



# Franchising: A Growing Opportunity in India

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*Franchising is an increasingly popular business model in India, remarks Swati Sharma, as she explains how it is becoming the engine of a fast-growing Indian economy.* Due to increasing globalisation and liberalisation, India is a promising market for foreign brands. Following growing demand in various economic sectors, India is becoming an attracting destination for foreign businesses. This article discusses how the franchise business model appears to be gaining strength in India. *This article was published in IP Monetisation 2013.*

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