

Over 250 Domestic & International brands from over 15 countries to participate in Franchise India 2008- Asia's biggest Franchise & Retail Show

Global brands in Fashion like Jeep, Bananamoon, Southern Fried Chicken, Uber Products & New York's most Popular pizza chain Famous Familiga, to debut in India

New Delhi, Delhi, November 27, 2008 /[India PRwire](#)/ -- Over 250 Indian & Global Brands will be participating in **Franchise India 2008** – a 2 days International Event including Exhibitions, Conferences and Awards, which will be held from November 29 to November 30, 2008 at Hotel Ashok, New Delhi.

Organized by **Franchise India Holdings Ltd.** and supported by **Indian Franchise Association**, together with Entertainment World Developers Private Limited (EWDPL), Franchise India 2008 will proffer a comprehensive Business to Business platform for the Franchise, Retail & Licensing Industry to facilitate meetings, interactions and business deliberations.

Keeping in mind the effect of the US recession and market slowdown and impending layoffs coming of it, the event aims to promote entrepreneurship amongst the Indian masses to enable them towards self employment and would therefore act as an enabler for Small Business growth in India. This is just the right time for one to invest in their own business, when market is falling head over heels, companies are cutting their costs, job security has become a critical question and the government is more open to giving loans at a lesser rate. The 6th edition of Franchise India show will offer a dynamic business platform for Indian and International companies to look across borders and invest in profitable business ideas & opportunities.

The International companies participating in the show and looking to get a franchise launch pad in India include Linguaphone Group (UK), Change(Denmark) Rapid Result Marketing (UK), Pastamania (Singapore), Kip McGrath (Australia), Just Cuts (Australia), Banana Moon(Spain), Spa Siam (Thailand), Famous Famiglia (USA), Lava Electronics(Denmark) ,Any Time Fitness (USA). The other world renowned Brands participating include *Jeep, Figaro's pizza, Charlotte, Noir, Tasty Thai, dulce café, Kaldi, Ricky's Candy, cones & chaos, High & Mighty, Kim pretty, Le future, Arabian Oud, Lovely lace*, and many more.

According to Mr Gaurav Marya, President, Franchise India Holdings Ltd., the organizer of Franchise India 2008, "Franchise India 2008 will help in the metamorphosis of ideas into opportunities and vision into successful business ventures in the coming year, as franchising will pave the path for self employment and business ownership during the current slowdown, and therefore contribute in the much needed acceleration of the economic growth."

Franchise India shows have always provided a value added proposition to the participants by way of specific and target-oriented seminars. Franchise India 2008, will feature 5 parallel conferences, organized concurrently with the exhibition, and will address the comprehensive issues across inter related sectors like **Franchise, Retail, Licensing, Small & Medium Business together with Mall development & management**. The conference would create global know-both for people looking to initiate or expand their business & for professionals & Business owners looking to incorporate better practices & resources in franchising, retail, licensing sectors along with shopping centers in their existing business systems. Renowned Experts from across the globe & top industry specialists in India would share their practical knowledge and modern trends that enable the achievement of the core objective, solving the issues surrounding franchising & retailing.

For over half a decade, Franchise India forums have been the ideal platform for the franchisors and the franchisees to find a counterpart to match their interests & investments, coupled with the mindshare & experience of global experts that is doled out during the conferences. The efforts and strategies are also rewarded at the Franchise & Retail awards at the culmination of the mega 2 days event.

The Salient Facts of Franchise India 2008

· **Exhibition:** The show will exhibit business opportunities across arenas like F&B, Fashion & Apparel, Education, Health & Beauty, Jewellery, Home Furnishings, Retail Supplies,

- **Conferences:** There will be five simultaneous conferences taking place, namely Entrepreneurship Summit, Brand Licensing & Knowledge Series (Retail, Franchise & Mall Development)
- **Awards:** The event will feature Franchise & Star Retailer Awards in various categories.
- Over 120 renowned Global experts to share knowledge & experience at one platform
- Attracting over 1500 conference delegates from world-over
- Over 250 attractive business opportunities on display
- Participation from countries like UK, USA, Australia, Netherlands, Malaysia, Thailand, Spain, Italy, UAE, Singapore, Germany, Cannada, Italy besides India.
- Special SME Expo that will offer business building tools to help small businesses in emerging markets to grow and succeed.

Notes to Editor

About the Organisers:

Franchise India Holdings Limited (FIHL) is Asia's largest integrated franchise and retail solution provider since 1999. Franchise India is an authority on franchising, licensing, retail, real estate and marketing having helped numerous investors in the country to become entrepreneurs. Franchise India is a franchise focused-investor centric organization and has helped over 1, 50,000 investors realize their business dreams.

The Indian Franchise Association has come in force as a social corporate responsibility initiative to share information, knowledge and experiences, set standards and promote best practices in franchising. The association acts as facilitators for franchisors/franchisees in doing business, act as arbitrators where required, provide knowledge resource and give a platform for networking. The Indian Franchise Association exhorts all players to join hands and make franchising operations transparent, effective and beneficial for all.

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