

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



**FRANCHISE INDIA**

Your growth is our business

&



**Indian Franchise  
Association**

*Presents*

# FRO 2014

NATIONAL FRANCHISE, RETAIL & SME SHOW

AHMEDABAD  
CHANDIGARH  
HYDERABAD  
KOLKATA  
MUMBAI  
NEW DELHI  
PUNE  
BANGALORE  
CHENNAI

**350000**  
POTENTIAL INVESTORS  
**260** SHOWS  
DELIVERED  
**14 CITIES**  
and growing...



KNOWLEDGE



OPPORTUNITY



NETWORK



SUCCESS

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

# Build Your Growth Story Through Franchising



Gaurav Marya  
Chairman, Franchise India

## Understanding Tomorrow's Business today!

I have been a franchise evangelist in India for nearly 17 years now, and till date I have only seen growth in the business. Growth has taken place year-on-year despite whatever has happened in the national and international economic scene. Predictions by leading research agencies also confirm that the coming years will continue to witness further growth. The reason is that the scope for additional growth for the franchise business in India is huge, as we still are a minute fraction of the GDP. The growth in the franchise business continues to be on riding on the backs of the services and retail businesses.

This is an exciting time for entrepreneurship in India. Many more people are taking up the path of starting their own business. The youth, women and even professionals are looking for better growth opportunity. Aspirant entrepreneurs are taking up franchise opportunities by buying into an established business instead of taking the extra risk of an independent start-up. At the same time consumerism is deepening its presence in the country. The preference for high value brands is spreading rapidly. Modern retail is struggling to establish the last mile connect with their customer, while maintaining efficiencies in operations. The trend of increasing entrepreneurship and a maturing consumer market is feeding into each other. A franchise network has proven to deliver growth to brands as entrepreneurs in the network have proved to be more responsive to consumer needs and changes in demand and are better positioned to address these changes rapidly in their small businesses locally and with the assistance of their franchisor partners.

This is why for the foreseeable future the franchise industry will continue to see unparalleled growth as it taps the energies of rising entrepreneurship for the benefit of the consumption market.

The Franchise and Retail Opportunity (FRO) event has now completed 68 successful editions. In the year 2014 FRO will continue to facilitate start-ups 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 direct access with potential franchise buyers from across every single region of the country. The franchise community looks forward to FRO events as an opportunity to meet and interact, investigate all manner of opportunities, including single units, area developments and master franchises.

I look forward to your participation in 2014 at FRO event.

*Happy Franchising*



# Our Brands & Philosophy



Franchise India now in its 16th 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 5.5 lakh business investors with over 275 shows held both in India and overseas.

In 2013 alone, Franchise India Exhibitions has touched over 175,000 business buyers and assisted over 950 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.

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## Our Brands



# Creating innovative service

In its 16th 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. FRO2014 is India's biggest platform for franchise & retail expansion. Plan your Pan India franchise expansion with us, Consider our 2014 event calendar.

## 260+ FRANCHISE EXHIBITIONS IN INDIA & OVERSEAS PIONEERS IN FRANCHISING

### 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

## Event Calender

Exhibitions	Cities	Dates	Venue
FRO 2014	Ahmedabad	Jan- 17-18, 2014	Pride Hotel
FRO 2014	Chandigarh	Feb- 8-9, 2014	Himachal Bhavan
FRO South	Hyderabad	March 1-2, 2014	Hyderabad International Convention Centre
FRO East	Kolkata	April 5-6, 2014	Hotel Lalit
FRO West	Mumbai	May 17-18	Nehru Centre, Worli
Master Franchise Show2014	New Delhi	June- 14-15	Taj Vivanta, Suraj Kund
FRO2014	Pune	July 12-13	Hotel The Westin
FRO2014	Bangalore	August 16-17	Nimhans Convention Centre
FranchiseIndia 2014	New Delhi	October 11-12	Pragati Maidan
FRO 2014	Chennai	December 6-7	TBA





# Focusing on our Investor

## Franchise Pavilion

### Franchise Expo

One word that would sum up the show is 'Opportunities'. At FRO 2014 the Business Visitors will discover a world of business concepts showcasing Indian and International Franchising and Retail Ideas. Over 1000 reputed brands from more than 125 sectors of retail and services exhibited in 2013 and over 175,000 serious entrepreneurs visited the expo to match their Business ambition with franchise companies while sampling the concepts. Take advantage of talks, training, expert advice and explore 100+ business opportunities, all in one place. Compare, contrast and make an informed choice about the start-up processes & concepts that best correspond to your individual needs

This Year promises to be much bigger in all respects with higher expected attendance and exhibitor participation.

## 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
- 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
- Corporate looking to increase their Brand portfolio
- 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



Some of the franchisors who exhibited at our past shows



# SME & Retail Supply Pavilion

The SME India and Retails 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 2014 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.

## 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
- 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

## Opportunities to exhibit

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





# Retail Pavilion

## Retail Expo

According to GRDI report (Global Report Development Index) 2012, India ranked 5th amongst the top thirty countries in retail marketing sector. By 2015, there will be 25% increase in middle class contributing for 44% total disposal income. Indian Government has recently announced 100% Foreign Direct Investment (FDI) in cash in single-brand, which has created optimistic reactions from top retail sector investors from across the world.

FRO 2014 will be a platform to analyze retail Business Opportunities, Innovate new Retail Formats and implement new retail multichannel systems and technology into your businesses.

## 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 retailer who exhibited at our past shows



# 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 2014 will encourage networking, knowledge sharing and business deals in licensing.

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

## Licensing Unlocks

- Brand extension & expansion strategies
- Brand endurance
- Extended retail shelf space with better collection
- Product innovation & development
- Strategic launch of new brands to tap newer segments
- Potential to explore newer product categories

## Who should attend

- 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



# Entrepreneurship Summit



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?

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.



# Introducing Regional Shows

Investors, aspiring entrepreneur and business owners here is your chance to grab the lifetime opportunity with Regional Shows of FRO 2014, 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 260 shows held both in India and overseas. In 2013 alone, we assisted over 1000 companies and over 1,75,000 visitors.

Acknowledging the great success of the previous years, Franchise India Exhibitions' team is glad to inform you that in the year 2014, 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 2014 in its new avatar called Regional shows.

To begin with is FRO South scheduled to be organised on March 1 - 2, 2014 at Hyderabad International Convention Centre (HICC), Hyderabad. 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, FRO2014 Hyderabad is expected to witness over 6,000 potential visitors from the region and including neighbouring states. The regions that will be covered may include Karnataka, Kerala, Tamil Nadu and Andhra Pradesh.

## FROSouth - Hyderabad

March 01 - 02, 2014

Hyderabad International Convention Centre



## Fro West India

FRO West will target entire Maharashtra, Gujarat and Madhya Pradesh. The show will definitely present a plethora of business opportunities in franchising, retail and entrepreneurship. FRO West 2014 is presented by Franchise India and is scheduled to be held on May 17-18 at Nehru Centre, Worli, Mumbai. Mumbai is the commercial hub of India and is one of the top 10 centres of commerce internationally in terms of global financial flow. FRO West targets two most important cosmopolitan business cities Mumbai and Pune which are India's most important economic hub generating 40 per cent of the country's GDP.

FRO West is credited for bringing together the most lucrative and brightest business concepts and potential investors from the western region of India. There will be companies ranging from Food & Beverages, Apparel, Specialty Retail, and Jewellery to Service sectors for you to explore. Armed with efficient and strong marketing team and an impressive line-up of exciting value-added programs, FRO2014 is all set to be the must attend event this year.

### FROWest - Mumbai

May 17 - 18, 2014  
Nehru Centre, Worli



## Fro East India

In our initiative to target three different regions of India with FRO 2014, the FRO South will be followed by FRO East. FRO East Kolkata is expected to bring in tremendous franchise opportunities. Over the years East India is now an emerging market and has the appetite for the branded products. There is an enormous rise in the business potential in this hitherto untapped region. And in the present scenario, the East is definitely leading the franchise trends, with Kolkata as the market hub. Acknowledging this potential Franchise India is organizing FRO East 2014 in Kolkata on April 5-6, 2014. Fulfill your entrepreneurial aspirations with us at FRO East 2014. FRO East would be focusing on entire eastern zone including West Bengal, Orissa, Assam and Bihar etc.

### FROEast - Kolkata

April 05 - 06, 2014  
Hotel Lalit





# Premier Shows



## Franchise India 2014

India's premier and most trusted annual business & tradeshow, Franchise India 2014, the flagship show of Franchise India is back in its 12th edition to provide a platform for highly evolved prospects & qualified investors and entrepreneurs from across India, neighboring countries and delegations from other parts of the world to meet face-to-face with some of the most accomplished Business Ideas, attend unparalleled Business summits and seminars and learn more about India and fast growing MSME industry in India.

Whether you're looking to grow your franchise network in the Indian market, collaborate with International Business concepts, take your concept international or supply to the franchise, retail and Small Business community, The show promises to be the biggest Business spectacle offering enormous opportunity that will encompass all facets of Franchising and Retail.

Over **350+** reputed brands from more than **125** sectors of retail and services exhibited in **2013** and over **30,000+** serious entrepreneurs visited the expo.



## MASTER FRANCHISE SHOW 2014

### Master Franchise Show 2014

This Master Franchise Show is the premier event in master franchising, attracting the most successful multi-unit/ Brand operators, Global brands, and service providers in the industry. The Master Franchise Show is aimed at assisting High Net worth investors, corporate looking for low risk, high reward business development opportunities and for existing franchisors/ business owners wishing to develop new brands concepts. The exhibition will have variety of International franchises outlining their concepts and business operations. Master Franchising allows people or corporations to purchase the rights to sub-franchise within a certain territory. The master franchisee purchases this specific territory from the franchisor and then shares in the revenue from franchises in that territory.



# Our Marketing & PR Reach



## Media used in FRO 2013





## our events and shows



## our magazines



[www.franchiseindia.net](http://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: \_\_\_\_\_

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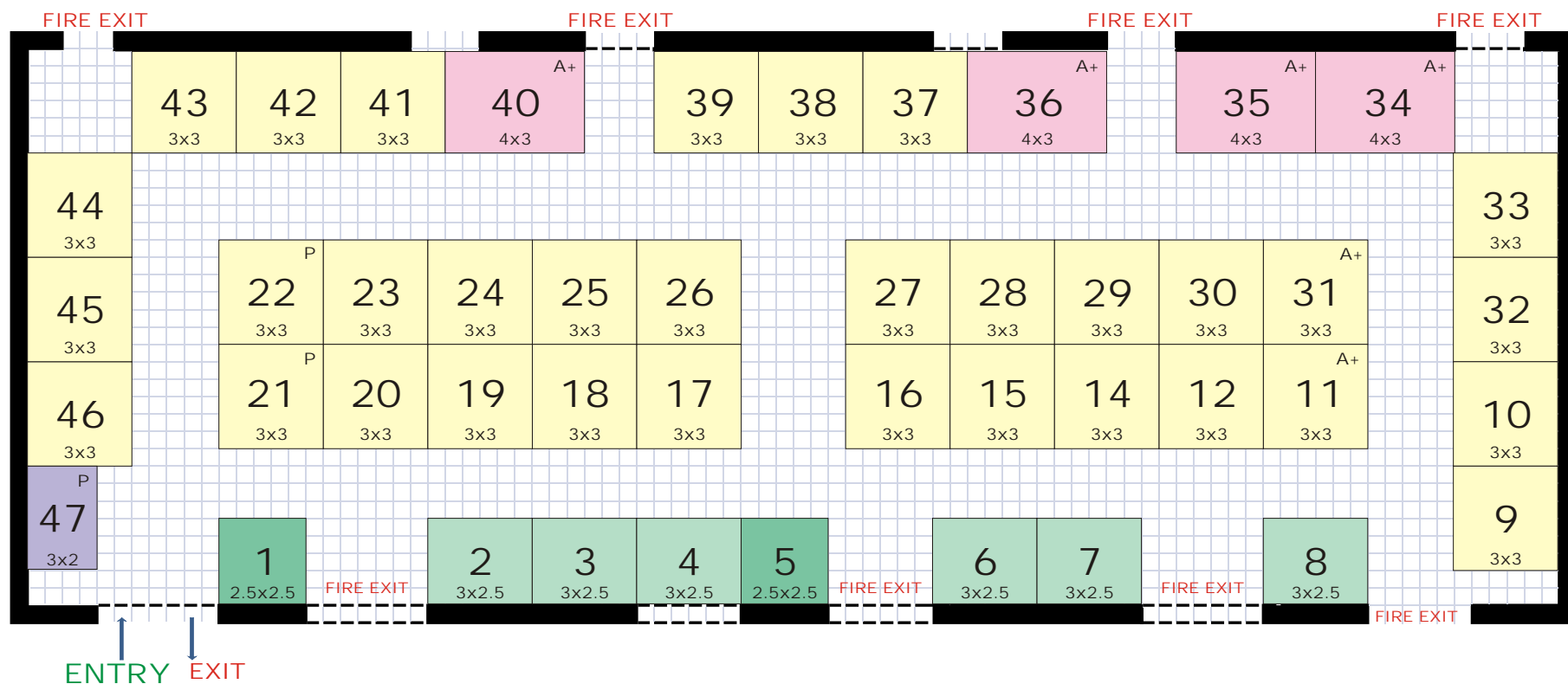
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# FRO2014

74TH NATIONAL FRANCHISE, RETAIL & SME SHOW

JULY 12 - 13, 2014, HOTEL THE WESTIN PUNE KOREGAON PARK, PUNE



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