



2010

SHOW REPORT

"WE THANK YOU FOR MAKING OUR SHOW THE BIGGEST BUSINESS OPPORTUNITY SHOW IN ASIA."
TEAM: FRANCHISE INDIA HOLDINGS LIMITED



Opportunities

EVENT | FRANCHISE INDIA 2010

BEST BRAINS IN BUSINESS AT FRANCHISE INDIA SHOW

THE eighth edition of Franchise India's flagship show took place at Hotel Ashok, New Delhi, on December 11-12, supported by the IFA and Remax India.

Franchise India 2010 Expo offered a wonderful platform to highly evolved prospects and qualified investors and entrepreneurs from across India and other parts of the world to know some of the most accomplished business ideas, attend business summits and seminars and learn more about India and the fast growing MSME industry. The show was inaugurated by the Chief Guest, His Highness Sheikh Sultan Bin Rashid Al Nuaimi, Special Guests of Honour, Mana Al Suwaidi, Commercial Attaché of the UAE to India, Ministry of Foreign Trade, Embassy of UAE, New Delhi, and Dr H.P. Kumar, Chairman and Managing Director, NSIC.

With over 300 international and Indian brands, 25,000 business buyers and unique business and financial solutions, one word that summed up the show was "opportunities." The Expo offered enormous opportunities that encompassed all facets of franchising, retailing and licensing assorting Franchise Expo, Retailer 2010 through the Fashion Zone, Food Zone, Jewellery Zone, Retailer Supply Zone, Market Place Expo and Brand Licensing Zone in addition to the International Franchise Expo and SME India Expo.

Gaurav Marya, Chairman, Indian Franchise Association and President, Franchise India Group, says, "We, at Franchise India, are pleased with the response this year from the industry. The event has over the years successfully produced fantastic results for exhibitors, potential franchisees, visitors, speakers and the entire franchising industry and that's what makes this event so valuable. This year, the estimated trade post the show is expected to cross an impressive figure of Rs 130 crore within the three months."



International Summit and Entrepreneurship Conference

The International Summit and Entrepreneurship Conference was part of the two day Franchise India Expo 2010 and witnessed more than 150 speakers from leading brands of the franchise, retail and services industry where they exchanged ideas on the entire entrepreneurship continuum, which ranged from commencing a business to building it to the level of maturity.

The inaugural session at the Summit began with the brief address of Ritu Marya, Editor-in-Chief, The Franchising World magazine, a Franchise India publication, and Gaurav Marya. Rod Young, Executive Director, DC, Australia, Hemchandra Javeri, Executive Director, Forum Synergies, Martin Brochstein, International Licensing and Merchandising Association, US, Sam Chopra, M D, Remax India, Mana-Al-Suwadi, and Dr H.P. Kumar, were among those present.

This was followed by the first session on 'Entrepreneurs is not the HERO (to be or not to be).' Three prominent personalities, Ashutosh Garg, MD, Guardian Lifecare, Rajan Chibba, MD, Intrim Business Associates, and Sonia Nagpal, Director, i360 Staffing and Training, had a panel discussion. Garg articulated that entrepreneurs are not the hero, they are the partaker of their businesses whereas Chibba said an entrepreneur himself has to chase chal-

lenges of a corporation and then accomplish. The succeeding session was on 'Business Opportunities in Food and Beverage, Hospitality and Entertainment.' The session saw prominent people from the industry namely Mark Hilton, VP International, Sbarro International, Jason Kikot, Director, Vendmax International, Canada, Raj Teja, International Franchise Director, Sarpinos International, US, Sanjay Coutinho, CEO, Barista, Campbell Cave, GM, New-Zealand Natural, Fazle A Naqvi, Founder and CMD, Brand Calculus, G.S. Bhalla, Director and CEO, Cocoberry, and Manish Tandon, MD, Citymmx.

The third session was on the 'Art & Science of Becoming a Franchise Investor.' Anjum Malik, Co-Founder and MD, Alhambra US Chamber of Commerce, US and Shery Christopher, from Shery Christopher Consulting, US, were the key speakers. The main objective of the session was to deliver nuts and bolts on the franchisor-franchisee relationship.

The session was succeeded by another imperative industry of the franchise business, education, wherein they discussed the prospects in education and training business. The speakers present at the session were Nanette D'Sa, CEO, Brainworks, Anjum Malik, Co-Founder and MD, Alhambra US Chamber of Commerce, US, David Sparks, VP, Fastrack Kids, Shelly George, CEO, Aadyant, Gulraj Shapuri, CEO, Promise, Kavita Jain, VP, Edify,



Saurabh Saxena, Mexus Education and Madhan Ranganathan, COO, Image Infotainment Limited.

Ankit Agarwal, MD and CEO of Fx Group, C.K. Kumaravel, CoFounder and MD, Naturals Salon, Jesper Hougaard of Serena Spa, J.H. Mehta, Founder, Valueveda, O.P. Manchanda, CEO, Dr Lalpath Labs, Vishal Rupani, CEO, Talwalkar Hifi and Nitin Kalwani, Director, Juice Salon, talked about the opportunities in diverse segments of beauty and wellness industry. They also spoke about a new segment of services business, 'Business and Financial Services.' Chuck Lemire, Jr, COO and MD, Remax Europe, and Shavasb Bohdjalian, Founder and CEO, Eurivex Limited, shared their experiences on this fragment.

The last session of Day One was on 'Business Opportunities in Specialty Services.' Vic Ciuffetelli, CEO, Asia Pacific, Action Coach, William Le Sante, MD and CEO, Le Sante International, Anil Bajaj, Team Ventures Private Limited, John Bowen, VP, International Sir Speedy, US, and Debmalya Baneerjee, VP, INova Group, shared their experiences about innovative concepts.

Second day of the summit began with 'Funding', the indispensable part of any business. Rob Ridder of Brandford Licensing, Anand Lunia, ED and CFO, Seedfund, Rajesh Sharma, AVP, Brand Capital, The Times Group BCCI, Hemchandra Javeri, Co-Founder and ED, Forum Synergies (India), PE Fund Managers, Padmaja Ruparel, President, Indian Angel Network, Akhil Shahani, Director, Kaizen PE and R.K. Singh of SIDBI participated in this discussion, where the main point of consideration was fundamentally directed towards emerging entrepreneurs' fund requirement. The session was further handed over to the 'Young Entrepreneurs' of today's industry, wherein Asheeta Chhabra from Chhabra 555 and Samantha Kochhar from Blossom Kochhar shared their views on the

grooming industry. Sameer Akhil Kachru from Go Chatzz shared his individual understanding on the fast food business.

Naresh Mehta, Director, Raymond, Natalie M. Hesse, President and CEO, Lucky Clover, Nirav Adalja, President, Gitanjali Lifestyle, Abhay Gupta, ED, Blues Clothing and Hemchandra Javeri, spoke on 'Fashion Retailing Business.' Hesse threw light on the fact that a franchise opportunity is better than initiating one's own business. Another session was held on 'Specialty Retail Business.' Alok Bharadwaj, VP, Canon India, Sunil Bansal, COO, Safal (Mother Dairy Fruits and Vegetables Pvt. Ltd), and N.P. Singh, Director Retail, Samsonite, participated in this exclusive session.

Anand Mehta, Director-Retail, Motorola, Anand Dhand, Head Sales and Distribution, Nokia Tej and Shiva Prakash, Lead Product Management, Yahoo Small Business, exchanged ideas on pre-requisites of technology in SME development. Pradeep Chopra, CEO, Digital Vidya and Sandeep Lakhani from Star Com Media talked about various ideas to promote small businesses.

The day concluded with golden words of leading bigwigs of the industry such as Harkirat Singh, MD, Woodland, Tony White, RGM, Gloria Jeans Coffees and Rod Young, who spoke on 'Leadership vs Management.'

Franchise Knowledge Series

The Franchise Knowledge Series, the two-day conference, saw franchise experts, CEOs and delegates from both national and international arena sharing their best practices.

Day 1: The conference opened with the insightful observations of Rod Young, who discussed how to use franchising as a growth strategy. The next session was followed by Shery Christopher and Tony Fitzpatrick,



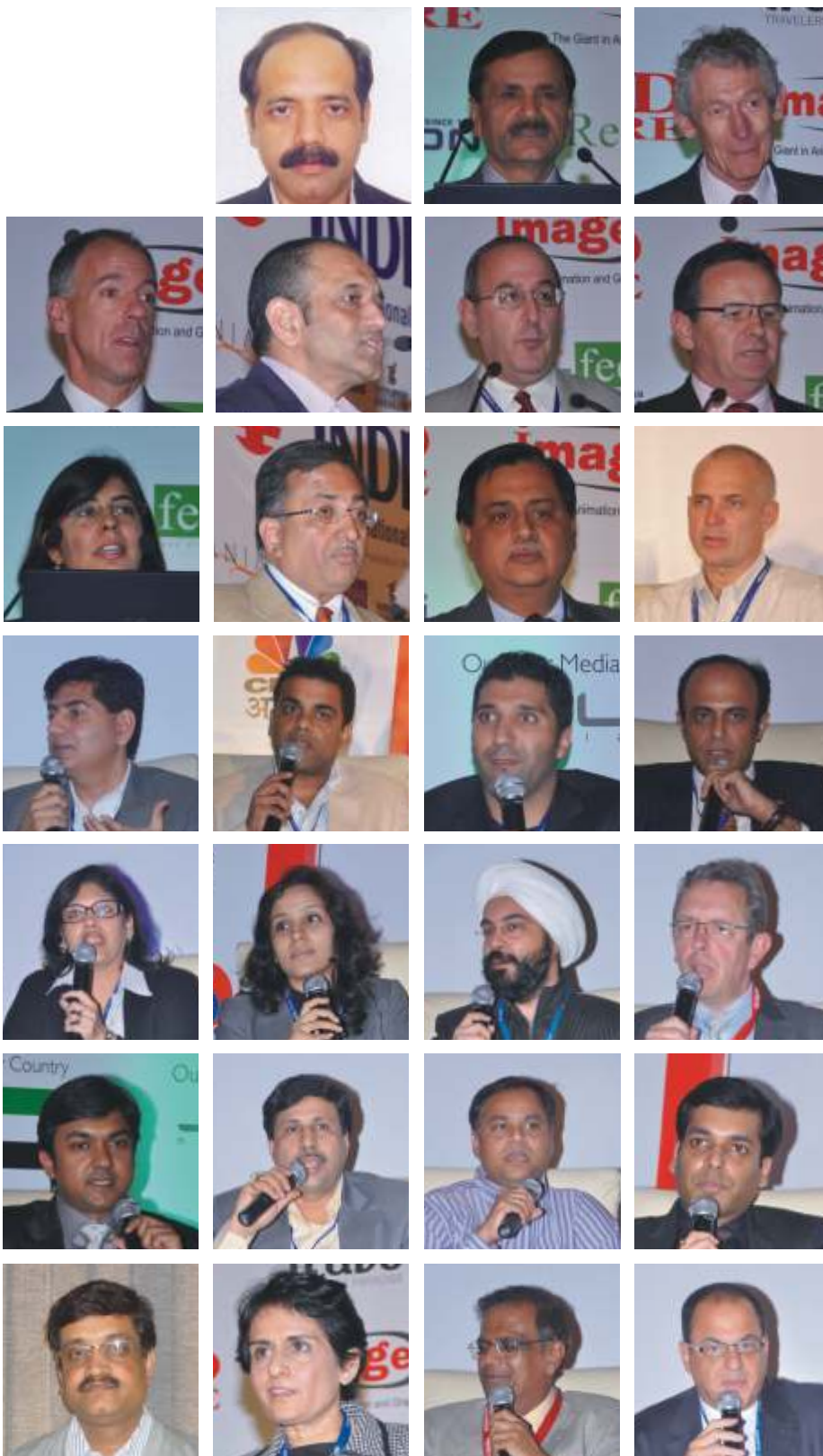
List of exhibitors

1000 Metre	Kent RO Systems
6 Ten Retail	Kinder Care
Aadyant	Kodak
Aarcity	Kreative Koncepts
Action Coach	Krome
Aisect	Kwality walls
Aloha	La mode
Ananta Accessories	license India
Aptech	Lifestyle International
Ashoka Cards	Little Bee
Aura Spa	Lulu Mall
Bajaj Hotel	Maharishi Ayurveda
BBX	Marshals
Brainworks	Mexus Education
Brew Berrys	Mos Multiink
Caanwings	Nakshatra
Cadd Centre	Neulife Nutrition
Café Buddy's	Systems
Café Oz	New Horizon
Cartridge world	New Zealand Natural
Cartridge Xpress	Next
Carz spa	Nice Retail
CCR Commodities	Nokia
Centre of Management	NSIC
CG Mantra Digital	Old World Hospitality
Media	Optique
Chabbra 555	Orion Call tech
Champion	Ozone
Chocklate Room	Parkash Amusement
City Mall 36	Perfect Wellness
Cocoberry	Pinnacle
Coffee nu	Planet Fashions
Crystal Mirage	Planet Sports
DENTZZ dental clinic's	Planet M
Derby Clothing	Pleasant Times
Digiworld	Industries
Dixcy Chicken	Presto Stamps
Diya Diamond	Promise
Donear Industries	RAIDNet- Dev
Dr Lal Path Labs	Refeel Cartridge
Dream Whistlerz	Religare
DRS Kids Education	Remax
Edutronics	Ridhi Sidhi
Esource	Rosebys
Esperanza Corporate	Safal
Eurokids	Safe Express
Everonn Compass	SAP
Fashion & I	Satya Paul
Ferns & Petals	Second School
FIB	Learning
Focus Educare	Shahnaz Ayurvedic
Frankfinn	Smart Shop 108
Fresh & Naturelle Ice	Snap Fitness India
Creams	Snowmax
Fruit Shop	Spencer's Retail
Furtados Music India	Limited
Gili	Sporty beans
Gitanjali Asmi	Star Kids
Gitanjali Ddmas	Store 99
Gitanjali Jewels	Subway Systems
Gitanjali Lifestyle	Sunbean School
Go Chaatz	Sunshine Kebabs
Google	Supertech
G-Tec Computer	Talwarkars
Education	Tata Mall
Heleno Grady	Tech Kids
Home Ginnie	Telematics4u services
I play I learn	Thumbrule
I Team Ventures	Technologies
I Ventures	Total Wardrobe
i360	Solutions
Identity	Travo
Communication	Trendy Diva
IIAS School Of	Tropical Sno & Twisters
Management	TTK Prestige
Image Infotainment	Unique Developer
Info Global	Vardhman Estates
ICFP	Veta
Investor Clinic	Videocon Mobiles
IPSSR	Virtual Edutechnica
John Players	Westwood Lifestyle
JSM Overseas	Whiztel
Kapsons Software	ZILS
Keen to Clean	





Ritu Marya,
Editor-in-Chief, The Franchising World



ROW 1: (L to R) - N.P.Singh, Director, Samsonite; H.P.Kumar, Chairman & MD, National Small Industries Corporation; Rod Young, ED, DC Strategy

ROW 2: (L to R)- Larry Oberly, VP, International Development RE/MAX; Hemchandra Javeri, ED, Forum Synergies & Conference; Martin Brochstein, SVP, Industry Relations & Information, International Licensing Industry & Merchandisers Association; Tony White, Regional General Manager, Gloria Jean's Coffees

ROW 3: (L to R) - Mark Hilton, VP International, Sbarro; Sonia Nagpal, Director, i360; Ashutosh Garg, MD, Guardian Lifecare; Rajan Chhibba, Intrin Business Associates; Jason Kikot, Vendmax International

ROW 4: (L to R) Shery Christopher, Owner, Shery Christopher Consulting; Fazle A. Naqvi, Chairman & MD, Brand Calculus; Milan Saini, MD, Cinepolis; Sanjay Coutinho, CEO & Director, Barista Coffee Company Limited; Raj Teja, International Franchise Director, Sarpino's Pizzeria; Manish Tandon, President, Citymax India Pvt Ltd.

ROW 5: (L to R) - Campbell Cave, GM, Newzealand Naturals; David Sparks, VP, FasTrakKids; Nanette D'Sa, CEO, Brainworks; Kavita Jain, VP, MDN Edify Education Pvt Ltd; Gulraj Singh Shahpuri, CEO, Promise; Jesper Hougaard, Serena Spa.

ROW 6: (L to R) - Shaily George, CEO, Aadyant Education; Madhan Ranganathan, COO, Image Infotainment Ltd; Saurabh Saxena, CEO, Mexus Education; Dr. Om Manchanda, CEO, Dr Lal Path Labs; CK Kumaravel, MD, Naturals Salon; Ankit Agarwal, MD & CEO, FX Group

ROW 7: (L to R) - Chuck Lemire, Jr. COO & MD, RE/MAX Europe; Nitin Kalwani, MD, Juice Salons; Sunil Kr. Bansal, COO, Safal, (Mother Diary Fruits & Vegetables Pvt.Ltd); Anjum Malik, Co-founder & MD, Alhambra USA Chamber of Commerce; J.H Mehta, Founder, Valuveda; William Le Sante International, MD & CEO, Le Sante International.



Mana Al Suwaidi,
Commercial Attache of the UAE,
Ministry of Foreign trade,
Embassy of UAE-New Delhi



ROW 1: (L to R) - Debmalya Banerjee, VP-Corporate Affairs I-Nova Group; John Bowen, VP International Sir Speedy; Anil Bajaj, Team Ventures Pvt. Ltd.

ROW 2: (L to R) - Shavabsh Bohdjalian, Founder & CEO, Eurivex Ltd; Vic Ciuffetelli, CEO, Asia Pacific, Action Coach; Paulo. C. Mauro, President, Global Franchise Net; Joseph Somma, MD, Otto Design Interiors

ROW 3: (L to R) - Samantha Kochhar, Chief Technical & Creative Director, Blossom Kochhar; Chandan Savera, Senior General Manager- Retail & Marketing Portico Newyork; Kelvyn Gardner, MD, LIMA, UK; G.S.Bhalla, CEO & Founder, Cocoberry; Natalie M.Hesse, President & CEO, LuckyClover, Inc

ROW 4: (L to R) - Tarek Gineina, GM, T' Franchise; Dawn Stallwood, Danetree Associates; Seema Jhingan, Senior Partner, LexCounsel, Law Office; Jonathon Chadd (Oxon) Solicitor & Notary Public, Partner, Leathes Prior Solicitors; Waltraud Martius, Franchise Consultant, Syncon Franchise International; Tony Fitzpatrick, Managing Partner, Franchise Your Business

ROW 5: (L to R) - Christopher (Kit) Brinkley, Founder Director, World Franchise Associates; Abhay Gupta, ED, Blues Clothing Company; Alok Bharadwaj, Senior VP, Canon India; Anand J Mehta, Director, Asia Pacific, Retail Vertical, Motorola Enterprise Mobility; Robert C Armstrong, CEO, RK Global Ventures; Asheeta Chhabra, Director, Chhabra 555

ROW 6: (L to R) - Aloke Banerjee, CEO, Rosebys; Harkirat Singh, MD, Woodland India; Anand Lunia, ED & CFO, Seedfund; Sandeep Aneja, Founder & MD, Kaizen PE; Manjula Tiwari, COO, Esprit India; Marc Mikulich, VP, Brand Management & International Rights, John Wiley & Sons

ROW 7: (L to R) - Padmaja Ruparel, President, Indian Angel Network; Michelle Minieri, President, Bradford Licensing LLC; Robert Ridder, Partner Bradford Licensing LLC; Rajiv Sangari, CEO, Spacetoon; Divyesh Patel, MD, PizzaVito, UK; Atulit Sa xena, COO Brands, Future Brands Ltd

FRANCHISE AWARDS 2010 & STAR RETAILER AWARDS

Recognising the best brands & practices

The Franchise India 2010 show concluded with the 'Franchise Awards 2010' and 'Star Retailer Awards 2010' at the breathtaking event held on December 12, at The Ashok, New Delhi. Franchise Awards are the most prestigious awards that recognise excellence in performance in franchising, licensing and business development. Such an achievement and recognition have, according to our award recipients, translated into further success in their businesses. The awards saw the who's who of the franchise and retail industry across the globe. In its eighth consecutive year, the 'Franchise Awards 2010' recognised the most innovative and effective franchise concepts in year 2010, celebrated the achievements of

the entire franchising sector and the contributions made to the Indian business community.

ReMAX India bagged the 'Master Franchisee of the Year' award whereas Raymond Limited was presented with 'Franchisor of the Year' award.

The 'Business Leadership' award went to Safal and 'Emerging Company of the Year' went to Chhabra Triple Five Fashions Pvt. Ltd. In the fashion arena, Madura Fashion and Lifestyle Ltd took away the 'Fashion Retailer of the Year' award.

Gaurav Marya, President, Franchise India, said, "We are glad to honour the best

of brands for the best of practices and for their respective contributions in the industry, through our influential awards in both franchise and retail categories. Over the years, the platform has gained immense prominence and the participation of over 350 brands showcases the strength in the industry. It would be our constant endeavor to provide such podiums of growth and opportunities for networking and recognition."

Franchise Awards 2010

Category	Star Awards	Company
Franchisee of the year	Star Awards	Ms. Ruchika Bharadwaj
Master franchisee of the year	Star Awards	Remax India
EuroKids Women entrepreneur	Star Awards	Ms. Lina Ashar
Entrepreneur of the year	Star Awards	Mr. Harkirat singh
IFA's Award-Contribution in Franchising	IFA	Mr. Prajod Rajan
Best in category-franchisor	F&B-Café/Parlours/Kiosks	Kwality Walls Swirls
Best in category-franchisor	F&B-Restaurant/QSR	Subway
Best in category-franchisor	Financial Services	ICICI Securities Limited
Best in category-franchisor	Education-Vocational Training	Cadd Centre Training services Pvt Ltd
Best in category-franchisor	Education - IT & IT Enabled	Aptech Ltd
Best in category-franchisor	Education	Everonn Education Ltd
Best in category-franchisor	Retail-Fashion	Planet Fashions
Best in category-franchisor	Retail-Lifestyle	Gitanjali Jewellery Retail
Best in category-franchisor	Retail-Speciality	TTK Prestige Limited
Best in category-franchisor	Retail-Value	NEXT
Best in category-franchisor	Health, Beauty & Wellness	Gold's Gym
Special awards		
Franchisable concept of the year	Thoughts to Bots	
Franchisable concept of the year	Home Genie	
Award for business leadership	Safal	
Emerging company of the year	Chhabra Triple Five Fashions	
Franchise professional of the year	Ms. Nanette D'Sa	
Debutant franchisor of the Year	Mexus Education Pvt. Ltd	
Customer Service	Dr Lal Path Labs Pvt. Ltd	
Franchisor of the year	Raymond Limited	





Managing Partner, Franchise Your Business, who spoke on 'Financial Implications of Developing a Franchise System.' Both of them discussed expansion strategies in detail. In the third session, legal experts Dawn Stallwood, Founder and CEO, Danetree Associates, UK and Seema Jhingan, Partner, Lexcounsel Law Offices, conducted a quality session on 'Putting together a quality franchise agreement.'

The post-lunch sessions included topics like 'Master franchising' by Paulo C Mauro, President, Global Franchise Net followed by Waltraud Martius, Franchise Consultant, Syncon International Franchise Consultants, who discussed 'Fairplay Franchising: How to Help Franchisees Drive Profitability'. In the last session, Tarek Gineina, Franchise and Marketing Director at



Club Aldo and Madas Retail Group, Egypt, gave insights on 'Lessons from Global Franchising'.

Day 2: Day Two kickstarted with veteran speaker Waltraud, where she explained the role of training in franchising. The agenda of the next session was 'Going international' by pioneers in franchising, Kit Brinkley, Founder Director, World Franchise Associates and Tony White. Laying stress on the importance of branding, Rod and Fitzpatrick enumerated on 'How to refresh, protect and enhance your brand.' Dawn and Robert C. Armstrong, CEO, RK Global Ventures ,UK, concluded the session by providing information on 'Evaluating M&A and IPO, IPO's: Attractive bet for emerging companies.'





Awards Testimonials

At HPCL, we are committed to providing correct Quality & right Quantity products to our customers. The recognition as the Forecourt Retailer of the Year at the Start Retailer Awards is testimonial to the high standards of customer services & conveniences being provided to customers at our Club HP e-fuel stations and inspires us to implement Standard Operating Practices at our retail outlets for delivering superior customer experience. - **HPCL**

I would at the outset like to thank Franchise India team for creating the Franchise Awards 2010 Platform and for a great show on 12 December 2010. We won the award in 'Best Customer service' which is a great boost to our thousands of team members, our franchisee partners that work across the country in delivering world class diagnostic services to our 5 million plus smiling customers!! This award is a testimony to the efforts of all our stake holders. At Dr. Lal PathLabs as the credo goes - Quality, Service and Innovation is a way of life!! - **Dr. Lal Pathlabs.**

Franchise Awards are benchmark for both franchisor and franchisee. This raises bars for franchisor to develop their standards for successful franchising and also enable a new franchisee to make informed decisions. - **Mexus Education Pvt Ltd**

It is a real honor for all of the Kimaya fashions team to be recognized for our efforts. It feels immense pleasure to receive an award for the brand which has not only excelled but has been successful in refining and setting new standards of excellence & innovation in retailing. - **Kimaya Fashions**

Franchise Awards is a small step towards a huge responsibility of recognizing excellence in Franchising. It is also a benchmark which helps many prospective franchisees in deciding the right franchise opportunity when everyone seems to be making tall promises on ROI without taking into account the subjectivities which have a significant role to play. - **Re/max**

"I am pleased to accept this Award as a tribute to the passion and belief of the Brainworks team. With the support of our Partners, Parents and Pupils, it has been possible to make the future of children the foundation of our success". - **Nanette D'sa, Brainworks**

Its a great honor to get appreciated as the Franchisor of the Year award - 2010 yet again. With another feather in the cap, the ICICI Securities Sub Broker Channel is looking forward to a hattrick next year. - **ICICI Securities**



Retail Knowledge Series

The Retail Knowledge Series in its third edition concluded successfully. The attendee profile included brand owners and retail and franchise professionals from various sectors. The workshop received good response and saw delegates participating with enthusiasm.

Day One: The conference was opened and chaired by India's retail icon, Hemchandra Javeri who shared nine critical aspects of successful retailing. The 'Guide to retail design in retail merchandising' by Joseph Somma, MD, Otto Design, UK, emphasised on the importance of store design. Atul Ahuja, VP-Retail, Apollo Pharmacy, discussed assortment planning and optimisation of inventory returns for profitability of a retail outlet. The session on 'Building a customer-centric multi-channel business' by Atrash Aman, Director, Sales & Marketing, Homeshop18, provided insights on how retailers today can transform their single channel retail businesses into multi-channel business. Robert C. Armstrong, in his session 'What's new in shopper marketing' talked about promoting business online.

Vineet Kanaujia, GM, Safexpress, provided interesting insights into the future of supply chain and logistics.

Manjula Tiwari, COO, Esprit India, gave an in-depth view of key aspects of merchandising. The day

concluded with a panel discussion on 'Licensing facts and private labels' with panelists Anurag Rajpal, CEO, Spencers, Atulit Saxena, CEO, Future Brands, moderated by Kelvyn Gardner, MD, LIMA, UK.

Day Two: The day started with plenary session on 'Financing growth entrepreneurship: Bank finance vs venture capital', with Rob Ridder, Partner, Bradford Licensing, Anand Lunia, CFO, Seedfund, Ritesh Banglani, Vice President, Helion Venture Partners, Hemchandra Javeri, Padmaja Ruparel, President, Indian Angel Network and Akhil Shahani, Director, Kaizen Private Equity. The

Star Retailer Awards 2010

Category	Name of the winner
Fashion Retailer of the Year	Madura Fashion and Lifestyle Ltd
Food and Grocery Retailer of the Year	Food Bazaar
Food Services Retailer of the Year	KFC
Health and Beauty Retailer of the Year	VLCC
Consumer durables Retailer of the Year	Croma - Infiniti Retail Limited
Home & Lifestyle retailer of the year	Rosebys
Department Store of the Year	Shoppers Stop Limited
Value Retailer of the Year	Big Bazaar
E Retailer of the Year	Ferns n Petals
Jewellery Retailer of the year	Gitanjali Jewellery Retail Pvt Ltd
Luxury Retailer of the Year	Kimaya
Forecourt Retailer of the Year	HPCL
Debutant Retailer of the Year	Fashion & You
Mall of the Year	Inorbit
Retail Supplier of the Year	Safexpress Private Limited
Regional retailer of the year	Mehrasons Jewellers
Most innovative retailer of the year	Home Shop 18
Retail Professional of the Year	Mr. Ajay Kaul
Licensor of the year	The Murjani Group for Tommy Hilfiger
Licensee of the year	Spencers Retail Limited
Hall of fame	Mr. Luciano Benetton - for lifetime contribution in business of franchising
Lifetime Achievement award	Mr. Yusuf Ali M A
Retailer of the Year	Croma



session on 'Developing profitable retail destinations' by Rajneesh Mahajan, VP-Leasing, Inorbit Malls, highlighted how can retailers and developers work on mutually beneficial leasing arrangements.

Sumit Sahay, Head-Marketing, Infiniti Retail, made an elaborate presentation on 'What's the perfect media mix for brands.' Puneet Garkhel, Head-Fraud Risk Management and Governance, Mahindra SSG, talked about 'Why the CMO has to become CIO and CFO.'

The workshop received an overwhelming response with practical and innovative insights into the retail industry by market leaders through various sessions and open house discussions.

Brand Licensing India 2010

Trade mandarins and experts analysed and discussed the licensing business as a promising business tool at the 'Brand Licensing India 2010.'

Day One: The first session of the day kickstarted with a discussion on 'Brand Licensing in India: An overview' in which Martin Brochstein, Sr VP-Industry Relations and Information, LIMA, US, talked about demographic trends that support brand licensing in India. Following suit was Michelle Minieri, President, Bradford Licensing, US, who elaborated on understanding the role of agents. Rajiv Sangari, CEO, Spacetoon, India, interrupted mid-way to cite two big reasons of its slow take off in India: large unorganised retailing and fascination with Bollywood.

In the second session, Advocates Safir Anand, IP Partner, Anand and Anand and Chander Lall, IP partner, Chander M. Lall, discussed key legal aspects of the licence agreement for a good negotiation whereas Kelyvn Gardner shared his views on the importance of trust involved in the licensing agreement. In the post-lunch session Rob Ridder, Partner, Bradford spoke on legal points involved in licensing relationship.

In the fourth session on 'Brand Partnership', Atulit Saxena, COO, Future Brands, spoke on brand licensing, consumer insights and brand licensing solution-partnership. He also cited case study of MCNROE before the tea break.

The topic for fifth session was 'Behind the Scenes',



which started with Brochstein explaining how international licensor should approach and structure their business in emerging market like India. Anurag Rajpal, VP Apparels, Spencers Retail, defined and analysed a brand for its licensing worth. Savera, Head Retail, Creative Portico, joined him. In the last session of the day, Atulit Saxena, COO, Future Brand, initiated talks on licensing facts and the private label opportunity and licensing of foreign brand categories in India.

Day Two: The first session began with a discussion on the future of sports licensing in India, where Brochstein spoke on global business of sports licensing and Sangeet Shirodkar, Business Director, The Right Picture, on sports licensing properties. Anand Dhand, Head, Sales and Distribution, Nokia Tej, set in motion third session, where he spoke about Nokia Tej and its usefulness for SMBs.

Post-lunch, Rajpal resumed the conference with a talk on the importance of licensing style. Then, Brochstein discussed the motivation behind licensing and cited case study of JEEP. Succeeding this session was 'Entertainment Licensing', in which Gardner shared that except in India, where fashion licensing rules, entertainment holds 50 per cent share in rest of the world.

This session was followed by talks on 'Corporate Licensing', in which Minieri discussed best practices involved in the licensing agreement. Gardner joined in and Marc Mikulich, VP-Brand Management and International Rights, Wiley Professional Trade Group, US, talked about Wiley's published title series 'For dummies.'

Brochstein, Shirodkar and Minieri concluded the session by sharing their views on 'Celebrity Licensing.'

RE/MAX® presents
FRANCHISE INDIA 2010
 8th International Franchise and Retail Show
 DecEMBER 11 - 12, 2010, HOTEL ASHOK, NEW DELHI

Associates:

spencer's, ENJOY KITCHEN, Brainworks, travo, Magneto, Re-feel, CADD CENTRE, CHAMPION, image, Promise, Cocoberry

Supply Chain Partner: SAFEXPRESS, Supporting By: Indian Franchise Association, Partner Country: [Flags], Knowledge Partner: Francorp, Technology Partners: PINNACLE, Gift Partner: rosebys

Radio Partner: Radio City, Outdoor Media Partner: JSL, Supporting Media: Franchising Retailer, CNBC आवाज़

SEE YOU AT
FRANCHISE INDIA 2011
 9th International Franchise and Retail Show

EXHIBITION | CONFERENCE & WORKSHOP | AWARDS