

## Reebok to pair up with Franchise India for franchising expansion

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New Delhi, Delhi, May 15, 2009 /[India PRwire](#)/ -- Reebok the top amongst international footwear companies in India joined hands with the largest integrated franchise and retail solution provider Franchise India Holdings Limited (FIHL) for expanding their franchising network.

Reebok business specializes in manufacturing, Sports shoes and other non-leather footwear across the world and India. Reebok started its operations in **India in 1995** and has a pan-India presence with branch offices in **Mumbai, Kolkata and Bangalore** and ranks at the top amongst international footwear companies in India

Reebok reaches out to its target customers through its 500+ exclusive stores, 200+ shop in the shop outlets & 2500+ dealer outlets. The footwear franchise provides a range of footwear such as for Adventure, Basketball, and Casual and Cross Training. The Reebok franchise also has shoes for Running, Soccer, Tennis, Walking and basic sandals for the men. The clothing and footwear franchise has its apparel section for the women and men.

As said Mr. Gaurav Marya, President, FIHL "We are delighted to get associated with Reebok, which is known to offer their customers quality and trendy products across the nation. We are also hoping that this association would help both the parties a favorable deal to maintain"

### Notes to Editor

#### About Franchise India Holdings Ltd

Franchise India Holding Limited is Asia's integrated Franchise consulting company since 1999 with an absolute authority on Franchising, Licensing, Retailing, Real estate and Marketing and has already consulted many major brands in past few years like HCL, MGF, Kwaliti Walls, Tata, Gitanjali, HSBC, Levis, JK Tyres, Lakme, D'damas, Adidas, Euro Kidz, The Apollo Clinic, Chhabra 555, Kidzee, Motilal Oswal, Rosebys, Next, Welhome and more through media, advisory and exhibitions. With its strategically formed divisions, FIHL has created its own niche as the pioneers of franchise industry and a small business authority.

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