - JCB Consumer Products and Vishal Sinha, Business Head, SK Brands Private Limited who shared some strategies to increase the effectiveness of the licensing program.

Noticeably SK Brands is the retail brand by Masterchef Sanjeev Kapoor and is creating ripples through licensing in kitchenware segment over the conventional apparel and fan merchandise.



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“Constant innovation is very important for licensing program,” shared Sinha. Talking about the creative aspect of licensing program, Alok Kamat, Executive Director, Aeropharma Group said, “Brand licensing is beyond slapping of logos on the product. Hence we ensure that we add elements of the brands to our style guide so as to familiarize the licensee with DNA of the brand.”

Alok Kamat, Executive Director of Alkam opined, “During initial days when we launched Barbie Shampoo, we faced a different set of hurdles related to brand recognition and product acceptance. All it took was awareness and education among the



Avneet Singh Marwah, Director and CEO, SPPL with Pankaj Sikka, Founder & Chief Visionary and Brand Strategist, Invision Brand Consulting

retail partners to excel on the revenue front.

The conference which took place on 7th November 2017 had a might of recognition and accolades on the evening

of 8th November.

Attended by more than 100 representatives from licensing fraternity including licensors, licensees, brand custodians,

manufacturers and retailers, the conference boasted of some of the untold aspects of brand licensing in India and ways to address the bottlenecks. ●●



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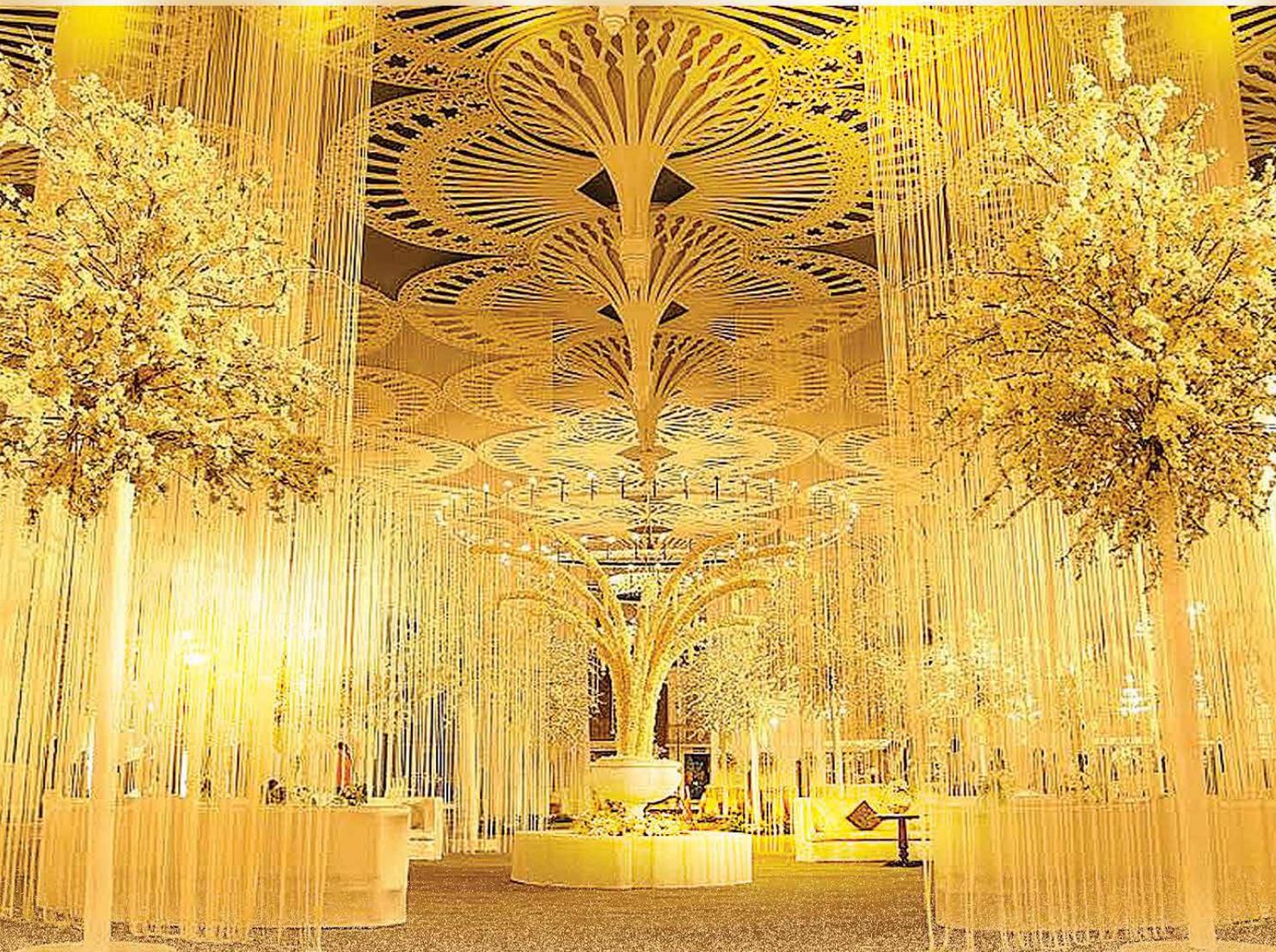
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Ritu Marya, Editor-in-Chief, Franchise India Media and Adeeb Ahamed, MD, Lulu Group International

BUILDING A GLOBAL RETAIL BUSINESS

Adeeb Ahamed of Lulu Group International shares his views on India as a retail market

The session brought to the fore insights from Adeeb Ahamed, Managing Director, Lulu Group International, on how to build a global business. Ritu Marya, Editor-in-Chief, Franchise India Media, started the discussion by asking Adeeb Ahamed about his views on India as a retail market to which the UAE-based retail major head stated, “We are a strong supporter of brick-and-mortar. However, we also believe that the e-commerce segment has taken a leap forward. And the reason for that is lack of proper infrastructure and we missed out the mall culture in India. But now, with a lot of organised mall developers coming back into the market and with the likes of The Blackstone Group taking

the lead in acquiring and developing malls in India, the mall story has taken a huge step forward, which has resulted in lot more brands again focusing on opening actual brick-and-mortar stores across India.”

Mall Management

Marya further maintained that Dubai being the retail Mecca for Indians, there are many things that local retailers and businesses can learn from the Middle East and the South East Asia. To which Ahamed agreed and said, “There are a few

mistakes that the Indian retail segment had made in its initial phase. First of all during the initial stage of shopping malls in India, a large number of real estate developers used to make beautiful malls and then break it into small pieces, selling them to investors. What happens in such a scenario is that there is no accountability on the common area about how it will be managed and what will be the activities to attract more footfalls in the mall. These became the initial drawbacks in the initial shopping mall

era in India. The second big mistake made by mall developers in India was lack of ample car parking space. You need to have a parking facility that makes a consumer’s entry and exit very smooth.”

Creating a Harmony

Talking about the food and beverage (F&B) and fashion segments going forward in India, Ahamed asserted that both the segments play an important part in Lulu’s portfolio and its business development. However, when it comes to the Indian retail sector, F&B has a huge opportunity that still needs to be explored and tapped. “While franchising any international brand, there are a few points that have to be always set right. First, there is a need to manage expectations between the franchisee and the franchisor. Most of the international brands have unrealistic expectations from India, which is totally unreasonable. Also, both the franchisee and the franchisor need to work in equal pace in order to scale business,” he added. ●●

↓

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Ankur Hastir, founder, Body Building India; Master Akshar of Akshar Yoga and Satish Puranam, VP, Retail Operations, MAX Fashion

PROMOTING THE TRIPLE 'P' IN BUSINESS

The session threw light on the connection between the 3 Ps - People, Passion and Partnership - to succeed, writes Aysha Anam

A session titled 'The People, Passion and Partnership' had Grand Master Akshar, founder, chairman and course director for Akshar Yoga; Ankur Hastir, founder of Body Building India; and Satish Puranam, Vice President, Retail Operations at MAX Fashion to throw some light on the connection between the 3 Ps in order to lead a successful business model.

People – The Workforce

With the passage of time, switching to gyms has become a necessity for people to maintain their health. So, as a gift of care, companies are setting up gyms at their workstations or universities. Hastir dreams to build a "fit and fine" India; he thinks that right

food is the only way to get the right body, and as such his company believes in "providing the best possible food in the form of supplements to protein-deficient India."

Elaborating about his business model, Hastir said that it was on a pay per workout basis, which works on customer satisfaction rather than building profitability.

Passion – The Energy

"In order to create a prospering and productive environment at any workplace, companies nowadays are coming up with

the concept of wellness and healthcare programs for their employees and yoga is one of them. These wellness programs are flexibly designed so that employees can join them ahead of working hours. In this fast-paced materialistic world, Grand Master Akshar has a successful business model that believes in promoting peace.

Partnership – A Calculative Move

One has to be very calculative while choosing a right business partner, one who remains with

you through thick and thin in order to build the brand. Giving an insight into what entails a good partnership, Puranam analysed the need of partnership in business, "In every partnership we have softer aspects of partnership that are intangible in nature but yet very important and then there are the very tangible parts of a partnership. The intangible parts of the partnership begin with the strongest underlined factor, which is trust," he explained.

Puranam brings in a plethora of benefits on the table in Brand Partnerships such as creating a performance sculpture, collaboration and sponsorship activation. "You can have franchisees who would give you creative ideas, you can have upward innovation lead by franchisees or you can have new service level excellence achieved by partners," he said. ●●



ONE HAS TO BE VERY CALCULATIVE WHILE CHOOSING A RIGHT PARTNER, ONE WHO REMAINS WITH YOU THROUGH THICK AND THIN IN ORDER TO BUILD THE BRAND.



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Upper Crust is a well established market leader in Europe and has growing visibility across the rest of the globe. With 109 stores across 17 countries, the brand is famous for fresh baguettes, muffins, pastries, croissants, fresh fruit and healthy nutritious diet options along with high quality coffee, tea and cold beverages. It is an ideal fit for India and extremely popular.



Millie's Cookies is an international chain of small format retail bakeries based out of the UK. It specialises in gourmet cookies, muffins, milk shakes and hot drinks. The brand has raving fans worldwide including self confessed cookie lovers, carefree teenagers & adults. The appeal of a contemporary global brand matched with small format stores makes this brand ideal for India.



Ritazza is an international chain of coffee shops specialising in hand crafted coffee, a unique range of cold beverages tailored for the Indian market, great food in a very contemporary designed store. The brand has multiple format options and is ideally suited to a partner seeking a global lifestyle coffee brand.

Interest in all three brands has been overwhelming. Don't hesitate to register your interest and meet face to face with the UK Brand Owners and Executive Team who will be in India on 5-6 November 2017.

For more details, contact +91-8448390546 | fnb@franchiseindia.in | Hotline: 011-64000606

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Franchise India 2017 witnessed a huge success. This is the only platform in India that facilitates the buying and selling of franchise businesses for both global as well as domestic brands. Franchise India 2017 came back with the same platform for brands to meet prospective franchise buyers and find new homes for their brand at diverse geographies. As for the franchisors, the aspiring entrepreneurs also get a chance to meet and interact with different brands and make informed decision about buying a franchise.

The exhibition had brands putting up their stalls under different pavilions namely, Franchise Pavilion, Low Cost Pavilion, Brand Licensing Pavilion, Estate World, International Pavilion, Loan Center Pavilion, among others.

FRANCHISE ZONE

The Franchise Zone is the address where you're sure to find the business that you've always been looking for. Housing over 200 proven business concepts at every investment level participation from a wide variety of industries including F&B, Fashion & Jewellery, Health & Wellness and many more.

Constituent Specialty Pavilions

Mega Brands Pavillion: Large format stalls to showcase their business concepts, viz. retail stores, pre-schools, salons, gyms, etc.

Premium Brands Pavillion: All premium multi-sector brands

International Pavilion: Any international concept looking for expansion in India.

F&B Pavilion: Fine Dining, QSRs, Ice-cream/ Yogurt Parlours, etc.

Fashion & Jewelry Pavilion: Apparel, Footwear, Jewelry, Cosmetics, etc.

46%
of business
visitors planned
on investing over
Rs.50 lakhs in a
franchise.



Business
networking
underway
at Franchise
India 2017





48,372
visitors

Highest
Global Visitors
Recorded from
27 countries



150+
international
brands

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year
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Japan
Kuwait
Philippines



67%
BUSINESS
INVESTORS
BETWEEN
30 AND 45
YRS



51%
of show
visitors have
owned a
business.



15%
Investors
were looking
for Master
Franchise



500+
STALLS



Business
networking
underway
at Franchise
India 2017



Speciality Retail Pavilion: Niche segment-centric retail viz. Gifting, Kitchen Appliances, Electronics, etc.

Health & Wellness Pavilion: Clinics, Salons & Parlours, Laboratories, Sample Collection Centres

Education Pavilion: Creches, Pre-schools, K12s, Tutorials, IT Education, Vocational Institutes, etc.

Low Cost Brands Pavilion: Afterschool Activities, Nail Art, Shoe Mending, Laundry Services, Flower Shops, Pet Care, Organic Store, Car Detailing, etc.

RETAIL ZONE

The Retail Zone is the definitive platform for exploring business opportunities in the retail sector. This zone saw participation from all walks of Retail - be it iconic retail brands, private labels, kiosk model operators or supply side companies such as Real Estate firms and various retail suppliers (viz. logistic companies, shop-fitting players, etc.)

Constituent Specialty Pavilions

Iconic Retail Pavilion: Established retail brands

Private Labels Pavilion: Owners of private labels in apparel, stationery, etc.

Real Estate Pavilion: Builders, Mall Management companies, Commercial Properties, Real Estate Consultants, etc.

Retail Supply Pavilion: Architects & Interior Designers, Gift Wrapping companies, Displays/ showcases, Storage & Logistics, Furniture businesses, Food suppliers, etc.

Licensing Pavilion: Character & entertainment IP owners, Brand Franchisors (FMCG/ CDIT/ Fashion & lifestyle, etc), Celebrity brands, Sports Licensors, etc.

Kiosk Model Pavilion: Vending Machine based concepts, Self-service concepts, F&B single counter based concepts, food trucks.

SME ZONE

The SME Zone is conceived specifically to cater to the interests of the Small and Medium Enterprises (SMEs), and startups. The zone is a one-stop solution for SMEs to access new markets, and forge of new opportunities.

Constituent Specialty Pavilions

Business Supply Pavilion: SMEs, Banks/ NBFCs, PSUs, Union & State ministries, Printing and Packaging firms, Supply chain solution providers, Marketing Solution providers, etc.

Startup Pavilion: Startups looking to raise funds, and cultivate partnerships

AWARDS

CONGRATULATIO



FRANCHISE AWARDS '17

Categories	Winners
Franchisor of the Year - Auto Retail	Mahindra First Choice Wheels Limited
Franchisor of the Year - Financial Services	ICICI Securities Limited
Franchisor of the Year - Beauty & Wellness	RichFeel Health & Beauty Private Limited
Regional Franchisor of the Year - South	Parambriym
Franchisor of the Year - Gifts & Greetings	Presto Personalised Wonders
Franchisor of the Year - Consumer Services	UClean
Franchisor of the Year - Apparel	Raymond
Franchisor of the Year - Footwear	Skechers
Franchisor of the Year - Travel	Yatra.Com
Franchisor of the Year - Fitness	Gold's Gym India
Franchisor of the Year - QSR	Grill Inn
Franchisor of the Year - Fast Casual Dining	Broaster Chicken
Franchisor of the Year - Family Restaurant	Kake Da Hotel-Kakas Hospitality
Franchisor of the Year - Ice Cream	Thanco's Natural Icecream

Categories	Winners
Franchisor of the Year - Juice Parlour	HAS Juices & More
Franchisor of the Year - Technology Enabled	"Fitpass#getsetsweat"
Regional Franchisor of the Year - East	Hi-Tech Animation
Franchisor of the Year - Mobile	Vodafone
Franchisor of the Year - Bakery & Café	Monginis
Franchisor of the Year - Pubs / Lounges	Bar Stock Exchange
Supplier of the Year	ColdEX
Master Franchisee of the Year - Regional	Sbarro
Social Franchising	Drishtee
Franchisor of the Year - Real Estate	Remax India
Franchisor of the Year - K-12	Seth M. R. Jaipuria Schools
Franchisor of the Year - Pre School	Kidzee
Franchisor of the Year - Vocational & Skill Development Training Institute	NIIT Limited



Categories	Winners
Franchisor of the Year - Specialty Retail	Body Building India
Franchisor of the Year - Pharmacy	Sanjivani
Franchisor of the Year - Home/Home Products	TTK Prestige Limited-Prestige Smart kitchen
Franchisor of the Year - Accessories	Voylla Fashions Private Limited
Debutant Franchisor of the Year	Sri Sri Tattva
Innovation & Technology	Canon India Private Limited
Innovative Franchisor of the Year	Healers by Liberty
Licensed Franchise of the Year	ELLE Salon
Franchisor of the Year- Auto Two Wheeler	Bike Studio
Franchisor of the Year- Ayurveda	Baidyanath
Early Learning Centre	Gurusthanam - The Play School
Franchisor of the Year - Sports Training	Cricket Academy of Pathans Private Limited
Franchisor of the Year-Hotels & Motels	Carlson Rezidor Hotel Group
Franchisable Concept of the Year	O'2 Nails India - Alpho Ventures Private Limited

Categories	Winners
Franchisee of the Year	KidZania
Concept of the Year	Dr. Bubbles
Emerging Franchisor of the Year	Cream Stone Icecream Concepts
Business Leadership	EuroKids International Private Limited
Master Franchisee of the Year	Toni&Guy
Franchise Manager	Mr. Blessing . A. Manikandan-CEO ; Paulsons Beauty & Fashion Private Limited
Franchisor of the Year	Titan Company Limited

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For The Future With A Footing Foundation

Gurusthanam: Enlighten Childhood, a chain of nursery daycare playschools, offers pre-nursery to upper kindergarten programmes. By placing emphasis on a structured curriculum, ethical values and nurturing every child's independence, creative thinking and confidence, this playschool is truly a second home for children

Early age education and preschool programmes affect a child's future academic performance and health. Hence, preschools have turned into booming businesses like never before. In terms of statistics, the preschool industry has been growing at a five-year CAGR of 20%, currently averaging at Rs 99 billion. The expectation is that the industry will reach Rs 220 billion by 2020, growing at a five-year CAGR of 17%.

MAKING A DIFFERENCE

Parents have started to understand the importance of preschool to enhance their child's emotional and intellectual growth but still there is much more to be done in this regard. With a vision to redefine the nursery experience for children and offering a "home away from home" in a safe and nurturing environment, Gurusthanam: Enlighten Childhood was born in 2015. "The idea was basically to impart the right values from the beginning and at the earliest age possible. As early years' practitioners,

our goal is to offer the child the best quality childcare and the highest standard of early years' education," says Dr. Rati Chandna, founder and CEO of Gurusthanam: Enlighten Childhood, which offers modules from pre-nursery to upper kindergarten and also provides a dedicated learning support programme for children who need additional help to learn.

THE EDUCATION PHILOSOPHY

Dr. Rati believes that every child deserves the best possible start in life and support to fulfill his or her potential. "A child's experience in the early years has a major impact not only on its learning ability but also determines future life success," she says. "We look forward to being a provider of such high quality early years' education and care which every child deserves; enhancing, enriching and laying the vital foundations for the child's future learning and development," she adds.

Gurusthanam: Enlighten Childhood is dedicated to taking extra special care of all the preschoolers' early learning needs. "We realise that each child is special and we therefore help

and encourage the child to learn and develop. Hence, the playschool curriculum is based around the British Early Years Foundation Stage (EYFS) framework that incorporates methods from the Montessori stage. We keep each child's individual strengths and interests at heart and offer a place where children are granted the freedom to explore and play, thereby igniting their passion and excitement for learning," shares Dr. Yogesh Chandna, founder of Gurusthanam: Enlighten Childhood.

The curriculum of each programme has been carefully structured and includes the Oxford Reading Tree from the United Kingdom, mathematics, physical education lessons on a weekly basis, computer work, cooking and science, art and craft, speech and drama, etc.

Besides, the school provides speech therapy to students as astounding amount of them need it. Also, it has a team of occupational therapists who offer help and assistance to students in a number of ways such as working with them on motor skills. The greatest attention is also given to creating a strong, ethics-based value system in the school.



Dr. Yogesh Chandna,
Founder, Gurusthanam:
Enlighten Childhood
Dr. Rati Chandna,
Founder and CEO,
Gurusthanam: Enlighten
Childhood



SMALL CLASS SIZE

With an excellent student to teacher ratio (two teachers to a class of 12-16 students), each teacher has ample opportunity to follow every child’s progress in great detail. “We are able to offer extra help in any area where it may be needed and to enrich the programme for those students whose ability necessitates it,” she says.

LEARNING CENTRES

Each classroom is set up with various learning centres. Through these learning centres – as for example, language, mathematics, art, research, etc. – children are given the opportunity to explore. This enhances their development in all areas. Other centres may also be set up to coincide with the theme or topic of the week.

LANGUAGE AND LITERACY

The school uses the Oxford Reading Tree from the United Kingdom as the core reading scheme. This wide-

-ranging scheme is supplemented by a selection of fiction and non-fiction works as reading fluency builds up. Reading and language are coupled with individual creativity and fluency in writing skills. Conversation, drama and singing make for an integral part of the whole language approach to the growth of literacy skills in the classroom as well as in the aesthetics programme.

PROBLEM-SOLVING

The central focus of the mathematics programme is problem-solving, building on a child’s intuitive insights and prior knowledge. The school follows a language-based approach, similar to the methods used by Singapore’s schools for problem-solving.

PHYSICAL EDUCATION

Physical education lessons are held on a weekly basis, wherein the children learn to cooperate in

groups and to work in teams. During this time they develop both fine and large motor skills, whilst having fun with learning.

COMPUTER DISCOVERY

Computer work is integrated throughout the curriculum. Computers in the classroom allow each child regular access to the computer so that every student grows familiar with the technology while learning to think and write naturally with a computer. The Oxford Reading Tree language programme is stored on all the computers, enabling students to practice reading from a variety of media.

COOKERY AND SCIENCE

Children enjoy science-based activities through cooking. The lessons are great fun and promote healthy attitudes towards eating. Cooking classes provide natural practice for estimating, measuring, dividing and other related mathematical skills, observation, experimentation, and number practice.

ART AND CRAFT

In these early years many areas of the curriculum are expressed through art and craft. This stimulates a child’s interest and develops his or her creative thought. Through these activities, their fine motor skills, that are so necessary for later schooling, are developed.

AESTHETICS

Visiting specialist teachers conduct ‘edudrama’ (speech and drama) and music sessions once a week with each class.

LEARNING SUPPORT

Every child is a unique individual with his or her own strengths. At times,



FRANCHISE FACTS

Total centres:
20

Investment:
Rs 8-10 lakhs

Return on investment:
150% from the second year.

IMPARTING VALUES AT THE BEGINNING

Dr. Rati further shares her education philosophy.

How has been your journey so far?

Gurusthanam was started in 2015 with an idea of imparting values right at the beginning. The journey has been great so far. Within a span of two years, we have opened 20 centres and we are planning to expand further.

How does early years' education determine success?

A child's experience in the early years has a major impact not only on their learning ability but also determines their future life success. A secure, safe and happy childhood is important in its own right and it gives children the self-esteem and confidence they need to make the most of their abilities and talents as they grow. We look forward to being the provider of the high quality Early Years education and care which every child deserves; enhancing, enriching and laying the vital foundations for your child's future learning and development.

How do you maintain long-term relation with the franchise partners?

We believe in treating our franchisees as the partners. We are connected with them on a daily basis. We form a relationship between the parent, franchise and the company.



some children may need additional support and specific ways to learn in order to reach their potential. "Within our Gurusthanam: Enlighten Childhood's programme, we provide additional in-class support for those children who may benefit from this additional service," she informs.

THE ORANGE ROOM

The school also conducts a specialised programme solely for children with additional needs. With a small class of six children and three adults, the children are provided with an individualized programme with structured teaching in their specific learning style as well as the opportunity to integrate into the other pre-school classes.

DISCOVERY TREE

The learning support department also runs a social skills' programme for children who may need extra help in this area. The Discovery Tree programme has evolved according to the needs of children who have attended over the time that it has been running. Some important skills focused on include recognising emotions, confidence-building, risk-taking and self-leadership.

SPREADING WINGS THROUGH FRANCHISE

Within a span of two years, the company has expanded to a network of 20 centres. Now it has further plans to expand using the franchise route. Elaborating about the profile

required of a franchise partner, she says, "He or she should be a person who has the passion to manage such a school. We are firm about the values we impart to the children and our franchise partner must have the same approach. We are connected to our franchise partners on a daily basis. We form a relationship between the parent, franchise and the company."

The company has set a target of reaching the 50-school mark pan-India by 2018. ●●

FOR FRANCHISE ENQUIRIES CONTACT

DR. RATI CHANDNA

E-mail: reply@gurusthanam.school

Mobile: 7349447787

Toll free: 18002009311

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Jurgen Wolf,
MD, Hafele India



A KITCHEN KING

Jurgen Wolf, MD, Hafele India told Shipra Srivastava, the company’s plans to expand through franchise model

Established in 2007, Hafele is a brand that provides solutions for interiors. It has a rich penetration of offline distribution, including 70 franchise stores and eight company-owned flagship showrooms (larger format with live kitchens) – two in Mumbai; one each in Delhi, Bengaluru, Kolkata, Pune, Chennai and Colombo along with two company-owned smaller design centres – one each in Hyderabad and Kandy (Sri Lanka).

Franchise Push

The brand started franchise expansion primarily to attain

deeper market penetration. It now plans to open another 15-25 franchises in different formats over the forthcoming 12 months. Highlighting the growth plan, Jurgen Wolf, Managing Director, Hafele India (P) Ltd., says, “We want to remain the preferred partner for all interior functionality

needs of our customers by providing innovative solutions for space-optimization and astute functionality for unique design concepts.” ●●

HAFELE HAS A RICH PENETRATION OF OFFLINE DISTRIBUTION, INCLUDING 70 FRANCHISE AND 8 COMPANY-OWNED SHOWROOMS

FRANCHISE FACTS

NUMBER OF STORES
10 company-owned and 70 franchise outlets.

INVESTMENT
Rs 40 lakhs – 1.5 crore

AREA:
500-4,000 sq. feet.

EXPECTED ROI
15-20%.

EXPECTED BREAK-EVEN
2-3 years

50 SHADES

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A PROMISING LOUNGEWEAR BRAND FOR WOMEN & KIDS



LOCATION- Adequate retail space at a prominent location, preferably



CAPITAL- Strong financial bandwidth with keenness to invest for growth of the business.



MANAGERIAL ABILITIES- Ability to look after day to day functioning of the outlet.



Experience
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Reasons to Partner:

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- Extensive franchisor support on different aspects including set up, marketing, operations, etc.
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- Promising brand backed by an established apparel manufacturer and exporter.

Franchise Fact:

Area: 200sq.ft. | Investment: 10 - 15lacs
Expansion - Pan India

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“WE PLAN TO SET UP AROUND 50 MINIPLEX THEATRES, EACH WITH TWO AUDITORIUMS, THROUGH FRANCHISING BY 2020. AS OF NOW, WE HAVE 15 THEATRES”
Ashok Dash,
 COO, K Sera Sera Miniplex



REACHING OUT, ENTERTAININGLY!

Ashok Dash, COO of K Sera Sera shares the company's plans to expand across the country through franchising so that movies can be made available to all
 By Sunil Pol

KSera Sera Miniplex Limited, a well-known chain of miniplexes in the country is keen to go all out to be present across around 527 districts in the country through franchising. “We plan to set up miniplex theatres in almost each and every district and taluka in Tier II III cities in the country. Metros are almost full with multiplexes so the potential market for us is in Tier II and III territories where people have got the purchasing power but do not have good enter-

tainment facilities like multi-screen theatres. Hence, we plan to set up around 50 miniplex theatres, each with two auditoriums, through franchising by 2020. As of now, we have 15 theatres,” informs Ashok Dash, the company’s COO.

K SERA SERA MINIPLEX IS KEEN TO GO ALL OUT TO BE PRESENT ACROSS 527 DISTRICTS IN THE COUNTRY THROUGH FRANCHISING

Partnering for growth
 “We want to reach out to franchisee partners having bare piece of land or shopping mall or shopping complex and can afford to invest around Rs 70-80 lakhs for theatres in towns with sizeable population of 4-5 lakhs. Along with franchisees

FRANCHISE FACTS

INVESTMENT
Rs 70-80 lakhs

AREA
3,500-4,500 sq. feet

PREFERRED CITIES
Tier II and III

we also invest around Rs 40-50 lakhs in each theatre for technical equipment and the entire gamut of operations like appointment of team and management training. All our business comes from franchisees,” says Dash. ●●



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Hi-Tech Film Broadcast Academy Pvt. Ltd. is an abode for artists and creators engaged in producing and developing smart, witty and entertaining programs for viewers of all age groups. Hi-Tech Animation boasts of an esteemed clientele like Zee News, ABP Ananda, Zee Bangla, Rupashi Bangla, Dhoom Music, Siti Group of Channels and many others. Besides that, we produce content for films, televisions, print and digital platforms. We have hands on experience of working on outsourced projects for channels like POGO, NICK, SONIC, SONY, Cartoon Network etc. We also work for several prestigious national and international clients. Learn: How to make a perfect video reference

www.hitechanimation.com

FRANCHISE FACTS

Area Required	Total Investment	Franchise Fee	Payback Period	Agreement Term
1500 sq.ft.	₹ 35-40 Lacs	₹ 4 Lacs	1.5 yrs - 2 yrs	5 yrs



For more details, contact +91-9312070576 | education@franchiseindia.in | Hotline: 011-64000606

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“RAYMOND HAS HELPED ME GROW MY BUSINESS”

From setting up the first fabric shop in Jamshedpur to associating with The Raymond Shop, **Zarafshan Shiraz** traces Ashok Thakkar's entrepreneurial journey and brings to light the integrities of his success story.



Ashok Thakkar
Franchisee
The Raymond Shop

Describe your entrepreneurial journey and your association with the family business?

Ours was one of the first fabric shops in Jamshedpur in 1932 and our clients were mostly Germans and other foreigners who were very particular about the quality of the fabrics.

Our firm, S M Thakkar, got associated with the 'Raymond' brand in 1965. After the sudden demise of my father, I took over the reins of my family business and opened the first Raymond franchisee store in 1991. The second one was set up in 2003 in Jamshedpur itself, in the bid to expand further. After observing the need and the changing market scenario, we renovated it in 2014.

How did the alliance with Raymonds take place?

I have been associated with Raymond since I began my entrepreneurial journey. Although our enterprise was an MBO, the lion's share of the men's merchandise was from Raymond. Encouraged by customer feedback, growing customer demand and the potential of the Raymond brand my family decided to open the first Raymond franchisee in Jamshedpur. After years of growing together, when Raymond was looking to set up another shop in Jamshedpur, we were their first choice. I took up the responsibility and established the second franchisee store, which I have been running successfully since the last 15 years. Since its renovation in 2014, my store has witnessed a 28% growth in revenue in 2015-16

and is steadily growing by 15%, which is almost double the industry growth rate of 7-8%.

What are the benefits that you have enjoyed on being associated with Raymonds?

Raymond's merchandise has been a primary source of revenue for my business. Its values and the quality products delivered made me believe that I did not need the safety net of multiple brands and I could exclusively sell Raymond products. After entering the franchisee model, Raymond has helped me grow my business through innovation and brand-building. Being associated with a brand that is a household name in India surely took off the load to a large extent and I was able to concentrate on other operational aspects of the business such as ensuring superior customer service.

What is the advice you would like to give to the aspiring franchisees of India?

All decisions and strategies should be made bearing in mind the customer behaviour. Trying to acquire customers only through discounts might lead the business into a slippery slope situation. Both building and maintaining a brand is important. The brand endeavour is always to keep providing new & innovative products in the market, keeping the core brand essence intact. Franchisees are the customer-facing branches of any organisation hence, are instrumental in brand-building. ●●

RAYMOND HAS HELPED ME GROW MY BUSINESS THROUGH INNOVATION AND BRAND-BUILDING.

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DEVELOPMENT PARTNER: Investment: 50 Lakh+ | Expansion: Pan India

UNIT FRANCHISES:

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KNITTING IN THE RURAL MARKET

From spreading their business in the metro cities to tapping the potential of the rural market, Rajendra Moroju, director of undergarment manufacturer Crystal Knitters, shares the intricacies of his innovation and growth strategy in retail space with **Zarafshan Shiraz**



Rajendra Moroju
Director Crystal Knitters

What trends are you inspired by in the modern retail segment?

The modern Indian consumer is seeking more value in terms of improved availability and quality, pleasant shopping environment, financing options, trial rooms, return and exchange policies and competitive prices. Looking at these factors we concentrate on our boom with inclusion of favourable demographics, rising consumer incomes, real estate developments and especially the emergence of new shopping malls and changing lifestyle.

What is your pricing strategy?

Price intelligently emphasizes the utility of a value-based pricing strategy. We believe that a customer won't pay a penny more than what a product is worth so we don't believe in over-pricing or under-pricing.

Where do you see yourself in this competitive market?

We want to be different than any other and we see our business growing with our franchise outlets all over the country. We are already shaking things up by simply offering certain assurances. Our aim is to open at least 500 outlets in 5 years.

What kind of franchise partners are you looking at for expansion?

We expect that our franchisee should be a person who involves actively and can offer active participation and be an owner of the property. In case he doesn't own the property then he must have the lease which should be long enough and the property should

be secured for a longer period because our brand is sustainable for a longer period. He or she should also have sufficient finance to invest in the present and further requirements.

What innovation are you bringing in to cater to both metros and small town consumers pan-India?

A large chunk of India's population stays in the rural areas. Though it is clear that the rural market offers huge potential on account of the huge population and growth of economic conditions, it remains largely untapped. We decided to tap the rural markets by opening smaller format stores with very low investment of around Rs 10-12 lakhs. To cater to these outlets we are appointing state-wise master franchisees who can replenish the stock in smaller quantities in a quicker manner. For metro cities we are going ahead with the combination of larger and smaller format stores. These outlets can be catered to directly by the company.

WE DECIDED TO TAP THE RURAL MARKETS BY OPENING SMALLER FORMAT STORES WITH VERY LOW INVESTMENT OF AROUND RS 10-12 LAKHS

How do you intend to pulse your growth in the retail space?

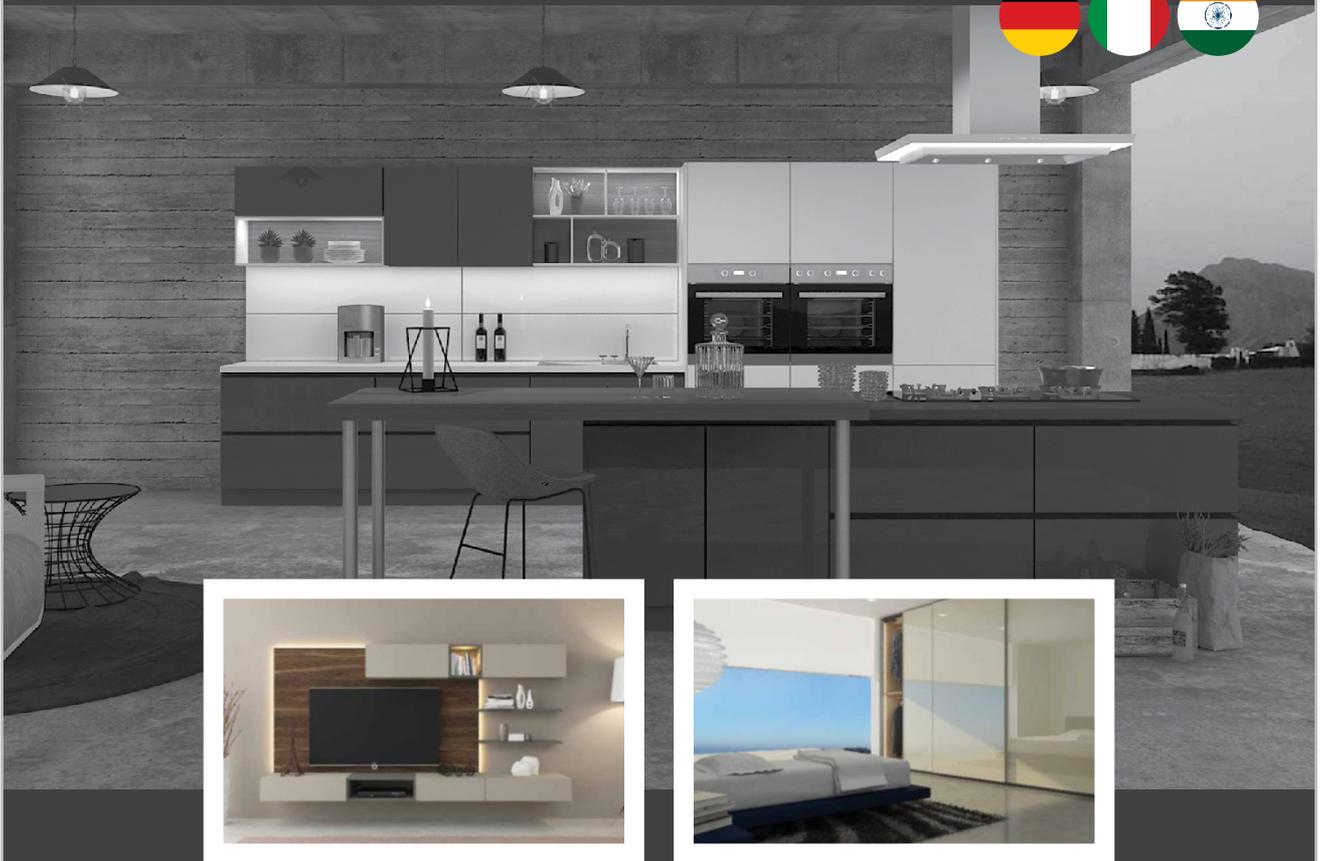
We are creating an identity that differentiates our business right from the first day of creating our brand. Our brand is different from the existing markets in our category. We don't need to do different things, just need to do things differently. We stand apart from our competitors and we are trying to differentiate ourselves in the market space as well as in product offering and service too. ●●

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PROFITABLE BUSINESS PROPOSITION FRANCHISE FACTS

Carpet Area Required: 1600 sq.ft.

Franchisee fee: 8 lakhs

Total Investment: INR 50 lakhs*

ROI : 1 year

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“WE BELIEVE IN IMPARTING QUALITY EDUCATION”

Pink & Blue Kids is a kindergarten redefining early learning for children till seven years of age. In a chat with Aysha Anam, its founders, Dhruvin Shastri and Priyank Parmar, elaborate about the concept and how it aims to usher in a fresh approach to education.



Priyank Parmar & Dhruvin Shastri,
Founders, Pink & Blue Kids



How has the journey of Pink & Blue Kids been so far?

Our idea has gone from strength to strength. We started with the promotions of aeromodelling activity in a majority of schools across Gujarat over a period of 3.5 years. Subsequently, we started an NGO – Living Angels Foundation – which works for underprivileged and orphan kids. After working closely with kids we found that some of the major problems they were facing were lack of confidence, concentration, anxiety, weak memory, uncertain goals and fear of failure. After a year of brainstorming, we came up with an idea to shape the next generation right from the initial stage. In order to bring about a positive change in the lives of these young children, we established the brand Pink & Blue Kids, where pink signifies girls and blue caters to boys. Prioritizing

the concept of girl child education, the word pink has been written first. Moreover, our tagline says, “it’s our passion, their future”.

What are your offerings and who is your target audience?

We have introduced a play-way method that is based on a child’s interest and aptitude. It is unplanned and thus encourages complete freedom of expression. The play-based curriculum focuses on literacy, math, science, social and emotional skills, and physical development. As far as the target audience is concerned, we are into early child education industry wherein our focus is from toddlers to seven-year-old kids.

How do you set yourself apart from the competitors?

We mainly focus on the overall development of a child rather

than only academics. We promote freedom, individuality and curiosity among children that provides answers to the questions popping up in their minds. We educate, mould and nurture them in such a way that they stay curious forever.

What kind of franchisees are you looking to partner with?

We are looking for people who are passionate about educating kids and can envision our common goal of making kids independent. Basically, he or she needs to be someone who can instill 21st century skills, including imagination, creativity and confidence and be prepared to collaborate with us. Hence, likeminded people – young entrepreneurs and edupreneurs – from a common background are welcome to join hands with us.

What are your expansion plans?

Being educationists, we believe in imparting quality education. We know that the early childhood industry is expanding and hence the demand for resources in the market would rise. We are passion-driven individuals who will slowly but surely make a mark in this niche industry. Initially, our prime focus for expansion would include the neighbouring areas and cities and gradually we would like to go pan-India. We foresee ourselves as one of the best service providers in the early childhood education industry. ●●

FRANCHISE FACTS

INVESTMENT
6 - 11 lakh

FRANCHISE FEES
2 - 3 Lakh

AREA
1500-3000 sq.ft

EXPANSION PLANS
Pan India



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CHILDREN FIND EARLY LEARNING WOW!

WOW is a collection of award-winning early learning and development programs from the UK.

By Aysha Anam



Anju Cherian



Jose Paul Plackal

Like a potter knows the art of moulding the damp chunk of mud into a fine piece of art, parents are also expected to raise their young ones into an impressive personality. However, in this fast-paced world, it is not easy to fit the bills of

every role. We need doctors, teachers, dieticians, counsellors, and many other people to help us attain the right shoes for our tasks. Likewise, parents need a helping hand in nurturing the apple of their eye. That's why we have organizations like WOW that helps parents and

care givers in enlightening their children's minds before they step into the world of academics. Developed by UK's leading child psychologist Dr. Lin Day, husband and wife duo Anju Cherian and Jose Paul Plackal open this precious chest of knowledge to parents and children in India.

What was the rationale behind launching WOW programs in India? How has been the journey so far?

A few years ago, when my husband and I wanted to engage our two-month-old daughter in meaningful early years' activities, we came across to this unique concept of the Baby Sensory program. We were so impressed by this concept that we completed a year of Baby Sensory and also attended Toddler Sense classes. Soon enough, the programs became a topic of discussion amongst our peers, who told us that India has no such scientifically researched and designed programs available for young children.

This prompted us to bring the programs to India and we are proud to be in a business that creates a positive impact on the society. Today, we are excited to be bringing world-class early learning programs for the future generations of our country. Indeed, the journey of WOW has been a fulfilling one with parents giving us immense support and love.' As the master franchisee for the programs in India and the neighbouring countries including Sri Lanka, Bangladesh, Nepal and Pakistan, we are aiming to have WOW centers across the region. Each of the WOW centers will offer various fun activity programs benefitting children, parents and caregivers.

Where do you find the gap in the early infant and toddler learning ecosystem in India?

Our approach is to include the parent/caregiver of the child as an integral part of the child's development classes. Many of our parents look at it as an alternative to day cares and preschools in the early years. It is a completely

unique and fresh initiative.

Please share the details of benefits of your programmes. Which age group are you targeting?

Designed under WOW World group, WOW Centers offer a completely new set of programs in India. These would include:

Baby Sensory: This program caters to new born babies till they become 13 months old, focusing on boosting the child's sensory, brain and motor development.

Toddler Sense: An extension of Baby Sensory program, it is an adventure play activity for children from 13 months to five years, emphasizing on mobility, excitement and adventure.

Mini Professors: An interactive science program, for children from four to eight years, aims to make science accessible for all by instilling curiosity in young minds and giving children a better understanding of the science behind the world around them.

Reading Fairy: Based on the latest research; the classes are designed to develop the love for reading different genres among children from one to five years.

Baby Foundations: Developed by Dr. Lin Day, the program prepares you and your baby (birth to 3 months) for the challenges ahead through interactive workshops, which offer information, practical solutions and reassurance.

Keep-A-Beat: A first aid training program for parents and caregivers where they can learn about topics such as CPR, unconsciousness, choking, burns, head injuries, febrile convulsions, broken bones etc to keep their babies and toddlers safe.'

Say Hello Range of Toys: The "Say Hello" range of toys was developed by East Coast Nursery

in collaboration with Dr Lin Day. With her input at every stage, the range has been expertly designed to stimulate thinking, feeling and learning, and encourage healthy social-emotional development in babies and toddlers. The toys will be sold through the WOW center franchise network.

What's the criterion for choosing the right franchise partner?

We are looking for individuals who are passionate about early years learning and development. We expect our franchisees to preserve our passion and quality behind WOW. We are looking for franchisees who can deliver the same international quality to parents and children as done in our classes around the world.

What kind of support and training will you offer them?

We extend full support to our franchisees, starting with identifying the right location for their centers, facility design, training for class leaders and business owners, as well as real-time post-training support to run the classes. They can collaborate and exchange ideas with the global class leader network. They are provided with everything from class equipment, lesson plans to requisite material, marketing material and they also get a chance to participate in pan India marketing campaigns.

Do share your expansion plans.

Our goal is to make the WOW programs accessible to children across the country with the help of well-integrated franchisee network. We are planning to appoint regional franchisees for each state and unit franchises in all the tier I and key tier II cities across the country. ●●

FRANCHISE FACTS

TOTAL CENTERS

2 (Whitefield, Bangalore and Kadavanthara, Kochi)

INVESTMENT

Unit Franchise: 15 lakhs /
Regional Franchise 19 lakhs

AREA

1,500 sq.ft.

EXPECTED ROI

10-12 months

TRY BURSTING BUBBLES INTO YOUR MOUTH

This generation craves for change in whatever they consume, be it food, drinks or clothes. Keeping in mind the changing mindsets, Dr. Bubbles – the chai specialist knows the right tricks to quench the thirst of your taste buds. They bring innovation in drinks by fusing it with bubbles and multitude of flavours. They have an array of sumptuous flavours under the categories of Milk Teas, Fruit Teas, Yogurt Shakes, and Jellies. The icing on the cake is that they are able to blend taste and nutrition together. The founder of this one-of-its-kind company, Adnan Sarkar speaks to **Aysha Anam** about his business idea.



Dr. Bubbles
serve refreshing tea with a topping of crackling bubbles!

What is the rationale behind the concept of bubbles?

Dr. Bubbles give a unique twist to regular and boring cold beverages by adding toppings like popping bubbles, fruit jellies, chocolate kisses, or freshly made tapioca pearls. The unique thing about these drinks is that the moment you take a sip, something bursts in your mouth and then there is a surprise in every sip.

How has the journey of Dr. Bubbles been so far?

The journey has been really good. People appreciate the taste and quality which has made the brand it is today.

How do you balance taste and nutrition?

We are actually trying to

eliminate the difference between taste and nutrition by fusing these together. We try to serve every drink with some added health benefits.

What is so special about the flavours?

We have more than 80 flavours of beverages with around 20 different toppings. Under the local flavours, we have kalakhatta, meetha paan, while in exotic flavours, we have options like passion fruit, taro, matcha

What is the most popular drink of your store and why?

The cranberry iced tea with a topping of blueberry bubbles is the most popular drink as it turns out to be very refreshing and light. Also, everyone loves berries in the drink.

How do you set yourself apart from the competitors?

We stand out from the crowd as we believe in bringing innovations to our drinks. We keep on adding new flavours, toppings, product line etc. We also introduce new drinks during festivals.

What are your expansion plans?

With the help of franchising, we are able to reach every nook and corner of the country, and the results are positive so far. In future, we aim to go global as well.

What kind of franchisee are you looking for?

We are looking for somebody who is young and driven, which is exactly like our brand. ●●

FRANCHISE FACTS

TOTAL OUTLETS
20

INVESTMENT
15-20 lakhs

EXPECTED ROI (IN%)
12 months

EXPECTED BREAK-EVEN
12 months

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Invst: 3-4 Lacs



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Area: 100-800 sq.ft | Invst: 5-40 Lacs



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Area: 260-700 sq.ft | Invst: 15 Lacs



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Invst: 55 Lacs - 1.3 Cr.



A GLOBAL
NOON TO MOON CAFÉ & BAR

Area: 4000 sq.ft | Invst: 4 Cr.



A Popular F&B Brand with
50 years of generational legacy

Area: 500-1000 sq.ft | Invst: 15-35 Lacs



Farm To Table
Concept Restaurant

Area: 2200 sq.ft | Invst: 1.6 Cr.



Kolkata's Fastest Growing Chain of
Play House & Day Care Centres

Area: 1300-1400 sq.ft | Invst: 5-16 Lacs



A Unique QSR Brand Serving
Exotic Commination Fries

Area: 200 sq.ft | Invst: 11 Lacs



A Refreshing, Healthy &
Nutritional Ice Cream Brand

Area: 100-600 sq.ft | Invst: 5-20 Lacs



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Trusted Ayurvedic Beauty Clinic

Area: 1000 sq.ft | Invst: 36 Lacs



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Footwear Shopping In India

Invst: 30-50 Lacs



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Area: 600-1500 sq.ft | Invst: 36-74 Lacs



An Innovative &
Unique Coffee Shop Brand

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a renowned English training academy

Area: 100-800 sq.ft | Invst: 5-40 Lacs



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Area: 300-500 sq.ft
Invst: 25 Lacs



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Area: 800 sq.ft
Invst: 55-60 Lacs



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Invst: 5-20 Lacs



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Area: 600 sq.ft
Invst: 35-40 Lacs



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Area: 1100 sq.ft
Invst: 39-40 Lacs

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MAKING INDIA FUTURE READY

iRobokid is an educational organization specializing in STEM education. Kaushal Chheda, director of iRobokid, shares with **Zarafshan Shiraz** on how the company has come up with a different concept beyond rote learning.

With edutainment slowly creeping into India, many players in the education sector are trying their bid in levelling the course programs and making it more practical and entertaining. With the rise in need to make education more relevant, engaging and interesting, iRobokid has come up with a difference from rote learning. "Our programs at iRobokid are completely 'Hands On - Mind On' and make learning of S.T.E.M (Science, Technology, Engineering, Maths) Education more interesting with

new age subjects of Robotics, Coding, 3D Printing etc," says Kaushal Chheda, director of iRobokid.

iRobokid has come up with programs relating to conceptual learnings in Maths and Science or logic building skills for programming and coding along with creative aspects of animations and graphics and real-world skills of project-based working and working in teams.

"With all things being in place, such as well integrated curriculum, robust training module and systems, sound financial model and tried and tested kits /re-

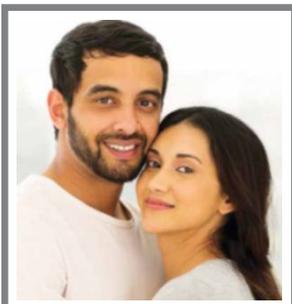


Kaushal Chheda
Director of iRobokid

sources coupled with our domain knowledge of the field and market experience and history this would be the most opportune time for anyone to consider this as a franchise" opines he. ●●



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ABOUT:

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**INVITING
FRANCHISE**



FRANCHISE FACTS

Min. Area: 800 sq.ft. | Investment: 60-70 Lacs
Expansion: Pan India

REASONS TO PARTNER

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- Efficiently managed by globally renowned Dr. Ajay Rana.
- Moderate investment opportunity offering impressive payback.
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BEING GOOD WITH BITES AND BEVERAGES

The VJ Cafe along with Mawali Bhai Dosa & V Waffles and Shakes take you to the tangy tasty world of twisted potato, thick shakes and more. **Vaibhav Jain**, CEO, The VJ Cafe tells **Aysha Anam** about brand's growth plan.

In this fast-paced world, everyone wants quick service in terms of food. Capitalizing on this concept, The VJ Café, set up Vaibhav Jain, works on satisfying your hunger pangs in seconds. It has a chain of eating outlets, including The VJ Café for quick bites, Mawali Bhai Dosa for South Indian delicacies, V Waffles and Shakes for beverages. Their chain of restaurants brings in a barrage of food items on the table such as 30 varieties of fries, twisted potato, thick shakes and milkshakes, and chillers. While The VJ Café and Mawali Bhai Dosa give you

steaming snacks and food items, V Waffles and Shakes serves one of the best, crisp, golden and buttered waffles with rich tasty and refreshing shakes. All the three brands offer you with pure vegetarian quick snacks that are not only pocket friendly but also freshly prepared in live kitchen. The food can be ordered online via Zomato and Swiggy.

Franchise Network

Located in the heart of Mumbai at Vile Parle, The VJ Cafe received such appreciation that they have now expanded to Bandra and Matunga. Moreover, in a brief period

of time, The VJ Cafe along with Mawali Bhai Dosa & V Waffles and Shakes have joined hands with more than 20 franchisees across the country. These brands take special care of their franchisees by providing them with all the sauces, raw materials, and training. Moreover, they do timely audits and create strategies with the franchisee owners for sales' growth and customer satisfaction. Now, they are looking for aspiring entrepreneurs who are passionate about food and beverage industry. For Mawali Bhai Dosa they are planning to expand globally. ●●

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FRANCHISEES



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Lucrative
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Investment

FRANCHISE FACTS

Area: 100-200 sq.ft. | Investment: 13-14 Lacs
Expansion: Delhi & NCR

ABOUT

Launched in Delhi, Fruktville is fast Emerging brand of handcrafted popsicle, ice cream, gelatos, Waffles, shakes, and more. All Fruktville offering are 100% natural, as they do not contain any Preservatives or vegetable oils. Fruktville believes in 'Less Is the New More' and so it keeps its Product low on sugar calories and saturated fats making them a healthier dessert option.

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SOUTH CALLING

Retail market in Tamil Nadu is one of the most evolved one when compared to its neighbouring states. The retail brands in the state have been able to grow in a way that they are earning trust other than revenue.

Here we present leading players in retail, education, food & beverages who are dominating Tamil Nadu's retail landscape and offering a great opportunity to partner for growth.





Arul Subramaniam
Director Technical
 Brainobrain Kids Academy

Anand Subramaniam
Managing Director
 Brainobrain Kids Academy

A BRAINY APPROACH TO EDUCATION

As Brainobrain steps up to blend education with entertainment, **Zarafshan Shiraz** finds out about this new surge in edutainment and where it is headed from Anand Subramaniam, Managing Director, and Arul Subramaniam, Director Technical, Brainobrain Kids Academy Private Limited

Through what practical courses or programmes do you intend to lessen the current stress behind education?

Brainobrain has a three-pronged approach to that. First, we help children acquire the skills of concentration, listening, learning, memory power, etc. and talents that they need to enable them to be intelligent and competent. Second, we work on their attitude. We help them to perceive stress as an opportunity to become stronger, rather than a setback. So Brainobrain's children's confidence and enthusiasm helps them to overlook and ignore the stress involved.

Third, we work on the belief system of the child. A child who believes that "I am a slow learner" will naturally find studying difficult or a child who believes "Math is a tough subject" will find Math very stressful. So we help children to get away with the limiting beliefs and develop new empowering beliefs.

On what criteria do you choose your team of professionals?

We choose individuals who love to work with children, have an interest in education, wish to contribute, make a difference to the society and demonstrate an attitude of learning and curiosity.

About 90% of our franchisees (around 900 now) are women, most of whom are housewives who have transformed to become entrepreneurs. So along with children, we empower women too. Also, we have more than 3,000 teachers who pass on their brilliance to our children.

What ripples have you stirred through your NLP leadership camp?

We have created a generation of children who are conscious of a creative tool - NLP (Neuro Linguistic Programming). NLP is the understanding of what works in our thinking, language and behaviour. It is a revolutionary way of thinking that will help children and adults find breakthroughs in all contexts of life. Our team of experts offer NLP learning to children in an experiential manner. Children learn how to manage their emotions, be resourceful consistently, appreciate and learn from the excellence of others, etc.

What is your secret mantra behind 900 successful franchise centres in 35 countries?

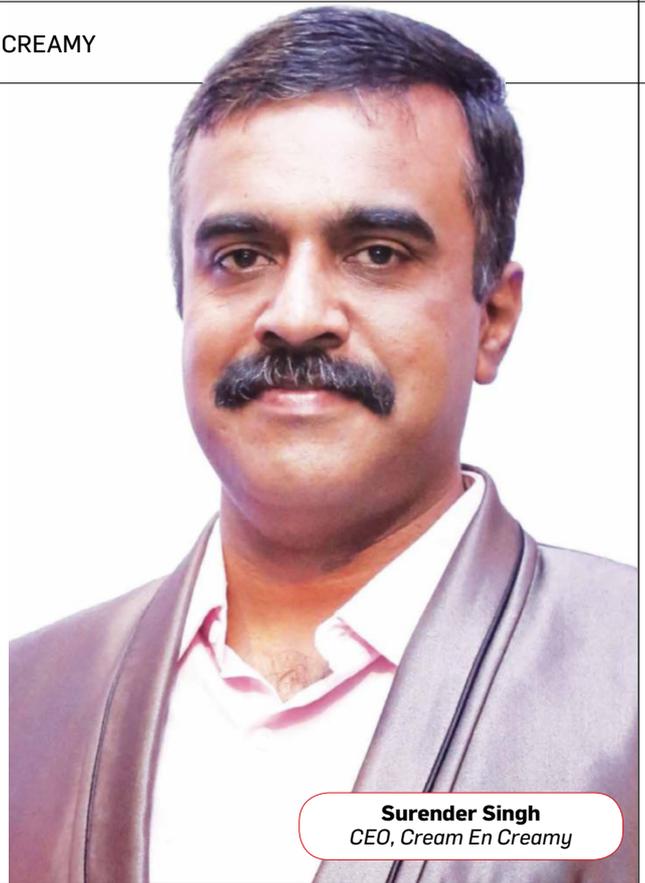
Someone rightly said, "If work becomes your passion, you need not have to work even for a single day in your life". That's exactly what we believe and adhere to every day. Brainobrain is our passion. Be it empowering, educating, encouraging, enriching or entertaining children, we do it from the heart. This mindset is what all our teachers and franchisees are encouraged to have.

What potential do you see in your upcoming centres?

We currently have 900 franchisee centres all over the world and we are planning to double it by 2020. In India alone, we are planning to launch 250 more centres in 2018. We want to reach as many children as possible and to ensure that many children discover their true potential. ●●

“WE HAVE EVERYTHING FOR OUR CONSUMERS”

Within a short span of time, Cream En Creamy has carved out a niche for itself in the food and beverage sector, especially in South India. Now, it wants to expand its horizons. In this interview with **Aysha Anam**, the CEO of Cream En Creamy, **Surender Singh**, elaborates about the brand’s operations and strategy



Surender Singh
CEO, Cream En Creamy

Bringing international frozen treats on the table, Cream En Creamy carves Italian ice-cream rolls and scoops with sheer perfection. Although it offers a variety of food and beverages, including thick shakes, candies, pizzas, burgers, wraps, and rolls, it tops in providing premium quality ice-cream across the southern part of the country. Now the brand is looking forward to expanding its service across the country. Excerpts from the interview:

How has been the journey of Cream En Creamy so far?

Cream En Creamy is a part of Bhimboys Cold Foods, a two-decade-old company. It has been rising with leaps and bounds over a period of eight years.

What’s your current product offering and price point?

Following the popular trend of the ice-cream industry, Cream En Cream is blowing its trumpets with drum rolls ice-cream and Italian soft serves among many other flavours available on the menu. The brand is not only famous for offering a variety of eating options but also for its affordable price range. We have everything for our consumers, right from chilling soft serves, drum rolls, thick shakes to peppery pizzas, burgers, wraps and rolls.

Consumers constantly look for experience when it comes to food and beverages. How do you deliver this experience in your outlets?

With an experience of more than two decades in this industry, Cream En Creamy has successfully launched

many outlets. Currently, the company owns as many as eight outlets and has 13 franchisees. Moreover, it has signed a master franchisee for Sri Lanka and Nepal.

What are your expansion plans?

Cream En Creamy is planning to start as many as 50 stores before the end of the next financial year, i.e. March 31, 2019. Further, we plan to flag off 100 stores by the end of March 31, 2020.

What kind of franchisee partners are you looking for expansion?

Cream En Creamy is looking for investors who are passionate about partnering in the food and beverages industry and who aim to grow as the first and foremost global ice-cream brand by 2025. ●●

FRANCHISE FACTS

TOTAL OUTLETS
21

INVESTMENT
Rs 11 – 21 lakhs

EXPECTED RETURN ON INVESTMENT
75%

EXPECTED BREAK-EVEN
16 months

INTERNATIONAL STYLE IN INDIAN AVTAAR

Usha Periasamy, director of Classic Polo, in conversation with **Zarafshan Shiraz** reveals the mantra behind the brand's strength and fusion of the international trends with innovative and Indian ones



Usha Periasamy
Director of Classic Polo

What makes you a pioneer in the textile industry?

The brand has exposed the maximum style of T-shirts to the Indian market and very few brands in the country have the strength in manufacturing as compared to the magnitude of Classic Polo. Our range of T-shirts per season has been the highest in terms of design and styling. Also, our state-of-the-art infrastructure makes this mission possible with precision. The brand owns German machineries and adopts the best technologies in the world to process the garment.

How do you manage to fuse international trends with innovative fashion?

Our brand designing team is young and robust, coming as it does from India's premier institutes. Our consultants, who have a wide exposure in the field of international apparel designing, study and research the international scenario and trends on a periodical basis and weave connections with the Indian tastes and styles. This is a continuous process to bring about the best international styles that are Indianized to meet the expectations of the target audience.

Being one of the few power brands, what is your criterion of selecting a franchisee?

We look for franchisees having entrepreneurial spirit. We are keen on including only those who have management skills along with basic commercial stability. We are pioneers in roping housewives as franchisees who are educated but cannot attend nine to five jobs for various reasons. The tactics and skilful management of day-to-day affairs in the most intelligent manner determine success. Hence, we look forward to first-generation business persons who are aspiring to own and grow and expand. Keeping in mind the location and size, we have been successfully expanding and continue to move on the same path with Tier II and III cities.

What unique strength do you see in your brand?

The brand is now a complete men's wardrobe solution offering all products, namely, shirts, trousers, denims, T-shirts, winter wear, lounge wear, innerwear,

sportswear and accessories. The brand's strength is its affordable international fashion with flawless quality. Classic Polo has launched its younger sibling, namely, CP Bro, which is targeted at below the 26 age group and anticipates a promising future.

How do you intend to widen your business scope in the future?

Classic Polo is dynamically expanding across all formats. The brand is expanding through the shop-in-shop format and we are available in approximately 4,000 multi-brand outlets across the country. In EBO, the brand is fast expanding in Tier II and III cities with high potential markets. The brand is also opening stores in malls carefully while cautiously keeping the return on investment well in place, which makes the brand more sought after. Currently, it has 120 EBOs. The large format store is also fast expanding and we are available in best of the retail chains. ●●



Halan Harikrishnan
Founder
 Long Live Pizza

A PIZZA WITH A DIFFERENCE

With a multitude of international pizza restaurants' chain franchising in India, Long Live Pizza is not just another addition but has arrived as a breath of fresh air. Within a short span of time, the brand is winning Indian hearts with its Italian platter. In an exclusive chat with **Zarafshan Shiraz** and **Aysha Anam**, Halan Harikrishnan, owner of Long Live Pizza, spills the beans about his successful idea of blending Indian and Italian flavours together.

With so many Italian food brands already in the market, what unique concept led to the inception of Long Live Pizza?

Indeed, there are a lot of Italian brands available in the market but middle class people generally do not prefer these, for they have an exorbitant price list and of course the flavours are purely international. So, Long Live Pizza caters to the masses with reasonable rates and a scrumptious menu list.

What exotic preparation trends were you inspired by?

Long Live Pizza is not a typical Italian QSR. We differentiate ourselves with our pocket-friendly prices and a wide range of pizzas, pastas, starters, desserts and drinks.

Although the menu at Long Live Pizza is Italian, every food item comes with a touch of traditional Indian flavours.

What new plethora of pizzas have you introduced in the market to up the game against your competitors?

We believe in serving unique and fresh food. Recently, we have introduced a spicy oven-baked grilled chicken that has taken the food scene by storm and has been maintaining the top position on our bestseller list since its very inception. In addition, we have Pizza Trio and Pizza Dynamite which have been leading the pack on the pizza front. We at Long Live Pizza bring in new ideas and innovations on the table so that we can satisfy our customers.

What is your criterion for selecting franchisees?

We treat our franchisees more like partners. We would like to join hands with people who want to have hands-on experience in our business. Our expansive systems and SOPs make it easy for the franchise partners to remotely operate their outlets without any trouble.

How do you intend to pulse your growth in the future?

Long Live Pizza has been growing with leaps and bounds. Last year we opened more than 21 outlets, while now we are planning to flag off another 12 outlets in a few months. We aim to exceed the mark of 100-plus stores in the coming year. ●●

FRANCHISE FACTS

TOTAL STORES 21	INVESTMENT Rs 10-15 lakhs	EXPECTED RETURN ON INVESTMENT 25-30%	AREA REQUIRED 250-800 sq. feet	EXPECTED BREAKEVEN 1.5 years.
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LIFE IN THE FAB LANE

High street fashion brand FabAlley has ventured into offline expansion. In conversation with **Shwetha Satyanarayan**, co-founder Shivani Poddar shares that the brand will continue to cater to the urban women with its bold mix of choices

With an already strong presence in Tier 1 cities, what target group are you looking at with offline expansion?

Offline expansion is only an extension of what we do online. The same mix of products will be available at our stores and we will continue to cater to every need of women who shop at both

e-commerce platforms and shopping malls. There will be no change in the target group, but we want to be present everywhere.

What is the current market growth?

There has been massive growth in the online fashion industry. We have seen about 2x

growth year-on-year. We are already present in 50 shopping malls in Tier 1 and Tier II cities and have opened our first brick and mortar store in Phoenix Market City, Bengaluru. We have seen 40% growth in revenue in FY17 and we are on track to achieve 100% YOY revenue growth in the next 12 months.

What kind of sales are you looking at through offline retailing?

We are aiming at least 20-25% increase in revenue through offline expansion.

With A Series funding in place, what about the financial targets?

We are working towards becoming an Rs 100-crore company and are targeting Rs 9 crore sales per month.

International brands like GAP and Zara are foraying into the Indian market. How difficult is it for Indian startups to sustain the competition?

In the last 18-24 months, international brands have made their presence felt while retailing through Myntra, Amazon, and similar channels. However, it is a multi-billion dollar market. With our products priced at Rs 1,100 or Rs 1,500 our price points are good. We don't feel the pressure of competition.

What kind of marketing strategies are you planning for expansion?

We are mainly into digital marketing with social media like Facebook, Twitter, etc. We are holding events and placing advertisements. In-store activities in malls have been going on too. ●●



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HOME IS WHERE THE PROFESSIONAL IS

An increase in the earning capacity of urban couples with a quest for better lifestyle has changed the face of the home services industry. Professionals are therefore in demand, writes **Shwetha Satyanarayan**

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In recent years, the rules of home maintenance have been rewritten. Whether it is fixing leaks in the washroom or treating pests at homes, or even simply doing the laundry, startups for home services have helped urban couples and millennials change the way they cook, clean and live. Although touted as a highly unorganised sector, the home services industry is one of the hottest emerging sectors, estimated to be at least a USD 12 billion industry in India. While popular household names like Just Dial and Sulekha existed prior to the rise of the home ser-

vices industry, the startups filled a large void not only by providing names of service providers but also offering testified professionals.

Serving the Need

Says UrbanClap's co-founder Varun Khaitan: "UrbanClap was born with the objective of creating a large tech business to solve a primary customer need in India. We realised how fragmented the local services industry in the country really was and how difficult it could be

to find and hire the right service professional at the right price to do a job and that's why we decided to launch a startup to solve this problem by leveraging mobile technology." Today, with close to 11,000-12,000 requests per day, Ur-

banClap is targeting 5 lakh requests per month with a growth range between 12-15% per month.

On similar lines, the idea for a startup

to serve urban couples trying to maintain a work-life balance came

to Housejoy's CEO Saran Chatterjee out of personal experience. "After 15 years of living in the US, when I came back to India I realised that access to home services was very poor. I grabbed this opportunity of working for an idea like Housejoy with the sole mission of solving the issues of quality and reliability related to home services, and not just the discovery problem," he says. While bachelors and students renting homes are also big takers for home services along with working couples, young homemakers too approach them, he adds.

With over 5,000 orders a day across 14 categories of home services, the beauty segment tops the

HOME SERVICES INDUSTRY IS ONE OF THE HOTTEST EMERGING SECTORS, ESTIMATED TO BE AT LEAST A USD 12 BILLION INDUSTRY IN INDIA

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- Low Investment business model with zero franchise fee and attractive returns.

FRANCHISE FACTS

Area: 1200 sq.ft. | Investment: 5-15 Lacs
Expansion: Pan India

ABOUT:

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most performing category in Housejoy and Saran says that more than 600 orders a day are placed for the same with the average order size being Rs 1400. Reports suggest that there are at least 10-15 million households with this need today in India and each would typically spend anywhere between Rs 6,000-10,000 a year on any of the services like plumbing, electrical or carpentry. So the market is said to be potentially a USD 12 billion-plus industry.

Demand for Verified Manpower

With the home services industry largely being unorganised, the demand for tested professionals is on the rise, points out Timesaverz.com’s

co-founder Debadutta Upadhyaya. Commenting about some of the challenges, she says, “Keeping the seasonality in mind, if we were to look into the professional home cleaning segment itself, we have been witnessing a 200%+ increase YoY as the preferences are steadily shifting to professional help rendered by trained manpower.”

Making the Right Matches

As Khaitan of UrbanClap says, optimum resource utilisation is a challenge in this segment. “Some of the major challenges in a hyper-local market are optimum resource utilisation and matching locations, price points and other specific



requirements to the customers’ needs. We are leveraging technology to the maximum to solve these challenges – our matchmaking algorithm operates such that it matches customers’ needs with professionals who can deliver such

services. Also, we have seen a trend wherein we receive a lot of queries from customers regarding our health and salon services. We are working to include a host of new services that will appeal to a larger audience,” he elaborates. ●●

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FRANCHISE FACT:

DEVELOPMENT PARTNER
Area: 400-1200 Sq. Ft. | Investment: 10-30 Lacs
Expansion: Pan India

UNIT FRANCHISE
Area: 120-450 Sq. Ft. | Investment: 7-14 Lacs
Expansion: Pan India

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23 JANUARY	VIJAYAWADA
24 JANUARY	KAKINADA
25 JANUARY	VISAKHAPATNAM
28 JANUARY	HYDERABAD
30 JANUARY	HUBLI
01 FEBRUARY	MANGALORE
03 FEBRUARY	MYSORE
04 FEBRUARY	BANGALORE

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BRANDS TO LOOK OUT FOR

A quick sneak-peek through the prospects for retailers and manufacturers to join forces with top brands and make the most of brand licensing!



BABY HAZEL

Leading kid's episodic game series worldwide, Baby Hazel boasts of a strong online presence with hundred million plus downloads over 185 countries. Moving ahead from screens, this kid's oriented brand is looking for ideal partners to mark presence across categories.

Category: Apparel and footwear, fashion accessories, back to school, kid's home décor, toys & games, publishing, gifts & novelties.

DUKE

DUKE, the home-grown premium fashion brand dating back to the launch in 1966, is scouting for retail partners. Banking on a huge retail presence pan India, the brand aims to become one stop solution for fashion needs.

Category: Footwear, innerwear, fashion accessories, watches, eyewear, small leather goods, travel gear, helmets, adventure gear, personal care etc.



JCB

Global construction vehicle manufacturer JCB has set its plans rolling to foray into the consumer product space. Taking the awareness and broad appeal beyond the diggers it produces, JCB is actively scouting for ideal licensees across categories.

Category: Watches, eyewear, apparel, footwear, travel gear, safety gears, helmets, security solutions, home appliances, mobile phone accessories.



SHIV NARESH

Shiv Nareesh Sports, the home-grown sports company often touted as Indian answer to the likes of Puma, Reebok, Nike etc, is extending beyond the core categories.

Category: Watches, eyewear, apparel, footwear, sporting accessories

MECHANIX

Leading indigenous toys manufacturing company and one the largest home grown toy brands, Zephyr Yoymakers has won over 50 awards in different categories for their educational toys. Going forward, the brand has opened an array of categories for brand extensions.

Category: Youth apparel, kids' apparel, footwear, back-to-school, electronics, stationary.



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THE PASSIONATE ENTREPRENEUR

ChuChu TV, Asia-Pacific's most watched YouTube channel for toddlers from India, has launched the global consumer products business for the brand. ChuChu TV is confident of licensing being an effective strategy, states Vinoth Chandar, Co-Founder, CEO & Creative Director of the brand. *By Gargi Bhardwaj*

How was ChuChu TV born?

ChuChu TV was born purely out of passion. It was started when I wanted to make my daughter Harshitha laugh. I thought of creating a video and naming it ChuChu which is what she is fondly called at home. I did the rhyme Chubby Cheeks that starred a small girl who looked like my daughter.

I then put it up on YouTube and I was surprised it got around 3 lakh views within weeks. I later uploaded the second video Twinkle

Little Star which got even more popular and we had around 5,000 subscribers with just two videos. Understanding the potential, I took this ahead with my partners.

This led to the birth of ChuChu TV Studios and today we have grown to become a kids' brand that uses the power of positive messaging, music and learning to connect with infants, toddlers and parents

around the world.

What made you think about licensing as an extension tool?

I have always believed that licensing is an effective strategy for ChuChu TV as strategically it is a good direction for us from growth perspective. Within few months

of the launch of our YouTube channel, we did some sample toys of our

WE ARE LOOKING TO FOCUS ON TOYS, GAMING, PUBLISHING AND APPAREL AS OUR CORE CATEGORIES

characters to see how they look. We got a huge reception from our fans.

Given the admiration that we have seen for our content, the recognition that our characters have received and that kids love our content and parents trust our content, we feel licensing is the way. Our characters ChuChu, ChaCha, Chiku and Chika have been in all our videos right from the inception.

We also have added many new characters to our brand namely Mr. Harlo, The Unicorn Elephant, Cutians the Kittens, ChuChu TV Police, Mr.Eggsie, Wannu & Spanny from ChuChu TV Funzone. We started our licensing program with Dream Theatre who are currently helping evolve the licensing strategy and find mutually beneficial partnerships.

What are the immediate categories that you are looking for extension?

We are looking to focus on toys, gaming, publishing and apparel as our core categories. We aim to launch it in 2018.

What will be the price points?

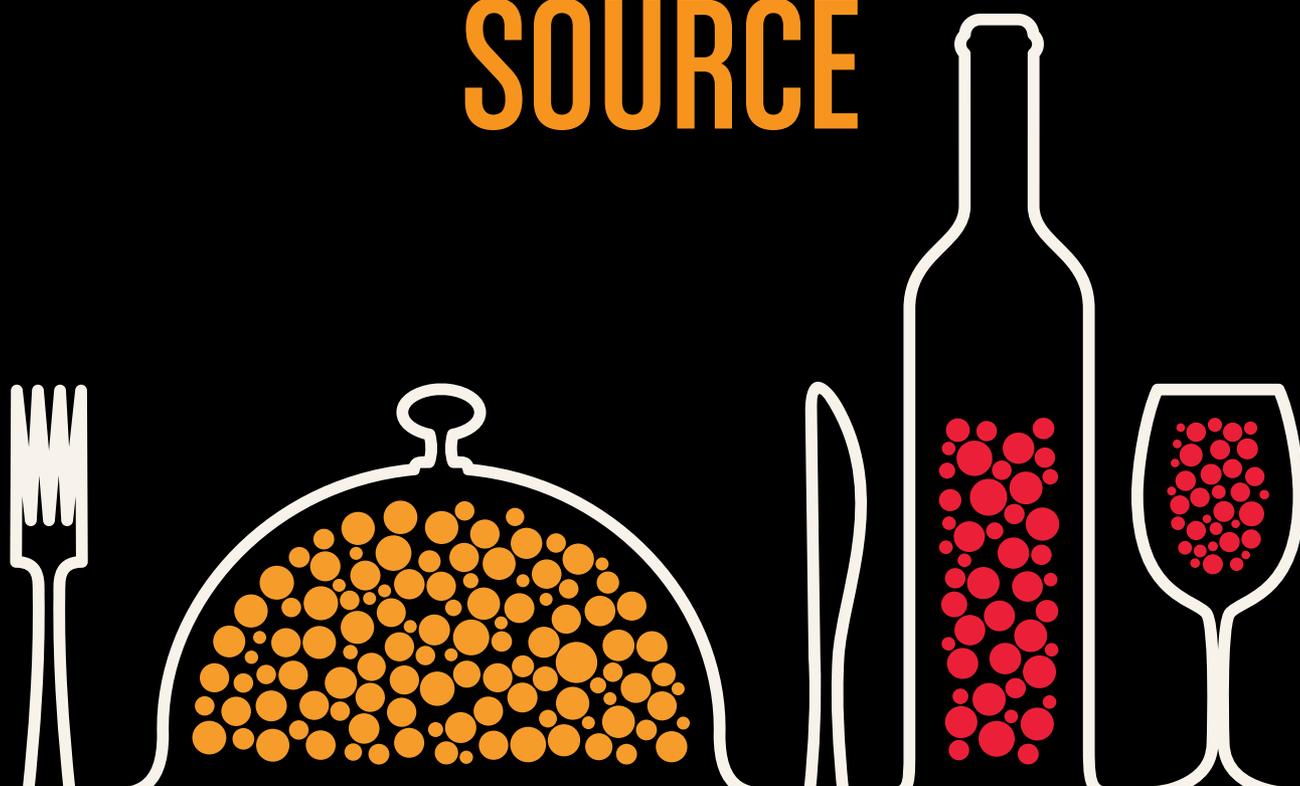
We would want to reach out to masses and classes – so it will be aggressively priced.

What are the parameters for an ideal licensee?

Strong consumer focus, proven track record and ambition with calibrated approach are what matter to us while choosing a licensee. We have poured our heart and soul into ChuChu TV – we expect the same commitment from our partners. ●●

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IT'S A 'KODAK MOMENT'

The Indian TV industry took a double hit during 2010, first because of the economic slowdown and second being the transition from SRT to LED TVs. While many of the brands shut their operations, SPPL chose the licensing way. In this interview with **Gargi Bhardwaj, Avneet Singh Marwah, CEO, SPPL**, talks about his new entrepreneurial journey



How has been your entrepreneurial journey so far?

Super Plastronics Private Limited (SPPL) was established in 1992. We started with the manufacturing of plastic mouldings and after managing mouldings for almost every brand of television sets, we started manufacturing televisions. That was when we launched our own brands like Beltek and Crown. Then there was a transformation from CRT televisions to LED, which turned out to be a dampener for our business because suddenly television sets from only the four top multinationals were in demand. We realised that the LED era was here to stay given the year-on-year increasing market size. So, with an established infrastructure of 28 offices and 350 company-owned service centres, we decided to associate with a brand of international repute.

What made you zero in on Kodak?

The year 2010 was the time when the transition from CRT

to LED took place and it was a double hit as the economy was already bearing the brunt of recession. As a result, most of the Tier II brands either wrapped up their operations or forayed into the brand licensing space. We realised that to grow we would need a brand with strong equity in the market. People recognise Kodak as a camera brand and hence our main focus was from still to digital picture.

Why do you think licensing is an effective strategy?

I think one should really relate to the brand licenses that they acquire. Character brands won't work for a segment like television. If the brand suits the products then only one should initiate the deal. Next are the specifications for brand licensee. The licensee should be a manufacturer so that you can have an advantage of around

7% over the margins. This also helps keep a check on quality.

What is the roadmap for your company's expansion?

We are doing TV and speakers as of now. The roadmap for 2018 is to launch a wider variety of speakers since there is an opportunity to grow in this segment.

THE ROADMAP FOR 2018 IS TO LAUNCH A WIDER VARIETY OF SPEAKERS SINCE THERE IS AN OPPORTUNITY TO GROW IN THIS SEGMENT

The brand took off from an online portal first. Was this a conscious decision?

Our premise was that to popularize your brand and then launch it would call for a huge marketing

budget. So the best ROI was to launch the brand online, get visibility, and then focus offline. We are not planning EBOs or brand outlets as we don't find them too profitable. The kind of distribution network we have from the last 20 years is helping us place our products offline as well. ●●



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UNITING THE GLOBAL FRANCHISE INDUSTRY

Franglobal is the international business arm of Franchise India Holdings Limited (FIHL) and a market leader scripting successful International market entries for its clients for over 18 years.



OUR SERVICES

Market Entry Strategy | Business Plan & Financial Assessment | Partner Identification Recruitment
Concept Research & Assessment | Hand-holding & Implementation Support

Current International Master Franchise Opportunities Available

Inviting High Net Worth Investors, Family Businesses Looking to Diversify, Master Franchisees
& Area Developers Looking for New Concepts & Opportunities

  Budget Hotel Chain Based In London Investment: INR 7-7.5 Crore	  House of Learning from Singapore Investment: INR 70-80 Lacs	  Australia & New Zealand's #1 Non-Competitive Soccer Provider Investment: INR 1.3-1.5 Crores	  USA's Therapeutic Massage & Skin Care Solution Brand Investment: INR 4-4.5 Crores
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Food & Beverage | Service | Retail | Education | Health, Wellness & Beauty



Journey of Entrepreneurship
Developing Children's Entrepreneurial Mindset Through Fun Activities

Investment:
INR Upto 1 Crore



REDBRICK PIZZA KITCHEN CAFE
USA's Highest Quality Fire-roasted Gourmet Pizza

Investment:
INR 5-10 Crores

MONNALISA®

Italy's Premium Brand for Kids' apparels

Investment:
INR 1-2 Crore



Wall Street English®
Pearson Acquires Publication & Education Company with its 400+ centres in 27 countries

Investment:
INR 6-8 Crores

Little Kickers®

UK's #1 Child Edutainment Brand

Investment:
INR 8-13 Lacs



CONFIDENCE • COMMITMENT • CHARACTER
Building **Kidz** School
US Based Preschool and Day-Care Centre

Investment:
INR 60-70 Lacs



Singapore's Dedicated Pop and Rock Music School

Investment:
INR 60-65 Lacs



KIO DA **너키업다**
International Korean Concept Store
Malaysia's Top Korean Concept Retail Store

Investment:
INR 1-9 Crores



Hollywood Theme Restaurant From USA

Investment:
INR 5-8 Crores



The French Style Bakery Solutions

Investment:
INR 1-2 Crores



Australia's Award Winning Gelato Chain

Investment:
INR 1.25-2 Crores



Fastest Growing Pizza Chain In The USA

Investment:
INR 1.5-2 Crores



The Largest Chain Of Fast Food Restaurants In Finland

Investment:
INR 1-1.5 Crores



Gourmet Food Brand From Australia

Investment:
INR 5-10 Crores



America's one of the largest chicken QSR Concepts in the world

Investment:
INR 7-7.5 Crores



Most Authentic Gourmet Pizzas from Singapore

Investment:
INR 70-80 Lacs



First True Onsite Paper Shredding Company

Investment:
INR 1-1.5 Crore



Leading Fondue Restaurant From Usa

Investment:
INR 2.5-3 Crore



Leading The Wellness And Weight Loss Brand From USA

Investment:
INR 80-90 Lacs



America's Fastest Growing High Energy Fitness Chain

Investment:
INR 1.5-2 Crores

and many more...

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MANUFACTURING

<p>Manufacturers and supplier of electric control gear & switchgear with good clientele like NTPC</p> <p>Location : Delhi NCR Investment: INR 60 Cr.</p>	<p>25 year old ISO certified, world class sport equipment manufacturer is looking for Expansion Capital</p> <p>Location : Bangalore Fund Raising: INR 10 Cr.</p>	<p>Promient car care solutions and service provider company</p> <p>Location : Delhi Investment: INR 60 Lacs</p>	<p>Leading Fabric Manufacturer of Modern Grey Fabric in Tamil Nadu is looking for investors</p> <p>Location : Bangalore Fund Raising : INR 20 Cr.</p>	<p>Major facility management company providing house keeping, support staff and maintenance services</p> <p>Location : Delhi Investment : INR 6 Cr.</p>
<p>25 yr old manufacturer of material handling equipments</p> <p>Location : Chennai Investment : INR 3.6 Cr.</p>	<p>OPPORTUNITY OF THE MONTH</p> <p>Premium packaging box manufacturer and distributorship</p> <p>Location : Pune Investment: INR 22 Cr.</p>	<p>The company is primarily engaged in the manufacturing & trading of Ferrous / Non Ferrous sheet metal components and having specialization in sheet metal</p> <p>Location : Delhi Investment : INR 150 Cr.</p>	<p>20 years old India's Foremost Manufacturer & Supplier of World-Class UPS Systems</p> <p>Location : Chennai Fund Raising : INR 7 Cr.</p>	<p>13 years old Well established hotel with restaurant in prominent location of Hyderabad with good clientele value is for sale</p> <p>Location : Hyderabad Investment : INR 30 Cr.</p>
<p>India's foremost manufacturer & supplier of world-class UPS Systems</p> <p>Location : Chennai Investment : INR 7 Cr.</p>	<p>Trailer and commercial vehicle body manufacturer looking for expansion</p> <p>Location : Pune Investment : INR 2 Cr.</p>	<p>Well-known hospital furniture manufacturing company serving all major hospital</p> <p>Location : Chennai Investment : INR 6.5 Cr.</p>	<p>Enterianment- profitably running adventure play zone inside prominent malls of mumbai</p> <p>Location : Mumbai Fund Raising : INR 1 Cr.</p>	<p>NOT DEAL</p> <p>24 yrs old Prominent Power conditioning equipment supplier & service provider with turnover 7.5 cr.</p> <p>Location : West Delhi. Investment : INR 30 Cr.</p>
<p>16 year old leading manufacturer of industrial and automobile plastic components</p> <p>Location : Chennai Investment : INR 18 Cr</p>	<p>One of the finest manufacturing and importer of power supply cords with global approval</p> <p>Location : Mumbai Investment : INR 1.25 Cr</p>	<p>Leading manufacturer and supplier of various kind of ventilator, anesthesia machine and complete ICU setup</p> <p>Location : Delhi/NCR Investment : INR 13 Cr.</p>	<p>BUSINESS SERVICES</p> <p>Well known LPG pipeline setup, gas supplier and maintenance service provider up for sale</p> <p>Location : Delhi NCR Investment : INR 15 Cr.</p>	<p>Beauty and Health</p> <p>Well known health care and ambulance service brand of pune</p> <p>Location : Pune Investment : INR 5 Cr</p>



FOOD & BEVERAGE



MANUFACTURING



RETAIL



EDUCATION



BEAUTY & WELLNESS



SERVICE SECTOR

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Hyderabad +91 9160604449

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- ✓ **APPROACH THE RIGHT BUYER** Via Customized Procedures
- ✓ **GET THE BEST NEGOTIATION** That Fits your Budget
- ✓ **GET THE BEST BUSINESS DEAL!!** Honest | Lucrative | Deals

<p>Beauty and Health</p> <p>Profitable running premium gym with good clientele in prominent location of pune</p> <p>Location : Pune Investment : INR 85 Lacs</p>	<p>Franchise of India's most renowned Animation training institute</p> <p>Location : Delhi NCR Investment : INR 1.25 Lacs</p>	<p>BEST DEAL Super Market</p> <p>Well established and leading super market in prominent location of Chennai</p> <p>Location : Chennai Investment : INR 3.5 Cr.</p>	<p>A renowned multi cuisine restaurant and banquet @prime location in Haryana</p> <p>Location : Haryana Investment : INR 1 Cr.</p>	<p>Renowned name in vegetarian restaurant chain specialized for Gujarati & Marathi Vegetarian Thalis.</p> <p>Location : Bangalore Investment : INR 35 Lacs</p>
<p>EDUCATION</p> <p>Profitably running franchise of popular pre-school brands at prime location Delhi NCR</p> <p>Location : Delhi Starting from : INR 15 Lacs</p>	<p>India's leading institution franchise known for english communication courses</p> <p>Location : Delhi Investment : INR 25 Lacs</p>	<p>Distributorship and retailer of premium brands of tiles sanitary ware and construction material</p> <p>Location : Pune Investment : INR 10 Cr</p>	<p>Profitably running pizza outlet in most prominent market of Gurgaon with good clientele value</p> <p>Location : Delhi Investment : INR 2 Cr.</p>	<p>E-COMMERCE</p> <p>Nationally Recognized & Regarded Gift & Florist Online Business</p> <p>Location : Delhi-NCR Asking Price: INR 25 Lacs</p>
<p>Govt approved catering and hotel management collage with 200+ approved courses</p> <p>Location : Chennai Investment : INR 18 Lacs</p>	<p>RETAIL</p> <p>Well established jewellery brand with 7 outlets having good clientele in Tamil Nadu</p> <p>Location : Tamil Nadu Investment : INR 3 Cr.</p>	<p>Profitably running toy store in the heart of Gurgaon</p> <p>Location : Delhi NCR Investment : INR 2.5 Cr</p>	<p>Prominent American fast food chain that primarily serves salads</p> <p>Location : Pan India Starting Range : INR 70 Lacs</p>	<p>Online Store for Mobile covers & accessories, customised apparels & products</p> <p>Location : Delhi Investment : INR 40 Lacs</p>
<p>India's Unique Education System that assess the skills of students using brain storming methodologies is looking for business partners</p> <p>Location : Delhi Fund Raising : INR 1.5 Cr.</p>	<p>Franchise of Ayurvedic FMCG Outlet is for sale in promienet location</p> <p>Location : Delhi Investment : INR 38 Lacs</p>	<p>FOOD&BEVERAGE</p> <p>profitably running outlet of well known brand selling organic chicken</p> <p>Location : Delhi-NCR Investment : INR 8 Cr.</p>	<p>Delhi based renowned fine- dine restaurant in CP looking for expansion capital</p> <p>Location : Delhi Investment : INR 1 Cr.</p>	<p>Well known online company into corporate food catering, food delivery and other emergency services for night hours is up for sale</p> <p>Location : Delhi Investment : INR 20 Lacs</p>

If you want to know value of your business, Contact :

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FRANCHISORS: If you wish to advertise here you should forward a copy of your franchise kit

For more franchise opportunities log on to www.franchiseindia.com

To advertise here call at 8467916516 or write to advertise@franchiseindia.com

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Chicken Express is a brand originated from South Africa opened in 1990. Now they are in 200+ locations. The USP of Chicken Express is 'Trust the FLAVA'.

Franchisee Models: KIOSK | CAFÉ | HIGHWAY

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BUSINESS SERVICES

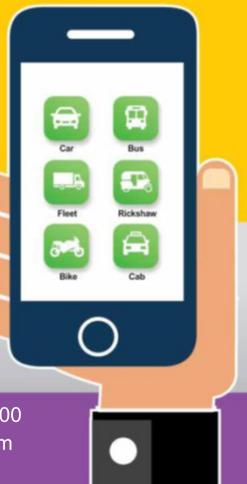
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Franchise Facts :

Brand : iWay Track
Product : Vehicle & Personal Tracking
Area : 400 sq. ft.
Expansion : Pan India
Investment : Rs. 7-9 Lacs (Unit Franchisee)



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7,68,806

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USP's

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Franchise Facts:
Area: 350 Sq Ft | Investment: 13-26 Lakh | Expansion: Pan India

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FRANCHISE FACTS
Investment: 15 Lakh Onwards | Expansion: Pan India

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FRANCHISE FACTS

Area: 500 Sq.ft.
Investment: 10-15 Lacs
Expansion: Pan India

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Master Franchise: Area: 1200 sq. ft. | Investment: 40 Lakh
Unit Franchise: Area: 600 sq. ft. | Investment: 10.50 Lakh





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FRANCHISE FACTS
Area: 250 sq.ft | Investment: 12-15 Lacs | Expansion: Pan India

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HotFut Leagues & Tournaments
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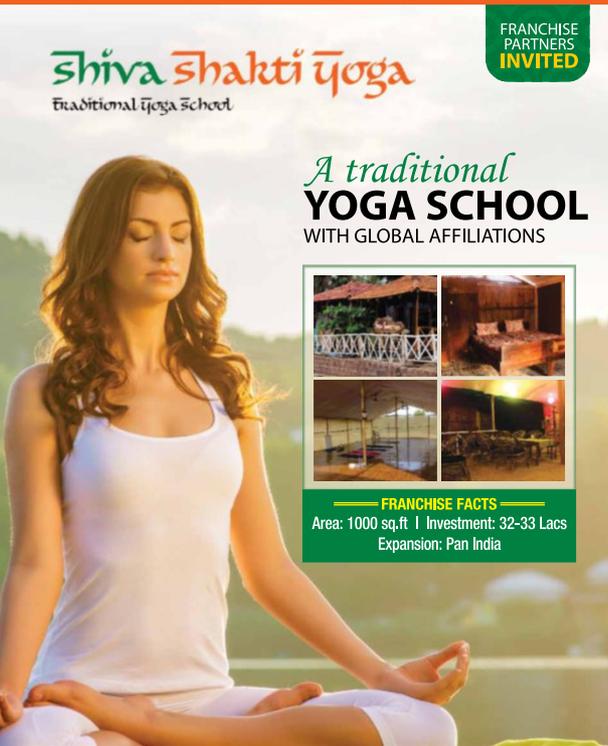
HotFut Foundation
CSR grassroots development programs, talent scouting & scholarships

ARENAS | ACADEMY | EVENTS | LIFESTYLE | FOUNDATION

Franchise Facts:
Area: 6000-50000 Sq Ft | Investment: 30 Lakh - 2 Cr. | Expansion: Pan India

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YOGA SCHOOL
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FRANCHISE FACTS
Area: 1000 sq.ft | Investment: 32-33 Lacs
Expansion: Pan India

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- ✓ Feasibility
- ✓ Developing Market Intelligence
- ✓ Business Plan and Investment Scorecard
- ✓ Franchise Audit
- ✓ Risk Reward Analysis
- ✓ Legal and Compliance Requirements

Our Responsibility

- ✓ Utmost security and privacy
- ✓ Non disclosure of confidential information

Business Prospects

- ✓ Buying a Business
- ✓ Franchise Ownership
- ✓ Property Ownership/Property on lease

Deal Closure

- ✓ Negotiation
- ✓ Compliance and Legal Formalities

For more details contact:

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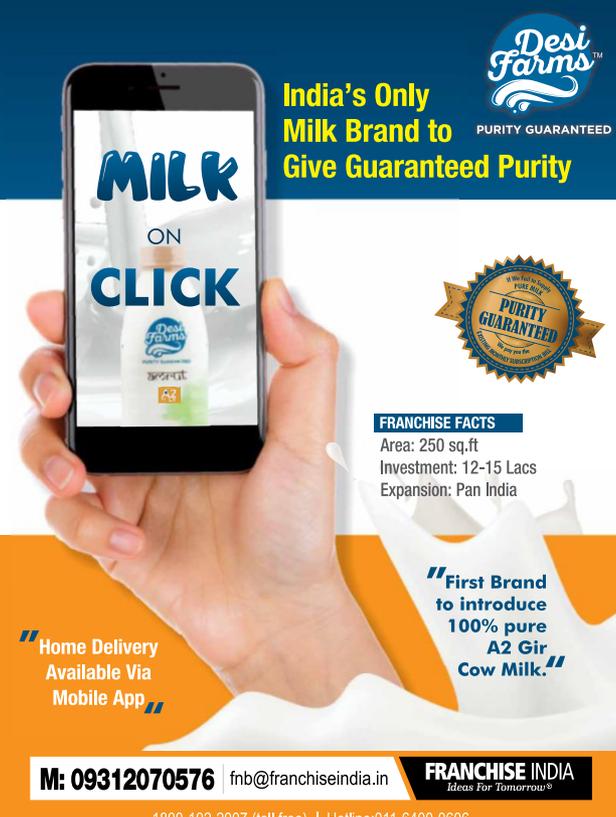
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FRANCHISE FACTS

Investment : 1-2 Lacs | Expansion: Pan India

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Investment: 12-15 Lacs
Expansion: Pan India

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- Great opportunity to expand your networking with top brands

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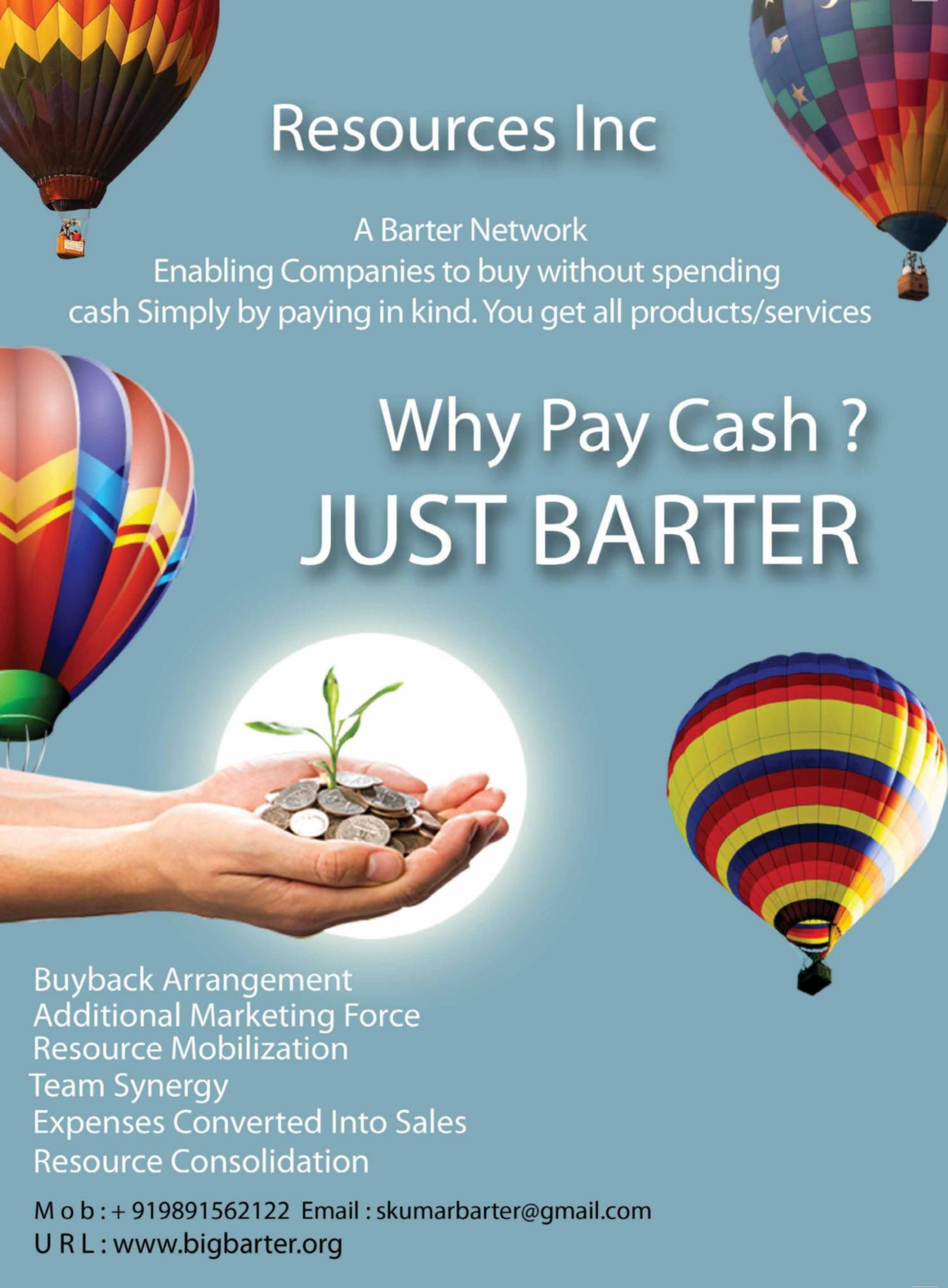
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The background of the entire page is a light blue sky with several colorful hot air balloons floating around. One is in the top left, one in the top right, one on the left side, and one in the bottom right. The balloons have various patterns and colors like red, yellow, blue, and green.

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FRANCHISEES INVITED



Franchise Facts:
Area: 200 Sq Ft | Investment: 21-22 Lakh | Expansion: Pan India

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Franchise Facts:
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Investment: 22 Lakhs Onwards
Expansion: Pan India

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FRANCHISE FACTS
Area: 2200 Sq.ft. | Investment: 1.29 Cr. | Expansion: Pan India

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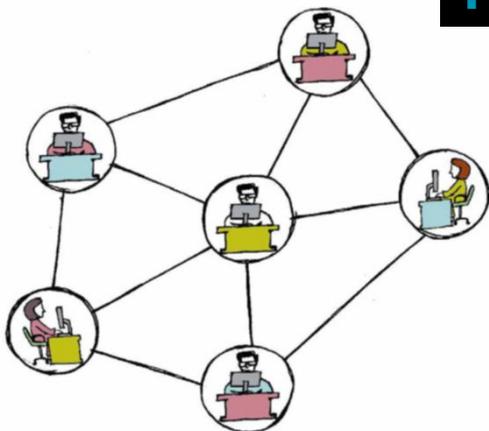
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HOW TO RUN A REMOTE STARTUP ACROSS TIME ZONES

Quick tips on building high performing remote teams

1



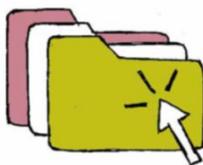
CAST A WIDE NET

One of the most noteworthy benefits of remote teams is that the talent pool instantly becomes global. In other words, your potential team is no longer dictated by the boundaries of your head office's city and suburbs. There are plenty of remote job boards to tap into.

STAY ORGANIZED

One of the biggest trials is keeping your team on task and organized. Communication is key here, and using tools to create a virtual white board work well. Trello is a popular one that allows users to make boards, lists, and cards to stay organized and set priorities. While having clear tasks is necessary, it's also a good idea to organize and stick to a schedule for a weekly Skype session or time when everyone can join a Google Hangout.

2



3

ADJUST FOR TIME ZONES

Instead of installing six clocks set to different times on your home office wall, consider tools like Every Time Zone or World Time Buddy. Easily customized, you can add cities at your will and watch a tracker in real time so you're not expecting your colleague to answer a question at midnight.

4



MANDATE A BUDDY SYSTEM

Remote work can get lonely, and without person-to-person contact, productivity can slip. One interesting way companies combat this is by having mini team check-ins. It's like a buddy system where you have an assigned colleague/friend.

BRING IT ALL TOGETHER, NOW

Yes, the point of having remote teams is to work remotely, but it's great to link up face-to-face at least once a year. Having your remote team meet up at relevant trade shows kills several birds with one stone. It allows your remote folks work together as a face-to-face team, hone their sales and marketing skills in a direct environment, and gives them valuable feedback from clients and prospects.

5



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