

## India-Mongolia Franchise Pact Targets High-Growth Market, MSME-Led Expansion

*ISFA and Mongolia's Franchise Association Sign Strategic MoU to Unlock Cross-Border Opportunities in Retail, F&B, Education and Services*

**New Delhi, December 16:** The Indian Small Business & Franchise Association (ISFA) has signed a Memorandum of Understanding (MoU) with the Mongolian Franchise Entrepreneurs Silkroad Association, signalling a major push to build a high-growth India-Mongolia corridor for franchising, MSMEs and services. The partnership comes at a time when Mongolia's economy is projected to grow around 6 percent in 2025, supported by expanding services and consumer demand, creating strong headroom for organised franchising models.

The MoU was signed by Enkh-Amar Bathorov, CEO, Mongolian Franchise Entrepreneurs Silkroad Association and Gaurav Marya, Chairman, ISFA, in the presence of representatives from both organisations and franchise industry leaders. The agreement positions ISFA as a key Indian partner to support Mongolia's emerging franchise ecosystem through knowledge sharing, market linkages and capacity building for entrepreneurs and MSMEs.

### **Scope of Co-operation**

Under the MoU, ISFA and the Mongolian Franchise Entrepreneurs Silkroad Association, will collaborate on franchise development, training programs, networking platforms, resource sharing and joint initiatives tailored to MSMEs. The two sides will exchange market research, sectoral insights and franchise best practices, co-host seminars and delegations, and provide speakers and experts for events in both countries to accelerate franchising know-how.

### **Mongolia's emerging franchise opportunity**

With rapid urbanisation, a young, aspirational population and growing disposable incomes, Mongolia is steadily diversifying beyond mining into services, retail and modern consumer sectors. Multilateral institutions project Mongolia's economic growth at roughly 5-6 percent over 2024-2025, offering a favourable macro environment for organised F&B, retail, education, healthcare and service brands to scale through franchising

Speaking about the MoU signing, Enkh-Amar Bathorov, CEO, Mongolian Franchise Entrepreneurs Silkroad Association added, "Mongolia is entering a new phase of diversified, innovation-driven growth, and franchising is a powerful bridge between our entrepreneurs and proven global business models. Through this partnership with ISFA, we look forward to connecting Mongolian MSMEs with Indian and international franchise brands, creating quality jobs and a stronger foundation for long-term economic cooperation with India."

Commenting on the MoU, Gaurav Marya, Chairman, ISFA said, "Mongolia combines strong growth fundamentals with a young, opportunity-seeking consumer base, making it one of the most exciting frontier markets for franchising over the next decade. ISFA is committed to working alongside the Mongolian Association for Franchise Business to take scalable Indian and global franchise concepts into this market."

This collaboration will give boost to India-Mongolia franchise corridor as a model for MSME-led, franchise-driven growth, attracting investors, enabling diplomatic and business engagement, and showcasing how structured franchising can power sustainable development in emerging markets.

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