

GLOBAL
EDITION

INDIA'S BIGGEST
BRAND LICENSING,
MASTER FRANCHISE & MULTI-UNIT
PLATFORM

marie claire

PARIS

Presents



WORLD
FRANCHISE & LICENSING
EXPO 2026

5 DEC
2026

WELCOME HOTEL BY ITC
DELHI-GURUGRAM HIGHWAY, DELHI

CONCURRENT EVENTS



GLOBAL
FRANCHISE FORUM

EXHIBITION • CONFERENCE • AWARDS

Knowledge Partners

Francorp
The Franchising Leader

FranGlobal
International Market Entry Specialist



license.
INDIA

Retailer

Media

Partner Association



Licensing Consultant

BRADFORD
LICENSE INDIA

Concurrent Event

GLOBAL
FRANCHISE FORUM
DUBAI

Associate Partners

marie claire
PARIS



Follow the growth. Be part of the movement

#WFLE2026 #LicenseToGrow



WORLD FRANCHISE & LICENSING EXPO 2026

FRANCHISE . LICENSE . GROW

Connecting brands, investors, and entrepreneurs through franchise and licensing opportunities that shape the future of business in India.

YOUR BIG INVESTMENT

Discover India as your next Big Business Investment at the **WFLE Expo**, which brings together leading global franchise & licensing brands across food and beverage, fashion, beauty, wellness, retail, jewellery, lifestyle and emerging consumer categories . Whether you are exploring your first venture or evaluating your next expansion, WFLE connects you with brands ready to grow.



YOUR BIG IDEA

Gain practical Retail and Licensing Insights through the **IReC x Labels 2026 Conference**. Explore real-world strategies for master franchise development, brand licensing collaborations, market entry, operational efficiency, digital transformations, and sustainable business growth.

YOUR BIG PARTNERSHIP

Meet franchisors, licensors, investors, entrepreneurs and industry leaders through curated networking opportunities, interactive sessions and business meetings. Build partnerships, discover master-franchise and area-development opportunities at **Global Franchise Forum** and connect with the people who can help turn your next big idea into a successful business.



#YOUR BIG RECOGNITION

Gain valuable recognition and strengthen your brand credibility at the **World Franchise and License Awards**. Stand out to prospective franchisees, investors, licensees and strategic partners. Celebrate your success, amplify your market presence and demonstrate why your business is ready for its next stage of growth.

MAKE IN INDIA MAKE FOR INDIA

The Indian addressable consumer market will reach \$6 trillion by 2030, making it the third-largest globally.

The **World Franchise & Licensing Expo (WFLE)**, India's leading Business Investment and Growth platform bringing together ambitious investors, multi-unit operators, master-franchise seekers, franchisors, licensors and global consumer brands. Discover high-growth opportunities, build strategic partnerships and unlock new pathways for expansion across India and international markets. The expo will spotlight opportunities across food and beverage, fashion, beauty, wellness, retail, Jewellery, lifestyle, and emerging consumer categories. From established franchise systems to new-age licensing models, the platform will highlight how brands can scale efficiently through trusted business formats, local partnerships, & adaptable expansion strategies.

Complementing this, **Irec X Labels 2026** serves as a powerful convergence of ideas-innovation, enabling cross-industry partnerships, and co-creating the future of commerce.

The evening will culminate in the prestigious **World Franchise & Licensing Awards**, recognizing excellence and honoring the brands that are setting new benchmarks in the licensing ecosystem.

I warmly welcome you to **WFLE India**.

“

This is not about working less. It's about working right. Because businesses don't grow when owners do more. They grow when systems do more.

”

Gaurav Marya,
Chairman, Indian Small
Business & Franchise
Association



Business Pavilion Brand Licensing

Corporate IP's

Entertainment

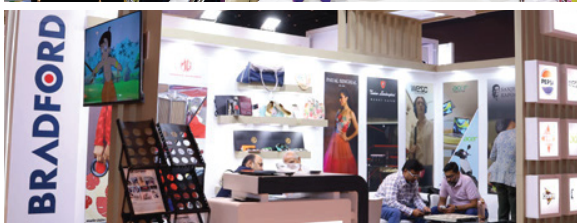
Fashion

WFLE is India's largest and most influential **B2B brand licensing show**, bringing together **1000+ brands**, licensees, retailers, distributors, manufacturers, exporters, and strategic collaborators across entertainment, fashion, lifestyle, corporate, and sports segments.

Position your brand for India-market growth and Secure licensing deals with retailers and manufacturers by Connecting with hundreds of pre-qualified Retailers (from fashion jewellery, Entertainment, Publishing, Games, sports and more) for quick collaboration.

Enter the most Promising Growth market: Brand owners can introduce their IPs for extension in product categories in India without manufacturing investments.

Benefit from strategic insights on licensing-led growth: If you are still evaluating India as your next go-to market, this is a perfect platform for you to evaluate growth opportunities and consumer trends.



150+
Global Brands

5000
Licensee & Retailers

15+
Countries Showcase

300+
Licensing Extensions

Immense Possibilities & Partnerships

ONE Power-Packed Platform

PARTNER BRANDS

LAURA ASHLEY SINCE 1953	LANVIN	marie claire PARIS	Von Dutch	Bench.	KENNETH COLE
DAN EL HECHTER	VANITY FAIR.	FRUIT OF THE LOOM.	ROUTE 66	MARIE-ANTOINETTE PARIS Je suis moi.	BU BUNY UNIVERSITY
Donino Lamborghini ROSSO CAFFE	SWISSBRAND	BONKERS CORNER	THAR	MCG MORRIS GARAGES	ROVER

Toys

Books

Back to School

Business Pavilion
Brand Licensing



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Immense Possibilities
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PARTNER BRANDS

Admiral	TELEFUNKEN	MOOMIN	VEGE SAURS	SEVEN ISLANDS PURE MALT WHISKY	MONARCH LEGACY EDITION 100% PURE GRAPE BRANDY
JAY JAGANNATH	SA RE GA MA PA	BANBRUDH BUBBAK	DANCE & DANCE	आलीशान 2.0	परिगीत
Zoomicorn	Purple Turtle	colour fairies	ESTUARY BLENDING WATER	potu The Octopus	NASA

Business Pavilion Franchise

Retail

Education

Fashion

The premier global event organized by **Franchise India** will bring together **hundreds of brands and thousands of investors** from over **10 countries**. Dedicated to showcasing innovative brands and IPs, **World Franchise and License expo** opens doors to partnerships, expansion, and business transformation at a global scale. Discover innovative brands and IPs across retail, F&B, education, healthcare, lifestyle, and more-ready to transform your business to the next level.

Curated Networking

- 1-on-1 B2B matchmaking between brands and investors.
- Exclusive roundtables by sector.
- Evening networking with global leaders.



200+
Global Brands

5000
Investors

15+
Countries
Showcase

900
Multi unit &
Area Partners

**Immense Possibilities
& Partnerships**
ONE Power-Packed Platform

INTERNATIONAL BRANDS

Jewellery

Fashion

Food

Business Pavilion
Franchise
200+
Global Brands

5000
Investors

15+
Countries
Showcase

900
Multi unit &
Area Partners

**Immense Possibilities
& Partnerships**
ONE Power-Packed Platform

INTERNATIONAL BRANDS

India to the World

A Powerhouse Market for Global Brands



Themed as **Building for Growth**, the **IReC X Labels** will establish a Bridge between **Global Brands and Indian Businesses** where business leaders from across consumer facing and retail sectors will converge to shape the future of international business growth.



Co-Creating the Next Decade of Brand Growth it will Bring together **over 500** of the world's Retail Leaders, Licensing CEO's , Multi-Brand Operators and marquee entrepreneurs and CXOs under one roof, IReC establishes how global brands are changing the rules of growth, relevance, & impact.



1.4
Billion Consumers

19% Organized
Retail CAGR

\$1.1 Trillion
Retail Market Evaluation



Why Attend

As global geopolitics and trade tensions reshape business priorities, attention is shifting from exports to India's domestic market with a strong government push for Entrepreneurship, global partnerships & cross-border alliances. Over the past decade, India has emerged as the third-largest contributor to consumer products growth among emerging markets. Looking ahead, the country is poised to witness the fastest growth in per capita income among the top five emerging consumer markets.

Strategic Partnership Platform

- Connect with master franchisees and Area Developers
- Strike licensing collaborations with Retailers and Brands
- Market intelligence on franchise growth and licensing trends
- Find Vendors and business Suppliers

Who Should Attend

- Brand Owners seeking franchise/ licensing expansion
- Investors & Entrepreneurs looking for high-growth opportunities
- Master Franchisees exploring international portfolios
- Licensing Professionals & IP Strategists
- Retailers, Developers & Mall Operators
- Policy Makers & Industry Associations



Key Agenda Highlights

- Building for **Growth** in Indian Retail
- The **Future of Omnichannel Retail** in India
- Market Entry Strategies for **Global Brands** in India
- **Panel:** IP, Fandom & Pop Culture in Retail
- **Masterclass:** Brand Extension Through Licensing
- **Brand Collaborations:** Global Brand Licensing Trends
- Retail **Technology & AI** in **Driving Efficiency**
- Masterclass: **Franchise Business Model** Design
- Scaling Brands Through **Franchise Models** The Right way in India



World Franchise & Licensing Awards

The **World Franchise & Licensing Awards (WFLA)**, hosted by **Retailer Media & Franchise India**, honour outstanding achievers in the **global franchise & licensing industry**. The awards provide a prestigious platform for successful franchise concepts and licensing businesses to be showcased on an international stage. They also serve as a national benchmark for identifying the most promising international franchise concepts and the **best brands** for **licensing collaborations** in **2026-2027**.



Why Nominate Your Brand ?

The **WFLA Awards** celebrate & recognise some of the most successful:

- Franchisors
- Global Licensors
- Licensees
- Multi-Unit Franchisees
- International Franchisors

Be part of this success story and nominate your brand or organisation today.



Showcase your franchise to investors, franchisees, & licensees internationally

The **WFLA Awards** offer a prestigious platform to present your global franchise and licensing Brand to a wider Network of Business Investors and Licensees through the extensive networks of Franchise India and License India. This includes our partners, affiliates, and channels across India and neighbouring markets such as the Middle East, Sri Lanka, Nepal, and Bangladesh.

Build trust and confidence in your brand

Winning a **WFLA Award** can help strengthen your brand's credibility, accelerate growth in India, and support your expansion across Asia and the Middle East.

Gain recognition for excellence in franchising and licensing

The **WFLA Awards** serve as an industry benchmark for outstanding franchising and licensing systems, evaluating brands against a rigorous Franchising & Licensing Competency Framework developed by Francorp and License India as a mark of quality.

Gain extensive PR coverage in Retailer Media & IndianRetailer.com, FranchiseTV & License India

The **WFLA awards** extend the recognition beyond the Gala evening on **December 5th, 2026** with an exclusive and extensive coverage of the Brand and its milestones covered in Retailer magazine, IndianRetailer.com, Franchise TV and License India Magazine and **Digital Media** with over **2,00,000 industry followers**.



World Franchise & Licensing Awards

would include following Brand categories across industries of **Retail, Entertainment, Corporate, Health and Beauty, Fitness, Education** and **Many more**

- Franchise Brand of the Year.
- Emerging Franchise Brand.
- Fastest Growing Franchise Brand.
- Best New Franchise Launch.
- Best Licensed Product Range.
- Best Retail Licensing Program.
- Innovation in Brand Licensing.
- Franchisee of the Year.
- Licensor of the Year.
- Lifetime Achievement in Franchising and Licensing.



Ready to Make Noise in the Indian Market?

Book your space

Build your presence

Bank on the opportunity



Follow the growth. Be part of the movement | #WFLE2026 #LicenseToGrow

OUR PARTNERS

Organised By

FRANCHISE INDIA
Ideas For Tomorrow®

Licensing Digital Partner

license.
INDIA
ESTD 2003

Licensing Consultant

BRADFORD
LICENSE INDIA

Supported By

ISFA Indian Small business & Franchise Association

Official Media

Retailer Media

Retail Digital Partner

IndianRetailer.com

Knowledge Partner

Francorp
The Franchising Leader

Knowledge Partner

FranGlobal
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