

UK based 'Voltz' participates in 'Franchise India 2009'

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New Delhi, Delhi, November 18, 2009 /[India PRwire](#)/ -- UK based '**Voltz**', a liquid energy drink is all set to grace the international pavilion of **Franchise India 2009**, the 7th edition of the Asia's Biggest Franchise & Retail Opportunity Show to be held on 26th & 27th November 2009 at Ashoka Hotel, New Delhi. Organized by the Asia's largest integrated franchise and retail Solution Company, *Franchise India*, the show displays Indian and global brands and is an "Opportunity Show" for liasioning with brands to offer a pool of out-of-box business ideas and practices.

Voltz is a 60ml shot that provides hours of alertness and focus without the crash or jitters you get from canned energy drinks. It contains a blend of B-vitamins, amino acids and essential nutrients. There is zero sugar, zero herbal stimulants and induces only 2 calories, giving the consumer an energy boost without the sugar and high concentrations of caffeine. It is rich in vitamins and anti-oxidants for healthy energy. It comes in small sizes which can be easily carried around in a handbag, glove compartment and is even allowed on aircrafts. It can be stored at room temperature and does not require refrigeration.

Established in the year 2005 Voltz has wide appeal to many consumer groups with phenomenal retail breadth. One can drink it in seconds, feel it in minutes but the flavor last for hours! After being successful in Uk , the company now is geared up to establish its footprint in India by leveraging Franchise India's expertise in franchising sector. With an enriched experience spanning over a century, Voltz is ready to enter into distributions sectors now and Franchise India international will support in setting up meetings with Indian companies.

Highlighting the immense potential in energy drink market, Ms. Vaishali said "The low level of investment required to obtain a Voltz distribution is one of the main draws of this business proposition. Being a pioneer in the liquid energy drink segment, it has the potential to revolutionize the energy drinking experience in India through its innovative offerings spread over vast network. Franchise India 2009 Show will assist the brand in right sense by identifying the investors and therefore help the brand to aim towards strong foothold in India."

She added further, "Voltz is ready to offer its National account distributorship and regional ditributorship in neighbouring countries such as Sri Lanka, Bangladesh and Nepal other than India. It's a drink for high energy people living high octane lives where nothing comes close to providing pure, guilt free energy for such a long period of time. India is an experimental and fertile market showcasing enormous opportunities for a trendy brand like Voltz to foray into."

Voltz has confirmed its participation in the international pavilion of Franchise India 2009, the 7th edition of the Asia's Biggest Franchise & Retail Opportunity Show to be held on 26th & 27th November 2009 at Ashoka Hotel, New Delhi. Franchise India 2009 is a confluence of the leading franchisors, retailers, mall developers, suppliers, international experts, all converging at one platform. Whether one is looking to grow the business in the Indian market, collaborate with international businessmen, expand the concept internationally or supply to the network, retail or address to the SME community, the show promises to be the biggest business spectacle offering enormous opportunities that encompasses all facets of Franchising and Retail.

Notes to Editor

About Franchise India 2009

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opportunities that encompasses all facets of Franchising and Retail. Spanned over 2 days, the show puts up a platform comprising of a comprehensive Exhibition covering all the industries extensively with massive domestic and international participation, informative and enlightening Conference & Workshops with prominent international and national speakers to impart knowledge and highly prestigious Franchise Awards 2009 featuring Star Retailer Awards, to recognize the excellence in the industry! The show attracts over 25000 visitors and is highly successful for all its participants.

About Franchise India:

Franchise India Holdings Ltd. (FIHL) is Asia's largest integrated franchise and retail solution company since 1999, with an absolute authority on Franchising, Licensing, Retailing, Real estate and Marketing. The firm has already consulted numerous brands in past few years like Videocon, HP, Reebok, Store 99, Pidilite, Hauck, Xenos, HCL, MGF, Kwaliti Walls, Tata, Gitanjali, HSBC, Levis, JK Tyres, Lakme, D'damas, Euro Kidz, The Apollo Clinic, Chhabra 555, Kidzee, Motilal Oswal, Rosebys, Next, Welhome and many more, through its media initiatives, advisory services and exhibitions. With its strategically formed divisions, FIHL has created its own niche as the pioneers of franchise industry and a small business authority.

For more information, please contact:

Rushali
PR
(L) 09899695319

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