

17th FRO - Mumbai

HUGE BRAND ATTRACTION



The 17th FRO in Mumbai once again proved that it is this metro where India's largest Multi-City Franchise & Retail Show is held, bringing together the largest number of brand names for Franchise and Retail concepts under one roof with investments at all levels.

// During recession such a thoughtful event was very beneficial for the investors and us." - Food Factory

// There was very good footfall of business visitors at the show; and we were very impressed by their profiles." - ICICI Securities

// We were quite happy with the marketing done for the event through the means of print ads." - EuroKids

// Despite recession, the event proved to be very good business opportunity for us." - The Mobile Store

// There were good amount of footfall, genuine enquiries and a very well organised show." - Jumboking Food Pvt Ltd

// We are very pleased with the footfalls and the quality of the visitors at the exhibition." - Archies

THE blockbuster B2B event, the 17th FRO, organised by Franchise India and Indian Franchise Association, on February 26 and 27, 2009, at Nehru Centre, Mumbai, brought together franchisors and franchisees from across the country for business transactions. Over 100 exhibitors attended, including the cream of the Indian franchise industry, some master franchisees besides some international franchises.

More than 5,500 business visitors were in attendance during the two days with a wide range of free informative seminars designed for prospective franchisees and business investors including 'Franchise Talk' organised by the Indian Franchise Association, for knowledge purposes.

Franchise & Retail Conference

The 17th Franchise & Retail Conference themed 'Small Business Growth Summit' attended by over 200 delegates gave a comprehensive strategy for a business owner from the startup to the leadership stage.

Day One:

The conference started with Prof. M. Suresh Rao of S.P Jain Centre for Entrepreneurship who explained to participants what characteristics and skills, an entrepreneur would require to commence a business, and also the importance of inventing a business plan. The highlight of the show - Shiv Khera, in the subsequent session gave out a comprehensive brief on how entrepreneurs could emerge as winners during the slowdown. Post lunch session saw Uday Mathur, Managing Director, EuroKids,



Name of the exhibitors

Aarzo.com	BBX	Coffee Day Express	Gitanjali	Kwality Wall's	Rosebys
ABC Montessori	Body & Soul	Crestcom	Go Frugal	Lilliput	Royal Fortune Group
Ables	Bookmark	Dandy	Grey Cell	Lil'Stop	Shemrock
Arabian Nights	Brainworks	Education One	Gtec	Logic Software	Singem
Archies	Bungee stores	Educomp	Hotspot	New Learning Horizons	Srimal Jewellers
Aspire Superkids	Career launcher	EuroKids	ICA	NIS Sparta	Star One Fastfood
ATR Jewellery	Carmichael House	Fashion & I	ICICI Securities	Orion Calltech	The Mobile Store
Avalon Aviation	Cartridge World	Florista	Influx India	Property Sensex	Tresmode
Avon Weighing Machine	Celebrity Kids	Food Factory	Java Green	Rebi	Vaidya Sane
Bachpan	Chhabra 555	Foresight	Jumboking	Refeel	Welhome

explaining what skills and efforts it entails to be a franchisee, and merits of multi-unit franchising. Col. Upendra Sachdev, Executive Director, Indian Franchise Association, pointed out the difference between owning a franchise business and owning a successful franchise business, thereby enabling participants to understand the franchisee business in deeper perspective. Rajeev Sharma, Senior VP & head BAG-Mosl dwelt on how the franchise business could be translated to sure success by adopting a strategic approach. Day one concluded with Deepika Handa, Legal Head, FranLegal giving pertinent tips to be legally secure, both as a franchisee and as a franchisor.

Day Two:

Day two, started with 24 mantras for brand building from Brand Guru, Jagdeep Kapoor who gave precise guidelines and answered specific questions on brand building. The conference thereafter moved to specific industry know-how seminars with powerhouse collection of speakers. The industry experts including Sameer Kachru, Radisson Hospitality; Nand Kumar Awatramani, Food Factory; Dhiraj Gupta, JumboKing; and Kaspar Masse, Joe & the Juice, Denmark shared interesting food retail facts. Rajiv Agarwal, The Mobile Store; Rajiv Merchant, Creative Portico; and N.P. Singh, Samsonite shared business opportunities in speciality retail. An outlook of fashion industry and how it's poised for growth in India was shared by Pradeep Hiranai, Kimaya; Akhil Chaturvedi, Provogue; and Farah Malik, Metro Shoes. Post lunch, an analysis of Health, Beauty & Fitness industry was done by Rakesh Pandey, Kaya Skin Clinic; Sean Philpott, SPA SIAM, Thailand; and Manoj Shah, Evolve Fitness.

What makes the education such a huge franchise opportunity was discovered by Lina Ashar of Brainworks; Sumeet Mehta of Zee Education and Nitin Bardia of ATR Jewellery Institute. Speciality services and what made them special was critically analysed by Anup Bagchi, of ICICI Securities; Naveen

Rakhecha of Cartridge World; and Laxmi Narayanan of REBI. The day concluded with the topic, how technology could bring efficiency in small businesses, by V. Shankar of TVS Electronics and Venguswamy Ramaswamy of TCS.

The participants were enthused that they had received the important information and key tips on how to become a successful entrepreneur, and what the franchise business was. The workshop would help them to foray into the business with vision and confidence. The 17th Franchise & Retail Conference also provided to its attendees an excellent venue to get their questions answered and the information related to current market scenario.

Brand Licensing & Merchandising (BLM) show

Concurrent to the 17th FRO, License India also organised Mumbai's first ever Brand Licensing and Merchandising (BLM) show, sponsored by Futurebrands and supported by LIMA (International Licensing Industry Merchandisers Association), The Clothing Manufacturers Association of India (CMAI) and Indian Merchants Chamber.

The conference was initiated by Martin Brochstein of LIMA and Atulit Saxena of Futurebrands. Importance of celebrity licensing was talked about by Shiv Khera. Character & Animation Licensing was discussed with Spacetoons India; Graphiti and Extend Brands. Licensing opportunities in movies, publishing and photography were also discussed on the first day.

The second day began with a dedicated session on building licensable brands with Harish Bijoor. Representatives from Provogue, Futurebrands; Nissan Cars; Spykar and Creative Portico discussed Licensing of corporate brands. Nanette D'Sa of Star India; Rajat Jain of HotMuggs and Vaibhav Odhekar of Zapak discussed benefits of licensing for entertainment companies. The final session on sports licensing saw Martin Brochstein, Rishi Narain and Rajat Jain share their experiences. ||

© 2009 TFW

