



# WE ARE MUCH MORE THAN A SALON

## India's Fastest Growing SALON Brand



### 11 Years of Excellence with Highest ROI



600+ sq ft  
Area



₹30 lakhs onwards  
Investment



Only 8%  
Royalty



In house Staff  
Support



Ownerless  
Operation



24 hrs Social  
Media Support



Marketing  
Support



Location Selection  
Market Survey



## CONCEPTS

### **ATHENIAN EXPRESS**

Area- 800sq ft +  
Investment- 30 lakh+  
ROI- 65,000+  
Payback Period- 24months

### **ATHENIAN SALON**

Area- 1000sq ft +  
Investment- 50 lakh+  
ROI- 85,000+  
Payback Period- 24months

### **ATHENIAN ACADEMY**

Area- 1200sq ft +  
Investment- 35 lakh+  
ROI- 1,00,000+  
Payback Period- 22months

### **ATHENIAN SALON & ACADEMY**

Area- 1500sq ft +  
Investment- 60 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



### Training and Ongoing Support

In-depth initial training program Plus, ongoing onsite support including periodic visits to your location and refresher training.



### Start-up Assistance

Start-up assistance including advice on site selection, recommended layouts, equipment requirements, decor specifications, 3rd party financing and more.



### Vendor Relationships

Relationships with approved vendors and established suppliers, and access to customized, award-winning business management software.



### Operations Manual

Operations manual including a pre-opening guide, tried and true business systems to aid in profitability. Client service policies, operational standards, and more.



### Marketing & Communications

Marketing, branding and advertising assistance, including a presence on the corporate website.



### 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.

# WHY A SALON FRANCHISE ?



## **RISING MIDDLE CLASS POPULATION**

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



## **RISING 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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