

AFFINITY

BE A PART OF A
GROWING LEGACY

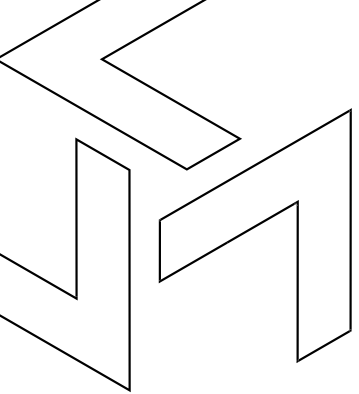
AFFINITY
— SALON —

Varun Singh

9205434226

FRANCHISEAVS.COM



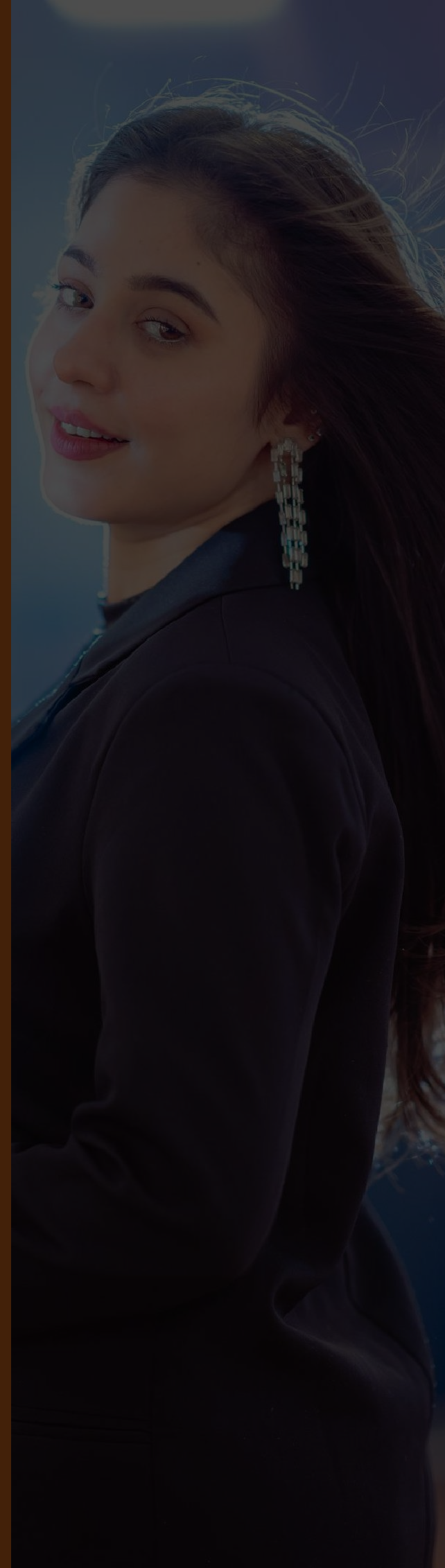


AFFINITY

FEEL DIVINE™

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- **1992:** Affinity Salon established in Green Park C Block
 - **1995:** Relocated to Green Park Main Market
 - **Initial Services:** Haircuts, color, highlights, keratin, facials, manicures, pedicures, massages, and makeup. Advanced hair treatments, bridal makeup, body spa treatments, waxing, nail art, and hair extensions.
 - **2018:** Leadership passed to Mr. Vinit Dua, ushering in a new era of growth and innovation.
 - **Present:** Expanded presence across Delhi-NCR, offering a luxurious, high-end salon.

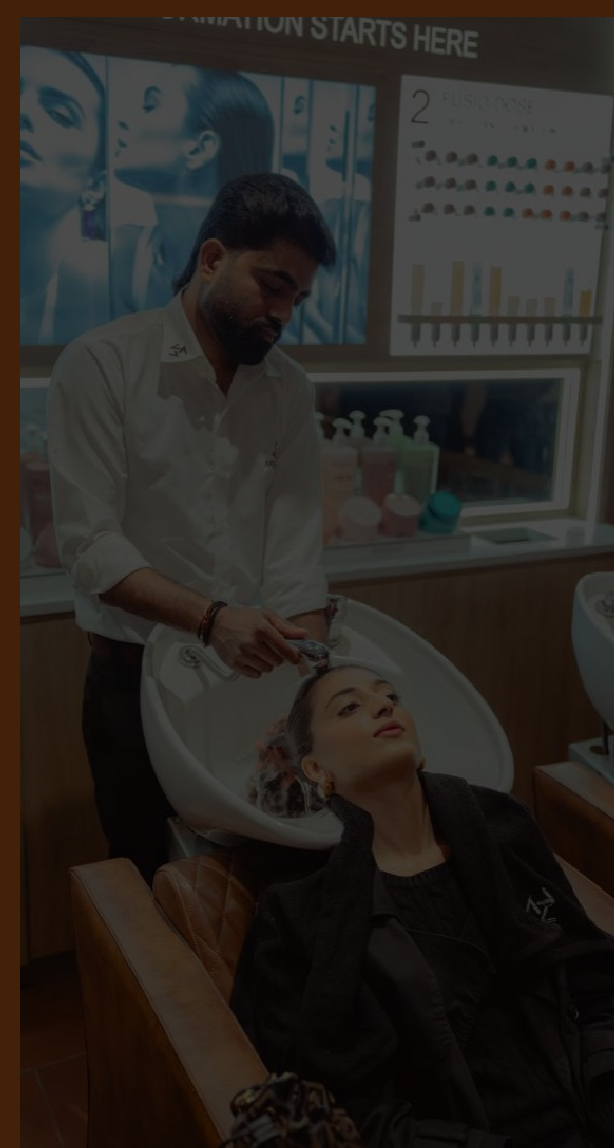




VINIT DUA
CHAIRMAN



SIDDHANTH DUA
CEO





VISION

To make the world a beautiful place,
one makeover at a time.



MISSION

To create a world-class grooming experience
and make it accessible across India.



JOIN A RENOWNED NAME IN THE BEAUTY INDUSTRY

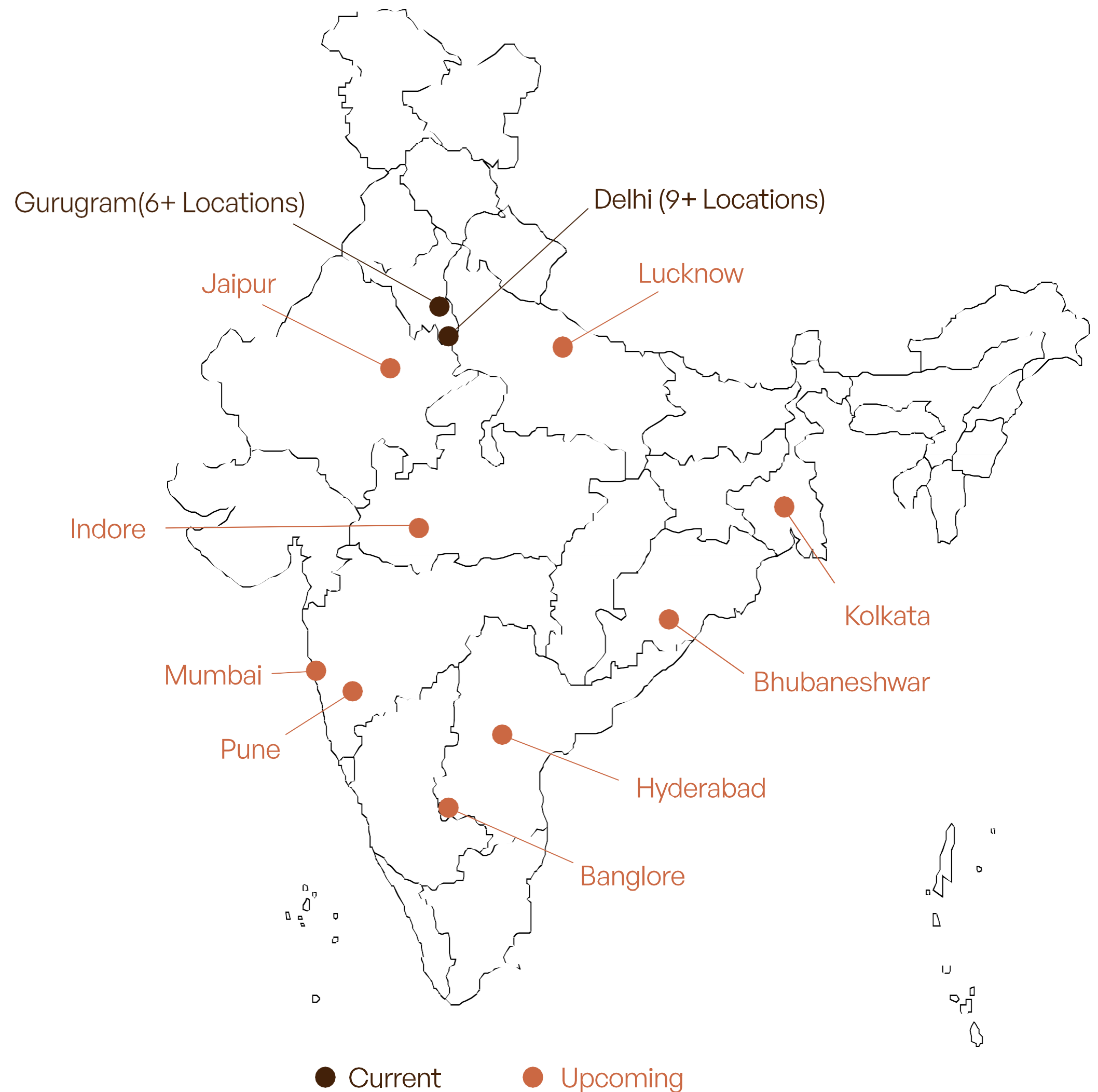
- 33+ Years Of Excellence
- 15+ Outlets In Delhi & Gurugram
- Presence In Posh Locations
- Visionary Leadership
- Innovative Technology
- Comprehensive Service Mix

15+ OUTLETS

In Posh Locations of Delhi & Gurugram

UPCOMING LOCATIONS

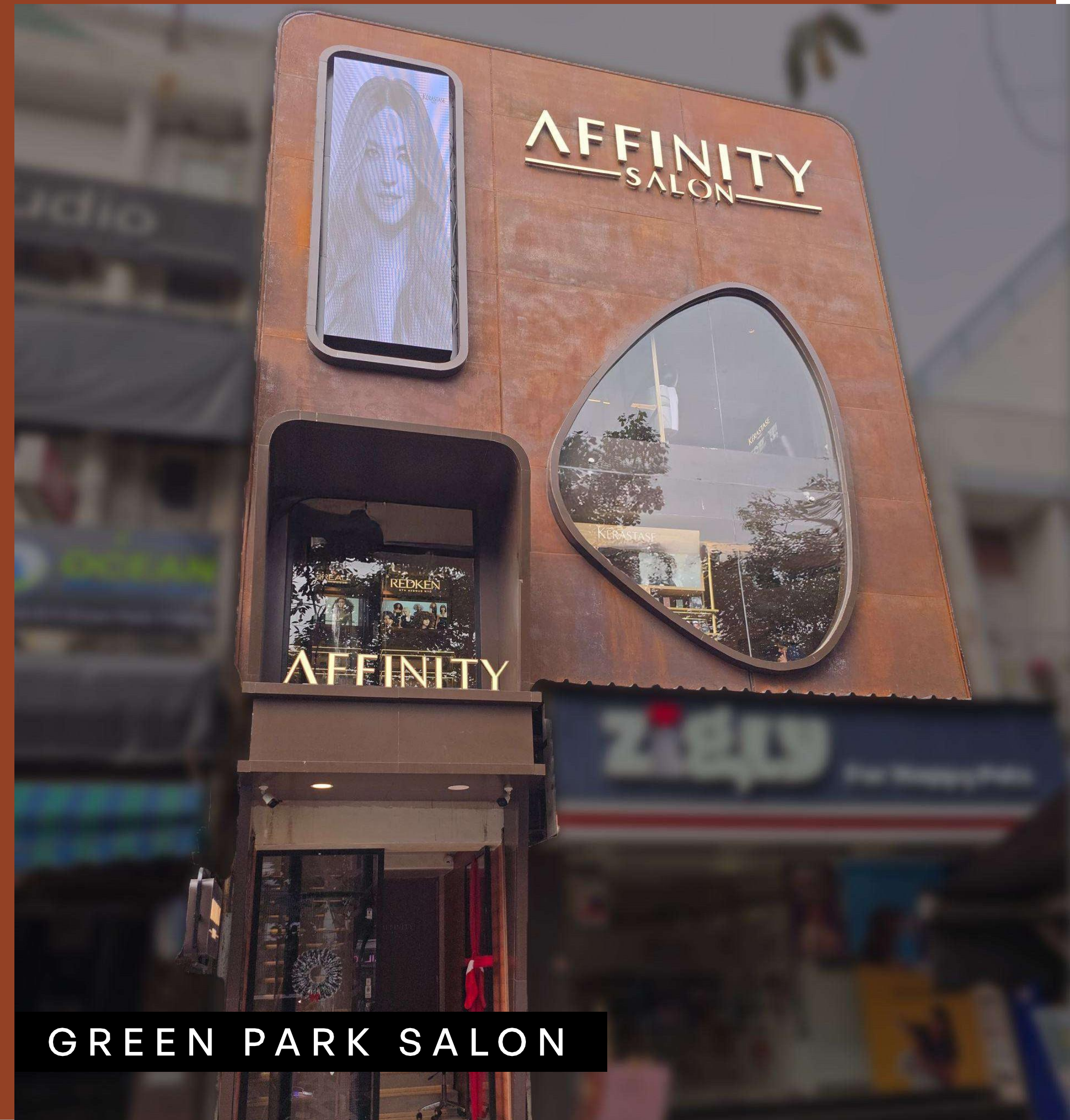
- Mumbai
- Bangalore
- Kolkata
- Hyderabad
- Chennai
- Jaipur
- Pune
- Lucknow
- Indore



PROOF OF CONCEPT

- **Brand Partnerships:** Establish relationships with renowned brands like Kerastase and L'Oréal, ensuring access to premium products and industry-leading innovations.
- **Trained Staff:** Ensure all employees are professionally trained and certified, capable of delivering high-quality services with a focus on luxury and precision.
- **Industry Expertise:** Leverage deep knowledge of the salon industry, including understanding potential pitfalls and challenges, enabling proactive solutions and smooth operations.
- **Design & Branding:** Professional design and branding that aligns with Affinity's luxury image, offering a cohesive and consistent aesthetic across all franchise locations.
- **Affinity Academy:** A dedicated training academy that provides ongoing education and skill development for staff, ensuring they stay updated with the latest trends and techniques in the industry.

PLUG & PLAY MODEL



ERP & POS

- **Integrated Service Usage Tracking:** Tracks customer service history (haircuts, color, pedicures) and provides insights into the most consumed services for each client.
- **Sales Motivation Tool:** Data-driven sales insights to encourage staff performance, with a focus on top-selling services and customer preferences.
- **Efficient Product Ordering:** Tracks service trends, helping to optimize product inventory and order placement for each location.
- **Performance Insights:** Identifies top-performing services and offers reasons behind their success, helping to refine service delivery strategies.
- **Top Performer Recognition:** Highlights sales and service leaders across locations, boosting morale and motivating employees.
- **Pre-Paid Account Management:** Comprehensive management for pre-paid customers, including account details, transaction history, and balance tracking.
- **WonderSoft Integration:** Ensures seamless data migration and compatibility with existing WonderSoft systems, reducing friction for franchise owners.



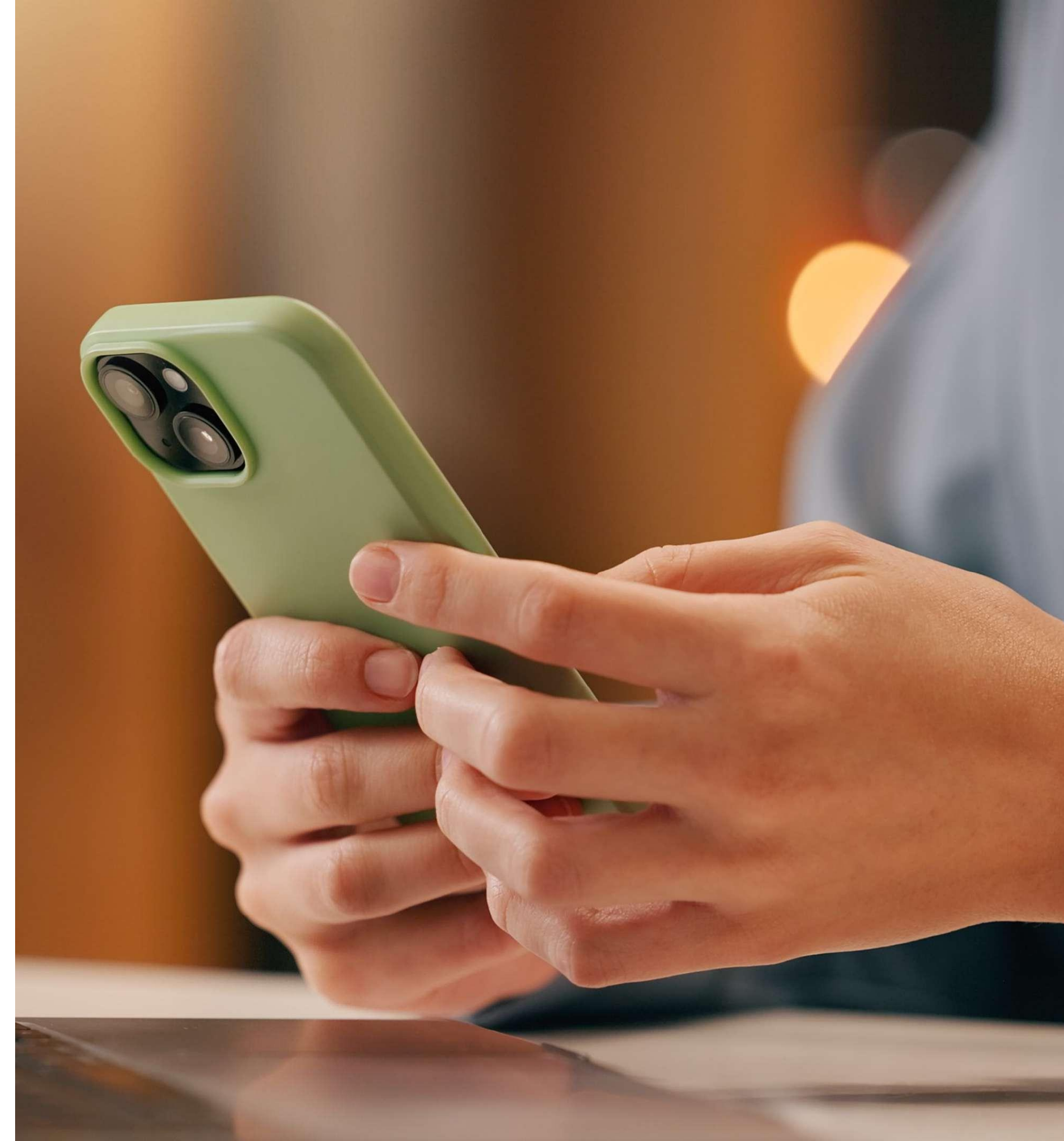
LMS SYSTEM

- **Comprehensive Training Platform:** A full library of service training videos, SOPs, and guidelines accessible to all employees for continuous learning.
- **Interactive Learning Tools:** Features questionnaires, online tests, and live scoring to assess knowledge retention and ensure employees stay up-to-date with Afinity standards.
- **Real-Time Feedback:** Automated grading and live feedback tools for instant performance insights, helping employees improve quickly.
- **Consistent Brand Standards:** Ensures all franchise locations maintain consistent quality and service delivery through regular SOP and guideline updates.
- **User-Friendly Interface:** Simple, intuitive platform for employees to access training and development materials, minimizing onboarding time.
- **Centralized Access for Franchise Owners:** Franchise owners can easily access all brand guidelines, SOPs, tech stack documentation, and updates from one digital repository.
- **Employee Growth and Development:** Provides continuous learning opportunities, contributing to staff retention and improved service quality across locations.



MOBILE APP

- **Easy Appointment Booking:** Customers can book, reschedule, or cancel appointments with ease.
- **Personalized Experience:** Save service history, preferences, and favorite stylists for tailored recommendations.
- **Loyalty & Rewards:** Track and redeem loyalty points directly through the app for exclusive offers.
- **Digital Payments:** Secure and seamless payment options for a hassle-free experience.
- **Real-Time Notifications:** Appointment reminders, exclusive offers, and updates delivered instantly.
- **Service & Product Showcase:** Browse services and purchase salon-recommended products directly from the app.
- **Geolocation & Salon Finder:** Locate the nearest Affinity Salon and check service availability effortlessly.



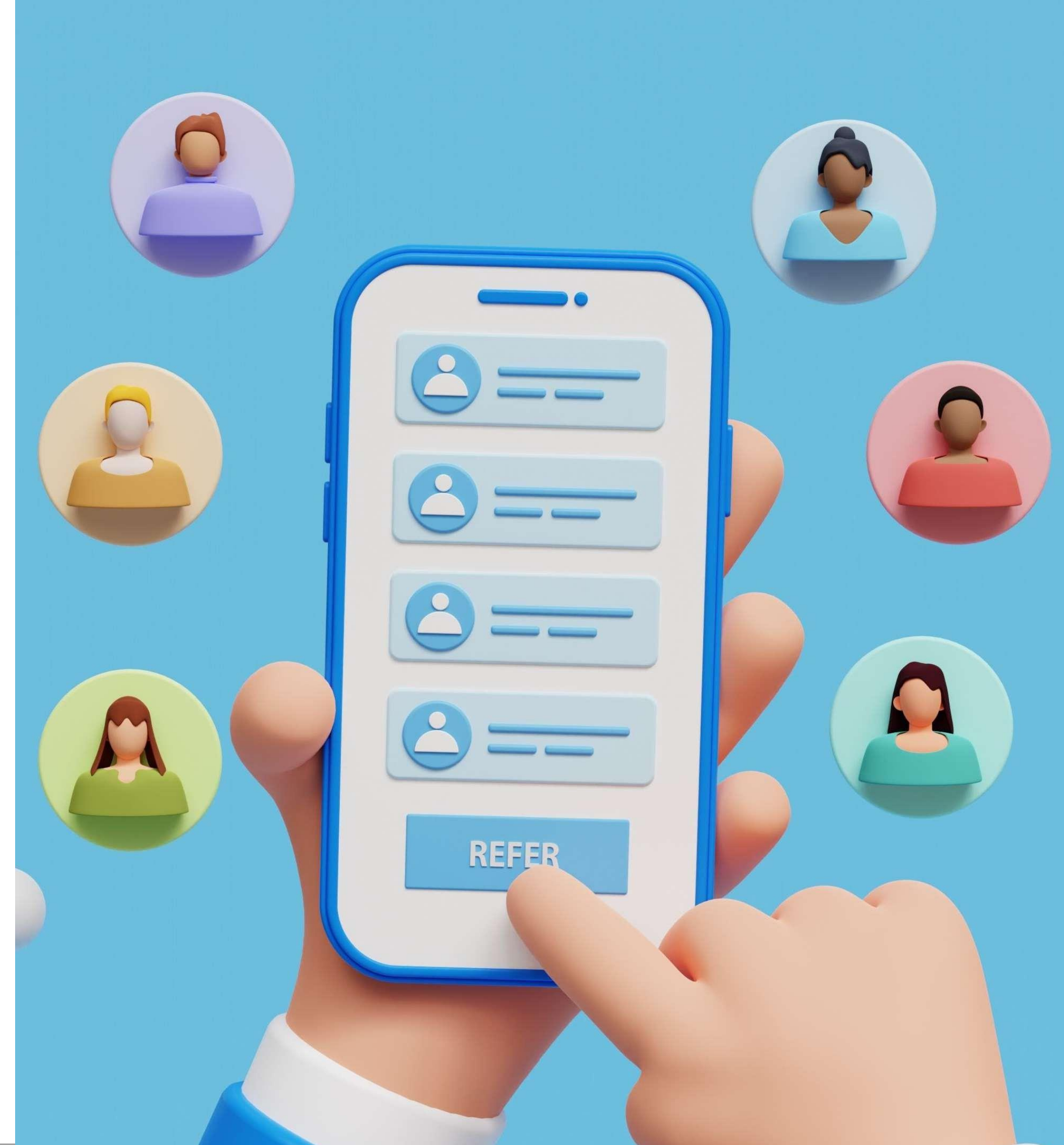
LOYALTY POINTS

- **Earn Points on Every Spend:** Receive 10% of your total service spend as loyalty points on every transaction.
- **1 Point = 1 Rupee:** Each loyalty point equals 1 Rupee, making redemption simple and valuable.
- **Flexible Redemption:** Redeem points across all services payments.
- **Track Points Easily:** Monitor earned and redeemed points seamlessly through the mobile app.
- **Exclusive Perks:** Unlock rewards like discounts, free services, or priority bookings as you accumulate points.
- **Valid Till 1 Year:** All Loyalty Points have 1 year validity. You can redeem anytime you like within this period.
- **Track Points in the App:** Customers can track their earned and redeemed points directly through the mobile app for complete transparency.



REFER A FRIEND

- **Earn Bonus Points:** Both you and your referred friend earn loyalty points, but only after the friend completes their first service and makes the payment.
- **Simple Referral Process:** Share your unique referral code with friends through the app or social media.
- **Eligibility After Payment:** Referral points are credited only when the referred friend avails a service and successfully completes the payment.
- **Unlimited Referrals:** Refer as many friends as you want and earn rewards for each successful referral.
- **Exclusive Rewards for Referrers:** Redeem your earned points for discounts, free services, or salon products.
- **Track Referrals in the App:** Keep an eye on your referral activity and rewards in real-time via the mobile app.
- **Seasonal Boosts:** Participate in special referral campaigns to earn additional bonuses during festive periods.





SWIPE

N A I L O L O G Y

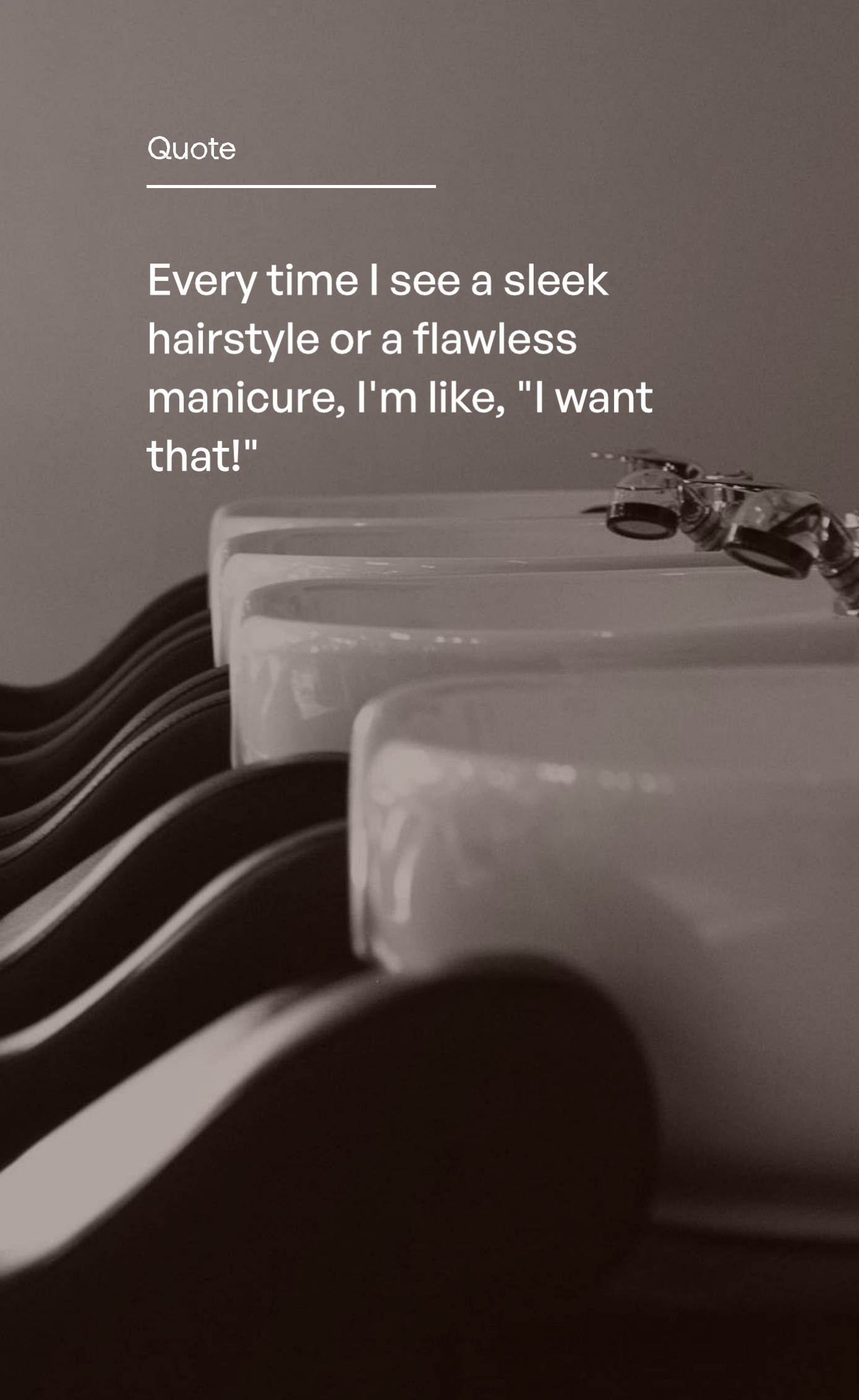
BY AFFINITY

- **About Swipe Nailology:** A premium nail bar specializing in high-quality nail art and custom nail extensions, redefining the art of nail care.
- **Signature Services:** Offering nail extensions, gel nails, acrylic nails, and intricate nail art to suit every style and occasion.
- **Premium Products:** Using only top-tier nail products and tools to ensure durability, precision, and unmatched quality.
- **Expert Nail Artists:** Skilled professionals with expertise in creating bespoke nail designs that reflect individual personality and trends.
- **Innovative Nail Art:** From minimalist elegance to bold statement designs, Swipe Nailology brings the latest global nail trends to life.
- **Luxurious Experience:** A chic and sophisticated ambiance designed to provide a unique and indulgent nail styling experience.



Quote

Every time I see a sleek hairstyle or a flawless manicure, I'm like, "I want that!"



Market Research

\$11.65B

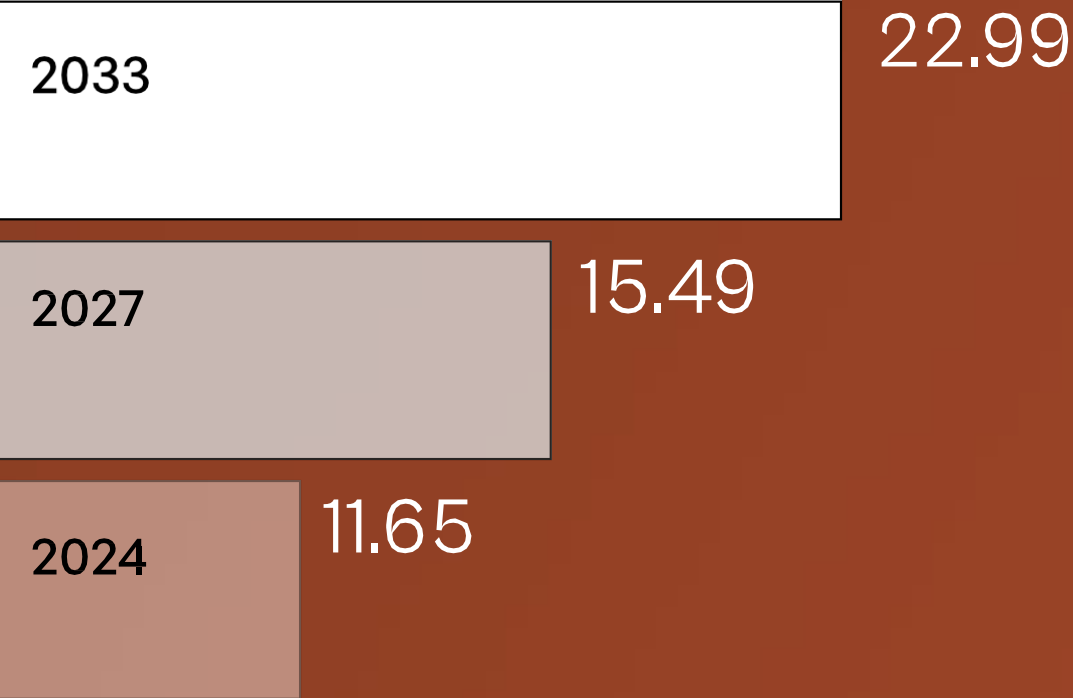
The Indian Salon Services market was valued at USD 11.65 billion in 2024.

\$22.99B

The market volume is predicted to expand significantly, reaching an impressive USD 22.99 billion by 2033.

This projection indicates a promising growth trend, with an expected annual growth rate (CAGR 2024-2033) of 7.85%.

Market Insight (in billion USD)



Insights



13.5%

Projected user penetration in the Indian salon market by 2028.

This indicates a growing market as the demand for grooming and wellness services continues to expand across urban and rural areas. The user penetration is expected to surpass global benchmarks, especially with rising interest in male grooming and luxury services.

7.85%

Growth rate (CAGR) for the Indian salon market (2024-2033).

This highlights strong growth in India's beauty and personal care sector, making it a key hub for salon expansion and franchise opportunities. This growth signifies India's emerging position as a dominant player in the global beauty industry, especially with trends leaning towards organic and wellness-based treatments.

A man with a beard and short hair, wearing a dark suit jacket over a light-colored shirt, is sitting in a tufted leather chair. He is looking directly at the camera with a slight smile. His hands are clasped in his lap, and he is wearing a watch on his left wrist. The background is a dimly lit room with a lamp and framed pictures on the wall.

BECOME THE OWNER
OF YOUR OWN SALON

YOUR OWN SALON



AREA

From 500 Sqft.

ROI

In 18 - 24 Months*

INVESTMENT

Starts From 65 Lacs*

OPERATION

Operate Independently

SUPPORT

Supported By Affinity System

A conceptual image illustrating capital investment. At the top, a hand is shown dropping a stack of coins. Below, several stacks of coins are scattered on a green grassy field. A small, young plant with several leaves is growing out of the center of the field, symbolizing growth and the return on investment.

CAPITAL INVESTMENT



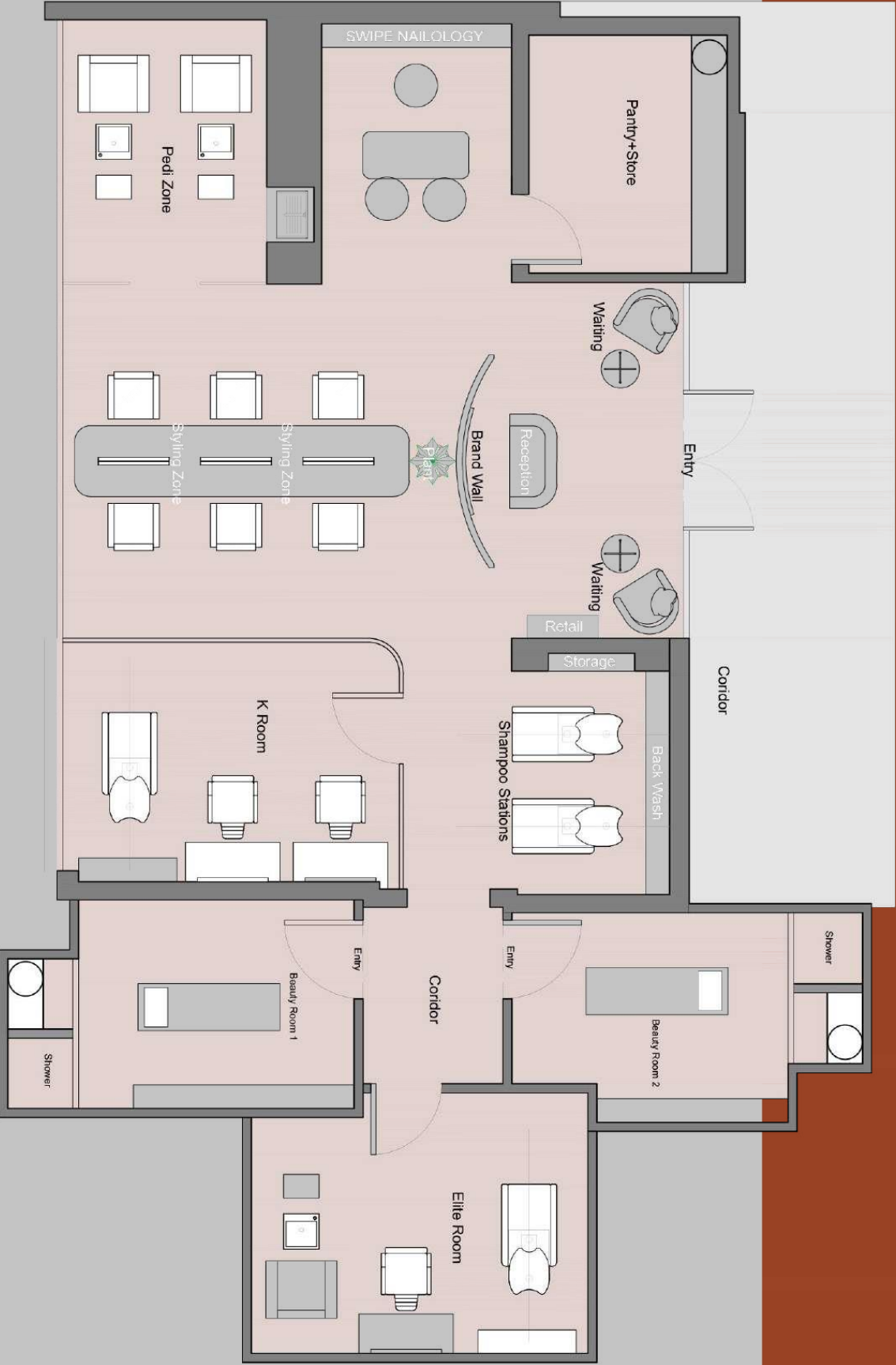
TOTAL CARPET AREA =781.77 Sq ft

[CLICK TO VIEW THE SITE WALKTHROUGH VIDEO](#)

MINI LUXE:

Model	AFFINITY SALON
Area	Less Than 1000 Sqft.
Investment	65 - 75 Lacs*
SWIPE Nailology (Nailbar)	₹5 Lacs Free* (If Space/Design Allows) (Limited Time Offer)
ROI	18 - 24 Months*
Franchise Fee (One Time)	10 Lacs*

*T&C Apply



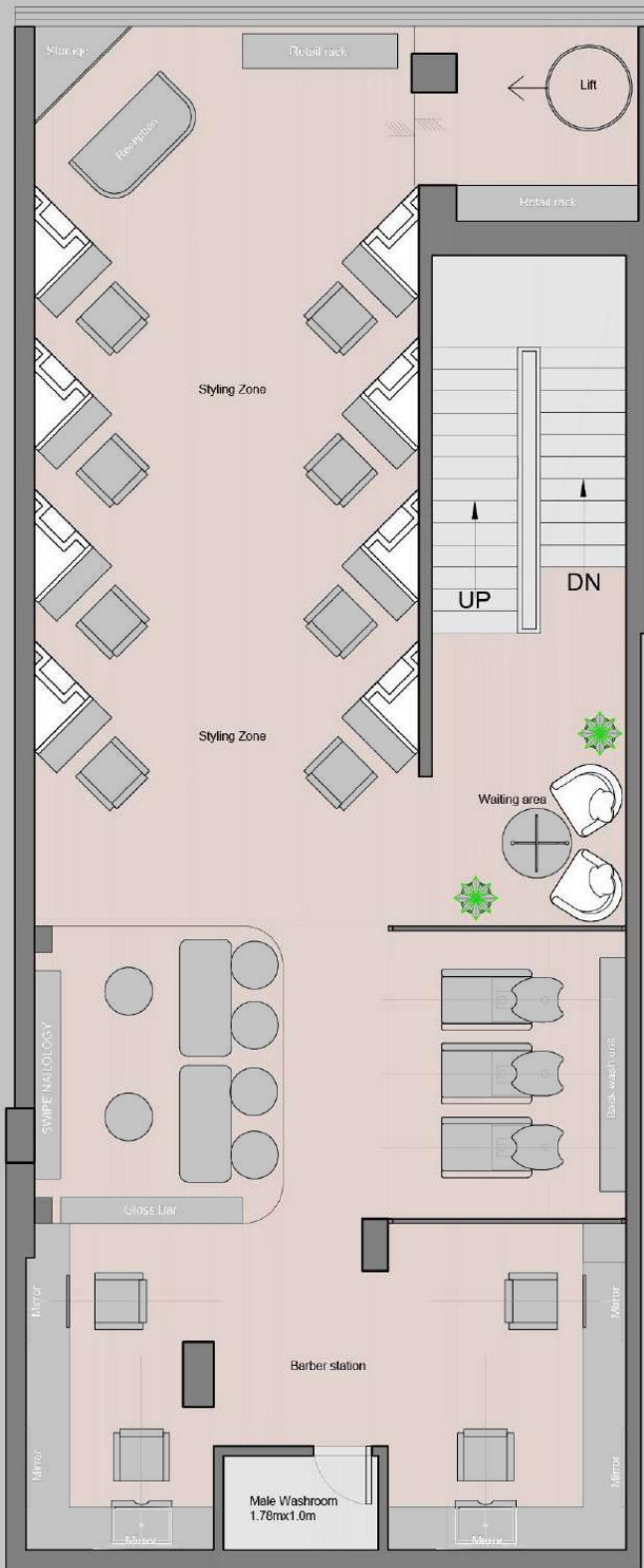
TOTAL CARPET AREA =1242 Sq ft

[CLICK TO VIEW THE SITE WALKTHROUGH VIDEO](#)

URBAN LUXE:

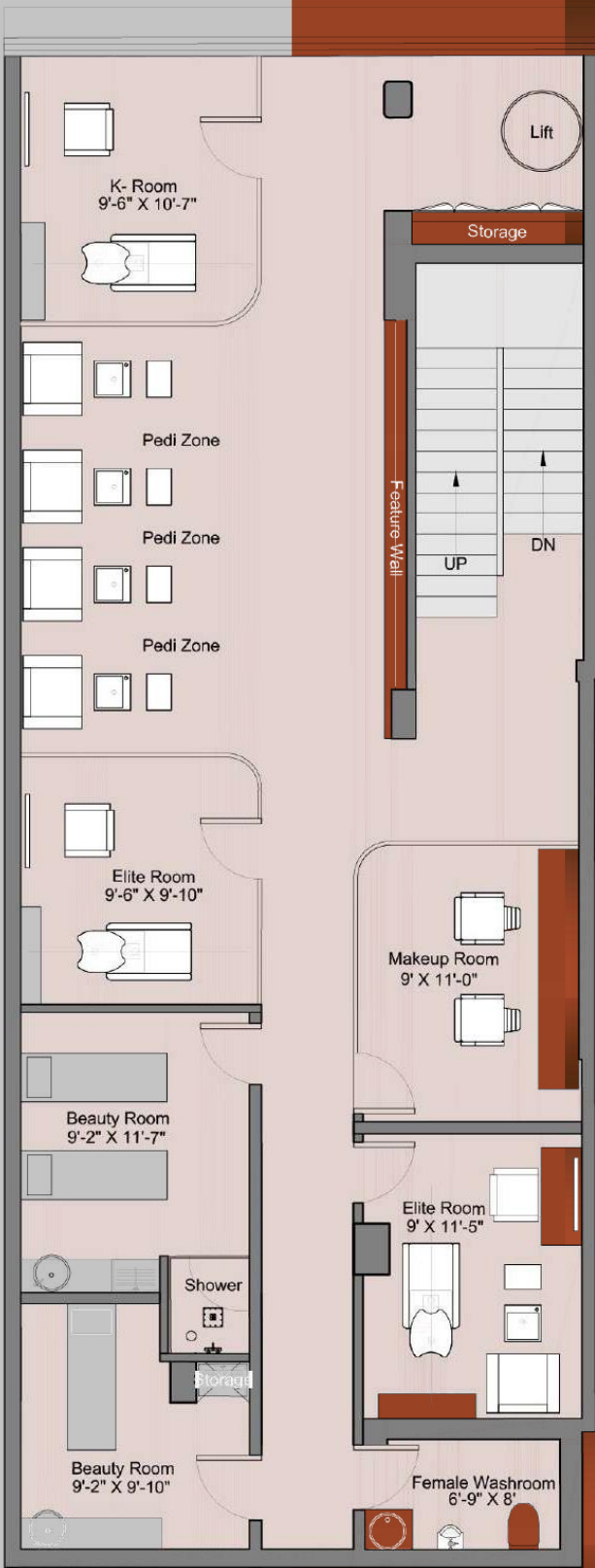
Model	AFFINITY SALON
Area	1000 - 1500 Sqft.
Investment	90 Lacs - 1 Cr.*
SWIPE Nailology (Nailbar)	₹5 Lacs Free* (Limited Time Offer)
ROI	18 - 24 Months*
Franchise Fee (One Time)	15 Lacs*

*T&C Apply



Total Area - 1177 sqft.

[CLICK TO VIEW THE SITE WALKTHROUGH VIDEO](#)



Total Area - 1250 sqft.

[CLICK TO VIEW THE SITE WALKTHROUGH VIDEO](#)

GRAND LUXE:

Model	AFFINITY SALON
Area	Above 1500 Sqft.
Investment	1 - 1.3 Cr.*
SWIPE Nailology (Nailbar)	₹5 Lacs Free* (Limited Time Offer)
ROI	18 - 24 Months*
Franchise Fee (One Time)	20 Lacs*

*T&C Apply

IDEAL LOCATIONS

High Streets

Luxury Malls

Prime Business Districts

Luxury Condominium



AFFINITY TRAINED, AFFINITY SUPPORTED. OWNED BY YOU.

- Ongoing Training Program For Skilled Staff
- Technology Enabled Infrastructure For Service, Billing And Accounting Etc.
- National Level Marketing Support (360 Degrees)
- Large Service Mix And Leading Brand Products
- Supply Of Products/Equipment To Be Used For Service And Sold To Client
- Site Selection, Fit-Out, Branding Etc.
- Membership Packages

WHY PARTNER WITH US?

International Service
Standards & Luxury
Experience

Comprehensive Training
And Certification
Programs.

Footfall Tracking And
Forecasting Technology For
Optimized Profitability.

Interactive Displays Showcasing
The Benefits Of ERP, QR Codes,
Mobile Apps, And More.

360-Degree Support
Including Radio, Social Media,
And Celebrity Partnerships.

Robust CSR Initiatives
For Personal And
Social Growth.



SERVICES OFFERED TO WOMEN

HAIR

- Haircut
- Creative Haircut
- Child Haircut
- Shampoo
- Conditioner
- Color
- Highlights
- Keratin Treatment
- Styling
- Oil Therapy
- Hair Cleansing
- Hair Texture
- Hair Treatments
- Tones
- Hair Shapes

MAKEUP

- Eyelashes
- Eye Base
- Party Makeup
- Pre-Bridal Makeup
- Engagement/Reception Makeup
- Bridal Makeup
- Airbrush Bridal Makeup
- Airbrush Regular Makeup

BEAUTY

- Facial
- Pedicure
- Manicure
- Nail Art

- Acrylic Extensions
- Gel Nail Paint
- Gel Extensions
- Chrome Nail Removal
- Nail Cut & File
- Nail Varnish
- Hand Rub
- Foot Rub
- Peel Off Wax:
Underarms, Bikini Wax,
Brazilian Wax
- Waxing (Full Body &
Individual Parts)
- Body Bleach
- Body Scrub
- Body Massage
- Body Polish
- Face Bleach
- De-Tan Treatments
- Hair Removal (Face And Body)
- Skin Treatments





SERVICES OFFERED TO MEN

HAIR

- Shave/Beard Trim
- Haircut
- Creative Haircut
- Child Haircut
- Shampoo
- Conditioner
- Color
- Highlights
- Keratin Treatment
- Styling
- Oil Therapy
- Hair Cleansing
- Hair Texture
- Hair Treatments

- Tones
- Hair Tattoo
- Hair Shapes

BEAUTY TREATMENTS

- Facial
- Pedicure
- Manicure
- Nail Cut & File
- Hand Rub
- Foot Rub
- Hand Care
- Waxing (Full Body & Individual Parts)

- Body Bleach
- Body Scrub
- Body Massage
- Body Polish
- Face Bleach
- De-Tan Treatments
- Hair Removal (Face And Body)
- Skin Treatments

WHAT SHOULD YOU HAVE?

Our ideal partners are passionate, driven, and committed to growing a successful salon business. We seek individuals and businesses with a shared vision for delivering excellence, enhancing customer experiences, and building a strong, reputable brand together.

THE IDEAL FRANCHISE PARTNER



- Strong Business and Perseverance in Operations

- Young entrepreneurs with a passion for Salon & Wellness

- Better returns than just rental value property in or near complexes

- Partners with care industry experience and knowledge

- Independent salons wishing to become part of a reputable brand

- Real estate developers or owners who wish to partner with the brand as a value-added service



Personalized consultations and pre-booked appointments.

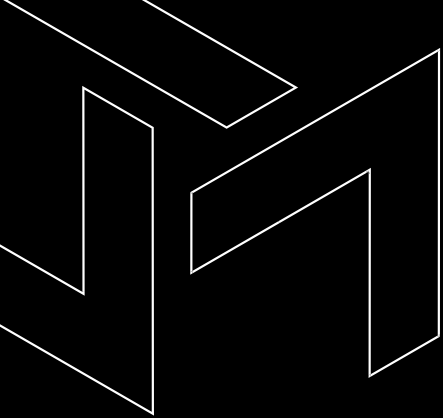


High-quality services with innovative techniques and luxurious products.



A commitment to client satisfaction through exceptional service.

HOW AFFINITY DELIVERS



THANK YOU

AFFINITY
— SALON —

Varun Singh

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✉️ Franchiseass.com