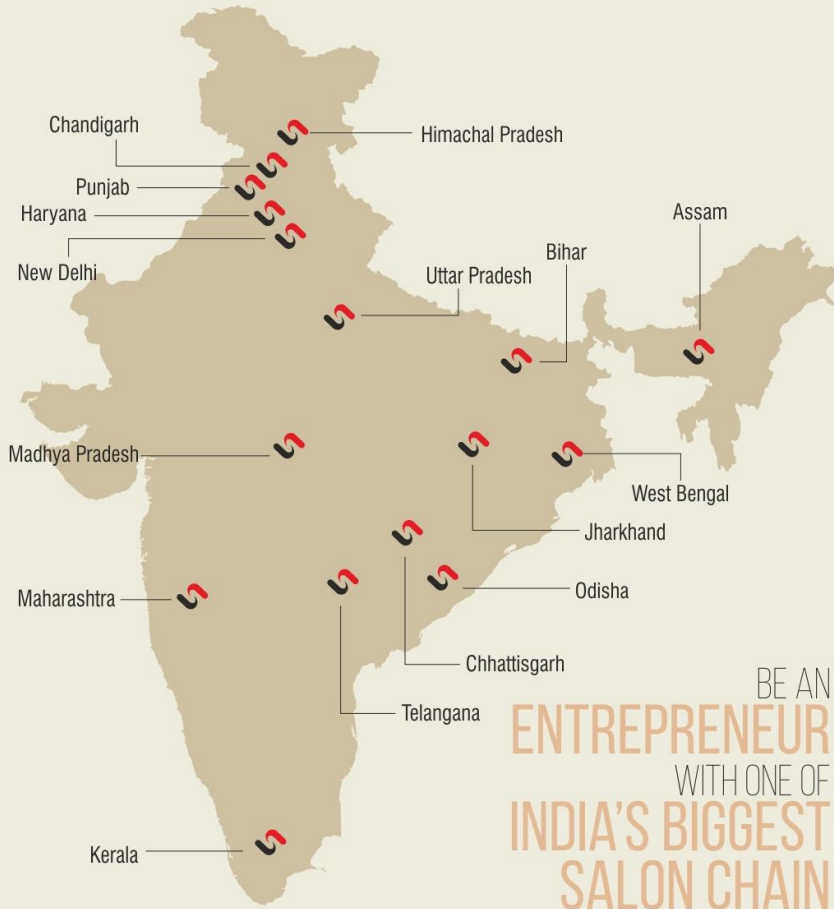




16 STATES | 65 SALONS



BE AN  
ENTREPRENEUR  
WITH ONE OF  
INDIA'S BIGGEST  
SALON CHAIN



- Young Achiever Award 2013  
Times of India by Punjab Finance Minister
- Best Integrated Salon Chain in North India 2013/14  
by ET NOW
- Entrepreneurial Excellence Award for Salon Leadership 2014  
Franchise India
- Award for Quality Salon Services 2015  
Ms. Karishma Kapoor (Brands Academy)
- Consumer Choice Awards 2015  
Best Franchisor of the Year
- Icon of The Year for Salon Industry Contribution  
Shri Milkha Singh (Brands Academy)



Franchisee Enquiry Solicited: Call +91 9646200464 or mail at amit@strands.in; strandsthesalon@gmail.com

New Delhi: (Rajouri Garden | Dwarka | Malviya Nagar | Patel Nagar | G.K. II) | Dhanbad | Bilaspur | Ambala City | Raipur | Panchkula (Sec. 6 | Sec. 20) | Kharar: (Sunny Enclave | Landran) | Bhillai | Bihar | Telangana | Chandigarh: (Sec. 11 | Sec. 35-C) | Pinjore | Ludhiana: (Model Town | Park Plaza) | Patiala | Ambala Cantt | Mohali | Jalandhar Cantt. | Jalandhar City: (Vijay Nagar | Model Town | Sat Kartar Nagar) | Zirakpur | Mumbai (Borivali) | Pune | Kolkata | Uttar Pradesh: (NOIDA)

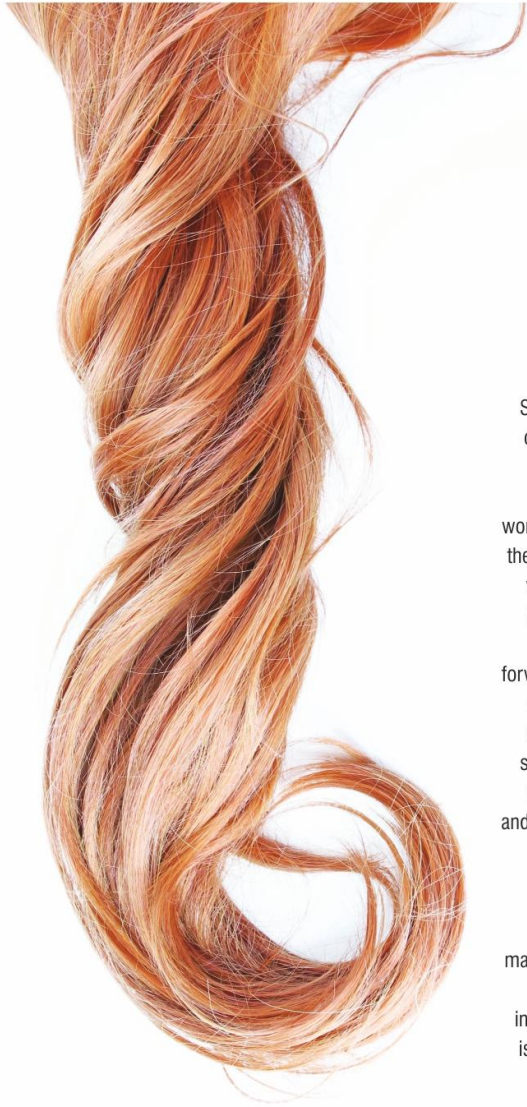
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IS WAITING FOR YOU







## THE STRANDS STORY

Strands is the brainchild of the entrepreneurial vision of Naunihal Singh. It all started a decade back when Naunihal Singh, a hardcore marketing professional armed with 15+ years hands on experience of working with renowned beauty and cosmetic brands in the industry decided to become the game changer. He ventured in the franchise world as Strands Salon 'n' Spa. In a span of 10 years, Strands has grown as a brand and now is on the verge to take the big leap forward. With 60 salons in 14 states, under extensions called Lounge, Studio and Salon, Strands under the stewardship of Naunihal Singh has sight set on 500 salons by 2018. When an entrepreneurial mind bonds with a thinking heart success stories, talent unison and market leadership becomes more than buzzwords.

What separates Strands from the rest is the unique roster of enterprising franchisee models. Over the years, the magical duo of FOFO & FOCO have won many admirers and accolades. That's why in a decade Strands have rewritten the rule book of franchisee industry manifolds. Today beauty and wellness world is looked up as an enterprising profession. More and more entrepreneurs especially young women are taking the step ahead and joining the Strands army with sky high ambitions and solid pride.

## RAVISHING FRANCHISEE MODEL

Franchisee Owned Franchisee Operated (FOFO) is the magic model that transforms entrepreneurial dreams into reality without any terms and conditions. Over the years Strands and this model has created many enterprising aspirants into thriving entrepreneurs. FOFO gives you ownership and freedom to fulfill your business ambitions with the backing of a franchiser who knows where the shoe pinches and backs you fully with expertise and technical know how of the industry.

### Pre-requisite to be a FOFO (Franchisee Owned Franchisee Operated)

1. Franchisee Fee of 07 - 20 lacs
2. **Royalty:** 11% and 12% of gross revenue in first and second year respectively
3. Investment from 25 lacs - 75 lacs
4. Commercial space from 1500 - 1800 sq. ft.

### FOFO round the year breakup

1. 1 to 3 months no franchisee fee
2. 4 to 9 months 7% or Rs. 20,000/- whichever is higher
3. 10 to 15 months 10% or Rs. 25,000/- whichever is higher
4. 16th month 12% or Rs. 30,000/- whichever is higher

### Benefits

- Strands will take care of marketing and branding requirements
- All operations will be Strands responsibility
- All media & PR activities needed for brand promotion will be managed by Strands

