



Want to locate potential franchising partners in India?

“Focus Franchising” offers unique, cost-effective opportunities for U. S. Wellness, Beauty, and Health Care Franchisors

With an investment of \$1.1 billion and a 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 wellness sector. Franchising accounts for 3% of India's total retail market, and is expected to transform the landscape of this \$330 billion sector.

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

Focus: U.S. Wellness, Beauty, and Health Care Franchise Concepts

Time Line: October-November 2009 – All India (7 offices)

Registration deadline: October 20, 2009

What does it do for you?

“Focus Franchising” will prominently promote your brands’ product brochures / literature in India for two months Oct-Nov 2009. The Commercial Service 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 targeted 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
- Introduce your brands in the Indian franchising market to a customized target audience at a low cost
- Establish new and profitable commercial relations with Indian companies
- Knowledge of the Indian franchising market

The Beauty & Wellness market in India

- According to published reports, the size of the Indian fitness market is \$520 million, and is growing at 40% annually.
- The Indian retail beauty and cosmetic market is currently estimated to be \$950 million.
- The cosmetics market is growing at 15-20% annually, twice as fast as the United States and European markets.
- Middle class Indians (approx. 350 million) are increasingly spending their disposable income on spa treatments, health clubs, and wellness programs.

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

Program description: The Focus Franchising 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

REGISTER NOW!