

# WE ARE MUCH MORE THAN A SALON

## India's Fastest Growing SALON Brand



### 11 Years of Excellence with Highest ROI



### CONCEPTS

<b>ATHENIAN EXPRESS</b> Area- 600sq ft + Investment- 15 lakh+ ROI- 65,000+ Payback Period- 24months	<b>ATHENIAN SALON</b> Area- 1000sq ft + Investment- 20 lakh+ ROI- 85,000+ Payback Period- 24months
<b>ATHENIAN ACADEMY</b> Area- 1200sq ft + Investment- 22 lakh+ ROI- 1,00,000+ Payback Period- 22months	<b>ATHENIAN SALON &amp; ACADEMY</b> Area- 1500sq ft + Investment- 40 lakh+ ROI- 2,25,000+ Payback Period- 18months

### WHY ATHENIAN ?

Skilled staff from inhouse academy	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

### FRACHISOR SUPPORT

 <p><b>Training and Ongoing Support</b></p> <p>In-depth initial training program Plus, ongoing onsite support including periodic visits to your location and refresher training.</p>	 <p><b>Start-up Assistance</b></p> <p>Start-up assistance including advice on site selection, recommended layouts, equipment requirements, decor specifications, 3rd party financing and more.</p>	 <p><b>Vendor Relationships</b></p> <p>Relationships with approved vendors and established suppliers, and access to customized, award-winning business management software.</p>
 <p><b>Operations Manual</b></p> <p>Operations manual including a pre-opening guide, tried and true business systems to aid in profitability. Client service policies, operational standards, and more.</p>	 <p><b>Marketing &amp; Communications</b></p> <p>Marketing, branding and advertising assistance, including a presence on the corporate website.</p>	 <p><b>Operations Automation</b></p> <p>We reduce owner involvement in the salon business more than 60% with the help of the latest digital automation &amp; a central command team to solve daily problems to make quick decisions, settle disputes and motivate workers.</p>

### WHY A SALON FRANCHISE ?



#### RIISING MIDDLE CLASS POPULATION

Middle class population is expected to account for over 70% of the total population by 2048.



#### RIISING DISPOSABLE INCOME

GDP growth rate is expected to increase to 7.4% y-o-y by FY24. India's per capita income is expected to rise to INR 304, 719 (US\$4, 135) by 2027.



#### URBANIZATION

By 2050, the number of urban dwellers is expected to increase by 416m.



#### HUGE YOUNG POPULATION BASE

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



#### INDIAN BEAUTY MARKET

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



#### INVESTMENT OPPORTUNITIES IN SALON

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



#### FEEL GOOD FACTOR

Salon Industry makes People look and feel good & develop their self-confidence, hence it is one of the sought wellness options.



#### FOFO MODEL

FOFO model works the best in the salon business with strong systems and SOPs.

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