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## STRATEGISE FRANCHISING TOWARDS HEALTH & WELLNESS

The scope of business activity in health care sector till about a decade back included an extended network of products and services largely diagnostic and therapeutic in nature. While the healthcare sector evolved, it led to the inception of the holistic healthcare category which prevails as the present 'wellness wave'

The Health and Wellness industry today delivers products and services aimed at enabling people to look as well as feel better. In modern societies there is a conspicuous health-literate population beholding potential opportunity across all age groups. The younger generation between 20 to 30 seek the celebrity inspired looks and stamina to go with it. Then middle of the population between age 30 to 43 aspire the younger generation's traits but are starting to feel some sags, flab and pains, they didn't have before. Then there are the boomers from age 43 to 61 who are refusing to accept the aging process with greater inclination to 'self-care' rather than 'medicate'. The above 60, aged population is also looking at holistic health and wellness with a fresh dimension

A phenomenal growth rate of 200 percent to 300 percent is anticipated for the sector in the next 5 to 10 years. The resources aligned towards industry now will be in the best position to create long-term residual income streams as the industry continues to expand. The Whitepaper projects that more than 60 per cent of the market is unorganized and highly segmented with several small and regional players. The need for quality and uniform health and wellness services combined with increasing health and wellness awareness, will give a required stimulus to franchising in this category. Franchising is attractive proposition because it leads to building of collaborative distribution models to enhance depth and breadth of coverage and reach, a balanced product portfolio along with delivery of high standards in customer relationship and experience management. Organizing an unstructured private sector, franchising incorporates into one robust process which includes a balance amongst all the service variables viz. training, performance-based incentives, accreditation and certification, ongoing support relationships and regular audits.

The scope of the whitepaper encompasses every aspect involved with the opportunity, from what is the latest in health care and wellness franchising to broader issues and important developments needed to be instated in the business when using franchise route for business growth. Over the last few years we have been amassing precious knowledge about franchising in healthcare sector which we have put together in this paper and feel that it would serve as a reference guide for all healthcare companies looking at the potential of franchising.

In creation of this White paper I would like to extend a heartfelt thanks to Mr. Ratan Jalan, India's Healthcare Visionary and the entire team of Medium Healthcare for the wisdom of their content. I would also like to thank the Franchise India research bureau for their dedication and commitment to reach out the market and create this wealthy industry information.

**Gaurav Marya**

**BUSINESS OF  
HEALTHCARE,  
BEAUTY,  
WELLNESS &  
FITNESS**

# **BUSINESS OF HEALTHCARE, BEAUTY, WELLNESS & FITNESS**

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This publication has been prepared under the auspices of Franchise India Holdings Ltd. It aims to highlight franchising opportunities and current trade practices of the health and wellness industry in India.

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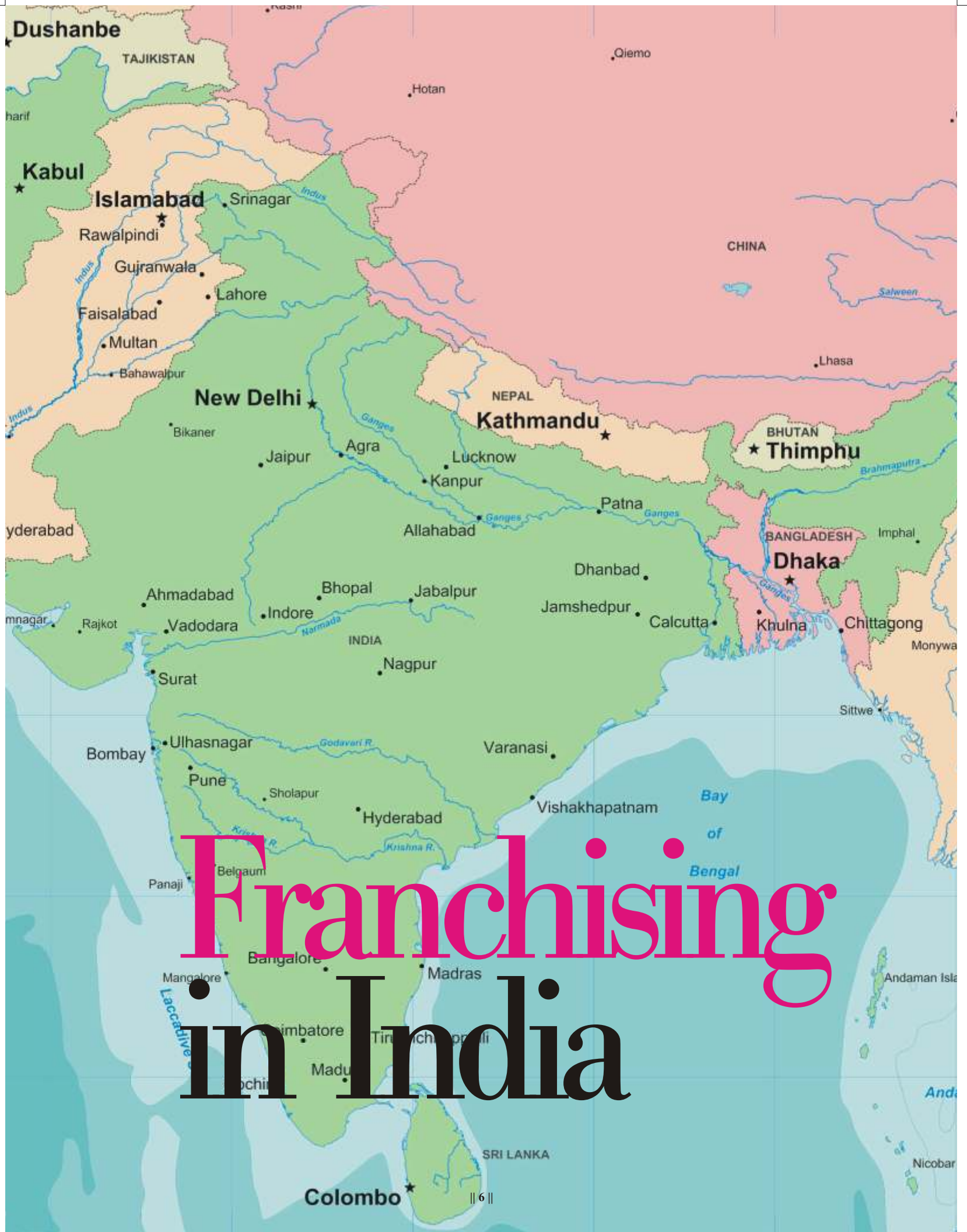
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# Franchising in India



### Franchising in India

India has always been considered a dynamic entrepreneurial pool with the traditional business acumen that is inherited across the Indian pedigree. There is clearly conspicuous attractiveness in the Indian market conditions at present. Prevailing franchising wave bring with itself a lot of excitement as well as innovation in terms of the way business is done in the country. The practices are a clear indication that market is moving towards mature franchising behavior with committed resources and strategic vision.

Though franchise companies represent a small portion of all India business, but the franchise industry in the country is slowly and steadily picking up in a big way. In India, there are around 1200 franchisors, with more than 125,000 franchise units, which represent slightly more than three per cent of business. Yet this small percentage generates around 30 per cent of revenues in retail and service across the Indian economy. The franchising industry in India is currently growing at an annual rate of 30-35 per cent. According to Franchise India's research, national and international franchisors today employs around one million people in India.

With franchise-related products and services estimated at US\$ 7.2 billion annually in India, international demand for Indian brand and services is creating huge opportunities for Indian companies to expand globally. India, which has a growing middle-class of over one billion people, is now positioned as a major player in the global economy and a fertile ground for investment across industry verticals. The industries cited as the top prospects for successful franchise opportunities in the country includes education, food and beverage, fashion & lifestyle, entertainment, health-fitness and beauty, service sector etc.

With India's retail sector growing at more than 10 per cent. Franchising in India currently account for only 3 per cent of retail revenues in India compared to around 50 per cent in USA. However, this percentage is growing at a fast pace, and the implications points towards a astounding market potential. The success rate for individual franchise business owners in the country is around 85 per cent.

### Bright Future

The Franchise business future has optimistic prospects due to convergence of many factors like the average Indian income is steadily rising and have more purchasing power; increasing levels of consumer spending, with greater recognition of brand value, more awareness about global trends and brands and conversely, internet is making it easier for international companies to gain an understanding of India's culture, geography and politics. Franchised operations are becoming more popular in geographically vast and culturally diverse nations like India, as franchising

enables the small and medium entrepreneurs constrained by resources required for expansion to become more competitive

### Health and Wellness Market

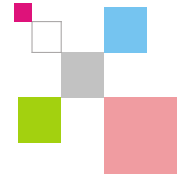
The Indian health and wellness market currently is in the boom phase. The market is estimated to around Rs 25 billion with a year-on-year growth of over 25 per cent. Consumer purchase habits and preferences have gradually evolved and healthcare market's traditional equilibrium is changing to present a dynamic market loaded with opportunities

This led to an increase in demand for health and wellness products and services. The retail surge in India had also contributed to the growth of entire wellness Industry. Various wellness products such as medical and nutritional products, fitness equipments, consultation, eye testing, dental check up, beauty, slimming, hair and skin care are all being brought under one roof by big retailers.

### Objective of the whitepaper

Health beauty and wellness are phenomenon with a universal appeal. The dimension will be however relative across the globe. The demand for the product and services extended towards the pursuit of improving health and wellness of the demographic has been there since time immortal and is bound to prevail. Reaching to the consumer involved a lot of due diligence aligned towards the profitable sustainability of the distribution model involved

Health and wellness are mass product concepts which are present in a highly unorganized and loose structure in India. In spite of the movement towards organized behavior, there are a very few viable modes of expansion for these concepts. Franchising, against the other models with involves larger capital and asset involvement, has the possibility of presenting a optimized model for health and wellness concepts. The paper aims at discussing the possible 'franchisability' of the health ,beauty and wellness concepts and analyses the value proposition that can be exhibited by including franchising as a strategic decision. The paper also presents some of the markets domains which have a franchise friendly behavior and could evolve into major business formats of future.





# BUSINESS OF HEALTHCARE

**Introduction**

The global healthcare industry, valued at about US\$ eight trillion, is on a high-growth trajectory, with strong emphasis on the Asian and Middle Eastern markets. Economic growth, corresponding increase in standard of living, and aging population will continue to create a greater demand for better healthcare facilities globally.

Healthcare is one of India's largest sectors, in terms of revenue and employment, and the sector is expanding rapidly. The Indian healthcare industry is estimated to be about Rs 200,000 crore and is projected to reach Rs 300,000 crore by 2012. Today, India spends around 4.8% of its GDP on healthcare. Around 78% of healthcare spent in India is done from private funding. The voluntary (private) insurance cover is still limited to only 1.4% of the total population of India. The Government (central and state) spends is around 1.2% of GDP on health care, which is lower than even some of the developing countries in the world.

Much of India's healthcare expenditure comes from private patients' pockets, primarily the higher-income households. The top 33% income earners in India accounted for 75 per cent of total private expenditure on healthcare in 2004. In addition, the increased spending power of the 250-300 million strong middle class is driving growth opportunities for corporate healthcare providers. Factors like privatization of medical insurance, apart from giving rise to a new delivery system, are making the market more attractive for international and national corporate players.

As a sector, it has historically been dominated by Government and non-profit institutions. Given the grossly inadequate infrastructure both in terms of quantity and also quality the sector offers immense potential for growth. Unlike in the past, financial institutions including PE investors today include as one of the thrust areas as an example of socially relevant infrastructure with phenomenal potential.

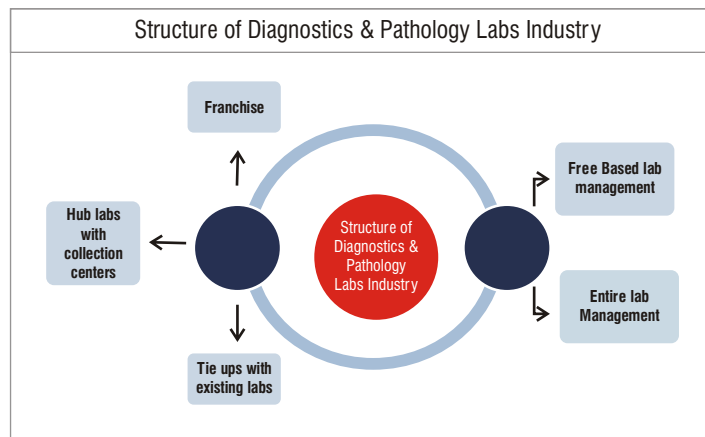
The sector, like retailing, has witnessed phenomenal increase in corporate interest and has seen rapid growth in organized activities, be it hospitals, diagnostic services or clinics. Healthcare today is much more ready to encourage innovative facility formats and models for growth. We have seen the usage of franchising as business model getting increasingly accepted, be it Apollo for hospitals and clinics or SRL for labs and collection centers.

Arriving at the right diagnosis and determining the right treatment regime are the two most critical steps in efficient

patient management. The reliance of clinical decision making on lab diagnostic values is evident from the fact that around 70 percent of treatment decisions are based on lab results.

**Lab diagnostic market - Opportunity overview**

The Indian diagnostics and pathological lab test market in 2007-08 stood at about Rs 8,000 crore and has the potential to grow at CAGR of about 20% from FY09 to FY13 (Source: Cygnus Report, 2009).



In India, the market is extremely fragmented with over 40,000 laboratories across the country. A large number of these labs continue to be owned and run by pathologists and even lab technicians. Lack of adequate regulatory mechanism for quality has resulted in just about 100 labs having quality accreditation by agencies like NABL. The major pathological testing laboratories service about 3,000 samples per day. The regional laboratories and hospital facilities service on average 1,000 samples per day. Laboratories in the smaller town and rural areas service 50-100 samples per day. The lab diagnostics services are currently offered by either a standalone lab diagnostic service provider or are based in a hospital or a nursing home. The standalone large laboratory chains have collection centers (own or franchised), hub (central referral lab) and tie-ups labs.

**The Key Players**

Private players, yet again, are poised to play a very critical role in shaping up the lab diagnostics market landscape. The public health system's failure to invest adequately in infrastructure and human resource across the tier II and tier III cities, has also added additional opportunities for the private sector to invest in these cities. The five big players account for about 10% of the overall business. As per Dr A Velumani, Founder, Thyrocare, the share of national chains in the business should move to about 20% by 2020.



**Major Players Lab Diagnostics in India**

Name	Estd	No of Labs	Collection Centres	Accreditations	Portfolio of Tests	Number of Tests/Day	Turnover (Rs Crore)
Dr Lal Pathlabs	1949	35	650	CAP (USA), NABL, ISO, CLIA	1650	30000	150 crore(2008)
SRL	1995	40	850	CAP (USA), NABL	4000	25000	150 crore(2009)
Primal	1963	124	400	NABL, ISO	NA	11000	130crore(2009)
Metropolis	1981	50	125	CAP (USA), NABL, ISO,	3700	12000	110 crore(2007)
Thyrocare	1996	1 (centralized lab)	600	CAP (USA), NABL, ISO	NA	35000	80 crore(2007)

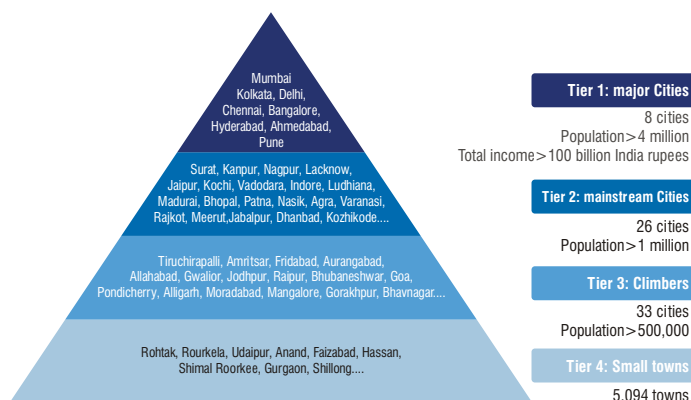
**Lab Diagnostics: Categories**

	Routine Tests	Anatomic Pathology tests	Gene-Based and Other Esoteric Tests
Description	Measurement of various important bodily health parameters such as the functions of the kidney, heart, liver, thyroid and other organs	Diagnosis of cancer and other diseases and medical conditions through examination of tissue and cell samples taken from patients	Diagnosis of conditions that are predominantly genetically determined
Tests	<ul style="list-style-type: none"> <li>Blood chemistries</li> <li>Urine analysis</li> <li>Pregnancy and prenatal tests</li> <li>Allergy tests</li> </ul>	<ul style="list-style-type: none"> <li>Biopsy tests</li> <li>Culture tests</li> </ul>	<ul style="list-style-type: none"> <li>drug therapy monitoring tests</li> <li>bacterial detection tests</li> </ul>

Lab diagnostics predominantly includes-Routine Tests, Anatomic Pathology tests, Gene-Based and Other Esoteric Tests.

**The opportunity**

The diversity of diagnostic capability currently being addressed across the illness and wellness space and the adoption of innovative business models to penetrate and cover a greater geography across the country in a shorter span of time is indeed creating greater opportunities for private and public investments. Also, the Government's vested



interests in driving the public private partnership across tier II, III and tier IV cities will certainly open up this highly underserved market.

**Key Growth Drivers**

Some of the trends that are currently shaping the trajectory of growth include:

- Changing demographics- Rising incomes and growing literacy are likely to drive higher per capita expenditures on healthcare. Given consumer perceptions and demands, doctors are inclined to order tests a lot more than they currently do, as has been trend in the West.

- Evolving consumer habits as well as patterns: Changing life style have tempered the way in which consumer visits the hospital/clinics/diagnostic centers as well as purchases medicine and other health care products. Consumer seeks a more comfortable and friendly hospital environment, retail experience for drug purchase and at door diagnostic services. It enabled system are bound to play important for the the holistic, intergerated as well seamless hospital experience.

- Lifestyle diseases Increasing prevalent of lifestyle diseases and alarming growth in chronic ailments like diabetes, asthma and hypertension, are already emerging as the key driver for greater acceptability of preventive health check-ups and also more frequent tests for disease management.

- Consolidation Increasing corporatization of the healthcare business, penetration of health insurance, thrust on quality standards and the ambitious growth objectives set up by PE investors in various businesses are going to drive the consolidation phase in the industry at an even more aggressive pace.

- Emergence of Health Insurance Though health insurance products are presently less inclined to cover outpatient services. This trend is likely to change. Growth in health insurance penetration and increasing concerns at the Governmental level for quality are expect to push the need for quality certification in times to come.

- Clinical Research Organizations (CROs) This is expected to be yet another driver for the growth of diagnostic business particularly for the more organized quality-accredited players. India along with China is the favoured destination for clinical research, particularly for phase-II and III trials. CROs need the service of diagnostic industry for the screening of the volunteers and to monitor various bio parameters.

- Emergence of tier II and tier III cities as expansion trends- Besides the tier I cities, large players have observed tremendous potential in the tier II, tier III cities, which also help in capturing the large un-served catchment areas including the semi-urban and rural belts.

- Emergence of in-vitro diagnostic (IVD) IVD encompasses tests which are predominantly carried out for the analysis of patient body fluids or tissue samples. This market has grown quite substantially over the last five years.



The Indian IVD market is estimated to be \$330 million as of 2008-2009 and is expected to contribute a much higher share in the overall diagnostic market.

- Public Private Partnerships- Leading market players are also considering Public-Private Partnerships (PPP) as an opportunity to expand their presence in the market. Metropolis has recently entered into a PPP with UP Government under which 40 primary care centers will outsource their pathology tests to Metropolis. Dr Lal Pathlabs has entered into a similar PPP with the Government of Tripura for the whole of Tripura State.

**Key Challenges**

- Manpower Shortage- The healthcare industry, currently faces a huge shortage of the medical workforce. Laboratory Technicians and Pathologists the two key resources of the lab too are scarcely available. Even with the Government infrastructure, currently there is a 49% shortage of laboratory technicians (Source: Ministry of Health and Family Welfare,GOI,2009).
- Resistance to Consolidation- Since growth through green field projects is considered to be time consuming; there is a greater thrust on growth through acquisition of smaller labs, which are typically owned by a pathologist. However, there is a phenomenal resistance by most of the smaller players, who aim to grow on their own, 'hang on' for emotional reasons or expect unreasonable valuations. And it is expected to continue as a key challenge in the consolidation phase for the larger players.
- Incentives for referring physicians Today, the need for a lab test and the choice for a particular diagnostic centre is driven largely reportedly in at least 90% of the cases, by the physician. Incentivizing doctors for prescribing unnecessary investigations and recommending a particular lab continues to be the key strategy adopted by most of the service providers. In fact, the commission is often cited as the highest cost element in the overall cost structure for lab services and continues to be a major challenge for the larger service providers.

**Market Direction**

Dr Lal's Path labs- a pioneer in pathology diagnostics, plans to aggressively scale up to a size of 50 laboratories (from its existing 35 labs) with about 1000 collection centers (from its existing 650 collection centers) in the next five years. This would need an investment of about Rs 35 crore.

Piramal Diagnostics plans to expand its business by adding another 10-15 labs over the next two years. This would incur a capital investment of Rs 100 crore. They primarily intend to increase the number of collection centers to one thousand with a special focus on tier II and tier III cities. Metropolis, another leading lab diagnostic service provider is aiming to tap the fragmented market, through the acquisition route.

The entry of Quest Diagnostics, Rs. 28,000 crore global leader in diagnostic testing services, into Indian markets has indeed added a newer dimension to the rapidly expanding and consolidating market.

Continued private equity investments in India's healthcare system with renewed interest on lab diagnostics have created additional opportunities for the expansion of this somewhat capital intensive market.

**Some Business Models**

Approaches	Player	Remarks
Setting up Greenfield labs	SRL Ranbaxy	<ul style="list-style-type: none"> <li>• Strategic decision to build own laboratories, which will ensure the uniformity of standards and practices across the SRL system.</li> </ul>
Acquiring existing labs	Wellspring	<ul style="list-style-type: none"> <li>• Acquired 30-odd laboratories across the country in the last five years</li> </ul>
Franchising	Thyrocare	<ul style="list-style-type: none"> <li>• 300 franchisees all over India, 100 are hospitals, 100 are pathologists and rest are entrepreneur</li> </ul>
Consolidating/Seeking Tie Ups	Quest Diagnostics	<ul style="list-style-type: none"> <li>• Differentiating with industry-specific packaged services, company-owned and operated patient service centres, and industry-leading healthcare information technology</li> </ul>

**Pharmacy Retail - Opportunity overview**

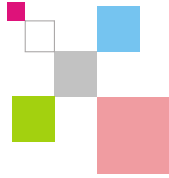
The medicines market in India is highly fragmented with over 500,000 family-owned small sized chemists & drugists operating across the country.

Only a few organised retailers have entered this business, which together with wellness products (health foods, personal care products, rehabilitation products, devices, etc) offers over Rs 60,000 crore opportunities. Medicines markets alone contribute over Rs 35,000 crore of turnover. Currently, Apollo Pharmacy and Reliance Wellness are the only retail chains that have pan-India presence, though many big and small regional players like Religare Fortis (ex-Ranbaxy), Med Plus, Guardian, 98.4, Lifecan (now Religare), Medicine Shoppee, Dial for Health, Planet Health, Medi Plus, etc, who have entered the segment with national ambitions. There are most retail integration of pharma companies

**Alternative Medicine - Opportunity overview**

Most popularly known as Complementary and Alternative Medicine, this system of medicine comprises a group of





diverse medical and health care systems, practices, and products that are not generally considered to be part of conventional medicine, as per WHO, it has been estimated that currently more than two-thirds of the world's population seek health care from sources other than conventional allopathic system of medicine.

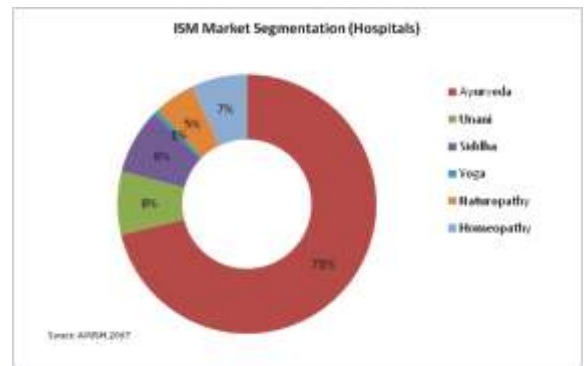
Alternative medicine's approach to move away from a narrow disease focus to a more holistic view integrating body, mind and soul has been the key differentiator that is driving the growth in this market.

**Alternative Medicine in India**

In India, alternative medicine is most frequently referred to as “The Indian System of Medicine(ISM)”. Unlike the allopathic system of treatment, these systems of medicine mainly use plants, animals and their products as sources of medicine.

**Industry Segmentation**

ISM includes Ayurveda, Homeopathic, Unani, Yoga, Siddha and Naturopathic treatments. Each system of treatment has its own ancient method of diagnosis and treatment for curing diseases. All these systems have been in practice in India since many centuries.



System of Medicine	Description
Ayurveda	Ayurveda is a system of traditional medicine native to the Indian Subcontinent and practiced in other parts of the world as a form of alternative medicine
Homeopathy	Homeopathy is a system of medicine which is based on treating the individual with highly diluted substances given in mainly tablet form, which triggers the body's natural system of healing
Unani	According to Unani, the body is made up of four basic elements: earth, air, water & fire, which have different temperaments such as cold, hot, wet & dry
Yoga	Yoga is a healing system of theory and practice. It is a combination of breathing exercises, physical postures, and meditation
Siddha	The word Siddha comes from the Tamil word for perfection. Siddha medicine aims at the immortality of the body and soul. Siddha has drugs that supposedly arrest the degeneration of cells in the body. This is an ancient system of medicine prevalent in South India
Naturopathy	A system of therapy based on preventative care and on the use of heat, water, light, air, and massage as primary therapies for disease. Some naturopaths use no medications, either pharmaceutical or herbal



**The Market**

**Global Market**

Currently, there is an estimated 4 billion people around the world who use herbal medicines for their primary health care. In South Asia alone, Ayurveda, Unani, Siddha, Chinese, Amchi, and homeopathic traditional healing approaches make use of about 9000 plant species. Herbal medicine is increasingly being used worldwide during the last few decades as evident by rapidly growing global and national markets of herbal drugs. The demand for medicinal plants in 2009 was about US \$14 billion.

**Indian Market**

The domestic market for alternative medicine is about Rs 8,000 crore per annum, which is growing significantly. The Ayurveda drug market alone is of the order of Rs. 3500 crore. More than 1.5 million practitioners are currently using the traditional medicinal system in India.

**Key players**

The ISM market is highly fragmented and unorganized. Nearly 80% of the ISM services are offered by independent practitioners who practice multiple systems, and unfortunately with minimal sound knowledge of the core practices.

ISM leading players in India		
Organization	ISM segment	Geography of operation
Kerala Ayurvedic Health Care	Ayurveda	Kerala, New Delhi, Gurgaon, Puri
Ayurcare	Ayurveda	New Delhi, Ludhiana, Hyderabad, Bangalore, Chennai, Kolkata, Pune, Goa, Ahmedabad
Navodaya Siddha Hospital & research Centre	Siddha, Ayurveda, Naturopathy, Yoga	Chennai
Kotakkal Arya Vaidya Sala	Ayurveda	New Delhi, Kolkata, Mumbai, Secunderabad, Chennai, Coimbatore, Madurai, Trivandrum, Kottayam, Ernakulum (Kochi), Aluva, Calicut, Kannur, Palakkad, Tirur.
Dr Batras	Homeopathy	24 cities across India, Dubai and UK
Soukya	Holistic Medicine	Bangalore
Swas Healthcare	Naturopathy, Ayurveda Yoga	Gujarat
Divya Yoga Mandir (Trust)	Yoga	Uttarakhand
SKM Siddha & Ayurveda	Siddha, Ayurveda, Yoga	TamilNadu
Calicut Unani Hospital & Research Centre	Unani	Calicut

**Key drivers**

- Increasing Government support- In November 2009, the Government's Ministry of Health and Family Welfare announced the steps it would be taking to promote 'Indian Systems of Medicine' in the country, including spending Rs. 922 crore on the promotion of AYUSH,(Ayurveda, Yoga & naturopathy, Unani, Siddha and Homoeopathy).
- Holistic approach with minimal side effects Clinical efficacy studies pertinent to ISM practices have very clearly pointed towards the fact that these drugs cause minimal side effects in comparison to the conventional system of medicine. Thus, very high degree of acceptance of ISM amongst the highly drug sensitive population -the very young and the very old is on the rise, besides the rest.
- Lower costs- As per WHO, more than 80% of people in developing countries cannot afford the most basic medical procedures, drugs, and vaccines. Higher affordability continues to create a major shift from standard conventional medicine to complementary and alternative medicine.

**Key challenges**

- The need for standardization of services and products-Very few Indian services and products are available in the standardized form. Standardization involves ensuring that the service and product is safe and has physicochemical range falling within an acceptable band.
- High level of fragmentation of the market -Presence of too many small, local and unorganized players adversely impacts the credibility of the system. The image further worsens by such systems being “cheap” solution.

● Need for adequate scientific data ISM lacks enough evidence to prove the efficacy of the line of clinical services that are offered to the patients in comparison to the much evolved allopathic practices.

**Hospitals and Clinics- Opportunity overview**

Inpatient healthcare segment contributing about 32% of the overall healthcare spend in the country is served by hospitals. With about one hospital per 1000 people (in relation to the WHO norm of over 3 per 1000), the healthcare infrastructure in the country is woefully inadequate. The scenario is even more alarming in smaller towns and rural India. In fact, to incentivize setting up of hospitals in such under-served areas, the Government offers five year tax holiday for hospitals, which have at least 100 beds.

Hospital Beds Per Lakh Population in India(Government)			
	Beds	Hospitals	Dispensaries
Urban	178.78	3.6	3.6
Rural	9.85	0.36	1.49

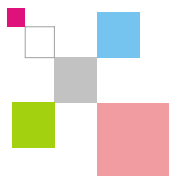
It is estimated that nearly 70% of all hospitals and 40% of hospital beds in the country are in the private sector (Source: PWC, 2007). The number of public health facilities also is not only inadequate, but suffer from gross inefficiencies. Hospitals with about 30 beds, commonly referred as nursing homes, are owned and managed by a physician and offer services typically in a single specialty, that of the owning physician. Mid-sized hospitals having more beds offer a broader range of secondary care services and at times one of the super-specialties. Larger hospitals, often with 300 beds or more offers almost the entire range of healthcare services including secondary and tertiary care with most of the specialties and super-specialties included.

The increasing disease burden of lifestyle related diseases, cancers, cataract, renal failure and arthritis cases in India is predominantly driving the market for the specialty care. It is estimated that, in India, each of these conditions are anticipated to rapidly grow at an annual disease growth rate of 8-12% over the next two years (Source: WHO, 2008).

Based on demographic trends and disease profiles, lifestyle diseases - cardiovascular, asthma and cancer have become the most important segments, and in-patient spending is expected to represent nearly 50% of total healthcare expenditure.

**Hospitals segmentation**

Hospitals typically provide inpatient (where a patient gets treated of the illness by staying at the hospital for a well defined length of stay) or as outpatients services (patient doesn't require a stay). 61% of spend of patients in 2006 was on outpatient care; of which 57% was on acute infectious diseases. Again, 85% of inpatient spend is in five areas: cardio, cancer, accidents, acute infections and maternity (Source: National Health Accounts).





Hospitals, in India are again classified based on three different criteria (I) Based on the Scope of service offered (ii)Based on Ownership type (iii)Based on the System of Medicine being practiced

**Based on the scope of service offered** (a) General Hospital- They deal with all kinds of diseases, injury and emergencies.(b) Specialty Hospitals-They are dedicated to specific subspecialty care like pediatric centers, oncology centers, psychiatric hospitals and others.(c)Teaching Hospitals- They are research focused teaching hospitals like the All India Institute of Medical Sciences, Delhi.

**Based on ownership type**-(a)Government Hospital -The public hospitals, funded by the state and union government.(b)Private Hospital- Owned by a for-profit company or a non-profit organization and privately funded through payment for medical services by patients



themselves, by insurers, or by global investors.(c)Trust & Not for Profit Hospital - a non-profit corporation. (D)Partnership Hospital-Operated through a partnership of Government and one or more private sector companies.

The bulk of private providers have less than 30 beds signaling the well-known 'nursing home' segment. Among private providers, for-profit hospitals and nursing homes capture the largest share of the market.

**Based on System of Medicine being practiced**-(a) Allopathic System This system of Medicine is based on science, is widely-practiced medical system throughout the globe(b)Ayurveda- A system of traditional medicine native to the Indian Subcontinent and practiced in other parts of the world as a form of alternative medicine(c)Homeopathy- A system of medicine which is based on treating the individual with plants and mineral based extracts mainly given in tablet

or diluted form and which triggers the body's natural system of healing.(d)Unani- The roots of the Unani system can be traced back to Greece. According to Unani principles, the body is made up of four basic elements: earth, air, water and fire, which have different temperaments such as cold, hot, wet and dry.

**Emerging Trends**

- Increasing interest from PE investors-In view of the increasing interest from PE investors and easy availability of finances, large players, be it national or regional, continue to seek aggressive growth opportunities. Given the relatively slower growth possibility associated with green field

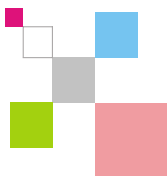
Number of Hospitals in India (2008)	
Allopathic	15,393
Ayurvedic	2,398
Unani	268
Homeopathic	230
Source: Compiled from multiple sources(MOHFW,PWC,UC commercial services in India)	

projects, they aim to grow through inorganic route as well as by acquiring or forming a strategic alliance management, franchised or partial investment with an existing hospital. Apollo Hospitals, for example, has quite a few hospitals in its fold through the franchised / contract management route. The proposition becomes quite attractive for the stand-alone hospitals given the lure of a nationally recognized brand, increasing competition, proven managerial bandwidth and availability of finance for modernization and growth.

- Smaller business houses exploring investment opportunities in healthcare-There also been an increasing trend on the part of smaller business houses to explore investment opportunities in healthcare. Given the limited managerial experience in this sector and the complexities involved, such promoters are more excited about getting associated with a large hospital group, which can lend the name and the managerial expertise.
- Emergence of focused factories-We also witness increasing emergence of 'focused factories': hospitals, which focus on a single specialty or target segment. Eg; Cradle-boutique birthing centre, BEAMS- devoted exclusively to gynecological endoscopic surgery. Such hospitals also aim to grow through stand-alone owned or franchised hospitals and at times, by setting up a 'hospital within hospital', as has been done by HCG or RG Stone.

**Franchising healthcare sector**

Healthcare opportunities like hospital, clinics, diagnostic labs and pharmacy retail chains have potential for long-term profit sustainability. Evolving lifestyles as well high spending on the health care and wellness seek increasing





maturity in market, characterized by high fragmentation. Industry experts have lately expected market to consolidate to provide a sophisticated, integrated and seamless healthcare experience that consumer seeks presently. The dilemma of market is to calibrate expansion and profitable sustainability in gradually evolving market.

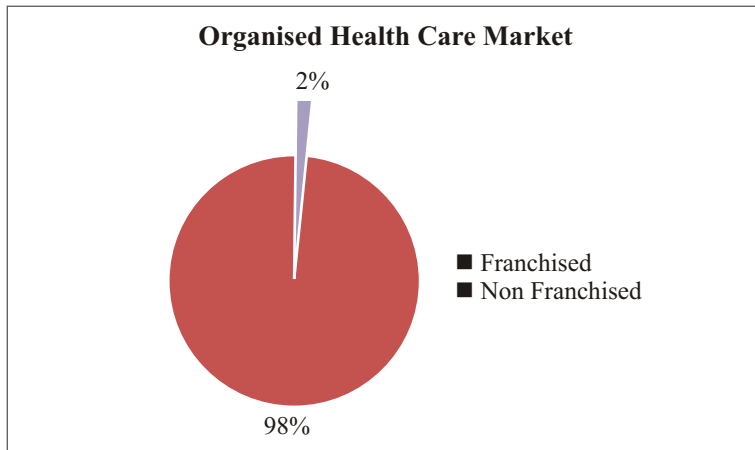
**Assessing franchising in Healthcare sector**

Healthcare sector is assortment of various service and product formats spread across various service concept. Pharma industry and organized players are pulling the trend towards more structured and consolidated market for future. Franchising a healthcare concept obviously means higher revenues in term of higher number of prescription, larger number of test or greater sales from drugs. For instance for a pharmacy retail store, franchising may lead to acquiring larger number of retail catchment areas to tap the market potential of unexplored markets. Many pharmacy companies have now ventured into retail in order to present a profitable

Other than franchising healthcare players take another two modes of expansion acquiring an existing player who is performing well in a local market or a tie up with a healthcare practitioner. However, both these involve high cost of acquisition and doesn't provide the desired replication of the original business model prototype due to its varied limitation. Business format franchising is preferred route for a healthcare concept to expand to profitably explore the potential of unexplored territories.

Expansion of healthcare concept can never have a standard format size as the varied demographics seek customized format size as well as character. Sporadic expansion of the large sized as well as more sophisticated formats is not considered a viable option. All large formats must associate with small sized formats which present integrated structure. For instance large hospital have small remote clinics formats in residential areas where there is a high density of the target audience and at the same time large sized formats may not be feasible due to real estate constraints. Similarly a diagnostic lab concept has sporadic collection centers which tap populous catchment areas at a relatively lower investment which lead to high revenues to the parent center. This also generates different franchisable concepts and hence generates a portfolio of franchise opportunities of different sizes as well as investment involved.

From a franchisee point of view, healthcare opportunities can mean a higher per square investment as compared to average franchising opportunity. For instance per square investment in a diagnostic lab franchise opportunity could range anywhere from Rs 4000-5000 per square feet. The two major cost head include cost of equipment and cost of hiring the



preposition in a highly competitive Indian pharmaceutical market. However, most of the industries experts believe that sustainability of the company owned outlets become difficult as significant resources have to be invested when it is not one of the company's core competencies.

Healthcare retail success historically has two very important characters associated with itself. One being the personalized service approach along with operational efficiency in order to provide the right service at the right time and at the right place. Franchising is one of the key strategic decisions that a healthcare company can consider as a standardized franchised format to provide personalized service experience at varied geographies. Irrespective of the format or concept cost of healthcare and marketing professional is one of the key cost that a healthcare franchisor has to incur. Internal employee motivation can be limited in terms of productivity. In comparison, franchisees are set of enthusiast entrepreneur who seek a risk optimized business opportunity which he can profitably sustain with his local business as well operation business acumen.

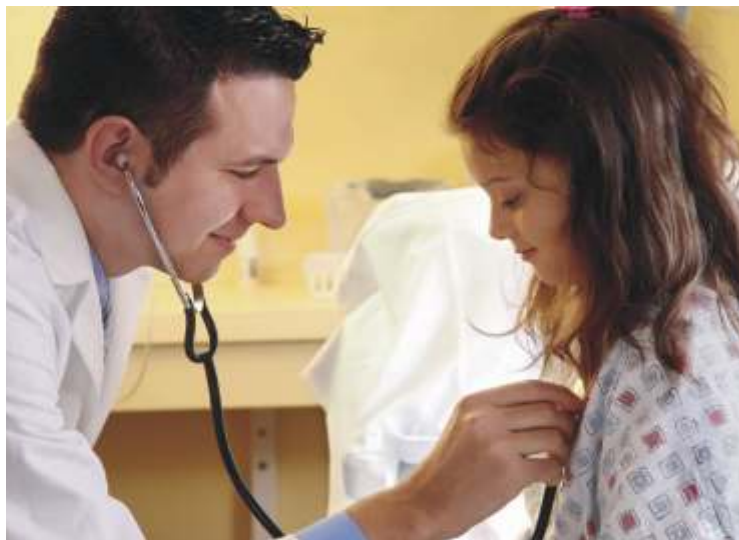


trained staff. Similarly in pharmacy retail franchise opportunity has a lot of product retail character involved to it, cost of inventory as well HR involves major capital involvements. However healthcare opportunities are lot less risky in comparison and can in fact leverage the overall value proposition for an entrepreneur belonging to the health care industry.

### What Makes Franchising a Good Option for healthcare Industry?

Factors contributing to franchise-ability of the healthcare opportunities

- **Mass market seeks multiple POS interface:** Healthcare in India seeks deeper market penetration than what present resources in the country have been able to yield. Hence franchising healthcare will only lead world class healthcare systems to semi-urban and rural market as well. Franchising means multiple revenue generation points across formats and



hence higher profit generation as well.

- **Replicable prototype model:** Healthcare systems are knowledge intensive and skill oriented business model. India has a large healthcare skill pool which can be channelized towards the demand. Franchising a clinic for instance would seek standard resource in form of healthcare practitioner and technology, but the whole experience is oriented towards ideal service norms which ensure best consumer experience every time.

- **Talent acquisition:** Healthcare franchisor's inclination towards franchising is mainly for talent acquisition. Motivating its own regional staff can be cost stressed as well as relatively less productive. However independent and motivated talent in form of franchisee can maximize the mutual value generation. Since in future more percentage of population demographics will be able to afford quality healthcare services, expansion will be extremely important for a healthcare format.

- **Focus on core competency:** Franchising enables the

healthcare franchisor to focus on its core competency which is the medical services or the product distribution in case of pharma companies. An optimum localized retail experience is the ultimate liability of the franchisee.

- **Capital:** Capital involved in franchise expansion is incidentally lower than other modes as higher cost of marketing and training is reduced along with the cost involved in acquisition of assets involved in expansion can also be avoided.

### Challenges for the healthcare Franchising

**Franchise Inexperience of franchisors:** One of the biggest challenges for healthcare franchisors is the nascent level of franchising activity in the sector and hence inexperience with the franchised behavior of the business.

**Sensitive Category:** Healthcare is a sensitive category as consumers invest their trust into the brand to protect and preserve their lives. Dilution in terms of quality of service can cause incalculable loss to the image of the healthcare brand. Hence the franchisor must ensure similar quality across the outlets.

**Average and stable returns:** Healthcare business is such that it ensures average but stable returns with time. The risk is relatively reduced and the entrepreneur involved has high social acceptability. The lure for easy and faster money by franchisee can lead to disappointment.

**Difficult to market concept:** Healthcare concept cannot be push marketed and seek a specific but sensitive approach. The franchisee must realize that there is a huge intangible extension involved in the brand and hence must be marketed in a peculiar way. Hard selling of a health concept is not appreciated by consumer.

**Need to standardize process:** There is strong need to standardize and benchmark best practices to be ensured by quality audits. This is a robust task as benchmarking must be done across the franchise units as well as industry.

### Franchise model review

**Location:** Service centric businesses have higher profitability at population dense residential areas. Remote locations as well as stand alone formats healthcare concepts also have gained popularity in recent past aligned towards the sub-urbanization of large population demographics. Sophisticated healthcare formats like multi specialty hospitals might seek larger area which can have real estate constraints. Industry prefers smaller sized formats in the residential markets and population dense areas. Pharmacies have gone retail way in the real sense and have been quiet experimental about the location ranging from malls to high street. This in a way is an enabler for higher visibility of the concept as well as tempers to consumer's buying behaviors. More conventional location like adjoining a major hospital or a medicinal cluster is also preferred. Differentiated as well as branded franchise unit can provide a significant advantage in a competitive and fragmented market.

A Typical Healthcare Concept Franchise Model (Clinic)	
Minimum Area Required	2000-4000 Sq feet
Minimum Investment	Rs 1-2 Crore
Rate of Return	10-15%
Average Payback Period	4-5 yrs

A Typical Healthcare Concept Franchise Model (Diagnostic Labs)**	
Minimum Area Required	150 Sq ft
Minimum Investment	Rs. 50,000 - Rs. 2 lakh
Rate of Return	10-15%
Average Payback Period	2-3yrs

\*Collection Center  
 \*\*Complete diagnostic lab format is also franchised and usually requires area of 1000sqft. and higher investment

**Exclusivity of Territory:** According to a recent Francorp franchisor survey, it has been observed that most (54%) of the negotiation in the original franchise agreement /proposal happens on the territory exclusivity. Territory exclusivity can be offered in the smaller formats. In the larger sized formats the

A Typical Healthcare Concept Franchise Model (Alternative Medicine)	
Minimum Area Required	800-100 Sq ft
Minimum Investment	Rs 2 Lakh -Rs 5 Lakh
Rate of Return	20-25%
Average Payback Period	2-3yrs

investment is itself act as barrier of entry for multiple players. The market itself is too fragmented and hence most of the franchisors would actually seek consolidation themselves.

**Area required and Minimum Investment:** Area required as well investment may vary from the type of the healthcare opportunity. Most of the cost of a healthcare projects, a 60% is involved in establishing the human resource and technology involved. Generally 1-2% of brand royalty is also

included in the proposal along with the franchise fees as most of the healthcare have established brand equity.

**Planning and design:** Generally different formats are planned and designed ergonomically in order to target the desired consumer. However, the cost of furnishing and designing the healthcare cost must not exceed 25%-30% of the total cost of the investment. Franchisor enables the franchisee with the operation support to replicate the design of the original prototype to present the original service experience.

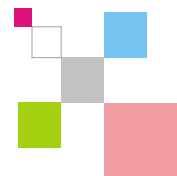
**Marketing Support:** In all healthcare concepts, marketing plays an important role. Industry in general trades in line with market relationships whether it is between the pharma company and the doctor or diagnostic lab and the hospital/clinic or that of with the patient. Healthcare franchisor must integrate its marketing activity with its franchised systems. The marketing cost is however shared between the franchisee-franchisor; however major liability is with franchisee and ideally must have a local and independent marketing network. The direction towards the market effort must be facilitated by the parent franchisor and franchisee must align the effort locally to realize synergies.

**Training to Franchisee and Store Talent:** Recruiting and training the healthcare skilled professional is a challenge for any franchisee. Unlike other service industries who have integrated training into their systems, healthcare still depend on the existing talent pool. However many established franchisor train the franchisee staff with the best in class industry practices to replicate the consumer experience. Training is not constrained to healthcare but also aligned towards training about the operational systems Information technology plays a very important in healthcare system integration .and also pitched as the future of all healthcare concepts. Any healthcare that seeks long-term sustainability must include IT system enablers in the business models.



**List of Major Franchisors**

Major Clinic Franchisors in India			
Segment	Franchisors	Investment (Rs in lakh)	Space Requirement (Sq Ft)
Dental	Toothpick Dental Spa	5 to 10	500
Dental	Dentzz Dental Care	40	500
Cosmetic surgery	Eleganza rejuvenation clinic	5 to 10	400-1000
Ophthalmology	Perfect Vision Eye Hospital	30-50	3000
Dermatology	Health Sanctuary Pvt. Ltd.	20-30	1500 or more







# Business of Beauty & Wellness



Growing disposable income and changing lifestyles in urban India has led to increased awareness about personal grooming, health and wellness. The emerging trends augur well for the beauty and wellness services sector, presenting a large and exciting opportunity. Mostly these services operate on a franchise model therefore, in this chapter we have endeavored to layout the business opportunities in the Beauty and Wellness industry respectively and evaluated the franchise options towards developing a business model.

**Beauty Service Sector-Opportunity Overview**

**Business of beauty**

In an age where a distinct premium is placed on looking and feeling good, it is not surprising that both men and women are seeking the services of beauticians, hairstylists to improve their looks. As this number swells, there is also a perceptible shift happening in the marketplace.

The beauty services industry, largely unorganised and pegged at over Rs 15,000 crore, is slowly but steadily taking the organised route to do business. The emergence of players such as Marico's Kaya Skin Clinic, Lakme Beauty Salon, VLCC, Shahnaz Husain Herbals, CavinCare's Limelite, Green Trends, Keune and Jawed Habib Hair & Beauty can be attributed to this trend.

According to industry estimates, the organised and semi-organised beauty services industry in the country is about Rs 1,500-Rs 1,600 crore. The organised beauty segment is growing at about 25%-30% per annum, which only highlights how fast the rate of transformation is. In the next five years there will be a marked shift from the unorganised to organised segments in the industry. This implies a turnaround for the business. Price points of services rendered at the moment depend on the type of treatment and the service provider, though the accent these days is on high-quality at a reasonable price. Hair specialists such as Jawed Habib's, on the other hand, may price his hair solutions at a higher level to that of its beauty services (Jawed Habib's haircuts and styles, for instances, have a premium price tag, though beauty services are moderately priced).

**Consumer spending more on beauty services**

Beauty salons in India are no longer about the usual hair cut-and-dry routine. There is increasing consumer awareness and expectations of the products and services. With rising incomes, consumers are more willing to spend more. In the beauty business, this translates into a slew of products at all price range, and sophisticated services that come with great promises. New specialised services like hair colouring (not just for the old and grey haired), streaking and straightening, eye massages, and even specialised facials to get rid of acne and wrinkles are being offered and consumed. The average spend of a consumer per visit is around Rs 2,000, That's lower than the \$120-140 figure in the US, but in India's potential to graduate.

**A big market for beauty products**

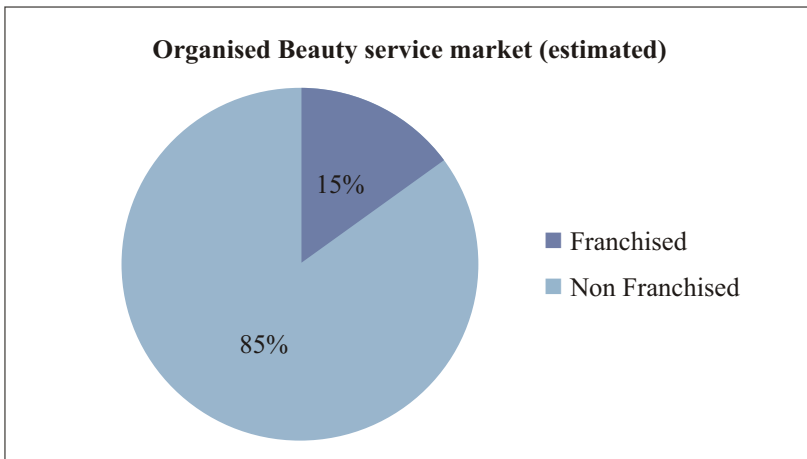
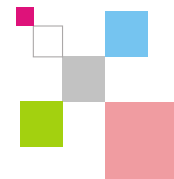
India's per capita consumption of branded cosmetics and toiletries is only \$0.68, much lower than Hong Kong (\$40), Malaysia and Taiwan (\$10 each), according to an ASSOCHAM study released early last year, this will grow, no doubt. About 77 million Indians will enter the working-class population between 2005 and 2015, according to the latest census report. Moreover, two-thirds of Indians are aged under 35, making it one of the youngest populations in the world.

But there is more than just the sheer number of potential consumers. They are also willing to spend a higher percentage of their incomes in their quest for beauty. A McKinsey Global Institute research shows that between 1995 and 2005, household spending on personal care products doubled from 4% of total income to 8%. The figure is expected to grow to 11% by 2025. That means absolute spending could multiply seven-fold to about Rs 7.4 trillion by 2025 (though this includes several unrelated categories like jewellery). By then, the average Indian household is likely to be spending about Rs 49,000 per year on personal products and services (compared to Rs 7,000 today).

More interestingly, the McKinsey research suggests that Indians will be spending less on necessities and more on discretionary purchases. In the personal products category, this would mean lower spends on basic needs like soaps and shampoos and higher spends on facials, anti-ageing creams.

**Franchising in the beauty Service concepts**

As market moves towards organised formats, beauty industry is increasingly taking up franchising as a mode of expansion into both existing as well as untapped markets. Industry experts believe that market has learnt its lessons from past and strongly believes that franchising can be effectively utilized for both expansion as well as organic expansion. In a span of 4-5 years almost 20-25% of the organized beauty services market is projected to be franchised. Because beauty has such universal appeal, a



bountiful ecosystem of small entrepreneurs has managed to thrive along with organized big companies. That's the business environment both in India and abroad.

### The Business of Wellness

Today Health is also getting redefined as wellness: it's no longer enough to be free of illness; wellness is a state of physical, mental, social and spiritual well-being.

The three-letter word weaves a magic spell as soon as it is uttered SPA. Knotted muscles relax, knit eyebrows unfold and there is a welcome sign of relief in the expectation of the world one is invited to enter. Yet, such a word does not exist in the lexicon of the municipal corporations of India. The license required to open a 'spa' is issued under 'Shops & Establishments' and all it requires is Rs 3,500, a copy of lease pact or ownership and possibly within a week or two you can open your own spa.

India's spa industry, which began almost a decade ago, has been on a significant growth path in addition to the large number of ayurvedic spas in the southern part of the country, which is home of therapies involving ayurveda and massages, a number of such spas have been set up in large hotel chains such as ITC, Indian Hotels, Taj Group and the Hyatt, among others.

The spa industry in India is still pretty small but it is picking up. With the current growth and influx of international companies and globalization, soon, resort spas will give way to day spas and spas will become part of a daily routine and not a holiday luxury. The "spa experience" encompasses the entire arena from resorts, hotels, mineral springs, medical, cruise ship, club and day spas to service providers such as physicians, wellness instructors, nutritionists, massage therapists and product suppliers. The experience can range from a simple skin cleansing to treatments purported to cure a variety of ailments, even emotional. Spas have now come to offer weight loss, smoking cessation, pre-natal massage, afternoon tea, yoga retreats, and even more.

An expected increase in hotel spas by 20 per cent and day spas by 30 per cent over the next two years have set the foundation for a buoyant market in India.

### Indian Spa sector - Opportunity overview

The spa and wellness industry in India is poised on the brink of considerable expansion over the next few years. The entry of international branded spa operators coupled with the rise of indigenous Indian spa players makes this a competitive market with plenty of options to match the customer's wallet.

The spa and wellness industry in India is estimated be Rs.11,000 crore with a growth rate of 25-35 per cent, as per an audited report done by consulting firm Ernst & Young for

FICCI. The total number of spas in the country is 2300 of which 70 per cent of spas are run by local brands, that has generated annual revenues of around US\$ 384 million. In the next four years 700 new spas, both homegrown and international brands will open in India to meet the growing demand. Nearly 3,00,000 therapists will be required in the Indian spa industry by 2012. Destination /Hotel spas is another growing category where spas can contribute up to 15 per cent of hotel's revenue and in some cases is the second fastest income generator in the hotel after rooms.

At present, India has around 20-25 major spa centers, most of them are spread in the southern states such as Kerala, Karnataka and Tamil Nadu where these spas also give a characteristic tie with medical tourism as part of the recuperative holiday.

Today, spa penetration is a mere five to 10 per cent. In fact there is very little development in the four and five-star segment without a spa, because of the higher profit by almost 40-60 per cent as against one without a spa. Expansions are also being supported by PE investments of nearly US\$ 40 million as per the wellness report brought out by Ernst & Young and FICCI.

### Popular Spa Categories in India

Spa resorts, wellness clinics as well as day spas are few of the retail concepts spa market is experimenting with.

**Day Spa:** This is the most standardised and scalable format of the spa concepts. It could be either therapeutic or purely linked to beauty or a mix of both. There is a real demand for affordable massage services which is the market niche they fulfill. The duration if the therapies are small and price points are kept low. Indian cities, especially Mumbai and New Delhi, have seen a large number of day spas coming up, which offer a variety of spa and beauty therapies to patrons who come in for a few hours to rejuvenate their body and mind. Spa menus at these day spas include a range of services from the basic massages to the more evolved shiatsu, Swedish, Balinese massages, reflexology, hot and cold stone therapy, and can cost anything from Rs 1,500 to Rs 7,000.

**Destination Spa:** In this format, spa is typically a part of a 5 star resort. It could also be a spa resort when the main product offering of the hotel is spa services. Destination spas are bigger, their amenities more luxurious, and they offer a wide selection of health services. They charge three times more than do day spas. It also costs more to build destination spas because expansion is integral to the service they provide.

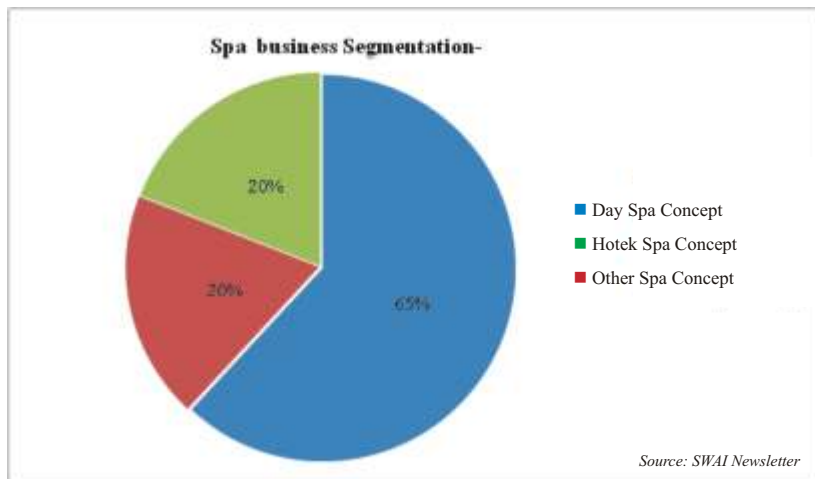
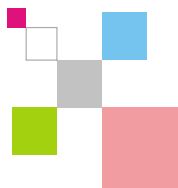
The therapies are residential in nature and run for over several days. It is generally a luxury concept and hence exclusivity is essential. Ananda spa is one of the premier example of destination spa. Renewable on an annual basis, the license applies to spas within five-star hotels as well. The Indian hotel industry over the last decade has been influenced by the growth in the spa industry. Hotel chains are

undertaking major renovations to build or update their spas in order to meet the needs of their customers and also to attract more western tourists. Destination spa resorts are places where people go once or twice a year for several days or a week or two to experience holistic treatments and participate in fitness training and lifestyle workshops. Destination spas may also suffer from seasonality. They may typically need to have five to seven customers a day to keep afloat.

**Mobile Spa:** This is the format when one gets the spa experience at their door-step. This is one of the unique practices that has originated from the consumer's habits as well as priorities. Need to seek a spa experience in the privacy and comfort of your house calls for mobile spa services. This however in contrast to the other mobile beauty services like salons, are priced at a premium rates.

Other upcoming Spa Categories will cover more specialized services to include Medical & Maternity Spas, Nail Spas, Weight Loss Spa etc.

In India day spas account for 65% per cent of total spa locations. Resorts spas/hotel spas are the next big category, accounting for 20 per cent and the rest come under Mobile Spas. Cities like Mumbai are a great market for spa operators. With Mumbai being a tourist attraction and the hype of Bollywood, many spa, beauty and fashion operators are building their base there. Northern India shows the biggest increase in spa development in the country as it has a more steady economic growth in relation to the other regions in the country.



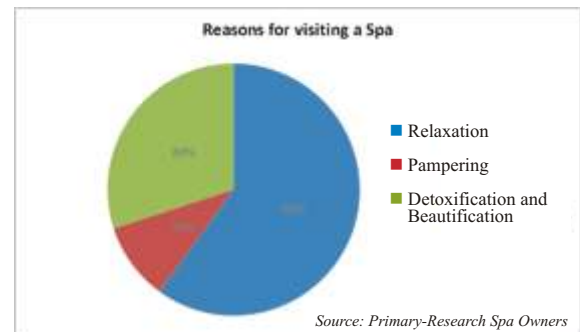
**Consumer behavior and trends**

With more awareness about fitness and health, more and more fatigued upper middle class and elite class of society are rushing to spas as unwinding and rejuvenation goes up. Over the last two years foreigners have also been enthusiastic in engaging country's traditional holistic therapies that combine ayurvedic and aromatic massages and yoga.

Prevention is better than cure: People no longer see spas as pampering but instead as a requisite to stay healthy and spas represent a centre of healthy living revolution. Spa offers great therapies related to hygiene, health and aesthetic values and the treatment, which involves a massage and, in some cases, incorporates dietary advice and yoga, is increasingly popular in playing an important role in preventive health.

Nearly 10% of leisure travelers in India are citing access to spa experience as an important consideration in making travel plans. In recent years, more men have shown an interest in, and become consumers of spa treatments. Spa Owners estimate that their client base comprise 76% female and 24% male clients.

The public has more knowledge of spas than ever before, but many still question their value for money. International tourists are attracted by the high quality and



relatively low-cost healthcare. Some spas are even stepping to the teenage category and offering services in a mission to catch them young.

**Industry Growth Challenges**

The market however is largely unorganized though it is gradually moving towards maturity. The main problems are:

- Lack of Standardization and lack of Accredited spa's.
- Lack of Accredited training institutes
- Lack of uniformity in traditional treatments
- Lack of Government support in promotion of industry except in few cases
- Low consumer awareness of product and destinations offering spa/wellness product in all strata's of the society
- Variable quality and absence of a spa industry rating system -Shady places working under the name of spa massage are giving a bad name to the profession & Industry.
- People not choosing the spa industry as a profession as they would choose any other off course due to the bad name acquired by the industry due to wrong doings by few.

**Traditional Spa's have its own challenges**

Non-sharing, discreet & Orthodox attitude of some ayurvedic practitioners do not want Ayurveda to be used in Spa industry

Many practitioners are looking at Ayurveda as a therapeutic modality rather than lifestyle management modality.  
Non Standardized products

**Challenge of Professional Manpower**

Staffing issues, including skills shortage, high staff turnover and salary rates structure. Variable industry training leads to lack of excellence in delivering a professional service to the consumers. As the industry is bracing itself for growth, a unique crisis i.e. a shortage of trained personnel who can deliver quality services to guests. Massage and other therapies are not as simple as they look and require knowledge of physiology. It is very difficult to find the right kind of staff for right spas. In Kerala, spas personnel are trained by some traditional ayurvedic medicine manufacturers for hotels.

Companies that run spas are taking the initiative to resolve the problem, in the process; they are creating a business opportunity from the shortage.

**Spa training institutes**

IHHR Hospitality Pvt Ltd. Offers courses at its training institute which include body treatments, Ayurveda and yoga, aromatherapy and reflexology among others. To ensure that its curriculum is in line with global standards, the institute has got the International Therapy Examination Council (ITEC), Confederation of International Beauty Therapy and Cosmetology (CIBTEC) and Comité International D'esthétique Et De Cosmétique (CIDESCO) to prescribe the curriculum for the courses on international treatments and give the required certification.

**Spa & Wellness Association of India (SWAI)**

Spa Association of India has collaborated with the Ministry of Public Health & Tourism to setup a national accredited standard for spa

facility and its operators. The aim of the spa & Wellness Association of India is to unite entire Spa & Wellness industry under one umbrella helping the industry to be efficient and authoritative. SWAI is addressing the issues resulting from the rapid expansion and grievances related to the industry and provide professionals with vital educational resources and identify spa definitions. Also, it intends to establish and implement a code of ethics and occupational health & safety standards.

**SWAI is focusing on the following areas:**

- Spa & Supplier Recommendations
- Accreditation: Help to establish Industry Standards. Benchmarks help consumers to qualify spas

**Wellness sector trends**

**Better, Cheaper, Faster**

Consumer is keen toward therapies which are better in terms of effects and product used, lower price points and faster in terms of service. Considering this spa owners are too developing product packages in a way to realize this existing needs.

**Evolving Niche Segments**

Market is evolving itself towards niche segments like foot spa, fish spa which have proved to be profitable and sustainable too. The niche segment not only attracted the premium segment also has a faster growth rate

**Medical Spas**

The convergence of the spa industry with the medical industry has caused a veritable mania, as this sector of the spa industry grows faster than any other

**Corporate Packages**

Day spas are reaping significant revenue by attracting corporate clients. It has become mainstream to provide spa services at corporate events. Corporate meeting planners are using spa grounds as the new conference site.

**Branded Spa**

Branded spas are spas that have built their businesses to be known regionally and nationally. Their growth usually expands into multi-unit organizations, grouping businesses in key areas. They usually provide their units with top management, marketing, technology and customer-service practices.

**Gender-specific experiences**

While initially, spas tended to be "everything to everyone," consumers are now looking for experiences tailored specifically to their gender. Today increasing per cent of spa-goers are men, the demand for products and services designed specifically with men in mind is at an all-time high.

**Spa Vacations**

Apart from budgetary considerations, trips to spas are shaped by desires to visit particular places and have specific types of vacations. Resorts and holiday destination are combining their packages including spa experiences to increase the `relaxed luxury vacation` value proposition

**Experiential Journeys**

Spa-goers are drawn to indigenous treatments and products, especially when traveling. New textures, aromas and sounds with meaningful story-telling help forge connections to people, places and traditions. Additionally, another trend to watch for is skin care evolving from a product-based service to an experience-based service.

- Establish Standardised procedures for employment, spa operations, training guidelines and traditional therapies.







## FRANCHISING BEAUTY AND WELLNESS SECTOR

The beauty and spa industry is going main stream with the use of franchised-based business models. The majority of new centers that are opening in India are from chain operators. The trend in new openings has been towards chain stores rather than single site or through franchise operations. Franchising makes more sense when franchisors want to duplicate and brand their concept, but feel that to open company-owned spas centers an enormous investment. Beauty and Wellness business can successfully be replicated at multiple locations by replicating the variables responsible for delivering the experience. Beauty Salons, Day spa and Mobile spas formats have observed the maximum rigor as far as franchising is concerned. Some of the Operator of larger spa concepts like destination spa and wellness resorts has also shown a bent towards franchising their day spa formats to leverage mass visibility across smaller formats. Presently 60-70% of the Business Models are home grown domestic brands. The market is also attracting foreign beauty and spa players from Thailand, Malaysia and other Asian countries where mostly the international operators are tying up with Indian HNI's through Master Franchise Programme.

Another very important development that could be anticipated in future is that many of the home grown business models specially the destination spa brands may consider moving to international geographies as particularly as Asian & Ayurvedic spa are well established concepts world wide. Franchising can enable these entrepreneurs to export by developing standardized formats for the future market dynamics.

### Assessing the prospects of franchising in beauty and wellness sector

Beauty and wellness business has two components therapies and product retail. The concept is more aligned towards the therapy or the service component than the product retail because of higher margins in the former. The difference in the margins of service and products is of the ration of 4:1. The



difference is majorly due to the cost of delivering the product or service from the outlet. Product retail component behaves like a FMCG product and hence the distribution channel involves contributing a lot of cost. International norm is 30-50 per cent of business turnover should be retail sales. However, the problem with this is that the pressure to bring target retail sales often detracts from the guest's experience. Ideally centers should focus on the

treatments and retail sales should come naturally. The service component however is an entirely different business. Trained professional and staff is the major contributor towards the cost of delivery of the service. This cost may also involve cost of training as well as annual compensation given to the skilled staffs who are the key enablers of providing the right experience to the customer.

Typically franchised established beauty concepts coming from the big league are value and trust oriented and the core product/service offering comes wrapped in a proposition which promises to fulfill the hour glass beauty aspiration.

As market moves towards organised formats and concepts, beauty industry is increasingly taking up franchising as a mode of expansion into both existing as well as untapped markets. Industry experts believe that market has learnt its lessons from the past and that franchising can be effectively utilized for both expansion as well as organic expansion. In a span of 4-5 years almost 20-25% of the organized beauty services market must be franchised.

### Forward and Backward Integration in Beauty and Wellness Business

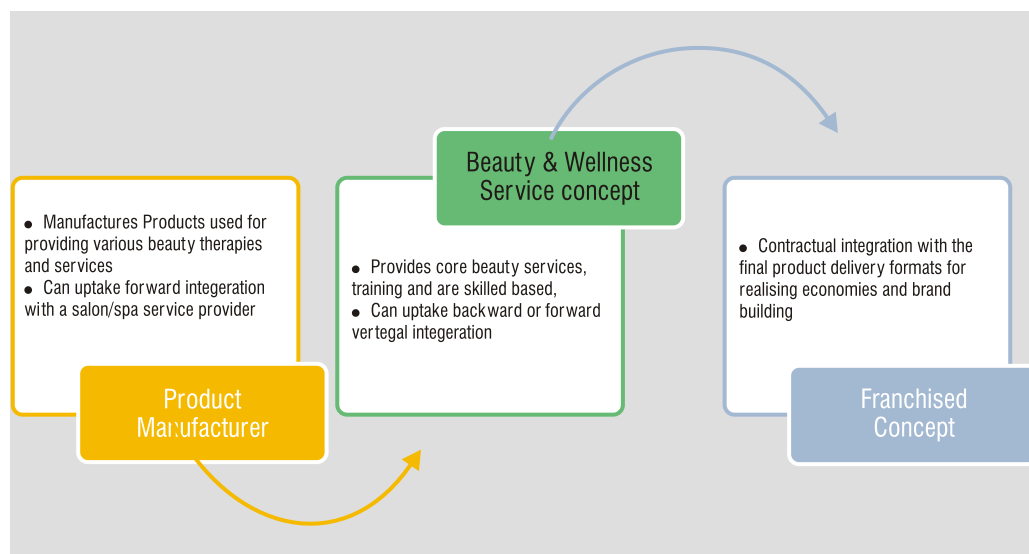
**“Franchising the preferred format in service delivery”**

**Going up the value chain:** Forward Integration by Beauty Manufacturers- Over the years Indian corporate in beauty manufacturing which had a range of personal care products have been hard-selling their products to hairdressers and beauty salons. In the last decade, however some of these big league players have been achieving forward integration, shifting to services and getting into the beauty and wellness business. While margins in the traditional FMCG business hover between 8 per cent to 15 per cent for most companies, the service formats allow them to maintain relationship with customers and capture value downstream where the sky is the limit for salons and Spas. Their centers too are known for its infrastructure, ambience and service. Consumers today are willing to pay much more for a better experience which has the big companies like HLL, Baccarose, Marico to all start their own beauty Salons and Day Spa centers. HUL currently operates in the beauty and wellness services segment through a network of franchised Lakme Beauty Salons and Ayush Therapy Centres.

**Backward Integration by Beauty & Wellness Formats:**

Beauty and Wellness companies/franchisors expand for brand building and it has been observed in case of beauty and spa brands that take up large scale expansion end up building significant brand equity. The brands build are then used to develop other product extensions like skincare products which are retailed both at service centers and sometimes also at independent retail stores, pharmacies etc.

Both Beauty and Wellness products companies and service format owners have added training centers in their business profile.



difficult to manage and run profitably, an array of spa centers due to high establishment cost, high on-going costs and ensuring efficient services in distant territories operation.

**Easily replicable Model:** Beauty business is a skill-based simple business concept and once the entrepreneur has established successful business systems and successfully tried the sustainability in a pilot location, its readiness for franchising increases significantly. A net profit of around 10-15 per cent of sales can be easily realized in a franchised outlet.

**Increasing demand for the services asks for deeper market penetration:** The health and wellness wave is riding high and gradually evolving as a mass

### What Makes Franchising a Good Option for Beauty and Wellness Industry?

**More competitive market:** Beauty & Wellness market is growing at 30 per cent every year and competition has increased substantially in the space. International players in the beauty sector are increasingly looking at Indian market as the market has already seen an introduction of most of the premium segment products and services. Investment in development of brand as well as product development is becoming increasingly essential. The consumer is increasingly becoming more demanding so positioning the brand must be done carefully. A lot of capital investment is involved in brand as well as product development and then capital involved in expansion could be a cause of concern for the books of any company irrespective of size. Franchising can easily take care of expansion without much capital involved.

**Organic Growth can be expensive:** Opening of a spa may involve a capital anywhere from Rs 10 lakh to Rs 1 Crore depending upon the size of the concept. When franchised, the cost to the franchisor could be reduced to the ratio of one third. A company looking for pan India expansion can find it

phenomenon. Spa culture is making its way into tier I and tier II cities as well. This seeks higher penetration of the concept as high distribution could yield equally high revenues. Spa retail concept involves serious fixed as well as working capital commitments. Franchising has been deemed to be a method of low capital expansion and hence enables market expansion. Franchises offer clear branding, consistent experience and typically lower prices in high-traffic commercial sites. Franchises offer a variety of services, extended hours and a reliable product. Clients/patients who frequent a franchise know what to expect, and hence command the original service experience prototype.

**Untapped Potential:** Most of the early movers in the market have done a lot of work in developing awareness as well as required curiosity about the concept. In fact, the response from the market has been so optimistic that niche spa concepts like foot spa as well as nail spa also tried their luck and have succeeded fairly. This has been majorly possible through the innovative marketing that led to higher visibility of the concept. Spa uniquely has presence at airports, tourist spots, hotels as well as parties and events; these are the places where people come to unwind and relax. This led to the greater acceptance of the concept.

**Dual channel of revenue generation:** Beauty & Spa business has two components as already discussed; product as well as therapies or services. Either the franchisor has an integrated product manufacturing as well as distribution channels or it has a certified independent vendor of the products. In both the cases franchising will lead higher usage of the product at the centers and sales of products hence will yield dual sources of revenue.

**Sole Practitioners can become Brand:** Industry professionals in the position of authorizing massage therapy treatment plans - physicians, physiotherapists, nurse practitioners and chiropractors may be consciously encouraged by the highly visible commercial franchises to view massage as a solid and viable adjunct to their own





therapeutic applications. Benefits for the practitioner include ready-to-go marketing and administration systems already in place. Practitioners who do not have the will or skill to effectively market themselves and operate administrative systems to manage invoicing, payment, insurance claims and accounting could be attracted to working in a turn-key operation. And of course there's the start up costs of sole-proprietorship rent and utility security payments, leasehold improvements, equipment, advertising, supplies. It can cost several lakhs of rupees to get a massage business up and running with no guaranteed income for initial few months. Some franchisors may also offer Minimum Guarantee models.

### Challenges for the Beauty and wellness Franchising

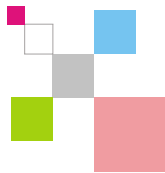
**Challenges at the Franchisors end:** While being in a franchise program, the most important issue that franchisors should bear in mind is that franchise models are not in the business of selling franchises but making ongoing revenue for their franchisees and therefore earn royalties for themselves. Faulty or under prepared Franchise models may also have the franchisees of the parent company's financial projections vastly overestimate revenue and underestimate

the initial start-up costs required. A beauty concept franchisor must realise that the same business may respond differently with various franchisees and hence the model must be robust enough to gradually realise synergies with the third party system.

**Lack of Personalized approach:** Franchise-based models may lack personal and individualized care, offering cookie-cutter / assembly-line service. What may position franchise models in a high risk category is that its attempts to commoditize aesthetic services, which may at times, require a highly customized and personalized approach. Whereas, international spa operators may look at incorporating Ayurvedic treatments in the Spa's in India, creating greater scope for the therapists and the practitioners and to meet consumer needs.

**Franchise Audits:** Quality service is the cornerstone of the beauty and wellness industry with a limited window to falter with service delivery. If consistent quality service controls are to be upheld, franchise audits can be fortnightly or monthly maintained by franchisor's team.

**Franchisee Profile Dilemma Practitioner vs. Entrepreneur:** Beauty and Wellness franchising models are typically willing to sell to both practitioners and entrepreneurs. To be successful one must have a business background or bent of mind.



The ability to sustain a profitable delivery of wellness services is a challenge that requires a unique combination of business and marketing acumen with skills. Entrepreneurs are more accustomed to running businesses so they tend to fair better. Practitioners typically do not need to build a spa to make money, but rather to add a spa onto their existing practice as a service to their existing clients. The business needs to have a solid customer base to survive. Most practitioners already have a database from day one, whereas, franchised spa models to entrepreneurs start with zero customers and essentially need to secure repeat visits with every new client in order to sustain a successful centre. Multiple practitioners centers recognize an inherent opportunity to share and expedite learning and growth at a much faster rate possible than for a sole practitioner.

Choosing and using the right products is also important. It is important that franchisors should have a source or manufacturing base for good products that deliver on its promise of relaxation, stress release, better skin tone etc and franchisee centers need to adhere to use and sell the same or alike (if not defined by franchisor). Practices where franchisee end up using cheaper products to cut corners may eventually be more harmful to the center and franchise brand.

**Staff Motivation by franchisee is important:** Part of the challenge with some of the franchises is that they are expecting a turnkey operation, but the success is all about the franchisees team. Having the right people on the team is critical, and paying them fairly and incentivizing them on

production will keep them happy. Franchisor should have clearly defined staff recruitment and training systems, else if franchisee has to recruit, franchisor should define the norms as there is a serious risk to the customer's health and well-being if the services provided to the consumers by under-skilled therapists. Retention of the trained staff is one of the biggest operational hassels faced by any one in the beauty and wellness sector.

**Beauty & wellness Franchise business model**

A Typical Beauty Franchise mode (Salon)	
Minimum Investment	Rs. 10lac - Rs. 20lac
Floor area requirement	1500 - 2000 sq ft
Payback period	3 to 5 years
Training	Provided at the master unit.
Franchise Fees	Rs 2-3 Lakh

**Beauty and wellness concept franchise Model One**

**Franchisor provides Salon management expertise.**

- A trained salon manger paid by franchise through company.
- Architect support who will design the place varying from 1500-2200 per square feet charges
- Franchisor guarantees 5% of return on investment by third year
- Franchisor takes responsibility of all the branding and launch conference COST will be born by party
- Upfront Franchise Fee of 5 lakh in A class town  
3 lakh in B class town, 2 lakh in C class town
- Franchisee invests required money in renovating place in fitting and fixture and also in furniture and equipments
- Franchisor seeks 12% of gross sales in first year and 15% in the second year

**Beauty and wellness concept Franchise Model Two**

**When franchisee has a property and franchisors invests :**

- Franchisor provides advertising and marketing support
- Franchisor also provides training and staff recruitment
- Franchisee pays a annual brand fees
- Franchisor run the unit and bears total cost of operation
- Franchisor give a MG of Rupees depending on the town (30k to 70K) or 15% of gross sale which ever is higher
- Franchisor ensures guarantee of 5% on investment from third year
- All electricity as well as the municipality liabilities are paid by the franchisee

**Franchise model review**

**Location:** Location, are parameters crucial for a successful of a Beauty & Wellness business centre. Location of a salon is crucial and ideally must be aligned towards high brand character as well as overall positioning of the concept. When significant differentiation has been established for a brand in terms of recall, quality of services, portfolio of services or even the price competitiveness, location of the franchised unit doesn't remain the priority. However, creating such differentiation is taxing in case of regular Beauty or Wellness concepts. Most of the industry experts also observe that if the location is owned by franchisee, possibility of profitability is higher as compared to a rental location. Similarly Spa owner must keep in mind that the consumers seek privacy and hence the location should be both at an accessible prime location as well as away from public eye. Most of the franchisors seek either a high-end market which is surrounded by residential area. Some of the spa franchisors are also keen in locating their spa in a residential area/complexes; however getting permission from authorities is a taxing procedure. Keeping in view that growing number of customers at a spa today are males, franchisors are also looking at locations in the vicinity of business districts.

**Exclusivity of Territory:** Franchisors need to offer exclusive territories to franchisees. There will be only one center in a specified radius which for metros and Tier I cities will be well populated neighborhoods and for tier II cities will be the one spa in that city. Ideally spa franchisors should also take into account the number of other centers/clinics offering the same services within that geographic region.

**Area required and Minimum Investment:** Depending upon the type of concept, the spa franchisor may seek any area from 6000-10,000 Sq. feet. A day spa may require around 2000 Sq. ft area and in fact one of the most successful as well as prevalent model used by franchisors. Around 35-40% of the space is attributed towards the therapy area, utilities as well as pantry. Similarly depending upon the type of spa concept the investment can vary from Rs 6-10 lakhs for a day spa and 1-2 Crore for a full- fledged spa destination. Major investment goes into the initial set-up as it involves around 50-60 per cent of the investment. This includes ceiling, lighting, flooring, fire fighting, furniture as well as legalities. As compared to an average retail store investment on set-up of a spa is towards the higher side. At the same time,

A Typical Wellness Franchise model				
	Franchise	Destination Spa 10-50 Lakh	Day Spa 6-10 Lakh	Mobile Spa 3 Lakh
Initial Fee*				
Royalty		6-10%	6-10%	6%
Total Investment		Rs. 60 lakh - Rs.2 Crore	Rs 5-10 Lakh	7-15 Lakh
ROI		10% to 15%	15% to 20%	25% to 30%
Term of Agreement		10 years + auto renewal for another 10 years	5 years+ auto renewal for another 5 years	3 years + auto renewal for another 3 years
Time taken to spa opening(after agreement sign-up)		6 months -1 year	3-6 months	2-3 months
Break -even time		3-5 years	2-3 years	1-2 years
Training		2 -2.5 months	1 month	15-20 days

\*Normally 10-15% of the project cost is the thumb rule for charging franchise fee.

depending upon the type of concept, the beauty concept franchisor may seek any area from 1000-2000 Sq. ft. Around 60% of the area is attributed towards the therapy area, utilities as well as pantry in a salon concept.

Marketing expenses could be any where from 5-10 per cent of the total investment and includes a launch as well post-launch activities like direct mailers, SMS campaigns etc. Ideally the rentals or the lease should be 5 per cent of the total investment. Increasing number of franchisors believe that the location should be owned by the franchisee as it allows the better allocation of capital over other cost heads.

**Spa Planning and design:** Franchisors should have clear systems and guidelines for visible design and layout and create set design and pattern to be provided to the franchisee including the preferred vendor for the fittings. Spa layout enables to a great extent in providing a sense of uniform spa experience across the outlets and hence seeks detailed planning. Franchisor should leverage architects/designers and contractors to build out franchisees Spa facility, on time and on budget.

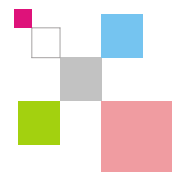
**Store Opening Support:** Field support team of the franchisor will help the franchisee to find, recruit and retain talent and ensure that the Spa is fully operational. Typical time taken to get the spa operational once the agreement is signed should not exceed to 2-3 months for day Spa and 4-6 months for Destination Spa. Franchisors also have to give marketing support from creating a web presence to developing local marketing campaigns to creating grand opening plans.

**Training to Franchisee and Store Talent:** Transferability of knowledge is the most important factors for success of a franchise model. Training should enable in providing franchisees with proven systems and best practices to ensure optimal performance, customer satisfaction and profitability. Spa at the time of launch employs a combination of customer service staff and experienced massage therapists. Most of the spa franchisors follow a hub and spoke model for training the

staff. Staff is centrally trained typically and most of the pioneers in the business also have their training academies where vocational training is provided to the students who want to make it in the beauty industry. This ensures a constant supply of trained staff for new as well existing centers.

**Continued Support:** Throughout the franchise term, franchisor has to provide industry advice, customized marketing materials, product updates, changes in product line and update on menu of services and legal or business consultation. In franchising, communication with a franchisee is the key to success.

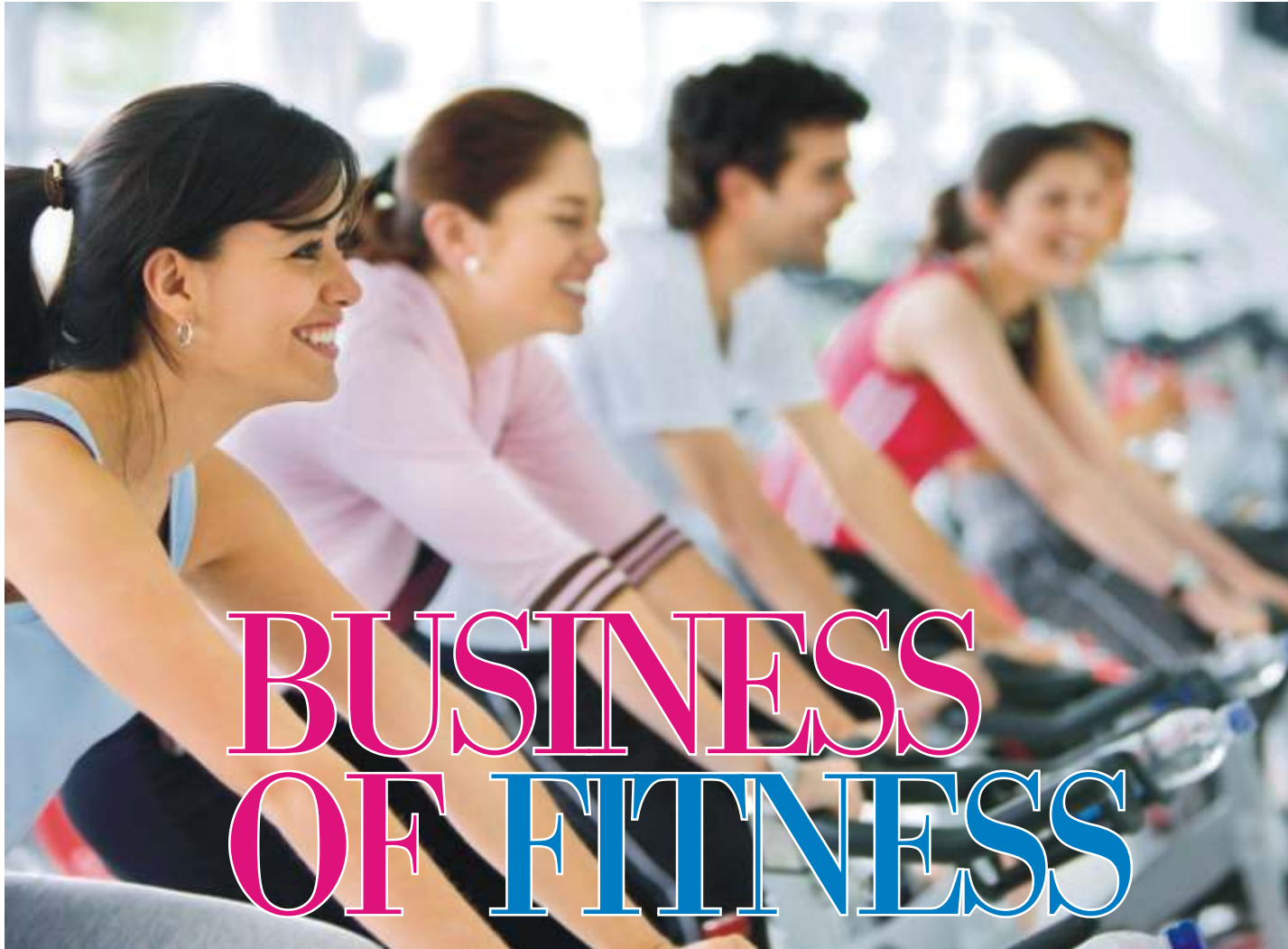
A Optimum franchise support structure
Best-practices and operations manual
Brand marketing business goals
Construction management guidelines
Design and layout assistance
Site selection, real estate Leasing negotiation consultation & assistance
Space optimization assistance
Significant savings on Spa furnishings
Staff selection & recruitment
On-site training and an aggressive support program
Top-tier marketing programs and consultation for both franchisees including online and offline promotion





**BUSINESS OF HEALTHCARE,  
BEAUTY, WELLNESS & FITNESS**





### **Fitness Franchise Opportunity**

Fitness market in India has come ages from the times when a gym was only meant for the obese and overweight. It is now part of life style of the new age Indians who are keen in staying fit and healthy.

### **Gym Market**

The fitness market in India is estimated to be worth around Rs 2,500 crores and growing at about 40 per cent year-on-year. The segment has only about 20 organized players forming about six per cent of the market. An average consumer spends about Rs. 8000-Rs. 10,000 annually on fitness products and services.

Major organized fitness players include Talwalkars with 65 centres, Leena Mogre's Fitness with 5 centers, Gold's Gym with 18 centers across 7 cities, Fitness first. There are two clear categories developing, one being the premium gym category and other being the mass branded gym categories. Both categories are differentiated by a distinct level of retail access. The mass branded gyms are going all out and expanding across demographics as well as geographic while the premium ones are limited to one prime estate location. The fitness brands are planning their expansion according to their brand positioning to tap the potential that Indian fitness market exhibits today.

### **Slimming market**

Slimming Centre provides a holistic approach to slimming

and weight loss programme. In 2008 the size of the branded slimming centers market was approximately Rs. 560 crores.

Slimming centers are a segment in the fitness space has emerged out of the urge to get a slim body and reduce obesity. The concept was readily taken up in the past decade across the demographics. Indicating the potential unmet need to look good and to be able to do that in faster. Pioneers in the segment like VLCC, Personal point were able to hit the right consumer chord and sustain profitably. Interestingly the concept was the biggest success in the tier 2, tier 3 towns, shattering the myth about the acceptability of fitness concept in smaller towns. VLCC today has more that 150 centers and has successfully developed various product extensions around the concept.



This segment requires a lot of customer orientation in terms of product conceptualization as well as marketing. The retail catchment area is concentrated with a wide array of fitness products and services involving nutrition and beauty. The concept involves simple prototype service and product format and can be easily replicated with the right set of skilled professionals.

**The franchise Case in Fitness Sector-Gyms/ Slimming Centers**

**Importance of a Brand**

A Franchisor Gym /slimming center Brand needs to assure customer acceptance and Brand awareness above all the other factors. This is largely due to the prevalence of many unorganized and cheaply servicing gym formats skewed across the country. For a Gym franchisee, the image of the brand and trust of the consumer towards its services is one of the defining factors in taking a franchise and should give an edge over other organized and unorganized players in the territory.

**Initial Investments and Ongoing costs by the franchisee**

- The initial investments of the franchisee is towards:
- Furniture and Fixtures/ Fittings
- Gym/Slimming Equipment
- Office and Clinic

**A franchise has to manage the running costs of the gym/slimming centre that would include:**

- Salary of Service and marketing staff
- Training costs-travel and stay
- Promotion and local advertising
- Stationery and printing
- Electricity and telephone
- Products

A detailed cost sheet has be given by the franchisor

**Fitness Facility Design Support**

The fitness franchisor also has to provide their franchisees with all possible assistance in the design of the health club. Each per square feet area of the gym has to be covered keeping functionality and ideal space utilization of the facility in mind. In a 2500 sq. ft gym an duplicable design should be planned by the franchisor to include 1500 sq. ft. gymming/slimming facility, 500sq. ft for showers, changing rooms and massage room. Another 500 sq. ft can include front/registration area, store, lockers, pantry etc.

**Franchisor’s responsibility for Trained Staff**

Franchisor has to give Initial training to the selected staff of franchisee on products, services, centre operations, client handling, sales and marketing

.Ensuring the presence of certified trainers at the franchisee’s facility to give expert training to the gym members is the exclusive responsibility of franchisor. Train the Trainer is an important obligation of the franchisor who also teach the trainers to motivate and market future memberships. These trainers not only give exclusive fitness instructions for using equipments but also have the requisite knowledge

regarding food supplements and diet. On going training with regard to enhanced fitness programs, updated services and ongoing customizations should also be looked after by the franchisor once the franchisee’s facility opens up

**Pre-launch support**

Franchisor should give complete facility setup support to the franchisee whether it is site selection or store set-up . Franchisor should be either providing the equipment required in the gym or the slimming center or should give the franchisee a list of preferred vendors who the franchisor has a long standing business association. The franchisor should also plan the launch day of the inauguration. Ideally the franchisees gym should open up within 3-4 months once the agreement is signed.

**Site Selection**

The space requirement may differ from city to city, depending upon the potential of the market and facilities required at the centre. The Gym or the slimming centre should be in a centrally located area on ground or first floor with ample parking space. Franchisors field support staff has to evaluate the location to ensure a suitable and convenient location that will bring in the target customers.

**Regular audits for Quality Monitoring**

All franchisee centers should be monitored on ongoing basis by the franchisor and his team to ensure quality standards at maintained according the set standards.

**Marketing Support**

Franchisor should provide the franchisee with advertisement and promotional models- ready-made to suite the requirements of their franchisees. Collaterals, artworks and designs will also have to be provided to the franchise Add on Revenue: Sale of Apparel and Food Supplements As a value add-for their franchisees, most fitness franchisors may sell licensed apparel and accessories ,food supplements of other brands or through licensed programmes with third parties.

**Challenges**

Lack of Franchise education: The franchisors must realize that franchising the brand is a entirely different from running a fitness center .It requires specific skill and discrete acumen to develop a successful franchise network.

Absence of standardized fitness environment: Enabling a standard fitness experience and replicating it subsequently requires a lot of investment by the parent brand owner. The consumer experience tends to be tempered due to regional variables.

Shortage of trainers: Trained staff is a asset that any unit franchisor must be accessible to in order to deliver the desired fitness services. The availability is even in tier 2 and tier 3 towns in spite of the presence of large market.

Franchise Business Model for a Gym/Fitness Center	
Investment	Rs.1-1.5 crore
Franchise Fee	Rs.10-15 lakhs
Royalty	10-15%
Payback period	3-4 years
Area	2500-5000 sq. ft.
ROI	20-25%
Cost of Equipment	Rs. 70 laks -Rs. 1 Crores
Franchise Business Model for a Slimming Center	
Investment	Rs. 50-75 Lakhs
Franchise Fee	Rs.5-15 Lakhs
Royalty	10-15%
Payback period	3-4years
Area	2000-2500 sq. ft
ROI	20-25%
Cost of Equipment	Rs. 30-50 lakhs



## DIRECTORY



**Apollo Health Clinic**  
**Category of Products:**  
 Healthcare Service  
 Provider  
**Caters to:** All

**No. of Retail Outlets:** 60  
**Location Preference:** High Street, Residential  
 Markets & malls  
**Minimum Space required:** 1500 sq ft  
**Investment required:** Rs One Crore to Rs 2 crore  
**Support offered to franchisee:** All possible  
 assistance  
**Brands owned by the Organisation:** Apollo Clinic  
**Expansion through:** Company & Franchise

**Contact:**

Apollo Health and Lifestyle Limited Apollo  
 Hospitals Complex Jubilee Hills Hyderabad 500  
 033 Ph: 040 - 6666 1844 040 - 6666 1842  
 Cell: 09963291155 040-23252119  
 Email: ashish\_g@theapolloclinic.com



**Category of Products:** Fitness  
**Caters to:** All  
**No. of Retail Outlets:** Worldwide 2000, India  
 Franchise 10,  
**Plan for next 3 Years:** 250 clubs  
**Location Preference:** Residential Markets  
**Minimum Space required:** 4000 sq ft  
**Investment:** Rs 10-Rs 20 lakh  
**Support offered to franchisee:** Provide all  
 necessary assistance  
**Brands owned by the Organization:** Anytime  
**Expansion through:** Franchise

**Contact Address:**

Hotel Aurora Towers, 9, Moledina Road,  
 Pune, 411001  
 Contact Person: Chuck Runyon, 7083236244  
 Email : johnk@anytimefitness.com



**Active Life**  
**Category of Product:**  
 healthcare service  
 provider,

**Caters to:** Elite class  
**No. of Retail Outlets:**  
 Company-owned; 1 No. of outlets plans by 2012:  
 company-owned: 5 Franchise; 5  
**Franchise Model:** **Location Preference:** High  
 Street, Malls and Residential Markets  
**Minimum space required:** 500 sq ft  
**Investment:** 8 lakhs to 50 lakhs  
**Support offered to franchisee:** training,  
 equipment and all  
**Brands owned by the organization:** active life™  
**Expansion:** Pan India  
**Expansion through:** Franchise, Company-owned

**Contact Address:**

Contact Person Dr. Mitesh Sawhney,  
 Email: physio.agra@gmail.com  
 Mobile: \_9219567923



**Ayurvedic Medicines &  
 Formulations**  
**Caters to:** No of Retail Outlets  
 Company-owned: 6, Franchise in  
 process

**No. of outlets plans by 2012:** company owned &  
 Franchise 200  
**Franchise Model:**  
**Location Preference:** Residential Markets 200  
**Minimum space required:** 1500 sq.ft.  
**Min Investment:** 4.82 Lakhs Max. Investment  
**Support offered to franchisee:** All Technical Support  
**Brands owned by the organization:** Many patent  
 Herbal Formulations  
**Expansion Plans in India:** PAN-INDIA 200 Units  
**Expansion through:** Franchise

**Contact Address:**

Vasudeva Vilasam Nursing Home, Fort,  
 Trivandrum 695 023, Kerala,  
 Contact Person: Dr. Pradeep Jeothi,  
 Email: info@vasudeva.com  
 Tel No./Mobile: +91 (0)471 4091000



**Black Mud**  
**Category of Product:**  
 SPA, Spa, Beauty,  
 Parlour, Bridal Make

up, Facial, Bride, Herbal, Herbal Facial, Manicure,  
 Pedicure, Nail Arts, Ampules, Essential Oils,  
 Serum, Bridal, Aroma, Therapy, Aroma Therapy,  
**Caters to:** All  
**Number of Retail Outlets:** Company-owned: 1,  
 Franchise: 1  
**By 2010, plan s to target:** 50 franchise outlets  
**Brands owned by the organization:** Black Mud  
**Location Preference:** Any commercial/semi  
 commercial or residential markets  
**Mini space required:** 600 to 2000 sq ft  
**Investment:** Rs 5 lakh to Rs 10 lakh  
**Support to Franchise:** Yes, all possible, training etc

**Contact Address:**

Delhi: Contact Person: Ms Shalini Mohan Pradhan,  
 Owner, Email : Blackmud.spa@gmail.com Phone  
 No. +91 - 98714 71709



**Barbarian Power Gem Pvt Ltd**  
**Category of Products:** Health  
 and Fitness  
**Caters to:** Male and Female

**No. of Retail Outlets:** Company owned 04,  
 Franchise 05  
**Plan for the next 3 years:** 20 franchise outlets  
**Location Preference:** Residential Markets  
**Minimum Space required:** 6000 to 12000 sq ft  
**Min Investment required:** Rs 1.5 crore  
**Support offered to franchisee:** Yes  
**Expansion Plan in India:** Pan India  
**Brands owned by the Organization:** Barbarian Gym  
**Expansion through:** Company-owned & franchise

**Contact Address:**

Barbarian Power Gym Pvt Ltd., Ground Floor,  
 Purna 4th Cross Road, Lohkhandwala Complex,  
 Andheri West, Mumbai  
 Contact Person: Devashish Chourasia  
 Phone No.: 09821420509, 022-40169509  
 Email: devasatya47@gmail.com



**Berkowits Clinics**  
**Category of Products:**  
 beauty and services, skin  
 clinicsHair Treatment

**Caters to:** Male and female  
**No. of Retail Outlets:** Company owned 6,  
 Franchise no franchise  
**Location Preference:** High Street and Residential  
 Markets  
**Minimum Space required:** 600 sq ft  
**Min Investment required:** Rs 10 lakh and Max  
 Investment: Rs 20 lakh  
**Support offered to franchisee:** Yes  
**Brands owned by the Organization:** Berkowits  
**Expansion through:** Company owned & Franchise

**Contact Address:**

J-1 Kailash Colony, New Delhi-48  
 Contact Person: Berkowits Mr Rajesh Tandon,  
 Mr Narender Goel/Ms Seema Goel  
 Ph: 011-29245500  
 Email: info@berkowits.in



**Body Spa International**  
**Category of Product:**  
 Massage  
**Caters to:** Unisex

**No. of Retail Outlets:** Company-owned 05  
**Location Preference:** High Street and Residential  
 Markets  
**Minimum space required:** 300 to 350 sq ft  
**Min Investment:** Rs 8 to 10 lakh Max. Investment:  
 Rs 25 to 30 lakh  
**Brands owned by the organization:** Body Spa  
**Expansion Plans in India:** North India by  
 Company-owned outlets

**Contact Address:**

Body Spa International, 53, second Floor Market,  
 Greater Kailash-I, New Delhi - 11065  
 Contact Person:  
 Email: Contact@bodyspa.co.in  
 Phone: 0987147717 011-41734771



**Back Rx Spine Care**  
**Category of Product:** Health  
 Care (Spine Care)

**Caters to:** Mid to Upper class people.  
**No. of Retail Outlets:** Company-owned: 3 Franchise: In  
 process Shop-in-Shops: 4  
**No. of outlets plans by 2012:** Company owned: 5  
 Franchise 30 Shops in shop 20  
**Location Preference:** High Street, Malls & Res.  
 Markets  
**Minimum space required:** 800 sq ft  
**Investment:** 10 to 30 lacs  
**Support offered to franchisee:** Training, supply &  
 sales, marketing and awareness  
**Brands owned by the organization:** Back Rx  
**Expansion Plans in India:** All zones in the Metros &  
 Tier I & II  
**Expansion through:** Franchise & Company-owned

**Contact Address:**

Indiamco House, 54 Hughes Rd. Mumbai 400 007  
 Contact Person: Rajendra Rathor,  
 Email: rajendra.rathor@backrxspinecare.com,  
 Tel No./Mobile: +91-9702513496



**Cravatex Ltd Healthcare & Fitness**  
**Category of Products:** Healthcare & Fitness  
**Caters to:** All  
**No. of Retail Outlets:** 50  
**Location Preference:** High Street & Residential Markets  
**Minimum Space required:** 600 to 1000 sq ft  
**Investment:** Rs 10 lakh to Rs 20 lakh  
**Support offered to franchisee:** All necessary assistance  
**Brands owned by the Organisation:** Proline Fitness  
**Expansion through:** Company owned & Franchise

**Contact Address:**  
 Cravatex Limited 6, Sahas, 4th Floor 414/2 Veer Savarkar Marg Prabhadevi Mumbai 400025  
 Contact Person: Mr Rajiv Walia,  
 Ph: 022-56667474 , 66667474,  
 email: sushant.dass@cravatex.com



**Clara International Salon**  
**Category of Products:** Clara Herbal Skin and Beauty Care  
**Caters to:** Unisex  
**No. of Retail Outlets:** Company owned and Franchise: Over 100 outlets in 12 countries  
**Location Preference:** High Street and Residential Markets  
**Minimum Space required:** 500 sq ft to 1000 sq ft  
**Min Investment required:** Rs 30 lakh and Max Investment Rs 50 lakh  
**Support offered to franchisee:** Yes  
**Brands owned by the Organisation:** Clara  
**Expansion through:** Company owned and Franchise

**Contact Address:**  
 G 9, Citipark, Hiranandani Gardens, Powai, Mumbai, Phone 022-40052427/8787



**Contours International**  
**Category of Product:** Women's Health, Fitness and Beauty  
**Caters to:** Women of all Ages and Income Groups  
**No. of Retail Outlets:** Company-owned:2 Franchise: 4  
**No. of outlets plans by 2012:** company owned: 5 Franchise: 20  
**Location Preference:** High Street, Malls and Residential Markets  
**Minimum space required:** 1200 1500 sq. ft  
**Investment:** 25-40 Lacs  
**Support offered to franchisee:** Equipment, Expertise, Training, Knowledge Sharing, Branding etc  
**Brands owned by the organization:** Contours International  
**Expansion Plans in India:** PAN-INDIA: 25 Fitness Studios by 2012

**Contact Address:**  
 1st Floor, Ayesha Complex, 11/38, 1st Main Road, Jayamahal Extension, Bangalore - 560 046.  
 Contact Person: Chandra Gopalan, Mobile: 984506855  
 Email: Chandra@contoursinternational.in



**Diva Fitness**  
**Category of Product:** Fitness  
**Caters to:** Women only  
**No of Retail Outlets:** Company-owned 2  
**No. of outlets plans by 2012:** company owned: 5, Franchise: 100  
**Franchise Model:** **Location Preference:** High Street and residential markets  
**Minimum space required:** 700 sq ft  
**Min Investment:** 15 lakhs Max. Investment 20 lakhs  
**Support offered to franchisee:** A comprehensive 360 degree support  
**Brands owned by the organization:** Diva  
**Expansion Plans in India:** Pan-india  
**Expansion through:** Franchise

**Contact Address:**  
 Diva Fitness: J-13/56, Rajouri Garden, New Delhi-110060  
 Contact Person: Sachin Malik  
 Email: sachmalik@gmail.com, sachinmalik@mail.com Mobile: 9999889902



**Dr Lal Path Labs**  
**Category of Product:** Diagnostics & Healthcare Services  
**Caters to:** Common Public  
**Number of Retail Outlets:** Company-owned 40 Company Owned Patient Service Centers 55 Franchise Patient Services Centers PSC 700  
**No. of outlets plans by 2012:** Company-owned Labs 60 Company Owned Patient Service Centers 75 Franchisee Collection Centers CC 1000  
**Location Preference:** Residential Markets  
**Minimum space required:** 300-400 Sq Ft  
**Investment:** 2 Lac to 5 Lacs  
**Support offered to franchisee:** Logistics/Technical /Inventory inputs/Sales & Marketing /IT  
**Brands owned by the organization:** Dr Lal Path Labs  
**Expansion Plans in India:** PAN-INDIA  
**Expansion through:** Franchise, Company-owned and Shops in shop

**Contact Address:** 5th Floor, The Pavilion, MG Road Gurgaon-122001, Contact Person: Raj Sehgal  
 Email: franchisee@lalpathlabs.com  
 Tel No: 0124-3016500



**Desun Health Care**  
**Category of Product:** Hospital & Diganositics  
**Caters to:** No of Retail Outlets: Company-owned Franchise: 56  
**No. of outlets plans by 2012:** Company owned Franchise; 100  
**Franchise Model:** **Location Preference:** High Street and Residential Markets  
**Minimum space required:** 22,000 sqft **Min Investment:** Rs 2 cr, **Max. Investment:** Rs 500 Crore  
**Support offered to franchisee:** All  
**Brands owned by the organization:** Desun  
**Expansion Plans in India:** Pan-india  
**Expansion through:** Franchise

**Contact Address:**  
 Rathin Majumder Regional Manager  
 Email: rm@desunhospital.com



**Evolve Inspiring Health**  
**Category of Product:** Health & Fitness  
**Caters to:** Health and Fitness req of people  
**No of Retail Outlets:** Company-owned : 3  
**No. of outlets plans by 2012:** Company owned 10 Franchise 40  
**Franchise Model:** **Location Preference:** Malls and Residential Markets  
**Minimum space required:** 3000 sqft to 10,000 sq ft  
**Min Investment:** 80 lakh **Max. Investment:** 4 Cr  
**Brands owned by the organization:** Evolve  
**Expansion:** Pan-india  
**Expansion through:** Franchise & Company-owned

**Contact Address:**  
 Foothills Wellness systems Pvt. Ltd., 5 A, Jayalaxmi Indl. Premises, Khetani Estate, Kurla West, Mumbai: 400 070  
 Contact Person: Mr.Sagar Shah  
 Email: franchise@evolveclubs.com  
 Tel.: 022- 25041122/ 33 Mobile: 09967 592939



**Enrich Hair & Skin Solutions**  
**Category of Products:** Hair and Skin Treatment  
**Caters to:** Unisex  
**No. of Retail Outlets:** 01  
**Location Preference:** High Street and Residential Markets  
**Minimum Space required:** 1000 sq ft  
**Min Investment required:** Rs 05 lakh and **Max Investment;** Rs 10 lakh  
**Support offered to franchisee:** Yes  
**Brands owned by the Organisation:** Enrich  
**Expansion through:** Company owned & Franchise

**Contact Address:**  
 K-210, Ansa Industrial Estate, Saki Vihar Road, Andheri (East), Mumbai, 400 072, India  
 Contact Person:  
 Phone: 09619852621  
 Email: chunmun@enrichsalon.com



**Fitness One India Ltd**  
**Category of Products:** Fitness and Health  
**Caters to:** Male and Female  
**No. of Retail Outlets:** Company owned:13 Franchise: 10  
**Plan for next 3 years:** Approx 150 outlets  
**Location Preference:** High Street & Residential Markets  
**Minimum Space required:** 2500 to 4500 sq ft  
**Min Investment required:** Rs 85 lakh to Rs 1.20 cr  
**Support offered to franchisee:** Marketing, Training, Recruitment, Interiors etc  
**Expansion Plan in India:** Pan India  
**Brands owned by the Organization:** Fitness  
**Expansion through:** Company-owned & franchise

**Contact Address:**  
 No. 31-A, Mandapam Road, Opp ESI Dispensary, Kilpauk Garaden Road, Chennai Contact: Mr Yogendram Ph.: 09600003638, 9790940029  
 Email: yogendram@fitnessone.co.in

## DIRECTORY



**Florence Lifecare Pvt Ltd**  
**Category of Product:**  
 Medicine

**Caters to:** Men and Women  
**No of Retail Outlets:** Company-owned 6 Franchise 3  
**Franchise Model:**  
**Location Preference:** Near government and private hospitals across country  
**Minimum space required:** 250 to 400 sq ft  
**Min Investment:** Rs 15 lakh  
**Support offered to franchisee:** Yes  
**Brands owned by the organization:** Florence Lifecare  
**Expansion Plans in India:** North India  
**Expansion through:** Franchise & Company-owned

**Contact Address:**  
 Florence Lifecare Pvt Ltd, 19/8, Kalyan Das Jain Marg, Lohamandi Area, Agra.  
 Contact Person: Manoj Jain Director,  
 Email: mkjain@florencemedicines.com  
 Mobile: 0562-26868100, 09837887505



**Guardian Lifecare Private Ltd**  
**Category of Product:** Health & Beauty  
**Caters to:** All segments  
**No of Retail Outlets:** Company-owned 188 Franchise 8 Shop-in-Shops 4  
**No. of outlets plans by 2012:**

Company owned 900 Franchise 100 Shops in shop Nil  
**Location Preference:** Residential Markets High  
**Minimum space required:** 400 Sq.Ft Plus  
**Investment:** Rs. 20 Lacs - 25 Lacs  
**Support offered to franchisee:** All support systems needed  
**Brands owned by the organization:** Guardian Pvt. Labels, GNC & Yves Rocher Expansion Plans in India: North 80 % EAST\_NA/WEST 15%/SOUTH 5% OR PAN-INDIA 1000 by 2012  
**Expansion through:** Franchise 10% Company-owned 90%

**Contact Address:** "Guardian House", Plot No: 55, Sector 37, Udhog Vihar VI, Gurgaon, Haryana.  
 Contact Person: Tariq Ali  
 Email: tariq.ali@guardianlifecare.com  
 Mobile: 9313045713



**Gold Gym**  
**Category of Product:** Health and Fitness  
**Caters to:** Male and Female  
**No of Retail Outlets:** Company

owned and Franchise : Around 700 worldwide, India approx 57, company owned 5, Franchise 52  
**Location Preference:** Residential & High street markets  
**Minimum space required:** 7000 to 8000 sq ft  
**Investment:** Rs 1.5 crore to 3 crore  
**Support offered to franchisee:** Yes,  
**Brands owned by the organization:** Gold Gym Expansion Plans in India: PAN-INDIA  
**Expansion through:** Company-owned and franchise

**Contact Address:**  
 Garden View, J Mehta Marg, Nepean Sea, Mumbai, Contact Person: Istiyak Ansari,  
 Ph.: 09321026706, 022-23694654  
 Email: istiyak@goldsgymindia.com



**Global Healthline**  
**Category of Product:**  
 Pharmacy Retail,

**Caters to:** All  
**No of Retail Outlets:** Company owned: 30  
**No. of outlets plans by 2012:** 300 through company owned and franchise as we are looking forward for franchise format.  
**Franchise Model: Location Preference:** Residential Markets and High street markets  
**Minimum space required:** Min Investment:  
**Brands owned by the organization:** 98.4 degree  
**Expansion Plans in India:** Pan-india  
**Expansion through:** Company-owned and franchise in future

**Contact Address:**  
 Global HealthLine, Head Office B 57, Okhla Industrial Area, Phase 1, New Delhi,  
 Contact Person, Mr S. MIRZA,  
 Email: smirza@globalhealthline.com, Phone: 09313427527, 9810210114

**H K Mahindra & Co**  
**Category of Products:** Hair Oil and Cosmetics  
**Caters to:** Unisex

**No. of Retail Outlets:** Company owned: 01  
**Location Preference:** High Street and Residential Markets  
**Minimum Space required:** 100 sq ft  
**Min Investment required:** Rs 50,000 and  
**Max Investment** Rs 02 lakh  
**Support offered to franchisee:** Yes  
**Brands owned by the Organization:** Mahindra  
**Expansion through:** Company owned & Franchise

**Contact Address:**  
 H K MAHINDAR & CO Patel Nagar (W), New Delhi 110008, Phone: 25707774  
 Contact Person:  
 Phone: 9619852621

**Health Telemedical Services Pvt Ltd**  
**Category of Products:** Tele Health Check ups  
**Caters:** Unisex

**No of Retail Outlets:** Franchise 2  
**Location Preference:** Residential and High Street Markets  
**Minimum space required:** 700 sq ft  
**Minimum Investment:** Rs 10,000 to Rs 50,000  
**Support offered to Franchisees:** Yes, all necessary support to franchisee  
**Brands owned by the Organisation:** Telemedical  
**Expansion through:** Franchise

**Contact Address:**  
 P B's Health and Glow Clinic Pvt Ltd  
 Contact Person Dr. Molay Bhattacharya  
 Ph: 033-22895474 033 22895473  
 Email: mngr\_franchise@hngclinic.com



**Health Sanctuary P Ltd.**  
**Category of Product:** Health & Beauty

**Caters to:** Men and Women  
**No of Retail Outlets:** Company-owned: 07 Franchise 02  
**No. of outlets plans by 2012:** company owned: 12 Franchise: 50  
**Franchise Model: Location Preference:** High Street & Residential Markets  
**Minimum space required:** 1700 to 2500 square Feet and above **Min Investment:** 20 Lacs  
**Max. Investment:** 35 Lacs  
**Support offered to franchisee:** yes  
**Brands owned by the organization:** Health Sanctuary  
**Expansion Plans in India:** Pan India  
**Expansion through:** Franchise & Company-owned

**Contact Address:**  
 A 1 / 10, Deodar Marg, Nr. Qutub Plaza Mkt, DLF Ph 1, Gurgaon Contact Person: R H Choudhary  
 Email: rhc@hsanctuary.com Tel.: +919811075062

**Influx Mart Ltd**  
**Category of Products:** Health and Wellness  
**Caters to:** Male and Female

**No. of Retail Outlets:** Company owned: 01, Franchise: 40  
**Plan for the next 3 years:** Approx 30 franchise outlets  
**Location Preference:** Residential Markets  
**Minimum Space required:** 500 sq ft  
**Min Investment required:** Rs 10 to 20 lakh  
**Support offered to franchisee:** Yes  
**Expansion Plan in India:** Pan India  
**Brands owned by the Organization:** Influx Mart  
**Expansion through:** Company-owned & franchise

**Contact Address:**  
 Influx Mart, Influx House, Mitramandal Chowk  
 Contact Person: Hitesh Rajput  
 Phone No. 020-66291000  
 Email: info@influxmart.com



**Jawed Habib**  
**Hairxpresso**  
**Category of Products:**

Hairxpresso, Haircut and Beauty  
**Caters to:** Unisex  
**No. of Retail Outlets:** Company-owned 1, Franchise: 40+  
**No. of outlets plans by 2012:** Company-owned nil Franchise 2000  
**Location Preference:** High Street Market & Malls  
**Minimum space required:** 350 to 600 sq ft  
**Investment:** Rs 15 lakh to Rs 21.6 lakh  
**Support offered to franchisee:** Training, finance loan facility if ready to spend Rs 5.5. lakh  
**Brands owned by the organization:** Jawed Habib  
**Expansion through:** Franchise

**Contact Address:**  
 Laxmi Industrial Estate, Andheri, Bombay,  
 Contact Person: Mr Rajesh Gawde,  
 Email: rajesh@hairxpresso.com Phone No. 09322865047, 9811027096, 022-40995000



**Jonam Remedies**

**Category of Products:** Healthcare medicine and beauty

**Caters to:** All

**No. of Retail outlets:** Franchise 5 Company owned

**Location Preference:** Residential and High Street Markets

**Minimum Space required:** 300 sq ft

**Min Investment:** Rs 5 lakh to Rs 10 lakh depending on location

**Support Offered to Franchisee:** Yes, all necessary

**Brand owned by Organisation:** Jonam

**Expansion through:** Franchise and Company owned

**Contact Address:**

HQ: C-8 Ahmedabad Complex, Ahmedabad  
Contact Person: K Manoj Singh, 9431170372  
Phone: 09908752855; 09931145609  
E-mail: info@jonamremedies.com, jonamremedies@hotmail.com

**Kudos Ayurvedic**

**Category of Product:** Healthcare and Beauty care

**Caters to:** Men and Women

**No of Retail Outlets:** Franchise 70

**No. of outlets plans by 2012:** Around 900 through franchise

**Franchise Model: Location Preference:** High Street and Residential markets or where there is good footfall

**Minimum space required:** 100 sq ft

**Investment:** Rs one lakh to two lakh

**Support offered to franchisee:** To provide ayurved doctor training and other support

**Brands owned by the organization:** KUDOS

**Expansion Plans in India:** Pan-india

**Expansion through:** Through Franchise only

**Contact Address:**

Kudos Ayurveda, 16, Rajendra Park, (Near Rajender Nagar, New Delhi 110060, Contact Person: Mr Karan Goomer, Tel.: 09811217475 Email: helpline365@gmail.com



**Kairali Ayurvedic Health Resort**

**Category of Product:** Ayurvedic Health Resort, Leisure Resort & Spa's

**Caters to:** Everyone

**No of Retail Outlets:** Company-07, Franchise-13, **No. of outlets plans by 2012:** company owned- 10, Franchise-20,

**Location Preference:** Residential Markets - yes

**Minimum space required:** 1500 Sq ft.

**Investment:** 35 Lakhs

**Support offered to franchisee:** Marketing, Technical, HR, Product line

**Brands owned by the organization:** Kairali Ayurvedic Health Resort, Ayurvedic Centre,

**Expansion Plans in India:** PAN-INDIA

**Expansion through:** Franchise & company owned

**Contact Address:**

D-120, Andheria Modh, New Delhi - 110074  
Contact Person: Mr. K. R. Abhilash  
Email: info@kairali.com Tel.: 011-26804879, 26801805

**Looks Unisex Salon**

**Category of Products:** Hair cutting, colouring and Beauty

**Caters to:** Unisex

**No. of Retail Outlets:** Company -10, Franchise: 02

**Expansion in next three years:**

Company owned 10, Franchise 15

**Location Preference:** High Street and good malls

**Minimum Space required:** 1500 sq ft

**Min Investment required:** Rs 40 lakh and Max Investment Rs 1 crore

**Support offered to franchisee:** Provide all necessary assistance

**Brands owned by the Organisation:** Looks

**Expansion through:** Company owned & Franchise

**Contact Address:**

Looks Unisex Salon, 17 A/12, WEA Ajmal Khan Road, Delhi, Contact Person: Mr Gopal, Phone Ph. : 28751040, 28751520, Email: gopallooks@hotmail.com, sanjaylooks@hotmail.com



**Le Spirit Hospitality Services Pvt. Ltd.**

**Category of Product:** Health Fitness & Spa

**Caters to:** Men and Women

**No of Retail Outlets:** Company-owned 2

**No. of outlets plans by 2012:** company owned 2 Franchise 10

**Location Preference:** High Street, Malls

**Minimum space required:** 2500 sq ft

**Investment:** Rs 1500000 to Rs 2500000

**Support offered to franchisee:** Yes after starting-

**Brands owned by the organization:** Le Spirit

**Expansion Plans in India:** North 5 PAN-INDIA 5

**Expansion through:** Franchise & company owned

**Contact Address:**

JLEC, JSPL, Kharisa Road, Raigarh, CG-496001, 2. Le Spirit, Yawer Iqbal, 95/17, Zakir Nagar, New Friends Colony, Okhla, New Delhi-25  
Contact Person: U S Kapoor, Email: usk@lespirit.in Mobile 9827477132



**Mystic Cures Ltd**

**Category of Product:** Salon & Spa products

**Caters to:** Men & Women

**No of Retail Outlets:** Company-2 Franchise: 1

**No. of outlets plans by 2012:** Company owned: 4 Franchise: 24

**Franchise Model:** Location Preference: High Street - □, Malls - □, Residential Markets - □

**Minimum space required:** 2000 sq ft

**Investment:** 20 Lakhs-30 Lakhs

**Support offered to franchisee:** Support in, manpower recruitment, maintaining mystic standards, technical training & advertising & marketing.

**Brands owned by the organization:** Mystic Cures

**Expansion Plans in India:** Delhi & NCR

**Expansion through:** Franchise & Company-owned

**Contact Address:**

H 35/3, Ground Floor, Connaught Place, New Delhi  
Contact Person: Siddharth Shankar, Ph.: 32602685  
Email: info@mysticcures.com



**MedPlus**

**Category of Product:** Medicine, Other OTC products

**Caters to:** Unisex

**No. of Retail outlets:** Company-574 Franchise 56

**No. of outlets plans by 2012:** company owned 3000

**Location Preference:** High Streets, Residential Markets

**Minimum space required:** 120 sq ft

**Investment:** Rs 10 lakhs to Rs 12.5 Lakhs

**Support offered to franchisee:** Product Supply, Stock management, Complete IT support, Marketing and Promotions, Audit

**Brands owned by the organization:** MedPlus Pharmacy

**Expansion Plans in India:** South

**Expansion through:** Company-owned

**Contact Address:**

1-1-300/B, adjacent Syndicate Bank, Ashok Nagar, Hyderabad Contact Person: M.Subba Rao  
Email: lakshmim@medplusindia.com  
Mobile: 09346526035



**MediTravels**

**Category of Product:** Medical Tourism, Clinic, Pharmacy

**Caters to:** pre-planned procedures/surgeries locally and abroad

**No of Retail Outlets:** Company-owned 3

**No. of outlets plans by 2012:** company owned-10 Franchise-60

**Location Preference:** High Street, Malls, & Res markets

**Minimum space required:** 500 Sq. Ft

**Investment:** Rs 25 Lacs to 1 Crore

**Support offered to franchisee:** Marketing, Branding, Training, Accounting & other support

**Brands owned by the organization:** MediTravels, MediClinik, MediPharmacy

**Expansion Plans in India:** Pan India

**Expansion through:** Franchise & Company-owned

**Contact Address:**

14173 Manchester Rd., Unit C, Manchester, MO 63011  
Contact Person: Dr. Jenny Email: Jenny@MediTravels.org  
Tel.: 877-208-6770, 314-835-7500



**Manipal Cure and Care**

**Category of Product:** Wellness and Beauty, Preventive

**Caters to:** Unisex

**No of Retail Outlets:** Company owned: 5

**Franchise Model:** Having no Franchise Model

**Location Preference:** Residential Markets and High street markets

**Expansion Plans in India:** PAN-INDIA

**Expansion through:** Company-owned

**Contact Address:**

Manipal Cure and Care, Manipal Towers, 14-15 Floor, Airport Road, Bangalore 080-  
Contact Person: Mr Bhushan Vkas Palkar  
Ph: 09741926402  
Email: bhushan@manipalcureandcare.com

## DIRECTORY

### New Look Skin Care Ltd

**Category of Product:** Cosmetic skin care  
**Cater to:** Male and Female

**No. of Retail outlets:** Company owned: 18 Franchise 01

**No. of outlets proposed for the next 3 years:** Company-owned 50

**Location Preference:** High Street and Residential markets of Tier I and II cities

**Minimum space required:** 1000 sq ft

**Minimum investment:** Rs 40 lakh

**Support to Franchisee:** All assistance required

**Brand of the Company:** New Look

**Expansion in India:** Pan India

**Expansion through:** Franchise & Company-owned

#### Contact Address:

New Look Skin Care Ltd., I 27, Ground Floor, Lajpat Nagar II, New Delhi 110 024  
Contact Person: Dr Pankaj Upadhyay,  
Phone: 09810343103, 011-29811106-07 Email: parichay@newlooklaserclinic.com



### NYASSA

**Category of Product:** Handmade Bath & Body Products

**Caters to:** All

**No of Retail Outlets:** Company-owned-3 Franchise-6, Shop-in-Shops 5

**No. of outlets plans by 2012:** Company-owned 20 Franchise 20 Shops in shop 20

**Location Preference:** High Street and Malls

**Minimum space required:** 100 sq ft

**Min Investment:** 1 LAC

**Support offered to franchisee:** Marketing, Promotions, Training

**Brands owned by the organization:** All Nyassa Products

**Expansion Plans in India:** PAN-INDIA: YES

**Expansion through:** Franchise, Company-owned & Shops in shop

#### Contact Address:

29/225 Anandnagar, Santacruz (East), Mumbai 055  
Contact Person: Mrs. Ishween Anand  
Email: mail@nyassa.in Mobile: 9833192304

### Power Spa Pvt Ltd

**Category of Products:** Spa and Wellness

**Caters to:** Male and Female

**No. of Retail Outlets:** Company owned 07

Franchise In Processing

**Plan for next 3 years:** Approx 40 to 50

outlets both company-owned & Franchise

**Location Preference:** High Street and Residential Markets

**Minimum Space required:** 500 sq ft

**Min Investment required:** Rs 20 lakh to 30 lakh

**Support offered to franchisee:** Yes

**Expansion Plan in India:** Pan India

**Brands owned by the Organization:** Power Spa

**Expansion through:** Company-owned & franchise

#### Contact Address:

B-205, Aaram Society Lane, Thakkar Park, Vakola, Sanata Cruz (East), Mumbai  
Contact Person: Pankaj Sharma, Director  
Phone No. 09867013049  
Email: kim@powerspaindia.com



### Praba's Vcare Health Clinic

**Category of Product:** Hair treatments, Skin treatments, Beauty & Hair academy, Cosmetic products

**Caters to:** Common public and beauty parlors

**No of Retail Outlets:** Company-owned - 9

**No. of outlets plans by 2012:** company owned 15 Franchise 15

**Location Preference:** High Street

**Minimum space required:** 700 - 1000 sq.ft

**Min Investment:** 5 lakhs to 15 lakhs

**Support offered to franchisee:** Training, recruitment, products, testing, etc-

**Brands owned by the organization:** Vcare, Aroma Shoppe

**Expansion Plans in India:** SOUTH-15-20 locations

**Expansion through:** Franchise 15 Company-owned-3

#### Contact Address:

**Contact Person:** S.Mukundan, Tel: 9444963786  
Email: ceo@vcaretrichology.com



### P B's Health and Glow Clinics Pvt Ltd

**Category of Products:** Hair Loss, Skin problem solutions

**Caters:** Unisex

**No of Retail Outlets:** Franchise 6

**Location Preference:** Residential and High Street Markets

**Minimum space required:** 600 to 1500 sq ft

**Minimum Investment:** Rs 20 lakh to Rs 30 lakh

**Support offered to Franchisees:** Yes, all necessary support to franchisee

**Brands owned by the Organisation:**

**Expansion through:** Franchise

#### Contact Address:

P B's Health and Glow Clinic Pvt Ltd  
Contact Person: Dr.Molay Bhattacharya  
Phone: 033-22895474 033 22895473  
Email: mngr\_franchise@hngclinic.com



### Personal Point care Ltd

**Category of Products:** Gym

**Caters to:** Unisex

**No. of Retail Outlets:** Franchise 45

**Plan for next 3 Years:**

**Location Preference:** Residential Markets

**Minimum Space required:** 1000 to 1500 sq ft

**Investment:** Rs 10 lakh to Rs 20 lakh

**Support offered to franchisee:** Yes, all necessary support to our franchisee

**Brands owned by the Organization:** Personal Point

**Expansion through:** Franchise and company owned

#### Contact Address:

Personal Point Care Limited  
D-5, Sector 18 Noida  
Contact person: Dr Shobha Kaul  
Phone 0120-2540218, 2540208 0120-4322054  
Email: info@personalpointcare.com



### Quest Diagnostics India Pvt Ltd

**Category of Products:** Pathological labs and diagnostic services

**Caters to:** Unisex

**No. of Retail Outlets:** Company-owned; 10

**No. of outlets plans by 2012:** Not to disclose because of company policy

**Franchise Model:** Not at present

**Brands owned by Organisation:** Quest Diagnostics

**Expansion Plans in India:** North India

**Expansion through:** Company-owned

#### Contact Address:

Quest Diagnostics, A-17, Info City, Sector 3, Gurgaon,  
Contact Person: Nikhil Bhatia,  
Email: infoindia@questdiagnostics.com  
Phone: 0124-4608888



### Qualtra Pharmaceuticals Pvt Ltd

**Category of Product:** Pharmaceuticals

**Caters to:** 16

**No of Retail Outlets:** Company-owned 2 Franchise 14

**No. of outlets plans by 2012:** company owned 4 Franchise 56 Shops in shop 50

**Franchise Model:** **Location Preference:** High Street and Residential Markets

**Minimum space required:** 135 Sq ft

**Investment:** Rs 1,00,000-Rs 1,00,000,000

**Support offered to franchisee:** Marketing Support

**Brands owned by the organization:** Vitaminog,

Dentosoft, Naxetil

**Expansion:** Pan India

**Expansion through:** Only by Franchise

#### Contact Address:

Unit 23 Plot 5 Dr sandeep Complex, Pitampura, N Delhi 34 Contact Person: Mr Anil Pandita  
Email: anil@qualtrapharma.com Tel. 011-45073767, Mobile 9953500900

### Rouge Spa | Salon + Rouge Spa | Yoga

**Category of Product:** Beauty, Wellness, Healthcare

**Caters to:**

**No of Retail Outlets:** Company-owned 2 Franchise

**No. of outlets plans by 2012:** company owned 5 Franchise\_5

**Franchise Model:** **Location Preference:** High Street and Malls

**Minimum space required:** 2500 sq ft 5000 sq ft

**Investment:** Rs 15 lacs Rs 50 lacs

**Support offered to franchisee:** Planning, Architecture, Interiors, Vendor Relations, Promotions, Training & Operations Support

**Brands owned by the organization:** Rouge Spa | Salon; Rouge Spa | Yoga

**Expansion Plans in India:** North

**Expansion through:** Franchise

#### Contact Address:

6005 DLF Phase 4 Gurgaon  
Contact Person: Nishtha Gupta  
Email: nishtha@rougespasalon.com;

**Relax Herbals & Exports Pvt. Ltd**

**Category of Product:** Consultancy On Ayurvedic Spas And Training  
**Caters to:** Resorts, Five Star Hotels and Beauty Schools  
**No of Retail Outlets:** Company-owned 3 Franchise 9 Shop-in-Shops  
**Location Preference:** High Street & Residential Markets  
**Expansion Plans in India:** PAN-INDIA  
**Expansion through:** Franchise and Company-owned

**Contact Address:**

Relax Herbals & Exports Pvt.Ltd., II Floor, Menathottam chambers, Pattom PO, Trivandrum -695004, Kerala  
 Contact Person: PRASAD C NINAN,  
 Email: relaxherbals@asianetindia.com  
 Tel. No./Mobile: 91 471 2556848



**SuAyu Lifecare**

**Category of Product:** Herbal  
**Caters to:** Unisex  
**No of Retail Outlets:** Company-owned 5  
**No. of outlets plans by 2012:** company owned 50  
**Franchise Model:**  
**Location Preference:** High Street and Residential Markets  
**Minimum space required:** 300 to 350 sq ft  
**Investment:** Rs 8 to 30 lakh  
**Brands owned by the organization:** SuAyu and 18 other brands  
**Expansion Plans in India:** PAN-INDIA By Company-owned

**Contact Address:**

SuAyu Lifecare, 201, Gandhi Smriti Apartment, Parsi Street, Saiyedpura, Surat  
 Contact Person: contact@suayu.com  
 Ph: 0261-2451451



**Sane Care**

**Category of Product:** Healthcare services  
**Caters to:** all people who are on the risk of heart disease  
**No of Retail Outlets:** Company-owned 18 Franchisee 18  
**No. of outlets plans by 2012:** company owned: 30 Franchise: 70  
**Franchise Model:** Location: Residential Markets  
**Minimum space required:** 600-800 sq. ft  
**Investment:** Rs 3 lac Rs 8 lac  
**Brands owned by the organization:** Sane Care  
**Expansion Plans in India:** PAN-INDIA strategically  
**Expansion through:** Franchise & Company-owned

**Contact Address:**

SANECARE 5th floor, Indira Smruti, Agiyari Lane, Nr. Jambli Naka, Thane(west)-400602, Thane, Telfax:- 091-022-67715410  
 Contact Person: Mr. Kiran Bhide, Tel:022-67715400  
 Email: sanefr@gmail.com



**Shahnaz Husain Group of Companies**

**Category of Product:** 1. Beauty Salon & Beauty Training Academy  
**Caters to:** Skin & Hair care, Beauty therapy for male & female  
**No of Retail Outlets:** Company-10 Franchise- 200  
**No. of outlets plans by 2012:** company owned- 20 Franchise- 300  
**Location Preference:** High Street & Mall  
**Minimum space required:** 900 Sq ft  
**Investment:** Rs 20 Lakhs to Rs 30 Lakhs  
**Support offered to franchisee:** To assist for site selection, project management, layout and interior, equipment, recruitment and training.  
**Brands owned by the organization:** Shss & Shiba  
**Expansion Plans in India:** North- 40 EAST- 20 WEST-30 SOUTH-20  
**Expansion through:** Franchise& Company-owned

**Contact Address:**

901, International Trade Tower, 9th Floor Nehru Place New Delhi-110019 Contact Person: Mohan Agrawal  
 Email: magrawal@shahnaz.in  
 Tel.: 011-26468301-09, 0919650807427

**Serena Spa Pvt. Ltd.**

**Category of Product:** Spa and Salon  
**Caters to:** Men and Women  
**No of Retail Outlets:** Company-owned 8 Franchise 25 Franchise, Shops in shop 10  
**No. of outlets plans by 2012:** Company owned 25 Franchise, Shops in shop 10  
**Franchise Model:** **Location Preference:** Residential Markets and Star Hotels  
**Minimum space required:** 4,500 sq. ft.  
**Min Investment:** Max. Investment  
**Support offered to franchisee:**  
**Brands owned by the organization:** Serena Spa Aristo Spa  
**Expansion Plans in India:** Pan India  
**Expansion through:** Company-owned and Hotel  
**Profile of the Brand:** High-end spa and wellness

**Contact Address:**

Serena Spa Pvt. Ltd., Mount Pleasant, S. L. Mathias Road, Mangalore 575 002, Contact Person with his designation: Jesper Hougaard, CEO Email: manager@serenaspa.com Telephone No./Mobile:0824-2432358

**Skinnovation Lazer Skin Hair**

**Category of Products:** Services like Tatto removal, Eye marks, Hair transplantation, Pimple removal, etc  
**Caters to:** Unisex  
**No. of Retail Outlets:** Company owned: 01 Franchise: 00  
**Location Preference:** High Street and Residential Markets  
**Minimum Space required:** 1500 sq ft  
**Investment:** Rs 30 lakh-Rs 50 lakh  
**Support offered to franchisee:** Yes  
**Brands owned by the Organisation:** Skinovation  
**Expansion through:** Company owned & Franchise

**Contact Address:**

38, Kamla Nagar, Bungalow Road, near Tata Indiacom Shop Delhi-110007  
 Contact Person: Dr Anil Ganjoo, Ph: 011-27662100  
 Email: skinnovation07@hotmail.com; skinovation07@hotmail.com;

**Sankara Global Marketing Services**

**Category of Product:** Health & Medical  
**Caters to:** Hospitals  
**No of Retail Outlets:** 30  
**Company-owned:** 1 Franchise 30  
**No. of outlets plans by 2012:** Company owned 24 Franchise 100 Shops in shop 100  
**Franchise Model:** **Location Preference:** High Street, Malls and near Residential Markets  
**Support offered to franchisee:** Free Samples and Brochures will be provided by the Company  
**Brands owned by the organization:** SURGISPON-Absorbable Gelatin Sponge (USP)  
**Expansion Plans in India:** Pan India  
**Expansion through:** Franchise: YES

**Contact Address:**

64/1, Bazaar Street, Chidambaram 608001 (TN)  
 Contact Person: Saurabh Munot,  
 Email: shankaragmarket@yahoo.com  
 Tel.04144-224787 9994018624

**Smile Dental Clinic**

**Category of Products:** Dental Clinic  
**Caters to:** Unisex  
**No. of Retail Outlets:** Company owned 01, Franchise: In process  
**Plan for next three years:** Not yet planned  
**Preference:** Residential and High Street Markets  
**Minimum Space required:** 500 to 2000 sq ft  
**Min Investment required:** Rs 10- Rs 20 lakh  
**Brands owned by the Organization:** Smile Dental  
**Expansion Plan:** South India  
**Expansion through:** Company-owned & franchise

**Contact Address:**

Smile Dental Clinic, Kasturibaipet, Vijayawada, Distt Krishna  
 Phone No.: 0866-2430535, 09440174181



**Surya Vinayak Ind Ltd**

**Category of Products:** Spa Salon, slimming and skin care  
**Caters to:** Male and Female  
**No. of Retail Outlets:** Company owned: 04 Franchise 01  
**Plan for the next 3 years:** Net yet decided  
**Location Preference:** High Street and Malls  
**Minimum Space required:** 4000 sq ft  
**Min Investment required:** Rs 1 crore to 2 crore  
**Support offered to franchisee:** Yes  
**Expansion Plan in India:** Pan India  
**Brands owned by the Organization:** Chandan Sparsh  
**Expansion through:** Company-owned & franchise

**Contact Address:**

11, Prem Sadan, Rajendra Place, New Delhi-008, 11-Darya Ganj, New Delhi 110002  
 Contact Person: Ms Manisha 09654300424  
 Email: manisha@florianagroup.com



## DIRECTORY

 **Spaso Zen Wellness & Beauty**  
**Category of Product:** Wellness & Beauty Center  
**Caters to:** Men and Women

No of Retail Outlets  
**Company-owned:** 1 Franchise  
**No. of outlets plans by 2012:** Company owned 1 Franchise 10  
**Location Preference:** High Street & Residential Markets  
**Minimum space required:** 100 M2  
**Investment:** Euros 65.000 - Euros 85.000  
**Brands owned by the organization:** SPASO ZEN Wellness & Beauty  
**Expansion:** PAN-INDIA  
**Expansion through:** Franchise

**Contact Address:**  
 Rua do campo Alegre, 1256 4150-174 Portugal  
 Contact Person: Sonia Gomes  
 Email: franchising@spasozen.com  
 Tel.: 00351 226099723

 **Thyrocare**  
**Category of Product:** Pathological services

**Caters to:** Labs, hospitals, nursing homes, clinics, consumers  
**No of Retail Outlets** Company-owned 0 Franchise 501 Shop-in-Shops 0  
**No. of outlets plans by 2012:** Company owned Franchise 1000  
**Franchise Model:** **Location Preference:** Any  
**Minimum space required:** 200 sq ft  
**Min Investment:** 1 lakh  
**Support offered to franchisee:** Training, IT, Logistics, Special incentives, Promotions  
**Expansion Plans in India:** Pan India  
**Expansion through:** Franchise Yes Company-owned Yes

**Contact Address:**  
 D37/1 TTC MIDC, Turbhe, Navi Mumbai 400703  
 Contact Person: Ms. Anuradha Kadam,  
 Email: tsp@thyrocare.com Tel: 022-67123456

 **Titan Industries Ltd**  
**Category of Product:** Eye Wear  
**Caters to:** Men/Women

/Children : ALL  
**No of Retail Outlets** **Eye Wear:** Company-owned - 21 Franchise-51  
**Location Required:** High Street / Malls, Town with population greater than 5 Lacs  
**Investment:** Eye wear: Rs 40-60 Lacs  
**Support:** Store Design/Setup , Marketing, Training  
**Brands owned by the organization:** Tanishq, Titan, Goldplus, Fastrack, Eye Plus, Zoya, Helios, Sonata  
**Expansion Plans:** Across India  
**Expansion through:** franchise & company owned  
**Profile of the Brand:** Market Leader in the entire category we are present in.

**Contact Address:**  
 Tower B, 6th Floor, Golden Enclave, Bangalore 001,  
 Contact Person Mr. Vipul Sachdeva,  
 Email : Vipul@titan.co.in Te: 080 6660 9428 / 9611244177

**The Body Care**  
**Category of Product:** Slimming and Beauty Clinic  
**Caters to:** All

**No of Retail Outlets:** Company-owned 38 Franchise 7  
**No. of outlets plans by 2012:** company owned; 12 Franchise: 24  
**Franchise Model:** **Location Preference:** High Street & Residential Markets  
**Minimum space required:** 1400 sq ft- 2500 sq ft  
**Investment:** Rs 30 - 70 lacs  
**Brands owned by the organization:** The Body Care  
**Expansion Plans in India:** Pan India  
**Expansion through:** Franchise & Company-owned

**Contact Address:**  
 163, Functional Industrial Estation, Patparganj, Delhi 92, Contact Person: Sanjay Dawar  
 Email: bodycare@bodycareintl.com  
 Tel.: 011-22148607/08/42141446/42141447/42141448 (2 Lines)  
 22158607/08 (2 Lines)

 **VLCC Health Care Ltd**  
**Category of Product:** Wellness and hair service  
**Caters to:** Unisex

**No of Retail Outlets:** Company owned over 100 Franchised 40  
**No. of outlets plans by 2012:** company-owned 100 Franchise: 50  
**Franchise Model:** **Location Preference:** Residential Markets  
**Minimum space required:** 1200 sq ft  
**Investment:** Rs 35 lakhs to Rs 60 lakh  
**Support offered to franchisee:** Site selection, recruitment and training, equipments, marketing, etc  
**Brands owned by the organization:** VLCC  
**Expansion Plans in India:** PAN-INDIA  
**Expansion through:** Franchise & Company-owned

**Contact Address:**  
 64, HSIDC, Sector 18, Maruti Ind Area, Gurgaon  
 Contact Person: Mr Mukesh Vispute,  
 Ph: 0124-4719700, 4011940  
 Email: mukesh.rv@vlcc.co.in,

**Vision 2000 Inc**  
**Category of Product:** Health And Massage Therapy Products  
**Caters to:** All India

**No of Retail Outlets:** Company-owned 2 Franchise\_1  
**No. of outlets plans by 2012:** company owned 4 Franchise 10  
**Franchise Model:** **Location Preference:** High Street and Malls  
**Minimum space required:** 500 sqft onwards  
**Investment:** 5 - 50 lakhs  
**Support offered to franchisee:** Everything necessary to franchisees-  
**Brands owned by the organization:** healthrv.com  
**Expansion:** Pan India  
**Expansion through:** Franchise & company-owned

**Contact Address:**  
 B-2/159, Paschim Vihar, New Delhi-110063  
 Contact Person: Vinay Kumar Goel  
 Email: vision2000inc@airtelmail.in  
 TEL/Mobile :9811057200/9810770359

# A TO Z of INDIAN FRANCHISING

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