

# **WE SERVE INDIAN BUSINESSES**



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**Indian Small Business & Franchise Association (ISFA)**

Regd. Office: 803, 8<sup>th</sup> Floor, Pinnacle Business Tower, Surajkund Road,  
Faridabad, Haryana 121009

Email: [akshat.agarwal@msme.in](mailto:akshat.agarwal@msme.in) | +91-9873776601



# Welcome Message



**Dear Industry Colleagues,**

I am deeply grateful for the continued support and confidence shown by the franchise and retail industry, along with our valued stakeholders, over the years. On behalf of the Executive Committee of the Indian Small Business Franchise Association (ISFA), and on my personal behalf, I extend a warm and sincere welcome to you.

ISFA is the **only active franchise association in India**, serving as a unified and authoritative voice for the country's growing franchise and organized retail ecosystem. The Association is dedicated to fostering ethical practices, structured growth, and long-term sustainability across the franchise and retail sectors.

It is a privilege to lead the ISFA Secretariat alongside an esteemed Board comprising industry leaders whose experience and vision continue to guide our mission. As responsible representatives of the sector, ISFA actively engages with government authorities on policy advocacy, regulatory frameworks, and legislative matters impacting franchising and retail businesses.

ISFA works closely with foreign embassies in India, global franchise associations, industry chambers, and business forums to promote awareness of India's immense potential in franchising and retail. Through strategic collaborations, seminars, webinars, and knowledge-sharing platforms, we facilitate access to global best practices, emerging retail formats, innovation, and advanced technologies.

Our focus remains on strengthening Indian franchise brands, enhancing retail efficiencies, encouraging scalability, attracting domestic and foreign investment, and supporting the global expansion of Indian retail concepts. We strive to position India as a preferred destination in the global franchise landscape.

I am confident that together we will transform challenges into opportunities and drive the franchise and retail industry toward sustainable and inclusive growth.

**ISFA remains committed to supporting the sector and working tirelessly to build a stronger, future-ready franchise and retail ecosystem in India.**

**GAURAV MARYA**

Chairman

# A**about us**



Established in 2008, A non-government, not-for-profit organisation, Indian Small Business & Franchise Association (ISFA) is the voice of India's Small business and Franchise industry. ISFA would continue to work towards the betterment of the industry at all levels. We aim to support the entrepreneurs across the country to emerge as global entrepreneurs. We helping a start-up firm to grow or ensuring a smooth working of a franchisee, ISFA is committed to provide every possible help to every person associated with it.

We connect investors to business partners and help small entrepreneurs unlock their growth potential. We make investment easy, online and transparent. We assist people in taking their business concepts from development stage to marketable product with our marketing tools that streamline this process at a fraction of the cost.

ISFA provides a platform for franchisees to gain access to front-line support systems by partnering with successful, well-established brands across industry verticals, providing an instant entry route into faster growth. ISFA also provides a platform for Small Medium business sector for consensus building and networking. Partnership with counterpart chambers or trade bodies across the world carry forward our initiatives of inclusive development in MSME business, which encompasses entrepreneurship, training, governance, skill development, etc.

## **Vision**

- Be a reliable partner in the Indian Entrepreneurs growth journey, with a focus on strengthening India's domestic ecosystem and enhancing global competitiveness
- Create a Transparent Trustworthy-Transformative business environment for franchise industry

## **Mission**

- Helping MSME industry in India to be trusted around the world



## Objective

Objective is to act as a catalyst and help in open doors for MSMEs.

We work as a guide for policies & processes in place by Govt. & MSME community

ISFA always work as voice of Micro Small & Medium Enterprises, conducting regular dialogue with Government and its various regulatory bodies, putting across the point of view of MSME community

Providing funding opportunities for high potential MSME

Encouraging industry for public private partnership, increasing speedy development work, with agility of startup/MSME and vision of growth, from both, Govt. & private

MSME platform gives opportunities for Indian businesses to connect with overseas partners and expand Indian businesses

Aggressively participate with fellow MSME bodies (domestic & international) with the objective to resolve issues related to Investment and trade

To share best practices and knowledge in the MSME & franchise industry via seminars, workshops, meetings, masterclasses, among others.

Act as focus point with concerned entities and bodies i.e. industry associations, financial institutions, Govt, bodies on matters. concerning MSME...

Conduct learning and training courses for the potential franchises

We facilitate and act a bridge between foreign franchisors and potential buyers. looking to purchase the India Franchise rights.

### MSME Edu

The Msme education solution will not only provide startups and SMEs with a vast network of knowledge from the experts, but also the latest trends.

### MSME Cred

Access to Capital Became Easier We're here to listen to your funding needs and suggest you flexible financial options

### MSME Mate

Get all the resources you need to make your business a success - including mentorship, networking, funding and training opportunities

### Franchise

MSME provides a platform for franchisees to gain access to front-line support systems by partnering with successful, brands across industry.

## Association Benefits



#### LEARNING & DEVELOPMENT

##### Get Guidance from Successful Leaders

ISFA Provides access to training programs helping entrepreneurs succeed



#### TRADE & CONTRACTING

##### Building win-win partnerships for growth

ISFA will be an opportunity for manufacturers to source raw materials, components, services from Indian MSME's



#### FUNDING & FINANCING

##### Don't let your business idea stall out on a shoestring budget

ISFA is the one of the best platform that provides funding opportunities for high potential SME.



#### MARKET INITIATIVE BY ISFA

##### How to get benefited by taking part in domestic or international shows?

The association gets special tariff for taking part in renowned shows across the world. The special tariff is passed-on to the members of the association in subsidizing the cost of stall in shows



# BUSINESS GALLERY





# BUSINESS GALLERY



# BECOME ISFA MEMBER TODAY!



Get all the resources you need to make your business a success

★ MENTORSHIP ★ NETWORKING ★ FUNDING ★ TRAINING

**GET MORE ENQUIRE NOW!**



## MEMBERSHIP ADVANTAGES

Benefits	Patron Member	Corporate Member	Ordinary Member	Individual Member
Trade Facilitation	Y	Y	Y	
ISFA Dossier	Y	Y	Y	Y
Industry Updates	Y	Y	Y	Y
Media Intreccion Opportunity	Y		Y	
Digital Presence on Home Page	Y		Y	
Branding Guidance	Y			
Advertise in Retailers India	Y			
Annual Subscription of <b>Retailers</b> Magazine	Y	Y		
Preference in nomination as Chairman and Co-Chairman of various Sector Specific Councils.	Y			
Promotion of international trade through meetings with visiting foreign business delegations, participation in Trade Fairs/Exhibitions and business delegations abroad.	Y	Y		
Close interaction with ISFA Members, Central & State Governments, international agencies and academia.	Y	Y	Y	
10 % Discount on Sponsorship opportunities	Y	Y		
Speaking Slot opportunity in Sectoral Events	Y	Y	Y	
Sectoral Representation to the Central and State Governments.	Y	Y	Y	
Visibility in terms of Logo display in the Managing Committee Meetings.	Y			
Preference will be given for nomination on select Government Committees.	Y	Y	Y	
Opportunity to join meetings with Ministers, Secretaries and Senior Officials of Government of India, State Government, NITI Aayog, RBI, Foreign dignitaries and delegations etc.	Y	Y	Y	
Assured seat in the Managing Committee	Y			
Regular mailers to Members on Government Notifications, Circulars, Reports, etc.	Y	Y		Y
Opportunity to gain mileage by becoming a sponsor/co-sponsor of ISFA events	Y	Y	Y	
Concessional fee for participating in various paid programmes organised by ISFA	Y	Y	Y	Y
Platform to interact and gain professional knowledge through seminars, workshops and round table meetings.	Y	Y	Y	
Participate in the National Committees/Task Forces	Y	Y	Y	

## CATEGORY FEE STRUCTURE

Categories	Eligibility	One Time Admission Fees	Annual Subscription Fees	Taxes
Patron Member	Any corporate/Association/ Education institute etc.	20,000	4,50,000	18% Tax
Corporate Member	MNCs	10,000	1,50,000	18% Tax
	PSU (Centre/State Government Undertaking)	10,000	50,000	18% Tax
	Medium (Annual Turnover - Not more than Rs. 500)	5,000	30,000	18% Tax
	Small (Annual Turnover - Not more than Rs. 100)	5,000	20,000	18% Tax
	Micro (Annual Turnover - Not more than Rs.10)	3,000	10,000	18% Tax
	Representative Office of Foreign Companies	3,000	10,000	18% Tax
	Partnership Firms	3,000	10,000	18% Tax
	Startups Company (Registered In Calendar Of 2021 Till Date)	1,000	5,000	18% Tax
	Proprietorship Firms	1,000	5000	18% Tax
Ordinary Member	Institutional Members (National or Regional Professional Institutes/Organisations/Boards of industry / Collage /University)	5,000	1,00,000	18% Tax
	Affiliated Associations Membership (National or Regional Associations/Councils/Organisations of industry interests)	3,000	10,000	18% Tax
Individual Member	Professional (Professional Consultant/ Proprietor/ Businessman-Women/ Entrepreneur/ Artist/ Chef/ Photographer/ Doctor/Physiotheripst/Wellness Coach/ Bankers/ Designers/ Stylist / Broker/ Engineer/ IT Person/ Any Individual can apply for the membership)	1,000	5000	18% Tax
	Academic Student (For College/University Students: Student Membership Can Obtain After Due Diligence For One Year)	100	400	18% Tax

### INFORMATION/DOCUMENTS TO BE FURNISHED ALONG WITH THE MEMBERSHIP FORM

- ✦ Memorandum and Articles of Association/ Bye Laws/Constitution/Partnership Deed
- ✦ Latest Annual Report/Annual Accounts/Latest Balance Sheet
- ✦ List of Directors, Partners with full addresses and details of Directorships /business interest etc in other companies, if any
- ✦ Any other brochure/literature about the Company
- ✦ GSTIN Certificate copy
- ✦ If MSME registered kindly provide Registration No.
- ✦ For individual provide his certificate of profession or membership certificate of the Governing institute/ board.

# APPLICATION

To,  
The Secretary General  
Indian Small Business & Franchise  
Association

## FOR ASSOCIATION USE

Membership No. \_\_\_\_\_

Approved on \_\_\_\_\_ w.e.f. \_\_\_\_\_

Category \_\_\_\_\_

Photo Passport size  
(Applicant)

Dear Sir,

We wish to apply for \_\_\_\_\_ Membership of the Indian Small Business & Franchise Association (ISFA).

We are enclosing all the relevant supporting documents and our Cheque/DD No. \_\_\_\_\_

dated \_\_\_\_\_ towards Membership Subscription plus GST drawn on \_\_\_\_\_

for Rs. \_\_\_\_\_ in favour of "Indian Small Business & Franchise Association (ISFA)".

Please acknowledge receipt of the above and confirm our Membership.

We hereby confirm that we will continue to be \_\_\_\_\_

## Bank Details

**Bank Name** - HDFC Bank | **Bank Address** - Shop No. - 2,3,4,5, Charmwood Bazar, Charmwood Village, Suraj Kund Road, Faridabad, Haryana 121009  
**Account No.** - 50200065544236 | **IFSC Code** - HDFC0000396 | **PAN No.** - AABC19056F | **GSTN No.** - 06AABC19059F1Z1

**Yours Faithfully,**

**(Signature of Applicant)**

\_\_\_\_\_  
(Name and Designation with Company seal)

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The Application is to be proposed and seconded by any two members of the ISFA.

**Proposed by**

**Seconded by**

\_\_\_\_\_  
(Signature of Authorised Representative)

\_\_\_\_\_  
(Signature of Authorised Representative)

\_\_\_\_\_  
(Name of the Organisation)

\_\_\_\_\_  
(Name of the Organisation)

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In the event of our enrollment as a Member, we shall be bound by the Memorandum and Articles of Association of the ISFA.



# APPLICATION FORM

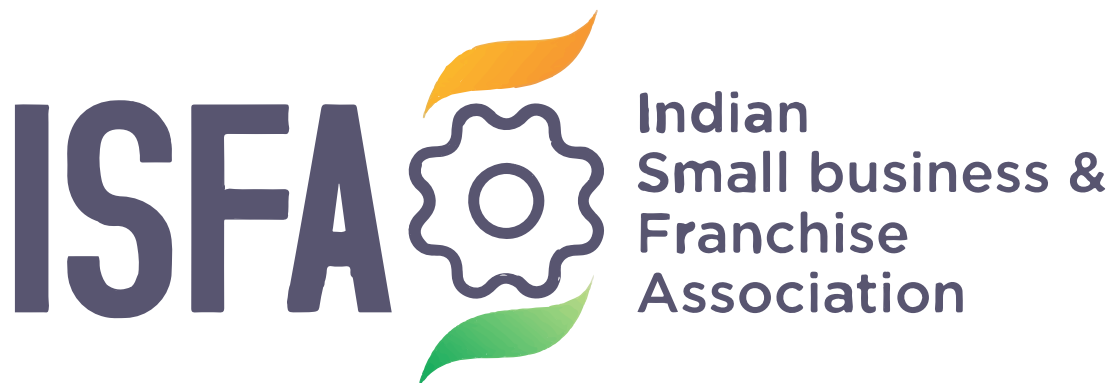
1. Name of the Applicant \_\_\_\_\_
2. Name of the Company \_\_\_\_\_
- 2.1 Name of the CEO/Chairman/President/Director \_\_\_\_\_
3. Address for Correspondence \_\_\_\_\_  
\_\_\_\_\_  
Tel. \_\_\_\_\_ Fax \_\_\_\_\_ Mobile \_\_\_\_\_ E-mail \_\_\_\_\_
- 3.1 Address of Head Office (if applicable) \_\_\_\_\_  
\_\_\_\_\_  
Tel. \_\_\_\_\_ Fax \_\_\_\_\_ Mobile \_\_\_\_\_ E-mail \_\_\_\_\_
- 3.2 Name of the person incharge at the head office \_\_\_\_\_ Mobile \_\_\_\_\_
4. Whether a :  
☐ Company      ☐ Partnership Firm      ☐ Proprietary Concern  
☐ Society      ☐ Trust      ☐ Others (Please Specify) \_\_\_\_\_
5. Year of Establishment \_\_\_\_\_
6. Business Interests \_\_\_\_\_
7. Authorised & Paid up Capital/Funds Deployed \_\_\_\_\_
8. Annual Turnover\* \_\_\_\_\_ Annual Profit\* \_\_\_\_\_
9. Name (s) of the Authorized Representative Directors /CEO/Partners/Proprietor \_\_\_\_\_  
\_\_\_\_\_  
Tel. \_\_\_\_\_ Mob. \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_ Website \_\_\_\_\_
10. Permanent Account No (PAN) \_\_\_\_\_  
GSTIN \_\_\_\_\_
12. MSME Registration Noz (if applicable) \_\_\_\_\_
13. Other Organisations/Chambers/Associations of which we are a Member  
\_\_\_\_\_
14. Award(s) received, if any (Please add extra sheet if the space is not adequate)  
\_\_\_\_\_

\*(The term "Annual Turnover" and/or "Annual Billing" will mean Gross Turnover and/or Gross Billing on "ALL INDIA BASIS" as per latest audited Balance Sheet or as indicated by the applicant.)

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Voice of Indian Small Business **Since 2008**



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