





# A CONFLUENCE OF BRANDS & INVESTORS

**A bonanza of biz opportunities was up for grabs in a show that saw corporate honchos and representatives of 500 national and international companies and industry experts enlighten a gathering of over 28,000 people, who visited the show to explore opportunities from various national and international business segments.**

**F**RANCHISE India international franchise and retail show celebrated its 10th edition this year. The show, which was organised for the first time at Pragati Maidan, on November 3-4, 2012, offered a platform to entrepreneurs looking for the expansion of their businesses as well as for investors seeking business opportunities. The two-day event was marked by an exhibition, summits

and an award ceremony. The show received a remarkable response from delegates and visitors. The event witnessed the presence of corporate honchos and representatives of 500 national and international companies, who spoke at length to enlighten an audience of over 28,000 people visiting the show to explore business opportunities in various national as well as international business segments.

The show was organised by Franchise India Holdings Limited (FIHL) and Naturals, in association with Chhabra 555, BURG, greentrends, aura and Club City. To celebrate 10 years of endeavour in imparting knowledge and advocating great avenues in small and medium business, the Franchise India conference is

organised to provide an opportunity for entrepreneurial growth. The conference highlighted the best practices prevailing in the market in franchising, retail and licensing business.

## Mompreneur- a CSR initiative

This year, the corporate social responsibility (CSR) initiative of Franchise India 2012 is 'Mompreneur'. The underlying objective of this initiative was to create an enabling ecosystem that will empower women and get them to draw on their inherent strengths and also overlay business opportunities most suited for mothers. Actor and business entrepreneur Shilpa Shetty, who has recently become a mother, was roped in to raise the awareness of mothers to engage in a business venture. The event showcased over 300 mom-friendly business opportunities.



*Lighting of lamps ceremony*

The presence of business experts, brand owners, policy makers and funding groups at the conference turned out to be a great opportunity for one-on-one with the world's most brilliant small and medium business cohorts. An exhibition, enveloping industries from almost all sectors, was also held, which witnessed a robust domestic and international participation, further adding value to the conference and workshops. The audience was all ears, as prominent national and international speakers unfolded their real life entrepreneurial experiences and knowledge in front of them.

### Conference kicks off

The conference began with a welcome address by the Editor-in-Chief of Franchise India, Ritu Marya. She highlighted the need for creating an entrepreneurial scene in India. Thereafter, the Entrepreneurial Summit began on a high note. The Summit discussed the start-up hurdles being faced by business aspirants and entrepreneurs and was informative for the audience. Later, an elite Networking Night, and a highly prestigious Franchise and Start Retailer Awards ceremony were held under the Franchise India 2012 umbrella. Following are the excerpts of the sessions.

**Day One:** The first session discussed the issues related to maximising the economic power of SMEs and making India an easier place to do business. In this context Vikram Bakshi, Managing Director, North and East India, Mc Donald's, lamented the burden of mounting property prices. "The property prices are going up which makes it difficult to buy land and for smooth running

of business for big giants. There is inefficiency in the system leading to failure of real estate business inflating property prices. The government should provide a good infrastructure for driving entrepreneurship."

Shedding light on his entrepreneurial odyssey, CK Kumaravel, Founder and CEO, Naturals, talked about his experience in the beauty and wellness industry. "I had no experience in the beauty and wellness industry and when I started Naturals, in the first three years I faced losses; however, it was smooth sailing thereafter. A thing which is true about franchising is that a franchise relationship is based on trust, in place of fear of losing out," he said. Another speaker Momir Popovic, President, Rainbow Worldwide, said: "For a major chunk of people who indulge in direct sales business like ours, we have a product to cleanse the air and help prevent respiratory disorders. About 3/5th of the population in every country develop respiratory problems as the houses are not clean." Underscoring the importance and magnitude of the show that brings together business stalwarts and aspirants, he added, "As far as the show is concerned, Franchise India show is the biggest B2B exhibition."

The last speaker of the session, Amit Gupta, CEO, S Chand Group, apprised the audience of the increasing significance of entrepreneurship as a subject of study. "Entrepreneurship is an important subject and even CBSE is planning to include entrepreneurship as a subject," he said.

The second



Shilpa Shetty with her husband (L) & business partner Kiran Bawa (R)



Visitors at the exhibition

session of the day was on the 'new age franchise entrepreneur'. Dr Rashid Al Leem, Director General of Sharjah Department of Seaports & Custom and Sharjah Free Zone Authorities, was one of the eminent guests present on the occasion.



VIKRAM BAKSHI,  
MD, North and East India,  
Mc Donald's



AMIT GUPTA,  
CEO, S Chand Group

"I strongly believe that entrepreneurship should be taught to the coming generations as it will help them shape their future in a better way. It is an important subject and even CBSE is planning to include entrepreneurship as a subject in school syllabus."



Delegates address audience during the first session of the summit



**MOMIR POPOVIC**, President, Rainbow Worldwide

"For a major chunk of people who indulge in direct sales business like ours, we have a product to cleanse the air and help prevent respiratory disorders. About 3/5th of the population in every country develop respiratory problems as the houses are not clean."

The third session deliberated on the issues related to the food & beverage and entertainment industries.

The emergence of new opportunities in the growing education industry, which is largely unorganised, was discussed in the fourth session of the day. Highlighting the great potential of the

sector, Syed Sultan Ahmed, Edumedia, said: "The education sector is worth 80 million and has great potential. To further improve the standard of the education system, we should introduce and promote education tourism and also groom courses, other than medical and non-medical like arts, into professional



ones." The speakers also discussed extending business in edutainment.

The fifth session on day one focused on grooming of women entrepreneurs, wherein case studies of successful women entrepreneurs were discussed.



**Delegates: 220+**  
**Visitors: 25,000-30,000**  
**Exhibitors: 230**

**Row 1, (L-R):** Alok Banerjee- DM- NTCC, Abhay Gupta- Founder- Promoter-CEO- Luxury Connect, Charles Riotti-President- LIMA, Pradeep Hirani-Chairman-Kimaya Fashions Pvt. Ltd, Naresh Mehta- Director-Raymonds, Abhinav Khandewal- MP- FCML, ChackoChen Mathai-GM-Business Development-Trends in Vogue **Row 2, (L-R):** Asheeta Chhabra- Director- Chhabra 555, Dr Rashid Al Leem- DG-Sharjah Department of Seaports and Customs Free Zones Authority, Raghavendra Rathore, Fashion Designer, Mahesh Gupta-Founder-Chairman-Kent RO, Rob Ridder, Partner, Bradford Licensing LLC, USA,Vineet Sharma-Managing Director-Parragon Publishing, Rita Clifton- Brand Expert **Row 3, (L-R):** Venu Somineni, Chairman & CEO, MyDeals247, Kishore Bhatija-CEO-Inorbit Malls, S Raghuandan-CEO-Retail-Prestige Group, Brian Lu-Chairman-Ever Harvest Group, Krishnan Ramanathan-Head Operations-Mom & me, Gaurav Ahuja-Co-founder-Red Ginger Hospitality, Rajiv Kr Vij, MD & CEO, Carzonrent **Row 4, (L-R):** Rahul Kumar- CEO & Principal Owner- Red Mango, Naveed Dowlatshahi-Founder- Kash Global Consultancy, Koen Pieters, International Sales Manager-Burg China Connection, Vijay Abhimanyu Rajendran-MD-Billion Smiles Hospitality Pvt. Ltd, Geeta Ramesh-JM- Director, Kairali, Marco Scharf-Coffeeshop GmbH, Austria, Rajiv Bajaj-VC&MD-Bajaj Capital **Row 5, (L-R):** Hitesh Patel- Director- Primi World, Anuj Jain-CEO, JSL Lifestyle, Siju Narayan-Smarter Commerce Lead, IBM, Sudhir Sinha-Director-President-CEO-Best Western Hotels, Maurice Byrne -Founder-Jynka, Devangshu Dutta, CE, Third Eyesight Managing Partner, Pyush Lohia, Director-Co Founder, Lohia Warehouse **Row 6, (L-R):** Ashwini Kedia-Director-Burg India, Siddhartha Nambiar-Co Founder & MD-OfficeYes.com, Rashmi Singh-ED-NCRW, Salil Kumar- CEO BagitToday, Sachinn Sharma-Numerologist



- 786 Dance
- Aadarsh
- Abroan Prop
- Adhi India
- Agrimart
- AI Licensing
- AlSECT
- Amagi
- Anshu Designers
- Antal India
- App Mart
- Appin
- Arabian Nights
- Arabian Nights
- Aran Kitchen World
- Aroma Thai Spa
- Artidnox
- Ashoka Cards
- Asmi Jewellery
- Atishya Tech.
- Aura Thai Spa
- Bangs
- BarbarianGym
- Bawree Fasion
- Beebay Kids
- Billy Bears
- Bio Herbal
- Blackberry
- Body Spa
- Bon South
- BOP
- Bracialeto
- Brain Key
- Brand Licensing
- Brand Licensing
- Buddha Spa
- Burg India
- Burgs
- Busybee
- Cadd Centre
- Café Buddys
- Café Chokolade
- Camacia
- Cambridge Champs
- Chhabra 555
- Chicago Pizza
- Choksi Tax
- Cigusta
- Cloud Vidhya
- Club City
- Club Mahindra
- Cremica
- Cuppa
- Data Pro
- Devansh Group
- Dheya India
- Diamond Comics
- Divya Vastra
- Dixy Chicken India
- DKM Group
- DPMI
- Dr. Lal Path Lab
- Dream Food
- Education Catalyst
- Edumedia
- Eadvance
- Elbex Courier
- Epitome
- Esteler 77
- Eurokids
- Everharvest Impex
- Expat Project & development
- Expression Jewellery
- F Studio
- Fab India
- FIBL Lounge
- First Flight
- FIVPL
- Flavoured 24
- Foot Spa
- Frameboxx
- Francorp
- Franglobal
- Fusion Lounge
- Future Group
- Geet Fashion
- Gem Mines
- Gilato Vinto
- Gili Apparel
- Gitanjali Gifts
- Gitanjali Jewels
- GoBoL
- Golmal Prantha
- Green Gold Animation
- Green Trends
- Green ways
- Gtech
- Habib
- Hamriyah Free Zone Authority
- Helen o Grady
- Hockey Pockey
- I Symphony
- ICICI
- IIHT
- Indii
- Info biz
- Inphnyt Accumulators
- ITSY BTSY
- IXI Logistics
- Jaavi Institute/ JITM
- Jammin Recreation
- Jetking
- Jewel Souk
- Kido Enterprises
- Kidvilli
- Kimaya Creations
- Kinder Art
- Kwalaty Walls
- La Mode
- Laboheal
- Laptop
- Laptop
- Leo Technologies
- Life Care
- Local Punched
- Lohia
- Magic Holidays
- Mahindra2 Wheelers
- Maher Thalis
- Major Brands
- Marshal
- Maya Jewells
- Mayur Thalis
- Mega Homes
- Megaevent
- Mini Monster
- Mira Design
- Mobiquest
- Moksha zip
- Mom n Me
- My Apple School
- MyGenie
- Nakshatra
- Nandita's Fashion
- Nandita's Fashion
- Naturals
- Nature Essence
- Natures Door
- Naushihan
- Nestle
- Newzealand Naturals
- Nidira Textiles
- Nife World
- Noida Dreams
- NTC
- NYPFC
- Oasis Hospitalities
- Ofice yes.com
- OTO
- Parineeta Jewellery
- Pasta Bar
- Pasta Bar
- Payworld India
- People Pro
- Phone care
- Pizza Vito
- Podar Diamond
- Portico
- Presto
- Priority Jewels
- Quick Service Lndry
- Raheja Developers
- Rainbow
- Religare
- Remax
- Renuka Diagnostic
- RMCL
- Sabhyata
- Safexpress
- Salt Therapy
- San churru
- Sanfont
- Sangetha Mobile
- Saras Educational Society
- Scoopy Scrub
- Scott Management
- Sesame Workshop India (Initiatives)
- Shatayu
- Shawarma Express
- Simba Toys
- Simba Toys
- Sky deelz
- Skytel
- Skytel
- Smooy
- Sonalika
- Sponsors
- Sporty Beans
- Spots Fits
- SSK Digital
- Store 99 ( Ninety Nine General Retail
- Subway
- Suncorp
- SV Soft Tech
- Talent Edge
- Tansen Sangith
- Tata Housing
- The Gym
- The Mobile Store
- Tikka Town
- Trading Destinations
- TTK Prestige
- Tyre Protector
- Urban Platter
- US Dollar
- Vatika Business
- Vipera Cosmetics
- Vipera Cosmetics
- Virtuous edutech
- VLCC
- Water Care Services
- Wave City
- Webcom E Trade
- Willy Winkies
- WWE

## Exhibitors list

# Glamour, Gaiety & Fame mark Franchise & Star Retailer Awards 2012

The show was attended by the biggest and most reputed names in the franchise and retail industry. The highlight of the evening was Franchise India's unique corporate social responsibility (CSR) initiative for enabling 'Mompreneurship' in India, which was launched by actor and business entrepreneur Shilpa Shetty. Story telling by Neelesh Misra, famous for his 'Yaadon Ka Idiot Box', made for an entertaining session at the event. With the aim to acknowledge the contributions and initiatives of the people, brands and companies towards the development and growth of franchise and retail industries in

India, Franchise India organised the Star Retailer and Franchise Awards 2012, at Shangri La's Eros Hotel, on November 4, 2012. The winners were judged by an independent panel of experts and supported by the Indian Franchise Association & Entrepreneur India advisors. Franchisors, franchisees, master franchisees and entrepreneurs from all over India had applied for the awards considered to be the industry's top honour.

Star Retailer Awards is the only award of its kind which celebrates the best in Indian retailing. These awards celebrated the outstanding achievements across the retail fraternity. The CSR initiative of

Franchise India 2012 was to launch the 'Mompreneur'. The objective was to create an enabling ecosystem which will empower women and get them to draw on their inherent strengths and also overlay business opportunities most suited for mothers. Burg Watches and KG Retail Ventures Pvt. Ltd. were honoured with "Young Brands for Young India" for their innovative technology, followed by Veena Kumaravel, Co-Founder of Natural's, who was honoured as the Best Women Entrepreneur, at the 10th Award ceremony of Franchise India.

**Best in category- (F&B-café/parlors/kiosks)**  
Gujarat Cooperative Milk Marketing Federation Ltd  
**Best in category-(F&B-Restaurant/QSR):**  
Subway Restaurant's  
**Best in category-(Financial Services):**  
ICICI Securities Limited  
**Best in category-(Business services):**  
RE/MAX INDIA  
**Best in category- (Courier & Cargo):**  
DTDC Courier & Cargo Limited

**Best in category-(Education):** EuroKids International Ltd  
**Best in category- (Retail-Fashion):**  
Chhabra Triple Five Fashions Private Limited  
**Best in category-(Retail-Speciality):** Ttk Prestige Limited  
**Best in category-(Retail-Footwear):**  
Liberty Shoes Ltd  
**Best in category-(Health, Beauty & Wellness):** Naturals Salon & Spa Pvt. Ltd  
**Best in category-(Direct Selling):** National Textile Limited

**Franchise Supplier/Innovation & Technology:** KG Retail Ventures -Burg India  
**Award for Business leadership:** CADD Centre Traning Services Private limited  
**Franchise Professional of the year:**  
Raymond Limited Naresh Mehta  
**Debutant Franchisor of the Year:** Green Trends Hair & Style Salon  
**Customer Service:** Eureka Forbes limited  
**Franchisee of the year:** M/S Simi World  
**Concept of the Year:** Billionsmiles Hospitality Pvt. Ltd

**Hall of fame:** Dr.Lal PathLabs Private Limited  
**Women entrepreneur:** Veena Kumaravel  
**Master franchisee of the year:** Best Western India  
**Entrepreneur of the year:** Mr. Nirmal Jain  
**Regional Franchisor of the Year:** Kamaths Ourtimes Ice Creams Private limited (Natural Ice cream)  
**Franchisor of the Year:** Titan Industries Limited



Aloke Banerjee, Director, Marketing, NTC, said, "Franchising is the best way to expand your business." The last session of the day provided the audience the benefit of knowing the lucrative opportunities in specialty business. A panel, comprising Suresh Bhatia, MD 5ases (SB Fabcare Pvt Ltd, India), Hitesh Kshatriya, COO, Magic Holidays (Panormic Group), and Devendra Jain, CMD, Atishya Group, discussed in detail issues related to the travel business.

**Day Two:** The day saw thought-provoking sessions with speakers emphasising on leveraging the start-up energy to begin with, and at the same time scaling business aspirations to build a corporate setup.

The first session of the day was on the present state of retail and consumer markets and the speakers discussed the effect of FDI in retail.

Dipak Aggarwal, CEO, DLF Brands Ltd, and Venn G Somineni, CEO, MyDeals247, threw light on the effect of lack of 'speed' to downfall of sales and big 'speeds' leading to non-profitable stores, thereby emphasising the need for maintaining a balance between the two approaches. Sachin

Sharma, a renowned numerologist, delivered the keynote address.

Rajiv Bajaj, VC & MD, Bajaj Capital, chaired the third session, which was on the journey from starting a business to making it an enterprise. Speakers Rajiv Vij, CEO, Carzonrent, and Mahesh Gupta, Chairman, Kent RO, discussed the need for transforming companies from a tendency of going in for a jugad to a systematic execution.

The fourth session was on the health, beauty and wellness industry. Chackochen Mathai, GM, Business Development, Trends in Vogue; Sameer Kaul, Vice-President, Marketing, Dr Lal's Pathlabs; Abhimanyu Sable, Founder, Abs Fitness; Sonia Yamdagni, Director, Aroma Thai Spa; Dr Vinay Goyal, Promoter Director & Chairman, Lifecare; and Dr Jaison Paulson, Celebrity Fitness Trainer, talked about the growing beauty and wellness industry which offers attractive business opportunities to



*The changing business of fashion: Discussion at the session*

the aspirants, who are interested for a venture in this industry.

The penultimate session was on the 'opportunities in the e-commerce ventures'. Ashutosh Lawania, Head of Sales, Myntra.com; Arjun Basu, Director, mydala.com; and Siddharth Nambiar, MD, www.OfficeYes.com, discussed business strategies to generate online sales and various marketing strategies, both online and offline, to facilitate growth.

The last session was on 'changing trends of fashion business'. Aloke Banerjee, Director (Marketing), NTC, talked about "Predicting purchasing behaviour and matching offers to customer in fashion business."

### Franchise Knowledge Series

The two-day Franchise Knowledge Series (FKS) concluded recently at Pragati Maidan with the gathering of a large number of people. Sachin Marya, President, Franchise India, opened the first session with his address to the audience. He raised a significant issue that concerns franchising: "Answering the critical question: to franchise or not to franchise". He also discussed other issues pertaining to franchising, such as "replication of your franchise business model and analysing your business strengths and scalability options".

**Day one:** The opening session was followed by a session on "building initial capital support for franchise expansion". Among the speakers, Seema Jhinghan, Senior Partner, Lex council, talked about the financial implications of developing a franchise system and dealing with banking, financial and collateral concerns.

After a refreshing tea break, members of the audience were witness to a motivating session in





**Panel of experts at the Franchise Knowledge Series**

which Siju Narayan, Smarter Commerce Lead, IBM, and Ambarish Gupta, Founder & CEO, Knowlarity, discussed at length the transforming of a traditional 'pen and paper' business culture and the reason why modern SMEs were investing heavily in IT & ITES to compete in the domestic market.

**Day two:** After an informative and detailed series of discussions and workshops the day before, day two began with in-depth discussions on "multi-channel retailing and what will it take to get there" by a panel comprising Praveen Sinha, Managing Director and Co-Founder, Jabong.com; Salil Kumar, CEO, Baggittoday; Ishita Swarup, Co-Founder & CEO, 99 Labels.com; and Mukesh Batra, Head, HR & Training, Digiworld.

### Retail Knowledge series

The story of Indian retail scenario is a hit across the globe. With the coming of e-retail, physical retailers are becoming stronger and organised. With the latest FDI announcement by the government, the market has immense potential and profit-making potential to be explored by investors. Retail in India, a popular topic, was discussed in a one-day conference. A Retail Knowledge Series was held on November 4, 2012, in concurrence with Franchise India Show 2012.

During the day, the topics discussed were e-retailing and also the need for being omnipresent; how to market the brand correctly; how to meet the challenges of the new retail economy; the need for growth in the market. The day ended on a positive note about 2013 and how strategies will have to be rethought and reworked in the New Year. The speakers at the Retail Knowledge

Series 2012 include Abhimanyu Lal, Head-Category Management, eBay India; Salil Kumar, CEO, Baggittoday; Ishita Swarup, CEO, 99 Labels.com; Prashant Tandon, MD, Healthkart.com; Kashyap Mehta, Head, e-commerce, Croma (Infiniti Retail); Rita Clifton, Brand Expert;

Vineet Kanaujia, VP, Marketing, Safexpress Pvt Ltd.; Rajive Ranjan, MD, India, S Oliver; Asheeta Chhabra, Head, BD, Chhabra Triple Five Fashions Pvt Ltd; Santosh Srivastava, President, Gitanjali Group; Aparna Mittal, Partner, Luthra & Luthra Law Offices; Mohit Khattar, MD & CEO, Godrej Natures Basket Ltd; Darpan Kapoor, Owner, Kapsons Fashion Pvt Ltd; Raghavendra Rathore, Fashion Designer; Devangshu Dutta, CEO, Third Eyesight; Anuj Jain, CEO, Arttd'inox; Abhinav Khandelwal, Managing Partner, FCML; Pyush Lohia, Director, Lohia Group; Koen Pieters, International sales manager, BURG China Connection, and Alokendra Banerjee, Director, Marketing, National Textiles Corporation of India.

### Brand Licensing

The Indian market for licensing is growing with existing avenues



**Brand Licensing session**

expanding and new avenues opening up. This was well elaborated in the recently concluded Brand Licensing India Exhibition and Conference 2012, held in concurrence with Franchise India Exhibition 2012. The conference which was chaired by Charles Riotto, President, LIMA Worldwide, focused on the India licensing market's future prospects, even though the present market size is less than a per cent of the worldwide licensing market. The speakers at the conference were a mix of international and national experts, including Rob Ridder, Partner, Bradford Licensing LLC, USA; Chris Evans, Managing Director, Oxford



**Rita Clifton speaking in Marketing Game Plan session**

Limited; Pradeep Hirani, Chairman, Kimaya Fashions; Hemant Dua, Head Marketing, Commercial & Operations, Delhi Daredevils & CEO, Inspiranti Sports; Mayuri Pitale, Country Head, Consumer Products, WWE India; Nitin Kalra, Director, Licensing, AI Licensing India Pvt. Ltd; Rajeev Uppal, CEO, Suncorp Exim Pvt Ltd; Vineet Sharma, Managing Director, Indian Subcontinent & Middle East, Parragon Publishing India Pvt Ltd, and a host of others.

The day saw deliberations on a host of issues such as how one could develop a successful brand licensing program for the Indian market, discussing the style guides, and talking about what works and what doesn't work in this area.