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14th Year of Success in Franchising

FRANCHISE INDIA

Your growth is our business



&

MSME

सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

Presents

FRO 2012

55TH NATIONAL FRANCHISE, RETAIL & SME SHOW

SEPTEMBER 22 - 23, 2012,

NIMHANS CONVENTION CENTRE, BANGALORE

INNOVATIVE BUSINESS IDEAS

GLOBAL & REGIONAL BUSINESS OPPORTUNITIES

ENTREPRENEURSHIP SUMMIT 2012

TWO DAY CONFERENCE ON CREATING REGIONAL COLLABORATION NETWORKING & ENTREPRENEURSHIP DEVELOPMENT

HOW TO AVOID BUSINESS FAILURES AT STARTUP STAGE

PATENTS, LICENSING, & INTELLECTUAL PROPERTY

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BUSINESS ADVISOR,
ENTREPRENEUR
& AUTHOR
GAURAV MARYA,
PRESIDENT

ENTREPRENEURSHIP
SUMMIT 2012

BUSINESS OPPORTUNITY LIES IN EVERYDAY CONSUMPTION

It is the customer who decides how big your business is going to be. A successful enterprise able to draw more traffic by delighting their customers will be able to scale up faster and in a more rewarding manner.

The route to customer delight, while maintaining profitability and sustainability is only through innovation. One will need both everyday innovation to renew the excitement and occasional disruptions to leapfrog over competition.

In today's fast changing world we may not have the time to launch the perfect business on day one, but we need to always focus on improving and innovating on the value we are delivering to the customer. In the current scenario both retail and consumer services sectors are being buoyed by enormous consumption demographics. The more innovation you drive into enhancing value being delivered, the bigger the share you will get.

Franchising is no longer just a good idea. It is an opportunity. It may be the best opportunity to secure a greater share of the expanding market. Franchising allows people to look inward and understand the nature and scope of their entrepreneurial ambitions. A range of options is available to suit each individual's appetite and capabilities. All can work towards their personal success and wealth creation goals. The FRO show provides a wide breadth of business options for individuals looking to meet their financial goals and business visions, whether conservative or grandiose.

The Entrepreneurship Summit will feature entrepreneurship sessions designed to allow each participant to reconnect with his or her unique entrepreneur DNA and build their own mindset that would guide them to their personal business success.

There will also be sessions on writing business plans, finding funding, marketing your company, discovering where the next big business opportunity lies and the scope of franchising. A panel of experienced educators, startup founders and business leaders will be offering hands-on advice.

I welcome you to the conference and look forward to seeing you there.

Happy franchising,
Gaurav Marya

ENTREPRENEURSHIP SUMMIT 2012

There is more to successful startup entrepreneurship than merely having the right product for the right need. Many Different Things need to Go Right for a Successful Start? The Startup Conference is an information - rich convention and a must attend for new business owner and startups. This experience will allow hopeful entrepreneurs to establish important contacts and to learn about the newest trends in their industry as you can expect to see the latest and greatest startups, network with Business Leaders as well as industry insiders and interested investors. The conference is designed as a step-by-step guide to getting your new venture off the ground and making money and will address issues pertaining to available resources, tax implications, business structure, registration, licensing and permits, low-cost market research strategies and executable ideas for managing day-to-day operations and improving your profit potential.

WHO SHOULD ATTEND

This Event is a perfect platform for entrepreneurs looking to jumpstart their Business ideas and can be attended by:

- Local business owners & aspiring entrepreneurs
- Entrepreneurs leading start-ups, fast growing ventures and spinouts
- Potential Franchisees investing in franchise/ retail system
- Business consultants & licensing agents
- Founders, CEOs, COOs, Presidents & other key seniors
- Emerging franchisors
- Entrepreneurs & brands looking to franchise their business
- Product manufacturer foraying or already in retailing
- Chain store operators seeking alternative distribution & re-organization methods
- Franchise consultants or suppliers
- Retail business owners who need new ideas & want to streamline their operations
- Professional firms, architects & urban designers
- Future & recent graduate students
- Banks & alternative sources of development funding
- Manufacturers looking for licenses or franchise systems to enhance their products
- Retail suppliers from real estate & technology

CONFERENCE TAKE-AWAY

For start-up business investors and entrepreneurs

- Global and regional business opportunities and franchise ideas across sectors Like F&B, Fashion, education, Health & Wellness , consumer services, ecommerce ,direct selling and speciality concepts
- Gather new venture formation processes & business planning strategies
- Understanding strong link between radical innovation, first mover advantage & market dominance
- Market appraisal for ideas, innovation, and other intangibles
- Insights on growth financing: incubation, angel funding and taking off- institutions and policies to enhance entrepreneurship and innovation
- Public policy, the economy, and the small enterprise
- How to avoid business failures at start-up stage
- Protecting your innovative business idea: how & why

For growth entrepreneurs

- R&D, performance metrics and portfolio evaluation
- Getting family business growth ready
- Business model founding (e.g., franchising & alternative growth strategies) & strategic growth plan
- Regional and international growth dynamics of entrepreneurship and innovation
- Market and financial impact in growth stage and how to structure it
- Continuous new product development, development processes and service design
- Patents, licensing and intellectual property
- Benefits of collaborations and clusters
- Business ethics and good governance
- Benchmarking and business plans
- Leadership and team building



Our Eminent Speakers



S.R. Gopalan,
President, TIE, Bangalore
& CEO, Dawn Consulting



Hemchandra Javeri,
Leader TIE Retail SIG
Bangalore & Co-Founder
Forum Synergies



C.K. Kumaravel,
Managing Director,
Naturals Beauty Salon



Mudit Khosla,
Chief Executive Officer,
Seventymm® Services



Anjana Vivek,
Director
Venture Bean
Consulting



Deepinder Kapany,
Executive Vice President
& Head - Beanstalk &
Distribution Business,
Mahindra Retail



Seana Wade,
Managing Director,
Modiglobe



DAY ONE - SEPTEMBER 22, 2012

CONFERENCE PROGRAM: START UP ACCELERATOR

Start up accelerator

{Think big! Start smart!}

Startup track could be your key to a successful startup. Whether you are getting launch-ready, getting a closer look at the competition will Get a look at what's out there & will prepare you for your big venture as it is designed to unite those interested in what it takes to succeed in building a startup while Focusing on helping entrepreneurs to advance their knowledge, network, and skills to advance forward towards their goals & dreams for starting their own businesses.

How to start smart and scale hard!

Launching, Experimenting, Conquering

Insights into the Indian eco-system: Business ideas, vision, opportunities, challenges, markets and growth, competition, entrepreneurial mindset, investment scenario. Push your Limits! Follow your Passion!

From Idea To Enterprise

- Is the New age Business opportunity in Idea or Innovation?
- Ingredients of a well cooked Business Plan
- Buying a Business Vs Starting up

Your first structures- Legal & Organizational

A business' legal structure determines who makes the management decisions, how much tax you'll pay, what records you need to keep, who has financial liability for the business and how you raise money.

- Company formats & business structures
- How to register your company and protect its IP

Teaming up @Startup

Business partner relationships are often compared to marriage - and not without reason. Entering into a business partnership is no small commitment.

Co-Founders: Where to Find Them, How to Pay Them

- How to start a family business and get it right
- Is buying a franchise for me?

The Best Business Opportunities & Start-ups In 2012

What kind of products and services are bucking the current business climate? Do they have a common thread or is it a totally random phenomenon? Choosing the right business opportunity can be a daunting task due to the range and number of options available. The Industry sessions focussed on Retail & Consumer services will give outlines on various business opportunities that can be evaluated for viability considering the industry, potential customers, and the competition, Design, operational, and marketing plans.

The next golden business Ideas

- Turning Pain-points into Opportunity
- B2B Models of Entrepreneurship
- Monetizing your professional Expertise: Service-based Start-ups

F&B BUSINESS – RECIPE FOR SUCCESS



- Food and Beverage (F&B) franchises is the first choice of over 45% potential business investors
- Specialization will become a primary factor fueling restaurant industry growth
- The New Age Food industry leaders will be determined by business and marketing strategies, entrepreneurial spirit, and innovation in cuisine, service & technology

INDIA INC HIGH ON HEALTHCARE BUSINESS



- Self-care, DIY healthcare trends, back-to-basics fitness & Lifestyle Change 2.0 trends make health & wellness businesses new health information curators
- Consumers don't want to buy 'exercise' or 'nutrition' or 'diets.' They want to buy solutions for problems.
- Medical Spa most upcoming Business opportunity as Indian health care progresses from treatment to wellness

SPECIALTY RETAIL WINNERS



- Single-category retail chains are scoring over multi category retail
- Speciality retail can break-even in 12 to 18 months
- Specialty retail can provide value-added services to customers
- Size of a speciality retail store is real estate friendly

The Rules of an eCOMMERCE STARTUP



- How Deals & discounts sites are leading eRetail
- Scalability economics of an Ecommerce Venture
- An Outlook on Consumption trends online
- Building a B2B Business Model
- Digital going brick and mortar & vice versa



DAY TWO - SEPTEMBER 23, 2012

CONFERENCE PROGRAM: BUSINESS MANAGEMENT & GROWTH TRACK

There is no Walking! Running a business is like running a marathon

From venturing alternative finance to tapping into new markets, there is a growth strategy for every business phase. As Business increases it is important to tighten up operations and get everything smarter, cleaner and more efficient.

Raising a ton: the Hard Truth of Raising Finance

Business profits may not be enough to cope with the financial commitments of growing a business & that's where growth finance will figure in your "To Do" List

- Inside the Minds of Investors & Lenders
- VC Confessionals: Why We Funded, Why We Passed
- Debt finance: Why it works
- Understanding the exit strategy

Building Top Companies in Crowded Markets

Marketing 101: Getting your business message out

- Localize. Socialize. Mobilize
- Start-Up PR: How to Get It, How to Capitalize On It
- The Social Media Revolution: What Every Busy Business Owner Needs to Know

Winning Through Innovation: Growing Through Technology

- How to Fast Track your Business through Technology
- Increasing Business competitiveness : Making the Business Idiot Proof

Handling a fast moving Business: Slow Down & Speed up

- When your business is performing well, it's all too easy to ignore the underlying issues that can create difficulties in the years to come.
- Managing your finances & risks: Juggling growth with consolidation
- Scale first, monetize later: profits matter. How do you decide when?
- Right sizing your expenses, free up your cash flow & improve your bottom line

It's the People Skills!

- Resumes are like ads. How much can you believe an ad?
- Too many skills and too much knowledge can get in the way of important things
- Blending your People's skills and personalities into a solid team
- Supercharging Engagement: Investing in your brand ambassadors

What is Good Execution

- Creating a process to build & market a business around the idea
- Resource management, the operational and financial planning processes
- Are you customer-focused at all times?

FASHION
RETAIL
BIG RETAIL

- Young Indian consumers motivated by value-driven on-trend fashion
- Fast Fashion is the new retail model. Attraction for high-end designer logos fading
- The combination of in-store and online shopping, presents number of new opportunities for retailers

EDUCATION
EXTENDED:
OPPORTUNITIES
GALORE

- Of 1200 franchisors in India, approximately, 32 per cent are in the education sector.
- Education is the second largest household expenditure after food.
- Non-traditional model for elementary and secondary level education becoming extremely popular autonomously & in blend with traditional education
- India's education policy has missed on taking advantage of technological revolution in education

SERVICE SECTOR
SERVES UP
STRONG
GROWTH

- India's growth being led by the services sector contributing approx 52.7% to National Income
- Dominant services witnessing double digit growth in last decade: Social and personal services, community, insurance, financing, business services, & real estate.
- Indians are shifting consumption pattern to comforts, luxuries and better services rather than sticking to necessities.

THE COMMERCE
OF
DIRECT
SELLING

- A Business with low start-up costs not necessarily low revenue
- Suitable Home based & part time business model for women
- How networking resonates to direct selling
- The case of multi level commissions

FRANCHISE INDIA

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Franchise India Holdings Ltd is Asia's largest integrated franchise solution company since 1999, and an absolute authority on franchising and licensing. FIHL has helped hundreds of investors in selecting the right franchise and in turn, assisted numerous organizations in international and domestic franchise expansion. Knowledge, Opportunity, Network and Success are FIHL's key ingredients.

KNOWLEDGE: FIHL is backed by global experts and professionals associated with us over the years;

OPPORTUNITY: FIHL creates opportunities for investors through projects and companies it proudly represents;

NETWORK: FIHL, through its extension of offices across India, assists local investors with global opportunities;

SUCCESS: FIHL works towards the success of its investors and clients. We help companies leverage their intellectual capital through franchising and licensing to Indian entrepreneurs.



An initiative by
FRANCHISE INDIA
Your growth is our business

IF YOU DON'T LIKE IT. QUIT IT!

"You have to quit doing things that stop you from doing things you are born to do"

Quitting is a need, it's an attitude, but more over it's the moment that changes one's life. It's a movement to start your journey for change. Following the simple ideology that either you like it or you quit it. It's the art of loving what you like or the art of quitting what you dislike.

Corporate Office: F-89/11, Okhla Phase-I, New Delhi - 110 020,

Faridabad Office: 4th & 5th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad - 121 009

Dubai Office: 802, Business Village - B, Next to Clock Tower, Deira, Dubai - UAE

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Hyderabad Office: Regus, Level 1, Midtown, Road No - 1, Banjara Hills, Hyderabad - 500 034

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Pune Office: Office 202, 2nd Floor, Neetu Maya Co-op Housing Society, Down German Bakery Lane, Koregaon Park, Pune - 411 001

Registered Office: Franchise House S.C.F. 144, Sector 17, Panchkula - 134 109

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CONFERENCE REGISTRATION FORM FOR DELEGATES

FRO2012

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NIMHANS CONVENTION CENTRE, BANGALORE

We are nominating the following:			Date
S.No.	Name of the Delegate	Designation	Company
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____

CONTACT DETAILS	
Mr/Mrs/Ms (surname): _____	First Name: _____
Organisation: _____	Job Title: _____
City: _____	State/Province: _____
Country: _____	Pin Code: _____
Telephone: _____	Fax: _____
Email: _____	www: _____
No. of employees: <input type="checkbox"/> Under 10 <input type="checkbox"/> 501-1000	<input type="checkbox"/> 10-50 <input type="checkbox"/> 51-100 <input type="checkbox"/> over 1000

PAYMENT MODE
Drawn in favour of Franchise India Holdings Limited payable at Delhi is enclosed.
Online: _____
Bank Draft: _____
Contact Person: _____
Designation: _____
Date: _____
Companies nominating 5 or more delegates are entitled to corporate discount. Delegation fee is non-refundable but change in nomination is acceptable.

Pre Registration Fee: Rs 6,400/- per delegate 20% Discounted Fee till September 12, 2012 To register, send DD/Cheque favouring Franchise India Holdings Limited payable at New Delhi at the given address. On the spot Registration Rs. 8,000/-

Documentation
A limited number of documentation sets will be available to those who cannot attend this event. To avoid disappointment please order prior to the event date. Please send or fax this form to us confirming contact and payment details as above: Please send me _____ set(s) at additional cost. Contact Ashna G. Sharan - 09310185550 Please note: Documentation will not be dispatched until payment is received

4 EASY WAYS TO BOOK
1. Conference Hotline: 0 9341262905, 9311908833, 9313331090
2. Fax this booking form to us on: Fax: 0129 - 4098840
3. E-mail to: conference@franchiseindia.com
4. Send this form to: 4th & 5th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad - 121 009
The fee for this event covers all written materials, lunch and refreshments. Joining instructions will be sent to you acknowledging your booking. Please contact us if you do not receive this within seven days of booking.

SUBSTITUTIONS/ CANCELLATIONS
Upon receipt of your booking form, your place will be confirmed. Any cancellation must be received in writing, under no circumstances any payment made by the delegate would be refunded.
ACCOMMODATION
Hotel assistance shall be provided on request.

IMPORTANT NOTE
This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of Franchise India Holdings Limited to change the content and timing of the programme, the speakers, the date or the venue. In the unlikely event of the programme being cancelled Franchise India Holdings Limited will automatically make a full refund but disclaim any further liability.
Are you looking for new ways to promote your company? For exhibiting in Franchise India Events discussing opportunities (which could include exhibiting space, display space or sponsorship of an event, networking night or lunch) please contact Ashna G. Sharan on 09310185550.