

## **ABOUT US**

AMODA is an umbrella organization for a group of treatment centers and wellness schools. A well-known name in the field of Indian Spa and Ayurveda treatment in the country, AMODA's services include specialized treatment, rejuvenation therapy and advance training in Spa and Ayurveda.

With an overwhelming track record in the Indian wellness industry, in the field of rejuvenation, treatment and training, we are one of the pioneers in the field.

We also run a wellness institute, AMODA WELLNESS ACADEMY in Bangalore. The institute gives training in Spa, Spa Management, Ayurveda, Beauty, Hair Dressing and Yoga.

## **WHY AMODA?**

With the strong team lead by the founder and owner with more than sixteen years of experience in spa & wellness industry in five star hotels and spa, we began our journey from Bangalore in Spa, Ayurveda, Yoga and Beauty treatments. Within a short span of time of five months we had opened six centres in Bangalore in Spa, Ayurveda, Academy, Yoga and Mobile spa and have not only earned the trust of our valued customers but also evolved to become one among the top notch wellness centers in the country.

## **ACCREDITATION**

*AMODA has applied for accreditation of:*

- Bharat SevakSamaj, National Development Agency, promoted by Government of India
- STED – Scientific & Technical Education Development Council

## **LEADERSHIP**

Spa industry has seen immense growth in the past few years in India. It's an emerging industry and the world is looking at India as a favored destination for spa and wellness. Though it was highly challenging, we have evolved to become a trusted brand and found ourselves to be topping the chart of premium spas in the country.

## **MANPOWER**

One of the major problems faced by Spa & Ayurveda centers is the dearth for well-qualified and efficient staff. AMODA, our institution, has trained hundreds of such professionals who are employed in reputed, high-end Spas across the country. At its Corporate Office in Bangalore, AMODA WELLNESS ACADEMY has a dedicated course for Spa Therapy and Ayurveda. Thus we are always equipped to provide you with well qualified and efficient staff at all times.

## **MARKETING SUPPORT**

An active marketing team has been the pillar of strength in making AMODA what it is today. AMODA tops the chart of online visibility across the country. For instance, AMODA finds place in the top list of major online media like Google, Nearbuy, Gomolon, Gospa, Little, Justdial etc.

We have also been giving newspaper advertisements from each of our centres for the past five years.

## **TECHNICAL/SOFTWARE SUPPORT**

AMODA has an established and active website through which it gets a lot of customer enquiries. Customers from across the country can also access AMODA's online booking for admission and appointment. A dedicated technical team ensures that all enquires are answered promptly.

## **AMODA SERVICES**

### **Designing of Spa:**

- Arranging and setting up of spa bed, ayurveda massage pathi, sirodhara stand, steam box, hotstone, aroma oils, massage oils, creams, and Ayurveda oils.
- Organizing the spa according to the space and the investment

NOTE: The amount for purchasing the materials for setting up the spa will be borne by the franchisee. During the setting up of the facility, the expenses of AMODA's personnel, including travel, food and accommodation, shall be borne by the franchisee.

## **Manpower:**

AMODA is equipped to provide you with efficient, highly skilled staff - Ayurvedic doctors, teachers and therapists (male and female) - to fulfill your staffing needs at all times.

## **Product:**

We can arrange for you all the products needed for Spa and Ayurveda centre. They include essential oil, base oil, aroma oil, hotstone, and materials used for facial, manicure, pedicure and other beauty treatments.

## **Branding:**

### 1. Website:

You can utilize the seven existing and established websites of AMVI for marketing purpose. Your address also will be given in these websites.

- [www.amodwellness.com](http://www.amodwellness.com) – Wellness Group
- [www.amodaspa.com](http://www.amodaspa.com) – Spa

### 2. You can use AMODA's logo, brochures, flex and board design, ad design, and canopy. Sample materials/soft copy of each will be provided free of cost.

## **FRANCHISE OPTIONS:**

### **1. One-time Settlement:**

- One-time nonrefundable amount– Rs 6, 00,000
- Online marketing (SEO/Ad-words), technical support, 12X7 call centre, Live chat–Rs50,000(per year) onetime payment
- Agreement Renewal – Rs 5,000 (Every year on March 1)
- The agreement will be valid for 3 years, which can be renewed thereafter.

### **2. Royalty basis:**

- A one-time nonrefundable amount– Rs 4, 00,000
- 10% of the total revenue –By the 1<sup>st</sup> of every month
- Online marketing (SEO/Ad-words), technical support, 12X7 call centre, Live chat – Rs 50,000 (per year) onetime payment
- Agreement Renewal – Rs 5,000 (Every year on March 1)
- The agreement will be valid for 3 years, which can be renewed thereafter.

**FOR MORE DETAILS CALL 08884477167**