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14<sup>th</sup> Year of  
Success in  
Franchising



# GROW YOUR BUSINESS.

INDIA'S BIGGEST FRANCHISE, RETAIL & BUSINESS OPPORTUNITY SHOW IS BACK.



## FRANCHISE INDIA

Your growth is our business

&



Presents

# FRO 2012

55TH NATIONAL FRANCHISE, RETAIL & SME SHOW  
SEPTEMBER 22 - 23, 2012, NIMHANS CONVENTION CENTRE, BANGALORE

## UPCOMING SHOW AT DELHI



# Welcome To Franchise India Exhibitions

Gaurav Marya, President  
Business Advisor Entrepreneur & Author

## Riding The Economic Wave To Become A Franchise Owner

The biggest transformation I have found in the last one year is where increasing number of professionals have packed up their previous careers to pursue small-business success. A closer look at the business ecosystem reveals that more than idea; it is the operations that play a significant role in the success and the profitability of an enterprise. Services and trading business are being regarded as the safe bet and many are seeking franchise ownership as a way to control their own futures, under an established brand. The reading on MSME board too states that 33% of our businesses are manufacturing based and the rest are covered by Services and retail. This new phase of entrepreneurship will be an unparalleled period in the history of Startup as it would cover the risk of business startup while letting the person be his own boss.

The FRO event in the year 2012, which has now completed 43 successful editions, will continue to facilitate Startups and businesses in growth stages to

expand across the periphery of the Indian subcontinent. The exhibition will bring direct access for franchisors to meet and interact with the potential franchise buyers from across every single region of the country looking to investigate single units, area developments or master franchises. To augment engagement of franchisors and investors, the event also puts together a business matchmaking program, as well as the most comprehensive conference schedule in an entrepreneurial ecosystem.

After the success of FRO series of show in Dubai in 2011, this year UAE office of Franchise India would do exclusive shows in Dubai & UAE market to extend Indian companies presence in Gulf and also facilitate companies from Middle East to come to India.

I look forward to welcoming you at the show.

Happy Franchising  
Gaurav Marya

# OUR BRANDS & PHILOSOPHY

Strong networks are roots of great companies. At Franchise India we help you create bigger & better channel for growth.

Franchise India now in its 14th year, has been mentors of change. The change has been structured in the thinking; embracing and complying with novel Business ideas for fresh business opportunities to incubate and find a befitting unite. Since its inception in 2003, Franchise India Exhibitions have benefitted over 4.5 lakh business investors with over 250 shows held both in India and overseas.

In 2011 alone, Franchise India Exhibitions has touched over 200,000 business buyers and assisted over 850 companies in their franchise journey thus instituting consequential relationships, either by creating an access in Tier 2 and Tier 3 cities or finding partners in International locations, thus, fulfilling the needs of companies to expand their business through franchising. Franchise India Exhibitions work on a single mantra of being franchise-focused & investor-centric.

**Opportunity:** The show will unlock greatest opportunities in today's exciting trading environment as it opens new business

avenues in products or services to explore premium distribution and franchise agreements with Indian and international companies.

**Knowledge:** Behind every successful business is sound planning, identification of finances needed, the training, and clear expectation on when you start making money. The conference will involve in-depth examinations to help to raise awareness of franchising and develop an individual's ability to effectively evaluate franchise opportunities and their scope.

**Networking:** A platform to interact with industry's leaders and growing your connections with brand custodians to strike meaningful business associations.

**Success:** Discuss latest thinking with exhibitors & industry leaders to formulate business development plans that you can utilize in own business operations in addition to gathering best practices.

Supported By



# FRANCHISE INDIA

Empowering Change Since 1999

## 85+ Franchise Exhibitions in India & Overseas PIONEERS IN FRANCHISING

In its 14th year, Franchise India is credited for being the first and most successful company in franchise solutions. Our exhibitions offers Pan-India expansion opportunity to all its participants. FRO2012 is India's biggest platform for franchise & retail expansion. Plan your Pan India franchise expansion with us. Consider our 2012 event calendar



## EVENT CALENDAR EXHIBITIONS IN 2012

44TH FRO 2012	- JAN. 31 - FEB. 1	CHENNAI
45TH FRO 2012	- FEBRUARY 25 - 26	HYDERABAD
46TH FRO 2012	- MARCH 24 - 25	JAIPUR
47TH FRO 2012	- MARCH 28 - 29	AGRA
48TH FRO 2012	- APRIL 21 - 22	KOLKATA
49TH FRO 2012	- MAY 26 - 27	MUMBAI
FRANCHISE MIDDLE EAST 2012	- MAY 9 - 10	DUBAI
50TH FRO 2012	- JUNE 16 - 17	AHMEDABAD
51ST FRO 2012	- JUNE 29 - 30	CHANDIGARH
52ND FRO 2012	- JULY 14 - 15	PUNE
53RD FRO 2012	- JULY 28 - 29	LUCKNOW
54TH FRO 2012	- AUGUST 11 - 12	INDORE
MASTER FRANCHISE SHOW	- AUGUST 25 - 26	DELHI
55TH FRO 2012	- SEPTEMBER 22 - 23	BANGALORE
10TH FRANCHISE INDIA 2012	- NOVEMBER 3 - 4	DELHI (PRAGATI MAIDAN)



# OVER 400 CRORES OF BUSINESS HAPPENS EVERY YEAR THROUGH FRO

## What To Expect From Fro

The Franchise India Expo will be a landmark exhibition which will offer an insight into all aspects of franchising both nationally and internationally. We look forward to your participation at this proactive forum which will provide you an opportunity to interact and reach out to entrepreneurs seeking business opportunities and franchise options.

- Newspaper Advertisements in the leading newspapers
- A series of press notes, reviews and hard hitting features
- Personalized invitations
- E-mailers
- SMS Campaigns
- Outdoor Campaigns

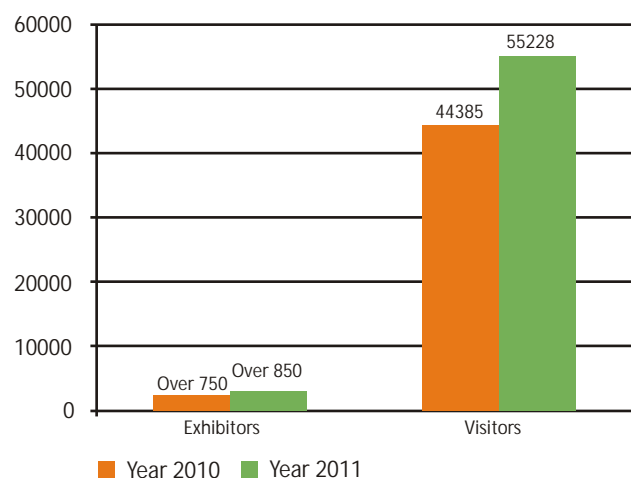
## Visitor's Profile

- Entrepreneurs seeking Business Opportunities
- Prospective and Potential Franchisees & retailers
- Retail Investors & Business Buyers
- Entrepreneurs seeking Agency Rights
- Existing Franchisee's both Domestic & International
- Retailers & Distributors already representing top brands
- Franchise Brands, Retail Brands & Stores
- Builders & Real Estate Developers
- Property owners from India and overseas
- Banks & financial institutions funding the SME sector
- Representatives from International organizations wanting to enter the Indian marketplace
- Small & Medium Business Owners seeking to expand or diversify their businesses through Franchise networks
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## FRO Statistics

1. FRO has enabled 50% of retail sales in India.
2. FRO has given a platform to more than 500 companies to showcase their goods or services together to their target audiences.
3. FRO helps to increase the total sales of many businesses through Franchisee exhibition and conference.
4. FRO is helping Indian economy to fight with unemployment by giving people to start something of their own.
5. Number of visitors and their quality is only becoming better in FRO, statistics shows that from 750 people in the very first show of FRO 2003, now every show attracts above 2000 people in every city.
6. FRO is not just about expansion of few industries & Brands now, many companies from Service Industry also have been benefited from FRO.
7. Every year the number of shows and the target cities are increasing, FRO started with 2 shows in a calendar year and now has increased to 15 shows in 2012.
8. FRO has enabled multiple categories of brands to take their business from single unit to multiple units in south India.
9. Today FRO attracts lot of dignitaries like Honorary Ministers, Company CEO's and MD's to speak in the conference.
10. Popular media in all cities cover the FRO events, In 2011, many high end media like UTV group, Times Group, HT Group, Dainik Bhaskar came to our show.

## Comparison of Visitors & Exhibitors from 2010 to 2011 in Franchise India Exhibitions





# FRANCHISE PAVILION

## FRANCHISE EXPO

One word that would sum up the show is 'Opportunities'. At FRO 2012 the Business Visitors will discover a world of business concepts showcasing Indian and International Franchising and Retail Ideas. Over 850 reputed brands from more than 100 sectors of retail and services exhibited in 2011 and over 55,000 serious entrepreneurs visited the expo and match their Business ambition with franchise companies while sampling the concepts. This Year promises to be much bigger in all respects with higher expected attendance and exhibitor participation.

## WHO SHOULD EXHIBIT

Statistics from our past shows have indicated that 85% of visitors are seeking a business opportunity and would like to start a business within next 3 months and therefore it is a perfect podium for:

- Companies in a phase of expansion to develop franchise/channel network.
- Business solutions for startups and SMEs
- Find partners, new clients or licensees for your business

## WHY SHOULD YOU EXHIBIT?

- To expand your franchising network
- To develop your sales network meeting potential, qualified franchisees
- To find partners or distributors
- To find new clients or licensees



Some of the franchisors who exhibited at our past shows



# RETAIL PAVILION

## RETAIL EXPO

Indian retail sector growing at 30% per annum and with government policies favoring the franchise tie-ups in retail globally, FRO 2011 will serve as one of its kind retail opportunity show that answers comprehensive needs of a retailer. It would be an ideal platform to highlight leading brands and retail concepts to seek a variety of opportunities.

## OPPORTUNITIES TO EXHIBIT

- Expose your Retail concept to new markets, business buyers, partners, distribution channels & key decision makers
- Generate leads, research new trends, launch new products, position your business profile across the industry and build brand equity
- Come face-to-face with retail suppliers and vendors covering various aspects of retail support products & services.

## THE ZONES

- Food & Beverage < Fashion < Jewellery < Specialty Formats

Some of the franchisors who exhibited at our past shows





### ENTREPRENEURSHIP SUMMIT

Whether you are an investor on the verge of starting a new business or a business owner contemplating growing your business, the Entrepreneurship Summit is designed to provide information and assistance to all sizes of small businesses. Filled with action-packed programmes, stimulating discussions, vivid case studies to help small business owners and entrepreneurs navigate the business landscape through educational forums, workshops, business opportunities, resources and networking platforms while making acquaintance with like-minded people together all aimed at acquiring and managing the resources needed to succeed. The extensive advice available at the conference covers a variety of topics including franchising, retail, small business set-up, operations, marketing, finance and technology. The conference will also highlight the rewards of the franchising business model for small business success.

### WHO SHOULD ATTEND

- Potential Franchise buyers
- Entrepreneurs wanting to explore the world of Franchise opportunities
- Existing business owners looking for greater insights on managing a SME business
- CEOs/Directors/Owners
- Prospective Franchisors
- Companies looking to plug a franchise model in existing business
- Consultants and Property Advisors
- Consultants Accountants
- Legal Firms
- Professional Organizations like Advertising, Marketing Agencies
- Students from Management schools





# SME & RETAIL SUPPLY PAVILION

The SME India and Retail Supply pavilion aims to support entrepreneurship and to resource entrepreneurs and small business owners with business building tools to help micro, small & medium business start, grow and succeed by ensuring a wide range of business aids, be it banking solutions or leveraging non-traditional sources of capital, technology solutions or smart advertising. These resources are intended to aid business owners, entrepreneurs, and professionals to initiate, finance, formalize, and grow their businesses.

Retailer Supply Expo will combine the strengths of retail technology, retail shop fittings and design and logistic providers. At the Retailer Supply expo one can view the latest solutions in supply chain, hardware, software, and come face-to-face with vendors covering every aspect of retail support.

Also it is expected that by 2012, India will have 600 new shopping centers; commensurately the organized retail industry is likely to require an additional 220 million sq ft to meet its growth.

## WHO SHOULD EXHIBIT

Perfect platform for business solutions & resource providers who keen to establish partnership with SMEs & can include:

- Banks & Funds companies offering SME loans & VC funding, Real estate brokerage
- Financial & investments consultants, Retail real estate consulting companies
- Government and public bodies that support SME development
- Design and design-related service providers
- Advertising, media agencies & marketing services providers
- Brand consultants, PR companies, Property management companies
- Legal, accounting & taxation services
- Start-up services & business centers, Construction and development companies
- Product testing & standards
- Human resources recruitment and training
- Software & technology solutions
- Commercial real estate developers, retail properties owners

## OPPORTUNITIES TO EXHIBIT

- Retail Technology
- Logistics & Supply Chain Solutions
- Retail Shop Fittings & Design

## WHO WOULD ATTEND

- Property Buyers and Investors
- Retail Brands looking for properties
- Architects and Engineers
- Facility and Property Managers
- Retail Real Estate Developers
- Real Estate Brokers and Agencies
- Project Managers
- Property Advisers/ Appraisers
- Property Investment Companies
- Entrepreneurs/ Business Buyers
- Professionals
- Institutional & Corporate Investors
- Land Owners looking for joint ventures



# LICENSING PAVILION

## LICENSING PAVILION

The licensing industry worldwide is estimated at \$187 billion. Though the concept of licensing is still at a nascent stage in India but is fast gaining acceptability. Emergence of modern & more organized retail in India, estimated at US\$ 200 billion & projected to grow at 5% per annum, has set the pace for new collaborations between International licensing companies & Indian business houses. Brand Licensing & Merchandising Show 2012 will encourage networking, knowledge sharing and business deals in licensing. As the 8th edition, the show has added business matching to the popular knowledge sharing aspect.

## KEY TAKE-AWAYS

- Showcasing licensing opportunities
- Discuss cooperation with target company/licensing agents
- Meeting prospective investors
- Networking with high-quality manufacturers and potential licensees

## WHO SHOULD ATTEND

- License holders - corporate brand owners, fashion designers, product designers, photographers, artists, film production houses, sports managers, etc.
- Manufacturers
- Licensing agents
- Marketers in search of profitable promotional tie-ins
- Wholesalers & distributors
- Media representatives





# OUR MARKETING & PR REACH



## MEDIA USED IN FRO2011



AMONG OTHERS...

## “ Testimonials ”

Franchisee Exhibition boosted and helped us in expansion of “AGRIMART” Concept in the franchisee route, we got quality and quantity response from the investors from all over india this is best had happen to us. We like to be in all future shows.

- Agri Mart

It was great to be at the Delhi show. We have been associated with FIHL for quite sometime. We wish them success in all their endeavours going forward.

- Subway

We have seen FRO evolve over the years and quite understandably it has taken a mammoth shape now. As always, this year's FRO has been an excellent platform for us to showcase our brands not only to the entrepreneurs / budding entrepreneurs but also to the franchise fraternity itself. Further, it gave us an opportunity to understand that education industry is really rocking in the current franchise business scenario. Overall, it has been an enriching experience with lot of fun, more so as we received the “Debutant Franchisor of the Year” award. All is well that ends well! Best wishes to the entire FIHL Team.

- I PLAY I LEARN

FRO 2011 attracted entrepreneurs from all round the country, whilst the bulk of visitors where from Delhi NCR, we also met with people from Bangalore, Kolkata, Mumbai, Chennai to mention a few. The profile of the typical visitor to our stand was of a high caliber, serious about making an investment in starting a new business. The event generated a number quality leads which we are following up on and are looking forward to awarding a number of franchises, as a result of FRO 2011.

- Remax

FIHL provides an appropriate platform to showcase our brand to the franchise fraternity. Participation in the Franchise fairs is fun and enriching in terms of professional inputs on an industry.

- DTDC

FRO 2011 was a significant event!

We were happy to be a part of this excellent and well laid out exhibition, amongst many other leading franchise brands. Having garnered many potential leads, we were able to network many professionals of our industry. The event culminated into a glittering award nights, thus recognizing the brains behind.

- The Great Kabab Factory

Franchise India exhibition was a good opportunity for our organization to showcase our products & services to interested people who were looking for an entrepreneurship opportunity. The exhibition also gave us a platform for meeting and discussion with prospective channel partners for network expansion.

- Everonn

FRO is a great platform for new & existing entrepreneurs, bringing together like minded people & opening doors of great opportunities to replicate proven business models;

A real industry & economy transformer. An excellent example of old proverb “Knowledge grows by sharing”.

- Mexus Education

A special thank you to the team at Franchise India for holding an excellent exhibition.

- Cartridge World

The franchise show provided an impressive platform for potential buyers and investors to collaborate with franchisors to create higher level synergy. It gave our brand, Chhabra555 more exposure and facilitated the development of new ventures.

- Chhabra555

Participating in the Franchise India exhibition opened many communication lines for us throughout India. It was an excellent event, Major brands participated in the exhibition and It us brands to showcase our products and build brand visibility, visitor quality was quite impressive, and the award ceremony was amazing.

- Dabur New U

We have been participating in The Franchise and Retail Opportunity Shows regularly for last 2 years and have seen serious Franchise and Business seekers at these shows. The visitor quality and show management is of very desirable level. We intend to continue participating and look for better association and opportunities in future.

- John Players

FIHL franchise exhibitions have always been a good platform for Gitanjali Jewellery Retail Pvt. Ltd. to explore new opportunities in franchise business. FIHL have been instrumental in understanding the changing dynamics to transformations at national and international level in franchise business.

- Gitanjali Jewels

We have been participating in the Franchise and Retail Opportunity shows regularly for last 3 years and have seen serious Franchise and business seekers at these shows. The visitor quality and show management is of very desirable level. We intend to continue participating till our expansion goals are achieved.

- Presto Personalized Wonders

An honest step & right platform to expand business through great net working & brand awareness.

- City Mall 36

The show is getting bigger and bigger every year so as the Franchising in India. Franchise India provides a great 360 degree support for any and every organization looking to expand through franchisee network. A great show!!

- Café Buddy's

We found the show was up to the mark. The number of investors and enquires were quite beyond the expectation.

- Florista

FRO 2011 was indeed an event of its kind where one could really feel that in the modern day Franchise India is the one stop solution for business opportunities in India . The infrastructure, branding, logistics , coordination and support in the said event was phenomenal and it just exceeded Franchise India's own reputation.The show was a huge success for us and we extend our heartiest congratulations to Franchise India for organising such a mega event and wish them all the very best for many such events in the future.

- Orion

Good professional platform to understand market needs and interact with business associates from all across the nation.

- Bombay High





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Presents

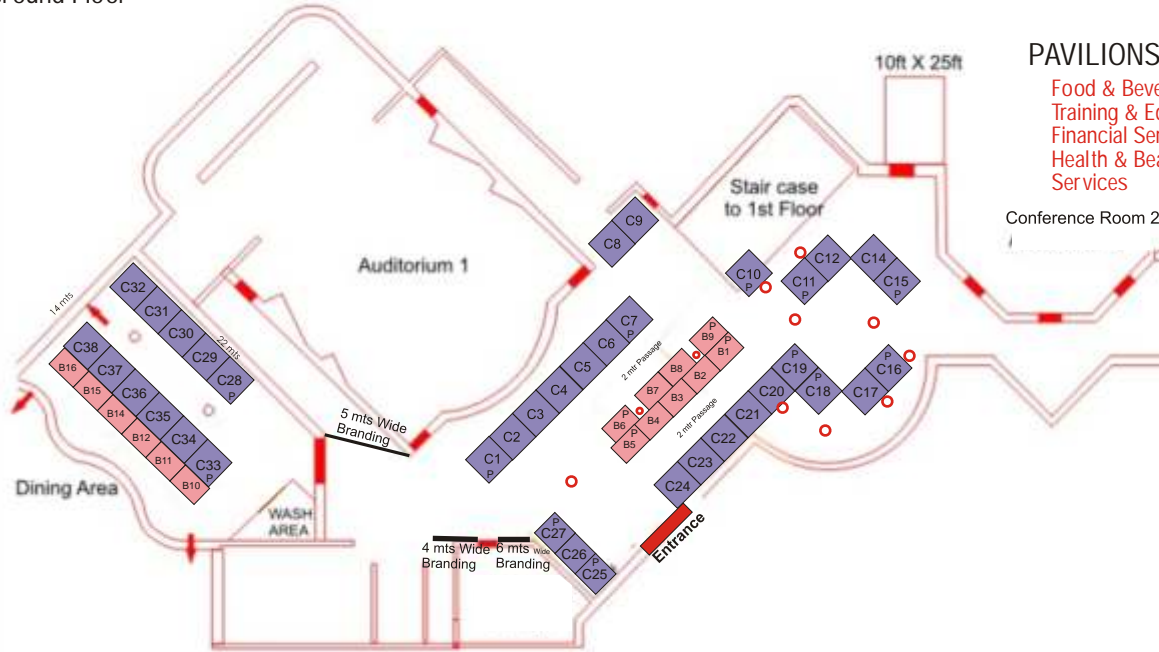
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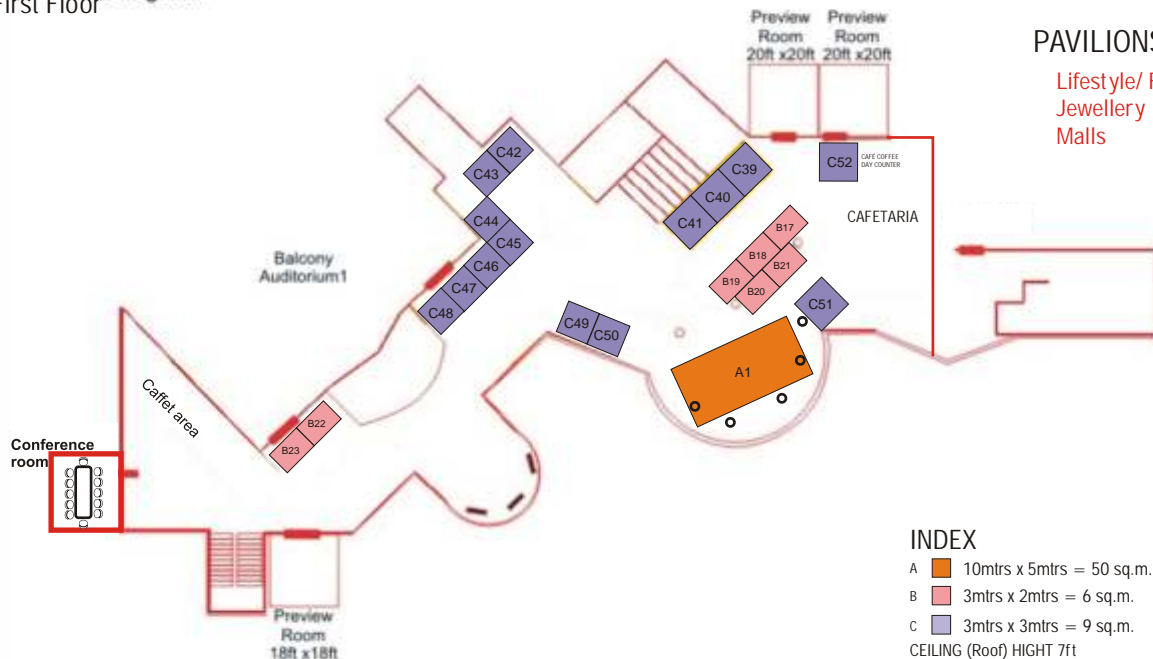
## Ground Floor



### PAVILIONS:

- Food & Beverage
- Training & Education
- Financial Services
- Health & Beauty Services

## First Floor



### PAVILIONS:

- Lifestyle/ Fashion
- Jewellery
- Malls

### INDEX

- A ■ 10mtrs x 5mtrs = 50 sq.m.
- B ■ 3mtrs x 2mtrs = 6 sq.m.
- C ■ 3mtrs x 3mtrs = 9 sq.m.
- CEILING (Roof) HEIGHT 7ft

Organised By

**FRANCHISE INDIA**  
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## COST OF PARTICIPATION

**STANDARD PACKAGE** - Rs. 1,75,000/- + Service Tax (Rate applicable for 9 Sq.m.)

**COMBO PACKAGE** - Rs. 2,00,000/- + Service Tax (Rate applicable for 9 Sq.m.)

1 full page advt. in SHOW CATALOGUE

**SUPER COMBO PACKAGE** - Rs. 2,75,000/- + Service Tax (Rate applicable for 9 Sq.m.)

1 full page advt. in SHOW CATALOGUE

1 full page advt. in THE FRANCHISING WORLD OR RETAILER

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