FRANCHISE WITH US FOR A HEALTHY BUSINESS

SLIMMING | BEAUTY | FITNESS
GROW FAST
AND STRONG.
START NOW.
MESSAGE FROM THE FOUNDER

“In the nearly 30 years since VLCC’s inception, the world has seen a dramatic transformation. The notion of beauty and wellness has developed into a deeper, more personal issue. It is a source of empowerment.

To stay on top, a healthy body and mind are paramount. A disciplined regime that helps extend one’s best years is the need of the hour.

Our mission since inception has been to transform lives by making beauty and wellness accessible to women and men everywhere. The VLCC team of employees and franchise partners dedicates themselves to helping people look good and feel good about themselves. It is not just a makeover, but also a transformation. And this is how we have helped shape millions of dreams.

Our relentless effort to innovate has contributed to our leadership status in the beauty and wellness industry across over 12 countries where we currently operate.”

MRS VANDANA LUTHRA,
FOUNDER, VLCC
OUR BUSINESS PORTFOLIO
Complete wellness under one roof

VLCC’s commitment to transforming lives is delivered through three key businesses – Beauty & Wellness Centers, Personal Care Products, including nutraceuticals and Skill Development Institutes for Beauty & Nutrition.

With these verticals, VLCC addresses the complete gamut of wellness and beauty solutions under one brand. They work in synergy so the customer stays within the VLCC universe for a seamless experience. They also maintain the same high standards of quality and trust that VLCC is renowned for. Together they empower the brand with complete capabilities to deliver highly efficacious and effective solutions.

The VLCC Group’s operations currently span 330 locations in over 150 cities across South Asia, Southeast Asia, the GCC Region and East Africa, including India, Sri Lanka, Bangladesh, Nepal, Malaysia, Singapore, Thailand, UAE, Saudi Arabia, Oman, Bahrain, Qatar, Kuwait and Kenya.

VLCC’s business verticals include:
• One of the largest chains of Slimming, Beauty & Fitness centers across Asia, which offer Slimming and Beauty services, including dermatology, laser and salon services.
• One of Asia’s largest networks of skill development academies in Beauty & Nutrition.
• One of the most comprehensive lines of skin-care, hair-care and body-care products as well as nutraceuticals and fortified/functional foods, manufactured in Switzerland and the company’s GMP-certified plants in India and Singapore and retailed through over 125,000 retail outlets and beauty salons globally.
SLIMMING
Customized weight loss & body shaping solutions

VLCC is a leader in the fight against obesity. By following a holistic approach to slimming, VLCC creates a customized program for each customer. This integrated slimming program includes consultation with experts, body, lifestyle and DNA analysis, and nutritional assessment too. Once the entire process is complete, VLCC creates a personalized program that covers diet, physical activity and lifestyle changes.

Slimming specialties include Weight Loss, Body Shaping, Spot Reduction Therapies, Skin Firming, Wellness Treatments and Ayurveda Therapies. VLCC also uses specialized appliances to help with skin firming, toning and shaping for the perfect look.
DERMATOLOGY
Comprehensive range of skin-care services
VLCC excels at diagnosing and treating conditions affecting the skin, hair and nails. We provide the most advanced, minimally invasive and non-invasive treatments, including:

- Laser Hair Removal
- Acne Scar Reduction
- Microdermabrasion
- Skin Hydration
- Skin Rejuvenation
- Mesotherapy (Face & Scalp)
- Platelet Rich Plasma (PRP)
- Botox
- Fillers
- Whitening Peels
- Anti-Pigmentation Peels
WE MAKE HEALTH CREATE WEALTH FOR YOU.
Backed by highly and experienced trained professionals, VLCC Beauty offerings include comprehensive range of skin and hair treatments and regular beauty salon services. Hair health is taken care of through our range of treatments for Hair fall, Dandruff and Dry Scalp. Specialized hair services cover Colouring, Rebonding, Perming, Straightening, Streaking, Hair Extensions and Precision Hair Cuts. Salon services also include Manicures and Pedicures, Nutritive Hair Spas, Rejuvenating Body Polishes, Scrubs, Aroma Therapies, Bridal Packages, Party Makeovers, Exotic Facials and Nail Art.
VLCC has its own range of beauty products that are used in its Beauty & Wellness centres for its treatments and therapies and also sold in retail as well as salons globally.

Formulated in-house and produced in Switzerland and company-owned, GMP-certified facilities in Singapore and India, the portfolio includes skin-care, Body Shaping, sun-care and hair-care lines as well as Nutraceuticals and Fortified/Functional Foods. It is a market leader in the Facial Kits segment.
VLCC INSTITUTE OF BEAUTY & NUTRITION

Inspiring tomorrow’s leaders in the wellness industry

VLCC goes beyond its beauty and wellness services by training professionals for the industry and taking the sector forward.

VLCC Institute of Beauty & Nutrition was established in 2001 to share its dream with today’s students and tomorrow’s entrepreneurs. The initiative is a testament of VLCC’s commitment to the beauty and wellness industry.

The Institute operates 75 campuses across 52 cities, through whose portals over 10,000 students pass out each year.

The VLCC Institute offers specialized professional entry-level as well as skill upgradation courses in beauty, hair, cosmetology, make-up, spa therapies and nutrition.

Market relevant course design and well-trained faculty ensure holistic learning for all students.
BUSINESS NEVER LOOKED THIS GOOD.
A GLOBAL PRESENCE
Making a difference across the world

GCC & AFRICA WELLNESS CENTERS
UNITED ARAB EMIRATES 12
QATAR 04
KSA - JEDDAH 02
KINGDOM OF BAHRAIN 02
SULTANATE OF OMAN 02
KUWAIT 01
SUDAN 01
KENYA 01

SOUTHEAST ASIA WELLNESS CENTERS
INDIA 200
MALAYSIA 23
BANGLADESH 02
SRI LANKA 02
NEPAL 01

VOCATIONAL INSTITUTES
INDIA 75
NEPAL 01
OUR COMPETITIVE EDGE
True champions of the category

VLCC is the leading Beauty & Wellness category player in the countries it operates in. With growing interest among individuals for personal health and grooming, the company aims to grow market share through its comprehensive suite of services, world-class facilities and expert professionals.

SUPPORTING PARTNERSHIPS
An opportunity to grow together

VLCC offers franchisees opportunities with immense scope:

+ License to use the VLCC™ trademark in franchised territory
+ Assistance in site selection
+ Guidance in interior designing and fit-outs
+ Operational support
+ In-depth training
+ Legal and compliance guidance
+ Marketing support and guidance
+ Purchase guidance
+ Technical support through R&D
**FRANCHISE MODEL**

*A formula for great success*

VLCC Franchisee-Owned, Franchisee-Operated model offers franchisees the freedom to exercise full control over their center’s management and operations while adhering to the guidelines and procedures set down by the brand. This independent structure enables franchisees to have better control over their market territory and profits.

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### Wellness Center vs. VLCC Institute

<table>
<thead>
<tr>
<th></th>
<th>Slimming &amp; Beauty Salon &amp; Dermatology</th>
<th>Slimming &amp; Beauty Salon</th>
<th>Slimming &amp; Dermatology</th>
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<tbody>
<tr>
<td><strong>Area Sq.ft</strong></td>
<td>4500 +</td>
<td>3000+</td>
<td>3000+</td>
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<tr>
<td><strong>ROI</strong></td>
<td>30% - 45%</td>
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<tr>
<td><strong>EBIDTA</strong></td>
<td>21% - 32%</td>
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|                      | 2300 +                                |
| **Area Sq.ft**       |                                       |
| **ROI**              | 35% - 55%                             |
| **EBIDTA**           | 25% - 35%                             |

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### VARIABLE EXPENSES

*Making every penny count for you*

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<thead>
<tr>
<th></th>
<th>100% GROSS SALES</th>
<th>8% CONSUMABLES</th>
<th>92% GROSS MARGINS</th>
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</thead>
<tbody>
<tr>
<td><strong>65% OPERATING EXPENSES</strong></td>
<td>27% EBITDA</td>
<td>32% ROI (Approx.)</td>
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<td><strong>STAFF SALARIES</strong></td>
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<td><strong>ADVERTISING</strong></td>
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<td><strong>ADMIN EXPENSES</strong></td>
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<td><strong>RENT</strong></td>
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*Disclaimer: These numbers are indicative and may vary from one country to another.*
ACHIEVE PEAK PERFORMANCE WITH US.
A WORLD OF ENDLESS GROWTH AWAITS.

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