

**Taking the franchising route,
Inviting Master Franchisees & Unit Franchisees**

**“CREATE THE BUSINESS
LOVE STORY YOU WANT THE
WORLD TO BUY.” -**

Amit Agrawal

Founder & Chairman -
Times & Trends Academy

**6 PROGRAM
OFFERINGS**



For Franchise Inquiry :

TIMES & TRENDS ACADEMY CORPORATE OFFICE & LEARNING CENTRE :

893/4, Bhandarkar Road, Deccan Gymkhana,
Opp. Oakwood Hotel, Pune - 04. Maharashtra, India.

(M) : 9225555235 / 9225581902

franchise@timesandtrendsacademy.com

www.timesandtrendsacademy.com



**Times & Trends
Academy**

Building Careers & Building The Nation

**How would you like to start, run and grow your own training academy
profitably & successfully and achieve NAME, FAME & MONEY...**

In Technical Collaboration With :



**AN ESTABLISHED
TRAINING
ACADEMY**

*offering exclusive
career development
programs*



**Times & Trends
Academy**

Building Careers & Building The Nation

10000 + Students Trained | 12+ Years

**Abhinav Bindra - Olympic Gold Medalist
The Face Of Times & Trends Academy
and Chief Mentor**

Top 3 Mistakes Franchisees Make That Keep Them Out Of Business & What They Can Do About It?

To Know Visit Today



**Amit
Agrawal**

**Entrepreneur &
Educationalist**

For Franchise Inquiry :

TIMES & TRENDS ACADEMY CORPORATE OFFICE & LEARNING CENTRE :

893/4, Bhandarkar Road, Deccan Gymkhana,
Opp. Oakwood Hotel, Pune - 04. Maharashtra, India.

(M) : 9225555235 / 9225581902



**Times & Trends
Academy**

Building Careers & Building The Nation

Franchisee Insights



1. What should i consider before buying a franchise?
2. If I want to buy a franchise, what should I do to get started?
3. What kind of investment is necessary to buy a franchise?
4. Would I make a successful franchisee?
5. How can I be sure I won't lose money?
6. How much does it cost to open a franchise?
7. How do I make arrangements for buying a franchise?
8. Can I buy any franchise I want?
9. Who will build my franchise? Can I use my existing centre?
10. What are the responsibilities of a franchisee?
11. Will I be trained to run the franchise I buy?
12. Can I own more than one franchise?
13. What is the ROI from a franchisee's perspective?
14. How do I start the franchise after acquiring it?
15. How can franchising be used to develop or re-engineer a business?
16. What are the advantages and disadvantages of franchising?
17. Are franchisees generally allowed a right to sell their business?
18. What support will I get from my franchisor?

Get Noticed Associations

Franchise India Holding Ltd.

Times & Trends Academy is proud to be associated with Franchise India Holding Ltd.

Franchise India Holdings Limited is Asia's largest integrated franchise solution company since 1999, and an absolute authority on franchising and licensing. Franchise India Holdings Ltd. has helped hundreds of investors in selecting the right franchise and, in turn, assisted numerous organisations in international and domestic franchise expansion. Knowledge, Opportunity, Network and Success are Franchise India Holdings Ltd.'s key ingredients.



City Of Oxford College, Oxford, UK

Times & Trends Academy has collaborated with the City of Oxford College to offer an exceptional opportunity wherein students will be able to choose and study a vocational course and get an International Diploma from the reputed 'City of Oxford College,' Oxford, United Kingdom, by studying a course under any of the five domains:

- 1) Fashion Design
- 2) Interior Design
- 3) Event Management
- 4) Animation
- 5) Finance & Accounts



Yashwantrao Chavan Maharashtra Open University

Times & Trends Academy offers a three-year B.Sc. Degree in Fashion and Interior Design affiliated to Yashwantrao Chavan Maharashtra Open University (YCMOU). The Yashwantrao Chavan Maharashtra Open University has been recognised by University Grants Commission.



AUTODESK

Times & Trends Academy is proud to be an authorized training partner for Autodesk. From academia and throughout your professional career, Autodesk provides educational resources—instructor-led, self-paced, or online training—and certification to help you stay competitive. Auto Desk helps students earn an industry-recognized credential that helps prove your skill level and can get you hired.



MSSDS

Times & Trends Academy is proud to announce its association with MSSDS as VTP (Vocational Training Partner) for implementing all skill related programs in various industrial sectors.

All the Skill Development schemes of various departments of Government of Maharashtra will be integrated and implemented through Times and Trends Center of Excellence. With this association Times & Trends Academy reiterates its participation in making India the Skill capital of the world and live its own vision of Building Careers and Building The Nation.



ACCA

ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. Times and Trends Academy has an educational tie-up with ACCA.



CMAI

We are proud to be an esteemed member of the Clothing Manufacturers Association of India (CMAI) which is the pioneer and most representative association of the Indian apparel industry for over four decades.



Godwit Events

We are proud to be associated with Godwit Events – a leading sports Management Company of India named after the migratory bird Godwit which holds the World Record for longest known flight of 11,500 km's by any species without food or water. The company is committed to add value to clients through excellence in the field of Sports Management.



Bandhan Weddings

We are proud to be associated with Bandhan Weddings which is a wedding planning company that was born out of a desire to meet the growing demand of more sophisticated and discerning bespoke wedding planning. They are an approachable, friendly and professional team with infinite energy, and an abundance of innovative ideas.



E Positive Entertainment Private Limited

We are proud to be associated with E Positive Entertainment Pvt. Ltd. which has been instrumental in the process of conceptualization to implementation of corporate events, product launches, store launches, brand promotions and more. Our services include event logistics, venue sourcing, strategic event consultancy and creative event production.



Continuum Solutions

We are proud to be associated with Continuum Solutions, Pune – an Advertising & Event Management Company set out to the high spirit of innovation. By bringing in novelty into all the projects we undertake, they have dedicated themselves to quality and creativity for almost half a decade now.



Stylus Events

We are proud to be associated with Stylus Events which is a company in Pune committed to becoming one of the country's leading event management firms in the field of multi-event extravaganza and is a one-point-stop for Brand Activation through use of effective strategies for sales drive, target awareness and desired response



Pune International Film Festival (PIFF)

We are proud to be associated with the Pune International Film Festival (PIFF) born in 2002 with the aim to attract the best in celluloid to the city, a task that it has achieved over the last 12 years. Today PIFF is an important date on the calendar for film buffs, filmmakers and all from the film fraternity not only across Pune or India, but across the globe.



FDCI

The Fashion Design Council of India (FDCI) is an organisation in India that serves as a non-profit independent association of fashion designers formed to propagate the Business of Fashion in India in December 1998. FDCI is supported by the Indian Textile Ministry.



BNI

We are proud to be associated with BNI® which is the world's largest business networking, referrals and word of mouth marketing organization.



SDC - Society of Dyers and Colourist

The Society of Dyers and Colourist (SDC) is the only body in the world to have the royal charter. SDC's training courses are industry-proven and internationally recognised. They focus on topics of direct relevance to those working with colour. The students are provided with an opportunity to use the technical knowledge available under guidance from SDC and it also supports in training for various industry practical knowledge on colours.



ADI - Associations of Designers of India

ADI is the first Indian body for all Indian origin professional designers and related people, educators and the Industry. The ADI raises the profile of designers and of its practitioners. They are creating a platform and building the knowledge that help employers & clients of design business acknowledge the value that your design adds. And when we do that, we add value to your business and career.



We are a proud member of MCCIA. MCCIA has been playing a significant role in accelerating the industrial and economic development of Pune region for more than seven decades now.



Times & Trends Academy has collaborated with City of Oxford College & Activate Learning to offer students an opportunity that very rare institutes have been able to offer. Now students from Times & Trends Academy will be able to choose and study a vocational & professional course from it. Students will have an option to get an International Diploma from the most reputed 'City of Oxford College,' United Kingdom, by choosing to study course from any of the four domains that we offer here at Times & Trends Academy :

- 1) Fashion Design
- 2) Interior Design
- 3) Event Management
- 4) Media Production

Times & Trends Academy offers this once-in-a-lifetime opportunity for students to shape their career. The best of the Education from the East and the West in the world have been bundled together for the benefits of Times & Trends Academy students.

City of Oxford College is the international brand of Activate Learning, and builds on its own successes of over 60 years of vocational education in Oxford. The Oxford-based group delivers career-focused learning.

City of Oxford trains students in secondary, further and higher education, apprenticeships and workforce skills with the clear purpose to transform lives through learning, and set a clear line of sight to employment. The reputation is founded on the ability to deliver highly employable people, well-prepared for success in the working environment. This is done by applying the unique Activate Learning's Philosophy and Practice of Extensive Engagement of industry partners at all stages in the design and delivery of skills development.

The group's strategy is to extend and enliven learning beyond the classroom walls through Cloud-based virtual learning environments and browser-based apps. This approach enables students to learn anytime, anywhere, using any device. It improves peer to peer collaboration and provides greater scope for real-time feedback and assessment, leading to faster student progress and higher levels of achievement.

More about City Of Oxford College (Activate Learning) :

- Presented with the prestigious 2015 (Association of Colleges) AoC Beacon Award for Staff Development.
- Highly commended at the (Times Education Supplement) TES FE Awards for 'outstanding use of technology for improving teaching and learning
- Shortlisted for TES FE Awards 2016 in: best teaching and learning initiative; and apprenticeships
- The College group is rated "good with outstanding features" by Ofsted, the UK government's organisation for monitoring education quality
- University Technical Colleges (UTC) have university sponsors as well as blue chip organisations such as Microsoft, Cisco, Network Rail and BMW Mini, RM Education and UK Atomic Energy Authority
- UTC Reading is the only school of its type in the UK to have been awarded an "Outstanding" grade by Ofsted
- In 2013, Sally Dicketts, the chief executive of Activate Learning, was awarded a CBE award in the Queen's Birthday Honours for her contribution to the further education sector
- Joanne Harper, Principal of UTC Reading, was recently awarded National Leader for Education and UTC Reading a National Support School.





Yashwantrao Chavan Maharashtra Open University

Times & Trends Academy offers a Three-Year B.Sc. Degree in Fashion and Interior Design affiliated to Yashwantrao Chavan Maharashtra Open University (YCMOU). The Yashwantrao Chavan Maharashtra Open University has been recognised by University Grants Commission. It is a member of associations and bodies like the Association of Indian Universities, Association of Commonwealth Universities, Asian Association of Open Universities, and Commonwealth of Learning, Canada.

About YCMOU

The YCMOU has been established by an Act (XX of 1989) of the Maharashtra State Legislature on 1 July 1989 and has been recognized under section 12(B) of the UGC Act 1956. The UGC has recognized the degrees and diplomas awarded by state open universities like YCMOU to be on par with degrees and diplomas awarded by any other traditional university in the similar subject areas.

The Government of Maharashtra has also mentioned the qualifications earned at the YCMOU to be acceptable under the recruitment and promotion rules. The qualifications awarded by the YCMOU are recognized to be on par with the qualification of the similar level (UG degree, PG degree, diploma, etc.) of similar subject areas after due consideration of the entry qualification, duration of the program and course contents by other traditional universities.

The YCMOU (YCMOU) through its technical, vocational, professional and liberal education programmes, application of modern communication technologies and adoption of the distance education methodology strives towards developing an innovative, flexible and open system of education with the ultimate goal of becoming a 'mass varsity'.

YCMOU's mission has been to respond to the developmental needs of the society by offering need-based vocational courses to larger and larger segment of population, and in particular to the disadvantaged groups such as those living in remote and rural areas including working people, housewives and other adults who wish to upgrade or acquire knowledge through studies in various fields.

Objectives of YCMOU:

- To make higher, vocational and technical education available to large sections of the population.
- To pay special attention to the needs of the disadvantaged groups, in particular, people in rural areas and women.
- To relate all courses to the developmental needs of individuals, institutions and the State.
- To provide an innovative, flexible and open system of education by using distance teaching methodology and by applying modern communication technologies to education.
- To provide continuing adult and extension education. Special attention to be paid to retraining adults in new skills to enable them to adjust to a changing technological environment.
- To provide post-graduate studies and research opportunities in all fields of knowledge, especially in educational technology, distance education and development communication.





ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. Times and Trends Academy has an educational tie-up with ACCA. Together, we aim to offer business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management.

Together, we believe that accountants bring value to economies in all stages of development. We aim to develop capacity in the profession and encourage the adoption of global standards. Our values are aligned to the needs of employers in all sectors and we ensure that, through our qualifications, we prepare accountants for business. We seek to open up the profession to people of all backgrounds and remove artificial barriers, innovating our qualifications and their delivery to meet the diverse needs of trainee professionals and their employers.



Times and Trends Academy is an Authorised Training Partner with AUTODESK. To train students and allow them to perform faster, smarter, and better, Autodesk has formed an educational alliance with Times and Trends Academy. The institute falls under the gambit of the premier Autodesk channel for delivering instructor-led training. The certification provides a cutting edge in the industry for students and professionals. It helps students earn an industry-recognized credential that helps prove skill level and can get them hired. It accelerates professional development and helps them enhance credibility and career success.

Autodesk makes software for people who make things. Be it a high-performance car, or a towering skyscraper, or a smartphone, or a great film, chances are people have experienced what millions of Autodesk customers are doing with the software.



Abhinav Bindra (Indian Shooter)
First Indian to win an individual Gold Medal at the Olympic Games
Brand Ambassador to Times & Trends Academy (TTA)



Times & Trends Academy is proud and honored to be associated with Abhinav Bindra, the first Indian to gift India the Olympic gold medal. He wrote history by winning the 10 m Air Rifle Event at the Beijing Olympic Games in 2008 and has since then been the face of Indian Olympic achievements. He is also the first and only Indian who held the World and Olympic titles at the same time when he won at the Olympic Games and the 2006 ISSF World Shooting Championships.

Born to Punjabi parents in Dehradun, Abhinav chased his passion and dreams at an early age when his parents built an indoor shooting range for him. His journey, depicting the importance of determination, focus, and conviction to achieve heights, has been nothing short of a solid inspiration for the youth of India.

His ascent was steep, powered by his dream to win gold for the country. When he started shooting, he had a myopic vision, with a power of -4, but with his grit, will power, and perseverance he achieved the acme of success.

- He was the youngest participant at the 1998 Commonwealth Games
- He was the youngest Indian participant at the 2000 Olympics Games.
- He broke the world record in shooting at just 20 years of age
- By 25, he was already an Olympic Champion!
- He gave a spectacular performance throughout his shooting career starting with the 2001 Munich World Cup, where he won a bronze medal.
- During the year 2001, he went on to win six gold medals at various international events.
- He is the first Indian shooter to win Gold at the World Championship in Zagreb in 2006.
- In 2006 again, he won Gold at the 2006 Melbourne Commonwealth Games.
- At the 2010 Commonwealth Games he was the flag-bearer of the Indian Contingent.
- He won Silver at the 2010 Commonwealth Games
- He won Gold at the 12th Asian Shooting Championship at Doha,
- He won Gold at the 2014 Commonwealth Games,
- He won Gold at the Asian Air Gun Championship in 2015.

The Indian Olympic Association appointed him the Goodwill Ambassador for Rio 2016 Olympic Games Indian Contingent.

He was conferred with the prestigious Arjuna Award in 2000, Rajiv Gandhi Khel Ratna Award in 2001, Padma Bhushan Award – the third highest civilian honour – in 2009 by the then government for his achievements in the field of sports. He was also awarded the post of Honorary Lieutenant Colonel by the Indian Territorial Army in 2011.

Times & Trends Academy is proud to be associated with a decorated and celebrated personality like Abhinav Bindra, who has made India proud at a global arena. He will be the face of the Academy and also act as a mentor for students at the Times & Trends Academy. He would guide them on the importance of leadership, focus, and determination for not just professional excellence but for leading a successful life through his power-packed guest speeches and workshops at the Times & Trends Academy from time to time.



TESTIMONIALS

Life is the biggest and toughest game you will ever play. To be a winner and live your dream life, you need to choose a rewarding opportunity. Welcome to Times and Trends Academy, where we help you to start, run, and grow your own business and achieve financial freedom.

Mr. Abhinav Bindra

Only Indian individual Olympic Gold Medalist

Times and Trends Academy has one of the best standard prototype systems I have seen, which shall help you to be your own boss.

Mr. Gaurav Marya

Chairman, Franchise India Holdings Ltd

Times and Trends Academy will give you a step-by-step system to explore and expand the full potential of your franchise business, enabling you to achieve greater success in every area of life.

Mr. Terry Watts

International Business Director at Activate Learning, City of Oxford, UK

“I am associated with Times and Trends Academy for quite a long time, and decade-long experience in the education industry tells me that Times and Trends Academy is one of the pioneers in this industry when it comes to vocational and career-oriented courses that shape the early careers for students. The courses, being industry-relevant, are very apt in bridging the gap in the education and the industry.”

Vedant Patwardhan

Ex- Vice President, IIJT

“Times and Trends Academy is one great academy for students seeking to make a career in finance and banking sector. As a practicing Chartered Accountant and Ex Banker (credit analysis), when I see the course curriculum and practices followed in Times and Trends Academy, I can definitely say that these are very apt and will provide any student with the best technical knowledge and prepare them to stand out while seeking employment.”

Manoj Kumar Punalur

Practicing Chartered Accountant,

Ex-Banker (Associate Director, Commercial Banking at Standard Chartered Bank and Chief Manager, Commercial Banking at Kotak Mahindra Bank)



TESTIMONIALS

"I think Franchising is a beautiful concept. Franchising provides an ambitious business aspirant with the benefit of the skills, knowledge and best practices in management, from people who have run a successful business over many years.

At the same time, franchising offers successful business enterprises with a fast-track route to growth that bypasses the obstacles of finance and human resources.

Franchising has now emerged in India as a growth industry with great potential. It is franchising that will provide the last mile connect in the world's largest consumption market.

Whether you have already got a business or you are planning to start one, Times & Trends Academy is a recipe for getting more traction. Think about it – what if you could launch like Apple or the big Hollywood studio?

My question to you is this: are you going to start slow and fade away from there? Or are you ready for a launch that will change the future of your business and your life?

— Aniruddha Deshmukh, IIM Ahmedabad, Angel Investor

“Today, franchising is seen as the ultimate tool for building scale that requires equal commitment, acumen and contribution of a franchisor and a franchisee. Some franchisors have given the franchisees a free hand in choosing what to sell in their design stores. Innovation in terms of formats as well as concepts is being regarded as the key. Large retail store over 5000 sq. ft. small stores and Omni-channel franchise stores are changing the fashion game in India. Retailers are furthering their strengths in brand building, understanding the consumer and developing a wider array of offerings to trigger higher conversion rate while the franchisees look after the day-to-day operations.

This sets for massive employment opportunities in the design industry specifically Fashion and Interiors and Times and Trends Centre of Excellences Offers excellent platform for aspiring designers, teenagers and youth to pursue a career of their choice and claim their position in the market. "

— Chandrakant Sonawane, Lead Designer-Sanjay Leela Bhansali Productions, Bollywood Fashion Designer & Stylist

“There are a lot of advantages that comes along with franchising. I think it is one method for all the budding entrepreneurs to live their dream without going through the difficult path. In franchising model, as the path is already 'tried and tested,' it becomes smooth to follow the path. You also get a lot of support in this model of business. "

— Milind Mehta, Director - The Sound Factor

"In my all interactions with Amit Agrawal, I have found him to be a born-entrepreneur with great acumen for business. His knowledge in education arena is truly impressive. Times and Trends Academy is an institute with amazing guardians and mentors."

— **Narendra Kadu, Registrar of Savitribai Phule Pune University**

"Times and Trends Academy is the brainchild of Amit Agrawal. And I have known Amit for quite a long time. He is dedicated towards Times and Trends Academy, and he has put unmatched efforts to build such an amazing place for budding designer and aspirants. He is doing a great job. I wish him all the luck and congratulate on his success with a great Institute."

— **Shankaran Chettur, Director, Ex. AVP - Aptech Ltd.**

"I have been associated with Times and Trends Academy for a quite some time now. And, Amit sir has been a great mentor. The nurturing that happens at Times and Trends Academy is great. Students get a perfect platform to showcase their talent."

— **Utkarsh Agrawal, Interior Designer & Decorator**

"Times and Trends Academy is a great opportunity for students to shape their career. I have learnt a lot from the mentors of the Institute. The entire faculty of the Institute are very supportive of the students. They push the creativity of the students to an amazing level. The same support has enabled me to achieve success as a Fashion Stylist."

— **Mansi Attarde, Fashion Stylist and Costume Designer For Leading Television Shows And Movies**

"For future designers and event managers, Times and Trends Academy is a phenomenal place to be in. Being in academics, I understand the importance of quality education. This institute has amazing course content and the faculty. The quality of education that the Institute provides is exceptional. I can vouch for Amit Agrawal because he is a great educationalist. The way he has been able to grow over the years and help so many students to build their careers is extraordinary. I think Times and Trends Academy will soon be a benchmark for other design & event management institutes."

— **Subodh Devgaonkar, Principal, MANET, MIT PUNE.**



Master the **Key Strategies** to start and run your own **Training Academy**

The most trusted and comprehensive Franchise Business offer in the World today.



"How would you like to start, run and grow your own training academy and achieve peace of mind, financial freedom & a career for life."

SIX PROGRAM OFFERINGS OF TIMES AND TRENDS ACADEMY :



TIMES AND TRENDS ACADEMY CORPORATE OFFICE & LEARNING CENTRE :

893/4, Bhandarkar Road, Deccan Gymkhana,

Opp. Oakwood Hotel, Pune - 04. Maharashtra, India.

Phone : 020 - 66815300 Mobile : 9225555235 / 9225581902

www.timesandtrendsacademy.com | franchise@timesandtrendsacademy.com



Media Speaks About Us

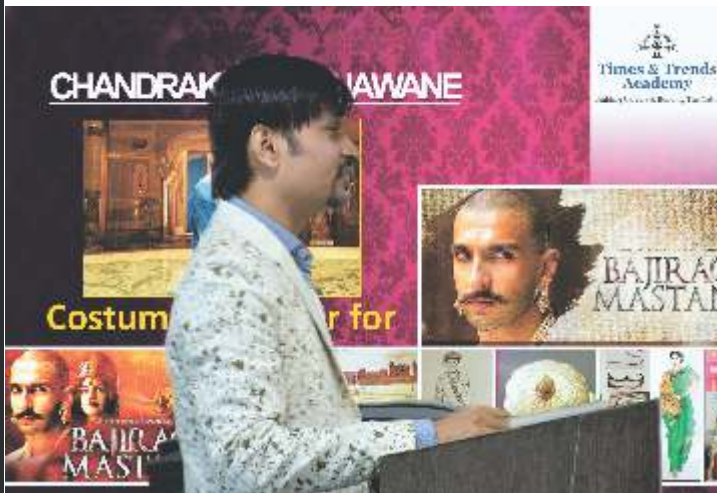


Learn How To Become A Highly-Paid Expert



Learn How To Become A Highly-Paid Expert

Learn How To Become A Highly-Paid Expert



Learn How To Become A Highly-Paid Expert

BUSINESS VISION

TIMES & TRENDS ACADEMY PVT. LTD.
(1st April 2015 – 31st March 2025)



The next 10 years will see **Times & Trends Academy** have a global presence with a network of academies identified by a high level of commitment towards offering quality, job-oriented vocational and professional courses and comprehensive training programs to millions of students every year at affordable fees. The gross revenue of the group, with more than 10,000 Academies across the globe, will be INR 1000 Crores. The Gross Profit will be @ 20% i.e. INR 200 Crores with the Net Profit (after deduction of tax @ 30%) will be INR 140 Crores.

Every academy belonging to Times & Trends Academy, irrespective of its location on the globe, will be a place where each and every student shall acquire quality education supplemented with an excellent support system, assured job offers, state-of-the-art infrastructure, online learning with home study DVD programs, the provision of studying at the comfort of their home at their own timing and pace, a comprehensive and industry endorsed curriculum and last but not the least, the delight of interacting with and learning from honest, loyal, trustworthy, committed, dependable, responsible, positive, polite, friendly, happy, cooperative, respectful and qualified trainers and management personnel... EACH AND EVERY TIME!!

BUSINESS VISION

In the next 10 years, Times & Trends Academy will emerge as the Numero Uno (Number 1) Academy in the world, building career and building nations through its world class curriculum designed to serve all teenagers and the youth. Although there would be students from all walks of life eager to enrol for one of the career defining courses offered by the academies of Times and Trends Academy. It would aim to cater to its target niche comprising of bachelors, students, and job aspirants wanting a career for life in the field that they are passionate for, and that too at affordable fees. We expect to touch the lives of young students as well as highly successful entrepreneurs and help them achieve Peace of Mind, Financial Freedom and a Career for Life.

Every aspect of the operations at Times and Trends Academy shall be standardized and tightly controlled. The program offerings shall consist of the following:

■ Fashion Design ■ Fashion Styling And Image Design ■ Fashion Lifestyle and Boutique Management ■ Interior Design ■ Interior Design Business ■ Interior Decoration
■ Event Management ■ Set Design ■ Anchoring ■ Finance and Accounts ■ ACCA ■ Animation
■ Life Coaching ■ Communications and Graphics Design ■ AutoCad & 3dsMax ■ Image Makeover & Consultancy ■ Business Training and Coaching

... AND a limited number of other programs.

The infrastructure of each academy, including the layout and interiors of the classrooms and the teaching methods used, shall be designed to meet the highest standards of effective learning, efficiency, and student delight. The layout of each Academy will be designed to accommodate the following seven areas –

- Reception & Lobby
- Management area
- Classrooms supported with audio-visual aids
- Library
- Pantry & cafeteria
- Restrooms
- Spacious parking lot

The operations at each academy will be controlled by an ERP system and all processes operated through the “TTA – The Complete Business Solutions” application.

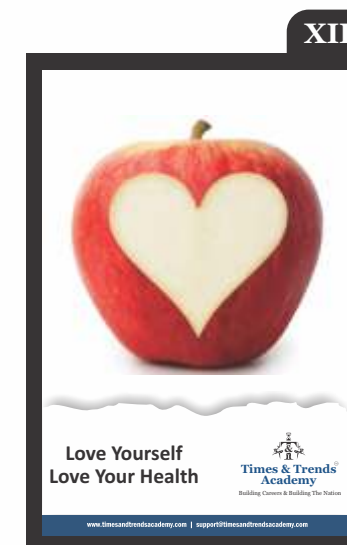
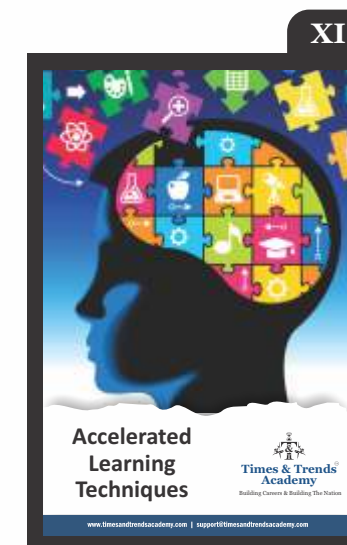
The staff and faculty would be seen in uniforms and would follow the exact modus operandi at every academy across the globe, which shall be defined by quality education, friendliness, honesty, loyalty, dependability, cooperation, responsibility, positivity, respectfulness, student satisfaction and above all, the commitment to give the topmost priority to building the career of each and every student and seeing to it that the students are trained to handle life’s challenges and acquire the right attitude as well, over and above the hard skills that they learn as a part of their core curriculum.


12

COMPREHENSIVE TRAINING PROGRAMS

Studies conducted by major universities and business organisations indicate that less than 10 % of job failures are due to in-ability to master the technical aspects of the job. And this means that more than 90 % of such failures are due to lack of understanding of life of people and one's self and the lack of motivation to acquire and to apply this understanding.

To narrow the gap that exists, TIMES AND TRENDS ACADEMY is offering you 12 Comprehensive Training Programs to all its students so that they can become a Highly Paid Expert and Achieve Peace of Mind, Financial Freedom and a Career for Life.





State of the industry,
how times have changed

16 TIMES LEARNING (E-Learning)

To make any new learning a permanent part of your subconscious mind, it is said that 16 times repetition is required !! Now I have a question for you, can you repeat the course 16 times 16 years of your life, and pay 16 number of times??

NO ... Right ??

Hence, the solution to this is E Learning !! – Thanks to the latest trend & updated technology, we have uploaded all our training programs including the 12 Comprehensive Training Programs online and a unique username and password to access the same will be given to all our students for life so that they can study at the comfort of their home and time.

Does it sound too good to be true ??

I

The Unlimited You.

Reinvent Yourself And
Add **Magic** To Your **Life!!**



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

II

How to be Happy

Learn To **Live** For The **Moment**
And Enjoy **Life** To The **Fullest!!**



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

III

The Interview Mastery

Emergence A **Winner** At Every **Interview**
And Bag Your **Dream Job!!**



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

VII

Public Speaking

Voice Your **Ideas** Before The
World With **Renewed**
Confidence!



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

VIII

Time Management For Busy People.

Master The **Tricks** To Balance Your
Schedule And Meet **Deadlines...**
Everytime!!



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

IX

The Sales Mastery

Become An **Exceptional Sales Professional**
With The **Right Strategies.**



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

IV

The Leadership Mastery

Be An **Effective Leader**
And **Lead** Your Team To **Success!**



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

V

The Business Mastery

Learn How To **Start, Run And**
Grow Your Business **Profitably & Successfully**



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

VI

The Art Of Effective Presentation

Master the art of designing an **Effective Presentation**
that **motivates** your audience and keep them hooked.



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

X

The Marketing Mastery

Use **Effective Marketing Strategies**
To Take Your **Business** To Its **Peak!**



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

XI

The Trainer Mastery

Be An **Effective Trainer** With A
New Perspective.



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

XII

The Art Of Effective Communication

Learn To Talk Your Way
Up The Stairs To **Success!**



■ 3 Days Comprehensive Workshop

**Times & Trends[®]
Academy**
Building Careers & Building The Nation

www.timesandtrendsacademy.com | support@timesandtrendsacademy.com

8-Pointer Dynamic Working Together Philosophy

Times & Trends Academy is a prestigious academy that has helped thousands of students (to be precise 10,000+ students) till date to bring out their creativity and achieve Name, Fame and Money. The academy runs on a 8-pointer philosophy based on the following principles:

- **Response:** The academy listens, responds to the voice of students and goes an extra mile to give a delightful experience to each and every student.
- **Belief:** Times & Trends Academy believes in people, trusts positive intentions, encourages ideas and actively develops a diverse workforce.
- **Recognition:** The academy takes pride in celebrating achievements of all its stakeholders (Associates, Employees and Students) and gives due recognition to achievers.
- **Support:** Times & Trends Academy coaches and supports its students and all other stakeholders to improve their lives and achieve Peace of Mind, Financial Freedom and Career for Life.
- **Accountability:** Times & Trends Academy takes the accountability of each action taken and each word spoken.
- **Execution:** Times & Trends Academy ensures excellence in executing programs enthusiastically and beat its previous year results by continuously improving and innovating.
- **Positivity:** Everything is executed with a positive energy at Times & Trends Academy without paying heed to bureaucracy or negativism that comes with it.
- **Teamwork:** At Times & Trends Academy, each student and teacher work together and practice as a team to bring a productive outcome.



The ‘HOW WE WORK TOGETHER’ Principles

Student Mania

We not only listen and respond to the voice of the Student, we are obsessed to go the extra mile to make our students happy.

Belief in People

We believe in people, trust in positive intentions, encourage ideas from everyone and actively develop a workforce that is diverse in style and background

Recognition

We find reasons to celebrate the achievements of others and have fun doing it.

Coaching and Support

We coach and support each other.

Accountability

We do what we say, we are accountable, we act like owners.

Executional Excellence

We beat year-ago results by continuously improving and innovating. We follow through with daily intensity.

Positive Energy

We execute with positive energy and intensity - we hate bureaucracy and all the nonsense that comes with it.

Teamwork

We practice team together, team apart after productive conflict.

Become A Highly Paid Expert & Achieve Peace of Mind, Financial Freedom and a Career For Life



Fashion Design, Interior Design & Jewelry Design

Fashion Design | Fashion Styling
Fashion Boutique Management | Interior Design
Jewelry Design | Interior Design Business

A

Animation & Graphic Design

Animation | 3DS Max | VFX | Graphic Design
CorelDRAW | Adobe Illustrator | AutoCad
Adobe Photoshop

B

ACCA, Finance & Accounts

Finance & Accounts | ACCA | Capital Market
Advance Excel | Industrial Taxation | Tally

C

Event Management & Anchoring

Event Management | Set Design | Anchoring

D

Life Coaching & Image Makeover

Life Coaching | Image Makeover | Interview Mastery
Finishing School & Leadership Development

E

Business Coaching & Training

Business Coaching | Sales Training
Leadership Training

F

In Technical
Collaboration :



Program Offerings

FASHION DESIGN, INTERIOR DESIGN AND JEWELRY DESIGN DOMAIN

www.timesandtrendsacademy.com
Call : 020 - 66815300



FASHION
DESIGN

www.timesandtrendsacademy.com
Call : 020 - 66815300



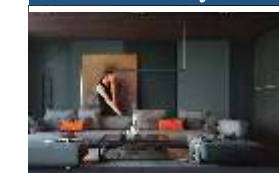
FASHION STYLING
& IMAGE DESIGN

www.timesandtrendsacademy.com
Call : 020 - 66815300



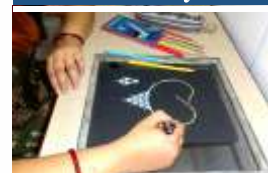
FASHION
BOUTIQUE
MANAGEMENT

www.timesandtrendsacademy.com
Call : 020 - 66815300



INTERIOR
DESIGN

www.timesandtrendsacademy.com
Call : 020 - 66815300



JEWELRY
DESIGN

www.timesandtrendsacademy.com
Call : 020 - 66815300



INTERIOR
DESIGN
BUSINESS

And A Limited Number Of Additional Programs

Program Offerings

ANIMATION & GRAPHICS DESIGN DOMAIN

www.timesandtrendsacademy.com
Call : 020 - 66815300



ANIMATION

www.timesandtrendsacademy.com
Call : 020 - 66815300



3ds Max

www.timesandtrendsacademy.com
Call : 020 - 66815300



VFX

www.timesandtrendsacademy.com
Call : 020 - 66815300



**GRAPHICS
DESIGN**

www.timesandtrendsacademy.com
Call : 020 - 66815300



CorelDRAW

www.timesandtrendsacademy.com
Call : 020 - 66815300



**ADOBE
ILLUSTRATOR**

www.timesandtrendsacademy.com
Call : 020 - 66815300



**ADOBE
PHOTOSHOP**

www.timesandtrendsacademy.com
Call : 020 - 66815300



AutoCad

And A Limited Number Of Additional Programs



ACADEMIC PARTNER

Program Offerings

FINANCE & ACCOUNTS DOMAIN

www.iifaedu.com
Call : 020 - 66815300



**FINANCE &
ACCOUNTS**

www.iifaedu.com
Call : 020 - 66815300



**INDUSTRIAL
TAXATION**

www.iifaedu.com
Call : 020 - 66815300



ACCA

www.iifaedu.com
Call : 020 - 66815300



ADV. EXCEL

www.iifaedu.com
Call : 020 - 66815300



**CAPITAL
MARKET**

www.iifaedu.com
Call : 020 - 66815300



TALLY



INFRASTRUCTURE PARTNER

And A Limited Number Of Additional Programs

Program Offerings

EVENT MANAGEMENT & ANCHORING DOMAIN

www.timesandtrendsacademy.com
Call : 020 - 66815300


Times & Trends Academy



EVENT MANAGEMENT

www.timesandtrendsacademy.com
Call : 020 - 66815300


Times & Trends Academy



SET DESIGN

www.timesandtrendsacademy.com
Call : 020 - 66815300


Times & Trends Academy



ANCHORING

BUSINESS COACHING & TRAINING DOMAIN

www.timesandtrendsacademy.com
Call : 020 - 66815300


Times & Trends Academy



BUSINESS COACHING

www.timesandtrendsacademy.com
Call : 020 - 66815300


Times & Trends Academy



SALES TRAINING

www.timesandtrendsacademy.com
Call : 020 - 66815300


Times & Trends Academy



LEADERSHIP TRAINING

And A Limited Number Of Additional Programs

Program Offerings

LIFE COACHING AND IMAGE MAKEOVER DOMAIN

www.timesandtrendsacademy.com
Call : 020 - 66815300


Times & Trends Academy



LIFE COACHING

www.timesandtrendsacademy.com
Call : 020 - 66815300


Times & Trends Academy



FINISHING SCHOOL & LEADERSHIP DEVELOPMENT


www.timesandtrendsacademy.com
Call : 020 - 66815300



Times & Trends Academy



IMAGE MAKEOVER


www.timesandtrendsacademy.com
Call : 020 - 66815300



Times & Trends Academy



TRAIN THE TRAINER


www.timesandtrendsacademy.com
Call : 020 - 66815300


Times & Trends Academy



INTERVIEW MASTERY

www.timesandtrendsacademy.com
Call : 020 - 66815300


Times & Trends Academy




IMAGE CONSULTANCY

And A Limited Number Of Additional Programs



We Have Been Teaching With Fun For 12 Years And So Far No One Has Got Up And Left.

Having Fun In The Classroom (and Outside Of It!) Has Made Us Stand Out Since Day One. And Nobody Has Shared More Corny Jokes Or Played More Games Or Participated In More Fun/Outdoor Activities And Events Than Our Happy Students

**Today We Would Like To Say Thanks To Our Creative Students
Who Are The Reason We're No.1!**



Be a Key Partner in Our Success

Times and Trends Academy's
Master Franchisee
and
Unit Franchisee
Overview



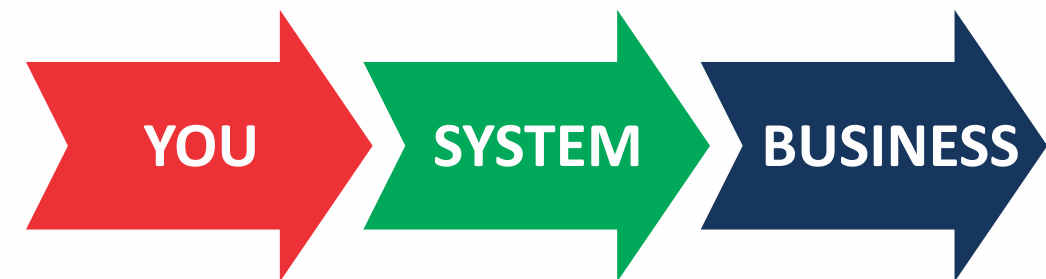
‘Have You Got What it Takes?’

Look at our existing business module; there is a lot for you to gain and achieve by joining our system.

A quick glance of what is involved. Have you got what it takes?

- 1) You hold an aspiration to be an integral part of TTA family as a Technician, Manager and Entrepreneur.
- 2) You are looking at a commitment to be an integral part of our family for life.
- 3) You are highly energetic.
- 4) You are passionate to be an entrepreneur with a proven track record of significant leadership, and you know how to motivate people to get their best productivity.
- 5) You are absolutely open to the option of relocating anywhere in your region, if need may arise.
- 6) You are prepared to pour efforts and long hours to make Times and Trends Academy big.
- 7) You will commit yourself personally to the business rather than being an absentee investor or at the very least, join hands with a partner to operate the business on your behalf successfully and profitably.

- 8) You are able to make a significant financial investment.
- 9) As a Master Franchisee/Unit Franchisee, you equip the academy at your expense with furniture fixture, lighting, signage, seating, landscaping, air-conditioning and décor. While none of this material and equipment is bought from Times and Trends Academy, it should meet Times and Trends Academy's specifications.
- 10) You believe in the hands-on approach and take a front seat in driving the business.
- 11) The start of any new business is a risk, and success will depend on a variety of parameters, not the least of which will be your commitment and ability in key areas.
- 12) Times and Trends Academy offers extensive training and ongoing support, and also a brand name that has the strength to attract students from various regions and places. But, at the end of the day, the success will depend upon our collaborative performance. This is precisely why we are looking for a business partner who can follow our system that is proven and that has given us excellent results in the past. A system that is the product of 12 years of our experience in the education domain.
- 13) Our success lies with the fact that we are able to sustain high standards of operational and academic excellence, while focusing on creating new career opportunities on a regular basis. It is quite significant that our Master Franchisees/Unit Franchisees agree to our working philosophy within the Times and Trends Academy's framework.
- 14) If you are not so great at following systems, then we are absolutely fine if you don't opt for being a Master Franchisee/Unit Franchisees of Times and Trends Academy. It is not expected of you to reinvent the wheel. What we expect is You run the System, and let the System run the Business.



- 15) Our Academy generally operates 12 hours, 7 days a week. This implies that you are required to work a number of different day parts, and days in a week to make sure that highest standards are met for all operating hours.

16) Our Academy requires an extreme hands-on approach to meet the standards. Managing the Academy like any other business requires you to be an expert into following seven domains by implementing the Standard Prototype System and Policies as shall be guided to you by us:



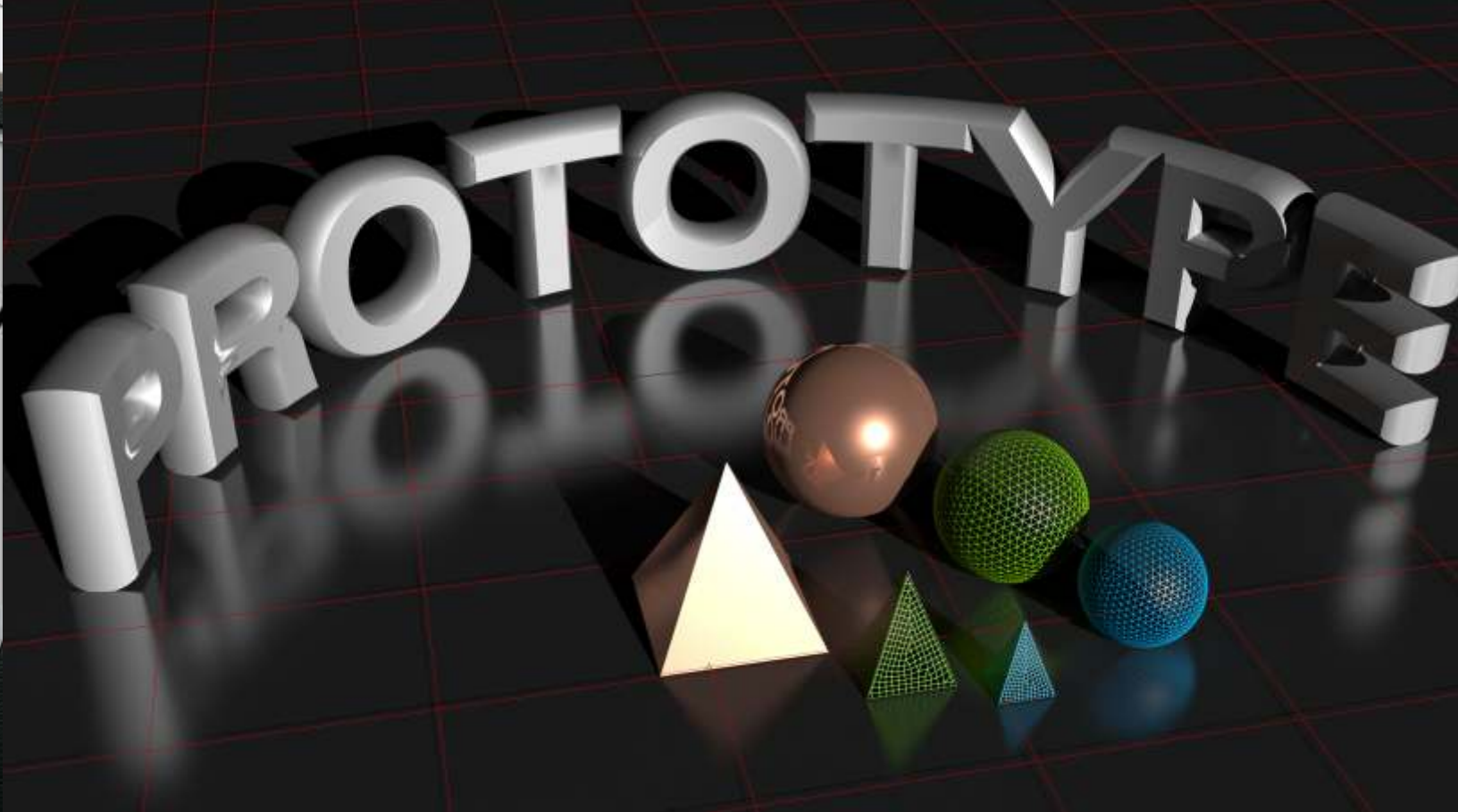
- 17) You are able to commit to our Master Franchisee/Unit Franchisees Incubation Program 'Take Charge of Your Business and Create Your Own Destiny' for a period of 15 days full time.
- 18) Your ability to lead by example will make sure that your team is perfectly trained, and remains highly effective. There is this wonderful opportunity in the training process to experience 15 days of detailed training at our Academy which will give you a clear picture regarding how to start, run and grow your own training academy successfully and profitably.
- 19) The Master Franchisee documentation we sign together allows you to operate a specific Times and Trends Academy according to the Times and Trends Academy's standards for a period of to 15 years, renewable later on as per the mutual understanding.
- 20) The Unit Franchisee documentation we sign together allows you to operate a specific Times and Trends Academy according to the Times and Trends Academy's standards for a period of to 5 years, renewable later on as per the mutual understanding.



The Learning Curve

To maintain high standards in quality, and also practice uniformity, Master Franchisees and Unit Franchisee must use Times and Trends Academy's

- Approaches of Marketing, Sales, Leadership, Finance, Operations, Academics and Placements
- Standard Operating Procedures ■ Protocols ■ Trademarks ■ Concepts ■ Course Content ■ Brochures, Marketing Material, Other Collaterals ■ Any type of content: Graphical and Textual ■ Methods of Book Keeping, Accounting and Maintaining Records ■ Style of Infrastructure ■ Information Management System
- Teaching Methodology ■ HR System ■ Admin Process ■ E.R.P



In order to become a successful Master Franchisee/Unit Franchisee, you need to implement and execute everything that we have been able to learn and devise a system over the past 12 years. This is the exact reason why we have designed the Master Franchisee/Unit Franchisee Incubation Program 'Take Charge of Your Business and Create Your Own Destiny' for a period of full 15 days for you. The Program runs from anything to everything that is required to run the Academy.

You will learn about all our Standard Prototype Systems that defines our way of operations, and we will impart training that will cover each aspect and role at Times and Trends Academy. We have defined every role explicitly. And the end of our Master Franchisee/Unit Franchisee Incubation Program 'Take Charge of Your Business and Create Your Destiny,' you would have acquired skills that are pre-requisites to running an Academy successfully. Just use these skills, and we will see you on the growth curve.

The Master Franchisee/Unit Franchisee Incubation Program is fulltime. The applicant will not be paid during the training. Times and Trends Academy has developed this training program keeping a variety of factors, scenarios and dynamics in mind. And this is why we value our training and evaluation program at a very high level. The training program also helps us to evaluate your potential as a Master Franchisee or a Unit Franchisee.

The Master Franchisee/Unit Franchisee Incubation Program, a special training program designed for franchisees to imbibe necessary skills. The training program allows you to understand, experience and envision the process of operating the academy. This will act as a support tool and a guide in running the academy successfully. The program will introduce you to new ways of entrepreneurship, and also help you to boost creativity. The Master Franchisee/Unit Franchisee Incubation Program is for individuals who have an unfulfilled desire of value-added entrepreneurship. It is for people who desire to be financially independent, and build a legacy that continues to add value in the lives of millions of people.

Most of the training part will be imparted at Times and Trends Academy's Corporate Office. The training will include many classroom sessions, presentations, doubt clearing sessions, team interactions, management meetings, seminars, corporate training, hands-on experience, etc.

After the training and evaluation program, Times and Trends Academy holds the right to grant you the status of the Master Franchisee/Unit Franchisee. It can also terminate the application if it does not find you suitable for the same. The status of Master Franchisee/Unit Franchisee may not be communicated immediately. The offer of the status might also depend on the location and other parameters.



Our ultimate objective is to be able to contribute to students' life by enabling them to build their careers and businesses, and eventually help in building the nation. At Times and Trends Academy, we strongly believe that we should contribute to stakeholders' (Associates, Employees and Students) lives in a positive way. And we are glad that we are able to add value to their lives across PAN India.

For Times and Trends Academy, this is not just about business. We are responsible for contributing to our students' life by helping them to become a 'highly paid expert and achieve peace of mind, financial freedom and a career for life.'

Times and Trends Academy is more concerned about making a significant change in students' lives by offering quality education and developing a learning system that not only helps them build a career, but also helps them be a responsible citizen. We believe this is how we can contribute and give back to the society. The idea is to add value, and build a positive ecosystem. TTA aims to build relationships with all the stakeholders that are more than transactional, and are based on mutual understanding and trust.



Adding Value. Creating a Difference to Lives.

After successful completion of The Master Franchisee/Unit Franchisee Incubation Program, there is a certainty that you will become a Franchisee. We extend our total support even after the training concludes. As a Master Franchisee/Unit Franchisee, you are expected to learn continuously. We have a dedicated support team to help you for every scenario possible, top management from corporate office will offer you any and every support required.

We also conduct various interactions and regular partner meetings that help us to brainstorm and keep up with current trends, industry scenario and practices, quality measures, challenges, plan of actions, short and long term objectives.

The Screening and Selection Process



You are a right individual to be a Master Franchisee/Unit Franchisee if you have a proven track record, and are able to demonstrate your capability in the below mentioned areas:

- 1) Drafting and Executing Business Plans with short and long term objectives.
- 2) To be able to deliver results in terms of financial aspects in a high commercially competitive environment.
- 3) To be able to manage teams in changing environment.
- 4) To be able to manage teams in high pressure environment.
- 5) Working in a high-volume, high-turnover student environment.
- 6) Working in an environment that has highly Standardized Prototype Systems.
- 7) Operating the capital intensive business.
- 8) Taking the ownership of the work and being accountable for the success of the business.
- 9) Ready to expand your business, and establish and manage Unit Franchisees created below you.

The Screening Process has 7 stages:

Stage 1:

- a) **Master Franchisee/Unit Franchisee Application Form:** You will have to fill a Master Franchisee/Unit Franchisee Application Form. You can send this Application Form along by Post. The Application has to be sent along with a cheque in the name of 'Times and Trends Academy Pvt. Ltd.'

Master Franchisee - INR 1 Lakh.

Unit Franchisee - INR 10,000

(Note that this amount is non-refundable.)

Once we receive the Franchisee Application Form, we will initiate the process.

- b) **Phone Interview:** After we receive the Franchisee Application Form, we will conduct a Phone Interview with you based on the application to know more about you. This is an opportunity for both the parties to have clarity on many aspects by raising concerns.
- c) **Due Diligence Checks:** Times and Trends Academy's team will run a Due Diligence check on the applicant to verify information provided by the applicant. The check will be based on the basic parameters set by Times and Trends Academy. Failing to meet the parameters can result in cancellation of the application.

Stage 2:

- a) **Personality & Capability Test:** Times and Trends Academy has designed a test that would have personality related questions. The test is designed in such a way that it would tell if your personality matches the personality that we are looking for. You will also get a copy of the results.
- b) **Times and Trends Academy Corporate Office Visit:** Post the Personality & Capability Test, You will be invited to Times and Trends Academy's Corporate Office & Learning Centre in Pune. We will have a face-to-face interaction. The duration of this interview cum interaction would be anywhere around 90-120 minutes. This is also an opportunity for us to have a better screening. Test results of the previous round will be discussed briefly. Few questions will also be pitched to validate the competency that we require.

Stage 3:

- a) **Hands-On Experience & On The Job Evaluation:** At this level, you will be required to spend some time at Times and Trends Academy (TTA) Office. You will be in the shoes of TTA members. You will be required to spend around three days at the office understanding different roles, and also playing those roles actively. This will help you understand the dynamics better and also offer a different perspective to the business model. Based on your performance, our Interview Panel would evaluate you. You would also be interacting with people from various departments.
- b) **Interacting with Existing Stakeholders (Associates, Employees and Students):** We understand the anxiety you would have in being a Franchisee. Therefore, we provide an excellent opportunity for you to get in touch with the existing stakeholders, and clear your doubts if any.

Stage 4:

In-Depth Panel Interview: Times and Trends Academy would conduct an in-depth interview. This will be conducted by the top management representatives. The interview may last anywhere from 90-120 minutes.

Stage 5:

Signing LOI: Signing LOI (Letter of Intent) and making a Demand Draft of 50% of the Sign-Up Fee favouring 'Times and Trends Academy Pvt. Ltd.

Stage 6:

Master Franchisee/Unit Franchisee Incubation Program - A formal 15-day full time training program, and then continuous reviews for the agreement tenure.

The Master Franchisee/Unit Franchisee Incubation Program, a special training program designed for franchisees to imbibe necessary skills. The training program allows you to understand, experience and envision the process of operating the academy. This will act as a support tool and a guide in running the academy successfully. The program will introduce you to new ways of entrepreneurship, and also help you to boost creativity. The Master Franchisee/Unit Franchisee Incubation Program is for individuals who have an unfulfilled desire of value-added entrepreneurship. It is for people who desire to be financially independent, and have a legacy that continues to add value in the lives of millions of people.

Most of the training part will be imparted at Times and Trends Academy's Corporate Office. The training will include many classroom sessions, presentations, doubt clearing sessions, team interactions, management meetings, seminars, corporate training, hands-on experience, etc.

Stage 7:

Completion of balance payment formalities and signing the Franchisee Agreement -

To find out if you qualify for the Stage 1 of the Screening Process, kindly visit our website to fill an application form and apply: <http://timesandtrendsacademy.com/>

We will get back to you if you qualify for the screening process.

During the screening process or during the 'Master Franchisee/Unit Franchisee Incubation Program,' Times and Trends Academy holds the right to terminate your application without having to offer any reasons.

You also have the right to terminate your participation at any time during the process.

Can You Name The Academy With

Low Fees

For Every

Student

Of Every

Batch

Every Where It

Operates?



**Times & Trends
Academy**

Building Careers & Building The Nation

Phone : 020-66815300 (M) : 9225555235

www.timesandtrendsacademy.com | career@timesandtrendsacademy.com

Money Concerns:

Investment and Rewards – Master Franchisee

The following investments that are mentioned are indicative and close estimates, however, they are subject to change without any notice. Actual costs will be determined when the academy will be offered to the applicant.

The size of the academy, facility, location and other factors like style of décor and landscaping will affect costs.

Financial Criteria:

A Master Franchisee must maintain a maximum of 75% debt to notional academy value ratio for the entire term of their Franchise Agreement. Therefore, Times and Trends Academy does not allow total borrowings to exceed 75% of the total value of the restaurant.

Term of Franchise	15 years (except where restricted by the term or a head lease or other factors)
On-going Fees	A monthly service/royalty fee depending on a %age of the Times and Trends Academy's gross sales (currently 20%) A monthly advertising contribution of not less than 2% of gross sales.
Initial Costs: Initial costs are listed in more detail in the Times and Trends Academy's Disclosure Document that will be handed to the Master Franchisees when the deal has been finalized.	Licence Fee paid to Times and Trends Academy during the commencement of Master Franchisee or before that – INR 50 Lakhs + Service Tax/GST Stamp Duty will be payable on the documentation (stamp duty laws may vary for different states, so Master Franchisees must seek their legal advice). Documentation fees at actuals. Approximate cost of Infrastructure (Furniture and Fixture – Air Conditioners – CCTV – IT Infrastructure – Electronic Equipment – Machinery), Staff Training, Salaries, Purchase of Trading Stock, Living Expenses while training and other normal start-up expenses. – INR 1.5 Crores.
Payback Period	18-24 Months
Return on Investment	Franchisee Fee Sharing For All Unit Franchisee Created: 50% Royalty Sharing For All Unit Franchisee Created : 25%

Investment Details

Franchise fees	50,00,000
Academy Development cost	1,31,00,000
Hiring & Training Expenses	2,50,000
Legal & Accounting Expenses	2,50,000
Centre Launch Activity	10,00,000
Miscellaneous Expenses	4,00,000
Working Capital (3 Months)	At Actual

Estimated Total Investment	2,00,00,000
----------------------------	-------------

+ Service Tax/GST At Actuals



Investment Details

The TTA Brand has some of the lowest start-up costs in the industry for a master franchise of its size and stature. The total amount of investment might vary depending on the location, size and extent of the development/renovation work required.

The estimated costs outlined here represent a wide range of possible locations. Remember that costs might vary in relation to the physical size of the centre. Higher cost academies may require extensive interior renovations, extensive seating and classrooms equipment. The figures listed do not include extensive exterior renovations.

TTA master franchisee receives a share of 50% of the franchisee fee for all unit franchisees created and an ongoing share @ 25% in the total royalty received from unit franchisees.



Money Concerns:

Investment and Rewards – Unit Franchisee

The following investments that are mentioned are indicative and close estimates, however, they are subject to change without any notice. Actual costs will be determined when the academy will be offered to the applicant.

The size of the academy, facility, location and other factors like style of décor and landscaping will affect costs.

Financial Criteria:

A Unit Franchisee must maintain a maximum of 75% debt to notional academy value ratio for the entire term of their Franchise Agreement. Therefore, Times and Trends Academy does not allow total borrowings to exceed 75% of the total value of the restaurant.

Term of Franchise	5 years (except where restricted by the term or a head lease or other factors)
On-going Fees	A monthly service/royalty fee depending on a %age of the Times and Trends Academy's gross sales (currently 20%) A monthly advertising contribution of not less than 2% of gross sales.
Initial Costs: Initial costs are listed in more detail in the Times and Trends Academy's Disclosure Document that will be handed to the Unit Franchisees when the deal has been finalized.	Licence Fee paid to Times and Trends Academy during the commencement of Unit Franchisee or before that – INR 15 Lakhs + Service Tax/GST Stamp Duty will be payable on the documentation (stamp duty laws may vary for different states, so Unit Franchisees must seek their legal advice). Documentation fees at actuals. Approximate cost of Infrastructure (Furniture and Fixture – Air Conditioners – CCTV – IT Infrastructure – Electronic Equipment – Machinery), Staff Training, Salaries, Purchase of Trading Stock, Living Expenses while training and other normal start-up expenses. – INR 18-20 lakhs.
Payback Period	24-30 Months

Investment Details

Franchise fees	15,00,000
Academy Development cost	15,00,000
Hiring & Training Expenses	50,000
Legal & Accounting Expenses	50,000
Centre Launch Activity	2,00,000
Miscellaneous Expenses	75,000
Working Capital (3 Months)	At Actual

Estimated Total Investment	33,75,000
+ Service Tax/GST	At Actuals



Investment Details

The TTA Brand has some of the lowest start-up costs in the industry for a franchise of its size and stature. The total amount of investment might vary depending on the location, size and extent of the development/renovation work required.

The estimated costs outlined here represent a wide range of possible locations. Remember that costs might vary in relation to the physical size of the centre. Higher cost academies may require extensive interior renovations, extensive seating and classrooms equipment. The figures listed do not include extensive exterior renovations.

TTA franchisees pay 20% royalty to the TTA brand based on gross revenue, which shall be controlled through an ERP.



Thank You...

for your interest in Times and Trends Academy and the Franchising Opportunities we offer.

Times and Trends Academy is formed with a mission to inspire and instruct others on how to improve their lives and achieve peace of mind, financial freedom and a career for life. TTA is a multi-domain Academy for job oriented professional and vocational training programs, founded by Mr. Amit Agrawal in the hearts of Oxford of East, Pune. Times and Trends Academy's birth is an outcome of extensive research and Amit's experience of delivering education to teenagers, youth and professionals across diverse industry segments for over a decade and a half.

Till date, consistently delivering quality education and relentlessly training our students from the past 12 years, we have got an opportunity to train more than 10000 plus students, aspiring designers, entrepreneurs, managers and technicians through our highly qualified pool of faculties and mentors, loving and caring support staff and student happiness managers, extensive and comprehensive course curriculum and our tried and tested systems, franchisee prototype, academic session plan as well as, well researched, drafted and created manuals & policies that have brought excellent word of mouth for us, all our teammates as well as the whole Times And Trends Academy Associates and Stakeholders. The long legacy of the academy is accomplished due to Industry-updated Academics, Quality Education, Year-on-Year Placements, State-of-the-art Infrastructure, Standard Prototype System and 360-degree Holistic Development of each and every student.

Our entire system is unique because it is based on the three pillars: Master Franchisee, Alliances and Corporate Staff. And these pillars are the ones that strengthen our whole ecosystem. It has actually helped us gain loads of credibility in the education sector and has established our brand name in the eyes of teenagers and youth or should we say everyone who is committed to designing their career and getting a highly paid job or is willing to start, run and grow their own business successfully and profitably. And throughout this process, we have been the grateful recipient of unconditional love, support, and caring from all our trusted associates, hardworking colleagues as well as our awesome students.

As a Visionary Franchisor, Times and Trends Academy provides clear and positive leadership with vision, competence, and integrity. This leadership will take care of the strategic vision of the brand. We always implement the Prototype in our entire decision- making process.

Acknowledging, Understanding and Responding to our stakeholders' (Associates, Employees and Students) wants and needs through continuous innovation have been significant elements that drive success for us. And this success puts equal responsibility on the associates to grow and evolve continuously to the occasion each time, and eventually deliver exceptional value to student's life and enrich their learning experience.

As we must deliver this visionary leadership, we need our Master Franchisees and Unit Franchisees to follow the same. The ability of our associates to create a conducive learning environment in the academy is very crucial. They must also be great brand ambassadors, and run an outstanding Academy to deliver on our brand promise.

A crucial factor in the overall growth of us as well as our associates lies in the system of screening, recruiting, training, developing, and retaining qualified Master Franchisees and Unit Franchisee owners– together with our unique relationship with them.

This brochure will offer you value with relevant information and insights into what it is like to be a Master Franchisee vis-à-vis an Unit Franchisee , what we are looking for and the details about our selection process.

Amit Agrawal

*Founder and Chairman - Times and Trends Academy
Life, Career and Business Coach*



From The Director's Desk...

Mrs. Rashmi Agrawal has done Masters along with 'Business and Management Program' from 'Goldman Sachs' for Women Entrepreneurial Development, associated with ISB, Hyderabad.

Apart from heading Times and Trends Academy, she is also actively involved in many educational projects and social forums.

“Our Career Programs encourage students to develop as an individual with outstanding Technical Skills, Leadership Skills, Management Expertise in decision making and capacity for sustained hard work. It introduces the students to modern theories and techniques while taking into account the needs and requirements of the Business Community” is her saying on careers at Times and Trends Academy.

Her persistent efforts has made the Times and Trends Academy a name to reckon with in the educational scene in Pune, with the commitment to help aspiring teenagers and youth to get a career for life and become highly paid professionals.



Rashmi A. Agrawal

*Director - Times and Trends Academy
Former Director - INIFD Deccan, Pune*



From The Founder and Chairman's Desk...

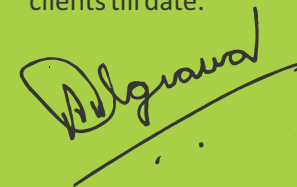
Mr. Amit Agrawal, Founder and Chairman Times and Trends Academy – Building Careers and Building The Nation is known as the most sought after Life, Career and Business Coach in the service industry and business community.

He is famous for helping his students and clients to rise to the top of their niche in terms of Branding, Marketing, Finance, Sales, Leadership, Delivery and Management.

An award-winning entrepreneur for last 12 consecutive years (2004-2016), Amit brings to his teaching and research 15 years of executive experience in high-growth firms, including four ventures he founded, one of which he took online and redefined the way people study.

A National Level Player of Basketball, Amit also has been an official writer for the Times of India & Indian Express - Career Column and hundreds of his articles have been published in various leading publications both online and offline.

Amit currently serves on the boards of educational institutions and academies and have touched the lives of thousands of his students and clients till date.



Amit V. Agrawal

*Founder & Chairman - Times and Trends Academy
Life, Career and Business Coach*



FAQs -

The Excerpts from an Interview of Mr. Amit Agrawal, Founder and Chairman, Times and Trends Academy that appeared in Franchise India Magazine, September Edition 2016.

1. Share with us your entrepreneurial journey and enlighten us what motivated you to enter into this industry?

I have been a franchisee for one of the country's top brands for over a decade at Pune. Now as a highly credible and consistent award-winning franchisee for more than 12 years now, I got to witness both sides of the coin. The positives and the support that I got from my franchisor and also the not-so-positives and shortcomings, and the kind of support that I wished I could get from my franchisor but for some or other reason could not. And this extensive experience of mine is what inspired me to the core and one fine day I decided to start my own training academy where I can focus on the development and growth of all our partners (franchisees) as my core belief is that their growth is our growth.

2 Indian Education system is growing and developing continuously with skilled development being its significant part. What are the factors that have boosted vocational course in India?

Vocational training is very important today. IITs, IIMs, and other Medical Institutes have their own importance, but we cannot deny importance to vocational courses that can make a solid career. We need Fashion Designers, Interior Designers, Event Managers, etc. just as we need Engineers, Bankers, and Lawyers. This is how society is balanced.

Numbers of European Universities are running empty for the fact that students today want to pursue courses that offer them a job, and help them build a career, and these Universities simply don't offer this.

Theoretical knowledge, as well as the relevant practical application, is becoming equally important. If there is an area where there is a huge demand-supply gap, it is in the area of Lifestyle and Vocational Training Programs.

According to a study by National Skill Development Corporation, there is a huge gap between demand and supply of training manpower. The demand is huge, and the supply is less. There is a huge demand, and an estimated shortfall of around 50 lakh trained manpower in Maharashtra alone, let other states.

The youth today is seeking opportunities that will give them a highly paid job or help them start their own venture. In India start-ups have become a new trend, it is the dream of most of the engineers and management graduates and even many drop outs. The year 2015 saw many start-ups in every conceivable field, resulting in many jobs and need of skilled man power to meet the demand. According to me, this is instrumental in setting the pace for vocational training education in Country.



3. What is unique about your services? What makes it stand apart from the competitors?

Three things:

One - Studies conducted by major universities and business organizations indicate that less than 10 % of job failures are due the lack of technical aspects of the job. And this means that more than 90 % of such failures are due to lack of understanding of one's self, lack of understanding of others and the lack of motivation (in short lack of life skills and people skills). And this made us develop and create curriculum in a holistic way wherein 360-degree development of each and every student is ensured.

Two - Another research says that "To make any New Learning a Permanent Part of your Subconscious Mind, 16 times repetition is required." Now I have a question for you, can a student repeat the course 16 times 16 Years of his/her life, and pay 16 number of times??

No Right??

Hence, the solution to this is E-Learning!! Thanks to the latest development on the Technology front, we have uploaded all our training programs and sessions including the life skills, and people skills workshops online, and a unique username and password to access the same shall be shared with each and every student for life so that they can study from the comfort of their home and time.

Three: Entrepreneurship development program: We want to help the youth today to convert their business ideas into successful start-up ventures. We have developed an innovative incubator committed to transforming a student to an entrepreneur.

4. Do you think franchising has been instrumental in boosting the growth of vocational institutes in India? Please elaborate. Also, share your experience regarding the same.

The success of the business format franchisee in boosting the growth of vocational training and institutes in India (and also internationally) is without question the most vital news in business. If you look at the statistics of past one year, business format franchisees have grown by over 95% in contrast to the more than 50% failure rate of new businesses that are owned independently. And when statistics show that almost over 80% of all the independent businesses fail in the first five years of starting, whereas success rate of franchise business format is more than 75%. So, this tells us in which basket should be our eggs.

At Times And Trends Academy, the Prototype becomes the model of the dream. The system runs the business. The people run the system.





5. What are the criteria to choose the right franchise partner?

At Times and Trends Academy our ethos is "Building Careers and Building the Nation" We live this every day. We want to make a positive transformation in the lives of students, professionals, teenagers and youth who walk through the doors of our academy with a dream in their eyes. We want to ensure that their dreams come true. They succeed in their life and achieve peace of mind, financial freedom and a career for life. We are seeking partners who believe in this core philosophy. We are choosing like-minded entrepreneurs who consider Times and Trends Academy as their primary venture and believe in helping generation today to develop a skilled India.

6. In this era of digitalization, various e-commerce and m-commerce start-ups are making their way into the education industry. Do you take it as healthy competition or an upcoming threat to your business? Please Elaborate

Undoubtedly, e-commerce and m-commerce have changed the dynamics in the education industry. And it has amazing potential. Students having access to information and knowledge from any corner is a brilliant thing. And Times and Trends Academy has already initiated the E-learning concept long back. Anything repeated for more than 16 times becomes a part of your subconscious mind. And with e-learning, all lectures can be accessed any number of times. All of our lectures and demonstrations are recorded and uploaded online for students to be accessed from anywhere and anytime. Education is no more bound by time and geographical constraints. And we take pride in leveraging technology.

7. When did you start franchising your brand? Why did you choose the franchise route for your expansion? What has been your experience so far?

Times And Trends Academy is a product of the last 12 years of me running a design academy successfully and profitably here in Pune, Maharashtra, India. It was almost twelve years before I founded my firm Times And Trends, which morphed into Times And Trends Academy Pvt. Ltd. It was here that we developed the complete franchise prototype system keeping in mind the growth of all TTA franchisees and the career development of all our students, and then all assumptions were put to the test at our own TTA corporate office and learning centre to see how well they work before putting it forward to the franchisees. Once having now completed the prototype system, we are now ready to turn to our franchisees and say "Let us show you how it works." The system runs the business. People run the system.



8. When a new investor starts the business, he/ she may have no idea how to deploy the money in the business wisely. How do you guide the investors so that they can optimize their investment and maintain sustainability till they reach the breakeven?

We offer two models for our prospective partners/investors interested to work along with us:

Franchise-Owned Franchise Operated Model: This Model is for prospects/partners that have solid experience in Education Domain. So, it will be about forming a synergic partnership and growing the brand.

Franchise-Owned Corporate Operated Model: This model is ideally suited for prospects/investors that are proactively looking for better investment options without having to manage it personally, on a day-to-day basis. In this scenario, a Business model can be formed that will work on our Standard Prototype System that is already in place and shall be operated professionally by Times and Trends Academy Corporate Office. Here, we guarantee a minimum of 18% Per Annum Interest as Returns, or Profits, whichever is higher, to the investors. We take care of all the on-going Operations that are required to help the business grow.

Note: For Selected Cities Only.

9. What are your expansion plans?

If I were to make a right analogy, I would say our growth plans are like 'Hare and Tortoise' story. We want to grow our brand and expand slowly and steadily. Though we are highly ambitious, we will still cherry-pick on our partners. We are very selective in finalizing on franchisees because we want to make sure that we work with people who share same thoughts and vision as that of us.

10. What is the preferred franchise model for your brand's expansion and why?

Both of these tested and proved franchise model types are what we are looking at:

Franchise-Owned Franchise Operated Model

Franchise-Owned Corporate Operated Model

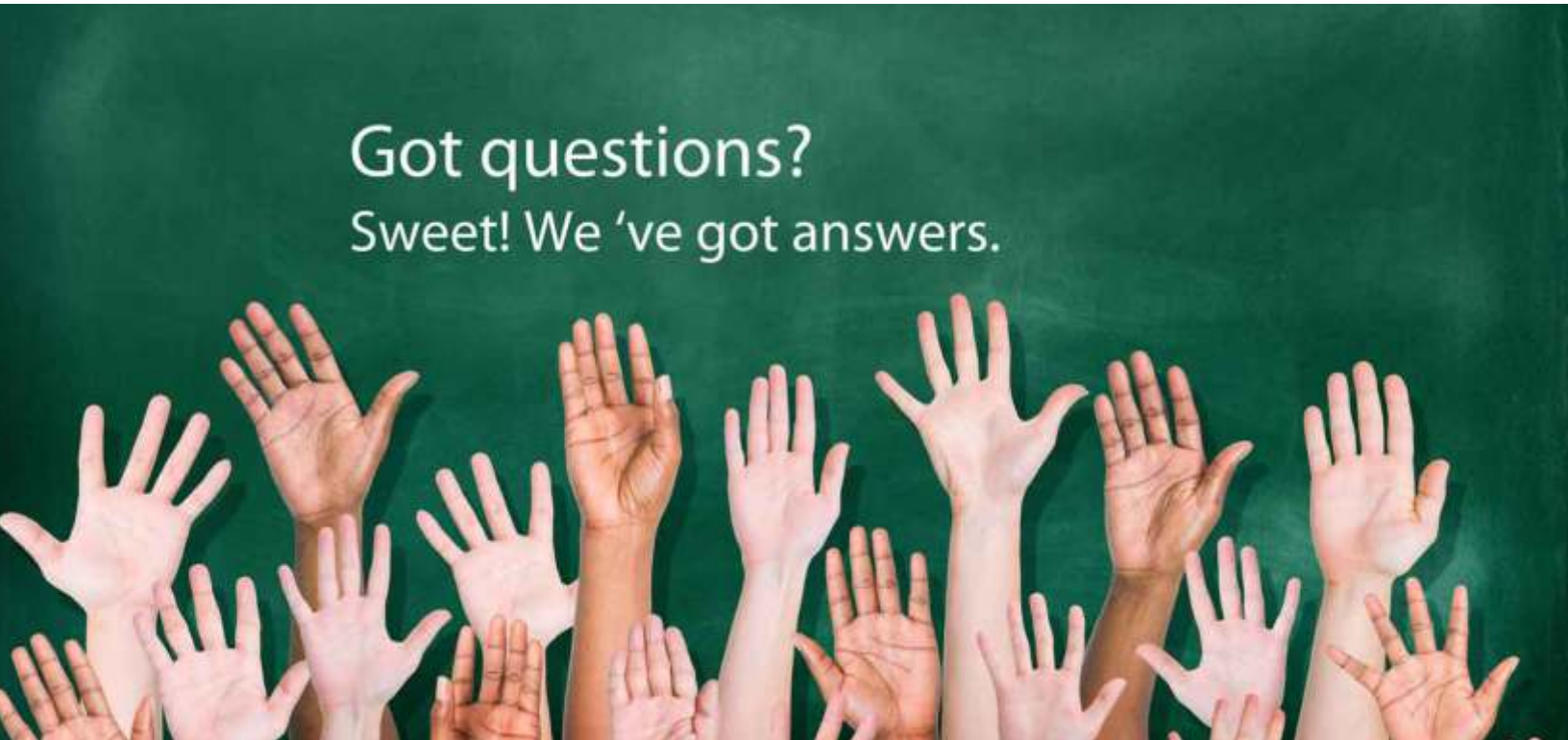
Over a period of time, we are planning to create 12 Centres of Excellence in major cities of India. And all of these centres will have right to create their own sub-franchisees. And these 12 centres will act like master franchises to other centres under them.



11. Fill in the franchise facts below:

- Existing outlets (company-owned +franchise): Pune –Corporate Office and Learning Centre + 11 Franchises in Pune.
- Required area for opening brand's franchise: Unit Franchise – 2400 Sq. Ft (Approx.)
Master Franchise – 7500 Sq. Ft (Approx.)
- Target cities for expansion: 12 Major Cities (Tier 1) in Phase 1. Tier 2 & 3 in Phase 2.
- Break-Even – 20-24 Months

Mission: To inspire and instruct teenagers and youth on how to improve their lives and achieve peace of mind, financial freedom and a career for life.



Application Form

Times and Trends Academy Master Franchisee/Unit Franchisee



Name: _____

Qualification: _____

Organization Name: _____

Title: _____

Phone Number: _____ E-mail-ID: _____

Address: _____

Applying for: ☐ Master Franchisee ☐ Unit Franchise:

Preferred Location: 1 _____ 2 _____ 3 _____

Listed below are some of the benefits of being a franchisee. Please rank the items that could be most helpful in achieving individual and organizational objectives:

- Grow Profits Quickly
- Help Stakeholders achieve their goals
- Focus on Business Expansion
- Turn into a Master Franchisee if you are a Unit Franchisee Or Grow More Unit Franchisees, if you already a Master Franchisee.
- Individual Growth

When do you wish to start Times and Trends Academy franchisee? Three reasons why you should be given an opportunity to partner with us?

1. _____

2. _____

3. _____

Times and Trends Academy Corporate Office and Learning Centre
893/4 Bhandarkar Road, Opp Oakwood Hotel, Deccan Gymkhana, Pune – 411004, Maharashtra, India.

You Can Be The Next...

Inviting Master Franchise/
Unit Franchise
Pan India
Business Partner

Contact : Kirti Mahajan : 9225555235, Mugdha Malwade : 9225581902
www.timesandtrendsacademy.com | franchise@timesandtrendsacademy.com



Design Dikhega Toh Dum Dikhega



Times & Trends Academy

Building Careers & Building The Nation

PUNE

MUMBAI

AHMEDABAD

BANGLORE

HYDERABAD

KOLKATA

DELHI

CHENNAI

LUCKNOW

CHANDIGARH

BHUBANESWAR

INDORE

Will Your Favourite Win?



In Association With :

FRANCHISE INDIA
Your growth is our business



Design Dikhega Toh Dum Dikhega

Indian Design League