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## Uplink

# Arzoo rolls out franchise model, targets 500 franchisees

Chetan Kapoor - *Mumbai*



**Sameer Patil**  
Head -  
Marketing  
Arzoo.com

With the success of its PSA model, Arzoo.com recently rolled out the Arzoo Franchise Associate Program (AFAP) to expand its offline and overall brand presence. Speaking at the launch of the program at FRO2009 to Express TravelWorld, Sameer Patil, head - marketing, Arzoo.com informed, "We have been operating for three years and wanted to take our business to the next level and extend our brand name. Our franchisees would be either entrepreneurs or existing travel

companies who want to align with a bigger brand."

Those looking at franchising can look at various programs - bronze, silver, gold and platinum with a minimum investment of Rs 75,000 to the maximum of Rs 5 lakh, depending on the program chosen. "The franchisees would be given online IDs and part of their investment would be used as a deposit towards their purchase from our website which can be later refilled depending upon their needs," he added.

Arzoo.com would offer glow signboards, posters, marketing and local advertising support. The portal is eyeing 500 franchisees across the country by the end of this year. Patil mentions, "We already have 2,500 PSAs and are having lots of enquiries from them because in the PSA model, they don't carry our logo and their own entity. Individual companies that are wary about the present situation can look at getting affiliated with a strong brand and earn better commissions on our offerings such as holiday packages, hotels, tours and airlines."



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