

**ExpanGlobal**<sup>TM</sup>  
THE WORLD WITHIN YOUR REACH



**2019 GLOBAL FRANCHISE SHOW**  
INDIA EDITION



# SHOW REPORT

FEBRUARY 17<sup>TH</sup> & 18<sup>TH</sup>

2019

Le Méridien, Windsor Place, New Delhi

## ABOUT GFS 2019

Organised by Expanglobal, the exhibition featured numerous major international brands, companies, and renowned experts with 80+ exhibitors from 5 different sectors attended the event, alongside more than 500 investors.

## ABOUT THE EVENT

More than 80 brands from 15+ countries represented their concepts at the show.  
The slogan and concept of the show was: "India's largest international master franchise show"  
The event took place at the Le Meridien, Windsor Place, New Delhi on February 17-18, 2019.  
The two days exhibition drew the participation of:

Attendees

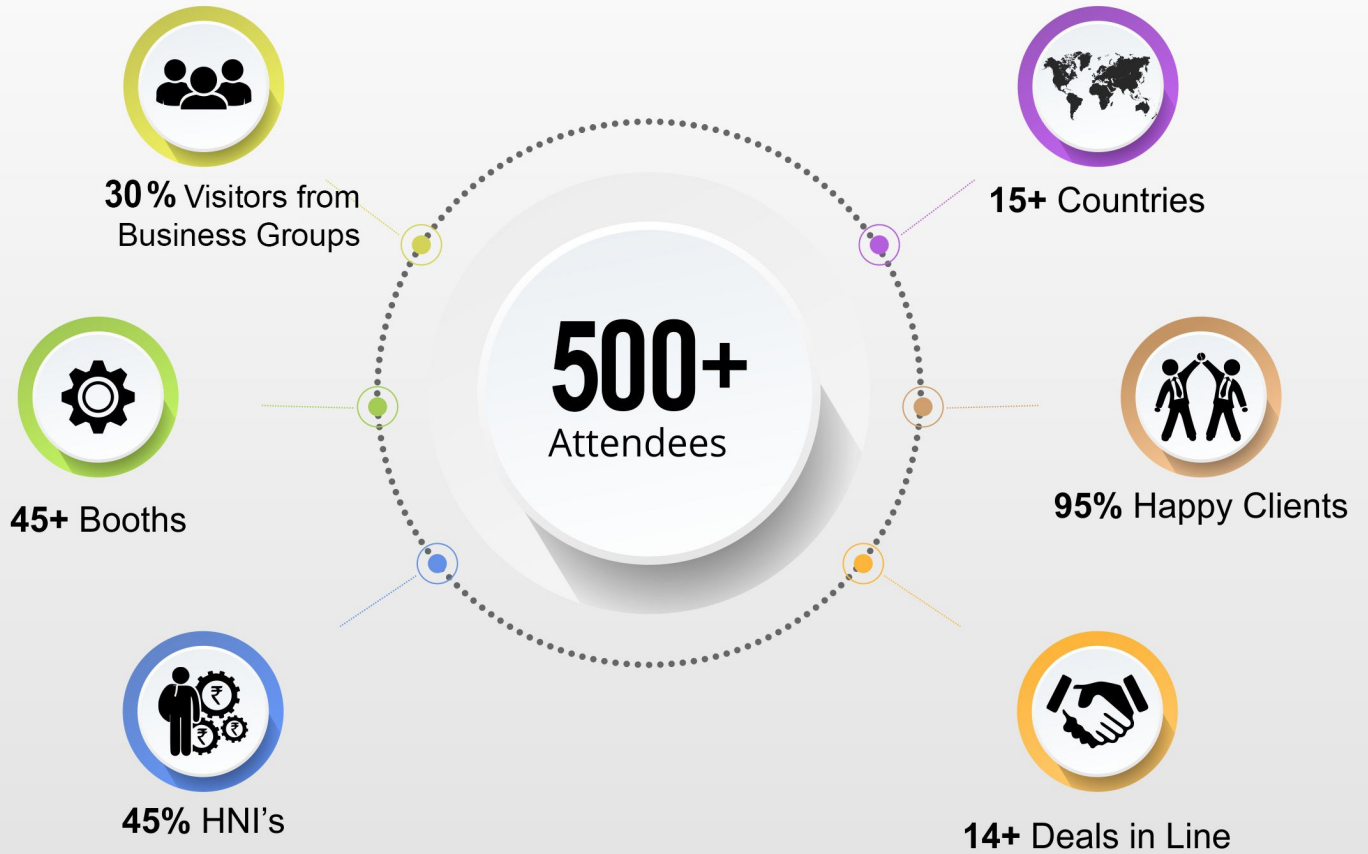
**500+**

**80+**

Brands represented  
from 15+ Countries



## GFS 2019 STATS



**SOME OF EXHIBITORS AT GFS 2019**

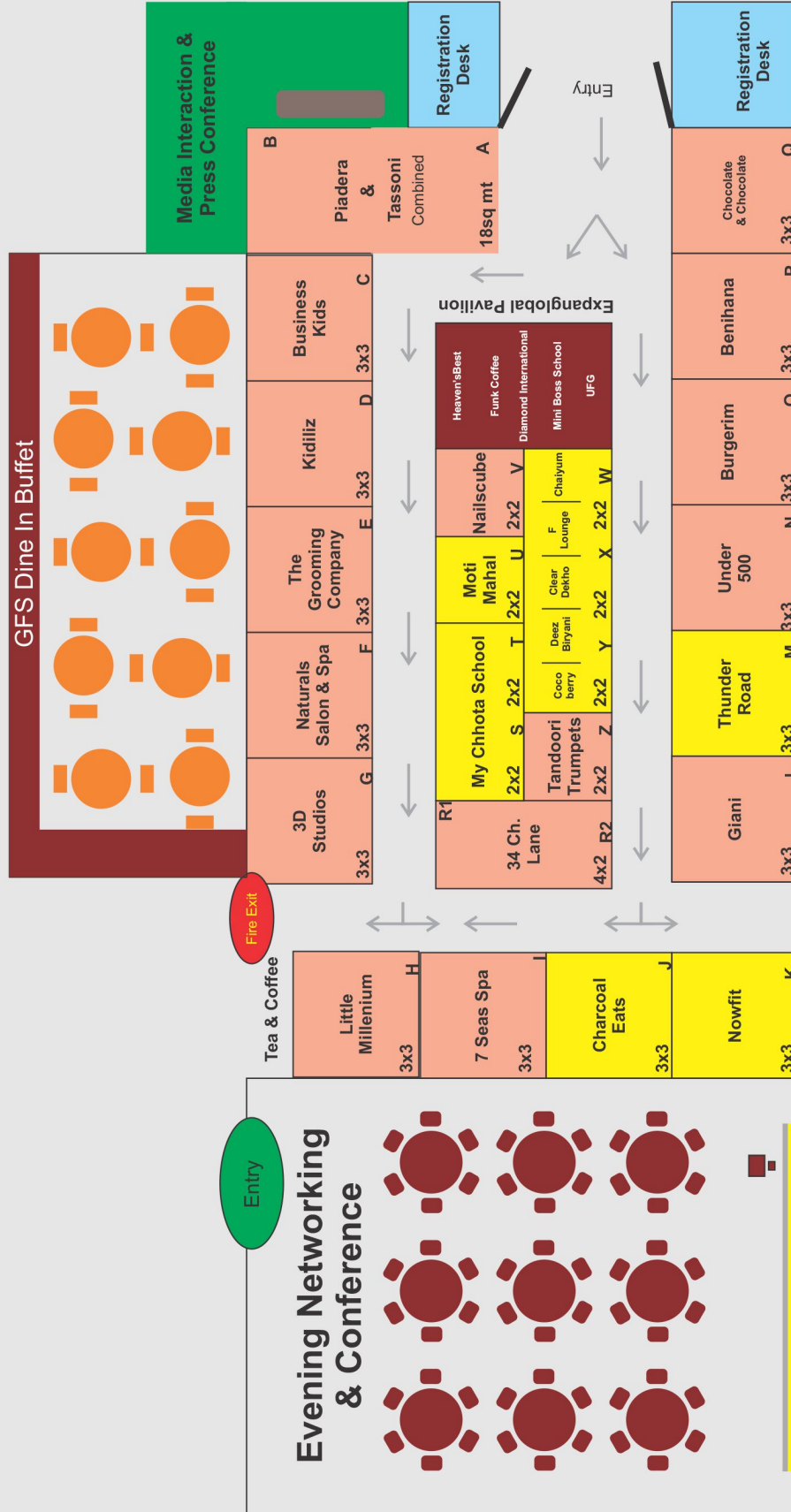
## GLIMPSE OF GFS 2019



## GLIMPSE OF GFS 2019



# FLOOR PLAN



## MARKETING AND PROMOTIONAL CAMPAIGN

**2.3M**

Social Media Impressions

**500+**

people were called and  
registered prior to  
the show

**50K**

Contacted by  
email campaigns

A comprehensive marketing campaign was conducted to ensure maximum exposure before, during and after event.



# PRESS RELEASE

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In some part of the country, one or more new franchisors emerge when a small businessman decides to take his journey forward by building his own brand and expand its presence in newer geographies through alliances with a like-minded business enthusiast who believes in his vision and agrees to replicate it in his locality. The best part of the deal is that - for the franchisor, it brings the best form of capital that is equity free and debt free; and for the franchisee - it provides a guided opportunity to own and operate a business. The franchisees focus on the operations while the franchisor concentrates on enhancing the core competencies.

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"As economic optimism continues to rise and the franchise industry grows to new heights, many businessmen and women are turning to a franchise to transform their lives. Each year, exhibitors who come to Global Franchise Show have the opportunity to shine a spotlight on their franchise brand, introduce their investment opportunity to hundreds of qualified individuals, attract new leads, and connect face-to-face with existing candidates all over a two-day period. The show generates massive amounts of foot traffic - allowing the franchisors on-site to be introduced to quality leads who will allow them to break into new regions and/or further develop their reach in existing markets", said Mrinal Srivastava, President, Global Expansion and Strategy at ExpanGlobal. This story is provided by NewsVair.

*(This story has not been edited by Business Standard staff and is auto-generated from a syndicated feed.)*

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**ExpanGlobal hosted International Global Franchise Show 2019**  
NEWVOIR  
Published Feb 22, 2019, 2:48 pm IST Updated Feb 22, 2019, 2:48 pm IST

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Speaking about the event **Mr. Raghav Khattar President Marketing and Communication of ExpanGlobal** said, "We've always supported the National Event shows and believe strongly in the concept of franchise exhibitions, although we recommend a variety of marketing channels to franchisors, the Franchise expos are consistently part of new and existing franchise marketing plans. We appreciate the consistency and professional relationship that National Events has always shown us and our clients who exhibit with them."

**Mr Mrinal Srivastava** who is **President Global Expansion and Strategy at ExpanGlobal** said that, "As economic optimism continues to rise and the franchise industry grows to new heights, many businessmen and women are turning to franchising to transform their lives. Each year, exhibitors who come to Global Franchise Show have the opportunity to shine a spotlight on their franchise brand, introduce their investment opportunity to hundreds of qualified individuals, attract new leads, and connect face-to-face with existing candidates all over a two-day period. The show generates massive amounts of foot traffic - allowing the franchisors on-site to be introduced to quality leads who will allow them to break into new regions and/or further develop their reach in existing markets."

**About ExpanGlobal**  
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**ExpanGlobal Hosted International Global Franchise Show 2019**  
Feb 21, 2019 14:08 PM

New Delhi, India  
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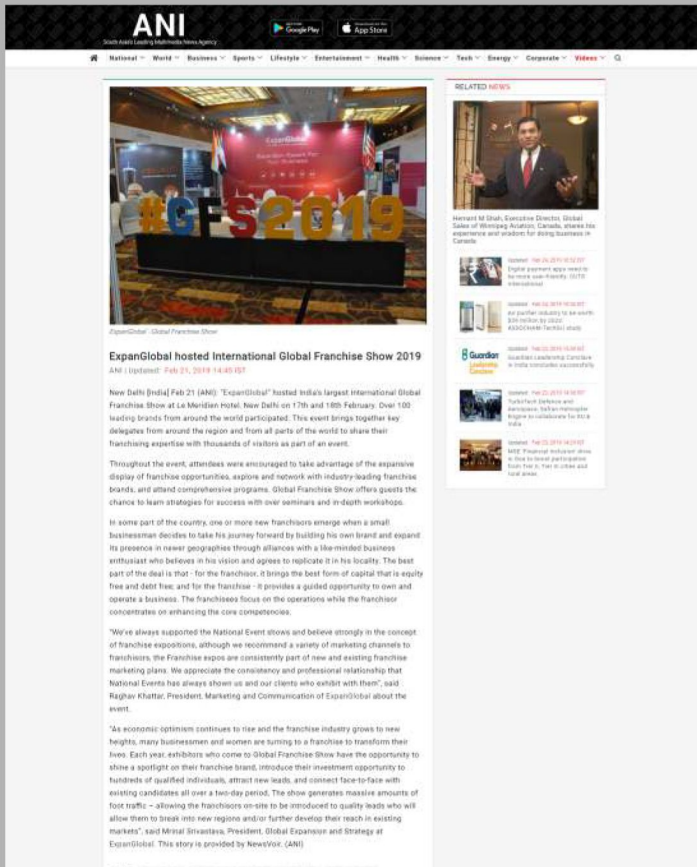
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ANI | Updated: Feb 21, 2019 14:45 IST

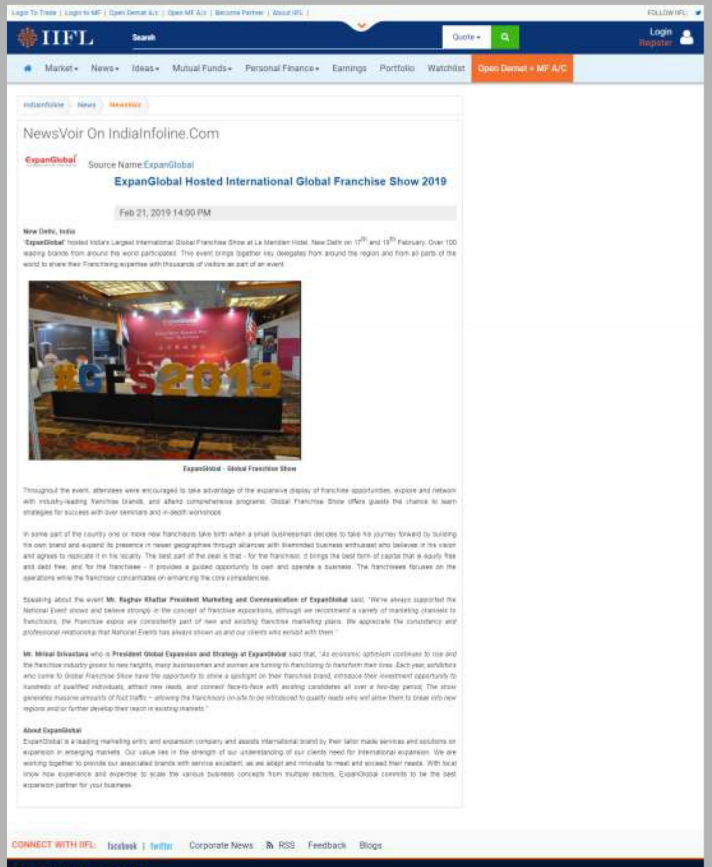
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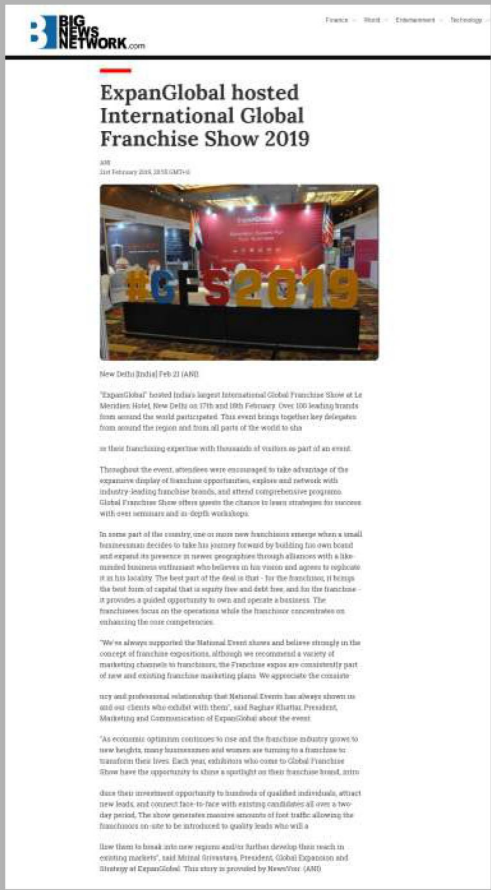
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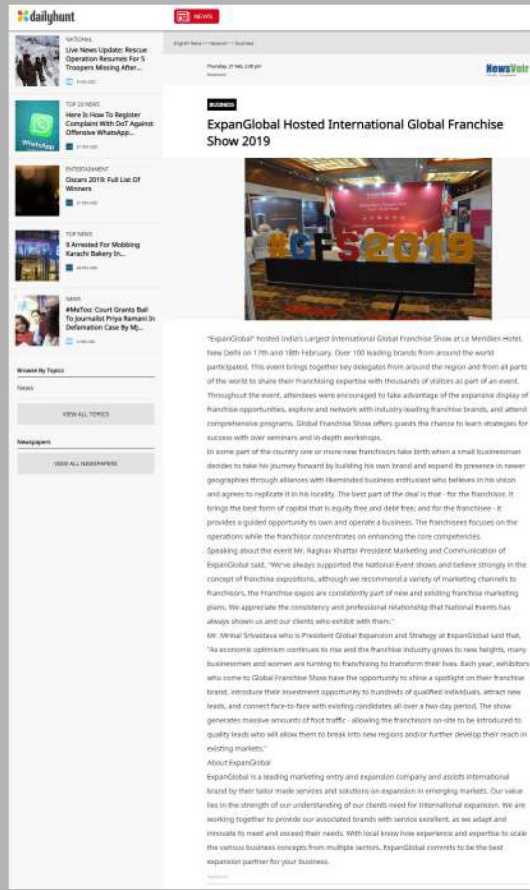
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**MENAFN**  
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ExpansGlobal - Global Franchise Show

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## **CONTACT US**

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