

## UK based Sportswear 'Admiral' participates in 'Franchise India 2009'

UK based 'Admiral' 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.

New Delhi, Delhi, November 18, 2009 /[India PRwire](#)/ -- UK based '**Admiral**' 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.

Established in 1914 as a World War 1 military clothing factory, Admiral's main focus was to produce uniforms for the British Royal Navy. Embracing their sailor roots, the company adopted its logo from the cuff mark of a British Admiral. Admiral gained international popularity in the 1970s and 1980s when the brand supported the England football team and other renowned teams like Manchester United, Leeds United, Tottenham Hotspur, West Ham United, Crystal Palace and many more. With Admiral's deep heritage and new innovative products *Franchise India* looks forward to take Admiral to a new level.

The company now is geared to establish it's footprint in India by leveraging Franchise India's expertise after operating successfully in countries like Malaysia and England. With an enriched experience spanning over a century, Admiral is ready to enter now into franchising and licensing sectors at the same time.

**Commenting on the biggest sportswear brand's entrance on Franchise India 2009 show, Ms. Vaishali** said "Backed by handful of achievements like in the year 2000 Admiral entered the world of cricket and became the Official kit supplier to the England Cricket Teams; by 2001 Admiral had also become the kit supplier to the West Indies and South Africa Cricket teams as well as supplying the Canadian Team for the 2003 ICC Cricket World Cup held in South Africa. Admiral was the official kit sponsor of the England cricket team (2000 - 2008), the South African cricket team (2001 - 2005), and the West Indies cricket team (2001 - 2008), and continues the brand's tradition of supplying professional football clubs in both the UK and overseas; Admiral has made right move by initiating a foray into the India market as media explosion has made Indians more aware of the leading international brands range where the sportswear industry is growing at a very fast pace".

Elaborating on the association she said "It gives us immense pleasure to facilitate the entry of Admiral into the Indian market. Franchise India International will assist in setting up meetings with Indian companies interested in taking Master Franchise or Licensing of the brand and therefore is providing value added service to help them establish in India."

Admiral 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 details about '**Franchise India 2009**' log on to [www.franchiseindia.com](http://www.franchiseindia.com)

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