



Want to locate potential franchising partners in India?

“Focus Franchising” offers unique, cost –effective franchise opportunities for U. S. Food Franchisors

With an investment of \$1.1 billion and sales turnover of \$2.7 billion, over 70 international franchise operations are successfully operating in India. Franchising in India is growing at the rate of 30% and is becoming the business model of choice, most noticeably in the food & beverage and education sectors. Franchising accounts for 3% of India’s total retail market.

Here is a unique low cost opportunity to find the right franchising partner for your brand in India.

Promotion focus: U.S. Food Franchise Concepts – August-September 2009

Application deadline: July 25, 2009

Click [here](#) to register now

What does it do for you?

“Focus Franchising” will prominently promote your brands’ product brochures / literature in India for two months August-September 2009. The CS India Franchise team will:

- Identify partners for your brand through seven Commercial offices in India located at Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, and New Delhi.
- Send promotional mailers about your brand to target business contacts in your industry sector, Chambers of Commerce and Indian companies that are seeking new franchise brands / concepts
- Will organize press releases to publicize your brand

What do you get by participating?

- Quality trade leads and inquiries generated during the program
- Publicity for your brands in India
- Introducing your brands in the Indian franchising market to a customized target audience at a low cost
- Establishing new and profitable commercial relations with Indian companies
- Knowledge of the Indian franchising market

Food Franchising in India

- According to the India Food Franchising Report 2009, the size of Indian food service market is \$11 bn.
- In 2007-2008, India’s, consumer food services’ value sales grew at 20%, second only to Vietnam and Indonesia.
- Indian Food franchisors are busy recruiting new franchisees for their business.
- Middle class Indians (approx. 350 mn) are growing up with American fast food, and are patronizing American food franchisees

Participation fee per company:

\$700 for SME – firms with 500 or fewer employees or self certified as small business under SBA regulations

\$2300 for large companies – firms with more than 500 employees

Note: Product literature must reach us at least two weeks before the deadline

Program description: The Franchising Focus Promotion-India is an exclusive program to introduce U.S. concepts/brands in the Indian franchise market. It offers an in-depth experience for U.S. franchisors to understand the Indian market, and to establish new and profitable commercial relations with Indian companies. The U.S. Commercial Service Franchise team in India has designed this **unique cost-effective program** to offer U.S. franchisors the opportunity to present their franchise concepts/brands to a **customized target audience** of potential investors seeking master licenses of U.S. brands in India. Immediately after the promotion, U.S. participants/franchisors will receive a list of pre-screened potential franchisees from all over India. For more information about the program, please contact Mala Venkat at mala.venkat@mail.doc.gov, Tel: (91-44) 2857-4293

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