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16th Year of
Success in
Franchising

FRANCHISE INDIA & **Indian Franchise Association**
Your growth is our business

Presents

FRO 2013

NATIONAL FRANCHISE, RETAIL & SME SHOW

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

250 Shows Delivered

14 Cities



3000000 Potential Investors
and growing...

**INDIA GETS BUSINESS AT
FRANCHISE INDIA**

NO ONE COVER INDIA BETTER THAN US.



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GAURAV MARYA,
Chairman,
Business Advisor Entrepreneur
& Author

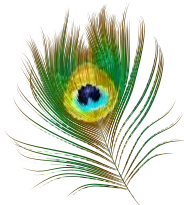
ACCELERATE YOUR FRANCHISE GROWTH

The year 2012 was good for the franchise industry. As per the findings of the first ever "Indian Franchise Report" released in November 2012, 85% of franchises are today run by people holding a post graduate or graduation degree, and usually after having worked in an MNC or a professional organizations for a few years. Franchisees have liked the business, an overwhelming 92% of existing franchise owners have shared that they would be happy to open an additional franchise store. The majority (57%) would like to opt for multi-brand franchise and a significant proportion (18%) would like to open another store from the same franchisor. Overall, the franchise sector is clocking a 28% growth, and this is happening on the back of services and retail businesses. Many aspirant entrepreneurs are taking up franchise opportunities, and buying into an established business instead of taking the extra risk of an independent start-up. This is an exciting time for entrepreneurship in India. Two megatrends are transforming the economy. Consumerism and modern entrepreneurship has hit the country at the same time. Both trends are feeding each other, in that entrepreneurial firms are more suited in establishing the last mile connect for consumer businesses, as they are more responsive to consumer needs and changes in demand and are better positioned to address these changes rapidly in their small business, locally through their partners. The franchise industry will see unparalleled growth in this phase of entrepreneurship, as it covers the risk entrepreneurship while liberating the business owner to create greater benefit through initiative and drive.

The Franchise and Retail Opportunity (FRO) event has now completed 56 successful editions. In the year 2013 FRO will continue to facilitate startups and businesses in the growth-stage to partner with the entrepreneur-community across the length and breadth of India. The FRO exhibition will bring franchisors in to direct access with the potential franchise buyers from across every single region of the country. The franchise community will meet and interact, looking to investigate all manner of opportunities, including single units, area developments and master franchises. Following the continued success of the shows in Dubai across 2011 and 2012, this year Franchise India has planned an exclusive Franchise Show in Sri-Lanka in this year.

I look forward to your participation in 2013 at FRO event.

Happy Franchising
Gaurav Marya



Riding the
economic
wave to
become a
franchise
owner



CREATING INNOVATIVE SERVICE

Who should exhibit

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

- ◆ Companies in a phase of expansion to develop franchise/channel network.
- ◆ Business solutions for startups & 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

INTRODUCING REGIONAL SHOWS

Investors, aspiring entrepreneur and business owners here is your chance to grab the lifetime opportunity with Regional Shows of FRO 2013, an initiative of Franchise India Holdings Limited. Franchise India Exhibitions' is honoured to convey that our exhibitions have benefitted over 500,000 business investors with over 250 shows held both in India and overseas. In 2012 alone, we assisted over 850 companies and over 1,50,000 visitors.

Acknowledging the great success of the previous years, Franchise India Exhibitions' team is glad to inform you that in the year 2013, the event is all set to target three most promising regions of India with its FRO South, FRO East and FRO West.

FRO SOUTH INDIA

Continuing the legacy to success of our multi-city FROS, Franchise India is back with its FROs for 2013 in its new avatar called Regional shows.

To begin with, this FRO South scheduled to be organised on November 30 - December 1, 2013 at Hotel Hilton, Chennai. The show will comprise Exhibition and Conference and is all set to bring together the most promising business concepts and potential aspirants from the Southern region of India. The southern region is quite prospective as the cost of real estate is considerably less. The prevailing conditions are quite congenial for business owners and business aspirants to expand in the region at a fast pace. Equipped with deliberate marketing activities, FRO2013 Chennai is expected to witness over 6,000 potential visitors from the region and including neighboring states. The regions that will be covered may include Karnataka, Kerala, Tamil Nadu and Andhra Pradesh.

FOCUSING ON OUR INVESTOR

VISITORS 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
- ◆ Corporate looking to increase their Brand portfolio
- ◆ Representatives from International organizations wanting to enter the Indian marketplace
- ◆ Small to Medium business owners wishing to expand or diversify their existing businesses
- ◆ Trade delegations and associations looking at larger business enlargement for members
- ◆ Government and Business Procurement Managers
- ◆ Master/multi-unit Franchisees /looking to add more brands in their Business empire
- ◆ Business Development Professionals looking at cross tie-ups with non compete Brands
- ◆ Product Manufacturers can meet with Licensing Companies

FRANCHISE PAVILION

Franchise Expo

One word that would sum up the show is 'Opportunities'. At FRO 2013 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 2012 and over 150,000 serious entrepreneurs visited the expo to 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.





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 2013 will bring together world-class technology and retail design suppliers to an audience of Retail Professionals who are eager to keep up with the latest trends & industry developments in a market that is changing more rapidly now than ever before.

Also it is expected that by 2013, 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

Who would attend

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

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 2013 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

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 2013 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. The Licensing Pavilion is special destination set-up for meeting and interactions between Indian suppliers and manufacturers, with top international brands keen on extending their brand identity in India, and selling licensing rights for the Indian sub-continent

Areas of discussion

- ◆ Anatomy of a license agreement
- ◆ Royalty management and auditing
- ◆ Developing, managing & growing a successful brand licensing program
- ◆ Working with licensing agents
- ◆ Designing a style guide for your brand
- ◆ The retail connect of licensing
- ◆ Sports licensing
- ◆ Celebrity & entertainment licensing
- ◆ Corporate licensing
- ◆ FMCG & restaurant brand activity

Who should attend

- ◆ Brand owners: companies that are potential licensors
- ◆ Licensing professionals from various industries
- ◆ Manufacturers/ Licensees
- ◆ Retailers/ Distributors/ Wholesalers
- ◆ Brand and Property Owners
- ◆ Advertising and Marketing Agencies
- ◆ Licensors & Licensing Agents
- ◆ Promotional Strategists
- ◆ Marketing Heads & Brand Managers
- ◆ Management Students



SMALL BUSINESS. BIG IDEAS. **STARTUP SUMMIT 2013**
Fresh Ideas! New Opportunities!

It's an opportunity for you to connect with the country's best and brightest minds to explore how to fuel the growth of your business. The conference brings together the speakers that are the best breed of entrepreneurs, innovators, venture capitalists, business model creators, consultants, policy-makers, academicians, support groups, business coaches and business practitioners to present and discuss innovation and success under the aegis of entrepreneurship for Small and Medium Businesses as they recount their learning and experiences, share their insights and practices that have enriched their ventures.

Who must attend?

Who must attend?

The Entrepreneurship Summit is a place where like-minded & entrepreneurially driven individuals who gather together to identify opportunities and create the foundation for potent SMB owners. This event is a must attend for entrepreneurs looking to jumpstart their ideas.

- ◆ Local business owners
- ◆ Aspiring entrepreneurs
- ◆ Students & recent graduates
- ◆ Entrepreneurs leading start-ups, fast growing ventures & spinouts
- ◆ Potential franchisees investing in Franchise/Retail System
- ◆ Franchisors/ Licensors/ Franchisees/ Licensees/ Licensing Agents
- ◆ Founders, CEOs, COOs, Presidents & other key senior staff of franchise & Retail systems
- ◆ Emerging franchisors
- ◆ Entrepreneurs & Emerging franchisors looking to franchise their business
- ◆ Chain store operators seeking alternative distribution and reorganization methods
- ◆ Franchise consultants or suppliers

- ◆ Retail Business Owners who need new ideas & want to streamline their operations
- ◆ Product manufacturer companies foraying or already in Retailing
- ◆ Professional firms, architects, landscape and urban designers
- ◆ Banks and other sources of development funding
- ◆ Manufacturers looking for licenses or franchise systems to enhance their products
- ◆ Retail Suppliers from Real Estate & Technology
- ◆ Venture Capitalists and Angel Investors
- ◆ Professional from consulting, law, accounting, etc.



our events and shows



our magazines



www.franchiseindia.net

Show hotline: +91 9310185550

YES! I would like to

- Exhibit at the show
- Attend the conference
- Participate in awards
- Visit the exhibition
- Become a sponsor
- Speak at the conference

Name: _____

Company Name: _____

Address: _____

Mobile: _____ Tel.: _____

Fax: _____ Email: _____

Website: _____

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FRO 2013

NATIONAL FRANCHISE, RETAIL & SME SHOW

1. PARTICIPATION DETAILS

- Standard booth package: Rs. 1,50,000/- + Service Tax** (Rate applicable for 9 Sq.m.)
- Show Catalogue - Rs. 25,000/- + Service Tax**
- Website (dotnet) - Rs. 10,000/- + Service Tax**
- Stall Branding - Rs. 65/- Per Sq.Ft. + Service Tax**
- Flyer Inserts - Rs. 10,000/- + Service Tax**

2. TRAVEL & HOTEL ASSISTANCE: *(At additional cost)*

Travel assistance is available to take care of exhibitors' needs. The services offered are:

- Accommodation Options
- Hotel transfers

Details are available on request. Please fill the appropriate box in Space Contract Form to receive the information.

PAYMENT DETAILS

TERMS OF PAYMENT

1. Booking should be accompanied with 50% down payment and be submitted together with completed application form and remaining balance to be remitted together with the completed application form and balance to be remitted 10 days prior to the show.
2. Bookings made closer to the show will be confirmed with 100 % of payment
3. Annual stall confirmation will be applicable only with ₹ 10,000 advance per show/city which will be adjusted per show.
4. Change/Cancellation of the stall should be informed to the organizer 45 days prior to the show, otherwise advance of that particular show will be forfeited and will not be carry forwarded.
5. Payment should be made by Cheque/ Demand Draft in favour of Franchise India Holdings Limited, payable at New Delhi, India

** Access will not be given to the stand unless all accounts are settled prior to build-up dates*

Bank Details: Payment can be remitted to our account as below:

Account Name: Franchise India Holdings Limited Account No: 071605000116 - ICICI BANK

- We have read the terms of payment of participation mentioned overleaf and in the event of application being granted (wholly or in part) we undertake to observe & to be bound by them.

Date: _____

Name: _____

Position: _____

Signature: _____

Space confirmed on behalf of
Franchise India Holdings Ltd.



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16th Year of Success in Franchising

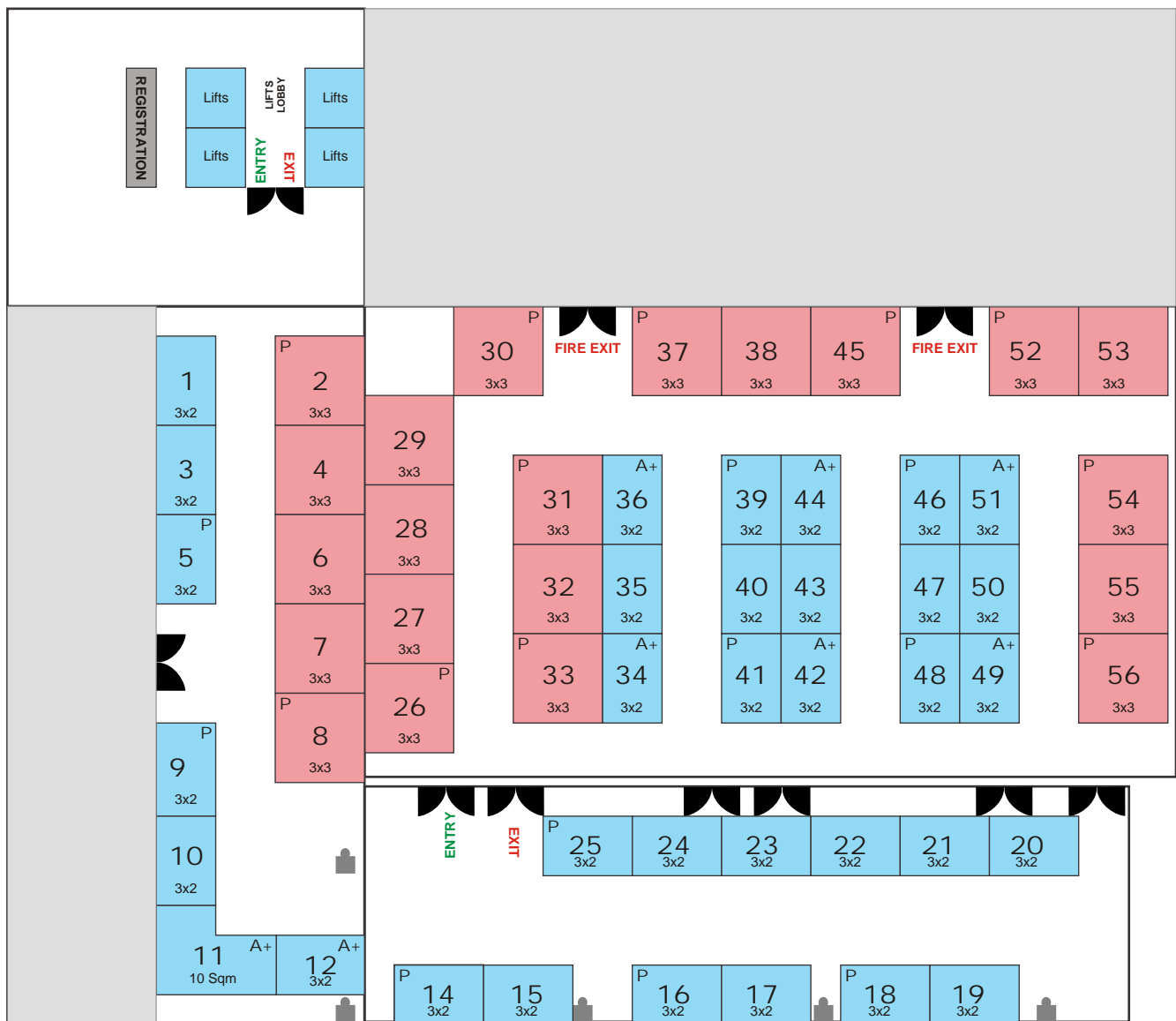
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FRO 2013

68TH NATIONAL FRANCHISE, RETAIL & SME SHOW

NOVEMBER 30 - DECEMBER 1, 2013, HOTEL HILTON, CHENNAI



Organised By
FRANCHISE INDIA
 Your growth is our business