



STYLE
SALON **LUXE**



WHY CHOOSE STYLE SALON?

STYLE is the fastest-rising salon franchise. with comfortable interiors and products that are in a league of their own. Our goal is to provide you with the opportunity to become a part of our successful franchise and the STYLE family.

- STYLE, through its organizational structure, supports its franchisees in areas such as marketing, operations, accounting. and more in order to achieve execution excellence in a long-term partnership
- We promise to give not only high-quality services. but also a fascinating lavish experience at reasonable pricing. This is how we grow our consumer base and build a strong community.





MAGNIFICENT INTERIORS

BY AWARD WINNING ARCHITECTS



SERVICES WE PROVIDE

01 HAIR

Whether you're looking for a dramatic new haircut or hair colour, or just a touch-up, our salon offers a wide range of hair services to meet all your needs

02 BEAUTY

Our beauty experts are dedicated to helping you achieve your desired look, using top brands like Schwarzkopf and Wahl Professional, ensuring you leave feeling confident and beautiful.



03 SKIN

Begin with a healthy skincare routine. Our experts offer customized facials, peels, and treatments for radiant skin.

04 MAKEUP

Our professional make-up artists master the latest techniques, trends, using top products for a flawless finish

05 NAILS EXTENSIONS

Indulge in the artistry of our salon's nail services, where precision meets pampering for a perfect blend of style and relaxation

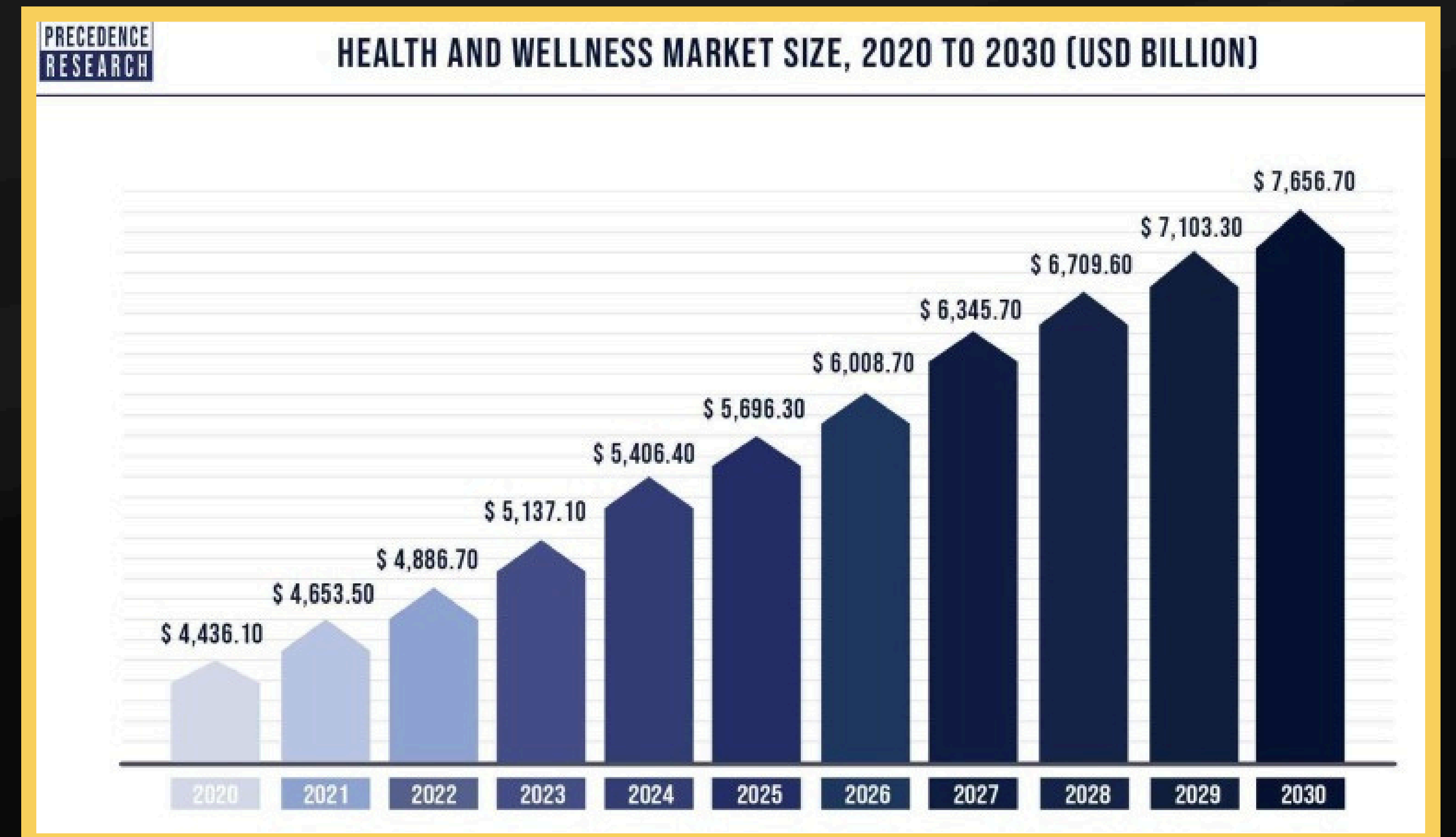


INVESTMENT IN THE SALON INDUSTRY

SALON FRANCHISE BENEFITS FOR YOU

The beauty and wellness industry in India is expected to grow in the coming years, and the salon market may see similar growth.

As per the report by KPMG, the Indian beauty and wellness industry is growing at a compound annual growth rate (CAGR) of 20.6 per cent and is estimated to reach \$20 billion by the end of 2025.



After the COVID-19 pandemic, we have made significant progress towards achieving the global Compound Annual Growth Rate (CAGR), with a remarkable growth rate of 25%

We aim to achieve the same targets in future in terms of accelerated growth and fast-track market penetration.



STYLE FRANCHISE RETURNS

Make the most of your investment by choosing our salon franchise, which offers a selection of ideal locations, a tried-and-true business plan supported by our strong marketing approach which is the strength of a reputable brand.

It's also important to note that joining in a franchise salon with us shall be a long-term investment



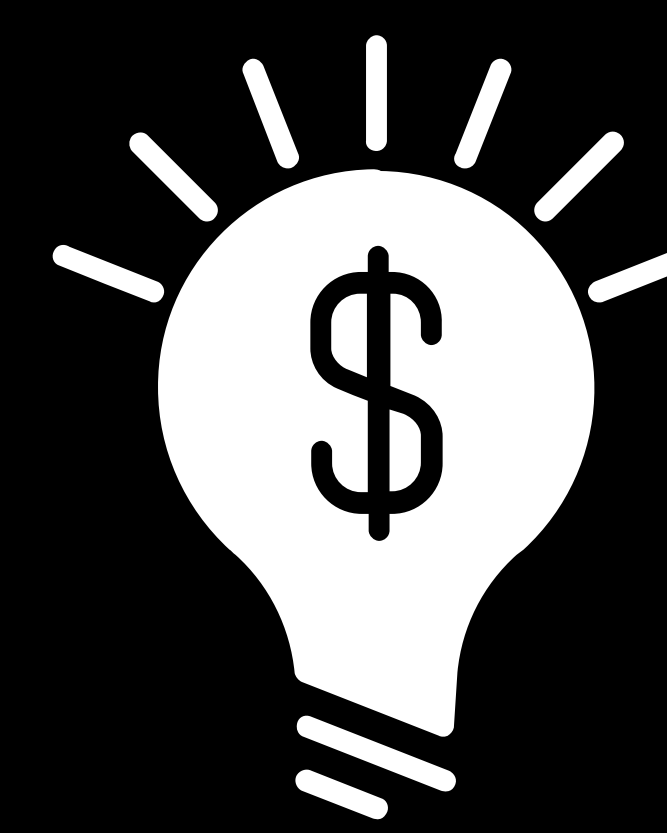
LOCATION

A salon located in a busy area with a substantial number of potential clients is more likely to generate an increased profit



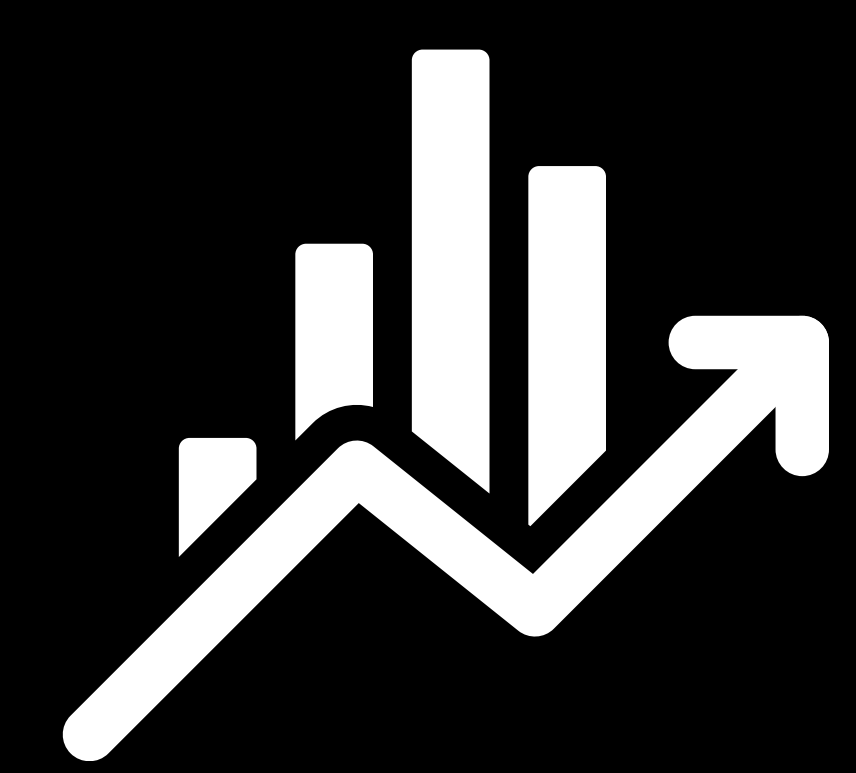
BRAND

Well-known franchisors with a solid industry reputation often draw more customers and yield a greater ROL



BUSINESS MODEL

Our salon provides a wide range of services and ensures a proven track record of success to maximize the value of your investment



MARKETING

A salon that is effectively marketed & maintains a strong online and offline presence is more likely to attract a larger customer base and achieve an elevated ROI



MAJOR BENEFITS AT **STYLE**

We understand that opening a new salon can be challenging, which is why we offer a range of solutions to help you succeed. From marketing and softwares to operations and training.

MARKETING & BRANDING

1

We provide wide range of support customised marketing plans, creatives and offline & online materials to ensure that the salon stands out in the market and reaches potential customers.

RECRUITMENT

2

We're committed to assembling a team that not only transforms appearances but also raises the bar for beauty industry standards. Join us in redefining excellence in the art of beauty.

INTERIORS & EQUIPMENTS

3

We design our salon interiors to create a relaxing and inviting atmosphere for customers and assistance with the selections, procurement and maintenance of equipments

OPERATIONS

4

Our Operations staff ensures the smooth operation of the salon. This includes support for inventory management, the supply chain. and adherence to regional laws. staffing, and staff management.

ACADEMY AND TRAINING

5

We, at our salon, believe in cultivating expertise from within. Our training academy is the nucleus of innovation, where we nurture the seeds of skill, and every stylist blossoms into a maestro of beauty and style.



INVESTMENT OVERVIEW

CAPEX AND OPEX BREAKDOWN

	STYLE SALON EXPRESS	STYLE SALON	STYLE SALON LUXE
Area Required	500-700 sq. ft.	800-1000 sq. ft.	1000-1500 sq. ft.
Investment	25-30 Lakh	45-50 Lakh	60-70 lakh
Franchisee Fees	5 Lakh	8 Lakh	12 lakh
Royalty Charges (per month)	25,000/- p.m. for 1st year post 1 year 07% of the sales	35,000/- p.m. for 1st year post 1 year 07% of the sales	10% of Sales
Return on Investment	3X	3X	3X

CAPEX

- Franchise Fee
- Stock
- Architect
- Furniture
- Equipment
- interior 1000 Sq. Ft
- DG
- Sign Board
- Marketing
- Air Conditioning

OPEX

- Rent
- Maintenance
- Electricity
- Salary
- Misc
- Stock Consumption
- Monthly Fee
- Softwares

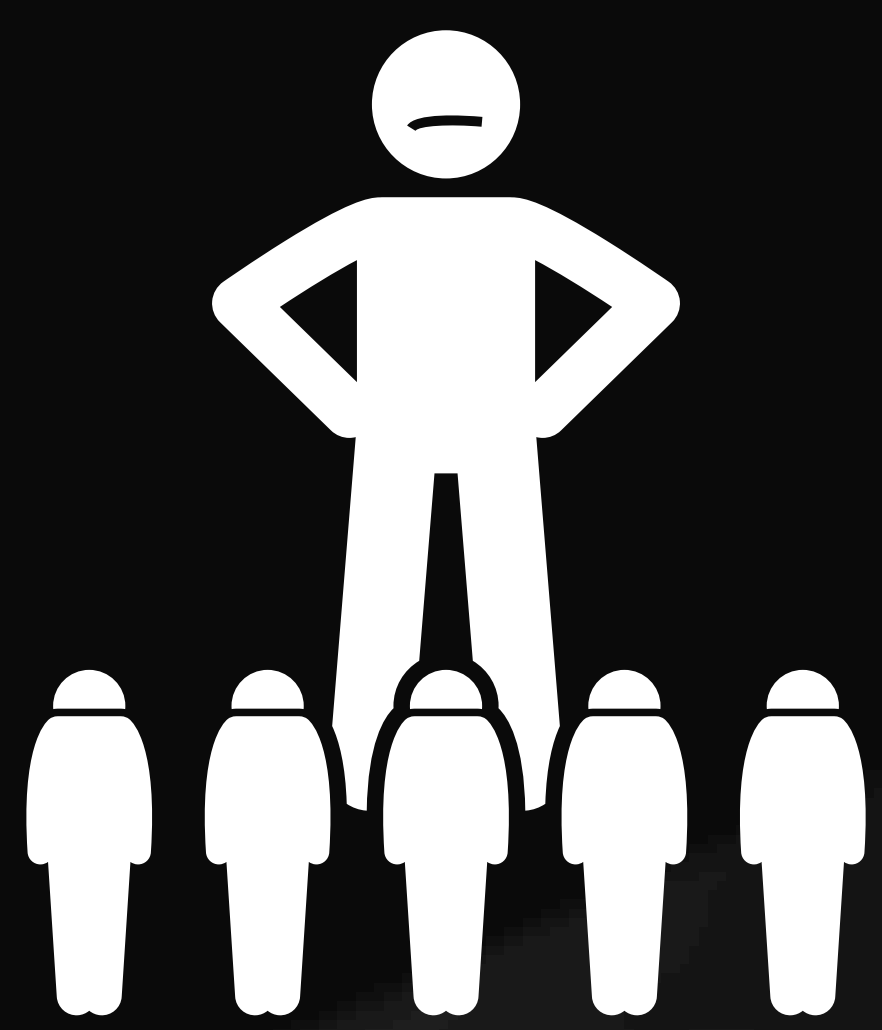
BEAUTY & WELLNESS INDUSTRY ANALYSIS

GROWTH RATE



The beauty and wellness market in India was valued at INR 901.07 Bn in 2018, and is forecast to reach INR2,463.49 Bn by 2024, expanding at a compound annual growth rate (CAGR) of ~18.40% during the 2019-2024 period

DOMINATION



- Beauty Care continues to dominate with almost 50 per cent (About Rs49,000 crore)
- Followed by alternate therapy (About Rs 21,000 crore) Health and wellness food and beverages at about Rs 30,000 crore

INDIAN MARKET



- Divided into cosmetic products, salons and cosmetic treatment centers
- Pollution, stress, imbalance lifestyle is an everyday word that effects ones skin and hair, be it a man or a woman.
- Beauty industry in India is changing. Salons have become a major part of one's life

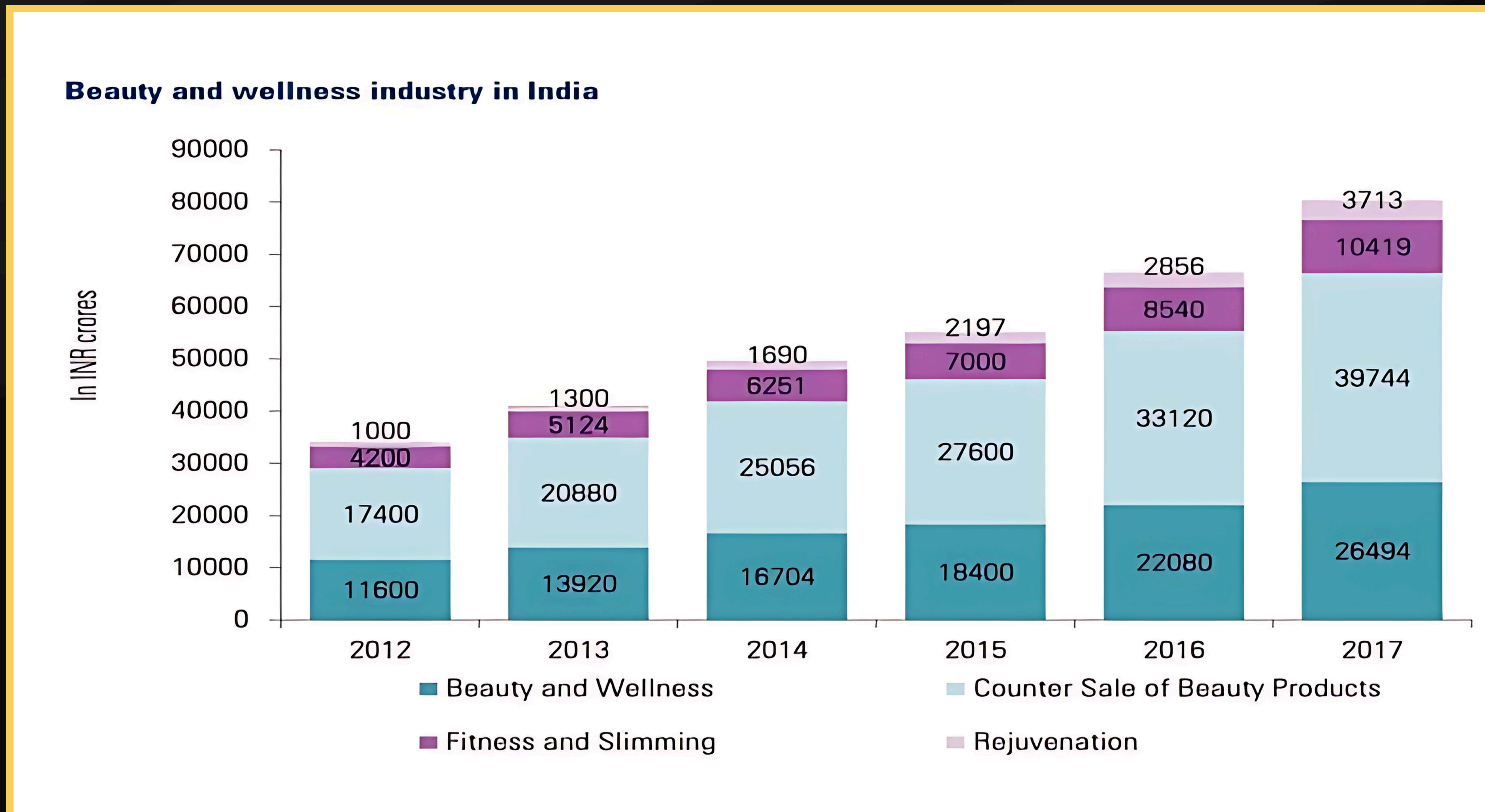


INDIAN WELLNESS INDUSTRY

- Indian wellness industry stands at a staggering USD 2 billion mark and is expected to touch USD 3.5 billion by this year
- Glancing at the high growth pattern, private equity investors are eyeing the wellness business and this has proven to be the key funding source for the salon industry's growth.
- India comprises of 25 per cent organised wellness market, which will increase its share to 30 per cent.
- Backbone of the organised wellness industry is an aggressive expansion of franchisees across the nation.
- Indian wellness franchise ecosystem today has a support of over 5000 franchisees.



ESTIMATION



- Transformation of Indian Youth comprising 53 percent of total population
- Physically fit, look good feel good
- Growing at CAGR of 18.6 percent
- Driven by burgeoning Indian economy
- Sector thriving on affluent and middle class population
- Beauty is necessity instead of luxury
- Emphasis on holistic wellbeing
- Rejuvenation, no longer mere luxury service. Now is an essential tool



SUPPORT FROM THE FRANCHISOR

- Location Hunting & Selection
- Joint Recruitment & Staff Training
- Salon Layout with optional Turnkey project
- Joint Planning for pre-launch & launch activities
- Tie-up with Authorised Vendors for International Product supply
- Brand Artwork provision & Inputs in Marketing
- Professional Salon Wellness management training to the Franchisee





INVESTMENT DETAILS

CAPITAL EXPENDITURE (CAPEX) (INR)

- Salon & Wellness set up Investment: 18,00,000/-
- Product start up Inventory: 5,00,000/-
- Salon Equipment & Tools: 5,00,000/-
- Furniture & White Goods (Appliances) : 3,00,000/-
- Salon Launch & Compliances: 1,50,000/-
- Franchise Fees: 12,00,000/-
- Total Capital Expenditure: 45,00,000/- (Approximately, may increase 12% to 15% depending on the Shop / Showroom condition) * Taxes Extra

Please note that this investment is only for a 1000 sq ft area. The increase if the area / size of Salon increases. The Refundable rental security deposit is not included in this as its different for each region. 14 FILED A VARIABLE COST DETAILA 14

SERVICE CATEGORIES & INCOME STREAMS



REVENUE STREAMS

- Hair Services
- Beauty & Skin Services
- Makeup (Including Bridal service) Nail & Eye Lash services
- Treatments
- Spa Services (Massages & Therapies)
- Product selling (High margins on Product sales)
- Memberships



WE HOST ONLY THE BEST BRANDS

L'ORÉAL

CASPARA

THALGO
LA BEAUTE MARINE

OLAPLEX

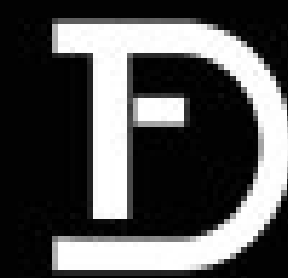
KÉRASTASE
PARIS



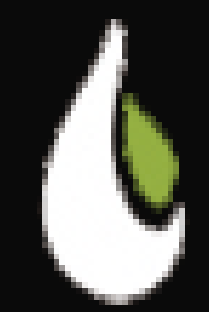
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Beauty Garage



De FABULOUS®



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THANK YOU
