

27th
YEAR OF
SUCCESS IN
FRANCHISING

21st International Franchise & Retail Show!



DELHI **FRANCHISE**
INDIA 2025

17|18 **MAY, 2025**

YASHOBHOO MI

India International Convention & Expo Centre (IICC)

Delhi



Democratising
Entrepreneurship

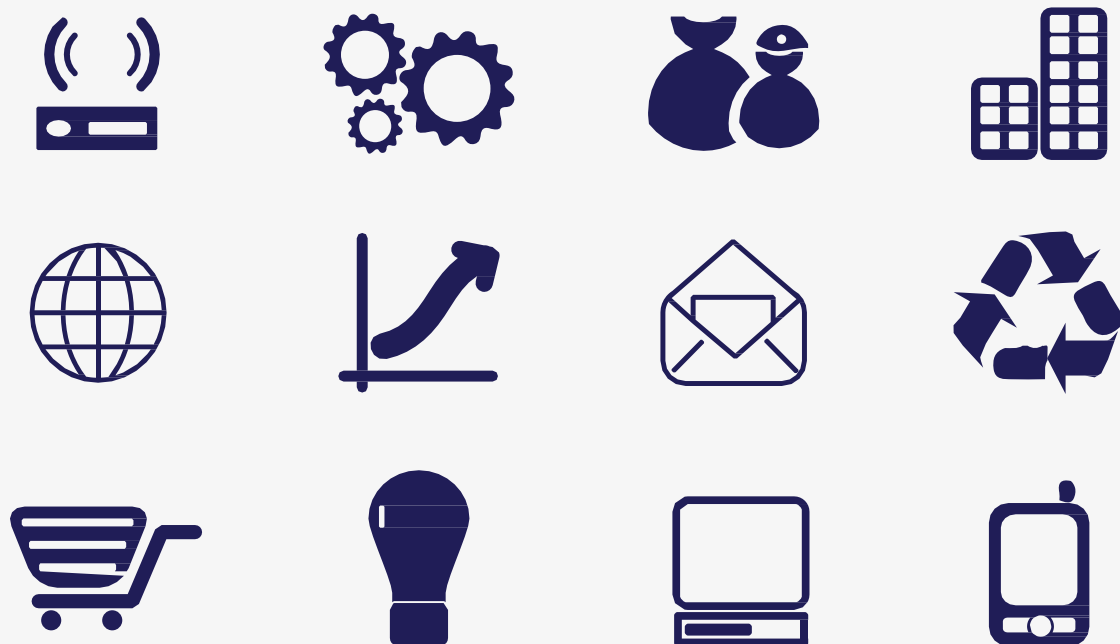


Log on to www.franchiseindia.com/expo



Rise and Rise of Franchising in India

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



- » The Indian franchise industry has been growing at an amazing rate, spurred by the changing lifestyle preferences of the millennials.
- » 2025 is set to be a transformative year for MSMEs, marked by robust growth and innovation. With supportive government policies, increased digitalization, and global market expansion, MSMEs are gearing up for an era of economic impact
- » Close to 20,000 franchisors operate in India & about 2.8 Million People employed in franchise industry.
- » Tier 2 and 3 cities are driving India's growth momentum.

franchiseindia.com®
Entrepreneur's Daily Dose

Entrepreneur.com

Entrepreneur.com
APAC

RESTAURANT
INDIA .IN

IndianRetailer.com

IRECwire.com

Dealer
India

FranchiseUAE.com

Opportunity
India

LICENSE INDIA .com
Empowering Brand Extensions

Leading Media Co. with
3 National Magazines



Print

Divisions

Entrepreneur

franwork
SMART INVESTING

actionCOACH
BUSINESS COACHING

ISFA
Indian Small Business & Franchise Association

APTITUDE STUDIOS
TRANSFORMATION WITHIN

CBB
Certified Business Broker

FRANCHISE INDIA
KNOWLEDGE SERVICES

FranMax
Franchise Asset Management - Investments

IFC
International Franchise Council

SF
SCHOOL OF
FRANCHISING

IN VISION
BRANDS

BIZ|EQUITY
What's Your Business Worth?

ENGAGE
& GROW

Consulting

Strategic advisory with strong execution capability

Francorp®
The Franchising Leader

Licensing

India's first licensing
solution provider

BRADFORD
IP MANAGEMENT • ADVISORY • RETAIL • HYBRID

Social



INT. Offices

Singapore, Dubai, London, Greece

FranGlobal™
International Market-Entry Specialist

Digital

700+ shows across 100 cities with 1M visitors annually



Events

Books

Our Bestselling Books





DELHI **FRANCHISE INDIA 2025**

Started in Year 2003, Franchise India show has become synonymous to business expansion.

World's Largest Franchise & Retail Show.

Franchise India 2025 provides a platform to brands to meet prospective franchise buyers and find new homes for their brand at diverse geographies. As for the franchisors, the aspiring entrepreneurs also get a chance to meet and interact with different brands and make informed decision about buying a franchise.

PAVILIONS

EXCLUSIVE PAVILIONS

FRANCHISE | E-COMMERCE & D2C | INTERNATIONAL

BRAND LICENSEING | FOOD & RESTAURANT | DEALER INDIA

INDIA EV & AUTO | STARTUP INDIA | RETAIL REAL ESTATE



THE BENCHMARK OF EXCELLENCE IN FRANCHISING

The prestigious Franchise Awards 2025 are back, Reaching a momentous milestone, the 2025 Franchise Awards mark two decades of honoring leaders in Indian franchising. This year, the spotlight shines on organizations that have demonstrated exceptional business skills, dedication, and success in the franchise game.

Simple eligibility: Submit nominations if you have completed 1 fiscal year in operation. A panel of independent experts meticulously evaluates nominations across various categories.

Don't miss out! Submit your nomination by May 10, 2025.



MAXIMIZE YOUR ROI BEFORE, DURING AND AFTER THE SHOW.

STARTUP SUMMIT2025

Powered By
Entrepreneur

**INDIA'S BIGGEST NETWORKING
& FUND RAISING PLATFORM
FOR START-UPS**

START-UPS SAY

"It was great to be able to speak with people who are delving into similar challenges in their own companies"

Sanjay Singh
Owner, Madem power

"Its been sensational to meet the other delegates"

Surya Pramud
Owner, TechOuts

"Overall the StartupSummit was an excellent investment of my time"

K Devendra
MD & Co-Founder
Adelfe Solution



‘BUILDING FOR GROWTH’ AT THE

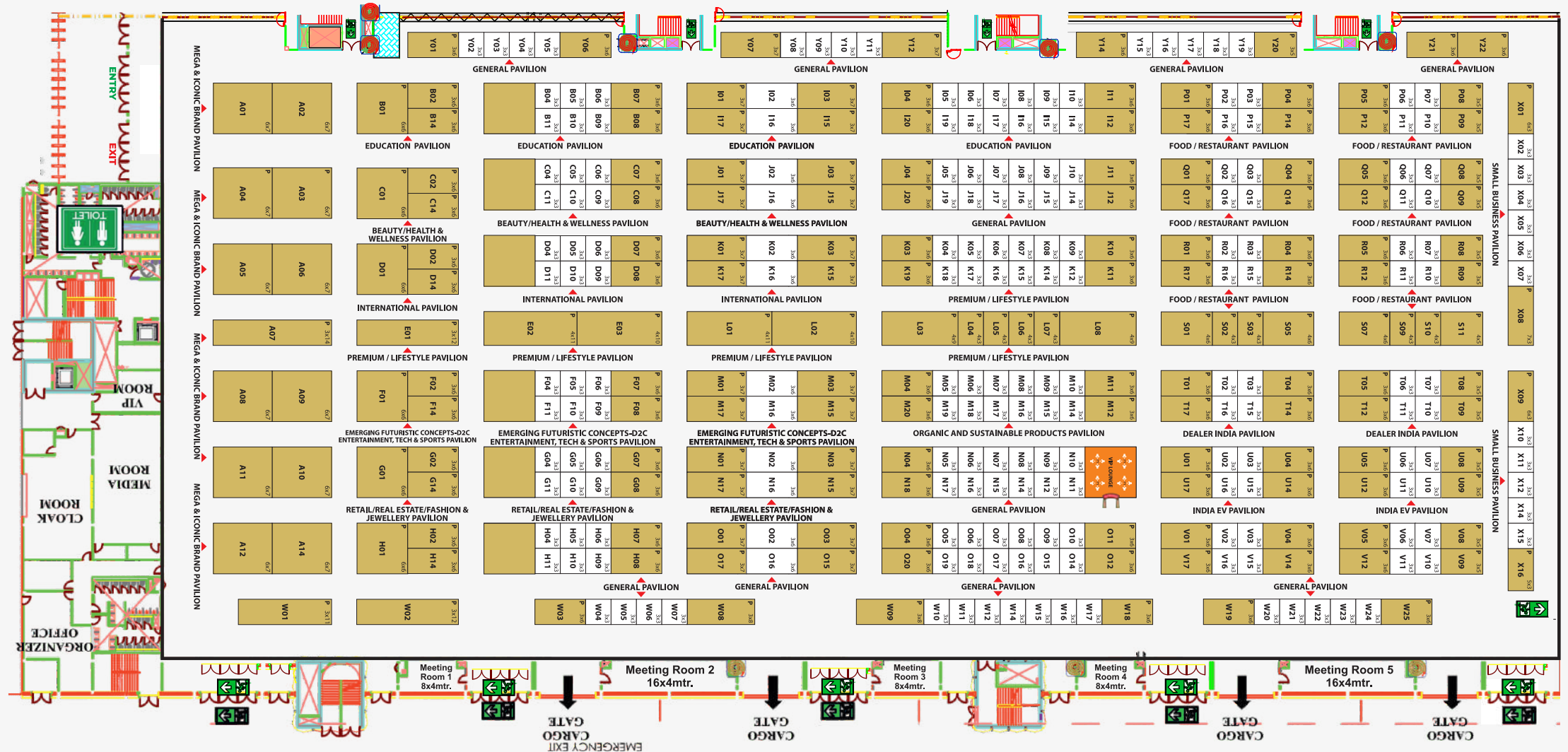


**IT'S NOT JUST A CONFERENCE;
IT'S ABOUT FORGING GLOBAL
CONNECTIONS THAT CAN FUEL
YOUR BUSINESS GROWTH.**

WHY ATTEND?

Networking: Connect with industry leaders and potential partners.
Insights: Gain valuable knowledge from expert sessions.
Global Perspective: Understand trends and opportunities.
Learning: Discover best practices and strategies.
Collaboration: Forge new partnerships and opportunities.





India remains a 'sizzling' marketplace for franchising. The franchising industry in India is growing at 30-35% year-on-year and is pegged to touch USD 100 billion by 2025. Ignite the boss in you and kick-start your dream career as a franchise owner. Explore the limitless opportunities as the market is hot again with newer, bigger, and brighter opportunities.

WHO EXHIBITS?

- Mega Brands
- Beauty, Healthcare & Wellness
- Education/Edtech
- Speciality Service
- Jewellery Franchise
- Fashion Franchise
- Hotel, Travel & Tourism
- Sports, Fitness & Entertainment

WHO ATTENDS?

- Key Decision Makers
- Investors looking for New Brand associations
- Top Leadership of big Franchise Enterprises
- Franchise & Startup Founders
- Franchise Professionals across Management Level



Strike a delicious chord with the best names in the gastronomic industry. Become a proud franchise owner and enjoy the best platter of fortune.

WHO EXHIBITS?

- Restaurant, QSR's, Bars & lounge
- Food & Beverages brands/FMCG Brands
- Institutional Suppliers
- Technology co's/ restaurant apps/POS Systems/Payments
- Food delivery co's
- Food delivery vehicles
- Bar Restaurant Design Agency
- Operation, Cleaning & Maintenance Services

WHO ATTENDS?

- Food professionals and foodpreneurs of from across the world.
- Retail investors looking for Franchise or Distribution Rights PAN India
- Investors looking for New category add-on
- F&B Professionals across Management Level
- Foodpreneurs & Start-ups



India is on track to overtake the United States and China as the world's third-largest consumer market. India's consumer spending is expected to rise from USD 1.5 trillion today to nearly USD 6 trillion by 2030. As a result, India represents a sizable potential market for international franchisors. Why limit yourself to your own country when your company can operate across borders?

WHO EXHIBITS?

- Global franchise & retail companies looking for **master franchisee or area representatives**
- Product companies looking to find **distributors and dealers** in India
- International master franchisees looking for **multi-unit franchise** partners for expansion
- Consulting companies looking to **network with Indian Brands**

WHO ATTENDS?

- Key Decision Makers from across India and neighbouring Countries
- Big investors looking for Master Franchise Rights
- Investors looking for Global Brand associations
- Existing Master Franchisees
- NRI's Looking to invest In India Market
- Startup & Founders looking for JV



Come to where the best licensors and merchandisers congregate to explore lucrative business opportunities. Make connections with reputable franchise business partners and set your sights on the big picture.

WHO EXHIBITS?

- **Corporate** - Fashion and lifestyle, FMCG, Media and Publishing, Automobile, Gaming Brands
- **Character and Entertainment** Brands
- **Sports** - Clubs, Teams, Leagues and Tournaments, Sports celebrity, Sports labels
- **Experiential** - Salon, Beauty and Wellness, Travel and leisure, Entertainment, Services
- **Culture and Religion** - Culture, Religion, Art Heritage Property and Artists, Associations

WHO ATTENDS?

- Key Decision Makers
- Investors looking for licensing associations
- Top Leadership from Brand Licensing & Merchandising Industry
- Manufacturers & Founders
- Industry Professionals



E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 188 billion by 2025 from US\$ 46.2 billion as of 2020. By 2030, it is expected to reach US\$ 350 billion. India's retail segment is up for a ravishing future. With the flourishing ecom and global retail brands turning the heads of everyone, it is the right moment to become a partner of a prospering retail brand.

WHO EXHIBITS?

- Mega Brands
- International retailers, importers, manufacturers, local manufacturers
- brands & local retailers seeking distribution opportunity through Retail, eRetail & D2C
- Hyper Marts, MBO's, Retail Real Estate Developers
- Futuristic Smart retail & Omni channel technologies
- Payment Solutions
- Supply chain & Logistics Brands

WHO ATTENDS?

- Key Decision Makers and Investors
- Retailers looking for New Brand associations
- Top Leadership of Big Retail Real Estate Enterprises
- Retail, eRetail & D2C Startup Founders
- Retail Community across Management Level



Electric Vehicle (EV) technology will have worldwide implications in the energy and transport sectors, as well as bringing about changes in societal and economic behaviour. "The future is EV and you have chosen the right way- EV way. Be known as an EV partner of big names in India and gear up for success.

WHO EXHIBITS?

- Electric Vehicles Manufacturers
- Charging solution Provider
- Battery Management Systems
- EV component manufacturers
- Connected mobility solutions
- EV ecosystem players

WHO ATTENDS?

- Key Decision Makers and Investors
- Trade Bodies & Associations
- Investor looking for Distribution opportunity
- EV Start-up Founders
- EV Community across Management Level



Hit a six with Dealer distributor business opportunity. Make an impact with your business skills in the dealer and distribution segment. Come and supply your products to every nook and corner of the Globe.

WHO EXHIBITS?

- Food & Agro Products
- Beauty & Wellness product manufacturers
- Education Products suppliers
- Home Supplies
- Electronic & Electricals Systems
- Pharmaceuticals Brands
- Security & Protection System
- Renewable Energy Eco system
- EV & Auto components

WHO ATTENDS?

- Key Decision Makers and Investors
- Retailers and wholesalers
- Investor looking for Distribution opportunity
- FMCG Startups
- Sales associates or agents
- Trading Community & associations



We are a nation of 1.45 billion people, with nearly 65 percent of the population between the ages of 18 and 35. A young nation like ours has enormous potential to embark on new endeavours and reach new heights. The road to success is littered with entrepreneurial endeavours. See glimpses of the best entrepreneurial practises in the country and be inspired.

WHO EXHIBITS?

- Financial Institutions & Banks for institutional tie-ups & funding
- Private equity/ venture funds
- Funding companies which provides financial support to Startups.
- MARCOM & HR solution providers
- Trade bodies, Legal & tax consultants
- Printing & packaging firms
- Online payment service providers
- Supply chain solution providers
- Courier, cargo and Logistics companies
- Technology solution providers
- Email & website hosting solution providers

WHO ATTENDS?

- Entrepreneurs and investors looking to establish new ties, new avenues and new investment opportunities,
- The thought leaders who are shaping the industry.
- local investors, and other entrepreneurs who share your interests
- Startups & Founders



Due to the entry of several new players, the Indian retail industry has emerged as one of the most dynamic and fast-paced industries. It generates more than 10% of the country's GDP and employs approximately 8% of the workforce. In terms of retail, India is the world's fifth-largest global destination. Partnering with a retail Brands can catapult your future to new heights. Right now, you can get insights on the retail market and the best policies.

WHO EXHIBITS?

- Commercial real estate Developers
- Retail real estate consulting companies
- Building & Construction product providers
- Construction & development companies
- Real estate brokerage firms
- Property management companies
- Financial institutions and banks
- Technology providers in real estate
- Office and retail property owners
- Residential real estate developers

WHO ATTENDS?

- Key Decision Makers and Real Estate Investors
- Trade Bodies & Associations
- Investor looking for Commercial or Retail space
- Real Estate Brokers and consultants
- Start-up Founders
- Franchise & Retail Community across Management Level



Who Exhibits?



International,
Premium &
Mega Brands



Retail, eRetail &
D2C



Food & Beverages
Outlets, cloud Kitchen



Education &
Edtech



Health, Fitness
& Beauty



Dealers, Distributors
& Suppliers



IT & ITes
Services



Banking &
Financial Services



EV & Automobile



Cleaning and
sanitization services



Real Estate
Companies



Startup looking
to raise funds &
Cultivate Partnership



Some of Our Past Exhibitors



Some of Our Past Speakers



K G GEORGE

Senior VP Retail,
TKK Prestige



SUNIL MENON

Chief Retail Expansion Officer,
LensKart



SUNIL MUNSHI

Assistant Vice President (Head
Operations), Brigade Group



INDRANEEL MAJUMDAR

Head Of Mall,
Sarath City Mall



PALLAV ATREJA

Head Retail,
Montblanc



BHUVAN BHASIN

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



T KOSHY

MD & CEO,
ONDC



GAUTAM MALHOTRA

Managing Director,
Fuel Buddy



RANDHEER SINGH

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



VARUN ALAGH

Co-Founder & CEO, Honasa
Consumer Pvt Ltd



GHAZAL ALAGH

Co-Founder,
Honasa Consumer Pvt Ltd



MALIKA DATT SADANI

Founder & CEO,
The Moms Co.



RAVI KABRA

Co-Founder,
Skippi Ice Pops



ANUJ GOLECHA

Co-Founder, Venture Catalysts
& unicorns



DHRUV KAPOOR

PARTNER,
ANICUT CAPITAL



ATUL CHACHRA

Vice President - Retail,
Faballoy & Indya



ADITYA SHARMA

Co-Founder,
Prolixr



MOHIT GOYAL

Co-Founder & Md, Swiss
Beauty



ARUNABH SINHA

Founder,
Uclean



CK KUMARAVEL

Ceo & Co-Founder,
Natural Salon



VARUN GUPTA

Founder & Ceo,
Zorgers Healthcare



RAJAT WAHI

Partner,
Deloitte India



VINOD KENI

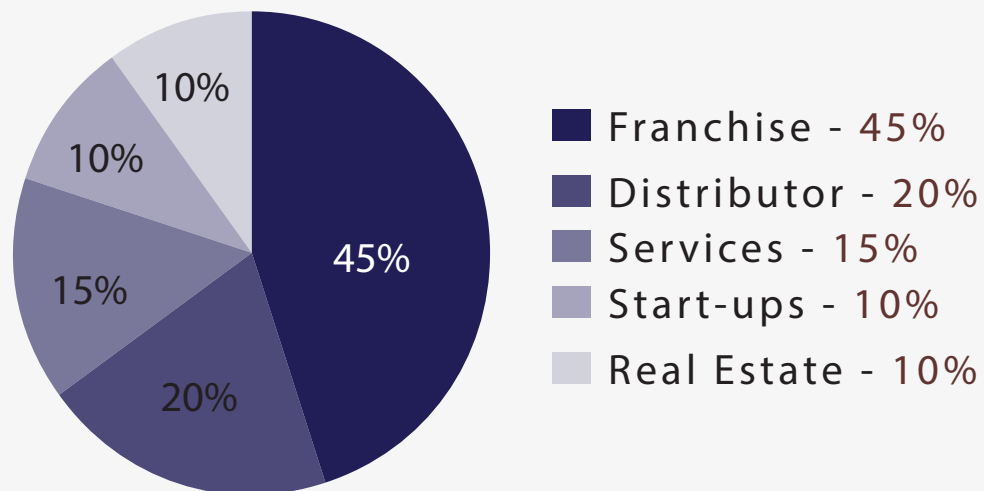
Leader - Investments & Corpo-
rate Development, Roundglass



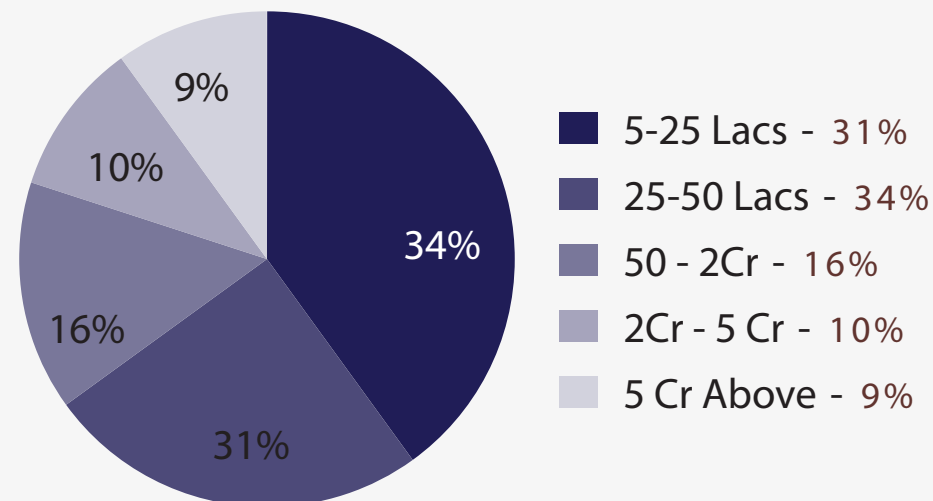
RICHARD MALONEY

Founder & Ceo,
Quality Mind Global

INTEREST



INVESTMENT APPETITE



GEOGRAPHIES

International - 5%
 South India - 19%
 West India - 18%
 North & Central India - 47%
 East India - 11%

PROFILE

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

GENDER

Male - 82%
 Female - 18%

Why Exhibit?



Appoint Franchises

Get Face to Face with
India's most prominent
investors

Spotlight your Start-up

Gain exposure for your
product or service
before investors

Appoint Distributors

Penetrate new markets
with your existing
products and services

Partner. Grow. Expand.

As World's largest integrated franchise solution company with an absolute authority on franchising, licensing & retailing, we have helped thousands of investors in selecting the right business opportunity while assisting numerous organisations in international and domestic franchise expansions. this event addresses the growth opportunities through franchising, start-ups and distribution. The event witnesses angel investors and distributors from a wide array of industries and geographies.

2

**DAYS OF
BUSINESS**

500+

**NATIONAL & INTERNATIONAL
BRANDS READY TO PARTNER**

40,000+

**VISITORS WITH CLEAR
INVESTMENT INTENTION**

What Brands Say?



The event was a roaring success for us & we look forward to the same in the future too. Hat's off to the Franchise India Team. All the Best to Team Franchise India for all your future endeavours.



We are immensely glad and honoured to receive the Franchise and Retail Awards among all the best brands and industry leaders. Franchise India has constantly over these years has built this platform which is very productive for us to interact with many prospective partners and help our business grow inorganically.

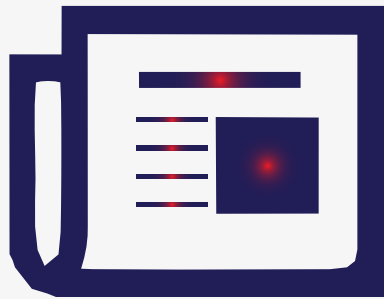


After participating in the event, we have seen a significant difference to our business and we got many inquiries for Business Partners/Sub Brokers in Delhi. Excellent place for networking. Many thanks for the services and assistance given to us at the event and we look forward for many more of such gathering.

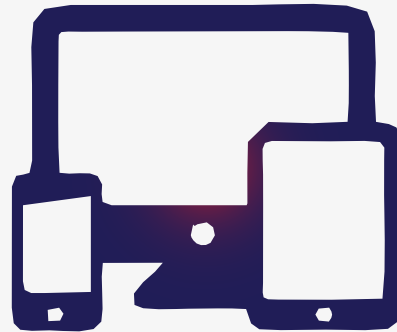


We have been participating in the franchise shows for many years now. It's very well organised and a wonderful platform to meet prospective franchisees

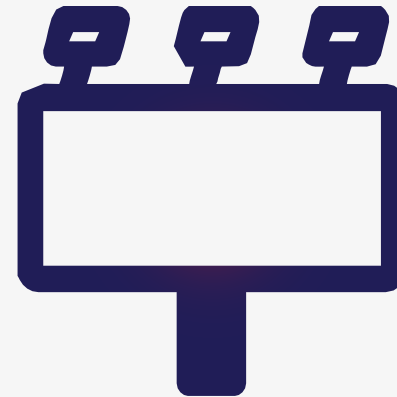
360 Marketing Campaign



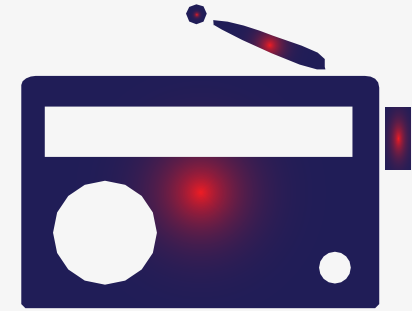
PRINT



DIGITAL



OUTDOOR



RADIO

Paid Banner Advertisements

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

Amplification Through Social Media

Facebook, Twitter, Youtube, LinkedIn & Instagram

Banners On Leading Platforms

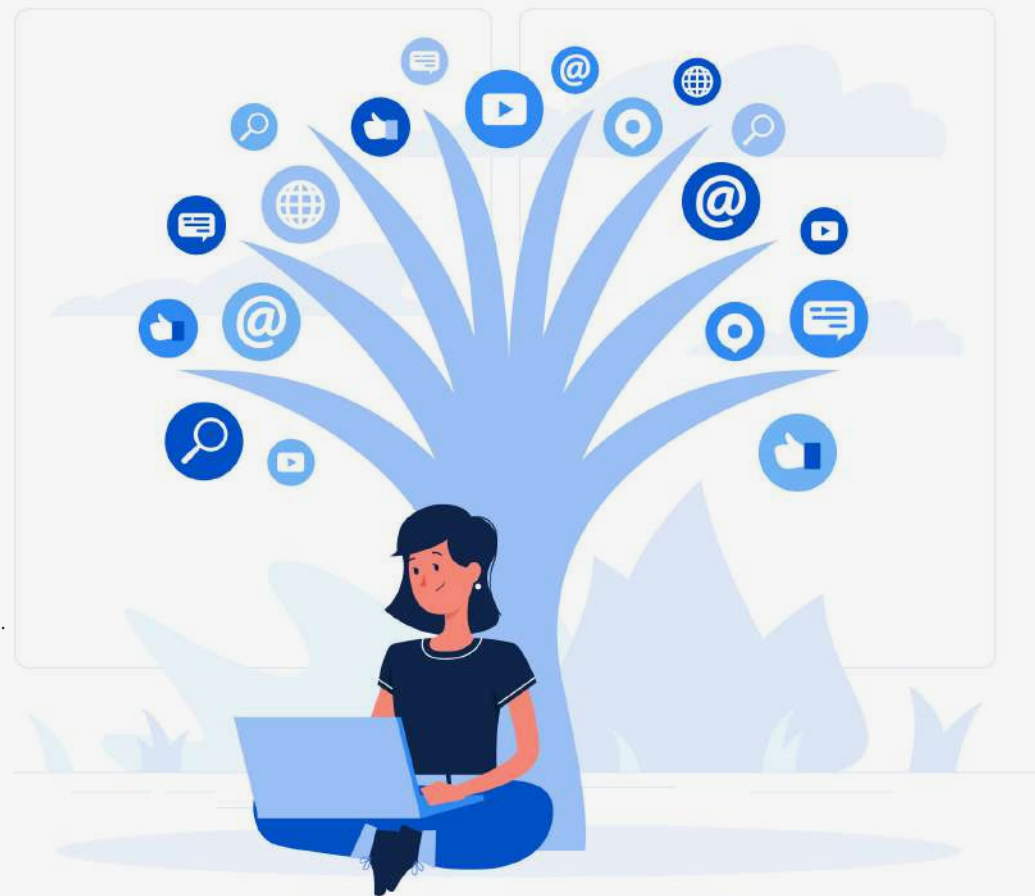
Franchiseindia.com, Entrepreneur.com,
Entrepreneur.com/Ap, Restaurantindia.in, Indianretailer.com,
Licenseindia.com, Dealerindia.com

Multiple Emailers

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

Whatsapp & Sms Blast

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



Participation Opportunities

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

- » TITLE PARTNER
- » POWERED BY PARTNER
- » IN ASSOCIATION WITH PARTNERS
- » ASSOCIATE PARTNERS
- » EXHIBITORS
- » A LA CARTE PARTNERS
- » SESSION SPONSORS



TITLE

DELHI **FRANCHISE**
INDIA 2025

POWERED BY

IN ASSO**C**IATION

IN ASSO**C**IATION

IN ASSO**C**IATION

IN ASSO**C**IATION

ASSO**C**IATES

A LA CARTE **P**ARTNERS

An exclusive opportunity that allows a single brand/company to underwrite an entire event, Event Moves around by your brand name

The Presenting Sponsor receives the highest level of integration, engagement with attendees and category exclusivity.

Sponsorship Package includes:

‘Presented by Sponsor’ in all event logo placement and communications

1x Main stage Speaking Segment

- **Panel, Keynote** or Fireside Chat
- Themes to be determined and shared prior to the session to encourage attendee engagement and interaction
- FI to supplement with editorial moderator
- Your brand to provide wish list of Guests to invite to the session
- **In-person private discussion session**
- Workshop/ Session to include post-event FI sponsored articles
- Session to include post-event FI Youtube Handle

4x Exhibit Display

- **36 Sq.mtr Exhibitions Display Space** to be utilized to showcase: - Brand collateral, such as campaign imagery, brand storytelling materials etc
- Custom gifting for attendees
- Meet & greets between brand representatives and attendees

2x Advertisement

- **Full Page Ad** in Event Show Catalogue
- **1 full page sponsor ad in FI publication**
- Listing for 1 month on www.franchiseindia.com (TBO Home page)

Additional Benefits

- **8x Passes** for internal brand team to attend the event
- **10 Lacs value Social media plan:**
 - 2x Exclusive Email on investor database
 - 1x Digital daily Email Leader board Placements
 - 4x Sponsored Brand Posts on Facebook & Instagram
 - Run of Site Impressions - TOTAL Impressions: 500K+
- **All core sponsorship benefits**

An exclusive opportunity that allows a single brand/company to Move an entire event, Event Powered By
Powered by Sponsor receives the 2nd highest level of integration, engagement with attendees and category exclusivity.

Sponsorship Package includes:

‘Powered by Sponsor’ in all event logo placement and communications

1x Main stage Speaking Segment

- **Panel, Keynote** or Fireside Chat
- Themes to be determined and shared prior to the session to encourage attendee engagement and interaction
- FI to supplement with editorial moderator
- Your brand to provide wish list of Guests to invite to the session
- **In-person private discussion session**
- Workshop/ Session to include post-event FI sponsored articles
- Session to include post-event FI Youtube Handle

3x Exhibit Display

- **27 Sq.mtr Exhibitions Display Space** to be utilized to showcase: -
- Brand collateral, such as campaign imagery, brand storytelling materials etc
- Custom gifting for attendees
- Meet & greets between brand representatives and attendees

2x Advertisement

- **Full Page Ad** in Event Show Catalogue
- **1 full page sponsor ad in FI publication**
- Listing for 1 month on www.franchiseindia.com (TBO Home page)

Additional Benefits

- **6x Passes** for internal brand team to attend the event
- **8 Lac value Social media plan:**
 - 1x Exclusive Email on investor database
 - 1x Digital daily Email Leader board Placements
 - 3x Sponsored Brand Posts on Facebook & Instagram
 - Run of Site Impressions
 - TOTAL Impressions: 400K+
- **All core sponsorship benefits**

Designed to showcase your brand's latest materials, product launches, brand representative meet and greet and attendee interaction.

In Association receives the 3rd highest level of integration, engagement with attendees and exclusivity.

Sponsorship Package includes:

First-tier logo placement in all event logo placement and communications

Main stage Speaking Segment

- **Panel** or Fireside Chat
- Themes to be determined and shared prior to the session to encourage attendee engagement
- FI to supplement with editorial moderator
- Your brand to provide wish list of Guests to invite to the session

2x Exhibit Display

- **18 Sq.mtr Exhibitions Display Space** to be utilized to showcase: - Brand collateral, such as campaign imagery, brand storytelling materials etc - Custom gifting for attendees - Meet & greets between brand representatives and attendees

2x Advertisement

- **Full Page Ad** in Event Show Catalogue
- **1 full page sponsor ad in FI publication**
- Listing for 1 month on www.franchiseindia.com (TFO Home page)

Additional Benefits

- **5x Passes** for internal brand team to attend the event
- **5 Lacs value Social media plan:**
 - 1x Digital daily Email Leader board Placements
 - 2x Sponsored Brand Posts on Facebook & Instagram
 - Run of Site Impressions
 - TOTAL Impressions: 250K+
- **All core sponsorship benefits**

Designed to showcase your brand's latest materials, product launches, brand representative meet and greet and attendee interaction.

Sponsorship Package includes:

Second-tier logo placement in all event logo placement and communications

Main stage Speaking Segment

- **Panel** or Fireside Chat
- Themes to be determined and shared prior to the session to encourage attendee engagement

1x Exhibit Display

- **9/12 Sq.mtr Exhibitions Display Space** to be utilized to showcase: - Brand collateral, such as campaign imagery, brand storytelling materials etc - Meet & greets between brand representatives and attendees

1x Advertisement

- **Full Page Ad** in Event Show Catalogue
- 1 month presence on www.franchiseindia.com (FFC Home page)

Additional Benefits

- **4x Passes** for internal brand team to attend the event
- **3 Lacs value Social media plan:**
 - 1x Digital daily Email Leader board Placements
 - 1x Sponsored Brand Posts on Facebook & Instagram
 - Run of Site Impressions
 - TOTAL Impressions: 150K+
- **All core sponsorship benefits**

Designed to showcase your Brand Leadership, latest Achievements, product launches and attendee interaction.

Sponsorship Package includes:

Branding as “Session Partner” on main Stage during that particular session, Second-tier logo placement in all event logo placement and communications

Speaking Opportunity - Company Chairman/CEO be given the main stage keynote/panelist opportunity.

- Logo/Promo-Shown on main stage slides.
- Advertisement in Show Catalogue-Full Page in show catalogue for the maximum eyeballs.
- Interview of Head of the organisation on the Franchiseindia.com & Indianretailer.com
- Speaker Promotion-Speaker profile & picture on Website & Show agenda. Promotions through emailers and social media.
- VIP Lounge Access-Strategic networking opportunity with head of selected premium companies.
- Conference Passes - 3 Delegate passes which includes conference access



Designed to showcase your brand's latest materials, product launches, brand representative meet and greet and attendee interaction.

Package includes:

1x Exhibit Display (9 Sqmt.) with Third-tier logo placement on all event promotional materials, website and platform

Platinum

- **9 Sqmt** booth
- Full page ad in show directory
- 3 month website listing (Master Category)
- Email campaign on 20,000 database

Gold

- **9 Sqmt** booth
- Full page ad in show directory
- 3 month website listing (Sub Category)

Silver

- **9 Sqmt** booth
- Full page ad in show directory

Standard

- **9 Sqmt** booth

Additional Benefits

- 3x Passes for internal brand team to attend the event, 1x Digital Daily Mailer inclusion
- All core sponsorship benefits



CORE SPONSORSHIP BENEFITS

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

Pre-Event

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

During the Event

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

Post Event:

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

Participation Opportunities

BENEFITS	TITLE PARTNER	POWERED BY PARTNER	IN ASSOCIATION	ASSOCIATE PARTNERS		EXHIBITORS			
						Platinum	Gold	Silver	Standard
Event Moves around by your brand name	✓	✗	✗	✗	✗	✗	✗	✗	✗
Ad in Show Catalogue	✓	✓	✓	✓	✓	✓	✓	✓	✗
Full Page Ad in TFW	✓	✓	✗	✗	✗	✗	✗	✗	✗
Website Listing www.franchiseinida.com	✓	✓	✓	✓	✓	✓	✓	✗	✗
Logo on Visitor Kit	✓	✓	✓	✗	✗	✗	✗	✗	✗
Logo Acknowledgment Venue Branding	✓	✓	✓	✓	✓	✗	✗	✗	✗
Logo presence on the show website and Logo exposure in all expo media activities	✓	✓	✓	✓	✓	✓	✓	✓	✗
Company details and logo presence in the Show Directory	✓	✓	✓	✓	✓	✓	✓	✗	✗
Brand Specific Digital & Social Marketing on FI Social Handles for added Exposure	✓	✓	✓	✓	✓	✓	✗	✗	✗
Logo Acknowledgment in Media	100%	100%	80%	60%	50%	25%	20%	15%	10%
Exhibitions Space	36 Sqm	27 Sqm	18 Sqm	12 Sqm	9 Sqm	9 Sqm	9 Sqm	9 Sqm	9 Sqm
Financials	85 Lacs	65 Lacs	35 Lacs	18 Lacs	15 Lacs	3 Lacs	2.8 Lacs	2.6 Lacs	2.5 Lacs

+ GST Extra

Other Opportunities

Opportunity	Deliverables	Cost
Plus Package	Logo presence on the show website and Logo exposure in all expo media activities	10,000
	Company details and logo presence in the Show Directory	10,000
	Brand Specific Digital & Social Marketing on FI Social Handles for added Exposure	10,000
Exhibitor Lounge Partner	Branding in and around Exhibitor Lounge, Half page ad in show catalogue	5 Lacs
VIP Lounge Partner	Branding in and around VIP Lounge, Full page ad in show catalogue, 2 delegate passes, Acknowledgement at venue as VIP Lounge Partner	7 Lacs
Pug Marks Sponsor	Floor pug marks from the registration counters leading to the stall 50 pug mark- 10 opportunities	3 Lacs
Networking Night Partner	Logo on Networking Night invitation cards, Acknowledgement on Networking Night backdrop, Full page ad in show catalogue	5 Lacs
Pens Sponsor	Branding on over 5,000 pens to be used in exhibition (10 opportunities available)	1 Lacs
Coffee Lounge Partner	Branding in and around VIP Lounge, Full page ad in show catalogue, 2 delegate passes, Acknowledgement at venue as Coffee Lounge Partner	7 Lacs
Badges and Lanyard Partner	Logo Recognition in all badges and lanyards, literature in delegate kits, 2 Delegate passes	4 Lacs
Expo Registration Counter Partner	Logo recognition (along with Franchise India composite logo) on the registration counter backdrop (Entry & VIP Entry - 2 Opportunities), Full page ad in show catalogue	5 Lacs each
Food Court Partner	Logo recognition in food coupons, acknowledgement in all conference and marketing communications, logo in direct mailers to over 3 lakh prospective franchisees, full page ad in show catalogue, standee at the food area	7 Lacs
Delegate Kit Partner	Acknowledgement in all conference communication, literature in delegate kits, 2 Delegate passes	5 Lacs



THANK YOU

🔍 Log on to www.franchiseindia.com/expo