

WE ARE MUCH MORE THAN A SALON India's Fastest Growing SALON Brand





















Area- 600sq ft + Investment- 15 lakh+ ROI- 65,000+

Payback Period- 24months

Area- 1200sq ft + Investment- 22 lakh+ ROI- 1,00,000+

ATHENIAN

ACADEMY

Payback Period-22months

Investment- 20 lakh+ ROI- 85,000+

Area- 1000sq ft +

ATHENIAN

SALON

Payback Period- 24months

ATHENIAN

SALON & ACADEMY

Area- 1500sq ft +

ROI- 2,25,000+

Investment- 40 lakh+

WHY ATHENIAN?

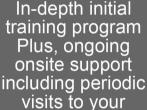
Skilled staff from inhouse academy

Payback Period- 18months

Training & grooming of staff

Provides clinic facilities	24 hrs client support
24hrs live chat assistance	Google listing assistance
Handles social media pages	Monitors salon operations





location and

refresher training.

Operations Manual

Operations manual

including a

pre-opening

guide, tried and true

policies, operational standards, and more.



party financing and

more.

Marketing & **Communications**

Marketing, branding

and advertising

assistance,

including a presence



award-winning

business

management

software.

Vendor

Relationships

Operations Automation We reduce owner

involvement in the

salon business more

than 60% with the

help of the latest

digital automation &

a central command

team to solve daily

problems to make

quick decisions,

settle disputes and motivate workers.

on the corporate business systems to website. aid in profitability. Client service



WHY A SALON FRANCHISE?

RISING MIDDLE CLASS **POPULATION**

Middle class population is expected to account for over 70% of the total population by



By 2050, the number of urban dwellers is expected to

increase by 416m.



INDIAN BEAUTY MARKET

India is 4th largest beauty market in the world, expected to grow 40% by 2026.



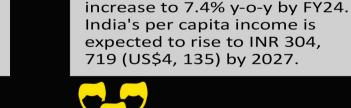
options.

Salon Industry makes People

look and feel good & develop their self-confidence, hence it

is one of the sought wellness

FEEL GOOD FACTOR



HUGE YOUNG POPULATION BASE

INCOME

Young population is expected to grow. By 2024, the average age of an Indian is expected to be - 29 years.

RISING DISPOSABLE

GDP growth rate is expected to



INVESTMENT OPPORTUNITIES IN SALON

Invest in thriving beauty industry, high-growth venture with a ambitious expansion plans poised for scale.



FOFO MODEL

systems and SOPs.

FOFO model works the best in

the salon business with strong