



conglomerate

every day

partnership

SMEs

"Less is the new more; Playing safe is high risk; User experience is the new God & Entrepreneurship is in detail!"



Gaurav Marya President Franchise India Holdings Limited

"

beyond

it worth

yourself

Business in India is today working in a post-scarcity economy. Customers have an abundance of choice. In this context entrepreneurs who like to play it safe will actually be taking up the risky option. Simple control of products or distribution will no longer guarantee a premium and a profit. The level of play has increased and so enterprise owners now need to acquire higher order entrepreneurial vision and ability to stay in the game. Creativity, everyday innovation and focus on enhancing customer experience are what will keep them ahead of the pack.

Díary of an Entrepreneur

Traditionally Indian entrepreneurs were used to thinking small and growing in small increments. This was the legacy of the closed economy. Today we are in the midst of a climate of rapid innovation that is powering substantial and lasting benefits to business owners and the economy at large.

A new breed of Indian entrepreneur has emerged that is looking beyond, thinking big and is exuding the confidence and courage required to head a global enterprise. China has won the position of the "factory of the world" but the Indian entrepreneur can emerge better educated, better informed and better equipped to seize commercial opportunities.

The new Indian entrepreneur is focusing on two elements of the game – care for customer experience and constant innovation. They are bridging the distance between innovative discoveries and consumer wish fulfillment. They have finally shed the bad Indian habit of creating over-managed and under-led enterprises and have begun investing in people, process and partnerships.

Entrepreneur India 2012 is designed as forum to host the forward thinking required by business owners who are keen to create transformative growth. One needs a diverse context, a variety of material and a heterogeneous group that can engage without ego. Our community needs a great learning context and a space to create business opportunities both at an individual and at a corporate level. I invite you to be a part of Entrepreneur India 2012, as we put our collective wisdom together to create a new leading India





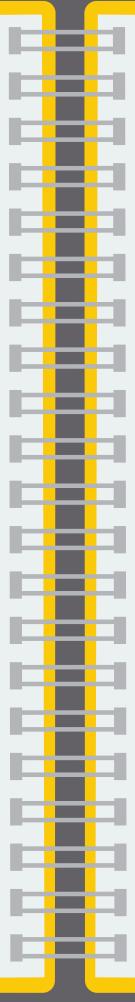
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A LEGACY OF SUCCESS

Franchise India in its 13th year took the plunge to take ahead its bouquet of services from franchising to entrepreneurship. Entrepreneur India 2011 was launched as one such initiative to guide entrepreneurs. The national summit attracted more than **300 delegates** gathered to learn, unlearn and relearn various facets of entrepreneurship. The summit was organized in Delhi with Entrepreneur India Advisors and NASSCOM Emerge Forum as the Knowledge Partner and Gitanjali Group as the Presenting Partner. In order to commend the entrepreneurs who have contributed extensively towards the growth of entrepreneurship in our country, Franchise India, also organized the prestigious Entrepreneur India Awards 2011. Awardees received national recognition as the best entrepreneur entities across the country in their respective sectors.





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Inspire Look beyond

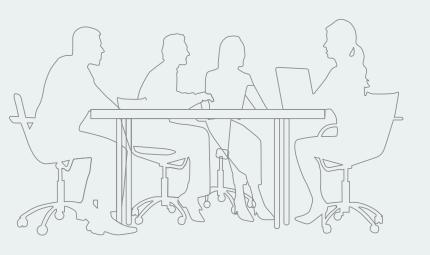
THINK BEYOND, LOOK BEYOND AND MOVE BEYOND

Going into business simply because you want to make money (profit) is far too much a price to pay as an entrepreneur. Entrepreneurship is not about submitting to the status quo (enjoying comfortability); it's about challenging the status quo (creating change).

A true entrepreneur has to be at the very core of this renegade, even though it means going against the norm. As an entrepreneur one needs to forecast what the future will hold. Rather than remaining inward, one needs to look outward to have an extended sense of opportunity. As an entrepreneur you need to widen your canvass all the time and need to question yourself constantly what does it need now?

Thinking beyond the line, the sessions will inspire entrepreneurs to:

- Forecasting •
- Creating new opportunities
- Inspire your entrepreneurial spirit with new inspiration
- Look beyond the current and visualise the future
- Inspire the next
- The Forecasting Period & Forecasting Revenue Growth
- Cross-Pollinate for Ideas

















BEYOND THE GARAGE: GENERATING IDEAS THAT WORK

Every idea has potential. It needs elevated capability at the entrepreneur's end to balance between conservative reality and an aggressive dream state to realize its complete potential.

There is also a serious need to evaluate if these ideas be integrated into your existing businesses or do you need to develop a separate outfit for it. Evaluating an idea's potential would determine the direction you take it into. Building a great idea to a great product should eventually transpire to make money in the shortest timeframe. Just because the Idea Looks smart on paper doesn't mean it's the right next idea for your business.

- What is the Return on idea from Individual perspective?
- Where to look for the next big idea?
- The myth of the Golden Idea : Audacious optimism vs. Conservative reality
- Avoiding the situation of "perfection paralysis" in Idea execution
- From ideas to IPOs
- Even the best ideas can fail. "Bouncing Back."



Ideate ▼ What's it worth





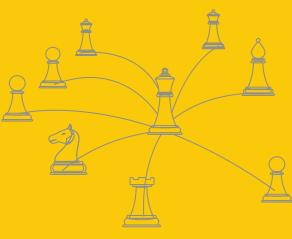
ACCELERATE YOUR SUCCESS

Are you an action-oriented entrepreneur? Do you take things as they come by? Do you strategise to create alternative ways to succeed? Do you like brining a structure in place? Do you prioritize and then act?

It is important to know yourself to figure out what you enjoy and what you're good at and hire people who are good at what you lack. Your success traits might be operations, or developing new business models, or having tie-ups. Remember, self awareness is one cornerstone of effective leadership.

Understanding what you're really good at doing is the first step to becoming an entrepreneur. Recognize your niche by paying attention to your skills, experiences and aptitudes. By understanding your strengths and weaknesses, likes and dislikes, you will identify and attract the businesses which will be a good fit.

- How to utilise your best assets as an entrepreneur
- Are you a serial entrepreneur
- Do operations excite you?
- Are you an idea man?
- Are you a growth oriented person?
- How much risk you can tolerate?





A start-up

BUILD A START-UP CONGLOMERATE, INCUBATE IDEAS

To develop a new businesses the idea need not be yours, but you can partake its profits and its pains by incubating such an idea in your enterprise.

Buying on the idea of others and developing them into a business is one thought many entrepreneurs are toying with these days. These leading entrepreneurs have several years of experience and the know-how of what it takes to create a business. The companies are scaled up within the premises of the entrepreneur. Such companies become aggregators of products or services with revenue share tie-ups with start-ups. Can yours be an internal incubation company encouraging entrepreneurs?

- Screen opportunities :Differentiating between Start-up idea vs. Corporate idea
- What it takes to incubate small companies internally
- Role as an Evangeliser
- Exit options
- How it differs from being an Angel
- Finding strategic partner for incubatee companies
- Incubator business and accelerator business
- Incubation model to help intrapreneurs turn entrepreneurs

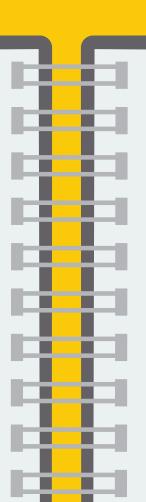




DEVELOP PEOPLE, PROCESSES AND PARTNERSHIPS

How you manage the business developing people, processes and partnerships. Without a core reliance on capital, labour & process it is hard to imagine a continuation of a growing business system.

Once Business has found growth money the three important aspects for business to invest are people, processes and partnerships AND all three of them work in correlation. One needs to have the right set of people to work through processes defined by Business partnerships. If great people are not provided with right processes they will fail to perform. Similarly, if the right people are not looking after your JV partnerships it will not get any returns. Same way, fine process without proficient people will not take the business anywhere.





Innovate The second se

ENTREPRENEURS & EVERYDAY INNOVATION

Almost nothing successful was designed to be that way. Either it accidentally became a masterpiece or it was the result of constant revision and change. Disruptive Technology is the fuel for new startups, but if big businesses have to become bigger, Innovation needs to transpire around everyday products and services.

The economics of innovation have changed. Devising new efficiencies to everyday things calls for efficiency led innovation. Once you have reached a certain benchmark success in your present enterprise, it is time to revisit areas where there's actually an "innovation shortfall" in the marketplace resonating with your current line of business. Being one step ahead in today's marketplace calls for Everyday Innovation!

- Where Should Medium entrepreneurs bet big into changing pace of innovation?
- When innovation yields efficiency
- Everyday Innovation challenge: the innovation that happens on the back of innovation
- The Creativity Payback Measuring the change through innovation dividend reaped The Real worth!
- How innovation factors into entrepreneur's everyday plans



Only when you invest across all the three verticals you can get optimum productivity. Before you finalise your next business strategy ask yourself, have I invested in people, processes and partnership.

- Putting together an optimum team -Readying people by blending their skills for problem solving rather than trouble shooting
- Marrying people with processes led systems
- Progress with people, processes and partnerships
- Basis of Integration -identification of synergies
- Encouraging cross-fertilization between business units, while preventing crosscontamination
- Optimising people and processes to form partnerships









Internationalize

Global SMEs

TRADING PLACES

In today's time, one needs to develop a global product in order to attract customers across the globe. The contribution of SMEs to the overall economic growth and the GDP is significant across South Asia.

The SME sector contributes 40 per cent to the country's exports and this share would increase to over 44 per cent by 2012 as per a study by Assocham. To get more business one needs to build an international brand. While taking your business international branding will play a major part as with this people perceive your product. One needs to build a new business plan to approach a new market. One needs to determine the competition before setting the strategies. Make sure you are aware of the laws which impact your product/service and your distribution. While taking your business international, it is helpful to find a local resource to help you understand and enter a new foreign market. You also need to keep in mind the brand promise you create across markets.

- How to penetrate markets
- Considering the rig
- Operating successful international venturesBuilding global competitiveness
- Brand protection

- Considering the right country
- Boosting trade relationship
- How to compete on a global stage

CATALYSING ENTREPRENEURSHIP: THE STATE-BUSINESS RELATION

Does the State have a role in the discourse of entrepreneurship and if so, what complexion does that role assume? Today India needs to bring together the government, academia, industry and regulators to evaluate the present framework & how we can prosper an effective ecosystem to flourish entrepreneurship. As per a study conducted by the Kauffman Foundation, about a third of the US economy comes from companies that are less than 25 years old. Encouraging entrepreneurship has a huge multiplier effect on the economy. Using this as a benchmark, the opportunity for Indian entrepreneurs in enterprise creation and growth cannot further be rightly stated. Effective government policies promote business development and reduce the risk inherent in entrepreneurship i.e. the hunter spirit to use money to make money.

The key areas of discussion are

- How much priority does the government lay on entrepreneurship?
- Current Regulatory Regimes
- Present policies encourage or discourage entrepreneurs
- Performance of recent reforms













REWIRED YOUTH: THE SCIONS OF CHANGE

As a rollicking sermon on reinvention and reinvigoration in the Business World, the session delves on two sides of the entrepreneurial coin -Initiating a Business Innovation or furthering the legacy of a business empire.

Both will have their highs & lows as they fight to find their place under the sun. The session finds the commonalities in the struggle to create your own identity.

- Does Firm Origin Matter When Initiating A Scale Drive?
- Inherit or Initiate or Both
- Constraints in levels of risk taking, team-building and global ambition
- Starting young ;afresh vs. The experience aid –What's Gotta Give!

THE NEW RULES OF CAPITAL RAISING

Though it would be nice to move slowly in order to build a solid Business foundation but on the other hand, no one can really afford such a luxury.

Speed is a critical component of Business success; which will be limited without external capital. Right from the current stage of your business to how much it'll cost to get the money—to choosing a path to follow needs to be addressed for the growth ecosystem

- How investor networks operate and how they put deals together
- Traditional Finance & Cooperative finance (Angel Investors), venture capital, and business support networks. A View from Both Sides
- Winning Strategies from Prominent Private Equity Investors on Capital flows
- What approach of scaling up do PE firms seek in a venture
- What PE company brings to the table as an investor
- When and How would PE company wants to take an exit

WOMEN AND ENTREPRENEURSHIP IN MODERN WORLD

How women get mainstreaming and ride the modern wave of entrepreneurship is the next new to India.

As India progresses further we need to understand where we are headed in helping women led ventures? How co-operative is the government and the funding environment for women. On the other side, are we just making a noise around women entrepreneurship or are they in for a bigger challenge.

- Making way for both "craftsmen" and "opportunistic" women entrepreneurs
- Vision, Leadership & Entrepreneurship The Women way
- How can women lead the next decade in entrepreneurship?
- Are investors excited about women-led ventures?

'TECH' ENBALED

It's not technology that powers the Internet it's people and the connections they make. Entrepreneurs can draw on resources and structures to exploit emerging technology for leveraging business opportunities, oriented towards agility in organizational networks and in business diversification.

There is also an equal if not greater value to drive technology enabled collaboration inside the organization with employees and business partners.

- Empowering your enterprise with the cloud
- Best practices to reach enterprise efficiency
- How IT can maximize the potential besides reducing cost
- IT enabling productivity
- The next decade of technology in business

WHO SHOULD ATTENDImage: State of the state of the

AGENDA AT A GLANCE

Session 1: CATALYSING ENTREPRENEURSHIP: THE STATE-BUSINESS RELATION

- How much priority does the government lay on entrepreneurship?
- Current Regulatory Regimes
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Session 2: THINK BEYOND, LOOK BEYOND AND MOVE BEYOND

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- Even the best ideas can fail. "Bouncing Back."

Session 4: ACCELERATE YOUR SUCCESS

How to utilise your best assets as an entrepreneur

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- Do operations excite you?
- Are you an idea man?
- Are you a growth oriented person?
- How much risk you can tolerate?

Session 5: BUILD A START-UP CONGLOMERATE, INCUBATE IDEAS

- Screen opportunities :Differentiating between Start-up idea vs. Corporate idea
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Internationalize

To attend Conference Call +91 9312687253 Email: conf@entrepreneurindia.org

To Nominate yourself for Awards Call +91 9555555433 E-Mail: awards@entrepreneurindia.org

To Exhibit / Sponsor Call +91 9320033202, +91 9312064301 Email: expo@entrepreneurindia.org

May 18 & 19, 2012

Session7: DEVELOP PEOPLE, PROCESSES AND PARTNERSHIPS

- Putting together an optimum team -Readying people by blending their • skills for problem solving rather than trouble shooting
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- Operating successful international ventures •
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- Making way for both "craftsmen" and "opportunistic" women entrepreneurs
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Session 12: 'TECH' ENBALED

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Intrapreneurs



SMEs







Business Suppliers Companies

Technology

THE PITCH ROOM

The Pitch Room invites small business owners for a two-day entrepreneurial extravaganza! Get to meet the potential investors and pitch your ideas and build a mutually beneficial partnership.



GOING INTERNATIONAL: HOW & WHY

- Partnerships are the champion of Internationalization
- Workforce recruitment practices in International centers
- How to keep a finger on the pulse of international markets consumption trends
- Quality assurance in distant markets -Implementation of overseas audits and learnings

FRANCHISING MASTERCLASS

- Determining the franchise feasibility of your business idea
- Creating a 'successful blueprint' for incorporating franchise system into your current business model
- Understanding step-by-step procedure to franchise your business
- Planning and drafting marketing and rollout strategy
- Implementing an effective franchise recruitment process

TECHNOLOGY 2.0

Boost Productivity, Save Money & Increase Security

- Managing your business virtually
- Squeezing the maximum from your current software
- Moving your business to the cloud
- Overcoming IT challanges

TAKE CHARGE! The Self-Discovery Workshop

Take Charge! The Self-Discovery Workshop gives you a comprehensive understanding and a deep insight on what it takes to build a successful enterprise. The workshop will invite you to discover your strengths and deal with your weaknesses by studying the Entrepreneur Mindset Strategies.

Key Takeaways

- An entrepreneur mindset
- 5 key Entrepreneur Mindset Strategies
- Strategies on how to develop ideas

"HOW TO" WORKSHOPS

Together with the headline panels, there will also be workshop sessions that will address entrepreneurial challenges in key enterprise areas and will give tangible solutions to everyday workplace challenges of entrepreneurs.

These **exclusive sponsored workshops** will delve upon the inhibiting areas of entrepreneurs.

- HR Workshop
- Technology workshop
- Going International Workshop
- Franchising & business
- Take charge! Workshop
- Marketing Workshop
- Customer Experience workshop
- Legal & Taxation Workshop

- Social Media Workshop
- PE workshop
- Finance & funding workshop
- Pitch Elevator workshop
- E-commerce workshop
- Business Planning workshop
- Mentoring workshop
- Advertising & Media buying workshop

BUILDING A DISTINCT COMPANY CULTURE WHERE HR MEETS ENTERPRISE 2.0

Having an effective strategy is only half of the winning game. How well does your organization execute? Is everyone focused on meeting the right production targets, quality standards, sales goals, or profitability targets? How can you get the whole organization pulling in the same direction?

- Designing a knowledge transfer process
- Focus and refine your leadership skills
- Recognize the value of succession planning in each vertical including hiring and retaining top talent
- Measuring HR performance

NEW-AGE MARKETING

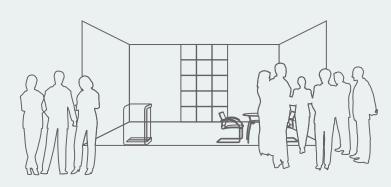
- Best Practices in Earmarking and Quantifying Marketing Budgets
- Lean Marketing 101- How Social Media and Startup Business Connect
- Betting big on PR
- SEO and Google Rankings made easy

EXHIBITION

It's a great time to showcase your products/services to the world of entrepreneurs and get increased exposure for your business. Besides running the twoday entrepreneur excellence conference, Entrepreneur India 2012 gives you a chance to partner this growth story. We invite you to unveil your products to the world of entrepreneurs and business leaders.

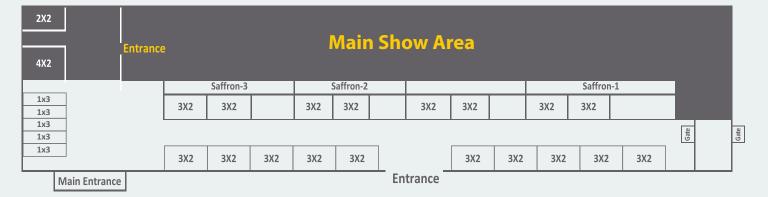
WHO SHOULD EXHIBIT?

- Banks and financial bodies
- Law, accounting, audit and tax firms
- HR Solution providers
- Marketing and social media agencies
- Advertising agencies
- Architects, Real Estate Developers, Office Solution
 providers
- Technology solutions providers
- Supply chain / Logistics firms
- Angels, VC, PE firms



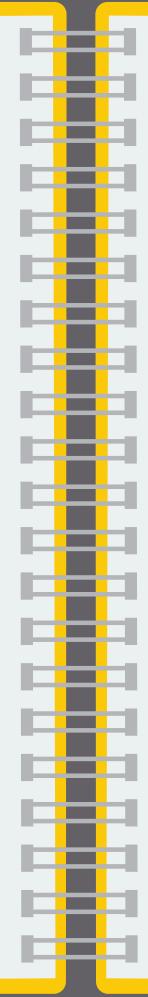
BENEFITS TO EXHIBIT

- Generate new leads, research new trends, launch new products, position your business profile and build brand equity across industries
- Expose your business concepts and services to new markets, business buyers, partners, distribution channels, and key decision makers.
- Furnish coaching, training and mentoring start-up entrepreneurs, during their start-up stage to further professional development and to promote best business practices for tomorrow's celebrated entrepreneurs.



ONLY 20 STALLS, ON PRE-APPROVED BASIS AVAILABLE FOR THE BEST SUPPLIERS FOR ENTREPRENEURS TO EXHIBIT.

To Exhibit / Sponsor Call **+91 9320033202, 9312064301** Email: **expo@entrepreneurindia.org**



FLOOR PLAN



Franchise India presents the country's most prestigious awards in the Entrepreneur arena. The awards aim to recognize and felicitate Achievers, Innovators and Suppliers, who have contributed significantly towards the development of Entrepreneurship in India.

> Knowledge Partner ENTREPRENEUR INDIA[®] Growth Company

MAY 18, HOTEL CLARIDGES, SURAJKUND, DELHI

NOMINATION AND EVALUATION

- Each applicant would be required to fill in a Self-Nomination form and send it to us by April 25, 2012
- Only companies, firms or businesses registered, based in India can apply
- Any organization / entrepreneur /allied sector can apply. Each applicant can apply for one or multiple categories
- Self- Nomination forms should be sent along with the prescribed fee to Franchise India. The nominees in each category will be presented to the final jury for determination of winners.
- Evaluation would be done in two phases. In select cases, online polling would also be conducted to support the jury's decision.
- Entrepreneur India Advisors would be the Knowledge Partner for awards.
- Information received will be treated confidential and not used for any purpose except for determining the winners of the awards.
- Incomplete questionnaire in any manner will disqualify a participant from participating in the awards.
- Right to permit participation is reserved with Awards management.

AWARDS CATEGORY

Franchise India presents the country's most prestigious awards in the Entrepreneur community. The awards aim to recognize and felicitate Achievers, Innovators and Suppliers, who have contributed significantly towards the development of entrepreneurship in India.

Innovative Start-up of the Year

A business owner / founder of an organization, who has developed a unique business model and has made remarkable progress in the initial period of starting the business. (Organisation should be between 1 year old and less than 5 years)

Entrepreneur of the Year (Trading)

A business owner or founder of an organization who is into trading / distribution (product/ service)

Entrepreneur of the Year (Consumer Business)

A business owner or founder of an organization offering / retailing consumer products or services to the consumer directly

Entrepreneur of the Year (Manufacturing)

A business owner or founder whose business is into manufacturing of products

Dynamic Entrepreneur of the Year (Business Transformation)

A business owner or founder of an organization, who has led the progressive change in adopting an effective business model or set up a new mark in the industry

Entrepreneur of the Year (Innovation in Technology)

A business owner or founder of an organization whose business is into IT products or services (hardware/software)

Professional Entrepreneur of the Year

An employee of an organization, who has demonstrated leadership and taken the business growth to a scalable size.

Entrepreneur of the Year (Innovation in Financial and Business Services)

A business owner /founder who is into providing financial and related services

Social Entrepreneur of the Year

Founder/owner of an organization in a business that directly or

indirectly creates social awareness/ improvement.

Creative Entrepreneur of the Year

Founder/owner of an organization in the business of product design and design services.

Young Entrepreneur of the Year

A business owner who has achieved significantly in his entrepreneurial venture at a young age (must be less than 28 years of age or less as on April 30, 2012)

Serial Entrepreneur of the Year

Entrepreneur for creating and demonstrating multiple ventures successfully- from business ideation, implementing it through new venture , creating value for stakeholders, having floated IPO or raised external capital at a later stage ; demonstrating exceptional success and has the will and spirit to do it all again.

Entrepreneur of the Year

A business owner who has achieved remarkable success in his entrepreneurial venture

Woman Entrepreneur of the Year

A business owner (woman) who has achieved remarkable success in her entrepreneurial venture

Lifetime Achievement

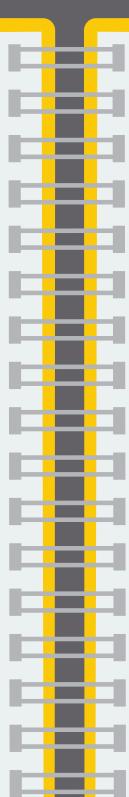
Applicant / nominee should have had outstanding achievements and should also have contributed significantly towards the socio-economic growth over a period of time.

Family Entrepreneur of the Year

Established entrepreneur from family run business, who has been able to take the business to a scalable height

Acharya of the Year / Business Mentor of the Year

Individual, may or may not have been an entrepreneur, but contributed in significant and visible manner and having played an exceptional role in guiding, leading and influencing a ward's project / business



Can my brand get more exposure amongst entrepreneur community?

Book a stall at Exhibition Call +91 9320033202

Can I present my products to a set of business owners?

Plan a workshop Call +91 9312687253

How can I network with emerging companies for my services?

Network at Conference Call +91 9312687253

I am a Supplier

I wish to raise money for my project. Participate at Pitch

Email: editor@franchiseindia.com

How should I ramp up sales? Learn at Workshop Call +91 9312687253

FROM ENTREPRENEUR TO ICON

Entrepreneurship is more than a frame of mind or way of thinking. Entrepreneurship can be a way of doing business – whether it be starting one, sustaining one, or making one grow. The Holy Grail of Entrepreneurship is building businesses and getting businesses to grow and develop.

Entrepreneur India 2012 event is aimed at helping entrepreneurs and owner managers and Professionals in India to harness and develop their entrepreneurial ambitions. If you wish to use more of the entrepreneurial spirit, join the league!

Women Entrepreneurs I need a Mentor to take my idea forward. Attend Workshop Call +91 9312687253

How can I start a business? Attend Conference Call +91 9312687253

51

How should I reignite my entrepreneurial focus? Attend Conference

Call +91 9312687253

l hope l get Entrepreneur of the Year Award. **Nominate for Awards** Call +91 9555555433 How should I write a business plan?

Attend Workshop Call +91 9312687253

l wish I get Innovative start-up of the Year Award. Nominate for Awards Call +91 9555555433

Business Students

Business Owners

l am a Start-up

TESTIMONIALS

"I am very happy to see this conclave Entrepreneur India. This gives a very good opportunity for the younger generation to be a part of entrepreneurship. This is very much needed by the current generation because India has a large wealth of under the ground products like mining and other things. Holding this kind of conferences for India, which will not only help bring entrepreneurs for the domestic market but will at the same time help international markets. This will grow India's revenue, India's image and India's business worldwide." "The synergy which I see here is lot of entrepreneurs that we met here are early or start-up stage and Indian Angel Network does invest in early stage and start-up entrepreneurs. So this was a perfect meeting ground for us. We do hope to connect and take things forward with many of the entrepreneurs we met here. On the other hand, we met a lot of VCs and investors which sort of make it interesting as we go forward."

Padmaja Ruparel, President, Indian Angel Network

"lt	was to t	he subj	ect matter,	, all topics a	re effectiv	ely covered
as	this has	been a	neglected	area by mo	ost entrepr	eneurs."

D K Jain, Chairman, Luxor Group

Manish Pande- President, SB B Infrabuild Pvt Ltd/ SRAM Shakti Foundation

"An interactive session that kept all interested and attentive and had good learning points as well."

Shalika Bhalla, Senior Associate, Obhan & Associates

"Really really inspiring, I liked Harish Bijoor, lively way of getting his point, thought and us."

Balbir Singh Chawla, Managing Director- B&B Growing Infrastructure (p) LTD "Very lively and interesting, covered all practical legal aspects. An eye opener."

Sooraj Rajendran,Business Analyst, James Blake Internet Services

"Showing the face of individual in the mirror."

Syed Sayeed Ahemad- SLNVS Agencies

"I was looking for funding schemes for setting up a new manufacturing setup and it gave me n opportunity."

Adisht Bindle, Director-Avis Hometex



Individualize

nnovate







For registration & more information call:

Call +91 9312687253 or Mail at conf@entrepreneurindia.org

Conference registration fees

Regular Package : Rs. 17000 per delegate Premium Package : Rs. 25000 per delegate Reserve your seat NOW, to avail a seat at the special price. Valid till April 30, 2012

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