



**Indian Franchise
Association**

MEMBERSHIP OPPORTUNITIES



CAUTION



RESEARCH



EVOLVE



ADVISE

**MEMEBRSHIP
PROPOSAL**

**PROPOSAL
FOR
MEMBERSHIP
OPPORTUNITY
WITH
IFA**

ABOUT - INDIAN FRANCHISE ASSOCIATION

Indian Franchise Association (IFA) is India's premier, non-political, not-for-profit body representing Indian Franchise Sector. IFA's endeavor is to promote, promulgate and popularize the concept of franchising as a mode of doing business across the industry verticals and to nurture the entrepreneurial skill of every Indian.

IFA catalyses change by working closely with stakeholders and policymakers on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for franchise sector through a range of specialized services and global linkages. IFA also provides a platform for Franchise sector consensus building and networking.

Partnership with counterpart chambers across the world carry forward our initiatives of inclusive development in franchise business, which encompasses entrepreneurship, training, governance, skill development, etc. IFA serves as the first port of call for Indian franchise sector and the international franchise business community.

ision: To represent the voice of Indian Franchise Sector.

AT IFA – We CARE

- We guide you in making an informed decision to avoid any risk or damage

CAUTION

- We offer you the opinion and recommendations as worthy to be followed

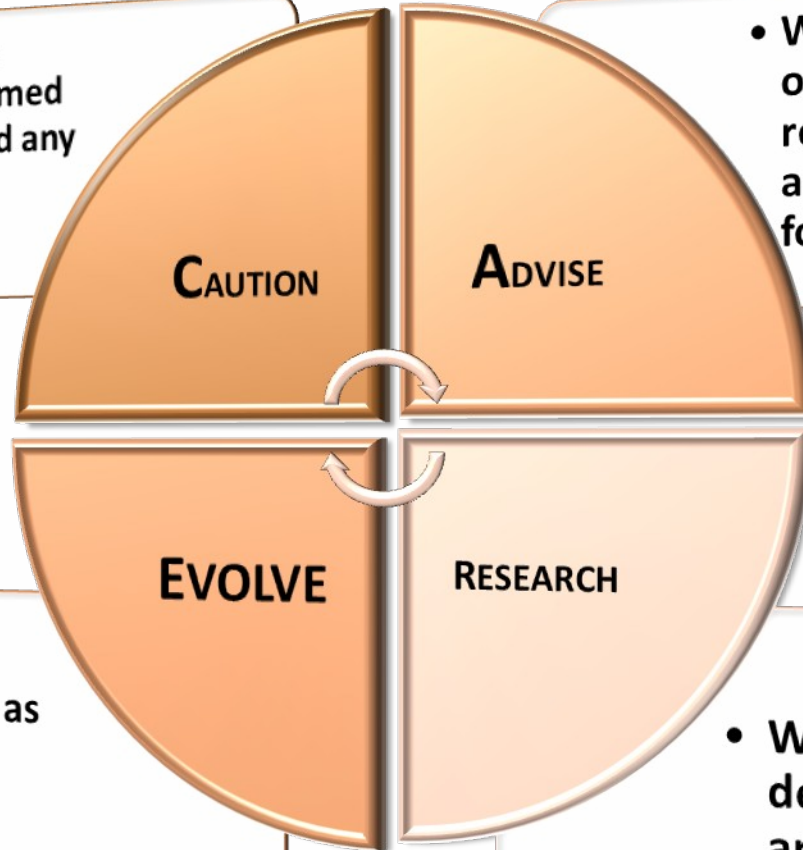
ADVISE

- We develop as you grow

EVOLVE

RESEARCH

- We help you with a detailed research and analysis



Indian Franchise Association provides a complete guidance to franchisors and franchisees before they venture into their businesses.

The Association:

- ❑ **Helps Franchisors/franchisees in building bridges**
- ❑ **Provides knowledge resource and forums to upgrade expertise**
- ❑ **Organizes industry specific Training and Management Development Programs**
- ❑ **Provides platform for networking at various forums**
- ❑ **Provides impetus to develop International Business**

For more details visit us at: **www.franchiseindia.org**



Membership Benefits



Additional Benefits

- IFA Membership Certificate valid for 1 year
- Annual subscription of magazine- **The Franchising World**
- Support from IFA as an arbitrator wherever required
- Web listing of logos and banners on the website
- Discount on various services of IFA like Fra(n)news/ Franrecruit /Events
- Best selling book on franchising by Mr Gaurav Marya, Chairman IFA

New Improved Membership Services

Fran Recruit

One stop solution to cater professionals requirements

Training and Learning Center

Quality franchise training and education for the management students, professionals and entrepreneurs

Web Services

Web Listing of logos and banners for a wide reach and visibility

Fran Exim

Promote Indian Brands across the globe and invite International brands to India

Fran News

Informing and communicating latest trends in franchise industry

New Improved Membership Services

Fran Consult

Range of consultancy services to its members to develop franchise network

Fran Legal

Comprehensive franchise legal services

Policy Advisory

Communication between government and members

Research and Information

Regular retail and franchise industry based research and study

Events

Common platform for business development and networking for the franchise fraternity

Arbitration

Settlement of disputes between franchisors and franchisee

FranRecruit

A venture of Indian Franchise Association is one stop solution to cater entire gamut of Professionals requirement for your next strategic HR move.

At FranRecruit, we provide expert services, economies of scale, savings in the recruitment costs, knowledge of the market, the candidates, understanding of the requirements, and most importantly, the access to the suitable and talented candidates and the structured recruitment processes.

We help save the organizations from the tedious task of weeding out unsuitable resumes, co-coordinating interviews, posting vacancies etc. and give you an edge over the other sources of recruitment. If someone want to make a Career in Franchising or looking for the potential with right skill set for driving your franchising business, your quest ends here.





IFA's monthly e-newsletter (Fran News) informs, announces, advertises and communicates the latest trends in the franchise Industry and covers real case studies from various brands. It also advertises and provides other useful information related to franchise domain. With a circulation of more than 1,00,000. It includes:

- Latest trends in franchise sector
- Latest updates/news
- Articles on franchising
- Case studies
- Advertisements
- CEO's Interviews

	Members (INR)	Non members (INR)
CEO Interviews	5000	10000
Case studies	10000	15000
Advertisement	5000	10000



The Learning Centre (TLC) is conceptualized with a mission to impart the highest standards of quality franchise training and education for the management students, professionals and entrepreneurs.

The program will bring tomorrow's franchise leaders together in an environment that stimulates the mind and creates a dialogue, not just discussing what franchising is today, but what it will have to become in the future.

The Learning Centre (TLC) is conceptualized with a mission to impart the highest standards of quality franchise training and education for the management students, professionals and entrepreneurs.

FranExim

Fran Exim Functions towards the expansion and growth of domestic and international brands by taking delegation to the overseas market and inviting global brands and delegation to India. Thus it helps them flourish and find their appropriate match through Joint Ventures, Master Franchisees and some others .

It also provide consultation to the franchisors, seeking franchise opportunities in the local and global market through various conferences, meetings, workshops and expositions



FranLegal

Fran legal, Indian franchise association's initiative is a pioneer in the field franchise legal services in India.

Our team of experienced and specialized franchise lawyers provides comprehensive franchise legal services to franchisors and companies desiring to expand through franchising . The ultimate goal is to provide customized legal solutions.

Fran legal offers a range of Legal services for both franchisors and franchisees



PolicyAdvocacy

IFA provides the platform for coordinating and communicating between government and members . IFA plays a key role as an intermediary between government and corporations.

Some of the policy advocacy features include:

- Participation in different policy committees & Task forces
- Expert advice/suggestion on government legislations, regulations ,etc..
- Representation to central and state government and other institutes
- Undertakes research studies

Fran Consult

A full service franchise development, consulting, marketing services initiated by Indian Franchise Association. we aim at providing expert marketing and technology solutions for existing franchisor and franchises.

With an experienced staff of strategists, designers, copywriters, engineers and support specialist we know how to help you achieve your goals of attaining maximum profit by selling maximum units, strengthening your brand image and keeping your costs under control.



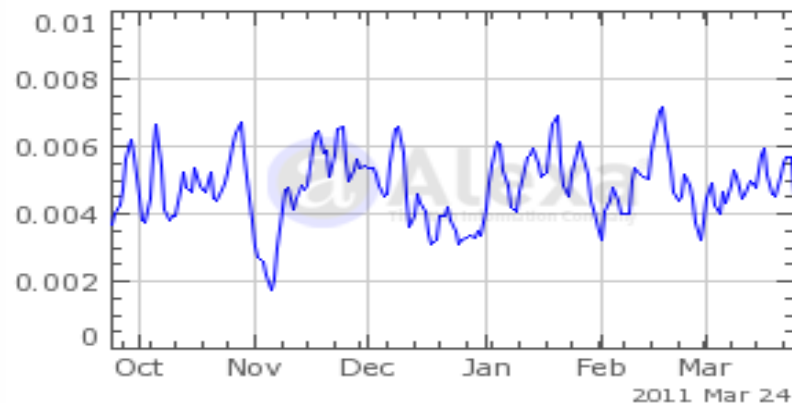
STAGES OF FRANCHISE DEVELOPMENT PROGRAM

IFA Web



Services

IFA's Website www.franchiseindia.org is a largely visited site that generates traffic of as close as 1,48,903 hits every month. The services offered in the website encompasses business development activities for the established and budding franchisors, franchise opportunities for the potential investors, information hub in the form of e-newsletter, reports and surveys for knowledge seeking individuals/students/market research agencies, a recruitment platform for the young professionals and employers.



franchiseindia.org : Traffic for sites vary wildly from 500 to 60,000 daily visits.

IFA WEBSITE – WWW.FRANCHISEINDIA.ORG



Indian Franchise Association

FRO2011 34TH NATIONAL FRANCHISE & RETAIL SHOW
January 29-30, Ambassador Pallava, Chennai

Home About Us Events Member Area Career Contact Us

Google Custom Search

Become a Member

Subscribe for Newsletter
Enter your email
Enter your location
Receive exclusive business opportunity offers

CAUTION We guide you in making an informed decision to avoid any risk or damage.
ADVICE We offer you the opinion / option and recommendations as worthy to be followed.
RESEARCH We help you with a detailed analysis.
EVOLVE We develop as you grow.

Welcome to Indian Franchise Association

Top Franchise Opportunities

MATHNASIUM
The Math Learning Center

Humpty Dumpty
Playgroup | Nursery | NIP | Daycare

Browse Franchises by Industry
Choose your best franchise opportunity from our industry categories...

Find Your Franchise
Select an industry
Select location
Find a Franchise

TOP STRIP
BANNER

BRANDING OPPORTUNITY WITH IFA

Categories ...
Business Services
Food and Beverages
Education & Training
Retail
Immigration
Other

Select an industry
Select location
Find a Franchise

Can't find what you're looking for?
View All Industries
Franchise Directories

Less than Rs. 10 Lacs
Less than Rs. 50 Lacs
1 Cr.
40 Cr.

CEO's INTERVIEW

BANNER LEFT SIDE

Interviews

Latest Opportunities

AN IFA PERSPECTIVE

Claridges 'Dhaba' to be...
Dhruv Express to spread its wings...
Ritho spa to be a solo brand...
Arrow music expansion...
Suguna to hit a century by 2013...
Trends in the 2011 Fashion Retail...
DRS Group enters education sector via...

Company Performance
Cultivating dramatic
Avaling franchise
Company that has

Brainworks
i360
The School Brats n Cuties
CAAN Wings
ashika
Presto
Orion CALLTECH
iGen braingum

Event Calendar

Indian Franchise Association

AN IFA PERSPECTIVE

Need by Google

Franchise Opportunity
Get Out Play School Franchise. Make A Difference while you Make Money!
www.ifa.org/ifa.org

Education Franchise India

WHO CAN BECOME OUR MEMBERS

- **Regional Master and Single Unit Franchisees**
- **Regional Area Developers**
- **Regional and International Franchisors**
- **Regional Master Licensees and Agents**
- **Entrepreneurs**
- **Service Providers**
- **International Associations**
- **Franchise Consultants**
- **Business Consultants**
- **Family Business Owners**
- **Real Estate Professionals**
- **PR & Marketing Executives**
- **Franchise Lawyers**
- **Accountants**
- **Government Agencies**
- **Small Business Associations**
- **Banks and Finance Companies**
- **Private Equity Firms**
- **Educational Institutions and Training**
- **Shopping Mall Operators**

MEMBERSHIP CATEGORIES

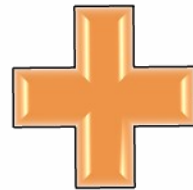
Company Member

Individual Member

Affiliation/Institutional Member

MEMBERSHIP FEE

REGISTRATION
FEE



ANNUAL
SUBSCRIPTION

ENTRANCE FEE FOR DIFFERENT CATEGORIES

<ul style="list-style-type: none"> ➤ Gross sales Turnover Amount above 75 Lakh ➤ <u>Gross Sales Turnover Between 10-75 Lakh</u> ➤ Gross sales Turnover not exceeding Rs.10 Lakh 	<p>INR 10,000 for large franchise units <u>INR 5,500 for medium franchise units</u> INR 3,500 for small franchise units</p>
<p>Lifetime Member</p>	<p>INR 2.5 Lakh</p>
<p>Individual Member</p>	<p>INR 2000</p>
<p>Corporate Advisor/Supplier</p>	<p>INR 15000</p>
<p>Affiliated Association/Institutional Member</p>	<p>INR 5000(National), INR 3000(Regional)</p>

ANNUAL SUBSCRIPTION FOR DIFFERENT CATEGORIES

Gross Sales Turnover Amount (INR)	
Not Exceeding Rs. 10 Lakhs	INR 2,000
Exceeding Rs. 10 Lakhs but not exceeding Rs. 30 Lakhs	INR 3,000
Exceeding Rs. 30 Lakhs but not exceeding Rs. 50 Lakhs	INR 3,750
<u>Exceeding Rs. 50 Lakhs but not exceeding Rs. 75 Lakhs</u>	<u>INR 6,500</u>
<u>Exceeding Rs. 75 Lakhs but not exceeding Rs. 1 Crore</u>	<u>INR 8,000</u>
Exceeding Rs. 1Crore but not exceeding Rs. 15 Crores	INR 10,750
Exceeding Rs. 15 Crores but not exceeding Rs. 25 Crores	INR 15,000
Exceeding Rs. 25 Crores but not exceeding Rs. 40 Crores	INR 25,000 **Service Tax: 10.3% Extra
Exceeding Rs. 40 Crores but not exceeding Rs. 100	INR 37,500

THANK YOU

PLEASE CONTACT:

Ms Richa Gupta

Business Development Executive

Indian Franchise Association

F-89/11, 1st Floor, Okhla, Phase-I

New Delhi - 110020

Mobile no: +91 9350653111

Email id: contact@franchiseindia.org

Website: www.franchiseindia.com