

## OVERVIEW

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.



IFA NEWSLETTERS



## KEY OBJECTIVES

- ▶ To formulate methods to improve the competitiveness of the Industry in India with regard to restructuring, productivity enhancement, increasing exports etc.
- ▶ To assist small and medium enterprises with high potential to invest.
- ▶ To promote the Indian brands in overseas markets and devise strategies to gain access to developed/ developing markets through Franchising.
- ▶ To actively participate with other industry associations (domestically and internationally) with the aim of solving issues related to trade and investment.
- ▶ To have a proactive dialogue with the Government to further identify various policy issues that need to be addressed in order to stimulate growth of the Franchise Industry in India.
- ▶ To encourage Industry – Government partnership for emulating best practices across the world, a way to make the Indian Franchise Industry more competitive.
- ▶ To professionalize and educate people in the franchise industry through research studies, surveys, meetings, seminars, workshops etc.
- ▶ To provide the legal information and current statistics on franchising.
- ▶ To organize Training courses for the potential master franchisees.
- ▶ To make the matchmaking between the foreign franchisors who are eager to enter the Indian market and the potential investors who are interested in purchasing the franchise rights in India.



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# ENSURING BEST PRACTICES IN FRANCHISING

## ETHOS CARE



CAUTION



ADVICE



RESEARCH



EVOLVE



Opportunities (content): As a member of IFA, you will avail yourself of immense opportunities right from networking with the corporate majors of Indian and Global industry to framing policies through close linkages with the government. IFA's proactive approach focuses on helping you to increase efficiency and competitiveness.

## MEMBERSHIP BENEFITS

### Networking:

IFA provides networking opportunities with Indian and Global Corporate Majors. It acts as a platform to enhance your business by developing new markets for it.

### Policy Work:

IFA provides the platform for coordinating and communicating between Government and Members. IFA plays a key role as an intermediary between government and corporations. It even renders expert advice on government legislations, regulations, etc.

### Business Services- Events/Conferences/Expositions:

IFA organizes several such events each year for retailers and franchisors to communicate with each other. This helps them provide a platform to meet their franchisees, investors and suppliers. This way it provides an unprecedented & interactive Buyer – Seller forum.

### International Liaison:

IFA is an excellent platform for International communication and cooperation between domestic and Overseas Retailers, Franchisors, Investors and the International Associations.

### Training & Education:

IFA also provides Industry specific Trainings and workshops to the members and individuals who seek to gain knowledge in the same realm. Its certified Executive Franchise Program, The Learning Centre (TLC), aims to impart quality franchise education on to its trainees and help them gain a competitive edge.

### Research & Information:

IFA regularly conducts Retail and Franchise Industry based research and study that are further compiled and edited to form knowledge papers, white reports etc. These data and analysis have been regarded as valuable references for enterprises for decision making.

### Web Services:

Web listing of logos and banners for a wide reach and visibility is also one of the important services that IFA caters to its members. This also results in business networking among the members on the website.

## WHO SHOULD BECOME OUR MEMBER?

- ▶ Franchisors                      ▶ Franchisees
- ▶ Master Franchisees           ▶ Professional advisors
- ▶ Individuals with an interest in Franchising
- ▶ Education Institutions/Societies/Trusts/Associations



### VISION:

To represent the voice of Indian Franchise Sector.

### MISSION:

To promote excellence and growth in franchising while serving the interests of its members at the same time.