

FRO EXPO

HYDERABAD - 2024

Organised by
FRANCHISE INDIA
Ideas For Tomorrow®

16 17

MAR, 2024

HITEX Exhibition
Centre **Hyderabad**

WELCOME TO **133TH NATIONAL** FRANCHISE & RETAIL OPPORTUNITY **EXPO**

200+ Brands

8K+ Trade Buyers

Book Your Space

www.franchiseindia.com/fro

World's Largest Integrated Franchise Solution Company!

with an absolute authority on franchising, licensing, retailing and real estate, we have helped thousands of investors in selecting the right business opportunity while assisting numerous organisations in international and domestic franchise expansions. Through our dynamic media and services platforms we have catered to players across industries and categories like Food & Beverage, Education, Retail, D2C, EV, Healthcare, Distribution and Fashion etc. We provide structure to develop, grow and expand various business models and this is built around the idea of profitable and sustainable growth through partnership.

www.franchiseindia.com



FRANCHISE INDIA
Ideas For Tomorrow®

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 opportunityindia.com

franchiseindia.com
 Entrepreneur's Daily Dose
 Entrepreneur.com
 BusinessEx.com
 MOVE! AHEAD
 Dealer India
 Opportunity India

IndianRetailer.com
 RESTAURANT INDIA.IN
 LICENSE INDIA.com
 Empowering Brand Extensions

Leading Media Co. with
 3 National Magazines



Digital

Divisions

forums expo wired
 insights engage digital

700+ shows across 78 cities with
 1Mn visitors annually



Events

Consulting

Strategic advisory with
 strong execution capability

FranGlobal®
 International Market-Entry Specialist

FRANCHISE INDIA
 Ideas For Tomorrow®

Books

Our Bestselling Books



Licensing

India's first licensing
 solution provider

BRADFORD
 IP MANAGEMENT • ADVISORY • RETAIL • HYBRID

INT. Offices

Singapore, Dubai, London, Greece

Social



Francorp®
 The Franchising Leader

FRO-EXPO

16|17 Mar, 2024 | HITEX Exhibition Centre, Hyderabad

RISE AND RISE OF FRANCHISING IN INDIA

The distinction between small and big, between thinking local, regional, national, and global is mindset and Investment. Franchising as a Business strategy paves the way for businesses to scale a bigger canvas.



- » The growth of the franchise industry in India shows no signs of slowing down. The sector proved to be highly profitable in 2022 and 2023.
- » India is on track to overtake the United States and China as the world's third-largest consumer market.
- » India's consumer spending is expected to rise from USD1.5 Trillion to nearly USD 6 Trillion by 2030. As a result, India represents a sizable potential market for international franchisors.
- » Today is the time to serve the world's customers.



India's Biggest Franchise & Retail Opportunity Expo

FRO is an initiative from Franchise India Holdings Limited, giving a platform to investors, aspiring entrepreneurs and business owners to start, manage & grow their business. Franchise India Exhibitions have benefitted over 400000 business investors with over 500 shows held both in India & overseas.

2 Days of Business Networking, 200+ Brands, 8000+ Potential Investors

Theme

Retail, Franchise, Expansions, Investments & Mentorship

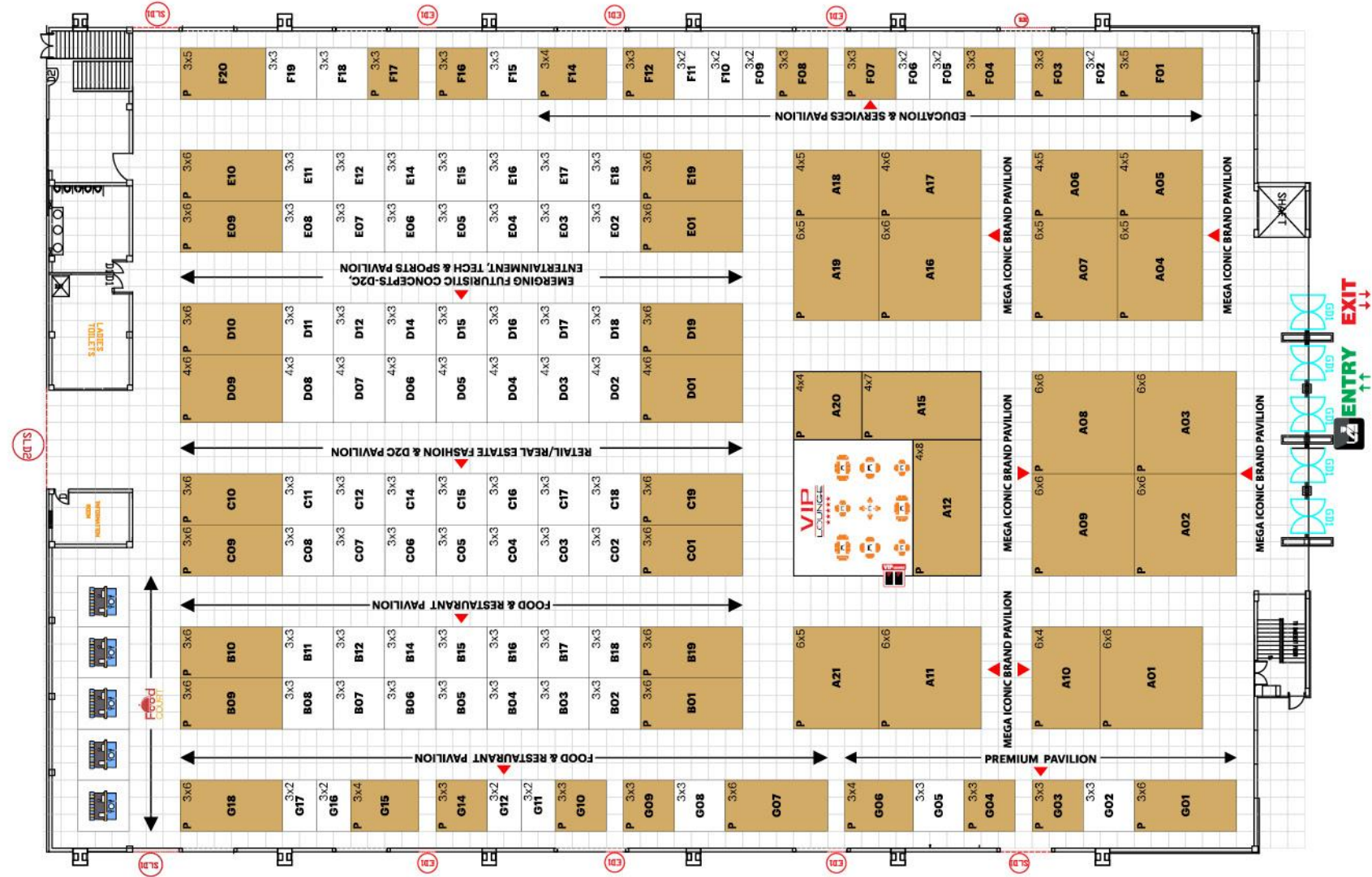
Major Topics

- How to build an efficient franchise or dealership and distributorship network for your product/service
- How to build a multimillion dollar brand/enterprise
- From business become a brand
- How to choose the right business
- Unlocking potential: commercial real estate
- The VC logic: show me the money

80%

**PRE REGISTERED
AUDIENCE**

FLOOR PLAN



WHO EXHIBITS?



International,
Premium &
Mega Brands



Retail, eRetail &
Fashion



Food & Beverages
Outlets, cloud Kitchen



Education &
Edtech



Health, Fitness
& Beauty



Dealers, Distributors
& Suppliers



IT & ITes
Services



Banking &
Financial Services



Automobile Service
centre & Workshops



Cleaning and
sanitization services



Real Estate
Companies



Startup looking
to raise funds &
Cultivate Partnership

SOME OF OUR PAST EXHIBITORS



SOME OF OUR PAST GUESTS



K G GEORGE
Senior VP Retail,
TKK Prestige



SUNIL MENON
Chief Retail Expansion Officer,
LensKart



SUNIL MUNSHI
Assistant Vice President (Head
Operations), Brigade Group



INDRANEEL MAJUMDAR
Head Of Mall,
Sarath City Mall



PALLAV ATREJA
Head Retail,
Montblanc



BHUVAN BHASIN
Asst Vice President - Retail &
Mall Operations, Park Square Mall



T KOSHY
MD & CEO,
ONDC



GAUTAM MALHOTRA
Managing Director,
Fuel Buddy



RANDHEER SINGH
Director, E Mobility & Senior Team
Member For Advanced Chemistry Cell
Program, Niti Aayog



VARUN ALAGH
Co-Founder & CEO, Honasa
Consumer Pvt Ltd



GHAZAL ALAGH
Co-Founder,
Honasa Consumer Pvt Ltd



MALIKA DATT SADANI
Founder & CEO,
The Moms Co.



RAVI KABRA
Co-Founder,
Skippi Ice Pops



ANUJ GOLECHA
Co-Founder, Venture Catalysts
& Unicorns



DHRUV KAPOOR
PARTNER,
ANICUT CAPITAL



ATUL CHACHRA
Vice President - Retail,
Faballey & Indya



ADITYA SHARMA
Co-Founder,
Prolixr



MOHIT GOYAL
Co-Founder & Md, Swiss
Beauty



ARUNABH SINHA
Founder,
Uclean



CK KUMARAVEL
Ceo & Co-Founder,
Natural Salon



VARUN GUPTA
Founder & Ceo,
Zorgers Healthcare



RAJAT WAHI
Partner,
Deloitte India



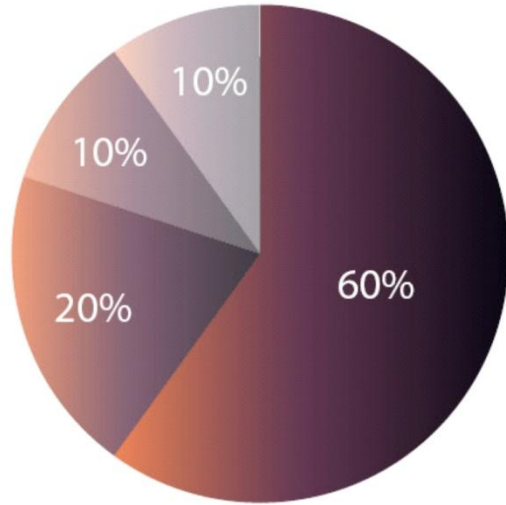
VINOD KENI
Leader - Investments & Corpo-
rate Development, Roundglass



RICHARD MALONEY
Founder & Ceo,
Quality Mind Global

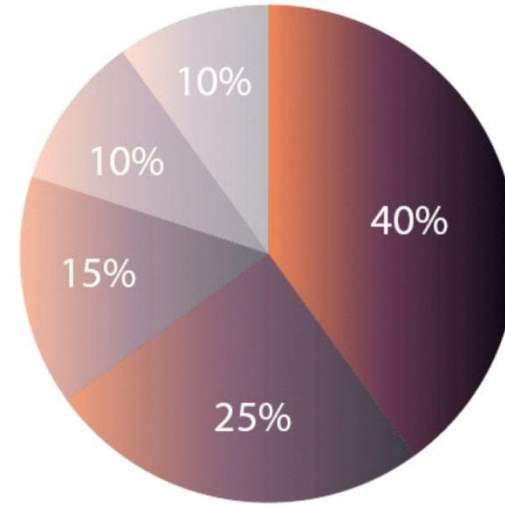
VISITOR'S PROFILE

INTEREST



- Franchise - 60%
- Distributor - 20%
- Start-ups - 10%
- Real Estate - 10%

INVESTMENT APPETITE



- 10,000 - 25,000 USD - 40%
- 25,000 - 60,000 USD - 25%
- 60,000 - 2,50,000 USD - 15%
- 2,50,000 - 6,00,000 USD - 10%
- 6,00,000 USD Above - 10%

GEOGRAPHIES

- South India - 70%
- West India - 15%
- North India - 10%
- East India - 5%

PROFILE

- Owners/ Founders / CXOs - 75%
- Businessman/SME/Mom & Pop Store - 15%
- Students / housewives/Ex-serviceman - 10%

GENDER

- Male - 70%
- Female - 30%

WHY EXHIBIT?

Appoint Franchises

Get Face to Face with India's most prominent investors

Spotlight your Start-up

Gain exposure for your product or service before Premium investors

Appoint Distributors

Penetrate new markets with your existing products and services

Partner. Grow. Expand.

Franchise India is the largest franchise and distribution expansion platform in ASIA. Leveraging the 25 years legacy, this event addresses the growth opportunities through franchising, start-ups and distribution. The event witnesses angel investors and distributors from a wide array of industries and geographies.

2
DAYS OF
BUSINES

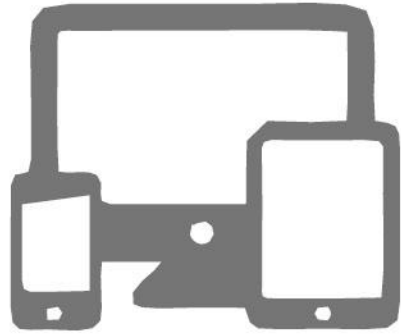
200+
BRANDS
SEEKING PARTNERS

8,000+
INVESTORS READY TO PARTNER

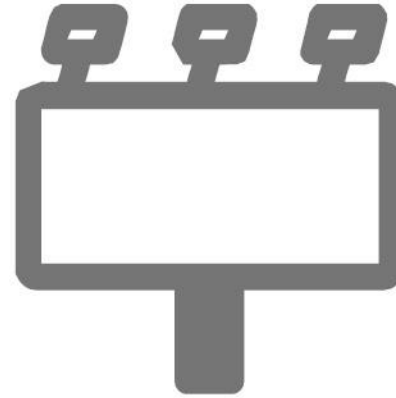
360 MARKETING CAMPAIGN



PRINT



DIGITAL



OUTDOOR



RADIO

DIGITAL 10 MILLION REACH

Paid Banner Advertisements

Google Adword (Text, Display & Video), Facebook, Instagram & LinkedIn

Amplification Through Social Media

Facebook, Twitter, Youtube, LinkedIn & Instagram

Banners On Leading Platforms

Franchiseindia.com, Entrepreneur.com,
Entrepreneur.com/Ap, Restaurantindia.in, Indianretailer.com,
Licenseindia.com, Dealerindia.com, Opportunityindia.com

Multiple Emailers

5 Lakhs+ Database Of Startups, Retail, F&B, Real Estate, Franchise & Entrepreneurs.

Whats App & Sms Blast

30 Lakhs+ Database Of Startups, Retail, F&B, Real Estate, Franchise & Entrepreneurs.



Sponsorships Opportunities

Franchise India Group produces India's Biggest Franchise & Retail Expo, Summit & Awards throughout the year, designed to drive new business, peer-to-peer relationships and networking conversations.

TITLE PARTNER

POWERED BY PARTNER

IN ASSOCIATION WITH PARTNERS

ASSOCIATE PARTNERS

EXHIBITING PARTNERS

A LA CARTE PARTNERS

SESSION SPONSOR



BRAND INTEGRATION EVENT

Acknowledgement as International Partner across all Expo Branding



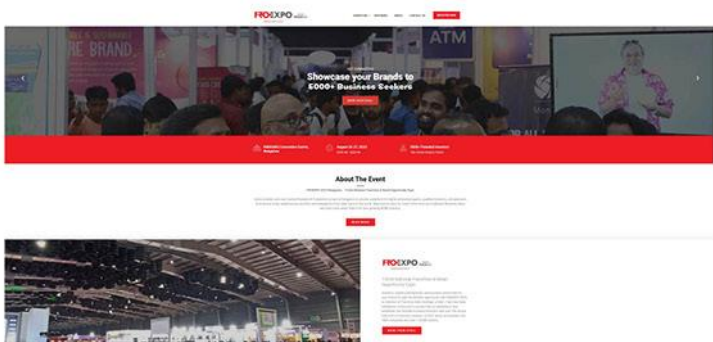
Acknowledgement as International Partner across all Summit Branding



- Key Note / Panel Discussion with Industry Leaders as panelists
- Turkiye Logo/Promo/ video clip -Shown on main stage during the session
- Session to focus on 'Brands from Turkiye in the New World'
- Ms. Ritu Marya to moderate the session
- All initiatives to be incorporated during these sessions

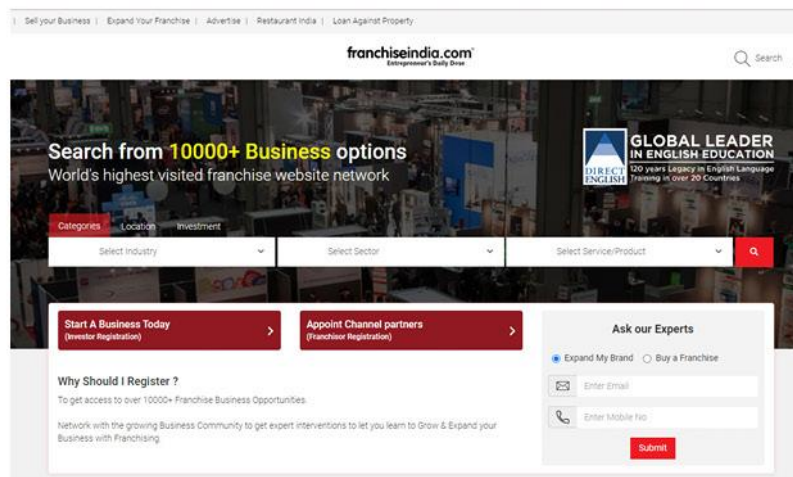
BRAND INTEGRATION DIGITAL

Event Integration



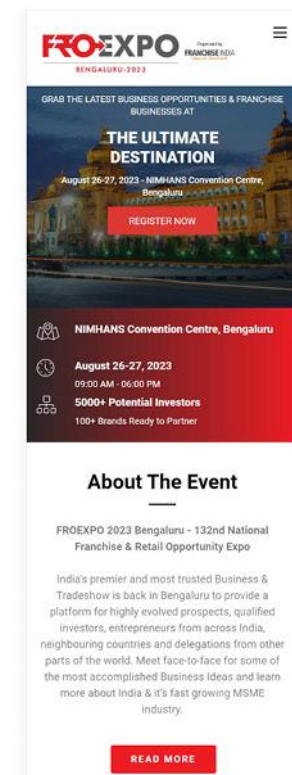
Brand Integration through Logo imposition or backdrop branding.

www.Franchiseindia.com



Brand Integration through:
Logo Imposition
Advertorial Content on franchiseindia.com
Editorial Integration
Native Content
Heading or Meta Description

Event Microsite



Brand Integration on Event Microsite



16|17 Mar, 2024

HITEX Exhibition Centre, Hyderabad

A photograph of a trade show booth for RE/MAX India. The booth is a large, cylindrical structure with the RE/MAX logo and 'INDIA' written on it. The background shows other attendees and booths in a well-lit exhibition hall.

CORE SPONSORSHIP BENEFITS

As our partner, all sponsorship levels include the following core sponsorship benefits:

Pre-Event

- Logo Inclusion on all pre and post-event branding and on our event website
- Logo inclusion in event promotion
- FI to design and provide Social media toolkit for your company's promotion

During the Event

- Logo Inclusion on Sponsor Signage in the event platform, including event Registration Exhibitor Wall and banners
- Inclusion in Event Catalogue
- Interaction with attendees throughout the event via booth

Post Event:

- Attendee Networking
- Logo Inclusion in Event Recap Email
- Sponsorship Analytics
- On-Demand recording access of session

FINANCIALS

Period	Platform	Brand Integration	Deliverables	Financials (In INR)
Mar 16-17 2024	FROEXPO Hyderabad 133th National Franchise & Retail Opportunity Expo	Partnership as “International Partner” for EXPO	<ul style="list-style-type: none">• 36 SQM Display Space• Media Amplification• Prime Speaking Slot in Summit• Selected Networking with BIG Brands, Retailers & Distributors in VIP Lounge	20,000 USD
			Offered Rate	15,000 USD Taxes

A large crowd of people is gathered in a modern, well-lit exhibition hall. The ceiling features recessed lighting and circular light fixtures. In the background, several large digital displays are visible, showing various images and graphics. The overall atmosphere is busy and professional.

THANK YOU

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