



Nikeley Bawa

Generations of Trust...

Nikky Bawa

The most fundamentally driven chain of beauty salons founded by Mrs. Nikky Bawa in the year 1977. The first unit of Nikky Bawa Beauty Salons got operational in Bhopal, The capital city of Madhya Pradesh. The founders decided to branch to multiple outlet business in the year 1997.

Sense of social responsibility and women empowerment inspired the founder Nikky Bawa to establish the most honored and socially rewarded establishment “Nikky Bawa Beauty Academy”. Nikky Bawa Beauty Academy was established in the year 1982 and has trained more than 13000 female students which contributes to more than 80% of the work force working in the industry in Central India. The institute got awarded by the state government in the year 1997 to promote female entrepreneurs and certified the institute to train and promote 497 female students to become successful entrepreneurs after graduating from the institution.

Excellence in creating quality workforce for the industry has given the group immense strength to successfully expand and cater to the industry which is completely dependent on the man power. The strength of training and producing manpower at par with the service expectation in the fast growing industry has given the brand the edge over other operational players in the industry.

Excellence, Personalization and Customization are three basic fundamentals that has made the brand largest and the most esteemed brand in Central India.

Cntd...



Nikky Bawa Medi Salon, Makeup Studio & Salon
Quality Consultation + Quality Treatment = Elegant Beauty

Nikky Bawa

With excellence in customer delivery, and personalization in services the brand has done wonders in terms of customer satisfaction and retention.

With growing demand and customers feedback founders decided to venture into other complementing business lines in the industry and started the largest Day Spa of central India "Spa Treat". With the service experience and quality excellence the brand has become the largest and most valued brand in India.

with the success story of Parlor and Spa the third component of beauty and health industry was bound to happen. "Fitness mania" the most vibrant and event prone brand sprouted in the year 2010 and has become the youth & fitness spot of the city in just 2 years.

Continuous up gradation training research & development in terms of personalization and customization of services and products has given immense recognition and honor to the brand that the beauty and fitness has become synonymous to the Brand Nikky Bawa in central India.

I do not believe in selling the single most lucrative service, my fundamental is to provide satisfactory results that leads to customer retention and loyalty.

Every employee at our outlets is very well trained by our company and are sent across the country for up gradation on a regular basis. State of the art technology and the eye for perfection is the real Mantra for success, we hand hold our Franchisees to achieve the same and maintain highest standards as the success of our Channel Partners is our success. We all grow together.

Its been a long journey from a parlor started in a small room, an old dressing table and a pair of scissors, a total expense of Rs 500/- to where we are today.



The success can be attributed to foreseeing the coming trends in this dynamic industry and implementing them to the need of our clients. Years of customized and personalized services has made us serve two loyal generation of every client's family. I have done over 600 courses in make up & beauty from across the globe n the numbers are still increasing. This helped us refurbish every inch of our outlets and provide our customer exactly what they need.



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Sahiba Bawa- Taking the Torch Ahead

Cosmetologist (Mumbai University) (Reg no. 497457/21),
Hair Regrowth Expert,
Cosmo Pharmacologist (Gyengbuk School of Sciences, S. Korea)
Published Author.
MBA from IIM Jammu & IBS Hyd,
Currently perusing her Fellowship in clinical Cosmetology from the National University of Germany,
Have been practicing and consulting in the industry of skin & beauty for the last 21 years, earlier initiated the brand expansion nation wide and **established 32 franchisee and coco branches pan India & has now achieved new levels in skin & hair cosmetic transformation.** She is not simply technically sound but a smart entrepreneur as she has established multiple other ventures into retail & hospitality too.



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Services offered at the Outlets- Cosmetic & Salon Treatments



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Services offered at the Outlets- Cosmetic Treatments



**Acne treatment- Day
16 result after 1
Session at Clinic**



**Camouflage Burn Marks, Dark
Lips 9893544778**

Services offered at the Outlets- Cosmetic & Salon Treatments

Permanent Eyebrow Extension



Age Blocking, Dark Hydration, Glow
By Cosmetologist Sahiba Bawa



Dark Circle, Skin Hydration Treatment
By Cosmetologist Sahiba Bawa



Hair Regrowth System



Services offered at the Outlets- Salon Treatments



THIN HAIR- call
9893544778

HAIR EXTENSION@NIKKY BAWA



Services offered at the Outlets- Cosmetic & Salon Treatments

Stretch marks camouflage.



Permanent glow & Scar correction



Call 9893544778



result after 1 session.



Services offered at the Outlets- Cosmetic Treatments

Call 9893544778 for appointments

Permanent lip color correction
result after 1 session.



Call 9893544778 for appointments



Services offered at the Outlets- Salon Treatments



Services offered at the Outlets- Salon Servicc



Services offered at the Outlets- Salon Servic

A Business Opportunity With:



- Its always been the
- Fastest Growing Industry & post Covid it's the Fastest Reviving Industry
- Experienced & Erudite Brand Partner
- Most Lucrative Trend Setting Generation
- Highest ROI Business Model
- Quickest Breakeven Business
- Easy Licensing & Establishment Procedure
- Low Investment Business



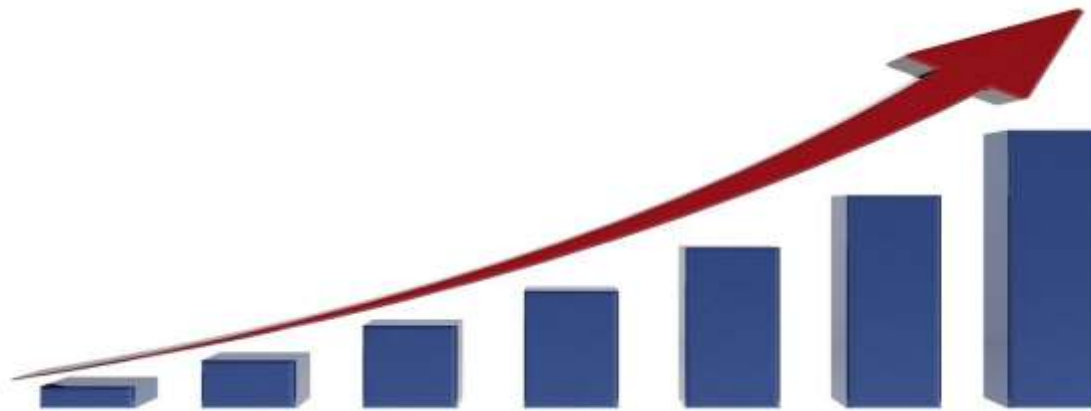
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Industry Insight

Beauty business in service industry is as old as retail in trade. As the economy evolves in any country or community the importance of beauty and fitness increases. With the increasing level of stress and lack of time, individuals have started looking at service providers who can make the process of looking better and beautiful easy and recreational.

Increasing number of working youth and bridging ability benchmarks between male and female is making appearance and personality the primary illegibility of fast growth in the modern work atmosphere.

India has witnessed unbelievable growth rate in the clinical cosmetic, beauty industry in last decade and expecting the growth rate to exponentially increase in coming future.

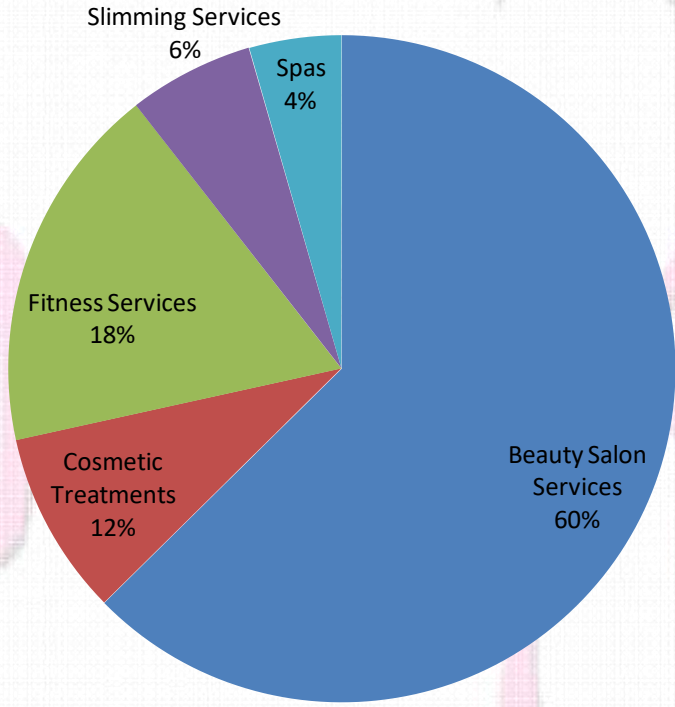


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Industry Insight

\$23 Billion organized Clinical Cosmetic beauty and service industry

Industry Share



Beauty Salon Services	15
Cosmetic Treatments	8
Fitness Services	2.6
Slimming Services	1.8
Spas	2

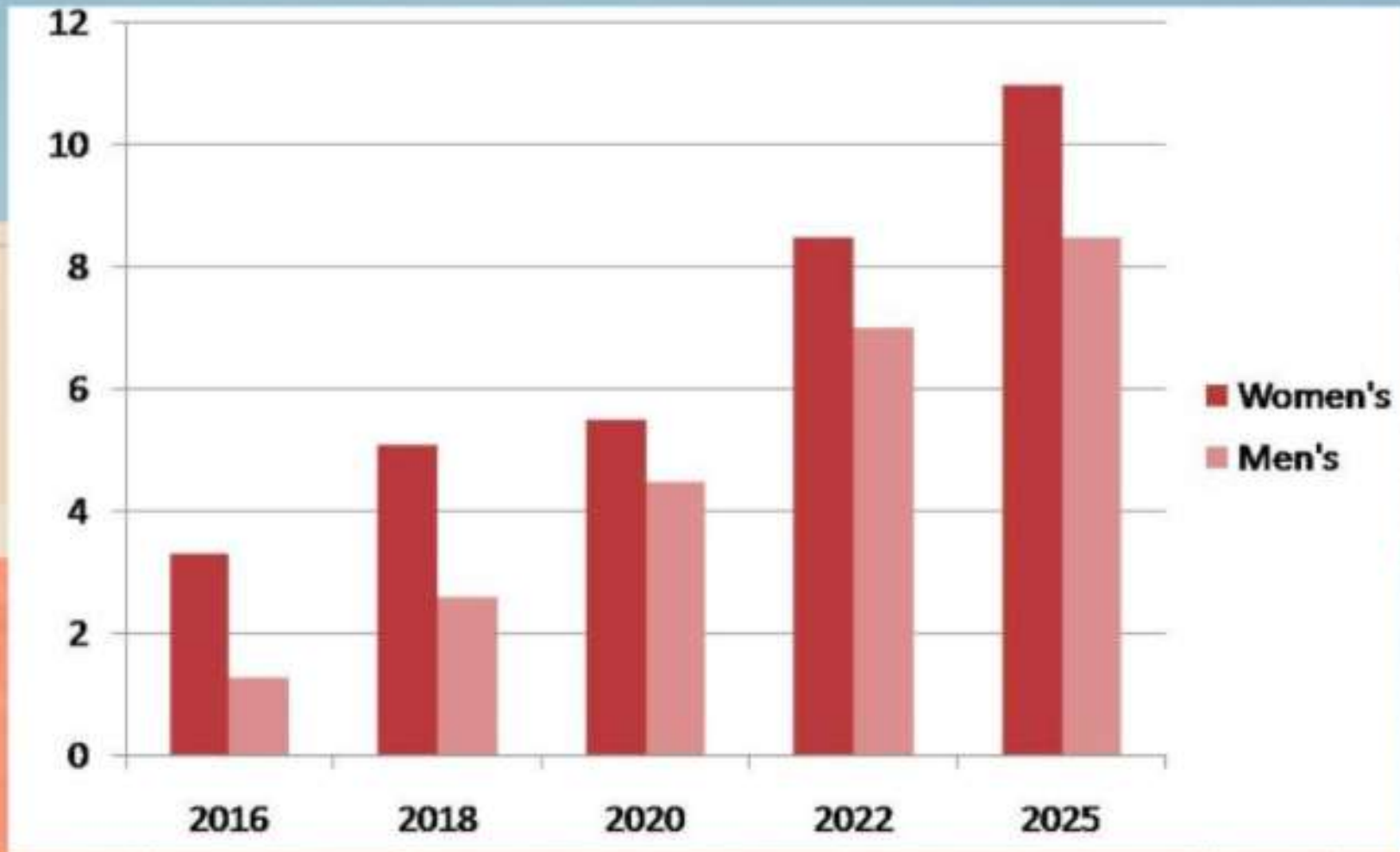
Note – All figures in \$ Billion



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INDIAN BEAUTY & PERSONAL CARE INDUSTRY (USD BILLION)



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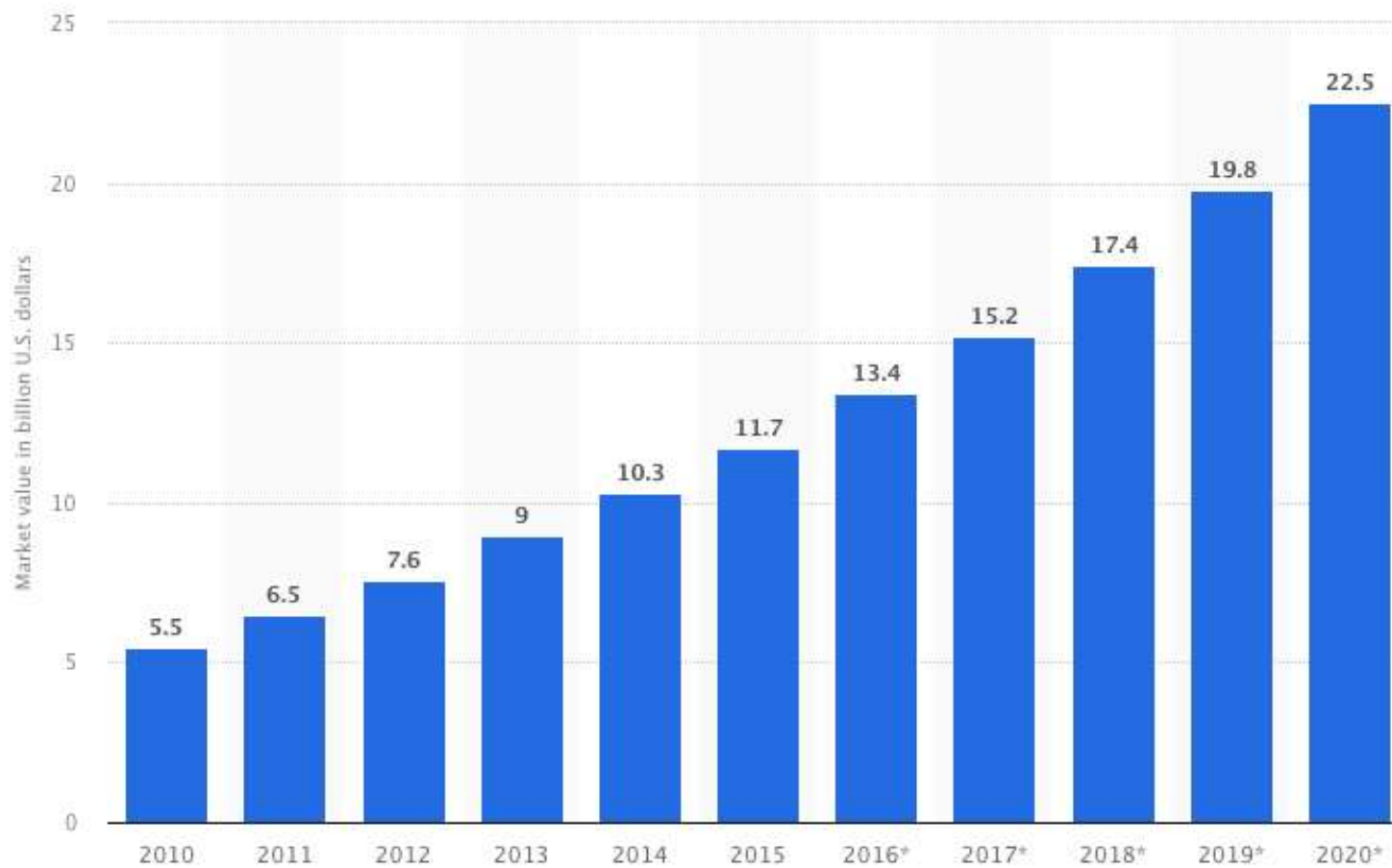
www.iknockfashion.com



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Value of the beauty and personal care market across India from 2010 to 2020

(in billion U.S. dollars)



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Industry Challenges

500 haircuts

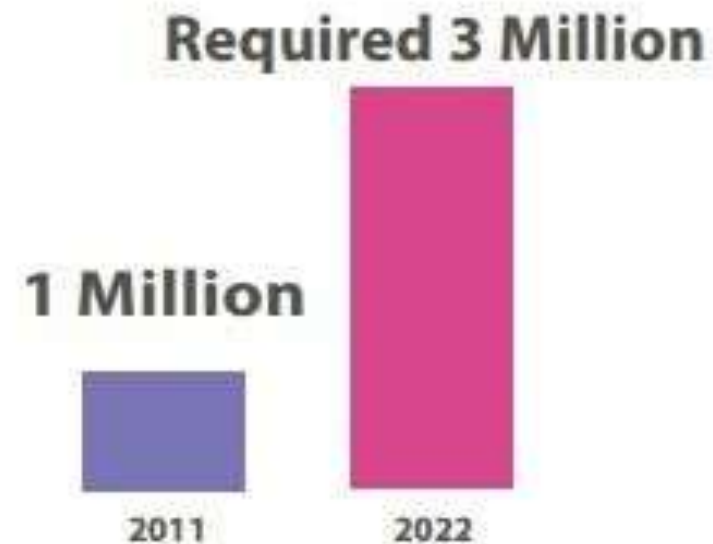
Minimum experience required to be classified as trained personnel for job at a branded salon

- Shortage of skilled talent stands as major price point hurdle
- Major players set up their own training institutes, charge them for the training and absorb them
- The larger challenge is talent retention after training, as staff prefers to set up their own salons after a few years of experience
- 6,00,000 skilled personnel falling short in the present growth scenario

Manpower demands to go up by

20% per annum

People in beauty industry



Source – Franchise India



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Why Nikky Bawa Medi Salon/ Makeup Studio & Salon

- 35 Years of customized and personalized service excellence
- Largest manpower trainer for the industry
- Most cost effective player in the market
- Equipped management team for 360 degree franchisee business delivery
- Marketing, Operation, HR & Technology support for easy management and control over business
- Maximum ROI franchise model in the industry
- Unmatchable support on following:
 - Real estate deals
 - Architecture
 - Project Management
 - Operations setup
 - Training & Up gradation
 - Research & Development



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Assured facts

- Return on Investment – 60 to 80%
- Capital payback – 30 months
- Minimum real estate cost by model rationalization
- Low working capital with project turnaround management model
- Aggressive & creative launch strategies for early success
- Events & Promotion prone operation to maximize brand recall
- Brand tie ups to maximize returns

When I enrolled myself as a student at Nikky Bawa Beauty academy, I never thought my journey from a teacher to an entrepreneur would be so easy. From a small dream of opening a neighborhood parlor in some tear two location in Allahabad, today I stand with a 1300 SqFt parlor at the most prime location of the city. The support and guidance I have got from the management team is overwhelming. I am planning to open two more salons with the brand in next one year. With the kind of support and handholding I have got at every step I am sure moving forward with the brand and growing bigger is inevitable.



Archana Singh, Franchisee
Owner - Allahabad



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Your Investment is Secured



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Franchisee Requirements



- 1200 to 1800 SqFt of Carpet Area
- 30 lacs (Makeup Studio & Salon) to 50 Lacs (Medi Salon) of Investment Including Franchisee fee & Rent
- Anyone with following skill set is illegible for being a Franchisee
 - Average technology & computer skill
 - Average Public Relation Skills
 - Good business acumen
 - Average understanding about the industry



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Investment (INR)

• Franchisee Fees	1200000
• Real Estate (Rental Deposit & brokerage)	300000
• Interior	1000000
• Equipments	2000000
• Furniture	500000
• Total Investment	5000000



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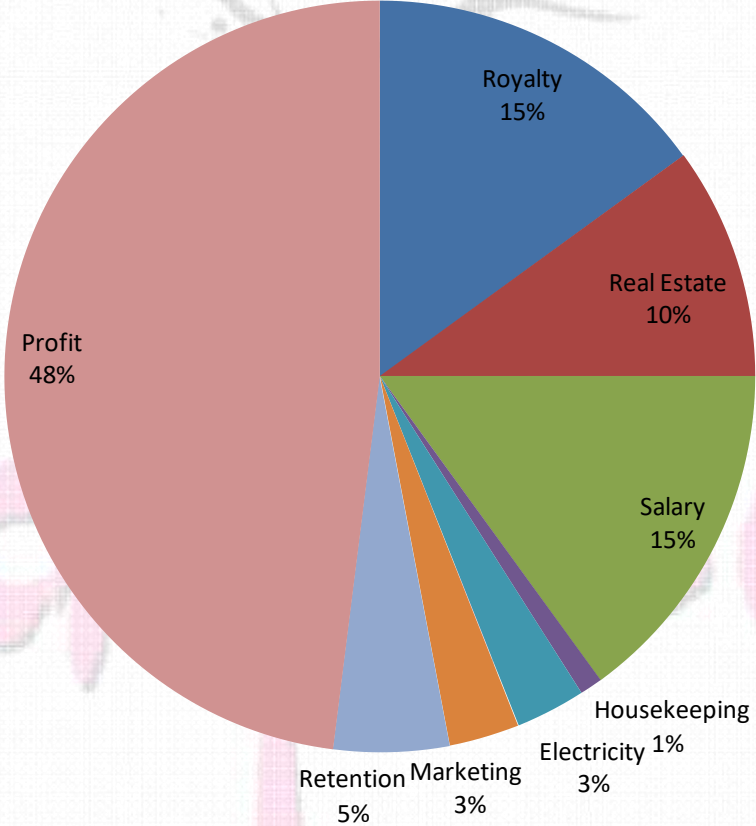
Expenses

- Franchise Royalty – From the day of operations----- Rs. 30000/- monthly fixed.
- Real estate – 15%
- Staff Salary – 10%
- Housekeeping & Miscellaneous – 15%
- Electricity – 1%
- Local Marketing & Printing – 3%
- Manpower retention – 3%
- Profit before tax – 5%
- Profit before tax – 48%



ROI Chart

Return on Investment



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Join us and Witness the Revolution



We are the best and we deserve to be the biggest



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For any Query or Clarification Contact:

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We are honored to help you



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