



## TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ

Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA

www.tobb.org.tr - tobb@hs01.kep.tr

Sayı : E-34221550-720-14042

Tarih: 28.12.2023

Konu : Fuar Duyurusu - Franchise India Fuarı

### TÜM ODA VE BORSALARA (Genel Sekreterlik)

İlgi : T.C. Haydarabad Başkonsolosluğu'ndan alınan 27.12.2023 tarihli e-posta

İlgide kayıtlı yazıda, T.C. Haydarabad Başkonsolosu Sn. Orhan Yalman Okan'ın Hindistan'ın en büyük ve etkili franchise (network) ağına sahip biri olarak tanımlanan "FRANCHISE INDIA"nın Başkanı Gaurav Marya ile gerçekleştirdiği görüşmede adı geçen tarafından, Franchise India'nın etkili franchise, bayilik ve distribütörlük hizmetlerinden ve bugüne değin aracılık ettikleri milyarlarca Dolarlık iş bağlantılarından söz ederek, iş ortaklıkları için mükemmel bir zemin olarak tanımladığı FROEXPO (Franchise and Retail Opportunity Expo) hakkında bilgiverilmiştir.

Broşürleri ekte sunulan FROEXPO'da 200'den fazla markanın 8.000'den fazla potansiyel yatırımcıyla buluşmasını öngördüklerini ve bir sonraki FROEXPO'nun 16-17 Mart 2024 tarihlerinde Haydarabad'da düzenleneceğini bildirilmiştir.

Franchise India, T.C. Haydarabad Başkonsolosluğu nezaretinde, Türk firmaları için gereken tüm lojistik düzenlemeleri uygun bir ücretlendirmeye yapacaklarını iletmiştir. Franchise India'nın vereceği hizmetler arasında, katılımcı firmaların stantlarının ve B2B toplantı salonunun bulunacağı bir pavyon, Franchise India'nın sosyal medya platformlarında pavyonumuzun tanıtımı, basında reklam yapılması, tüm yatırımcı üyelere tanıtım e-postalarının gönderilmesi, fuar alanında ve ünlü AVM'lerde fiziksel tanıtım panolarının kurulması gibi hususlar yer almaktadır.

Söz konusu yazıda, kalan kısıtlı süre de göz önünde bulundurularak, FRAEXPO hakkında bilgi edinmek isteyen firmaların 15 Ocak 2024 tarihine kadar Ticaret Ataşeliğine (haydarabad@ticaret.gov.tr) temas edebilecekleri yer almaktadır.

Bilgilerinizi ve söz konusu fuarın ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

*e-imza*

Sarp KALKAN  
Genel Sekreter Yardımcısı

EK:

- 1- Franchise India Sunumu
- 2- Franchise India Deneyimleri olan Firmalar Listesi
- 3- FROEXPO Fuar Broşürü (19 sayfa)



Evrakı Doğrulamak İçin : <https://belgedogrula.tobb.org.tr/belgedogrulama.aspx?eD=BSR5UDJCB>  
Tel : +90 (312) 218 20 00 (PBX) - Faks : +90 (312) 219 40 90 -91 -92... - E-Posta : info@tobb.org.tr  
Bilgi İçin: Tuna EVMEZ - Tel : 0312 218 2219 - E-Posta : tuna.evmez@tobb.org.tr





www.franchiseindia.com  
 www.indianretailer.com  
 www.entrepreneur.com  
 www.restaurantindia.in  
 www.busessex.com  
 www.licenseindia.com  
 www.dealerindia.com  
 opportunityindia.com

franchiseindia.com  
 Entrepreneur's Daily Dose  
**Entrepreneur.com**  
 BusinessEx.com  
 MOVE AHEAD  
**Dealer**  
 India  
**Opportunity**  
 India

**IndianRetailer.com**  
**RESTAURANT**  
 INDIA.IN  
**LICENSE INDIA.com**  
 Empowering Real Estate

Leading Media Co. with  
 3 National Magazines



**FRANCHISE INDIA**  
 Ideas For Tomorrow®

700+ shows across 78 cities with  
 1Mn visitors annually



Our Bestselling Books



Digital

Print

Divisions

forums expo wired  
 insights engage digital

Events

Consulting

Strategic advisory with  
 strong execution capability

**Francorp**  
 The Franchising Leader

Books

Licensing

India's first licensing  
 solution provider

**BRADFORD**  
 IP MANAGEMENT • ADVISORY • RETAIL • HYBRID

INT. Offices

Singapore, Dubai, London, Greece

**FranGlobal**  
 International Market-Entry Specialist

Social



## RISE AND RISE OF FRANCHISING IN INDIA

The distinction between small and big, between thinking local, regional, national, and global is mindset and Investment. Franchising as a Business strategy paves the way for businesses to scale a bigger canvas.



- » The growth of the franchise industry in India shows no signs of slowing down. The sector proved to be highly profitable in 2022 and 2023.
- » India is on track to overtake the United States and China as the world's third-largest consumer market.
- » India's consumer spending is expected to rise from USD1.5 Trillion to nearly USD 6 Trillion by 2030. As a result, India represents a sizable potential market for international franchisors.
- » Today is the time to serve the world's customers.

# The Franchising World

India's most comprehensive and leading end-to-end business and franchise magazine.

Since its inception in **1999**, this bi-monthly publication has become an essential success tool for the investing community.

Our Partners benefit from the wide community of Business Aspirants subscribing to know the fundamentals for successful Business Management and to update themselves about companies looking for partners in various categories of business.



# Entrepreneur

## The Indian Face of America's #1 Entrepreneur Magazine

**Entrepreneur** magazine will give you all the insights you need about the entrepreneurial ecosystem of India. Learn the how to's and why to's of entrepreneurship and know what the best of Indian entrepreneurial minds have to say. This is the perfect platform for entrepreneurs to network, learn and build a community of peers. The magazine has been in print for close to 45 years in the US.

**2500**  
Audience

**60,000**  
Subscribers

**8000**  
Institutional Orders



# Retailer

India's first retail opportunity and consumer insight magazine.

**Retailer** has left its mark amongst the retail stakeholders comprising of small and medium retailers, retail professionals, suppliers, vendors and mall developers over its years of operation. It acts as the ideal platform to highlight commendable retail practices, future prospects, new product launches, winning strategies, efficient retail distribution channels and business opportunities in the Indian and International retailing industry.

**80,000**  
Total Circulation

**27,000**  
Subscribers

**78**  
Cities Monthly Reach





# franchiseindia.com<sup>®</sup>

Entrepreneur's Daily Dose

## India's # 1 Franchise Website

The website provides every minute detail to entrepreneurs on aspects of franchising, franchise opportunities, business opportunities, partnerships, dealers, manufacturing, distribution, retail and much more. The website is the favourite destination for franchisors, start-ups, franchisees, dealers, distributors, retailers and franchise prospect seekers.

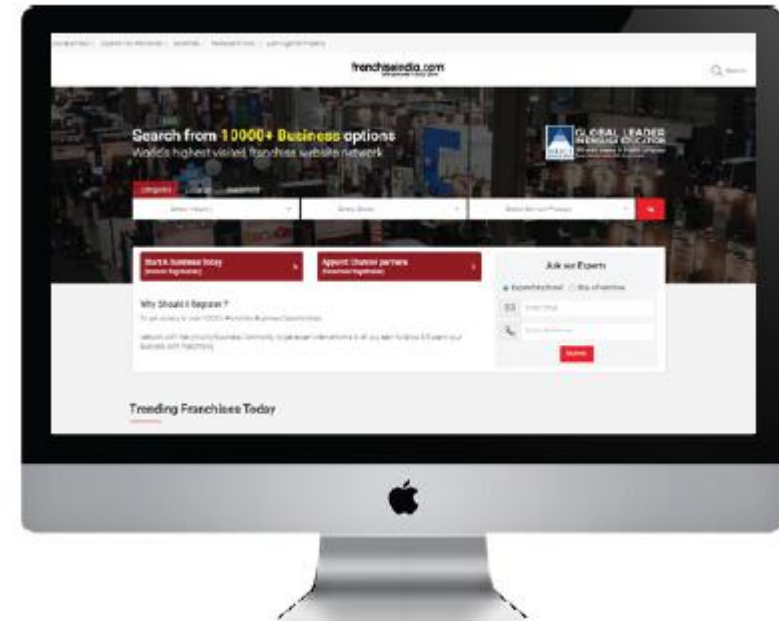
**10,000+** BRANDS LISTED

**40,58,562** MONTHLY PAGE VIEWS

**10,00,000** MONTHLY VISITORS

**2,50,000+** NEWSLETTER SUBSCRIBERS

**80%** OF UNIQUE VISITS



# Entrepreneur.com

**Entrepreneur India** is the largest Entrepreneur community & engages over **22 million** audience every month.

Headquartered in the US, Entrepreneur is a renowned brand that specializes in connecting the charge makers of the world! Entrepreneur Brand Solution offers 360 degree reach through is Media, B2B Events, Advisory and Transaction Services.

**10.2 Million**  
Monthly Page  
Views

**5:10 Min**  
Avg. Time Spent



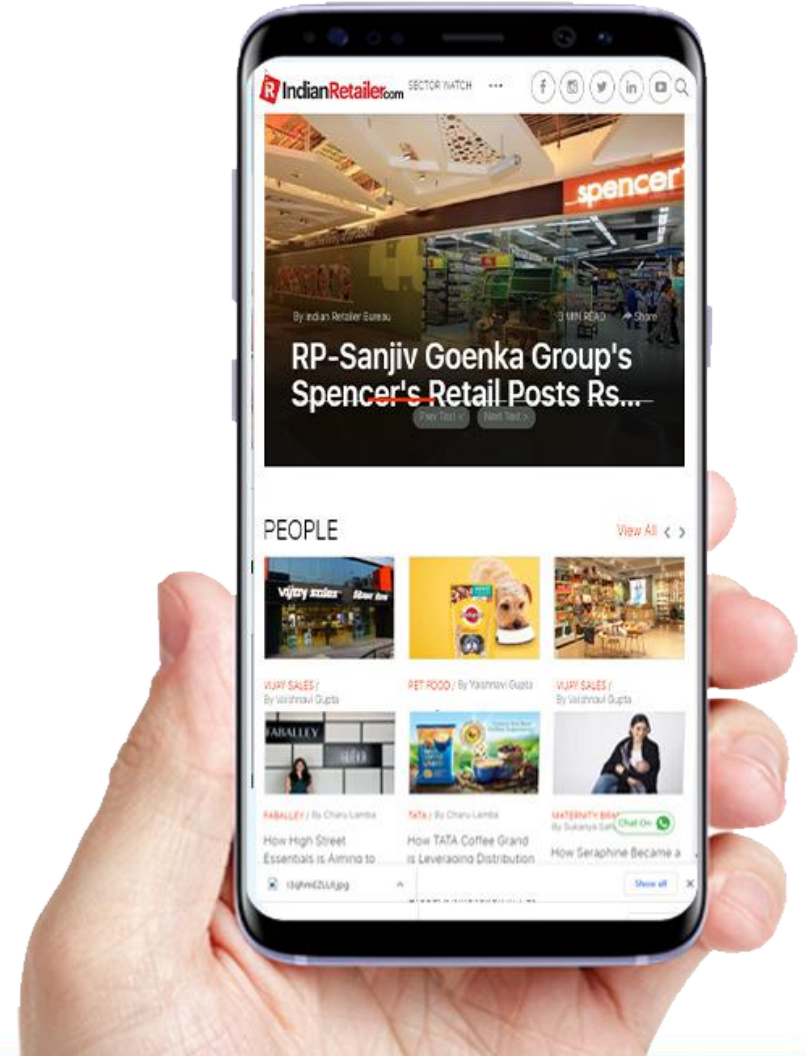


## India's Largest News, Information & Market Intelligence Platform In The Retail Sector!

Since 1999, The website exclusively covers retail real business news and activities, giving comprehensive information and keeps track of changing consumer behaviour and the overall economic condition, in order to help companies to stay intelligently informed to better plan their future strategies. IndianRetailer.com keeps daily track of all activities and decisions taken in the sector, focusing on all major events, retailing industry specific surveys, studies and reports, in order to track and predict upcoming trends.

4,72,298  
Unique Visitors

64.94 %  
Average New Visitors





# DELHI FRANCHISE INDIA 2024

## A 19 Years Legacy of Franchise India Show.

Started in Year 2003, Franchise India show has become synonymous to business expansion.

## World's Largest Franchise, Retail & Distribution Expo.

Franchise India 2024 provides a platform to 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.

# PAVILIONS

### EXCLUSIVE PAVILIONS

- FRANCHISE | E-COMMERCE & D2C | STARTUP INDIA
- BRAND LICENSEING | FOOD & RESTAURANT | DEALER INDIA
- INDIA EV & AUTO | INTERNATIONAL | RETAIL REAL ESTATE



# FRO EXPO

## National Franchise & Retail Opportunity Expo

FRO is an initiative from Franchise India Holdings Limited, giving a platform to investors, aspiring entrepreneurs and business owners to start, manage & grow their business. Franchise India Exhibitions have benefitted over 400000 business investors with over 500 shows held both in India & overseas.

2 Days of Business Networking, 200+ Brands, 8000+ Potential Investors

### Upcoming Expos

16 - 17 MARCH, 2024 HITEX Exhibition Centre <b>HYDERABAD</b>	29 - 30 JUNE, 2024 Chennai Trade Centre <b>CHENNAI</b>	AUGUST, 2024 Mahatma Mandir Convention & Exhibition Centre, Gandhinagar <b>AHMEDABAD</b>	SEPTEMBER, 2024 Palace Ground <b>BENGALURU</b>
--	--	--	--

### Major Topics

- How to build an efficient franchise or dealership and distributorship network for your product/service
- How to build a multimillion dollar brand/enterprise
- From business become a brand
- How to choose the right business
- Unlocking potential: commercial real estate
- The VC logic: show me the money

# 80%

**PRE REGISTERED  
AUDIENCE**

# MUMBAI FRANCHISE INDIA 2024

Signature Edition

## World's Largest Franchise, Retail & Brand Licensing Show.

Organized by the world's largest integrated franchise solution company with absolute authority on franchising, licensing, retailing, and real estate, we have helped thousands of investors select the right business opportunity while assisting numerous organizations in international and domestic expansions.

2 Days of Business Networking, 100+ Global Brands, 300+ Indian Brands , 10000+ Investors, HNIs

### Who Exhibits

World Franchise Forum, International master franchisors, Brand Licensors, Merchandisers, Retail Real Estate Brands, International retailers, local manufacturers, VC/PE Investors & Startup Leaders

### Who Attends

- Key Decision Makers from across India and neighbouring Countries
- Investors looking for Master Franchise or Global Brand associations
- Existing Master or Multi unit Franchisees
- NRI's Looking to invest In India Market
- Top Leadership & Franchise Professionals across Management Level
- Startup Founders looking for JVs, Entrepreneurs looking for new tie-ups & investment





Organised By **FRANCHISE INDIA**  
Ideas For Tomorrow®

## India's #1 Multicity Franchise & Business Opportunities Expo

Year on year, the show has experienced huge surge in the number of investors who come to attend the expo, and meet leading brands, that are looking to expand their business.

It will be a one-day Exposition, which will aim to inspire new-age entrepreneurs to create a wave of entrepreneurship by buying and selling franchise businesses of leading global and domestic brands, discovering, collaborating, and investing in upcoming business opportunities in the country.

### Who Exhibits

Master & Area franchisors, Retail & Real Estate Brands, Distributors, Manufacturers, SMBs & Startups

### Who Attends

- Entrepreneurs looking for new tie-ups & investment
- Key Decision Makers & Investors looking for Franchise or Brand associations
- Existing Franchisees
- NRI's Looking to invest In India Market
- Franchise Professionals across Management Level
- Startup Founders looking for JVs

## Upcoming Franchise Expos

Sr. No.	Proposed Dates	Cities	Venue
1	14 January 2024	Chandigarh	Novotel Chandigarh
2	21 January 2024	Coimbatore	Le Méridien Hotel
3	28 January 2024	Jaipur	Ramada by Wyndham
4	04 February 2024	Kochi	Radisson Blu Hotel
5	18 February 2024	Bhubaneswar	Welcomhotel By ITC Hotels
6	25 February 2024	Patna	Lemon Tree Premier
7	Mar-24	Kolkata	TBC
8	Mar-24	Pune	TBC



## Some Success Stories



USA Fitness brand  
125+ Gyms in India



USA largest fast-food chain  
550+ Stores in India



Italian QSR Chain  
10+ Stores in India



The iconic New York bakery  
10+ Stores in India

### Some of the Associate **Global Brands Growing** In India with FI Media



### Some **National Brands Growing** across the globe with FI Media



**375+**  
Outlets



**120+**  
Outlets



**115**  
Schools



**109**  
Outlets



**108+**  
Centers



**50**  
Outlets

HOHQ 7DULK 6D\O

# Thank You

[www.franchiseindia.com](http://www.franchiseindia.com)

RESTRICTED

**FRANCHISE INDIA**  
Ideas For Tomorrow®

%X\_EHOJH VDI\OOO (OHNWURQLN oP]D .DQXQXD J]UH \*YHQOL (OHNWURQLN oP]D LOH LP]DODQPõuWõU  
(YUDN VRUJXODPDVõ KWWSV RGDERUVDHEIV WREE RUJ WU WVR EROX HQYLVLRQ 4XHU\B6WDWXV DVS[\*H" %68. 39 H6 DGUHVVLQGHQ VDSõODELOLU 3,1

## Our Experience with Food & Beverages 1/2

- Carl's Jr. is an American fast food restaurant chain operated by CKE Restaurant Holdings, Inc.
- Carl's Jr. gave FranGlobal the mandate to help them find the Master Franchise for India
- We found and helped them sign with Cybiz Brightstar Restaurants Private Limited for Pan-India



- Doner & Gyros launched in 2014 in UAE is a quick service restaurant which offer sandwiches.
- Doner & Gyros gave us the mandate to help them find 11 regional partners in India
- We found and helped them sign all 11 regions in record time of 14 months



- Magnolia bakery founded in 1996 with its first location at Manhattan is a premium Bakery Chain
- Magnolia bakery gave us the mandate to help them find Master Franchise Partner in India
- We found and helped them sign a Master Franchise agreement for South & West of India with Spago Food



- Wrap it up is a UK based sandwich brand.
- Wrap it up gave us the mandate to help them find Master Franchise Partner in India
- We found them a area partners for New Delhi & NCR



- Laduree is a French manufacturer and retailer of high-end pastries and candy, which was established in 1862. It is one of the world's best-known sellers of the double-decker macaron.
- Laduree gave us the mandate to help them find Master Franchise Partner in India
- We found and helped them sign a Master Franchise agreement with CK Israni Group, one the leading real estate group in the country.



## Our Experience with Food & Beverages 2/2

- Baskin-Robbins is an American chain of ice cream and cake specialty shop restaurants
- Baskin-Robbins Master Franchisee Graviss Group has given us a mandate for Pan-India Franchise Development
- We have developed 326 locations for Baskin-Robbins
- Baskin-Robbins now has 800+ stores in India with another 600+ shop in shops



- Fresh, artisanal, delicious – The Gelatissimo story began in 2002 in the heart of Sydney, Australia.
- Gelatissimo gave us a mandate to find them a Master Franchise partner in India
- We found and helped them sign a Master Franchise agreement with DKSyt Foods Pvt. Ltd. lead by Ms. Sangeeta Dumpeta



- Cold Stone Creamery is an American ice cream parlor chain. Headquartered in Scottsdale, Arizona, the company is owned and operated by Kahala Brands
- Cold Stone Creamery had us a mandate to find them a master Franchise Partner in India
- We found and helped them sign a Master Franchise agreement with Lulu International Group's, Tablez Food Company for India



- The Ice Cream Lab is an LA based ice cream shop which serves fresh made-to-order liquid nitrogen ice cream.
- The Ice Cream Lab gave us a mandate to find them Master Franchisee
- We found them an 2 x large area developers for the South and West of India. North & East are in progress.



## Our Experience In Furniture & Home Decor

- Founded in 1960, Gautier is a French manufacturer of contemporary furniture
- Gautier gave us a mandate to find a Master Franchise partner in India
- We found Ebony Retail Pvt. Ltd. lead by Manhad Narula as a partner for them, they form a Joint Venture and started expansion with Store in Store concept.
- They have recently announced a 120 store roll out of exclusive Ebony Gautier Stores across the country.



- Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. is the Italian furniture and design company
- Natuzzi gave us a mandate to find a license manufacturing partner in India
- We found Dash Square as a Manufacturing partner & Retailing for South of India



- Sleepwell is a flagship brand of the Sheela Group, India's leading manufacturer of Polyurethane foam
- Sleepwell gave us a mandate to exclusively expand Pan-India
- We have assisted Sleepwell to open more than 340+ exclusive stores



## Our Case Studies in Fashion Retail Industry (1/2)

**LONGCHAMP**  
PARIS



**LONGCHAMP**  
Country – France

Longchamp is a French luxury leather goods company, deals in leather accessories such as wallets, handbags, passport covers, luggage, shoes, travel items, and women ready-to-wear designer clothes. They are spread across 80 countries with over 1500 stores worldwide

### **FranGlobal's Contribution**

DOIT Retail brands is one of the premium retail partners of Franglobal, with whom Franglobal worked together to prepare India market strategy, expansion plans, strategic locations, financial modeling & exclusive market research for LONGCHAMP. The efforts & network put forward by Franglobal for LONGCHAMP helped them get a pan-india qualified partner.

**PONEY**

Country – Malaysia

Poney is a reliable one stop baby & kids online fashion store offering variety of fashion wear, clothing, dress, accessories for kids with 250+ counters globally

### **FranGlobal's Contribution**

FranGlobal prepared the India Market Entry & Expansion plan with intensive research and came up with projections which helped the partners Ajanta International (Largest Distributor of Reliance yarns) come up with a projection of 100 sales point in 5 years. Currently PONEY has stores in the capital region & are doing pretty well.



**KAREN MILLEN**

**KAREN MILLEN**

Country – United Kingdom

Karen Millen is known for creating beautifully crafted fashion for women with each piece of their collection been individually designed, hand-crafted and perfected by the designers in-house for more than 65 countries across 6 continents.

### **FranGlobal's Contribution**

From due-diligence to closure of a Pan India Partner, Franglobal was the key player in defining the strategy & financial approach which had helped them open 7 units in India right after the sign-off. The overall process of on-boarding, profiling, background check was lead by Franglobal which helps brands to gain confidence which they enter & expand in India

## Our Case Studies in Fashion Retail Industry (2/2)



### **Beverly Hills Polo Club**

**Country** – United States

Beverly hills was established in 1982 inspired by both luxury and heritage of Beverly hills & the iconic logo. Post their huge success in the United States in the field of clothing expansion globally was inevitable.

### **FranGlobal's Contribution**

Franglobal collaborated with Beverly Hills Polo Club and signed them with an apparel group for Pan India partnership, now they have more than 100 stores across India. FranGlobal designed and implemented their go-to-market strategy, site research, financial analysis & later concluding it with deal structuring

### **Pink Women**

**Country** – Greece

Pink Women is one of the leading brand for women in Greece and has 100+ stores in Greece, Dubai, Jordan & Cyprus.

### **FranGlobal's Contribution**

FranGlobal conducted both primary & secondary research to lay a platform for their launch in India for various models (Franchising/JV/Licensing) and accordingly find a partner for them. We later collaborated with pink women to find them a master distributor with pan india rights. Not just a master distributor, we have helped them set up an omni-channel supply chain leveraging our network to open both EBOs & working towards tie-up with major ecommerce players

**pink woman**

**MONNALISA®**

### **Monnalisa**

**Country** – United Kingdom

Monnalisa S.p.A. was founded in 1968 and is headquartered in Arezzo, Italy. The company also produces and sells garments for children in Italy and internationally. The company offers dresses, body vests and baby sets, jumpsuits and baby suits, leggings and trousers, skirts, tops and T-shirts, shirts, cardigans and sweaters, coats and jackets, puffer and fur jackets, accessories, underwear and nightwear, fragrances, beachwear, and shoes for girls

### **FranGlobal's Contribution**

PING Global services appointed as Master Franchise for India; Plans to setup 6-8 stores ; Started with first store in New Delhi opening in Oct-2018; All products to be imported and sold

## Our Experience with Retail Brands

- Mothercare plc is a British retailer which specialises in products for expectant mothers and in general merchandise for children up to eight years of age
- Mothercare gave FranGlobal the mandate to help them find the Omnichannel Partner for India
- We found and helped them sign up with DLF Brands for Pan-India
- Today they are available at 54 locations in the country and have large online presence



- Longchamp is a French luxury leather goods company, founded in Paris in 1948 by Jean Cassegrain
- Longchamp gave us the mandate to help them find Omnichannel partner in India
- We found and helped them sign up with DOIT Retail brands
- Longchamp today has 5 locations and massive online presence

LONGCHAMP  
PARIS



- The Beverly Hills Polo Club brand was established in 1982. Inspired by both the luxury and heritage of Beverly Hills, the brand captures the excitement of the sport of polo along with the exclusivity of membership to a private club.
- The Beverly Hills Polo Club gave us the mandate to help them find Omnichannel partner in India
- We found and helped them sign up with Major Brands
- The currently have more than 50 stores and sell online



- Monnalisa SpA, the high-end childrenswear sector leader listed on the AIM Italia
- Monnalisa SpA, gave us the mandate to help them find Omnichannel partner in India
- We found and helped them sign up with Chitresh Lather the CEO of PDM University who committed to invest \$ 4 million in the business.
- The currently have 4 stores and sell online

MONNALISA®





- **CKE Restaurants Holdings, Inc.**, through its subsidiaries, owns, operates, and franchises quick-service restaurants under the Carl's Jr., Hardee's, Green Burrito, and Red Burrito names in the United States and internationally.
- It had a total of 3,729 franchised or company-operated restaurants in 44 states, U.S. territories, and 40 countries internationally. 5 stores in India.



## India Operations:

- FranGlobal has advised brand with India opportunity & Partner development (Regional master Partners).
- We closed deal for Master Franchise sign up with Cybiz BrightStar Restaurants Private Limited, a subsidiary of CybizCorp for Pan India region.
- At present with 5 stores in New Delhi India





- **Magnolia Bakery** is a chain of bakeries founded in New York City with first store in Manhattan in 1996.
- The bakery is known for its desserts, especially its cupcakes.
- Today, Magnolia Bakery can be found in New York City, Los Angeles, Chicago, Mexico City, Seoul, Dubai, Riyadh, Abu Dhabi, Kuwait City, Doha and India.
- Dubai AED 105 (2-pax) (£ 30)

### India Operations:

- FranGlobal has advised brand with India opportunity & Partner development-South-West Region Master Franchise with a commitment to roll-out 25 Units in a mix of Store & kiosk in over the next five years.
- In advance discussion with partner in other regions.





- **Wrap It Up**, Headquartered in the United Kingdom is one of the successful & fastest growing quick service restaurants.
- It all began in 2004 when consumers were bored of eating sandwiches every day & were willing to try something different & so Wrap It Up!! Was born.
- Fresh food made up of different flavour offerings from 5 different continents under the same roof. "Wrap It Up" is planning to open 400+ stores in span 5 years in India.



#### India Operations:

- FranGlobal has advised brand with India opportunity & Partner development (Regional master Partners).
- We have recently on-boarded the brand & already in advance stages of discussion with potential investors and expecting the closure soon.



## Master Franchise – Case Studies By FranGlobal

Gold's Gym started in Venice, California in 1965, Their operation include training techniques, Gym Equipment and Nutritional Concepts.

Gold's Gym gave us the mandate to find Master Franchise Partner in India, we identified 2 Master Franchise Partners, 1 for North of India - Valecha Engineering- led by Jagdish Valecha and 1 for West of India The Sun-n-Sand group – led by Rajesh Advance & G. Ramachandran.

Eventually, both these entities formed a Joint Venture F2 Fun and Fitness Pvt. Ltd. to obtain rights for neighbouring countries of India like Nepal, Bangladesh and Sri-Lanka

Our sister concern Franchise India Brands Ltd has helped the Master Franchisee to sign 55 locations out of 150 locations.



Anytime Fitness is a franchise of 24-hour health and fitness clubs that is headquartered in Woodbury, Minnesota, United States. We Pan-India Master Franchise, House of Fitness Pvt. Ltd. led by Navendu Jain, Vishal Kwatra and Vikas Jain to negotiate the Master Franchise Agreement.

Our sister concern Franchise India Brands Ltd has helped the Master Franchisee to sign 32 locations out of 104 locations.

HOHQ 7DULK 6D\O

# Thank You

[www.franchiseindia.com](http://www.franchiseindia.com)

RESTRICTED

**FRANCHISE INDIA**  
Ideas For Tomorrow®

%X\_EHOJH VDI\OOO (OHNWURQLN oP]D .DQXQXD J]UH \*YHQOL (OHNWURQLN oP]D LOH LP]DODQPõuWõU  
(YUDN VRUJXODPDVõ KWWSV RGDERUVDHEIV WREE RUJ WU WVR EROX HQYLVLRQ 4XHU\B6WDWXV DVS["H" %68. 39 H6 DGHVVLQGHQ VDSõODELOLU 3,1

# FRO EXPO

HYDERABAD - 2024

Organised by  
**FRANCHISE INDIA**  
*Ideas For Tomorrow®*

**16 17**

MAR, 2024

HITEX Exhibition  
Centre **Hyderabad**

WELCOME TO **133<sup>TH</sup> NATIONAL** FRANCHISE & RETAIL OPPORTUNITY **EXPO**

**200+** Brands

**8K+** Trade Buyers

**Book Your Space**

[www.franchiseindia.com/fro](http://www.franchiseindia.com/fro)

# World's Largest Integrated Franchise Solution Company!

with an absolute authority on franchising, licensing, retailing and real estate, we have helped thousands of investors in selecting the right business opportunity while assisting numerous organisations in international and domestic franchise expansions. Through our dynamic media and services platforms we have catered to players across industries and categories like Food & Beverage, Education, Retail, D2C, EV, Healthcare, Distribution and Fashion etc. We provide structure to develop, grow and expand various business models and this is built around the idea of profitable and sustainable growth through partnership.

[www.franchiseindia.com](http://www.franchiseindia.com)



**FRANCHISE INDIA**  
*Ideas For Tomorrow®*

www.franchiseindia.com  
 www.indianretailer.com  
 www.entrepreneur.com  
 www.restaurantindia.in  
 www.busessex.com  
 www.licenseindia.com  
 www.dealerindia.com  
 opportunityindia.com

franchiseindia.com  
 Entrepreneur's Daily Dose  
**Entrepreneur.com**  
**BusinessEx.com**  
 MOVE! AHEAD  
**Dealer**  
 India  
**Opportunity**  
 India

**IndianRetailer.com**  
**RESTAURANT**  
 INDIA.IN  
**LICENSE INDIA.com**  
 Empowering Brand Extensions

Leading Media Co. with  
 3 National Magazines



**Digital**

**Divisions**

**forums** By Franchise India  
**expo** By Franchise India  
**wired** By Franchise India  
**insights** By Franchise India  
**engage** By Franchise India  
**digital** By Franchise India

700+ shows across 78 cities with  
 1Mn visitors annually



**Events**

**Consulting**

Strategic advisory with  
 strong execution capability

**FranGlobal**  
 International Market-Entry Specialist

**FRANCHISE INDIA**  
 Ideas For Tomorrow®

**Books**

Our Bestselling Books



**Licensing**

India's first licensing  
 solution provider

**BRADFORD**  
 IP MANAGEMENT • ADVISORY • RETAIL • HYBRID

**INT. Offices**

Singapore, Dubai, London, Greece

**Social**



**Francorp**  
 The Franchising Leader

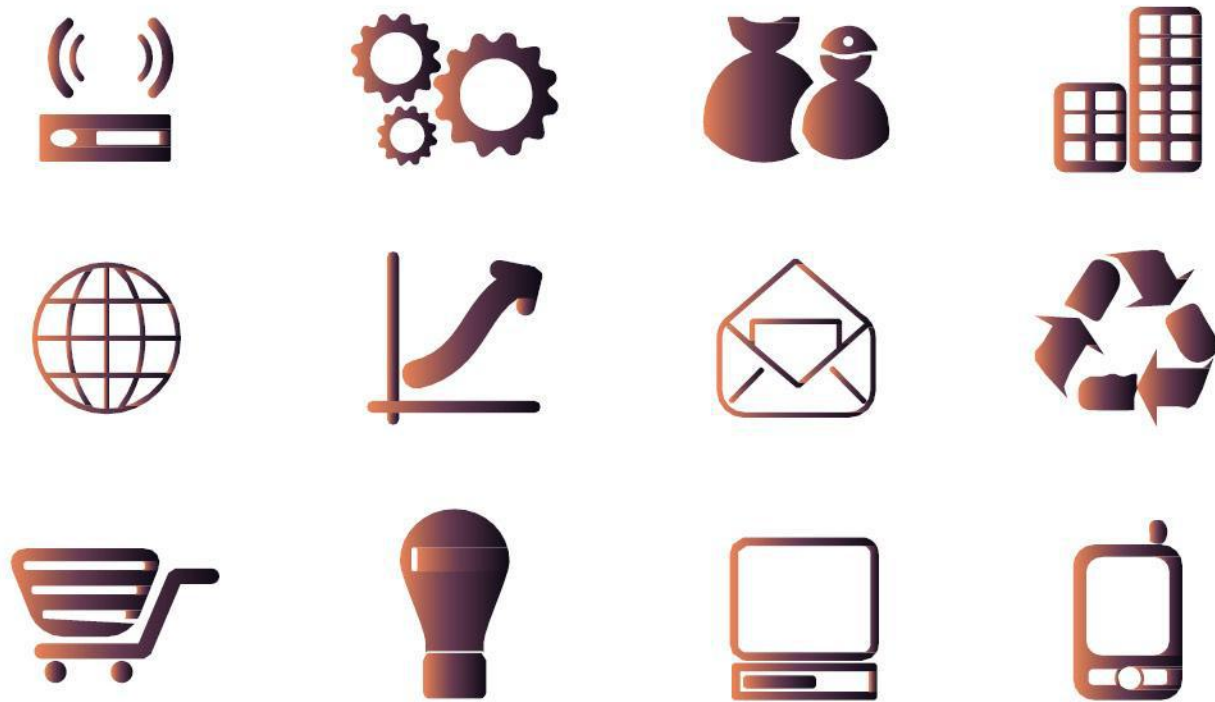
**FRO EXPO**

16|17 Mar, 2024 | HITEX Exhibition Centre, Hyderabad



# \*HOHQ 7DULK 6D\Ö RISE AND RISE OF FRANCHISING IN INDIA

The distinction between small and big, between thinking local, regional, national, and global is mindset and Investment. Franchising as a Business strategy paves the way for businesses to scale a bigger canvas.



- » The growth of the franchise industry in India shows no signs of slowing down. The sector proved to be highly profitable in 2022 and 2023.
- » India is on track to overtake the United States and China as the world's third-largest consumer market.
- » India's consumer spending is expected to rise from USD1.5 Trillion to nearly USD 6 Trillion by 2030. As a result, India represents a sizable potential market for international franchisors.
- » Today is the time to serve the world's customers.



## India's Biggest Franchise & Retail Opportunity Expo

FRO is an initiative from Franchise India Holdings Limited, giving a platform to investors, aspiring entrepreneurs and business owners to start, manage & grow their business. Franchise India Exhibitions have benefitted over 400000 business investors with over 500 shows held both in India & overseas.

2 Days of Business Networking, 200+ Brands, 8000+ Potential Investors

### Theme

Retail, Franchise, Expansions, Investments & Mentorship

### Major Topics

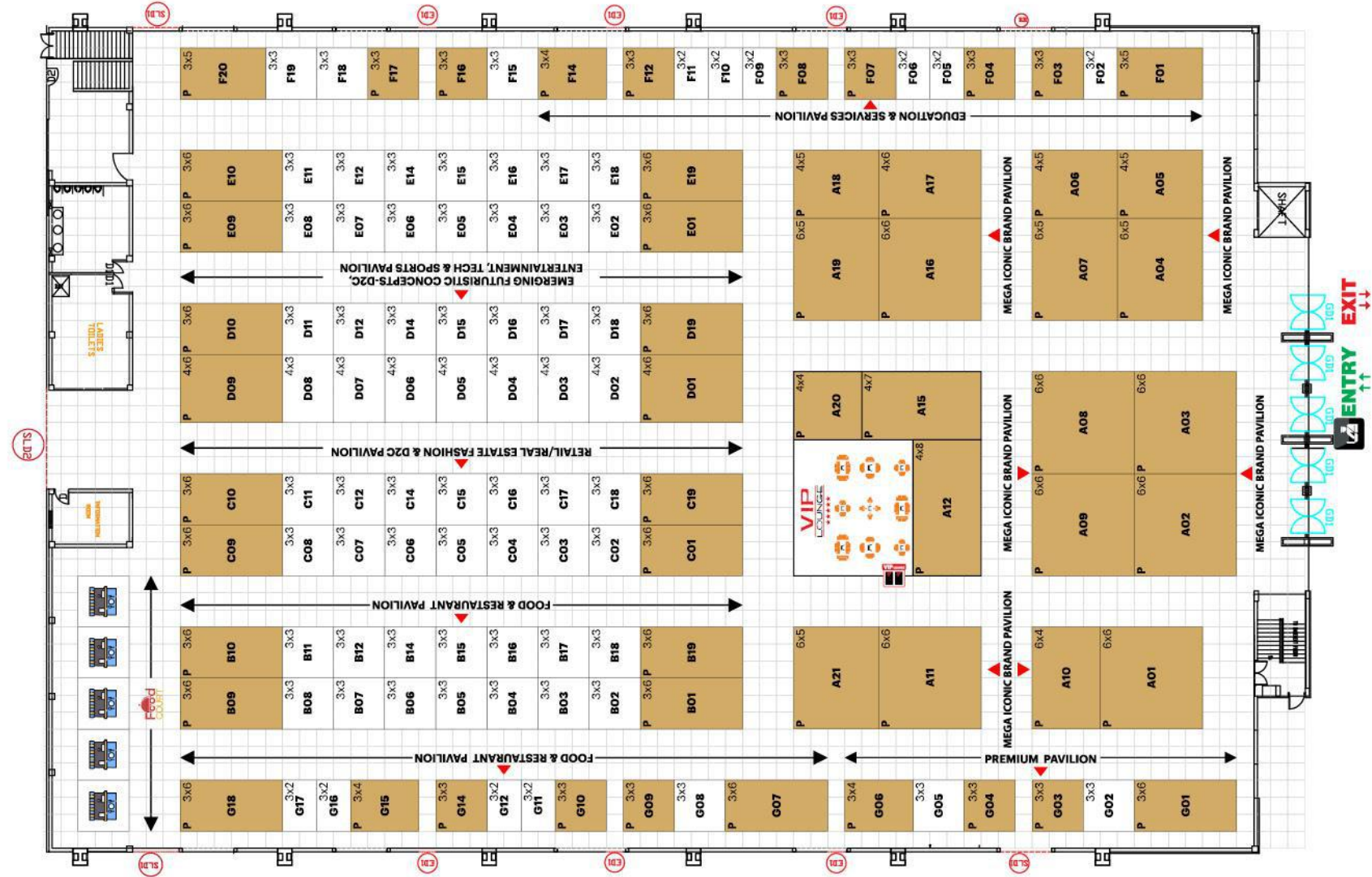
- How to build an efficient franchise or dealership and distributorship network for your product/service
- How to build a multimillion dollar brand/enterprise
- From business become a brand
- How to choose the right business
- Unlocking potential: commercial real estate
- The VC logic: show me the money

# 80%

PRE REGISTERED

AUDIENCE

# FLOOR PLAN



16|17 Mar, 2024 | HITEX Exhibition Centre, Hyderabad

# WHO EXHIBITS?



International,  
Premium &  
Mega Brands



Retail, eRetail &  
Fashion



Food & Beverages  
Outlets, cloud Kitchen



Education &  
Edtech



Health, Fitness  
& Beauty



Dealers, Distributors  
& Suppliers



IT & ITes  
Services



Banking &  
Financial Services



Automobile Service  
centre & Workshops



Cleaning and  
sanitization services



Real Estate  
Companies



Startup looking  
to raise funds &  
Cultivate Partnership

# SOME OF OUR PAST EXHIBITORS



**FRO EXPO**

16 | 17 Mar, 2024 | HITEK Exhibition Centre, Hyderabad

# SOME OF OUR PAST GUESTS



**K G GEORGE**  
Senior VP Retail,  
TKK Prestige



**SUNIL MENON**  
Chief Retail Expansion Officer,  
LensKart



**SUNIL MUNSHI**  
Assistant Vice President (Head  
Operations), Brigade Group



**INDRANEEL MAJUMDAR**  
Head Of Mall,  
Sarath City Mall



**PALLAV ATREJA**  
Head Retail,  
Montblanc



**BHUVAN BHASIN**  
Asst Vice President - Retail &  
Mall Operations, Park Square Mall



**T KOSHY**  
MD & CEO,  
ONDC



**GAUTAM MALHOTRA**  
Managing Director,  
Fuel Buddy



**RANDHEER SINGH**  
Director, E Mobility & Senior Team  
Member For Advanced Chemistry Cell  
Program, Niti Aayog



**VARUN ALAGH**  
Co-Founder & CEO, Honasa  
Consumer Pvt Ltd



**GHAZAL ALAGH**  
Co-Founder,  
Honasa Consumer Pvt Ltd



**MALIKA DATT SADANI**  
Founder & CEO,  
The Moms Co.



**RAVI KABRA**  
Co-Founder,  
Skippi Ice Pops



**ANUJ GOLECHA**  
Co-Founder, Venture Catalysts  
& Unicorns



**DHRUV KAPOOR**  
PARTNER,  
ANICUT CAPITAL



**ATUL CHACHRA**  
Vice President - Retail,  
Faballey & Indya



**ADITYA SHARMA**  
Co-Founder,  
Prolixr



**MOHIT GOYAL**  
Co-Founder & Md, Swiss  
Beauty



**ARUNABH SINHA**  
Founder,  
Uclean



**CK KUMARAVEL**  
Ceo & Co-Founder,  
Natural Salon



**VARUN GUPTA**  
Founder & Ceo,  
Zorgers Healthcare



**RAJAT WAHI**  
Partner,  
Deloitte India



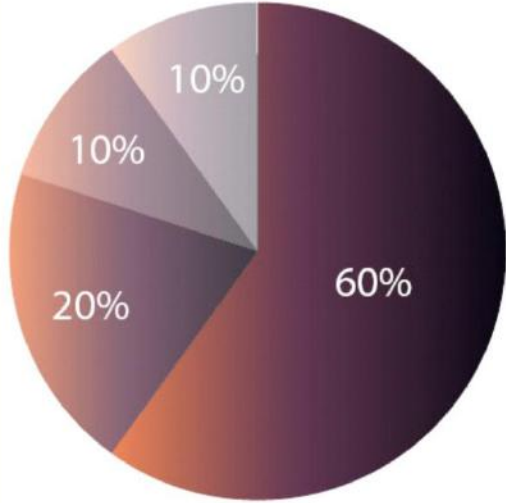
**VINOD KENI**  
Leader - Investments & Corpo-  
rate Development, Roundglass



**RICHARD MALONEY**  
Founder & Ceo,  
Quality Mind Global

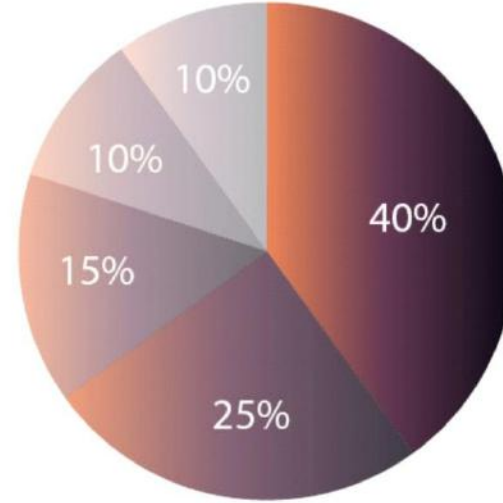
# VISITOR'S PROFILE

## INTEREST



- Franchise - 60%
- Distributor - 20%
- Start-ups - 10%
- Real Estate - 10%

## INVESTMENT APPETITE



- 10,000 - 25,000 USD - 40%
- 25,000 - 60,000 USD - 25%
- 60,000 - 2,50,000 USD - 15%
- 2,50,000 - 6,00,000 USD - 10%
- 6,00,000 USD Above - 10%

## GEOGRAPHIES

- South India - 70%
- West India - 15%
- North India - 10%
- East India - 5%

## PROFILE

- Owners/ Founders / CXOs - 75%
- Businessman/SME/Mom & Pop Store - 15%
- Students / housewives/Ex-serviceman - 10%

## GENDER

- Male - 70%
- Female - 30%

# WHY EXHIBIT?

## Appoint Franchises

Get Face to Face with India's most prominent investors

## Spotlight your Start-up

Gain exposure for your product or service before Premium investors

## Appoint Distributors

Penetrate new markets with your existing products and services

## Partner. Grow. Expand.

Franchise India is the largest franchise and distribution expansion platform in ASIA. Leveraging the 25 years legacy, this event addresses the growth opportunities through franchising, start-ups and distribution. The event witnesses angel investors and distributors from a wide array of industries and geographies.

**2**  
**DAYS OF**  
**BUSINES**

**200+**  
**BRANDS**  
**SEEKING PARTNERS**

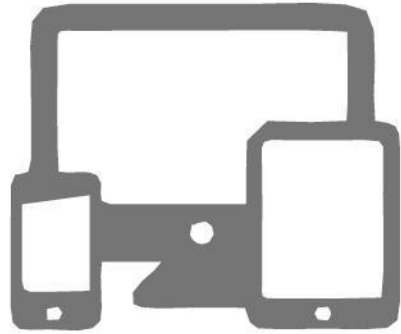
**8,000+**  
**INVESTORS READY TO PARTNER**



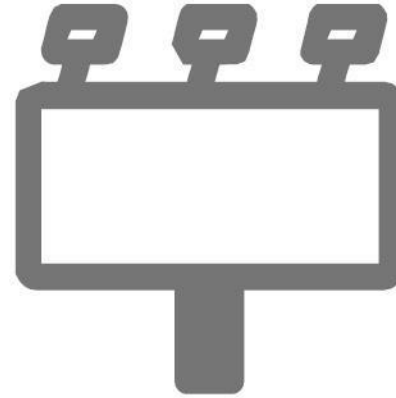
# 360 MARKETING CAMPAIGN



PRINT



DIGITAL



OUTDOOR



RADIO

**FRO**EXPO

16|17 Mar, 2024 | HITEX Exhibition Centre, Hyderabad

# DIGITAL 10 MILLION REACH

## **Paid Banner Advertisements**

Google Adword (Text, Display & Video), Facebook, Instagram & LinkedIn

## **Amplification Through Social Media**

Facebook, Twitter, Youtube, LinkedIn & Instagram

## **Banners On Leading Platforms**

Franchiseindia.com, Entrepreneur.com, Entrepreneur.com/Ap, Restaurantindia.in, Indianretailer.com, Licenseindia.com, Dealerindia.com, Opportunityindia.com

## **Multiple Emailers**

5 Lakhs+ Database Of Startups, Retail, F&B, Real Estate, Franchise & Entrepreneurs.

## **Whats App & Sms Blast**

30 Lakhs+ Database Of Startups, Retail, F&B, Real Estate, Franchise & Entrepreneurs.



# Sponsorships Opportunities

Franchise India Group produces India's Biggest Franchise & Retail Expo, Summit & Awards throughout the year, designed to drive new business, peer-to-peer relationships and networking conversations.

TITLE PARTNER

POWERED BY PARTNER

IN ASSOCIATION WITH PARTNERS

ASSOCIATE PARTNERS

EXHIBITING PARTNERS

A LA CARTE PARTNERS

SESSION SPONSOR



16|17 Mar, 2024 | HITEX Exhibition Centre, Hyderabad

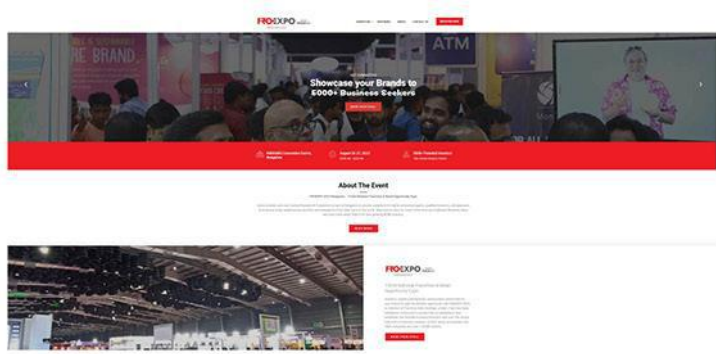
# BRAND INTEGRATION EVENT



- Key Note / Panel Discussion with Industry Leaders as panelists
- Turkiye Logo/Promo/ video clip -Shown on main stage during the session
- Session to focus on 'Brands from Turkiye in the New World'
- Ms. Ritu Marya to moderate the session
- All initiatives to be incorporated during these sessions

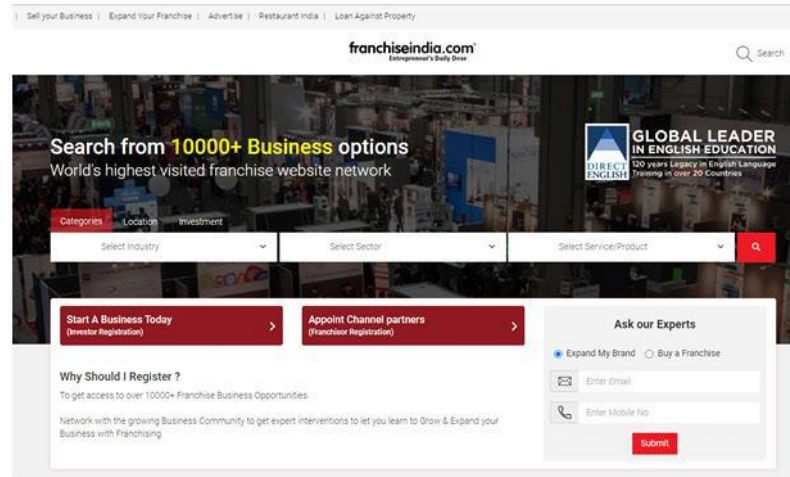
# BRAND INTEGRATION DIGITAL

## Event Integration



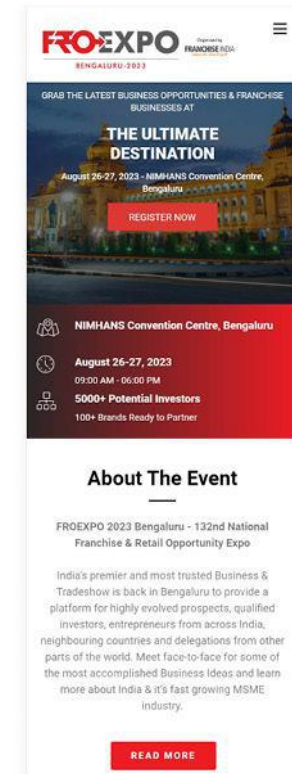
Brand Integration through Logo imposition or backdrop branding.

## www.Franchiseindia.com



Brand Integration through:  
Logo Imposition  
Advertorial Content on franchiseindia.com  
Editorial Integration  
Native Content  
Heading or Meta Description

## Event Microsite



Brand Integration on Event Microsite



16|17 Mar, 2024

HITEX Exhibition Centre, Hyderabad

# CORE SPONSORSHIP BENEFITS

As our partner, all sponsorship levels include the following core sponsorship benefits:

## Pre-Event

- Logo Inclusion on all pre and post-event branding and on our event website
- Logo inclusion in event promotion
- FI to design and provide Social media toolkit for your company's promotion

## During the Event

- Logo Inclusion on Sponsor Signage in the event platform, including event Registration Exhibitor Wall and banners
- Inclusion in Event Catalogue
- Interaction with attendees throughout the event via booth

## Post Event:

- Attendee Networking
- Logo Inclusion in Event Recap Email
- Sponsorship Analytics
- On-Demand recording access of session

# FINANCIALS

Period	Platform	Brand Integration	Deliverables	Financials (In INR)
Mar 16-17 2024	<b>FROEXPO Hyderabad</b> 133th National Franchise & Retail Opportunity Expo	Partnership as “International Partner” for EXPO	<ul style="list-style-type: none"> <li>• 36 SQM Display Space</li> <li>• Media Amplification</li> <li>• Prime Speaking Slot in Summit</li> <li>• Selected Networking with BIG Brands, Retailers &amp; Distributors in VIP Lounge</li> </ul>	20,000 USD
			<b>Offered Rate</b>	<b>15,000 USD Taxes</b>

# THANK YOU

