

ORO
AESTHETICS

AESTHETICS
BEAUTY AND WELLNESS CENTER



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ORO Aesthetics in India

- The ever increasing percentage of clients undergoing treatments are projected to boost the market share of the cosmetic industry. According to a recent analysis published by Fortune Business Insights™, the cosmetic industry is expected to reach USD 66.96 billion by 2026, with a Compound Annual Growth Rate (CAGR) of 3.6 percent during the forecast period.
- The American Society for Aesthetic Plastic Surgery (ASAPS) reported the increase in breast augmentation by 4 from 2017 with a significant increase in facial procedures.
- Other aspects such as rapid growth in the urbanisation and rising disposable income, along with the increase in the number of people who are keen on enhancing their physical attributes, are projected to drive the market further.



ORO Aesthetics

- To further the brand's purpose, **ORO** is pleased to introduce **ORO Aesthetics**, that serves exceptional services to beautify and harmonize both hair and skin concerns, backed by a team of compassionate and devoted medical professionals with an experience over 8 years.
- **ORO Aesthetics** provides modern infrastructure and amenities that meet international standards, allowing us to become one of India's most prominent and trustworthy clinic.
- Experts at **ORO AESTHETICS** incorporates advanced state of the art technology and sophisticated medical equipments to treat the clients more effectively.
- **ORO Aesthetics** offers advanced, exquisite and innovative skin and hair care in a safe, relaxing and refreshing environment designed just for our clients for an extraordinary experience.



ORO Aesthetics Philosophy

Vision

ORO Aesthetics aspires to be a premium service provider for skin and hair treatments for the most beautiful people both inside and outside

Mission

To become the most trustworthy brand for all skin and hair treatments throughout the nation and the Indians around the globe

Aim

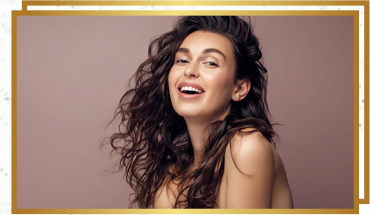
To raise the awareness of cosmetic service in India to foster an environment of trust, equality and integrity.

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WHY Franchise With ORO?

APART from being the **MOST EXPERIENCED**, the reasons are many but some of them are:

- **8 GLORIOUS YEARS** of success in Indian Market
- **50+ Doctors** and **Cosmetologists** in the payrolls of the parent company
- **10000+ Clients** serviced
- **FOUNDED** by **Mr Ajay Ameer** and **Dr Preeti Raj** the well known names in the wellness and beauty industry
- **Over a million** non surgical treatments done
- Backed by the Parent Company **WOOTU SKIN & HAIR**
- 5 successful branches across Chennai and an ever growing list



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ORO Aesthetics 360° Franchise Support

PRE-OPENING SUPPORT:

- Location Scouting, Analysis and approval
- Architect, **DESIGNS**, Layout, Etc
- **GOLD** Inspired Designs
- Staff recruitment & Training
- ORO Aesthetics approved Products Supply
- Other Products and Vendor Tie-ups
- **STRATEGIC** and Marketing Planning



Launch Support

- **Inaugration** Planning and execution support
- **Marketing** Planning and Execution support
- Launch plan in SMM and **PR PROMOTIONS**

Post Opening Support

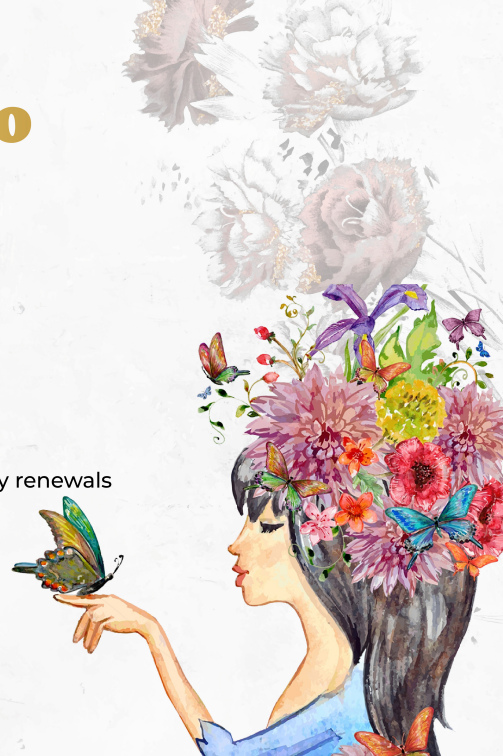
- Audits and Ideas
- Promotional offers
- ORO Aesthetics **SPONSORSHIP** opportunities
- Google and website listing
- Marketing Support

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Lifetime membership to ORO Club

- Access to **ORO Club** for all customers and franchise owners
- **ORO** Beauty Awards tickets every year in international destinations like Dubai & Singapore
- Discounted prices for franchisees and their clients across the **ORO Club** network
- **Celebrity Endorsements** and Ads from the brand based on yearly renewals
- Mentions in **1000+ Social Media Influencers** promotions



Dedicated Social Media Marketing Handles:



LINKEDIN



FACEBOOK

**SOCIAL
MEDIA
MARKETING**



YOUTUBE



INSTAGRAM



TWITTER

9

SOCIAL ENGAGEMENT



INSTAGRAM UPLOAD



FACEBOOK CHECK-INS



TWITTER POSTINGS



LINKEDIN POSTS



FACEBOOK UPLOADS



YOUTUBE VIDEOS



INSTAGRAM CHECK-INS



GOOGLE AD'S

Sponsored Local Listings

- Facebook Local
- **GOOGLE LOCAL**
- GPS based AD's
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**



ORO Aesthetics Franchise Basic Requirements

Location

All licences/franchises must be located in the city's upscale or urban districts, where the population recognises the value of aesthetics and wellness and is willing to invest in such programs.

Strong Financial Backings

All affiliates must have to show a solid financial support to ensure the success of the business in the industry.

Licence Industry Attraction

All licences/affiliates must be motivated to raise wellness awareness amongst citizens along with profound knowledge in the make and take of the industry.

Strong Desire to be more: Rich, Famous & Successful

ORO Aesthetics Franchise Investment

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MODULE	STANDARD
SETUP COST	60 LAKHS
AREA UPTO	1800 - 2400 SQ FT
FRANCHISE FEE	10 LAKHS + GST
ROYALTY	10 %
BREAKEVEN	24 MONTHS





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