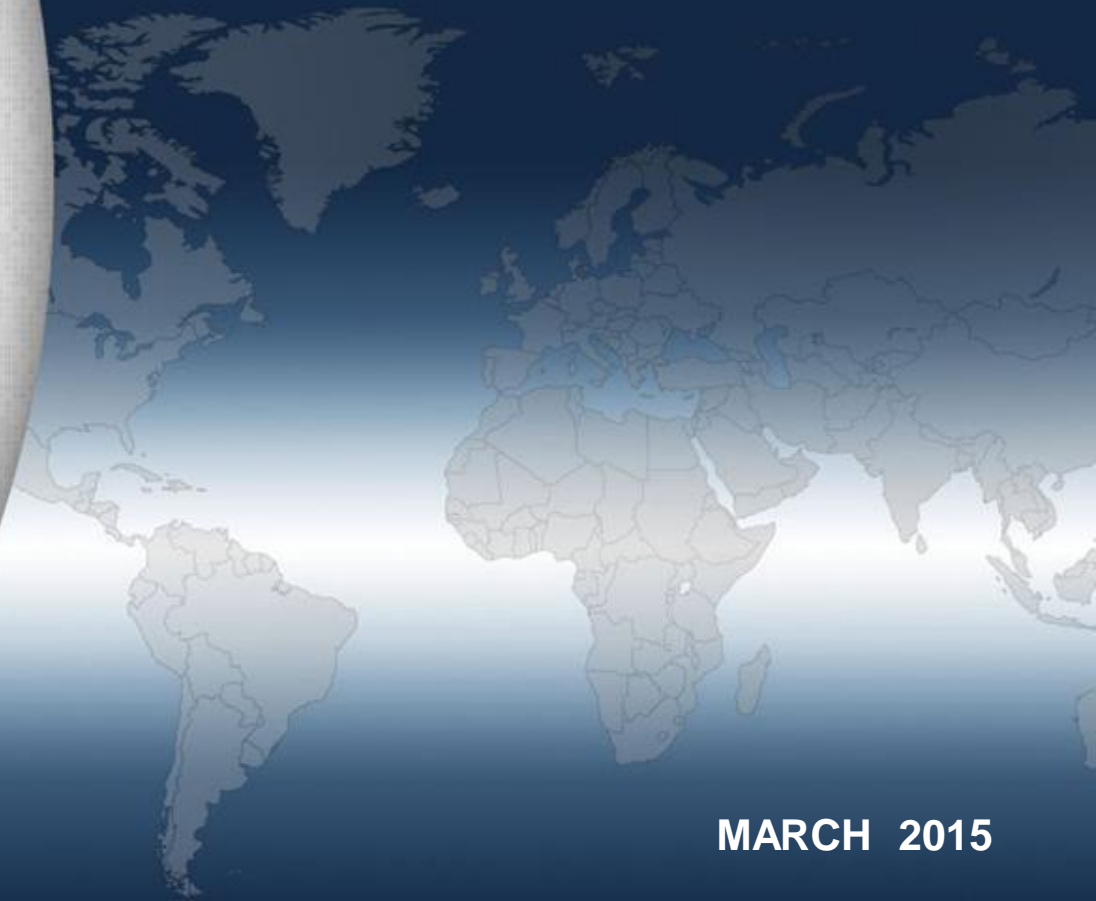


# FRANGLOBAL – CAPABILITIES AND CREDENTIALS



MARCH 2015

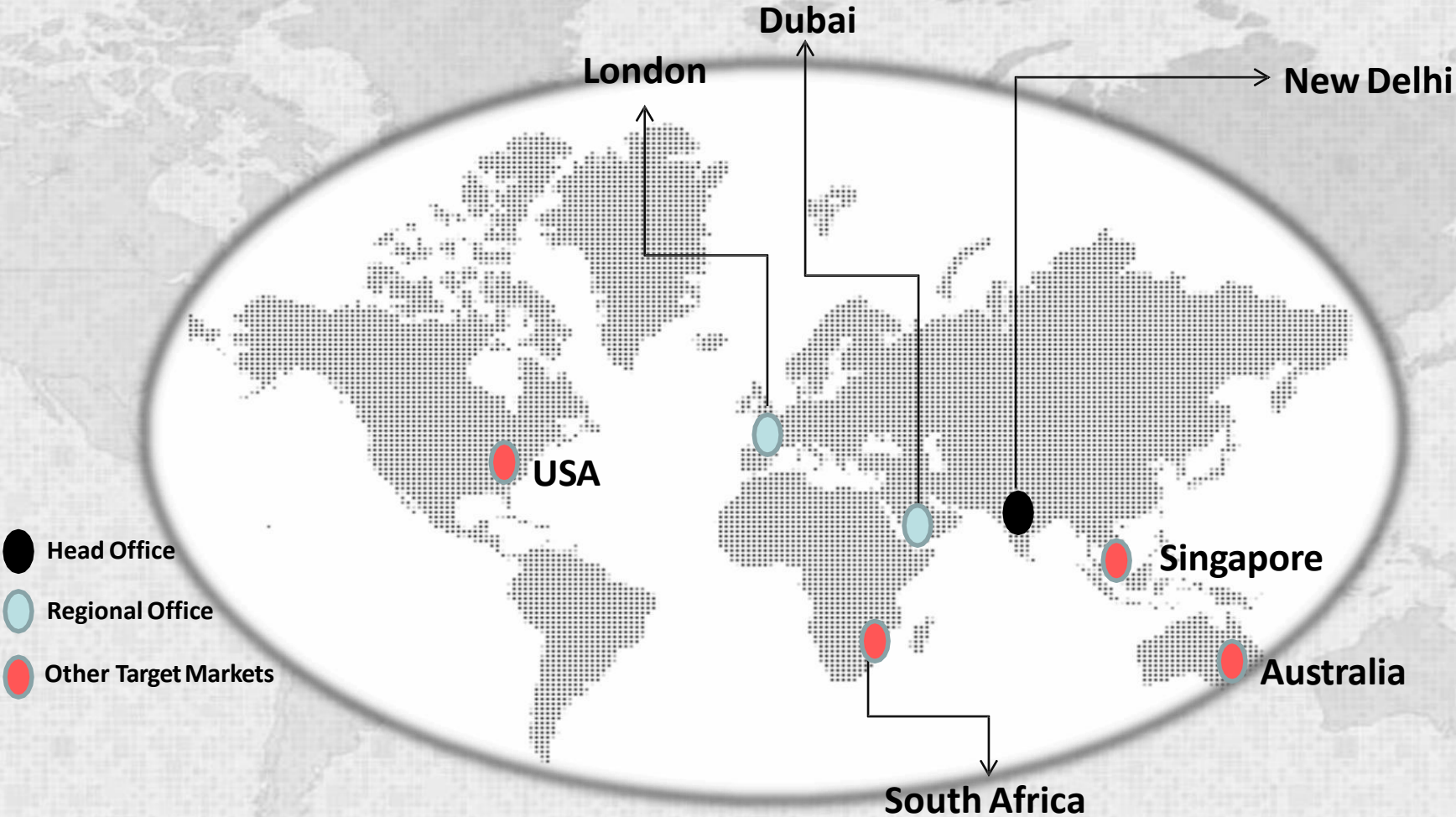
# About FranGlobal

**FranGlobal** is the **international business arm of Franchise India Holdings Limited (FIHL)** – Asia's largest franchising Solutions Company. As your dedicated strategy and implementation advisors, we are your market entry and growth enablers.

**At FranGlobal**, Having successfully partnered multiple international companies enter & expand in India and other geographies, we are fully conversant with the requirements of an international company and we leverage our prior expertise in assisting you avoid pitfalls associated with entering complex markets like India. Our team of experienced consultants gives you a thorough understanding of the market of interest, discover and research opportunities, arrange your meetings with potential end-users, identify partners with the right kind of synergy and handhold you till the company is well established in the market. With a successful history of 14 years and over a million man hours of business advisory experience, we take pride in offering our bouquet of services to you.

**FranGlobal**, having offices in **New Delhi, Dubai, London** and **South Africa**, is well positioned to assist any organization expand their footprints in multiple geographies across the globe. **Having worked with many illustrious international Brand (E.g. The Coffee Bean & Tea Leaf, Gloria Jean's Coffees, KFC, McDonalds, Sbarro, Levis, Benetton, Roberto Cavalli, Reebok, Baskin Robbins, PepsiCo, Yogurberry, Nina Ricci, etc.).** **FranGlobal is perfectly positioned to help Brand enter and expand in India.**

# International Presence



# Franchise India: India's Largest Business Network

- Presence in 231+ cities across India
- 150,000+ Registered Investors
- 13 Zonal Offices
- Serviced 1200+ Brand till date



*Effective, anytime-anywhere integrated business transaction capability*

# Our complete range of services



Market Opportunity  
Assessment

Feasibility Analysis

Franchisee  
Acquisition  
(Marketing &  
Recruitment)

Review and  
Recommendations  
Advisory

Business Plan  
Preparation

Franchisee Auditing

India Entry Strategy

Conceptualizing &  
Building up the  
Franchise Idea

Financial Modeling  
and Financial  
Analysis

# Our complete range of services

<b>Verticals</b>	<b>Services offering</b>
<b>Market Opportunity Assessment</b>	<ul style="list-style-type: none"><li>▪Our on-site analysts understand operational format</li><li>▪General marketing characteristics of the business</li><li>▪Gain familiarity with prior expansion strategies, if any.</li></ul>
<b>Feasibility Analysis</b>	<ul style="list-style-type: none"><li>▪ We help to identify business opportunities for both domestic and export markets and evaluate future potential for a product &amp; services. We also undertake studies to test a product concept or an idea prior to its market launch.</li></ul>
<b>Business Plan Preparation</b>	<ul style="list-style-type: none"><li>▪Our customized business plan involves preparing detailed Performa and financial projections, including a five-year cash flow, besides recommending operational, legal and marketing aspects of the business for setting short- and long-term goals.</li></ul>
<b>India Entry Strategy</b>	<ul style="list-style-type: none"><li>▪Based on the market and concept research findings, we perform a case specific analysis to recommend the best market entry model to our clients.</li></ul>
<b>Franchisee Acquisition (Marketing &amp; Recruitment)</b>	<ul style="list-style-type: none"><li>▪Dependent on the recommended mode of entry, we identify the best partner for our client based on the right synergy with the client's existing business.</li></ul>

# Our complete range of services

Verticals	Services offering
<b>Franchisee Auditing</b>	Our team also provide Franchising Auditing which will include a complete inspection of all the Franchise details then formulate a plan for better Functioning of the Franchise. Franchisee auditing is a key component as it lay The guideline for whole functioning & working of Franchise
<b>Financial Modeling &amp; Financial Analysis</b>	Our financial modeling support is designed to provide a future overview of the business. Financial modeling builds an abstract representation (a model) of a financial decision under various situations. It's a mathematical model designed to represent the future performance of a business, a project, or any other form of financial investment.
<b>Conceptualizing &amp; Building up the Franchise Idea</b>	Our dedicated team of consultants Conceptualizing & Building up the Franchise Idea for clients based on the investment requirement & Region specific needs. Conceptualizing & Building up the Franchise Idea includes developing the whole Franchise . Its structure , financial needs, Marketing Strategy and Profit Maximization Strategies.
<b>Review and Recommendations Advisory</b>	We also provide review and recommendation advisory for our clients which will include a in-depth study after the establishment of Franchise. We will be doing complete review of the franchise in order to increase efficiency & Maximize Profit.

# Leading Corporations served across the globe

*We have served leading corporations across the globe in their strategy development and execution*



Globally, over 700 companies consult us for their growth & expansion strategies



# Franchise India has received extensive coverage in both National and International Media for facilitating the India entry of brands

- <http://money.cnn.com/news/newsfeeds/articles/globenewswire/10103114.htm>
- <http://www.thehindubusinessline.com/news/international-brands-to-get-a-taste-of-india-this-year/article6193872.ece>
- <http://www.marketwired.com/press-release/chem-dry-signs-master-franchise-deal-in-india-1901013.htm>
- <http://www.clickpress.com/releases/Detailed/689582005cp.shtml>
- [http://articles.economictimes.indiatimes.com/2013-07-12/news/40536541\\_1\\_flagship-stores-shoemaker-first-phase](http://articles.economictimes.indiatimes.com/2013-07-12/news/40536541_1_flagship-stores-shoemaker-first-phase)
- <http://timesofindia.indiatimes.com/business/india-business/USs-Fatburger-to-gain-calories-with-India/articleshow/20302927.cms>
- [http://articles.economictimes.indiatimes.com/2013-06-18/news/40049639\\_1\\_burger-king-the-counter-burger-chain](http://articles.economictimes.indiatimes.com/2013-06-18/news/40049639_1_burger-king-the-counter-burger-chain)
- <http://businesstoday.intoday.in/story/service-will-drive-franchising-gaurav-marya/1/199969.html>
- <http://timesofindia.indiatimes.com/business/india-business/French-luxury-company-Longchamp-eyes-India-entry/articleshow/18156667.cms>
- <http://timesofindia.indiatimes.com/life-style/fashion/designers/Karmik-first-Indian-store-now-in-Pakistan/articleshow/21505746.cms>



# India Market Entry

# India Market Entry

- **Single Master Franchise or Regional Master Franchise or Multi-Unit Operators**
- **Recommended Commercials for Franchise agreements**
- **Positioning and Pricing strategy for the India market**
- **License and approvals required**
- **Supply Chain Recommendations**
- **Recommendations on addressing the need gaps existing in the organized market**
- **Key Issues faced by competition historically and recommended mitigation strategies**



**India Market Entry  
Facilitation: F&B concepts**

# Our Experience with leading International F&B Brands



# Most Recent F&B Case Studies



- Leading US burger chain Fatburger signed up with Franchise India for India entry in first quarter of 2013
- Franchise India devised the India entry business model and the corresponding financial model for the India entry of Fatburger
- Franchise India carried out an exhaustive marketing campaign for Fatburger using all the marketing mediums to shortlist the right kind of partners for the brand
- India Validation trip was organized for the team at Fatburger in June end when they visited India and interacted with a few potential partners that Franchise India had lined up for them
- 2 partners were selected for engaging in further discussions
- Fatburger finally signed-up the Master Franchise Agreement with Vazz Foods (Part of India's largest pharmaceutical company Ranbaxy) for North India in August 2013  
<http://www.thehindubusinessline.com/news/international-brands-to-get-a-taste-of-india-this-year/article6193872.ece>



- UK based Yo Yo Noodles signed up with Franchise India for India entry in first quarter of 2013
- Franchise India devised the India entry business model and the corresponding financial model for the India entry of Yo Yo Noodles
- Franchise India carried out an exhaustive marketing campaign for the brand using all the marketing mediums to shortlist the right kind of partners for the brand
- India Validation trip was organized for the team at Yo Yo Noodles in October when they visited India and interacted with a few potential partners that Franchise India had lined up for them
- National Master Franchise for Yo Yo Noodles was signed up in October, 2013 at the Franchise India Show (world's largest franchising and licensing exhibition) in New Delhi where Franchise India had represented the brand from their Mega International Pavilion  
<http://www.indiahospitalityreview.com/news/yoyo-noodles-foray-indian-market-franchise-route/9860>

## Most Recent F&B Case Studies



- Carl's Jr. is the third largest burger chain from the US which had been trying to enter the India market since 2011 but was unable to do so as they could not find the right partner
- In late 2013, the brand gave Franchise India the mandate to recruit a suitable Franchise partner to launch the brand in the country
- Franchise India carried out an exhaustive marketing campaign for Carl's Jr. using all the marketing mediums to shortlist the right kind of partners for the brand
- India Validation trip was organized for the team at Carl's Jr. in February 2014 when they visited India and interacted with a few potential partners that Franchise India had lined up for them
- Carl's Jr. immediately liked the partner introduced by Franchise India since they had prior F&B experience
- Carl's Jr. finally signed-up the Master Franchise Agreement with Cybiz Corp (erstwhile owners of Kwality Walls ice-cream) for pan India in September 2014

**LORD OF THE FRIES**

- SGKI International (Gurgaon based firm predominantly into coal trading) had given Franchise India the mandate to approach “purely vegetarian” brands for pan India Master Franchise proposition
  - Franchise India identified and shortlisted 3 international brands who were “purely vegetarian” and were looking at entering India
  - Australian chain “Lord of the Fries” became the first choice for SGKI International
  - Franchise India approached the brand, presented the candidacy of SGKI International and then developed an India specific business plan for the consideration of Lord of the Fries
  - Subsequently, Franchise India negotiated the deal on behalf of SGKI International and structured the deal to create an agreement which was mutually agreeable to both the parties
  - Sign-up between Lord of the Fries and SGKI International took place in July 2014 for pan India Master Franchise rights
- <http://www.thehindubusinessline.com/news/international-brands-to-get-a-taste-of-india-this-year/article6193872.ece>



**India Market Entry  
Facilitation: Retail, Fashion,  
Edutainment and Facility  
Management Concepts**



# Our Experience with leading International Retail, Fitness, Edutainment Cleaning and Fashion concepts



# Franchise India facilitated the India entry of French handbags brand Longchamp and Jan Pro which is the world's largest facility management company

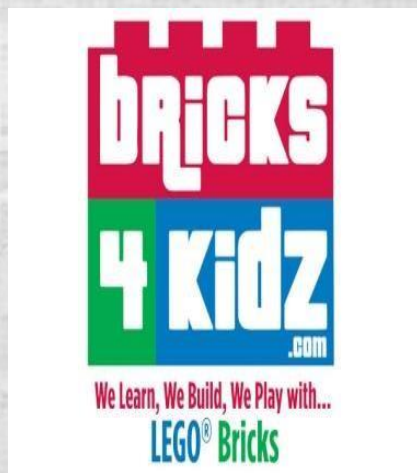


- Leading French classic handbags and accessories brand Longchamp gave Franchise India the mandate for India partner recruitment in 2013
  - Franchise India devised the entire India development program for Longchamp in leading tier 1 cities through exclusive brand outlets
  - Given the nature of the brand and the kind of partners that Longchamp were seeking, Franchise India identified select few partners with demonstrated expertise in the luxury sector and discussed the proposition with them
  - India Validation trip was organized for the team at Longchamp in June when they visited India and interacted with a few potential partners that Franchise India had lined up for them
  - Sign-up happened with Doit Creations (luxury vertical of India's 2<sup>nd</sup> largest private sector bank – Yes Bank) for pan India Master Franchise
- <http://luxpresso.com/news-style/longchamp-gets-an-indian-address-in-2013/19203>



- Jan Pro is the largest facility management and cleaning services company globally with more than 10,000 franchises worldwide
  - Jan Pro gave Franchise India the mandate for recruiting a pan India Master Franchise for the brand in early 2013
  - Mandate was to find someone from a professional background with an initial capital to invest
  - Franchise India leveraged all their marketing and promotion channels to discuss the opportunity with suitable prospects
  - Franchise India worked with the Jan Pro team to negotiate the terms and structure a fair deal ultimately leading to sign up with an individual investor Pulin Shroff in November 2013
- <http://www.indiafranchiseblog.com/2013/11/jan-pro-announces-its-cleaning.html>

# Franchise India has done extensive work in the edutainment and entertainment segment



- Bricks 4 Kidz is a leading US based kids' edutainment concept built on Lego bricks and has been growing aggressively across the world
  - Franchise India developed the comprehensive India business plan for Bricks 4 Kidz where we recommended the area development model for growth of Bricks 4 Kidz on a pan India level
  - Initial marketing and promotional campaigns were focused on recruiting the partner for North India with Delhi as the focal point
  - Franchise India successfully recruited the North India Master Franchise (Rungta Group) towards the end of 2014
  - Work on setting up the first center is already underway and ready for launch in August 2015
- (<http://www.prweb.com/releases/2014/10/prweb12257265.htm>)



- Jymka is an Ireland based family fitness concept with a scientifically designed methodology to train members of the family on the various fundamentals of fitness
- Franchise India met the brand owners in London and really loved their passion and interest in building a brand out of their passion
- Franchise India incubated the business from scratch and developed all the necessary documentation required for scaling up the business and growing it internationally
- Documentation developed by Franchise India for Jymka included Operations Manual, Global Business Model and Expansion Strategy
- Work on building the Jymka brand in India has commenced where Franchise India recruited the North India Master Franchise in October 2014

The image features a blue globe in the foreground, centered on the Americas. The globe is semi-transparent, showing a grid of latitude and longitude lines. In the background, a larger, lighter blue globe is visible, and a white arc, possibly representing a celestial body or a path, curves across the top left. The overall background is a dark blue gradient.

## **Few Licensing Success Stories**

# Major Licensing projects executed in the apparel and accessories sector



## Paramount 'The Godfather' Apparel and Accessories

The classic of all times with jaw dropping characters – nothing can compete with the evergreen movie “The Godfather” from Paramount Pictures! Compared to the other markets, India has a very limited exposure to Hollywood classic movies. Given that, FranGlobal along with their licensing team, was successful in licensing out the Godfather IP to “Shorty Capone” one of the fastest growing retail companies based out of Mumbai, expanding rapidly in India and globally. The range of fashion tops have received a phenomenal response at retail, paving a successful path for the range to come after season

## University of Oxford Apparel and Accessories| Educational Toys

University of Oxford is a magnificent brand with strong property awareness in India. The licensing program offers archived patterns along with all relevant trademarks. Foremost, we licensed it one of the most prominent fashion retailer Madura Garment for absolute apparel and accessories category. Following this success, BLI assigned the license of Oxford in Educational Toys to Swadeshi EsFill, a prominent player in kids' space for toys, games and footwear. This license is very strategic that leverages the core DNA of the brand



# Key clients have been licensed successfully in the electronics and restaurant industry



## Polaroid

### Smart Phones, Feature Phones and Accessories

Polaroid licensed phones and accessories have become extremely popular in Europe but had been unsuccessful in finding a suitable partner in India. They gave Franchise India the mandate to recruit a partner from electronic manufacturing background but not into phone manufacturing. Franchise India negotiated and structured the deal for Polaroid with Stew India which is a large sized contract manufacturing company in the electronics segment. Work has already commenced and the Group should be launching the Polaroid smart phones in India in Q3, 2015

## Delhi Daredevils Sports Bar Restaurant Industry

Delhi Daredevils is one of the leading franchises in the Indian Premier League (IPL) – the largest club based Cricket tournament globally. The Franchise is owned by GMR Group which is one of the largest airport developers in the country. GMR Group opened the Delhi Daredevils Sports Bar at the New Delhi International Airport under the guidance of Franchise India. Franchise India developed the entire licensing model for the brand and the airport lounge will serve as the marquee store and proof of concept for further expansion



# Contact Us

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United Kingdom

The image features a 3D-rendered globe of Earth in the foreground, showing the continents of North and South America. The globe is blue and white with a grid of latitude and longitude lines. It is positioned on the left side of the frame. In the background, there is a larger, semi-transparent globe of the world, and a large, textured sphere that resembles the moon or a planet's surface, occupying the upper left portion of the image. A semi-transparent grey rectangular box is overlaid on the right side of the image, containing the text "Thank You!".

**Thank You!**