

FranExim

Delegation @ INDIA



CAUTION



RESEARCH



EVOLVE



ADVISE

FranExim



**Delegation
To/From
INDIA**

FranExim

**Invite Delegation In India
Take Delegation across Globe
Organize meetings with investors**

**A platform that promotes (Exports – Imports) Franchising
locally , Nationwide and across the GLOBE.**

ABOUT - INDIAN FRANCHISE ASSOCIATION

Indian Franchise Association (IFA) is India's premier, non-political, not-for-profit body representing Indian Franchise Sector. IFA's endeavor is to promote, promulgate and popularize the concept of franchising as a mode of doing business across the industry verticals and to nurture the entrepreneurial skill of every Indian.

IFA catalyses change by working closely with stakeholders and policymakers on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for franchise sector through a range of specialized services and global linkages. IFA also provides a platform for Franchise sector consensus building and networking.

Partnership with counterpart chambers across the world carry forward our initiatives of inclusive development in franchise business, which encompasses entrepreneurship, training, governance, skill development, etc. IFA serves as the first port of call for Indian franchise sector and the international franchise business community.

Vision: To represent the voice of Indian Franchise Sector.

Mission: To promote excellence and growth in franchising while serving the interests of its members at the same time.

Associate Partner : FRANCHISE INDIA

Franchise India Holdings Limited (FIHL) is India's leader in Franchising, Over past 12 years. Today FIHL is connected with 85% of the franchising industry through its various divisions and brands.

FIHL today has # of mediums in Franchising:

- ☐ The Franchising World: India's # 1 Business opportunity magazine
- ☐ Franchising Exhibitions: Over 12 exhibitions across the country
- ☐ Over 1.25 lakhs of investor database from all across India
- ☐ www.franchiseindia.com : Worlds # 1 franchise website.
- ☐ Organizes monthly educational workshops and conference for the prospective franchisees all across India.
- ☐ Organizes monthly training programs for franchisors through Knowledge Series.
- ☐ Have come up with franchise specific reports in :
 - SMEs
 - F&B
 - Fashion and Lifestyle
 - Education
 - Health and Beauty
- ☐ The founder of FIHL is the author of India's best selling book 'The science of reproducing success'



Vision : Franchising Goes Global.

Mission: **FranExim** is a novel initiative of IFA to:

- Invite Global Brands in India
- Promote Indian Brands globally

FranExim Initiates International Liason:

- Work towards the expansion and growth of domestic and international brands by taking delegation to the overseas market and inviting global brands and delegation to India.
- Provide consultation to the franchisors, seeking franchise opportunities in the local and global market through various conferences, meetings, workshops and expositions



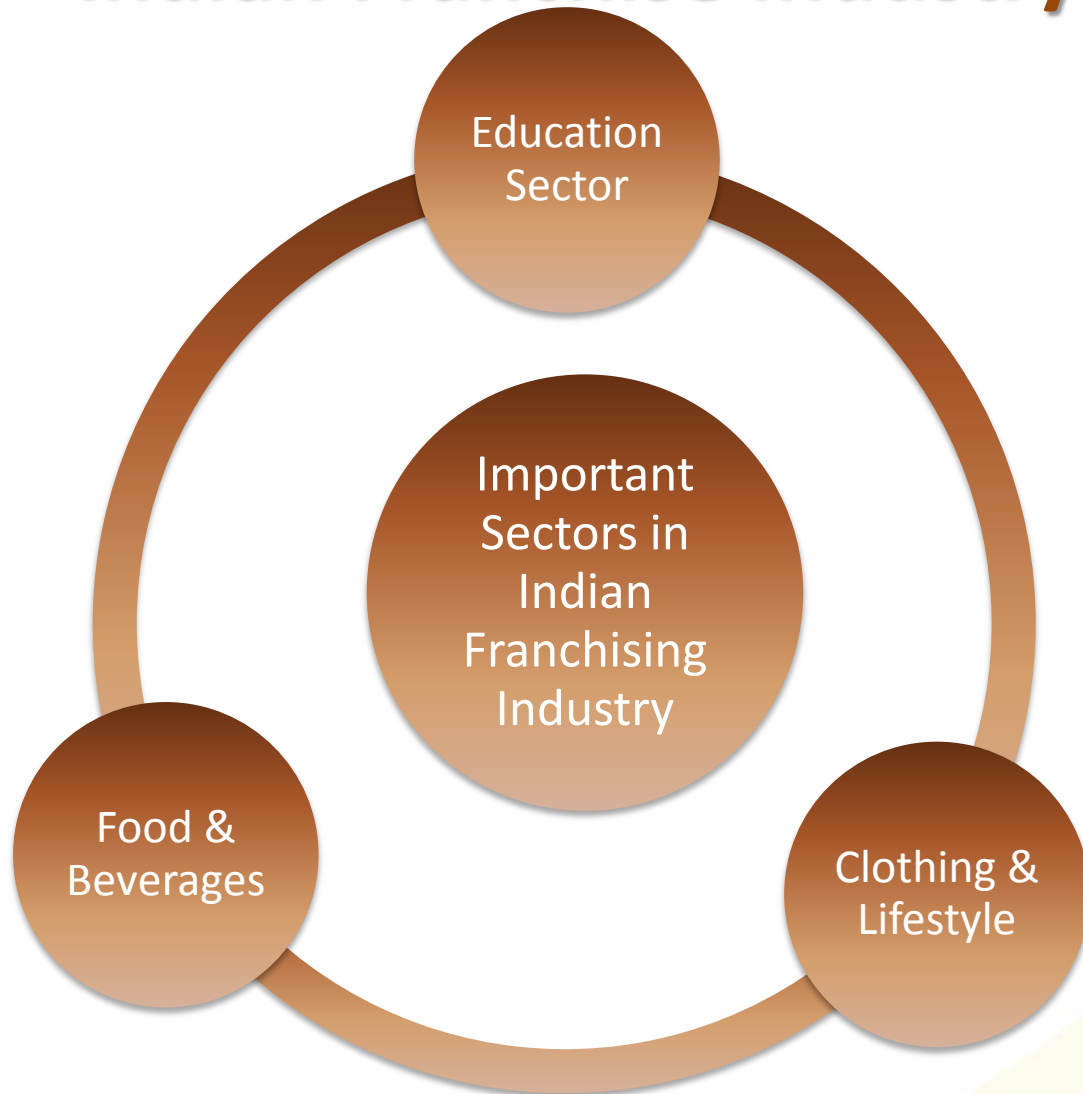
- India is, however, one of the biggest franchising markets because of its large middle-class population of 300 million
- The population is entrepreneurial in character.
- However, this industry has clocked the annual growth rate of 30% with a market size of USD 10 billion.
- India is one of the favorite destinations for foreign franchisors.
- India is home to more than 80,000 franchisees and an annual turnover close to US \$ 5 billion from franchising
- India is understanding the multi ethnic cultures and localization, adapting to the tastes and fashions on the Indian consumers



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Indian Franchise Industry



Franchising in Education Sector in INDIA



- India, with the largest youth population, is an attractive destination for the potential business opportunities in Education Sector. Its unquenchable thirst for quality education with world class training systems available has led to a widespread demand for franchised education.
- This has given rise to the various education operators and service providers such as play schools, schools, institutes, development & training institutes, professional coaching operators etc.
- According to a survey, the growth of the education sector in the country is pegged at 35% amongst new concepts and it will continue to grow in the years to come.
- The education sector further opens the doors for many entrepreneurs.
- Looking at the risk and profitable returns variation from business to business, franchising ensures a safe method to own a brand especially in the Education sector.
- Indian education entrepreneur are ready with massive expansion plans, which will provide thrust for the education sector to grow multifold.



Franchising in Food & Beverage Sector in INDIA

- With the increased number of people preferring to eat out and spend more on food items, this sector has dominated the franchising industry like no other business sector. The market is flooded with food franchise opportunities of different categories suiting to different level of budgets. There are many different options for food and beverage franchising, such as fast food, health food, pizza, sandwich shops, ice cream parlor, smoothie, juice bars, cookie shop, candy outlet, and bakery as well as restaurant franchises.
- The Food & Beverage sector is expected to touch 45% of growth level in the near future. This may not be the least effected territory but is undoubtedly one of the safest ones to go in for.



Franchising in Clothing & Lifestyle Sector in INDIA



- Changes in economy and lifestyle all over the globe
- An increase in sales of clothing, shoes, jewelry and accessories
- A great industry to try to get into, particularly on a franchise level.
- This sector offers lucrative franchising opportunities with people willing to spend adequate amount of money on clothes and accessories.
- As consumers want the best clothes for themselves they are ready to make investments too.
- Clothing industry will never be out of business if one gets to offer quality products as per the demand of the market.
- Textile industry contributes to over 6 per cent of the gross domestic product of India and earns 18 per cent of the total foreign exchange earnings of the country.



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