

13th Year of
Success in
Franchising

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**FRANCHISE
AWARDS'11**

9th AWARDS FOR EXCELLENCE IN FRANCHISING
AND BUSINESS DEVELOPMENT

IT'S TIME FOR YOU TO BE AWARDED

DECEMBER 3, 2011
HOTEL ASHOK, NEW DELHI, INDIA

Co-organised by
THE Franchising & **Indian Franchise**
START YOUR OWN BUSINESS WORLD Association

GROWING

Your franchise business from strength to strength!



The Franchise awards recognize excellence in franchising and reward the outstanding achievements of businesses and individuals through highlighting their contribution to the growth and development of ethical franchising in India.



BECOME AN INSPIRATION

In Recognition of Your Franchise Success!

I take this privilege to present the most prestigious awards for excellence in Franchising once again in its 8th consecutive year. The Franchise Awards are the highest testimony of India's fast paced and phenomenally growing franchise & organized Small Business industry.

Today on one hand the choice on the menu of prospective franchisee is growing and at the same time there is also marked difference across the board in franchisee satisfaction from a few years ago with ratings in the area of training and support services provided by franchisors have shown the greatest improvements. The Franchise Awards have acted as underpin for ethical franchise preparation and operation; promotion & development of good practice & credibility within the franchise industry and celebration of some of the best examples of performance in the franchising industry. The journey of our winners in the last seven years experiencing the thrust in terms of growth & quality is a testimony that The Franchise Awards are not the end to excellence but catalyst for further growth.

The Franchise Awards in 2011 that will recognize the leading franchise companies are known to have a ripple effect, as they are not just a matter of pride to entrepreneur as well as confidence for anyone who interested in franchise business investment, but also for the consumers, who are also positively confident in purchasing the franchise service. Franchisors in the industry too are encouraged to develop their business to meet with standard quality that further strengthens and provides sustainable development to Indian franchise business as a whole.

As they say "You cannot win if you are not in" the nomination process for the awards has started, I expect all the stakeholders of the franchising industry to participate enthusiastically with their entries. Let us come together to celebrate this entrepreneurial spirit of the Franchising Industry.

Entrepreneur, Business Advisor & Author
Gaurav Marya, President, Franchise India Holdings Limited



W E L C O M E

TO FRANCHISE AWARDS 2011



The Benchmark of Excellence In Franchising

It is time once again to come together to celebrate & acknowledge contribution to one of India's most dynamic industries. Franchise Awards 2011 are India's Topmost Honor in Franchising. Now returning in its eighth consecutive year, the Franchise Awards put standards, ethics and best practice at the top of their agenda. Through positive recognition of those that lead the way, the franchise awards are seen as the industry's top accolade.

At the Franchising World, we value your entrepreneurship and courage to persevere, take risks and chase your dream of running your own business while helping others to start their business venture.

Judged by an independent panel of experts and supported by the Indian Franchise Association (IFA), Franchise Awards 2011 will reward organizations that have shown outstanding business acumen, passion and achievement of franchise businesses and as a result have achieved sustainable growth across India.

Franchise Awards have become a matter of pride, bringing a great sense of achievement to its winners. Such an achievement and recognition have, according to our Award recipients, translated into further success in their business by raising their profile with the industry's media and potential franchisees. Aside from the obvious promotional value of winning this prestigious industry award, all participating companies also gain valuable insights into the experiences of the winning franchise systems and their strategies.

As we roll out and open nomination process for this year's awards, we look forward to enthusiastic participation of all who are connected to stakeholders of the franchising ecosystem. We invite all the Franchisors, Franchisees, Master franchisees and entrepreneurs to send their nominations for the awards.

Eligibility Criteria

You just need to have completed 1 fiscal year in your franchising business to fulfill the eligibility criteria.

BENEFITS OF PARTICIPATION

Franchise Awards are the most prestigious awards that recognize Excellence in Performance in Franchising, Licensing & Business Development. The winners will be awarded a trophy or plaque. The jury can also recommend merit awards to deserving candidates. The award winners will receive extensive media coverage in The Franchising World magazine and through our other media partners all year round.

Winning the Franchise Awards is undoubtedly an indication of the recipients' success in franchising, and attracts recognition by the industry for the same. It can boost company morale and help attract the best talent to your company.

THE AWARDS

There will be three sets of awards namely Star Awards, Special Awards and Best in Category Awards. The Award categories are as mentioned below:

STAR AWARDS | For the best overall entry in any category.

- Franchisor of the Year
- Franchisee of the Year
- Hall of fame
- Licensee of the Year
- Entrepreneur of the Year
- Master Franchisee of the Year
- Concept of the Year
- Shopping Mall/ Developer of the Year

SPECIAL AWARDS:

Recognizing individual areas of excellence:

- **Franchise Managers**
Responsible for success of a franchise system
- **Business Leadership**
Responsible for the overall growth of a franchise system
- **Franchise Supplier**
Responsible for the effective growth of franchise brands
- **Team Work**
For team spirit that assisted a franchise system
- **Customer Service**
Companies providing excellent service
- **Innovation & Technology**
Companies offering innovative technology and services to the franchise industry
- **Franchisable Concept of the Year**
For innovating a nonexisting franchise system
- **Regional Franchisor of the Year**

FOR THE BEST ENTRY REGION-WISE

- – North – South – East – West
- **Debutant Franchisor of the Year**
Best new entrant in any industry for the financial year 2010-11.

BEST IN CATEGORY AWARDS

- **Franchisor of the Year in a particular category of business**
For the best overall entry of Franchisor in a particular industry
Besides 1st & 2nd, 3rd places will be awarded in some categories.
The judges reserve the right to make extra awards or withhold awards.

OPERATION OF THE AWARDS PROGRAMME

Entries Open/Close

We hereby announce that the Franchise Awards 2011 are open for nominations from October 10, 2011 and will close on November 20, 2011. Late entries will not be accepted.

Entry Forms

Each entry will include an entry form and an entry fee. (If you enter 10 franchisees you need to send 10 forms along with the requisite fees). Entry forms must be signed by the entrant and include the contact name and phone numbers.

Entry Fees

Fees will be charged as follows:

- Franchisor - Rs 11,030* per entry
- Franchisee - Rs 11,030* per entry
- Special Awards - Rs 11,030* per entry
- Shopping mall - Rs 11,030* per entry

(* Included taxes)

Acknowledgment of Entry

On receipt of the filled up form(s) and requisite fees, Franchise India Holdings Limited will send the entrants an acknowledgment of their entry together with a checklist of the documents that the Award Committee Executive will scrutinize when he/she visits the entrant's establishment. We recommend that you take a little time to work through the checklist yourself before his/her arrival, to ensure that everything is up-to-date and as good as you want it to be.

Judging Process

Judging will commence by mid-October and will be completed by mid-November.

Photos

If you are selected as an Award finalist, you will be required to arrange for quality photographs of your establishment for promotional purposes. These should give a good insight into your business operations.

Press Articles

The Awards' media partners and the public relations consultant may approach Award recipients. Entrants are required to make themselves available to the press.

Awards Presentation Dinner

A gala dinner will be held at Hotel Ashok, New Delhi on December 3, 2011. Invitations will be sent to all entrants, and franchise industry participants. Award recipients will be required to attend the function. Their Award will be awarded to the next place entry if they do not attend the function in person.



AWARD OBJECTIVES

The objectives of the Franchise Awards'11 are:

- To celebrate excellence in franchised businesses
- To promote and motivate franchising as a business format
- To add value to those businesses that enter the franchise system
- To set parameters for consistency in performance



FRANCHISE AWARDS
2010 - GLIMPSES

FRANCHISOR OF THE YEAR

FRANCHISE AWARDS 11
9th AWARDS FOR EXCELLENCE IN FRANCHISING AND BUSINESS DEVELOPMENT

WHAT AWARDEES

HAVE TO SAY

“

“It was a great honour to be awarded the best in category for a third year running. Accolades such as these really motivates our team to outperform and exceed expectations”

- **Manpreet Gulri, Subway**

I would at the outset like to thank Franchise India team for creating the Franchise Awards 2010 Platform and for a great show on 12 December' 2010. We won the award in ' Best Customer service' which is a great boost to our thousands of team members, our franchisee partners that work across the country in delivering world class diagnostic services to our 5 million plus smiling customers!! This award is a testimony to the efforts of all our stake holders. At Dr. Lal PathLabs as the credo goes – Quality, Service and Innovation is a way of life!!

- **Dr. Lal Pathlabs.**

Franchise Awards are benchmark for both franchisor and franchisee. This raises bars for franchisor to develop their standards for successful franchising and also enable a new franchisee to make informed decisions.

- **Mexus Education Pvt Ltd**

Franchise Awards is a small step towards a huge responsibility of recognizing excellence in Franchising. It is also a benchmark which helps many prospective franchisees in deciding the right franchise opportunity when everyone seems to be making tall promises on ROI without taking into account the subjectivities which have a significant role to play.

- **Re/max**

“ I am pleased to accept this Award as a tribute to the passion and belief of the Brainworks team. With the support of our Partners, Parents and Pupils, it has been possible to make the future of children the foundation of our success”.

- **Nanette D'sa, Brainworks.**

Its a great honor to get appreciated as the Franchisor of the Year award -2010 yet again. With another feather in the cap, the ICICI Securities Sub Broker Channel is looking forward to a hatrick next year..

- **ICICI Securities**

“ It is a very proud moment for the entire Everonn team to have bagged the award for the Best in Category. I would like to thank the entire team at Everonn who has been instrumental in helping us achieve this recognition and I also take this opportunity to thank Franchise India for the award. This award is a testimony of the success we have achieved in a short span thru innovations in technology enabled learning.

Sanjib Bhowmik, Deputy General Manager – Franchise Management , Everonn Education Ltd

We are delighted at being awarded the Best Franchisor in category of Health Wellness and Beauty. The award reinforces our unrivalled success in providing the finest gym facilities, equipment and fitness knowledge available to help our members achieve their individual potential. We take this opportunity to wish Franchise India a success in all its endeavors.

- **Istayak Ansari, COO, Gold's Gym India**

"It has been our pleasure in associating our brand - Kquality Wall's with Franchise India. We are delighted to be the recepiet of the "Franchise Professional of the Year" Award for 2008. This strengthens our resolve in the franchise business and we will continue to strive to provide our franchisees and consumers the best franchise systems and experiences respectively in the years to come"

- **Mohit Dhanjal, Kquality Walls**

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THE MOST COVETED AWARDS IN

FRANCHISING

IS BACK!



CHECK LIST (FREQUENTLY ASKED QUESTIONS)

How many entries can I put in?

One for your franchise, one each for the franchisees in your system, one for master franchise, and one for debutant franchise.

Do I have to fill in a separate entry for each one?

Yes.

Why should I bother putting in more than one entry for my franchise system?

Because the more entries you put in, the greater the possibility of yours winning the big one. Also, in the event of the number of entries exceeding the maximum number that the judges can deal with, entries will be scaled back on a pro rata basis.

Do I have to enter my franchise system and master franchises separately from my franchisees?

Yes, you need an individual entry form for every entry you wish to put in.

What do I do after sending in my entries?

You will receive an acknowledgment of your entry together with a Judging Checklist, which is what you will be measured up against when Awards Committee Executive conducts an interview with you and/ or your franchisees. You may wish to go through the process yourself before he/she arrives to scrutinise that your systems and processes are as good as they can be.

When will the TFW Awards Committee executive come to visit me?

You may or may not be informed about the visit, as TFW Awards Committee may decide to mystery shop your franchised outlets.

Do I need to make any special arrangements for the visit?

Yes, you will need to ensure that copies of all the documents listed on the checklist are readily available for the Executive to look at and to talk to key staff members.



If you don't like it, Quit it!

Quitters.in is a social movement initiated by Franchise India. Quitting is a desire. It is an attitude. Most important it is the moment that changes our life.

Quitters.in is a project to start a million Entrepreneurial journeys. It is inspired by a simple ideology – if you don't like it, Quit It! Quitters Inc does not have to do with shirking responsibility. It is about quitting the things that keep us away from our dreams and the things we love to do.

Be a quitter. Be the change. Take charge of life.

**Last Date of Nomination:
20th November, 2011**

**For further information & sponsorship opportunities
please contact: Awards Coordinator: Neha Gadi**

Show Hotline: 09310055559

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Last Year's Winners

Category	Name of the winner
Franchisor of the year	Raymond Limited
Master franchisee of the year	Remax India
Entrepreneur of the year	Mr. Harkeerat singh
Hall of fame - for lifetime contribution in Business of Franchising	Mr. Luciano Benetton
EuroKids's Women entrepreneur	Ms. Lina Ashar
Franchisee of the year	Ms. Ruchika Bharadwaj
IFA's Award-Contribution in Franchising	Mr. Prajod Rajan
Franchisable Concept of the year	Thoughts to bots
Award for Business leadership	Safal
Emerging company of the year	Chhabra Triple Five Fashions Pvt Ltd
Franchise Professional of the year	Ms. Nanette d'souza
Debutant Franchisor of the Year	Mexus Education Pvt Ltd
Customer Service	Dr Lal Pathlabs Pvt Ltd
Best in category-franchisor - F&B	Kwality Walls Swirls
Best in category-franchisor - F&B	Subway
Best in category-franchisor - Financial Services	ICICI Securities Limited
Best in category-franchisor - Education	Cadd Centre Training services Pvt Ltd
Best in category-franchisor - Education	Aptech Ltd
Best in category-franchisor - Education	Everonn Education Limited
Best in category-franchisor - Retail-Fashion	Planet Fashions
Best in category-franchisor - Retail-lifestyle	Gitanjali Jewellery Retail Pvt Ltd
Best in category-franchisor - Retail-Speciality	TTK Prestige Limited
Best in category-franchisor - Retail-Value	NEXT
Best in category-franchisor - health, beauty & wellness	Gold Gym

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START YOUR OWN BUSINESS WORLD

Process Advisor

**ENTREPRENEUR INDIA
ADVISORS**

Media Partner

Bloomberg | UTV
BLUNT. AND SHARP.

Magazine Partner

RETAILER **EstateWorld**
INDIA'S FIRST RETAIL OPPORTUNITY MAGAZINE INDIA'S REAL ESTATE BUSINESS MAGAZINE

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MERCHANDISERS' ASSOCIATION