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15<sup>th</sup> Year of Success in Franchising | mpreneur

**FRANCHISE INDIA**

Your growth is our business

&



**Indian Franchise Association**

Presents

# FRO 2013

NATIONAL FRANCHISE, RETAIL & SME SHOW

INDIA'S BIGGEST FRANCHISE, RETAIL & BUSINESS OPPORTUNITY SHOW IS BACK.

250

Shows Delivered

14

Cities



3000000

Potential Investors

and growing...

**INDIA GETS BUSINESS AT  
FRANCHISE INDIA**

NO ONE COVER INDIA BETTER THAN US.



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**GAURAV MARYA,**  
Chairman,  
Business Advisor Entrepreneur  
& Author

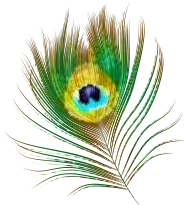
## ACCELERATE YOUR FRANCHISE GROWTH

The year 2012 was good for the franchise industry. As per the findings of the first ever "Indian Franchise Report" released in November 2012, 85% of franchises are today run by people holding a post graduate or graduation degree, and usually after having worked in an MNC or a professional organizations for a few years. Franchisees have liked the business, an overwhelming 92% of existing franchise owners have shared that they would be happy to open an additional franchise store. The majority (57%) would like to opt for multi-brand franchise and a significant proportion (18%) would like to open another store from the same franchisor. Overall, the franchise sector is clocking a 28% growth, and this is happening on the back of services and retail businesses. Many aspirant entrepreneurs are taking up franchise opportunities, and buying into an established business instead of taking the extra risk of an independent start-up. This is an exciting time for entrepreneurship in India. Two megatrends are transforming the economy. Consumerism and modern entrepreneurship has hit the country at the same time. Both trends are feeding each other, in that entrepreneurial firms are more suited in establishing the last mile connect for consumer businesses, as they are more responsive to consumer needs and changes in demand and are better positioned to address these changes rapidly in their small business, locally through their partners. The franchise industry will see unparalleled growth in this phase of entrepreneurship, as it covers the risk entrepreneurship while liberating the business owner to create greater benefit through initiative and drive.

The Franchise and Retail Opportunity (FRO) event has now completed 56 successful editions. In the year 2013 FRO will continue to facilitate startups and businesses in the growth-stage to partner with the entrepreneur-community across the length and breadth of India. The FRO exhibition will bring franchisors in to direct access with the potential franchise buyers from across every single region of the country. The franchise community will meet and interact, looking to investigate all manner of opportunities, including single units, area developments and master franchises. Following the continued success of the shows in Dubai across 2011 and 2012, this year Franchise India has planned an exclusive Franchise Show in Sri-Lanka in this year.

I look forward to your participation in 2013 at FRO event.

Happy Franchising  
Gaurav Marya



Riding the  
economic  
wave to  
become a  
franchise  
owner



# OUR BRANDS & PHILOSOPHY

Franchise India now in its 15th year, has been mentors of change. The change has been structured in the thinking; embracing and complying with novel Business ideas for fresh business opportunities to incubate and find a befitting unite. Since its inception in 2003, Franchise India Exhibitions have benefitted over 5 lakh business investors with over 250 shows held both in India and overseas.

In 2012 alone, Franchise India Exhibitions has touched over 150,000 business buyers and assisted over 850 companies in their franchise journey thus instituting consequential relationships, either by creating an access in Tier 2 and Tier 3 cities or finding partners in International locations, thus, fulfilling the needs of companies to expand their business through franchising. Franchise India Exhibitions work on a single mantra of being franchise-focused & investor-centric.

**OPPORTUNITY:** The show will unlock greatest opportunities in today's exciting trading environment as it opens new business

avenues in products or services to explore premium distribution and franchise agreements with Indian and international companies.

**KNOWLEDGE:** Behind every successful business is sound planning, identification of finances needed, the training, and clear expectation on when you start making money. The conference will involve in-depth examinations to help to raise awareness of franchising and develop an individual's ability to effectively evaluate franchise opportunities and their scope.

**NETWORKING:** A platform to interact with industry's leaders and growing your connections with brand custodians to strike meaningful business associations.

**SUCCESS:** Discuss latest thinking with exhibitors & industry leaders to formulate business development plans that you can utilize in own business operations in addition to gathering best practices.

## Supported By





250+ Franchise Exhibitions in India & Overseas  
**PIONEERS IN FRANCHISING**

In its 15th year, Franchise India is credited for being the first and most successful company in franchise solutions. Our exhibitions offers Pan-India expansion opportunity to all its participants. FRO2013 is India's biggest platform for franchise & retail expansion. Plan your Pan India franchise expansion with us, Consider our 2013 event calendar.

**Event Calender**

Exhibitions	Cities	Dates	Venue
FRO2013	Chennai	February 2-3	Green Park Hotel
FRO2013	Jaipur	February 16-17	Ramada Plaza
FROSouth	Hyderabad	March 9-10	Hyderabad International Convention Centre
FROEast	Kolkata	April 6-7	TBA
Franchise Srilanka 2013	Colombo	April 20-21	PICO Exhibition Centre
Franchise UAE2013	Dubai	May	Crowne Plaza
FROWest	Mumbai	May 18-19	Nehru Centre, Worli
FRO2013	Ahmedabad	June 15-16	Pride Hotel
FRO2013	Chandigarh	June 29-30	Taj Hotel
FRO2013	Pune	July 13-14	Sun n Sand Hotel
FRO2013	Lucknow	July 27-28	Clarks Avadh Hotel
FRO2013	Indore	August 17-18	Sayaji Hotel
Master Franchise Show2013	Mumbai	August 24-25	The Lalit Hotel
FRO2013	Bangalore	September 7-8	Nimhans Convention Centre
Franchise India 2013	New Delhi	October 19-20	Pragati Maidan
FRO2013	Agra	November Mid	TBA
FRO2013	Surat	December 8-9	TBA

# CREATING INNOVATIVE SERVICE

**Who should exhibit**  
 Statistics from our past shows have indicated that 85% of visitors are seeking a business opportunity & would like to start a business within next 3 months & therefore it is a perfect podium for:

- ◆ Companies in a phase of expansion to develop franchise/channel network.
- ◆ Business solutions for startups & SMEs
- ◆ Find partners, new clients or licensees for your business

**Why should you exhibit?**

- ◆ To expand your franchising network
- ◆ To develop your sales network meeting potential, qualified franchisees
- ◆ To find partners or distributors
- ◆ To find new clients or licensees

# FOCUSING ON OUR INVESTOR

## VISITORS PROFILE

- ◆ Entrepreneurs seeking Business Opportunities
- ◆ Prospective and Potential Franchisees & retailers
- ◆ Retail Investors & Business Buyers
- ◆ Entrepreneurs seeking Agency Rights
- ◆ Existing Franchisee's both Domestic & International
- ◆ Retailers & Distributors already representing top brands
- ◆ Franchise Brands, Retail Brands & Stores
- ◆ Builders & Real Estate Developers
- ◆ Property owners from India and overseas
- ◆ Banks & financial institutions funding the SME sector
- ◆ Representatives from International organizations wanting to enter the Indian marketplace
- ◆ Small to Medium business owners wishing to expand or diversify their existing businesses
- ◆ Trade delegations and associations looking at larger business enlargement for members
- ◆ Corporate looking to increase their Brand portfolio
- ◆ Government and Business Procurement Managers
- ◆ Master/multi-unit Franchisees /looking to add more brands in their Business empire
- ◆ Business Development Professionals looking at cross tie-ups with non compete Brands
- ◆ Product Manufacturers can meet with Licensing Companies



## FRANCHISE PAVILION

### Franchise Expo

One word that would sum up the show is 'Opportunities'. At FRO 2013 the Business Visitors will discover a world of business concepts showcasing Indian and International Franchising and Retail Ideas. Over 850 reputed brands from more than 100 sectors of retail and services exhibited in 2012 and over 150,000 serious entrepreneurs visited the expo to match their Business ambition with franchise companies while sampling the concepts. This Year promises to be much bigger in all respects with higher expected attendance and exhibitor participation.



Some of the franchisors who exhibited at our past shows





## SME & RETAIL SUPPLY PAVILION

The SME India and Retail Supply pavilion aims to support entrepreneurship and to resource entrepreneurs and small business owners with business building tools to help micro, small & medium business start, grow and succeed by ensuring a wide range of business aids, be it banking solutions or leveraging non-traditional sources of capital, technology solutions or smart advertising. These resources are intended to aid business owners, entrepreneurs, and professionals to initiate, finance, formalize, and grow their businesses. Retailer Supply 2013 will bring together world-class technology and retail design suppliers to an audience of Retail Professionals who are eager to keep up with the latest trends & industry developments in a market that is changing more rapidly now than ever before.

Also it is expected that by 2013, India will have 600 new shopping centers; commensurately the organized retail industry is likely to require an additional 220 million sq ft to meet its growth.

### Who should exhibit

Perfect platform for business solutions & resource providers who keen to establish partnership with SMEs & can include:

- ◆ Banks & Funds companies offering SME loans & VC funding, Real estate brokerage
- ◆ Financial & investments consultants, Retail real estate consulting companies
- ◆ Government and public bodies that support SME development
- ◆ Design and design-related service providers
- ◆ Advertising, media agencies & marketing services providers
- ◆ Brand consultants, PR companies, Property management companies
- ◆ Legal, accounting & taxation services
- ◆ Start-up services & business centers, Construction and development companies
- ◆ Product testing & standards

### Who would attend

- ◆ Property Buyers and Investors
- ◆ Retail Brands looking for properties
- ◆ Architects and Engineers
- ◆ Facility and Property Managers
- ◆ Retail Real Estate Developers
- ◆ Real Estate Brokers and Agencies
- ◆ Project Managers
- ◆ Property Advisers/ Appraisers
- ◆ Property Investment Companies
- ◆ Entrepreneurs/ Business Buyers
- ◆ Professionals
- ◆ Institutional & Corporate Investors
- ◆ Land Owners looking for joint ventures

### Opportunities to exhibit

- ◆ Retail Technology
- ◆ Logistics & Supply Chain Solutions
- ◆ Retail Shop Fittings & Design

## RETAIL PAVILION

### Retail Expo

Indian retail sector growing at 30% per annum and with government policies favoring the franchise tie-ups in retail globally, FRO 2013 will serve as one of its kind retail opportunity show that answers comprehensive needs of a retailer. It would be an ideal platform to highlight leading brands and retail concepts to seek a variety of opportunities.

### Opportunities to exhibit

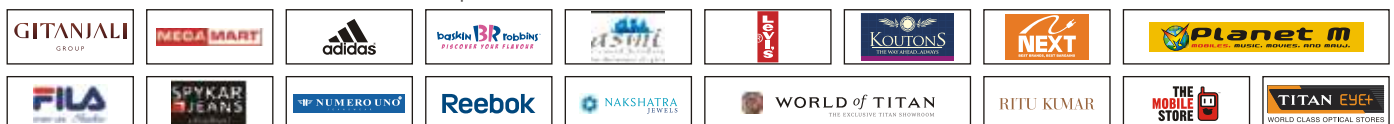
Expose your Retail concept to new markets, business buyers, partners, distribution channels & key decision makers  
Generate leads, research new trends, launch new products, position your business profile across the industry and build brand equity  
Come face-to-face with retail suppliers and vendors covering various aspects of retail support products & services.

### The zones

Food & Beverage < Fashion < Jewellery < Specialty Formats



Some of the retailer who exhibited at our past shows



## LICENSING PAVILION

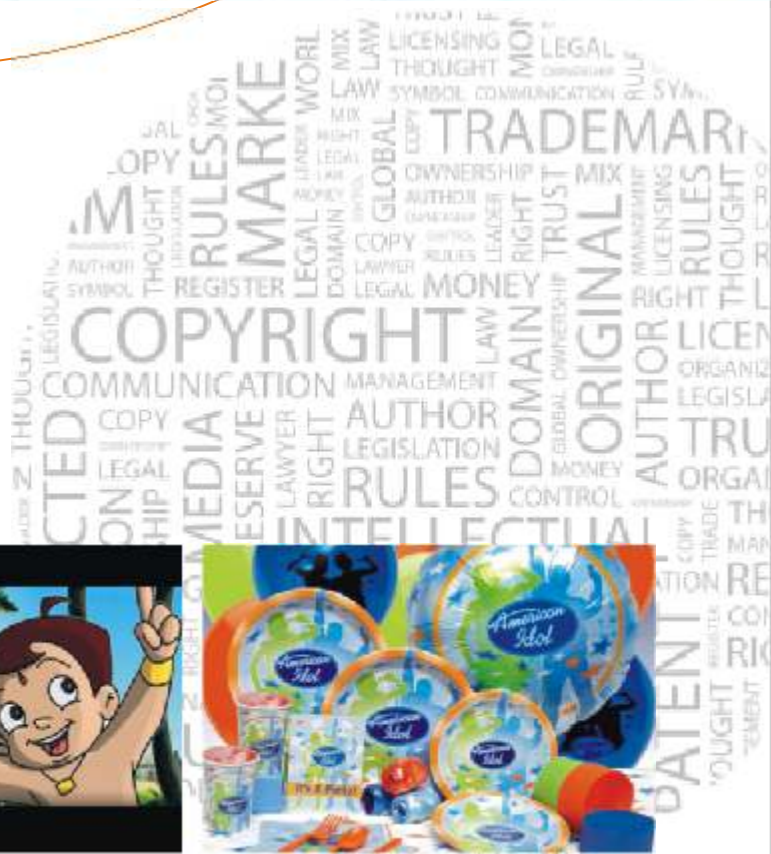
The licensing industry worldwide is estimated at \$187 billion. Though the concept of licensing is still at a nascent stage in India but is fast gaining acceptability. Emergence of modern & more organized retail in India, estimated at US\$ 200 billion & projected to grow at 5% per annum, has set the pace for new collaborations between International licensing companies & Indian business houses. Brand Licensing & Merchandising Show 2013 will encourage networking, knowledge sharing and business deals in licensing. As the 8th edition, the show has added business matching to the popular knowledge sharing aspect. The Licensing Pavilion is special destination set-up for meeting and interactions between Indian suppliers and manufacturers, with top international brands keen on extending their brand identify in India, and selling licensing rights for the Indian sub-continent

### Areas of discussion

- ◆ Anatomy of a license agreement
- ◆ Royalty management and auditing
- ◆ Developing, managing & growing a successful brand licensing program
- ◆ Issues in sourcing & manufacturing
- ◆ Working with licensing agents
- ◆ Designing a style guide for your brand
- ◆ The retail connect of licensing
- ◆ Sports licensing
- ◆ Celebrity & entertainment licensing
- ◆ Corporate licensing
- ◆ FMCG & restaurant brand activity
- ◆ The ins & outs of clearances

### Who should attend

- ◆ Brand owners: companies that are potential licensors
- ◆ Licensing professionals from various industries
- ◆ Manufacturers/ Licensees
- ◆ Retailers/ Distributors/ Wholesalers
- ◆ Brand and Property Owners
- ◆ Advertising and Marketing Agencies
- ◆ Licensors & Licensing Agents
- ◆ Promotional Strategists
- ◆ Marketing Heads & Brand Managers
- ◆ Management Students



# ENTREPRENEURSHIP SUMMIT

It's an opportunity for you to connect with the country's best and brightest minds to explore how to fuel the growth of your business. The conference brings together the speakers that are the best breed of entrepreneurs, innovators, venture capitalists, business model creators, consultants, policy-makers, academicians, support groups, business coaches and business practitioners to present and discuss innovation and success under the aegis of entrepreneurship for Small and Medium Businesses as they recount their learning and experiences, share their insights and practices that have enriched their ventures.

Who must attend?

## Who must attend?

The Entrepreneurship Summit is a place where like-minded & entrepreneurially driven individuals who gather together to identify opportunities and create the foundation for potent SMB owners. This event is a must attend for entrepreneurs looking to jumpstart their ideas.

- ◆ Local business owners
- ◆ Aspiring entrepreneurs
- ◆ Students & recent graduates
- ◆ Entrepreneurs leading start-ups, fast growing ventures & spinouts
- ◆ Potential franchisees investing in Franchise/Retail System
- ◆ Franchisors/ Licensors/ Franchisees/ Licensees/ Licensing Agents
- ◆ Founders, CEOs, COOs, Presidents & other key senior staff of franchise & Retail systems
- ◆ Emerging franchisors
- ◆ Entrepreneurs & Emerging franchisors looking to franchise their business
- ◆ Chain store operators seeking alternative distribution and reorganization methods
- ◆ Franchise consultants or suppliers

- ◆ Retail Business Owners who need new ideas & want to streamline their operations
- ◆ Product manufacturer companies foraying or already in Retailing
- ◆ Professional firms, architects, landscape and urban designers
- ◆ Banks and other sources of development funding
- ◆ Manufacturers looking for licenses or franchise systems to enhance their products
- ◆ Retail Suppliers from Real Estate & Technology
- ◆ Venture Capitalists and Angel Investors
- ◆ Professional from consulting, law, accounting, etc.





# INTRODUCING REGIONAL SHOWS

Investors, aspiring entrepreneur and business owners here is your chance to grab the lifetime opportunity with Regional Shows of FRO 2013, an initiative of Franchise India Holdings Limited. Franchise India Exhibitions' is honoured to convey that our exhibitions have benefitted over 500,000 business investors with over 250 shows held both in India and overseas. In 2012 alone, we assisted over 850 companies and over 1,50,000 visitors.

Acknowledging the great success of the previous years, Franchise India Exhibitions' team is glad to inform you that in the year 2013, the event is all set to target three most promising regions of India with its FRO South, FRO East and FRO West.

## FRO SOUTH INDIA

Continuing the legacy to success of our multi-city FROS, Franchise India is back with its FROs for 2013 in its new avatar called Regional shows.

To begin with is FRO South scheduled to be organised on March 9 - 10, 2013 at Hyderabad International Convention Centre (HICC), Hyderabad. The show will comprise Exhibition and Conference and is all set to bring together the most promising business concepts and potential aspirants from the Southern region of India. The southern region is quite prospective as the cost of real estate is considerably less. The prevailing conditions are quite congenial for business owners and business aspirants to expand in the region at a fast pace. Equipped with deliberate marketing activities, FRO2013 Hyderabad is expected to witness over 6,000 potential visitors from the region and including neighboring states. The regions that will be covered may include Karnataka, Kerala, Tamil Nadu and Andhra Pradesh.



## FRO WEST INDIA

FRO West will target entire Maharashtra, Gujarat and Madhya Pradesh. The show will definitely present a plethora of business opportunities in franchising, retail and entrepreneurship. FRO West 2013 is presented by Franchise India and is scheduled to be held on May 18-19 at Nehru Centre, Worli, Mumbai. Mumbai is the commercial hub of India and is one of the top 10 centres of commerce internationally in terms of global financial flow. FRO West targets two most important cosmopolitan business cities Mumbai and Pune which are India's most important economic hub generating 40 per cent of the country's GDP.

FRO West is credited for bringing together the most lucrative and brightest business concepts and potential investors from the western region of India. There will be companies ranging from Food & Beverages, Apparel, Specialty Retail, and Jewellery to Service sectors for you to explore. Armed with efficient and strong marketing team and an impressive line-up of exciting value-added programs, FRO2013 is all set to be the must attend event this year.





## FRO EAST INDIA

In our initiative to target three different regions of India with FRO 2013, the FRO South will be followed by FRO East. FRO East Kolkata is expected to bring in tremendous franchise opportunities. Over the years East India is now an emerging market and has the appetite for the branded products. There is an enormous rise in the business potential in this hitherto untapped region. And in the present scenario, the East is definitely leading the franchise trends, with Kolkata as the market hub. Acknowledging this potential Franchise India is organizing FRO East 2013 in Kolkata on April 6-7, 2013. Fulfill your entrepreneurial aspirations with us at FRO East 2013. FRO East would be focusing on entire eastern zone including West Bengal, Orissa, Assam and Bihar etc.



# PREMIER SHOWS

## FRANCHISE INDIA 2013

India's premier and most trusted annual business & tradeshow, Franchise India 2013, the flagship show of Franchise India is back in its 11th edition to provide a platform for highly evolved prospects & qualified investors and entrepreneurs from across India, neighboring countries and delegations from other parts of the world to meet face-to-face with some of the most accomplished Business Ideas, attend unparalleled Business summits and seminars and learn more about India and fast growing MSME industry in India.

Whether you're looking to grow your franchise network in the Indian market, collaborate with International Business concepts, take your concept international or supply to the franchise, retail and Small Business community, The show promises to be the biggest Business spectacle offering enormous opportunity that will encompass all facets of Franchising and Retail assorting Franchise Expo, Retailer 2013 surrounding the Fashion zone, Food zone, Jewellery zone, Retail supply zone, Market Place Expo & Brand Licensing zone in addition to International Franchise Expo and SME India Expo. A combination of Opportunity and Knowledge will be packed in an all-inclusive conference program on the subject matter of Small Business Franchise, Retail & Real Estate & Licensing structured in a well rounded Entrepreneurship summit, Licensing Conference and Knowledge Series.



## MASTER FRANCHISE SHOW 2013



## MASTER FRANCHISE SHOW 2013

This Master Franchise Show is the premier event in master franchising, attracting the most successful multi-unit/ Brand operators, Global brands, and service providers in the industry. The Master Franchise Show is aimed at assisting High Net worth investors, corporate looking for low risk, high reward business development opportunities and for existing franchisors/ business owners wishing to develop new brands concepts. The exhibition will have variety of International franchises outlining their concepts and business operations. Master Franchising allows people or corporations to purchase the rights to sub-franchise within a certain territory. The master franchisee purchases this specific territory from the franchisor and then shares in the revenue from franchises in that territory.

## FRANCHISE SRI LANKA 2013

Sri Lanka, since its liberation, has, in past two-three years, emerged as one of the key markets for various global brands. The market is ready to be tapped as the new class of consumers emerges including youth and working class. This new consumer class is educated and well aware about the brands and products giving rise to huge demand.

The time is ripe for the brands from various sectors including fashion, food & beverages, beauty & wellness, education, retail, services and others to enter the country, expand operations and reach the consumers. FRO Sri Lanka 2013 gives you an opportunity to meet these global brands and write a successful franchising story in the most upbeat market.

So come join us at PICO Exhibition Centre on April 20-21 to explore a plethora of brands and be a successful franchisee.



# COST OF PARTICIPATION

## STANDARD PACKAGE

Rs. 1,00,000/- + Service Tax  
(Rate applicable for 8 Sq.m.)

## COMBO PACKAGE

Rs. 1,25,000/- + Service Tax  
(Rate applicable for 8 Sq.m.)  
1 full page advt. in SHOW CATALOGUE

## SUPER COMBO PACKAGE

Rs. 2,00,000/- + Service Tax  
(Rate applicable for 8 Sq.m.)  
1 full page advt. in SHOW CATALOGUE  
1 full page advt. in  
THE FRANCHISING WORLD OR RETAILER



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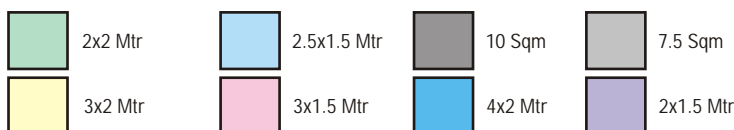
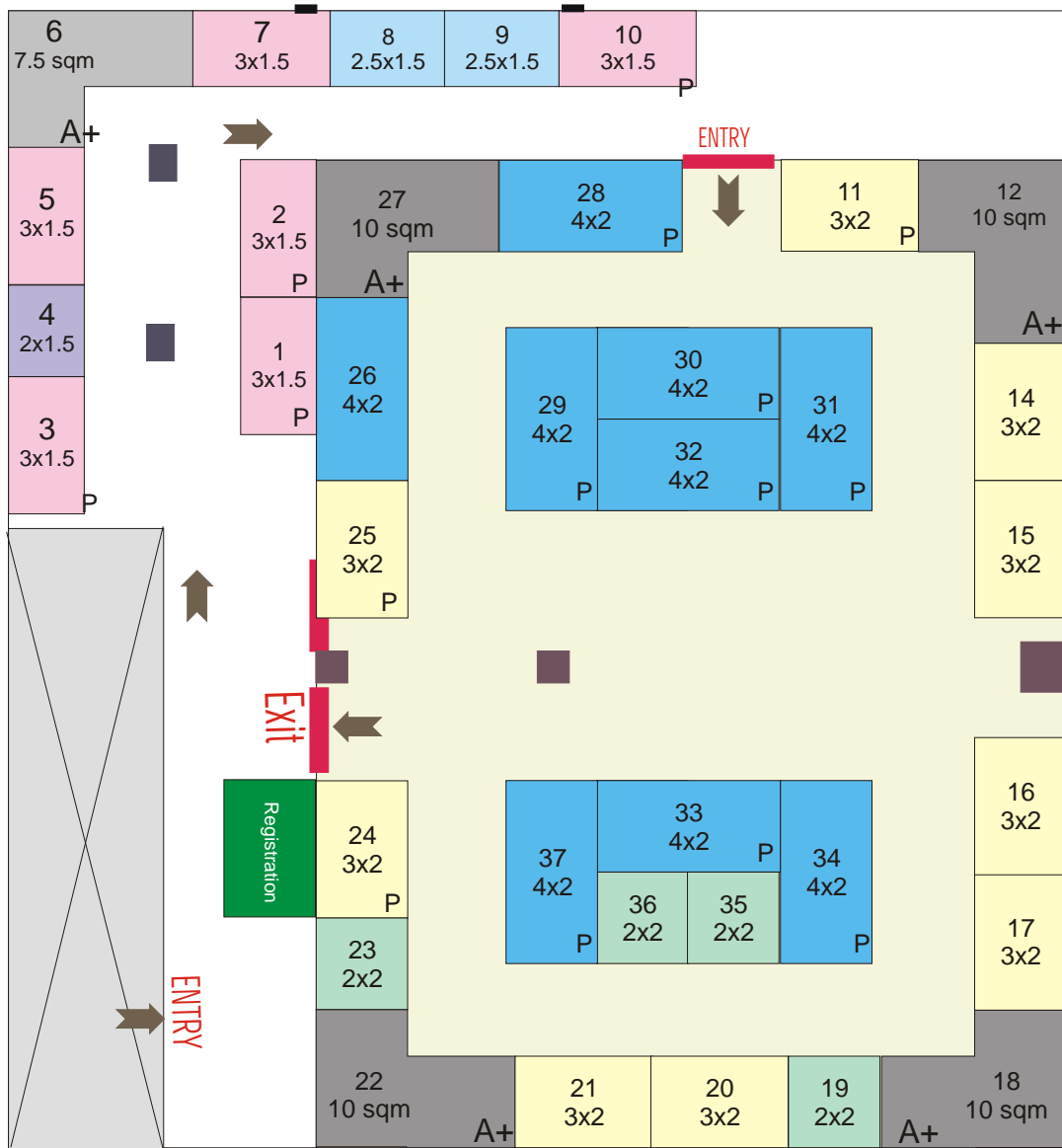
& **Indian Franchise Association**

Presents

# FRO 2013

58TH NATIONAL FRANCHISE, RETAIL & SME SHOW

FEBRUARY 16 - 17, 2013, HOTEL RAMADA PLAZA, JAIPUR



Organised By

**FRANCHISE INDIA**  
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