

Pramod Khera appointed - National Vice President of Franchising Association of India

Mr. Pramod Khera, Chief Executive Officer & Managing Director, Aptech Limited, the global training solutions giant, has been appointed as National Vice President of Franchising Association of India (FAI), a premier membership organization of Franchisors, Franchisees, Vendors, Consultants, Financial Institutions, Students et al.

New Delhi, Delhi, December 26, 2007 /[India PRwire](#)/ -- Mr. Pramod Khera, Chief Executive Officer & Managing Director, Aptech Limited, the global training solutions giant, has been appointed as National Vice President of Franchising Association of India (FAI), a premier membership organization of Franchisors, Franchisees, Vendors, Consultants, Financial Institutions, Students et al.

A graduate from IIT Delhi and post-graduate from IIM, Bangalore, Mr. Khera has made substantial contribution to the concept of Franchising business in India. As the CEO & MD of Aptech Limited, Mr. Khera has won several accolades for making Aptech one of the global leaders and preferred destinations for franchisees worldwide.

The company has been honored with several prestigious Awards pertaining to franchising, which include Indian Franchising Awards 2007 - Winner of the Indian Global Franchisor of the Year Award, Win-win Franchising Partnership of the Year Award, Franchise Growth Driver of the Year Award for Arena Animation & Best IT Trainer Award – 2003. Pramod himself has been conferred with the 'Man of Franchising Award" (2003) & The IT People Award for Leadership in IT Education (2007).

Says Mr. Pramod Khera, "It is a privilege for me to contribute my experiences to FAI, which is playing a commendable role in promoting the concept and practice of franchising in India. The association has been providing international linkages to promote and cultivate foreign franchisors and best practices for doing business in India through various forums."

Mr. Pramod Khera's book titled "Franchising - The Route Map to Rapid Business Excellence", published by McGraw Hill has been a path breaking work in this arena and is an important reference point for practitioners & students alike. Mr. Khera was also instrumental in pioneering Tele-shopping in India, when he set up Tele-Shopping Network as its CEO during 1994-96.

While announcing this appointment Mr C.Y.Pal , National President Association of India stated that with tremendous growth in Franchising thatthe country is experiencing, Mr. Khera's leadership skills and valuable domain knowledge and experience will greatly help to takeFAIto the next level of development.

Notes to Editor

About FAI :

FAI's services are dedicated to providing a one-stop shopping experience for franchising business. As member of the prestigious World Franchise Council, FAI has ongoing access to accepted global best practices related to Franchising in different areas of business activity, as also the networking contacts with the member Franchising Associations in different parts of the world for generating new business opportunities for the Indian entrepreneur.

In recognition of the growing role of franchising in the market place and the positive contribution of franchising to the Indian economy, the franchisor and franchisee members of the FAI believe that franchising must reflect the highest principles and standards of fair business practices.

FAI's activities include :

- Creation of appropriate forums for discussion of issues and problems related to Franchising.
- International linkages for bringing in foreign franchisors and best practices for doing business in India through Marketing India at International Expos and otherwise.

- Make representations to the Government with regard to legislative and other measures affecting the promotion of concept and practice of Franchising.
- Encouraging Bank and Venture Capital funding for franchisees.
- Publication of Franchising Successes
- Creation of India's most comprehensive [Online Franchise Directory](#) - which helps franchisors promote their businesses and attract new franchisees.

For further information about FAI, please visit www.fai.co.in

For more information, please contact:

Dhawal Shah
Dy. Executive Officer - Franchising Association of India
Phone: +912266921258
Fax: +912266922434

For more information, please contact:

Sonia Narula
Vice President
(L) 01141646646
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