





“Franchise India 2011 show attraction included 300+ opportunities, four conferences, 150 speakers and 500 delegates.”

The 9th edition of Asia's biggest Franchise and Retail Opportunity show held at Hotel Ashok on December 2nd and 3rd 2011, offered a wonderful platform to entrepreneurs and investors. The show recieved remarkable response from exhibitors, delegates and visitors.

FRANCHISE India 2011 show marked the presence of over 300 national and international companies for business engagement in India. Spanning over two days, the occasion was graced by more than 27,000 people who explored business opportunities from all across the franchise and retail sectors, both from India and overseas. The comprehensive platform also featured 'IFA Frantalk', specially devised and organised by IFA, putting forth the principles of franchising and the opportunities it offers. The show was organised by Franchise India and Bloomberg UTV, supported by LIMA (International Licensing Industry Merchandisers' Association), Ministry of Micro, Small and Medium Enterprises (MSME) and

Indian Franchise Association (IFA).

The show also embraced an inclusive exhibition, enveloping all the industries extensively with massive domestic and international participation, informative and enlightening conferences and workshops. The audience was captivated to hear the experiences and knowledge shared by the prominent international and national speakers. The conference 'Power Breakfast' on seeking growth for stakeholders was a hit among all, an elite Networking Night, and the highly prestigious Franchise and Star Retailer Awards, all were under the Franchise India 2011 shelter.

The umbrella holder and President of the Franchise

WHERE ENTREPRENEURS & **BRANDS** ARE

India Holdings Limited Gaurav Marya said: "Franchise India 2011, has endeavoured to offer a perfect platform, to start, grow and scale up a business enterprise. I would like to convey my heartiest acknowledgement to all the distinguished exhibitors, keynote speakers, potential franchisees and the enthusiastic 27,000 visitors, who immensely contributed in making the event a grand success. The event has witnessed closing of over 300 business transactions. Over the years, Franchise India show has successfully produced fantastic results for the participants and the entire franchising industry – and that's what makes this event so valuable."

This year's CSR Initiative of Franchise India is 'Quitters. In', that delivers a tangible message: 'It's only when you quit something that slows you down and you start something that picks up pace. 'Be A Quitter, Be The Change'. Also, Gaurav Marya launched his second book at the first day of the event, called 'Take Charge', which will promote an entrepreneurial attitude and a sense of responsibility.

DAY One: The conference began on a high note with a welcome address by the Editor-in-Chief of Franchise India, Ritu Marya. Gaurav Marya, President Franchise India, welcomed the Chief Guest Shri Virbhadr Singh, Union Minister, Ministry of MSME, Government of India.

In his keynote address, the minister threw light on the importance of the MSME sector and setting up of the task force on MSMEs, which had given a number of recommendations in its report. For Chef Sanjeev Kapoor, Managing Director, Yellow Chilli and TV Show Khana Khazana, it was a nostalgic moment, as he started his career in 1984 with the Hotel Ashok. The Chef stressed on 'Thinking and believing, even if it fails it doesn't matter.'

Those present included Don Boroian, Chairman, CEO, Francorp; Hussain Al Mahmoudi, Director General, Sharjah Chamber of Commerce and Industry; Mana Al Suwaidi, Commercial Attache of the UAE to India, Ministry of Foreign Trade, Embassy of the UAE, New Delhi; Adem Berg, Senior



Chief Guest, Shri Virbhadr Singh, Union Minister, Ministry of MSME, Government of India inaugurates Franchise India Show 2011



Delegates at Entrepreneurship Summit 2011



Unveiling of Small Medium Entrepreneur magazine

Vice-President, LIMA, USA and Tony White, Regional General Manager, Gloria Jeans Coffees.

The first session of the summit was 'How to start smart and create your business plan.' Present on the dias were session moderator R Sriram, President, TIE Mumbai, and Mukund Mohan, CEO, Jivity; Rajesh Sharma, Associate Vice-President, Times Private Treaties and Rachna Agarwal, Chief Executive Officer, Indus-League Clothing Ltd, as co-panelists.

The second session was by Sriram and Manik Thapar, Founder, Ecowise Waste Management, Sam Chopra, Director, Remax India, Tony Fitzpatrick, Managing Partner, Franchise Your Business and Ashish Patel, MD, Euphoria Consulting. They discussed on a vital aspect in an entrepreneurial journey-'Teaming up @start-up.' Another major point the speakers touched upon was 'Is buying a franchise right for me?'

The session was succeeded by 'Session on F & B – Recipe for your success' moderated by Ritu Marya shared with admirable personalities of the industry like Campbell Cave, General Manager - Asia, New Zealand Natural (NZN), Andrew H McNair, Head Operations, Shawarma Xpress, Janaka Wimalananda, Managing Director, Loon Tao, Akbar Khwaja, Managing Director, United Pizza Restaurants Pvt Ltd, Mark Ng, President and CEO, Berry Lite Pte Ltd, Singapore, and Gaurav Ahuja, CEO, Red Ginger Hospitality. All of them shared their expertise about how specialisation will become a primary factor fueling restaurant industry growth.

BORN...





Starry biz night



Unfolding the business future

'Marketing - Small Business and Local Way.' The session was chaired by pioneer of image management, Dilip Cherian, Co-founder and Consulting Partner, Perfect Relations.

The speakers of the session included Bikky Khosla, CEO, Infocom Network; Viraj Malik, MD and CEO, Percept Knorigin; Srinivasan KA, Co-founder, Amagi Media and Arvind Kalia, National Head Marketing, Rajasthan Patrika.

While Bikky Khosla stressed on the usage of Internet as an interesting marketing tool, Arvind Kalia spoke on print medium as giving the substance.

Day Two: The day two had an information led start. The first session of day two on technology gave interesting insights on various solutions for small retailers. Inspiring speakers included Nitin Kaushal, Regional Director, SAP; Puneet Kumar Bhatia, Director - Internet Business Group, CISCO Systems; Siju Narayan, Retail Industry Lead, Microsoft India, Anshu Dubey, Vice-President - Retail sector, Global Business Services, IBM India, and Rahul Dravid, Global Consulting Practice - Retail and CPG, Tata Consultancy Services. The speakers were in accord of the fact that cloud is the way to go.

The second session was conducted by top-notch



Shri Virbhadra Singh, Union Minister, Ministry of MSME, GOI



Mana AL Suwaidi, Commercial Attache of the UAE Ministry of Foreign Trade



Chef Sanjeev Kapoor, MD, Yellow Chilli



Tony White, Regional General Manager, Gloria Jeans Coffees



Shahnaz Hussain, CEO Shahnaz Herbals Inc

Iron personalities of healthcare, wellness and beauty industries - Ratan Jalan, Founder and Principal Consultant, Medium Healthcare Consulting Pvt Ltd, Om Manchanda, CEO, Dr Lal Path Labs Pvt Ltd, Atul Ahuja, Vice-President Retail, Apollo Pharmacy, Shahnaz Husain, Founder, Shahnaz Husain Group of Companies, Anurag Kedia, Managing Director, The Four Fountains Spa and Dr Mukesh Batra, Founder and Chairman, Dr Batra Positive Health Clinic Pvt. Ltd talked about various opportunities in diverse segments of beauty and wellness industry such as spa, salon, gym and pathology labs. They also discussed about what exactly consumers were looking in today's market.

The second last session of the day was followed by another imperative industry of the Franchise Business i.e. prospects lying in education and training business nowadays. The session was moderated by Nanette D'Sa CEO, Brainworks and collaborated with Vandana Gandhi, Managing Director, British Orchard, Manoj Chawla, President - Edupreneur Program, Everonn Education Limited, Charles Wong, CEO, People Impact and Arun Khetan, Managing Director, NAKS.

The last session of the day was full of interesting ideas that took the audience by storm. The panel had a detailed discussion on

entrepreneurs and expert panelists such as Abhay Gupta, Executive Director, Blues Clothing Company Ltd, Naresh Mehta, Director - Retail Operations, Raymond India Ltd, Asheeta Chhabra, Head Business Development, Chhabra555, Deepak Deshpande, Vice-President - Retail, Tashi (Tata International limited) and Rahul Gambhir, Director-Licensing, Tommy Hilfiger of Fashion industry. Ritu Marya, moderated the session. The panelists discussed about: "How young Indian consumers get motivated by value-driven on-trend fashion" and how the combination of in-store and online shopping, presents various opportunities for retailers."

The next session was on one of the emerging retail industry i.e. 'Opportunities in specialty retail business.' This industry covers the niche segment. The panel members included Asim Dalal, Managing Director, The Bombay Store, Pawan Gadia, CEO, Ferns N Petals P Ltd, Parveen Sahni, Director, Canon, DK Jairath, COO, Hindware Home Retail Private Limited (EVOK), L Subhash, Director, Sangeetha Mobiles, Snehal Vashi, Vice-President Operations, Mom and Me (Mahindra Retail), Gopala Krishna, Director and CEO, Agrimart, and Sumit Sahay, Head Marketing,

NUMBER OF DELEGATES OVER 500



Satya Narayanan, Founder & Chairman, Career Launcher



Sandeep Ahuja, MD (Health Care) & CEO (International), VLCC



Donald Boroian, Chairman-CEO, Francorp, USA & Conference Chairperson



Dr. Om Manchanda, CEO, Dr. Lal PathLabs



Mahesh Murthy, Founder, Pinstorm



Campbell Cave, General Manager Asia, New Zealand Natural



Andrew McNair, Head of Operations, Shawarma Express



Marc Ng, President & CEO, Berrylite Pte Ltd.



R. Sriram, Entrepreneur, Mentor, Consultant



Ratan Jalan, Founder & Principal Consultant, Medium Healthcare Consulting



Tony Fitzpatrick, Managing Partner, Franchise Your Business



Vandana Gandhi, Director, British Orchard Nurseries



Sam Chopra, Director, RE/MAX India



Rajesh Sharma, AVP, Brand Capital (The Times Group) BCCL



Nanette D'sa, CEO, Brainworks



C K Kumaravel, MD, Naturals Beauty Saloon, India Ltd



Benedikt Hjalmarsson, Founder and CEO, BG Cleaning Services



Pradeep Hirani, Chairman, Kimaya Fashion Pvt. Ltd.



Manoj Chawla, President-Edupreneur Program, Everonn Education Limited



Girish Khare, Chief Marketing Officer, RewardPort



Janaka Wimalananda, MD, Loon Tao



Dr. Arvind Kalia, National Head Marketing, Patrika Group



Jagdeep Chhabra, CMD, Chhabra 555



Samir Jain, Director, Green Gold Animation Pvt. Ltd.



Bikky Khosla, CEO, Tradeindia.com



Anurag Kedia, Managing Director, the Four Fountain Spa



Sumit Sahay, Head Marketing, Croma Retail



Adam Berg, Sr. Vice President, LIMA



Atul Ahuja, Vice President- Retail, Apollo Pharmacy



Dr. Mukesh Batra, Founder, Dr. Batra



Rahul Gambhir, Director-Licensing, Tommy Hilfiger



Abhay Gupta, Executive Director Blues Clothing Company



Snehal Vashi, VP, Operations, Mahindra Retail (Mom & Me)



Parveen Sahni, Director Canon (India)



Akash Gupta, Executive Director, Tax & Regulatory Services, PwC India



Mukund Mohan, CEO, Jivity



Gaurav Brar, Director, Cartoon Networks Enterprises, South Asia, Turner



Gaurav Ahuja, CEO, Red Ginger Hospitality



Rachna Agarwal, CEO, Indus-League Clothing Limited



Anand Ramanathan, Associate Director, Management Consulting, KPMG Advisory Pvt. Ltd.



Vineet Sharma, MD, Indian Subcontinent & Middle East, Parragon Publishing India Pvt. Ltd.



Dr Arpita Mukherjee, Professor, ICRIER



Anita Rastogi, Associate Director, Indirect Tax Practice, PWC India



Shailen Amin, Co-Founder & CEO, Bestylish



Kashyap Vadapalli, Director-Category Management & Emerging Markets, ebay India



Ananta Singh Raghuvanshi, Director, DLF India Ltd.



Devangshu Dutta, Chief Executive, Third Eyesight



Naresh Mehta, Director, Retail Operations, Raymond's



Kiran Kothekar, Founding Director, Vector Consulting Group



Harminder Sahni, Founder and Managing Director, Wazir Advisors



Pankaj Sikka, Licensing Manager, Bioworld India



Asim Dalal, MD, The Bombay Store



Jasjit Sethi, CEO, TCI Supply Chain Solutions



Sid Shah, President, The Wild East Group



Subham Ray, Chief-Private Brands, Future Value Retail Limited



Asitava Sen, Senior Director & Head, Food & Agri Business, Research & Advisory India, Rabobank



Deepak Deshpande, VP Retail, Tata International Ltd.



Prem Kamath, Executive VP & GM, Channel V, Star India Pvt. Ltd.



Mandar Gupte, Vice President-Finance, Universal Music India



Hrishi Oberoi, Director, IG Studios, Indiagames Ltd.



Rahul Dev, Partner, Tech Corp Legal LLP



Sanjay Prabhu, Chief Managing Officer, Beyond Squarefeet Mall Management Pvt.Ltd.



DK Jairath, COO & Business Head, Hindware Home Retail (P) Limited (HHRPL)



Anand Lunia, Executive Director & CFO, Seedfund



Croma Retail. The session was moderated by Devangshu Dutta, Chief Executive, Third Eyesight.

All the panel members threw light on how departmental stores have lost their dominant position to specialty chains/stores. Also, how training and support, group purchasing power, advertising and brand strength gives specialty chains advantage over small-owner operations.

The session was followed by another emerging trend in niche segment i.e. opportunities in specialty service business. Benedikt Hjalmarsson, Chief Executive Officer, BG Cleaning Services, Naveen Rakhecha, CEO, Cartridge World and Pierre Hermans, Group CEO, Syntech Group Holdings, discussed about how Indians are shifting consumption pattern to comforts, luxuries and better services rather than sticking to necessities.

Is 'Entrepreneurship the Road Ahead' was another keynote presented by Satya Narayanan, Chairman, Career Launcher. Narayanan not only poured his heart out about his early days and how entrepreneurship stuck him.

The next session was worth it, as it discussed on "Raising a ton: the hard truth of raising finance." Led by Padmaja Ruparel, President, Indian Angel Network, she was joined by Rob Rider, Partner, Bradford Licensing and A K Goyal, General Manager, IDBI Bank. The session gave insights into debt financing as well as angel loans.



Donald Boroian leading the session at Franchise Knowledge Series



Delegates at Franchise Knowledge Series



Dilip Cherian, Co Founder and Consulting Partner, Perfect Relations



Michelle Minieri, Partner & President, Bradford Licensing LLC, USA



Achille Forler, MD, Deep Emotions Publishing



Rob Ridder, Partner, Bradford Licensing LLC, USA



Dawn Stallwood, Danetree Associates

Mahesh Murthy, Founder, Pinstorm, in his keynote address, shared a VC's perspective on business. He laid stress on why an exit strategy has to be thought of and how it matters to a venture capital firm. Mahesh was joined by Jagdeep Chhabra, Chairman and Managing Director, Chhabra 555; Sandeep Ahuja, MD, VLCC, C.K. Kumaravel, MD, Naturals Beauty Salon and Pradeep Hirani, MD, Kimaya Fashions.

The brand owners discussed their own ways to check on growth and how they managed the bad times as it's a part of growth.

Franchise Knowledge Series

The two-day Franchise Knowledge Series (FKS) was recently concluded at Hotel Ashok in New Delhi and the turnout this year was more than expected.

The opening of the first session at FKS was started by Donald Boroian. He gave a brief on 'How to structure the franchise model?' In the session, he discussed a few segments like financial implications of developing a franchise system and organisational requirements to set up a solid franchise model.

The next session was followed by practices in recruitment process, wherein facts about 'selection of potential franchisees,' commitment

to the franchising recruiting process and other related details were discussed by Tony White and Arun Khetan, Managing Director, NAKS.

Post lunch, another motivating workshop was conducted by Michael Koppitke, Director, ISBS Consulting, and K Murali Sundar, Country Manager, Henkel Adhesive Technologies India Pvt Ltd. Both the franchise experts discussed at length on 'Marketing, monitoring and defending a franchise brand.' The speakers conducted an inspirational session by talking about marketing messages that work in the new career economy, usage of digital, social and mobile technologies in marketing and other significant elements.

After a detailed marketing session, delegates were treated with a session regarding legal framework in franchising. Legal experts Seema Jhingan, Partner, Lexcounsel and Tony Fitzpatrick, Managing Partner, Frachise Your Business, shed light on 'How franchise agreements should be drafted' and it was one of the most interactive sessions.

Laying stress on 'Creating a support team from the corporate office to the field area development' was Tony Maddock from Solutions Franchising Group.

The last session of the day was about







- ### Exhibitor's list
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| <ul style="list-style-type: none"> ● Athiya ● Agrimart ● AISECT ● Ananta ● Accessories ● Aura Thai Spa ● Azilen ● Technologies ● Bangs India ● Berrylite ● Beyond Petals ● BG Cleaning ● Biz2India.in ● Bliss Global English ● Blue Ocean ● Body Spa ● Bombay High ● Brainworks ● British Orchard ● Buzz ● Cache furniture ● Cadd Centre ● Café Buddy's ● Café Oz & Bar ● Cartridge World ● Chhabra555 ● The Chocolate Heaven ● The Chocolate Room ● Chrysaalis ● Maths India ● Citizens Bazaar | <ul style="list-style-type: none"> ● Colour Lounge ● COOKSCAPE ● Cosmo ● Foundation ● Crystal Arc ● Cyber Learning ● Dabur New U ● Designmate India ● Dial Desk ● Digital Spoken ● English Labs ● DIGTworld ● Dinghy Retail ● Dr. Lal PathLabs ● DTDC ● Edvance Learning ● ELBEX Couriers ● Elixir Training ● Services ● EuroKids ● Evana Laser ● Everonn ● Expat Group ● FILA ● Florista ● Fluid Fitness ● Focus Softnet ● Focus Training Academy ● Fresh & Natural Ice creams ● Frontier Biscuit ● FullMark Sales ● Full Two Trip ● Gelato | <ul style="list-style-type: none"> ● Gitanjali Jewels ● GO! CHAATZZ.. ● Golden Bells ● Pre School ● Green Gold Animations ● G-Tech Computer Education ● Hair n Shanti unisex salon ● Heat Wave Shoes ● I play I Learn ● I prof Learning ● ICBio Clinical Research ● iMatrix World Wide ● Jetking ● John Players ● Kaysons Education ● Kenny Rogers Roasters ● Kent Ro Systems ● Kwaliti Walls ● Light House ● Lio Technologies ● Little Ely ● Logicash ● Lohia Auto ● Lolipop ● Loon Tao ● Make My Trip ● Manmachine Works | <ul style="list-style-type: none"> ● MAPP ● Max Creations ● Mexus Education ● Milky Way ● Mind and Soul Fitness ● Mom & Me ● Mr Stanley ● Mystic Spa ● New Zealand Natural ● Nirmal Ayur Life ● Noesis ● Omaxe Ltd ● Orion Edutech ● The Pasta Bar Veneto ● People Impact ● Pizza Vito ● Podar Jumbo Kids ● Prakash Amusements ● Presto ● Pro Trainer India ● Redesign Group ● RE/MAX India ● Richmond Global School ● Rising Star ● Sangeetha Mobiles ● Sanjeev Kapoor ● Sanwree ● Bawree Fashion | <ul style="list-style-type: none"> ● Sarpinos Pizzeria ● Scala ● Second Cup ● Softworld India ● SportyBeans ● Store 99 ● STORM ● Subway ● Super Religare Laboratories ● Talmela Retail ● TCY Learning Solutions ● Thanko Field ● The Calculus ● The Great Kabab Factory ● The Shoe Laundry ● Titan ● TTK Prestige ● Venus Spa & Salon ● Versatile Informatics Tech ● Veta ● Via ● Viva Fitness ● Webcom E Trade ● Yatra .COM ● Your Pets ● Unleashed ● ZILS |
|--|---|---|--|--|



'Creating and achieving a multi-unit franchise network' where delegates got a brief about right time to start multiplying units via franchise model by Akbar Khwaja, MD, United Pizza Restaurants. All the sessions were followed by a question and answer session.

After a series of inspirational and informative sessions, the day two began with two veteran speakers Dawn Stallwood, Managing Director, Danetree Associates and Anand Lunia, Executive Director, Seedfund, who informed the delegates about 'How to grow beyond franchising?'. They both explained step by step funding procedure. The next session was held by Don Boroian, who shared some interesting facts about 'Making of a multi-brand or franchise conglomerate.'

Naresh Mehta and Tony Fitzpatrick subsequently started a session where they spoke about 'Best practices in managing franchise network and driving franchisee performance.' Naresh gave an insight on A-Z of Raymond's franchise network.

The last session was kept with international perspective in mind. Severin Zhilinskis, Head of Sales, LAB at UAB and Janaka Wimalananda interacted with the audience and had a one-on-one conversation with each delegate about 'How to take a brand international.'

All in all, the two-day workshop was an informative platform for delegates, who had come from across the globe.

Retail Knowledge Series

Day One: The day one began with a round of discussions on the recent FDI uproar.

Panelists Dr Arpita Mukherjee, Professor, ICRIER;



Speaking with a difference!



All ears for opportunities!

**NUMBER OF
EXHIBITORS
300+**

Asitava Sen, Senior Director and Head, Food and Agri Business, Research and Advisory India, Rabobank and Anita Rastogi, PwC, India, spoke about various speculations on the FDI and its credibility, flaws and loopholes.

Also, topics like sourcing, logistics, zoning, infrastructure, cold chain, supply chain, job structure, competition, food processing and predatory pricing were discussed in detail. The impact on MSMEs and how it will help them for multi-brand retail and single brand retail were on the list of talks in the session. Next was another much talked about subject-GST (Goods and Service Tax).

Also, running on speculations, its intricacies, application and effect at both the Centre and state-level were discussed.

The next session focused on e-retail, a sector which has really come up like wild fire in the recent past. Industry figures were put across giving a clear picture of the robust growth. Another area of focus was growing e-commerce in non-metros, which has 63 per cent online users. On the panel were Shailen Amin, Co-Founder and CEO, Bestylish; Kashyap Vadapalli, Director – Category and Business Development, eBay India, and Harminder Sahni, Founder and Managing Director, Wazir Advisors.

Latest trends in retail marketing was the next topic of discussion. The bottom line for this session was that targeted online marketing could be effective for a brand, especially for start-ups and mobile phones would be the mode and Internet the medium for effective marketing strategies. Mukund Mohan, CEO, Jivity; Viraj Malik, MD and CEO, Percept Knorign and Rakesh Yadav, Head AGL India, Ad global 360-agl were the esteemed panelists.

Loyalty programmes help a brand to carry out targeted customer relation programmes. In future, coalition loyalty programmes will take over individualistic programmes, adding to a customers convenience. Girish Khare, CMO, RewardPort took the charge of this session.

For a brand choosing a mall for opening its stores is an imperative judgment. Market Potential Index and Retail Maturity Index should be key pointers to opt for the right retail destination in malls. Checking a mall developer's credibility, past record, status of other operational malls and in-mall activities should be scanned as well. Session panelists were Sanjay Prabhu, Chief Managing Officer, Beyond Squarefeet Mall Management; Abhishek Bansal, Executive Director, Pacific Development Corporation Limited and Ananta Singh Raghuvanshi, Director, DLF India.

Day Two: The day two started with much fervor and a session on technology enriched everyone on the do's and don'ts of tech-related matters.

This was followed by a session on 'Understanding your consumers and putting across the brands offerings.' Devangshu Dutta, Chief Executive, Third Eyesight; Asim Dalal, MD, The Bombay Store, and DK Jairath, COO and Business Head, Hindware Home Retail (P) Ltd (HHRPL), shared insights with respect to their business in this perspective.

Understanding consumer behaviour in terms of economic, cultural, social barriers, needs, attitudes and motives will give a brand the ability to offer the best product

Glitz, gala & glory

At Franchise & Star Retailer Awards 2011

TO recognise and acknowledge the initiatives and achievements of individuals and companies that have contributed significantly towards the growth of the franchise and retail sectors in India, Franchise India had organised the Star Retailer and Franchise Awards 2011 at Hotel Ashok, on December 3rd 2011.

The award show was organised by Franchise India and UTV Bloomberg and supported by the Indian Franchise Association (IFA). These Awards on excellence in retail professionals and topmost honour in franchising were presented by Honourable Mana Al Suwaidi Commercial Attache of the UAE to India Ministry of Foreign Trade, Embassy of UAE, New Delhi, along with D.K. Jain, Chairman and President of the Luxor Group; Don Boroian, the global

franchise tycoon and the Chairman of Chicago based Francorp Inc; Tony Fitzpatrick, Managing Partner, Franchise Your Business; Michelle Minieri, Partner and President, Bradford Licensing LLC, USA; Rob Ridder, Partner, Bradford Licensing LLC and Media Consultant USA and Gaurav Marya, President, Franchise India. The awards were presented across 51 major categories, out of which 24 were in franchising and 27 in retail category.

The award ceremony witnessed some great performances by the dazzling Manasi Scott and spectacular dance performances by Show Ballet Vivad dance troupe, hosted by Tanvi.





List of award winners:

Individual Awards

Franchisor of the Year: NIIT Ltd, G.

Raghvan, President

Entrepreneur of the Year: Harish Bahl,
Founder, Smile Group

Master Franchisee of the Year: Hard Rock
Café, Jay, Partner, JSM Corp

Retail Entrepreneur of the Year: Rafique
Malik, MD, Metro Shoes

Licensor of the Year: Cartoon Network,
Gaurav Brar

Award Winner of Franchisor Category:

Best in F & B category: New Zealand Natural

Best in (F & B – Restaurant) category: The
Great Kabab Factory

Best in (Financial services) category: ICICI
Securities Limited

Best in category-(Education): Eurokids
International Ltd.

Best in Category-(Courier and Cargo): DTDC
Courier and Cargo Limited

Best in category-(Specialty Retail): TTK
Prestige Limited

Best in category-(Retail Footwear): Liberty
Shoes Ltd.

**Best in category- (Health, Beauty &
Wellness):** Naturals Unisex Salon and Spa

Best in category-(Retail Fashion): Chhabra
Triple Five Fashions Pvt Ltd

Award Winners of Retail category:

Fashion Retailer of the Year: Arvind Brands

Food and Grocery Retailer of the Year: Food
Bazaar

Food Services Retailer of the Year: Mc
Donald's

Health and Beauty Retailer of the Year:
Dr. Batra's Positive Health Clinic

Consumer durables Retailer of the Year:
Croma - Infiniti Retail Limited

Leisure and Travel Retailer of the Year: Da
Milano Leathers Pvt. Ltd.

Department Store of the Year: Shoppers Stop

Value Retailer of the Year: Big Bazaar

E Retailer of the Year: Homeshop 18

Luxury Retailer of the Year: C Krishniah
Chetty & Sons

Forecourt Retailer of the Year: Hindustan
Petroleum Corporation Limited

Retail Campaign of the Year: Tanishq - Titan
Industries Ltd.

Debutant Retailer of the Year: Colorbar

Mall of the Year: Inorbit-Cyberabad

Book and Music Retailer of the Year:
Crossword Bookstores

Retail Design of the Year: Tanishq-Titan
Industries Ltd.

Retail Supplier of the Year: Design-Shark
Design Studio

Retail Supplier of the Year: Logistics-
Safexpress Pvt Ltd

Regional retailer of the year: Sangeetha
Mobiles

Specialty Retailer of the Year: The Bombay
Store

Most innovative retailer of the year: Ratnagiri
Impex Pvt Ltd – Agrimart

Licensee of the year: Future Consumer
Enterprises Limited for Walt Disney Brands

International Retailer of the Year: Bin Hendi
Enterprises LLC, Dubai, UAE





Celebrating success!

to its customers. Also, what all retailers need to understand is that no two customers are same and India is a diverse country with different segments of Indian consumers.

Next was the dialogue on new-age store designing, which focused on creating a perfect brand recognition and identity that both the brand and customers can be proud of. Branding is not just the logo, but a combination of signage, uniforms, product offering, service and packaging all put together. Retailers should work towards making their brand iconic. People were also enlightened about green retail for profitability and how a brand can go green. New-age intelligent display tools were also talked about and shown to those present. Jo Pennycuick, Founder and Chairperson, Redesign Group; Sanjay Agarwal, MD, Future Research Design Company; Ken Nisch, Chairman, JGA; Huzefa S Merchant, Founder and CEO, Insync Retail Project Management Limited, Director, Safe Group gave their key inputs.

Parveen Sahni, Director-Retail, Canon, in the next session spoke about expertise required in CDIT retail. He specified on the importance of training and certification. Service programmes and after-sales are also key factors that help to highlight a store's concept and philosophy, especially for consumer durables and IT-related products. Consumer communication is also significant to uplift sales.

The next session dealt with a round of discussion on whether a brand should opt for the Exclusive Brand Outlet (EBO) route or Multiple Brand Outlet (MBO) route for expansion. Present on the panel were Anupam Bansal, Director, Liberty; Deepak Deshpande, Vice-President-Retail, Tata International, and Kiran Kothekar, Founding Director, Vector Consulting Group. They discussed various pros and cons of opting for either of the modes for expansion. A balance of both, MBOs and EBOs is the middle path, but due importance also needs to be given to a brand and its product.

Supply chain strategy in retail was next in the line of discussions. Recent retail trends of IT adaptation and RFIDs were said to help in overcoming disruptions that are gaining magnitude. Five strategic pillars for efficient supply chain were said to be optimal use of resources, managing fulfillment costs, managing finances, adaptation of technology and improving environment variables. Replenishment and buffer management are also areas of great significance in today's retail scenario.

Prasun Chowdhury, CEO, Avenir; Jasjit Sethi, CEO, TCI Supply Chain Solutions; Pyush Lohia, Director, Lohia

Warehouse and Vineet Kanaujia, General Manager, SafeXpress, were the eminent panelists who shared their valuable insights.

Brainstorming on brand licensing

Brand Licensing India 2011 was held at Hotel Ashok, New Delhi, on December 2 and 3, 2011. The show has been leaving its mark for being India's only show that addresses the potential of licensing industry in India. The show was attended by over 60 delegates from the licensing fraternity.

Brand Licensing India 2011 kick started with licensing dignitaries, both national and international, speaking on the science of brand licensing, its recent trends and future prospects. The show commenced with Adam Berg, Senior Vice-President, LIMA, initiating the topic, "Brand Licensing in India: An overview", wherein three prominent personalities of the trade, Gaurav Brar, Director, Cartoon Networks Enterprises, South Asia, Turner, Vineet Sharma, Managing Director, Indian Subcontinent and Middle East, Parragon Publishing India Pvt Ltd, and Anand Ramanathan, Associate Director, Management Consulting, KPMG Advisory Pvt Ltd, expressed their views.

Sharing his views on world licensing industry, Berg said licensing and merchandising market worldwide is estimated to be around USD 185 billion in which the most popular category is apparel with a market hold of around 46 per cent. Gaurav expressed his concern over the piracy or counterfeiting in licensed merchandise. He said the implementation of licensing laws was a little difficult in India. Vineet Sharma talked about the popular kid's character in licensing and why they were so successful. He also gave an overview of licensing in publishing, while Ramanathan explained the tax structure for royalties among other important points.

The second session of brand licensing included four prominent speakers - Samir Jain, Director, Green Gold Animation Pvt Ltd, Rob Ridder, Partner, Bradford Licensing LLC, USA, Andy Jha, Chief Financial Officer, Wiesner Products Inc, Michelle Minieri, Partner and President, Bradford Licensing LLC, USA, speaking on developing, managing and growing a successful brand licensing programme. In this session, they discussed on how brand owners can evaluate if their brand was ready for licensing and how to evolve internal structures and processes to support the licensing programme and explore the overall benefits and risks of licensing.

In the third session "The retail connects of licensing"



Business beyond brands

were discussed. Participating speakers were Rahul Akkara, Vice-President, Marketing, Parag Milk Foods Pvt Ltd, Mudit Khosla, CEO, Seventymm.com, and Pankaj Sikka, Licensing Manager, Bioworld India. Rahul expatiated over how using licensed characters from Disney had helped in increasing sales of his 'Go' brand. Identifying and developing relationships between manufacturers, retailers and brand owners were also discussed.

The fourth session was on 'Licensing and the law' wherein Safir Anand, Senior Partner, Anand and Anand Law Firm, Tanushree Sangal, Senior Legal Counsel, Bradford License India, Himanshu Chahar, Corporate Lawyer, LexCounsel, and Tushar Chawla, Partner, Economic Laws Practice enlightened the audience. The speakers discussed the legal aspect of licensing, its criticality, be it in drafting an agreement, being aware of various intellectual property rights involved or the role of a licensing agent.

The topic for the fifth session was "Royalties, risks and advanced financial know-how" wherein Rob Ridder, Rahul Dev, Partner, Tech Corp Legal LLP, and Rodney D Ryder, Partner, Scriboard (Advocates and Legal Consultants) discussed on royalty rates — what they are, how they differ by category, how they relate to margins and cost of goods and how they relate to other business terms like advances and guarantees.

The last session of the day was on 'Designing a Style Guide for Your Brand', wherein Michelle Minieri and Adam Berg participated. In this session, Berg explained why design guide was required, how it was designed and how it helped in building brand equity. Minieri spoke about the benefits of a comprehensive style guide.

Day two: The first session of day two began with 'Sports licensing: Beyond the Pitch' wherein Col Arvinder Singh, Chief Operating Officer, K.P.H Dream Cricket Pvt Ltd, Rob Ridder, and Arun Prasad, Manager- Sales and Marketing, Total Sports and Entertainment India Pvt. Ltd took part. Col. Arvinder Singh shared his experience during IPL cricket series, explaining that people were interested in buying licensed sports merchandise, but majority were not willing to pay for it. Prasad talked about the growing popularity of sports merchandise in India. Rob discussed some of the pain points of licensing industry.

The next session was on 'Entertainment Licensing' on which Achille Forler, Managing Director, Deep Emotions Publishing (a joint-venture with Universal Music Publishing Group), Hrishi Oberoi, Director – IG Studios,



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Indiagames Ltd, Pankaj Sikka, and Mandar Gupte, Vice President- Finance, Universal Music India discussed in detail. The speakers discussed the major trends in games, movies and music licensing.

The third session was on 'Corporate Licensing' on which speakers - Sid Shah, President, The Wild East Group, Michelle Minieri, Adam Berg, Prem Kamath, Executive VP and GM, Channel V, Star India Pvt Ltd, Subham Ray, Chief-Private Brands, Future Value Retail Limited, and Rahul Gambhir, Director-Licensing, Tommy Hilfiger, shared their views and experiences.

The last session was on 'Celebrity Licensing' wherein S hah and Minieri shared their views. Minieri talked about consumers connect to a brand endorsed by a celebrity. This is one way for a product to become an instant hit among consumers. Sharing his view points, Shah explained a checklist while buying celebrity licensing.

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FRANCHISE
Event | POWER BREAKFAST

FOOD FOR THOUGHT, NOURISHMENT FOR IDEAS

The Power Breakfast session was held on the 3rd December at the Franchise India Show 2011 in Delhi, organised by Francorp and Indian Franchise Association to highlight the "Vision 2012" for franchisors.

THE franchise industry has grown explosively in the last ten years in India. The past decade in India has seen the inception and growth of franchising as a management strategy. However, only in the last few years has the concept established a foothold in the Indian market. We at Francorp India have been an integral part of the growth of our clients, by helping them develop their franchise strategies, address their challenges and engaging with them in every aspect of their business expansion. Recognised as one of the most awaited event in the recently concluded Franchise India 2011 show, organised by Francorp and Indian Franchise Association, 'The Power Breakfast' was a thought leadership initiative to chart out the best practices and take pioneer solutions and implement the changes in the franchise sector of India. The companies got an opportunity to network with each other. The event had set benchmarks for learning; promoting the best practices, forecasting trends, networking and knowledge sharing amongst the franchise community.

This year's session highlighted the current status of the franchise sector, a debate was held on potential threat and also regarding the "Vision 2012" for franchisors. The distinguished panelists included the best from the franchisor community : Donald Boroian, Chairman, Francorp Inc, Nanette D'sa, CEO, Brainworks, Sam Chopra, Director, Remax India, Asim Dalal, Director, The Bombay Store, Piyush Lohia, Director, Lohia Group, Vineet Arora, Director, ICICI Securities Ltd.

Tony White, Regional General Manager, Gloria Jean's Coffees,

moderated the power-packed session in the morning. The session revolved around the unlocking of the secrets of stable franchise systems, exceptional growth and above all sharing their experiences, views and vision.

It was highlighted that in an emerging market like India, the trend of business expansion through franchising is gaining popularity and it has now become crucial to identify various economic aspects of this business model. They also discussed that a few franchises are being used only as a "growth strategy" and not as a "stable growth strategy". The result is half baked franchise offering to the franchisee, that faces issues of stability in the longer run, which in turn, has highlighted the importance of having structured franchise business model.

The event also marked the launch of the whitepaper by Francorp titled as 'Franchise Think Tank 2011' for the franchisor in the country. This white paper was launched in an attempt to conceive the franchise audience and throw light on the gap areas which are mostly left unaddressed by the franchise companies whilst developing their franchise offering, and lastly, to visionise the trends in the forthcoming year for franchising in India.

The entire session was of immense value addition to both, the speakers as well as to the audience (comprising of 150 plus franchisors), who were able to converge the thinking of organisations and individuals for ensuring novel and innovative solutions for a better franchise community. The session not only gave new dimensions but also the vision, each one of us would carry for 2012.



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