

THE BRANDS

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The Chrysalis of Business.
PERFECTED.

aura

•Heritage Spa•



For further more information log on to www.auraheritagespa.in

OUR AWARDS



INTRODUCTION

Aura is a well known name in the health, beauty and wellness sector, synonymous with world-famous, sought-after, traditional authentic spa therapies and an exhaustive range of other wellness and beauty services. Aura Heritage Spa has several branches across the country and abroad.

FRANCHISE BUSINESS PLAN

The Spa industry is a multi-million dollar industry showing no signs of slowing down. This is the right time to invest in the spa market. Aura Heritage Spa competes in the rapidly growing business category of Day Spa Chain. We plan to setup a massive network of 150 spas. We have already made an exciting beginning by launching 80+ spas across India and abroad, in a span of 3 years!

SERVICES

- Facial • Body Scrub • Body Wrap • Traditional Massage
- Aromatherapy • Herbal Compress • Deep Tissue Massage
- Foot Reflexology • Specific Massage
- Full Body Cellulite Oil Therapy • Stone Therapy

SUPPORT

- Location • Area • Project • Plan & Design • Cost • Contracting
- Execution • Products and Services • Setup • Training • Staff
- Supply • Software • Launch • AMP • Vendor & Supplier
- Quality Audit



The Ultimate Destination
to de-stress at the award
WINNING DAY SPA

aura
• Heritage Spa •





FITNESS, MMA & SELF DEFENCE

**THE NEW REVOLUTION IN FITNESS & TRAINING
MAKING INDIA FIGHTING FIT**

INTRODUCTION

The Super Fight League is Asia's largest Mixed Martial Arts Fight League that started in 2012. It is the first of its kind fight league in Asia that takes fitness and endurance to its limits. It was broadcasted live at 10 PM every Friday on ESPN, Star Sports and YouTube, reaching millions of people worldwide.

Over the last few years the urban Indian has shifted from an all-work no-play mentality to a more balanced lifestyle that places fitness first. The proof of that is the 2500 crore fitness industry that is growing exponentially at about 40% every year.

SFL Fitness Centers across the country provide members with a wide range of superior fitness services designed after years of careful research. From quality gymming, MMA, self-defence to superior, top-of-the-line equipment, certified trainers and a challenging workout environment, SFL Fitness provides a revolutionary fitness experience.

FRANCHISE BUSINESS PLAN

A report by Ken Research titled India Fitness Services and Equipment Market Outlook 2015 states that the fitness services sector is going to see a Compound Annual Growth Rate of 23% from FY 2015 through FY 2019. The surge in interest is owing to rising lifestyle diseases, obesity, rapid urbanization and health consciousness among young adults.

The fitness demographic constitutes only about 8% of the wellness market, which is catered by only about 20 percent organised businesses that command 6% of the market share. This leaves a big opportunity for a new fitness player to address the gap, paving the way for a fitness revolution in India.

SERVICES

- MMA • GYM • MASTER RING • HEALTH CAFÉ
- EXPERT TRAINERS • LOUNGE
- PERFORMANCE SOFTWARE
- COMBAT TRAINING • AEROBICS • ZUMBA
- SPINNING • NUTRITIONISTS

SUPPORT

- Location • Area • Project • Plan and Design
- Cost • Contracting • Execution • Supply Equipment

USP

Certified Professional Trainers
Flexible Timings
Design & Interiors – Ambience
Top of the Range SFL Equipment
MMA + Gym Integration
International Standard Services
Experienced Management
Software Integration – High End Technology

NATIONAL LEVEL ADVERTISING & MARKETING

Television

ESPN, Star Sports and YouTube air the SFL Action live, where some of the biggest, most intense fights featuring some of the biggest names in the industry take place.

PR

Our strategic associations with innovators and the who's who of sports and entertainment results in frequent endorsements, testimonials and promotions.

YouTube Live

SFL Fitness on YouTube gets huge traction, where the videos enjoy hits in several thousands and are seen by millions of people all over the world.

CSR

With the safety of women in question and attacks on the rise, SFL Fitness has started conducting activities in malls, colleges and other places to train women in self defense.

Print Ads

SFL enjoys frequent print media coverage. Millions of readers are exposed to our innovative services and products in national and popular newspapers.

Celebrity Endorsements

Our Celebrity connections give our members heavy exposure to the elite and the glamorous, who are always ready to endorse us.





koyla[®]

ethnic cuisine

Your doorway to a world of authentic North Western Indian cuisine

For further more information log on to www.koylarestaurant.in



INTRODUCTION

Founded in Mumbai by restaurateur Farhan Azmi, Koyla is a hark back to royal times offering recipes cooked the way Indian emperors enjoyed them. Grilled to perfection, each platter at Koyla is infused with the juices of ingredients, the flavour of spices and the controlled smoke of red brown coal fires. Delight in tandoori fare and steaming curries at Koyla prepared by chefs from the Garhwal region of Uttarakhand, Lucknow region of Uttar Pradesh and parts of Punjab. Nibble delectable sweets and sip Indian folk drinks.

Spread over approximately seventeen-thousand square feet of open rooftop space, the flagship eating house commands a grand view of the Arabian Sea dotted with city lights and tug boats in the evening. Loosely arranged shamiana muslin curtains waft in afternoon and evening ocean breezes, adding to the allure.

Koyla is a part of the Food and Beverage empire, Infinity Hotels, that has brought us innovative dining experiences like Cafe Basilico and Chai Coffi. Besides the flagship, Koyla has opened in Andheri and Versova. There's one in Goa too.

FRANCHISE BUSINESS PLAN

India's middle class population is approximately 250 million, families increasingly live in nuclear set ups and both spouses work. There's more disposable income to go around and society is seeing a rising trend of eating out, not just on special occasions, but any time of the week.

OUR MENU

Soups – Sweet Corn, Tomato, Cream of Chicken,
Nimbu Dhaniya Shorba

Starters – Paya Arak, Kachumber

Tandoori Specials – Chicken Tikka, the Hariyali Tikki, Paneer Achari,
Tandoori Baby Potatoes, Assorted **Charcoal**-Broiled Meats

Curries – Dal Makhani, Dal Tadka, Dal Fry

Indian Breads – Keema Kulcha, Lachcha Paratha, Butter Roomali and
Cheese Naan

Mains – Raan Masala, Nawabi Tarkari

Rice – Subz Biryani

Sweets – Rabri, Gulab Jamun, Phirni, Jalebi

Drinks – Coolers, Shakes, Fresh Juices, Soft Drinks



SUPPORT

- Location hunting • Setting up the business • Strategic planning
- Execution of plans • Essential tools • Professionally trained staff
- Standard Operating Procedures

USP

- Cooking Procedure

Dishes are carefully prepared on a bed of low flamed charcoal.

- Chefs

They have been specially selected from the Garhwal region of North India for their expertise in preparing exquisite tandoori recipes from the heyday of India's Mughal past, dating from the 17th century.

- Sensual Experience

The aroma of the cooking along with the colours and tastes of the food enraptures guests.

- Visual Appeal

Koyla prides itself on presentation as much as taste. Each dish is beautifully arranged on platters and delivered to the table.

- Step into Mughal Era India

Koyla brings the core of India's historical North Indian food legacy to life with courteous staff, cooking ustaads, charming water fountains, lightly fluttering shamianas and live open kitchens.



BIKRAM YOGA

For further more information log on to www.bikramyogaindia.in

INTRODUCTION

Bikram Yoga tones your body and increases your strength. It has been proved and experienced by millions including David Beckham, Demi Moore and Madonna, that these 26 postures systematically work every part of the body, to give all the internal organs, all the veins, all the ligaments, and all the muscles everything they need to maintain optimum health and maximum function.

Bikram Yoga is founded by world-renowned practitioner Bikram Choudhury, who has modified the Hatha Yoga System to create this innovative set of poses that work across age and gender to instill positivity and glowing health, proving to be 30% more beneficial than any other form of yoga or exercise.

FRANCHISE BUSINESS PLAN



ASSOCHAM India [The Associated Chambers of Commerce & Industry of India] estimates that the demand for yoga instructors is likely to rise between 30% to 35% to keep up with the 40% annual increase in the demand for yoga learning in India. This is a result of greater attention being paid by citizens to health, fitness and overall well-being. ASSOCHAM Co-Chairman of Health Committee Council Dr. H K Chopra reveals that Yoga helps people to think clearly, sharpens intelligence, improves learning ability, helps cope with problems and produces better job performance. Over half of the 200 million yoga practitioners in the world are Indians.



SERVICES

An innovative bouquet of 26 yoga poses specifically designed to promote an individual's health by scientifically warming and stretching the muscles.

Standing Deep Breathing – Pranayama
Half Moon Phase – Ardha Chandrasana
Awkward Pose – Utkatasana
Eagle Pose – Garurasana
Standing Head to Knee – Dandayamana – Janushirasana
Standing Bow Pose – Dandayama Dhanurasana
Balancing Stick – Tuladandasana
Standing Separate Leg Stretching Pose – Dandayamana – Bibhaktapada – Paschimotthanasana
Triangle Pose – Trikanasana
Standing Separate Leg Head to Knee Pose – Dandayamana Bibhaktapada Janushirasana
Tree Pose – Tadasana
Toe Stand – Padangustasana
Dead Body Pose – Savasana
Wind Removing Pose – Pavanamuktasana
Sit up – Pada Hastasana
Cobra Pose – Bhujangasana
Locust Pose – Salabhasana
Full Locust Pose – Poorna Salabhasana
Bow Pose – Dhanurasana
Fixed Firm Pose – Supta Vajrasana

SUPPORT

Location
Studio Setup
Resource and Material Locator
Scheduling
Transparency in Finances
Marketing and PR
Equipment
Certified Instructors
Software
Continued upgradations
All day assistance



USP



EXCLUSIVE ROUTINE

Bikram Yoga's method of performing the 26 postures and 2 breathing exercises is patented and is a copyright of Bikram Yoga Inc.; it can be taught through affiliated Bikram Yoga Studios only.

ONE STOP SOLUTION

These postures were specially designed and modified to cater to the modern living problems like stress, imbalanced diet, busy lifestyle and lack of sleep.

REINFORCED BENEFITS

Bikram Yoga is performed in a room with the temperature up to 40C with 40% humidity. This ensures more flexibility and maximum calories being burnt.

ONLY EXPERT ADVICE!

Bikram yoga is taught exclusively by Bikram certified teachers.

HIGHLY COMPATIBLE FOR ALL GROUPS

The same 26 exercises are performed for 90 minutes. This is same for everyone irrespective of gender or age.



THE TIC HERO



For further more information log on to www.turkishicecream.in

INTRODUCTION

Turkish Ice Cream has arrived in the market as a fresh new experience for people. You don't have to worry about the melting process as Turkish ice creams don't melt easily. The experience of having a Turkish Ice Cream is very different from traditional ice creams as there is not much licking involved but there is an element to chew.

Ice cream lovers are satiated with the flavour of everyday ice cream. They are ready to try something new. TIC offers a distinct experience which the consumer has long been anticipating. The brand introduces a fresh style and a delicious taste! Once customers savour a Turkish ice cream, they will always remember it.

FRANCHISE BUSINESS PLAN

Research by India Food Brief into the icecream industry in India titled, A Wintery Tale, reveals that the sector is worth approximately INR 3000 crore. RS Sodhi, Managing Director of Gujarat Cooperative Milk Marketing Federation (India), Amul, states that our per capita consumption is 400 ml. This quota is seeing a steady rise owing to a number of factors such as ice cream being perceived as a snacking option, increasing disposable incomes, higher discretionary spending, the rising trend of eating out, as well as targeted, enticing commercials with a strong recall value. All in all, the industry has been growing at a healthy CAGR of 10-15%.

FLAVOURS AND STYLES

- Vanilla • Chocolate • Pistachio • Raspberry
- Strawberry • Hazelnut • Sliced Ice Creams
- Scooped Ice Creams

THE TIC
HERO

SUPPORT

- Location • Area • Project
- Plan and Design • Cost • Contracting
- Execution • Supply Equipment

USP

A Unique Treat

You do not just lick Turkish Ice creams; you bite and chew them as well. An inbuilt organic formula keeps them cold and solid longer than traditional ice creams.

An Involved Art

Turkish Ice Creams are made differently than other ice creams and are presented in a way that pleases and engages customers.

Non-Melt Formula

TIC gives you an ice cream that you can enjoy for hours; neither you nor the ice cream need hurry!



THE BUSINESS OF WELLNESS IS GOOD
FOR THE WELL-BEING OF YOUR BUSINESS



The logo for Moh SPA features a stylized, flowing purple 'moh' with a small yellow flower above the 'h'. To the right of the 'moh' are the letters 'S P A' in a simple, sans-serif font.
S P A
Love yourself

For further more information log on to www.mohspa.in

AWARDS



INTRODUCTION

Moh Spa tailors a perfect spa experience to help people rejuvenate their mind, body and soul, all at a price that will make spas a way of life rather than a novelty.

Stress is inevitable for most people in the modern world and when coupled with sedentary lifestyles, this causes various health-related issues. Hence the concept of wellness as a lifestyle choice is increasingly gaining prominence. Proof of this is evident in what is today an INR 110 billion Indian Spa industry, estimated to grow 20% year on year.

FRANCHISE BUSINESS PLAN

The Indian Spa Industry has witnessed an 8% growth in the past decade owing to an increase in disposable income, a desire for improving lifestyle and a burst in tourism. Spa Franchising is a booming market with profit margins in the industry peaking at between 60% and 65%. India generates USD 600 million through its spa industry alone and about 700 new spas are slated to open in the country over the next two years.

Spa treatments are packaged as health boosters to a public that is increasingly obsessed with looking good and feeling good.

SERVICES

- Facial • Body Scrub • Body Wrap
- Traditional Thai Massage • Aromatherapy
- Herbal Compress • Deep Tissue Massage
- Foot Reflexology • Specific Massage
- Full Body Cellulite Oil Therapy
- Stone Therapy

USP

Certified Therapists

At Moh Spa, our certified professional therapists are one of our most valuable assets.

Flexible Timing

Moh Spa offers its members the option of flexible timing that lets them choose for different sessions as per their schedules, so that they always have a soothing, relaxing spa experience to look forward to at the end of the day.

Interiors

Years of R&D have gone into scientifically designing interiors that balance light, colour and even fragrances in such a way that it reduces fatigue and soothes the mind.

Spa Product Line

Moh Spa has developed revolutionary new products like caressing pebbles, detox masques, scrubs, toners, essential oils, sea salts and body butter.

Wellness and Spa

Moh combines spa treatments with age-old healing techniques to create a well-rounded session for each member.





For further more information log on to www.cafebasilico.in



INTRODUCTION

Since October 2002 Cafe Basilico's Colaba branch has been offering freshly made sandwiches, burgers, steaks, pastas and salads, winning the hearts of patrons with appetising flavours and impeccable service. The second Cafe Basilico opened in Bandra in March 2005 and has been a favourite with the Bollywood fraternity since then.

Farhan Azmi's second eating house idea has fascinating origins. The word 'Basilico' derives from basil, the culinary herb we have come to love in Italian food and the European town of Basel, set on the borders of three countries - Switzerland, France and Germany. Basil undoubtedly plays an important role in the cafe's menu that emphasizes recipes from France and Italy while channeling world fusion cuisine influences.

A bistro dell at its core, this European style cafe transports you to the lush Mediterranean greens of South Europe.

FRANCHISE BUSINESS PLAN

India's middle class population is approximately 250 million, families increasingly live in nuclear set ups and both spouses work. There's more disposable income to go around and society is seeing a rising trend in snacking and eating out, not just on special occasions, but any time of the week.

MENU

Breakfast
Soups
Salads
Starters
Sandwiches and Burgers
Pizza
Pastas and Risotto
Moroccan Tagines and
Curries
Side Orders
Entrees
Basilico's Grill and Steak
House
Coolers, Shakers, Refreshers
Chai Bar



USP

Decor

Cafe Basilico has been creative with the dining environment and choice of European design.

Menu

Guests can easily spot the day's specials and offers. Basilico has not neglected new diet trends - anything on the menu can be ordered in a vegan format.

Niche Audience

Cafe Basilico knowingly caters to a niche audience with its exclusive European-Mediterranean world cuisine and superior ambience to give itself an edge among competitors.

Farm Ingredients

Basilico sources fresh produce straight from farmers to prepare dishes. Raw materials are bought fresh, consumed and bought again, in cyclical fashion, like at home.

Royal Treatment

Patrons are at the core of Basilico. When they walk through the doors, they instantly become royalty.

Pricing

Basilico believes in sharing the joy of healthy good food with everyone and positions its pricing at twenty-five percent less than its competitors.

THE WOW FACTOR

It's a dream for bigwigs and celebrities from Hollywood to Bollywood on the one hand and industrialists to politicians, on the other, to venture into the hospitality business, especially through Cafe chains and Restaurant experiences.

The Cafe Basilico franchise is a ready platform for any investor to earn a solid revenue, fame and the coveted title of 'Restauranteur', backed by Cafe Basilico's seasoned management team.



**ORGANIC
FRESH
GLOCAL BITES
TEA + COFFEE**

**AN EXCITING
BREW BAR
IN INDIA**

For further more information log on to www.chaicoffi.in



INTRODUCTION

A purely Swadeshi enterprise, Chai Coffi is expected to outpace international coffee chains since it successfully gives local cuisine a cosmopolitan face by serving popular regional chai recipes and snacks in a contemporary format.

Addressing the niche of serving particularly Indian recipes and blends, Chai Coffi's tea selection is assorted and endearingly localised. The cafe is obsessed with presenting the perfect coffee blends to its patrons. Trained baristas roast special handpicked beans at a higher temperature to create trademark blends. The coffees are rich and strong and can be served con il latte, that is, with milk, to temper the intensity.

FRANCHISE BUSINESS PLAN

India's middle class population is approximately 250 million, families increasingly live in urban environments and nuclear set ups; often both spouses work. There's more disposable income to go around and society is seeing a rising trend of eating out, not just on special occasions, but anytime of the week.

According to the Nielsen Global Survey of Snacking, 56% of Indians are replacing dinner and lunch with snacks. 43% of urban Indians with online access considered snacks a source of nutrition. Breads, sandwiches and vegetables ranked at a 15% popularity and fruits at 14%.

"In India, sales in the snacking category have grown more than six times in the last decade... A need for convenience owing to fast-paced lifestyles and a cultural tradition of snacking between meals are key factors that propel the snacking trend in India," says Dolly Jha, executive director, Nielsen India.

MENU

Chais, Infusions, Organic Teas
Locally roasted organic coffee blends
Breakfast, Eggs and Waffles
Cold Deli Sandwiches
Salads, Pastas, Pizzas
Naanzas Namkeen
Munchies Pavement
Exclusives – Pav Bhaji, Batata Wada, Kanda Bhajiya, Dal Khichdi, Shawarma, Indian Sandwiches Rusks, Naan Khatai, Brun and Toasts
Chinese Specials
Chaat Coolers and Shakers.



SUPPORT

Location hunting
Setting up the business
Tactical planning
Execution of plans
Essential tools
International Grade Chefs

Standard Operating Procedures
Kitchen Management meeting budgets procuring raw materials better credit facilities
Convenient Satellite Management CCTV monitoring inventory and billing softwares remote intervention through apps and programs.

Supply Chain
in house bakery and confectionery centrally managed store and kitchen facilities tie ups with NGOs to share fresh food.



USP

- Association with Infinity Hotels
- Strategic partnerships
- Pulse of Food Trends and Habits
- The Craft • Ambassador of Peace

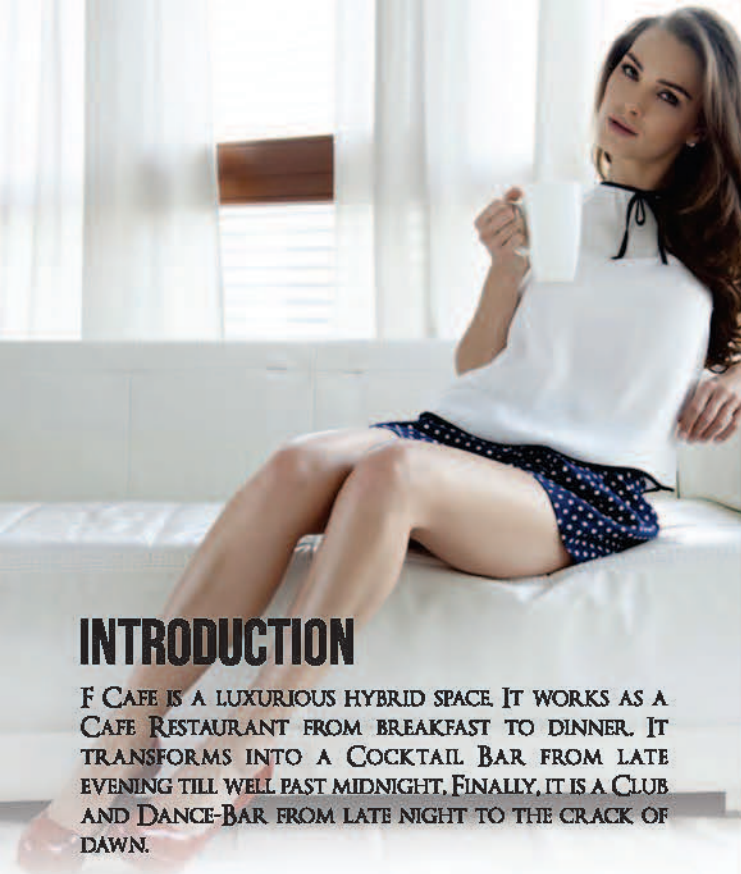


CAFÉ

INDULGE
LUXURY IN A
COFFEE
EXPERIENCE

I LOVE
FASHION TV
CAFÉ

For further more information log on to www.fashiontvcafe.in



INTRODUCTION

F CAFE IS A LUXURIOUS HYBRID SPACE. IT WORKS AS A CAFE RESTAURANT FROM BREAKFAST TO DINNER. IT TRANSFORMS INTO A COCKTAIL BAR FROM LATE EVENING TILL WELL PAST MIDNIGHT. FINALLY, IT IS A CLUB AND DANCE-BAR FROM LATE NIGHT TO THE CRACK OF DAWN.

THIS IS AN UNMISTAKABLE HIGH-FASHION EXPERIENCE. SAVOUR THE FINEST PROPRIETARY CIGARS, SHISHA, CAKES, COFFEES, WINES, CHEESE PLATES AND TEAS AT THIS DIAMOND SHAPED JEWEL. ALL THE FINGER FOOD AND BEVERAGE IS THOUGHTFULLY SELECTED TO FIT CULTURAL AND CONSUMER PREFERENCES AT EACH FASHION CAFE LOCATION.

FTV'S DIAMOND LOGO IS TASTEFULLY EMBLAZONED ACROSS SURFACES AND SHAPES THROUGHOUT THE CAFE. THE INTERIOR DESIGN INCORPORATES A CATWALK DEDICATED TO BESPOKE FASHION SHOWS. WALL-SIZED SCREENS LIVE-STREAM 8K QUALITY VIDEO OF BEAUTIFUL MODELS IN COUTURE WALKING THE LATEST FASHION RUNWAYS AS WELL AS LUXURY LIFESTYLE INTERVIEWS AND NEWS. TOURNAMENTS TOO ARE AIRED ON THESE SCREENS.

GAME, SET, MATCH. THE F CAFE EMERGES AS A WINNER FOR FASHIONISTAS, CAFFEINE LOVERS, WINE CONNOISSEURS, SPORTS FANS AND PARTY GOERS.

FRANCHISE BUSINESS PLAN

THE CAFE CULTURE HAS BOOMED IN THE LAST SIX YEARS OWING TO AN UPWARDLY MOBILE DEMOGRAPHIC WITH A GENUINE PENCHANT FOR THE REFRESHING CUP. COFFEE, THEY FIND, GOES WELL WITH QUICK BUSINESS LUNCHES OR CASUAL AFTERNOONS WITH FRIENDS. INCREASINGLY A CUP IS ORDERED POST-DINNER ON THE ODD WEEKDAY EVENING WHEN DOUBLE INCOME HOUSEHOLDS SOCIALIZE.

INDIA COFFEE SHOPS AND CAFÉ MARKET FORECAST AND OPPORTUNITIES 2017 STATES THAT THE MARKET IS FURTHER SET TO EXPAND IN INDIA, TO REACH EVEN MORE CUSTOMERS. THE INDIAN CAFÉ MARKET WILL CROSS INR 5,600 CRORE BY 2017 WITH THE AVERAGE COFFEE SHOP BILL GOING UP FROM 2010'S INR 135-150 TO INR 230-255 BY 2017.

SERVICES

- CAFE • RESTAURANT • COCKTAIL BAR • CLUB
- DELICIOUS BREAKFAST • SUMPTUOUS LUNCH
- FINE DINING • DELECTABLE DESSERTS • SCREENS
- PROPRIETARY FOOD AND BEVERAGES • BARTENDERS

SUPPORT

- LOCATION HUNTING • SETTING UP THE BUSINESS
- STRATEGIC PLANNING • EXECUTION OF PLANS
- ESSENTIAL TOOLS • PROFESSIONALLY TRAINED STAFF
- INTERNATIONAL TALENT • 8K VIDEO WALL
- BILLING MECHANISM • BACK OFFICE
- DIAMOND INSPIRED DESIGN



USP

ASSOCIATION WITH FTV

BEING THE WORLD'S LARGEST FASHION BRAND ACROSS 202 COUNTRIES, WE BRING AN INVALUABLE NETWORK OF FASHION PROFESSIONALS TO PROPEL OUR BUSINESS FORWARD.

STRATEGIC PARTNERSHIPS

OUR NETWORK WITH THE FASHION, CELEBRITY ENTERTAINMENT AND FINE DINING INDUSTRIES HELPS US DEVELOP MUTUALLY BENEFICIAL PARTNERSHIPS ACROSS ALL OUR BUSINESSES.

GLOBAL NETWORK

WE ARE TUNED TO THE WORLD'S MAJOR FASHION CAPITALS AND HAVE A PULSE OF THE LATEST LUXURY LIFESTYLE TRENDS FROM AROUND THE GLOBE. WE BRING IN-DEPTH INDUSTRY KNOWLEDGE THAT PROVIDES THE NECESSARY EDGE.

INTERNATIONAL STANDARDS

OUR STRONG NETWORK IN THE FASHION AND HOSPITALITY INDUSTRY HELPS US GET THE BEST PEOPLE TO GUIDE US ACROSS EVERY ASPECT OF THE BUSINESS AS WELL AS TRAIN NEW TALENT TO MAINTAIN THE INTERNATIONAL STANDARDS OUR BRAND IS RECOGNIZED FOR.



CLUB

**MICHEL ADAM'S
UNCENSORED
FASHION
CLUB EXPERIENCE**

**ROCKSTAR
DJS PARTIES
ALCOHOL**

INTRODUCTION

F CLUB IS A STYLISH, FASHION-THEMED CLUB. ITS DISTINCTIVE DIAMOND LOGO IS VISIBLE AT THE ENTRANCE. AN EXTERIOR BAR CATERS TO GUESTS WHO WANT A BREAK FROM THE HIGH-DECIBEL DANCING. INSIDE, MASSIVE WALL-TO-WALL SCREENS SHOW VIDEOS OF THE HOTTEST MODELS IN THE LATEST COUTURE SHOWS.

A DIAMOND SCULPTURE GLITTERS AT THE CENTER OF THE STAGE AREA FOR LIVE PERFORMANCES. THE DIAMOND DOUBLE-SIDED BAR FUNCTIONS AS A CATWALK DURING LIVE FASHION SHOWS AND VIP BOOTHS ARE ENSURED PRIVACY. THERE ARE SPACIOUS PHOTOSHOOT AREAS AND COSY NOOKS ARE FITTED WITH LOVE SEATS OR BEDS. IN THE TRANSLUCENT DIAMOND TANK, EXOTIC DANCERS AND PERFORMERS CAN PRESENT THEIR ACTS FOR CLUB VISITORS.

WORLD-RENOWNED DJS LIKE Tiesto AND RICK RUDE KEEP THE CROWD PUMPED AS A CUTTING-EDGE LIGHT AND SOUND SYSTEM ECHOES THE RHYTHMS. F CLUB OFFERS DELUXE BOTTLED SERVICE. THE LEGENDARY ELIXIR OF FASHION, ENERGY AND FASHION DRINKS AND A LARGE SELECTION OF SUPERIOR LIQUOR ARE AT THE BAR. DISHES GET GLOBAL TEXTURES.

VIPS AND CELEBRITIES COME TO DJ, TO PARTY AND TO DRINK. SOME FAMOUS FACES SPOTTED AT F CLUBS AROUND THE WORLD ARE LEONARDO DI CAPRIO, SHAGGY, NAOMI CAMPBELL AND DJ ROB MARMOT.



FRANCHISE BUSINESS PLAN

A 2015 TOI SURVEY FINDS THAT A MAJORITY OF 18 TO 35 YEAR OLDS KEEP LONG HOURS LATE INTO THE NIGHT COMPARED TO PREVIOUS YEARS, TO COMPETE IN NATIONAL AND INTERNATIONAL MARKETS. THIS SAME DEMOGRAPHIC, WHICH CONSTITUTES 63% OF THE INDIAN POPULATION, THINKS NIGHTLIFE IS A CRUCIAL COMPONENT OF MODERN CITIES.

A CONSERVATIVE PROJECTION ESTIMATE PUTS THE INDIAN NIGHTCLUB INDUSTRY AT INR 760 CRORES IN 2016 AND ABOVE INR 1000 CRORES IN 2017. ABOUT FIVE HIGH QUALITY NIGHTCLUBS OPEN SOMEWHERE IN THE COUNTRY EVERY MONTH.

THERE IS TREMENDOUS UNTAPPED POTENTIAL IN THE LUXURY FASHION CLUB CONCEPT WHICH IS SET TO YIELD EXPONENTIAL RETURNS, FOR EARLY ADOPTERS.

SERVICES

- SCREENS • LIVE PERFORMANCES
- PROPRIETARY DRINKS • WORLD RENOWNED DJS
- FINE ALCOHOL AND ORIGINAL COCKTAILS
- APPETIZERS • MAINS AND DESSERTS
- REFRESHERS • BARTENDERS
- CATWALK • CUTTING-EDGE SOUND AND LIGHT SYSTEM



USP

ASSOCIATION WITH FTV

WE ARE THE WORLD'S LARGEST FASHION BRAND ACROSS 202 COUNTRIES. WE BRING AN INVALUABLE NETWORK OF FASHION PROFESSIONALS TO PROPEL OUR BUSINESS FORWARD.

STRATEGIC PARTNERSHIPS

WE HAVE A CLOSE NETWORK WITH THE EVENING ENTERTAINMENT, FASHION, LIQUOR AND MUSIC INDUSTRIES WHICH HELPS US DEVELOP MUTUALLY BENEFICIAL PARTNERSHIPS ACROSS ALL OUR BUSINESSES.

PULSE OF FASHION

WE ARE TUNED TO THE WORLD'S MAJOR FASHION CAPITALS AND CURATE THE MOST INFLUENTIAL TRENDS AND STYLES FOR ANY BUSINESS WE LOCALIZE.

THE CRAFT

WITH TWO DECADES OF EXPERIENCE COLLABORATING WITH THE TOP FASHION PROFESSIONALS, MUSICIANS, ENTERTAINERS AND CELEBRITIES AROUND THE GLOBE, WE HAVE DEVELOPED RESOURCES TO PROVIDE THE BEST TALENT FOR THE INDUSTRY.

GLOBAL NETWORK

WE ARE TUNED TO THE WORLD'S MAJOR FASHION CAPITALS AND HAVE A PULSE OF THE LATEST LUXURY LIFESTYLE TRENDS FROM AROUND THE GLOBE. WE BRING IN-DEPTH INDUSTRY KNOWLEDGE THAT PROVIDES THE NECESSARY EDGE.





SPA

YOUR DOORWAY TO A WORLD
OF PURE LUXURY

For further more information log on to www.fspa.in

INTRODUCTION

Founded in France by its Polish-born President Michel Adam Lisowski, FashionTV is on its way to enter the Indian market with F Spa India to provide a range of unparalleled, luxurious experiences with state-of-the-art techniques. The ultimate vision of F Spa is to bring India on par with international spa standards.

According to the Indian Salon Report 2014, an industry study by Franchise India, the Indian Spa market is currently worth USD 7.2 billion. Spas earlier considered a luxury, are now part of people's lifestyle. F Spa looks forward to transform and catapult the spa industry by bringing global expertise to India and making superior treatments and methods available, straight from the global spa scene.

F Spa, being a segment of FTV has already acquired prominence worldwide. It will be India's platform to access wide-ranging trends and styles. The brand aims to become the most anticipated and the most definitive spa experience in India.

FRANCHISE BUSINESS PLAN

By all accounts, the Indian wellness industry is expected to grow 20% - 30% year on year. These growth figures lay out the scope and opportunities in the Indian Spa market.

SERVICES



Hand Therapy



Herbal hot compress



Foot reflexology



Pedicures



Manicures



Hair Treatment



Modish Waxing



Facials



Massage Therapy



Nail-Art



Skin Therapy



SUPPORT

- Location hunting
- Setting up the business
- Strategic planning
- Execution of plans
- Essential tools
- Professionally trained staff

USP

Association with FTV

Being the world's largest fashion brand across 193 countries, we bring an invaluable network of fashion professionals to propel our business forward.

Strategic partnerships

Our network with the fashion and beauty products industry helps us develop mutually beneficial partnerships across all our businesses.

Global Network

We are tuned to the world's major fashion capitals and have a pulse of the latest wellness trends from around the globe. We bring in-depth industry knowledge that provides the necessary edge.

International standards

Our strong network in the fashion, beauty and wellness industry helps us get the best people to guide us across every aspect of the business as well as train new talent to maintain the international standards our brand is recognized for.

Ultimate Therapy Experience

The F Spa team has trained its professionals to deliver a personal and unforgettable experience to guests.

I LOVE

FASHIONTV
BAR



BAR

Michel Adam's
Iconic
Fashion
Night Spot

For further more information log on to www.fashiontvbar.in

INTRODUCTION

The F Bar is a chic lifestyle venue for glamorous VIP parties, star interviews, fashion shows, photo sessions and movie shoots.

The FTV channel airs coverage of stylish parties and events held at F Bar, giving a global platform to Indian fashion celebrities, models, movers and shakers.

The very best in liquid gold flows through the backbar. Corona, Greygoose Vodka, Jägermeister and Whiskey Sours are on offer. Non-alcoholics can down Red Bull, Tonic waters or canned Juices. Guests can nibble on Fashion Bites; they are mini servings of Indian chaat favourites treated with a European flair.

The Bar site has a mini shop stocked with exceptional products, branded by FTV. A fashionista think tank updates the collection, to keep it relevant for fashion conscious clients.

F Bar's mounted screens rotate up-to-date videos of interviews with fashion models, the latest catwalk shows, high-society dos, and news stories on fashion lifestyle and trends.

F Bar attracts a debonair demographic. As a result, its averages are higher than any other contemporary bar offering in the market.

FRANCHISE BUSINESS PLAN

Today, 65% of the Indian population is below 35 years old and Asia Pacific comprises the most High Net Worth Individuals at 4.69 million. With more disposable incomes, the retail trade of liquor in India, reports a rise in collections from approximately 308 crore INR in 1994-95 to 3422 crore INR in 2014-15. These figures are a testament to the growing popularity of the bar culture in India.

Bars provide all kinds of entertainment. There are Comedy Bars and Dance Bars, Karaoke Bars, Music Bars and Sports Bars. Let's not forget the oldest of them all, Desi Bars. But where is that elegant bar that caters exclusively to our innovative entertainers, designers, flamboyantes and artistes?

SERVICES

- Screens • Live Performances • Business Lunches
- Afternoon Tea • Fashion Bites • Spinning Wheels
- Themed Nights For Meet ups
- For Industry Insiders For Girls For Free Trivia Night
- Spelling Bee Night • Bartenders • Happy Hours

SUPPORT

- Location hunting • Setting up the business
- Strategic planning • Execution of plans
- Essential tools • International talent
- Design and Ambience • 4K Technology • Special Events

USP

- Association with FTV
- Strategic partnerships
- Pulse of fashion
- The Craft
- Two decades of experience
- Flagship Brand
- Movie Promotions
- Stylish Architectural Ambience
- The Party People
- Sponsorship
- Opportunity for Growth



HOTTEST

**STYLISTS
FASHION TRENDS
EXPERIENCES**



SALON

The Most
Awaited
Salon
Experience
In India.

For further more information log on to www.fsalon.in

INTRODUCTION

Founded in France by its Polish-born President Michel Adam Lisowski, FashionTV is on its way to enter the Indian market with F Salon India to provide a range of unparalleled, luxurious experiences with state-of-the-art techniques. The ultimate vision of F Salon is to bring India on par with international fashion standards.

According to the industry report Professional Salon Care Market in India 2014-2018, beauty and grooming services are set to grow at a Compound Annual Growth Rate of 27.07% from now through 2019. F Salon looks forward to transform the salon industry by bringing international expertise to India and showcasing superior hairstyles and artistry straight from the global fashionscape.

F Salon, being a segment of FTV has already acquired prominence worldwide. It will be India's platform to access wide-ranging trends and styles. The brand aims to become the most anticipated and the most definitive salon experience in India.

FRANCHISE BUSINESS PLAN

61% of men and 54% of women are visiting salons on a monthly basis and spending a hefty amount. On an average more than 60% of visitors are spending between Rs. 1000-2,000 on beauty services. These figures lay out the scope and opportunities in the Indian Salon market.

SERVICES



- HAIR CUTS • BLOW DRY • STYLING
- STEAM INFUSION • HAIR WASH & BLAST DRY
- HAIR TREATMENT • FACIALS
- PEDICURE & MANICURE • INTENSE REPAIR
- MAKE-UP • HAIR SPA

SUPPORT

- LOCATION HUNTING • SETTING UP THE BUSINESS
- STRATEGIC PLANNING • EXECUTION OF PLANS
- ESSENTIAL TOOLS • INTERNATIONAL TALENT



USP

The largest fashion network

We are the world's largest fashion brand across 193 countries. We bring an invaluable network of fashion professionals to propel our business forward.

The most versatile brand

We are tuned to the world's major fashion capitals and curate the most influential trends and styles for any business we localize.

Access to the world's top fashion brands

We have a close network with the fashion and beauty products industry which helps us develop mutually beneficial partnerships across all our businesses.

The Artistry of Hair Dressing

Hairdressing and styling is an art. The F salon is proud to be among those in the industry who are able to display creative artistry in the field.

Make-Up Experts

We possess the ability to transform your existing look to a whole new look.

Award-Winning Architectural Ambience

Our clients love to visit our salons, because of the welcoming and stylish ambience.



For further more information log on to www.funvilleindia.in



Introduction

Funville is a three thousand square foot space in South Mumbai. It is a large indoor playground based concept designed to attract families from infants onwards.

A secure environment, the space slices up into five activity areas. There's a Toddler Area for six month olds to three year olds and a Junior Area for three year olds to ten year olds. The Gaming Zone has video gaming consoles for young teens while the Library Corner has reading material for all ages. A Cafe serves healthy bites and drinks, plus there are stations for nappy changing.

Open for eleven hours daily from ten am to nine pm, free wifi permeates this soft play entertainment zone that is filled with the cheerful shrieks of children who jump, play, glide, slide, run and shout with their best buds among bright colours, learning toys, play sets and soft foam playables.

Franchise Business Plan

With increased disposable incomes parents are open to spending on pastimes that their kids like and they appreciate the benefits of a playground that lets their kids engage in physical activity. Air-conditioned, indoor play centers that offer new and different play pieces are attractive in extreme weather countries like the Middle East, Europe, Africa or South America where its predominantly hot or cold most of the year round. India and other developing countries especially are seeing fun-filled indoor play centers for the first time and the demand for them is proving to be huge.

This scenario presents a big opportunity. Funville Play Center franchisees will address a huge population looking for safe and fun environments for their children to spend quality time in.

Services

Toddler Area
Junior Area
Gaming Zone
Cafe
Library Corner
Washroom with Changing Stations
Wifi



USP

Any Weather Play

As an indoor soft play area, Funville is available for enjoyment to eager kids all year round, irrespective of the conditions of weather, traffic, pollution or noise prevailing outside.

Innovative Play

Funville's array of play sets, toys, slides, rope walkways, tunnels, books and games are freely available to all kids across age groups and according to their changing interests and moods.

All Inclusive Play

The indoor play area concept is an all-inclusive space with interest points for grown-ups and children, men and women. Sip a coffee at the in-house Cafe, read the latest issues in the Library, play some Wii in the Gaming Zone or make an afternoon to remember in the Toddler and Junior areas.

All Age Play

Funville caters across the board from very young six month olds right up to ten year olds in the children's bracket. Additionally, the space involves teens with the Gaming Zone and adult care givers with the Cafe and Library. What's more, parents can join their kids in the play areas, bonding over hugs, chases and whoops of delight!



Mobile Car Spa



For further more information log on to www.mobilecarspa.in

INTRODUCTION

Mobile Car Spa is an on-call door to door car wash service with a difference. Innovative in operations and technology, it puts cars first.

The team arrives at your doorstep in a custom-made van loaded with proprietary cleaning equipment and gets to work. Within a short time the car sparkles like new!

The revolutionary steam wash technology cleans difficult to reach nooks and crannies and wastes no water.

Barring mechanical tuneups and repairs, Mobile Car Spa's therapists offer varying degrees of deep pore conditioning for a vehicle's interiors and exteriors with processes like waxing, polishing, vacuuming, washing and steaming.

FRANCHISE BUSINESS PLAN

Euromonitor International records an annual disposable income of USD 1,875,668 for India in 2015. Our burgeoning economy, increased incomes and desire for affluent lifestyles is motivating people to buy vehicles. On an average about 2,00,000 cars are sold every month in India. The Society of Indian Automobile Manufacturers records a production growth of 8.68% in 2015 over the previous year with the industry producing a total of 23,366,246 vehicles.

SERVICES

- Steamwash (Eco-Friendly Steaming)
- Power Suck (Vacuum with Purpose)
- Detailing (Internal Cleanse)
- Buff (Polish and Shine)
- Wash (Pressure Scrub-a-Dub)
- Wax (A Layer of Gloss)
- De-Tox (Degrease and Degunk)
- Cool (AC Vents and Ducts)
- Scented (Deodorize)
- Boot-Up (Love your Boot)

SUPPORT

- Location Free
- Setting up the business
- Strategic planning
- Execution of plans
- Essential tools
- Professional talent



USP

Booking

Reserve the services of the best mobile car wash service in town by calling the toll free number on the easy-to-navigate Mobile Car Spa website. It's that simple.

Payment

If it's your first time, pay on the spot through our credit card machine. If you're on one of our packages, you are billed in regular monthly or annual cycles payable by cheque, cash or transfers.

Range of Services

We have a line up of services from heavy to light and interior to exterior to make your auto sparkle and shine. Our menu meets all your disinfecting, deodorizing and sanitizing needs.

Technology

We employ the latest steam wash technology to take care of your car while being gentle on the environment.

