



## FRANCHISE DETAILS

INITIAL INVESTMENT: **Rs 40 LAKH**FRANCHISE FEE: **Rs 12 LAKH**ROYALTY FEE: **9%**AREA: **1200 SQ.FEET**BREAK-EVEN: **1 YEAR**

## JUICE SALON

## JUICE SALON FIRMS UP EXPANSION PLANS

Strengthening footprint in Tier 1 and Tier 2 cities in the next five years.



**S**tarted in 2001, Juice Salon is one of India's most successful salon chains with almost two decades of experience and now, a leader in Hair and Nail Care industry. Juice Salon has a widespread presence across metros and mini-metros catering to the beauty needs of ardent fashion followers, trendsetters and celebrities. Nitin Kalwani, Managing Director, Juice Salon, says, "We are living in an era of globalisation & easy access to information, where consumers are aware about the options available and are always seeking out newer, better, improved products. Being a Multi brand salon lets us offer our clients a plethora of options best suited to their individual needs."

Juice Salon assists its franchisees with finding the perfect location; training for hair, nail and skin; innovative and result oriented marketing; hiring the right talent; world class software; operational assistance; design layout & BOQ; catchment analysis; best retails brands support; and skill testing. The brand offers immense support strategically and operationally so that its franchisees get their ROI in a short span of time and are

willing to open the second and third salon with the brand.

Speaking about the post-COVID times, Kalwani states, "The salon industry will find a new equilibrium between products and services. As a trusted name among customers, we are also able to retain customer confidence in these trying

times thereby ensuring business stability. We aspire to give each client not just a luxurious but totally safe feeling while walking out of our salons." Juice Salon is looking at rapidly expanding the brand presence across Tier 1 and Tier 2 cities in the next five years and working on adding more exciting formats for its stores.



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**NITIN KALWANI**

Managing Director, Juice Salon

## COMPANY DETAILS

- Established (India): 2001
- Franchising Since (India): 2008

## BRAND SUPPORT

## OPERATIONAL SUPPORT

- Site selection
- Outlet designing/furnishing
- Loyalty programs- Membership programs
- Staff training
- Manpower hiring

## MARKETING SUPPORT

- Advertising
- Social media

## OUTLET GROWTH (IN NO.)

