EDITION 01
SURAT · GUJARAT
FRANCHISE PROSPECTUS

THE FRANCHISE OPPORTUNITY PACK

The Surat *Opportunity.*

A franchise prospectus for opening an Orane Beauty & Wellness Academy in the world's fastest-growing city.

122+ ACADEMIES · 22 STATES + CANADA · 100,000+ ALUMNI

AT A GLANCE

Why this pack *exists*.

Surat is, by the Economic Times' own framing, the world's fastest-growing city for 2019–2035. It hosts **~9.58 million people**, ranks among India's top-10 cities by GDP, and is mid-way through a ₹12,020 crore metro build-out already in trial runs.

And yet — the national-brand beauty-academy footprint in Surat is concentrated in just two zones (Adajan and Vesu/Athwa). Most of the city's economic energy — Varachha's diamond merchants, Pal's residential growth corridor, Katargam's textile + diamond workforce — is still effectively **whitespace**. This document lays out the case: the city, the industry, the zone, the model, and the indicative economics. Built for partners deciding where to put the next ₹50 lakhs.

THE THREE WEDGES

01

City tailwind

Surat is growing at 5% YoY — population, GDP, exports. The catchment isn't just big; it's getting bigger every year.

02

Industry tailwind

India's beauty market doubles to $74.12 Bn by 2035. Tier-2 cities are explicitly where Lakmé and VLCC say the next leg of growth lives.

03

Operator tailwind

Orane: 122+ academies, 18–24 month payback, 30–35% EBITDA, plus India's only UGC-approved Bachelor's in Cosmetology.

THE CITY · PART ONE

An economy that punches *well above* its size.

Surat is the diamond capital of the world (~90% of global rough-diamond processing) and India's second-largest synthetic-fabric textile hub — one of only ten Indian cities with a city-GDP above $50 billion. As of FY25 it does ~$10.55 billion in exports, directly into the USA, Hong Kong, and the UAE.

Top 10	$10.55B	90%	221
Indian city by GDP	**Exports, FY 2024–25**	**World's rough diamonds**	**Textile markets**
~$59.8 Bn city economy	USA · HK · UAE partners	Polished & traded here	Second engine after diamonds

WHY IT MATTERS FOR A BEAUTY ACADEMY

Diamond and textile money has historically built two things in Surat: large family homes and discretionary consumption. Beauty & wellness — particularly women's grooming and bridal — is one of the few service categories that scales with that exact spend pattern. **The buying power is here. The branded skilling supply is not.**

> *"Surat will be the world's fastest-growing city, 2019–2035."*
>
> — ECONOMIC TIMES, CITING COMPARATIVE URBAN GROWTH STUDIES

THE CITY · PART TWO

A demographic curve built for your *enrolment funnel*.

Beauty academies don't sell to a city — they sell to a specific cohort within it: school-finishing women aged 17–28 with aspirational career intent. India's headline demographics already favour you. Surat's amplify the signal further.

9.58M	+5.0%	29.8	+8.4 pp
Population (2026)	**YoY population growth**	**Median age (India)**	**Female LFP, 2022→25**
8th largest city in India	458K added last year	41.7% under 25	37.5% → 45.9%

THE LATENT DEMAND POOL

Surat's textile cluster alone employs ~550,000 people. Industry-wide, over 70% of India's 45 million textile & garment workers are women — many concentrated in Surat's Pandesara, Sachin, and Katargam belts. That's a specific catchment: **women in or near the workforce, with their own money,** evaluating skill upgrades that move them into salons, spas, or self-employment.

Add women's universities like Vanita Vishram (Athwa) and Wadia Women's College, and you have both ends of the funnel — the school-leaver and the working woman — in the same city.

THE INDUSTRY

A market that *doubles* in a decade.

India's beauty and personal-care market reaches **$74.12 billion by 2035** — a 10.8% CAGR from today's $26.58 billion. The salon and wellness sector grows even faster, 15–20% YoY. Meanwhile the supply of trained professionals lags badly: India needs 26 million by 2030, and no national franchise system is built to fill that gap at scale. That's the wedge Orane sits in.

$74.12B	15–20%	26M
Beauty market by 2035	**Salon & wellness YoY**	**Pros needed by 2030**
10.8% CAGR from $26.58B	Outpacing the category	The national skilling gap

THREE FORCES PULLING THIS MARKET UP

01

Conscious consumer

71% of Indian consumers prefer natural beauty products over synthetic (FICCI). Orane's curriculum leans in — Indian-rooted, dermatologically grounded.

02

Tier-2 acceleration

Lakmé and VLCC explicitly cite small cities — high demand, low competition, lower real-estate cost — as their fastest-payback markets.

03

Skilling gap

India needs ~26 million trained pros by 2030. NCVET / NSDC / UGC accreditation makes Orane the credentialing partner of choice.

THE ZONE

Where exactly to open — *and why*.

We mapped Surat's nine major zones against two axes: demand density (catchment + spending power + female cohort) and national-brand academy footprint. The table below summarises where the whitespace actually sits.

RANK	ZONE	THESIS	BEST FOR
#1	Varachha / Mini Bazar	Patel-diamond catchment, near-zero national-brand academy footprint.	Full portfolio · premium positioning
#2	Pal / Pal-Hazira Rd	Growth corridor adjacent to saturated Adajan; Metro Line 2 catalyst.	Premium · 12–18 month ramp
#3	Katargam / Amroli	Textile + diamond workforce, low national-brand academy competition.	Mass-market · higher volume

The recommendation

Varachha is the flagship pick: the cleanest whitespace in the densest, most affluent catchment in the city. A premium full-portfolio academy here anchors the brand and seeds referrals across the diamond-merchant community.

Exclusivity

Every partner is allocated a zone-locked territory. No two Orane academies in Surat will share a catchment — your zone is protected for the life of the agreement.

THE OPERATOR

Orane — built to fill the *skilling gap*.

Founded in Canada in 2001 Orane is now India's largest beauty & wellness education network — 122+ academies across 22 states. 100,000+ alumni placed. NCVET approved, CIDESCO accredited and ICAHP endorsed.

122+	90+	100K+	100+
Academies	**Tier 2 & 3 cities**	**Alumni network**	**SOPs**
22 states + Canada	Our dominant market	Placed across India + intl.	Same outcome, any city

OUR JOURNEY

1999	**Founded in Canada** — world-class beauty education, made accessible.
2002–08	Ran a beauty franchise first-hand. Learned what works before building a system.
2016	**NSDC partnership** — national scaling of beauty training in India.
2021	100th school goes live — a milestone 12 years in the making.
2025	UGC university tie-up — university training partner for Bachelor's in Cosmetology.

ACCREDITATION

- NCVET approved
- CIDESCO accredited
- B&WSSC Training partner
- UGC Bachelor's tie-up

No other beauty franchise in India offers this combination.

THE MODEL

Where your *₹60 lakhs* goes.

Total investment is approximately ₹60 Lakhs (GST exclusive). You own the academy and run it — Orane backs you with training, marketing systems, audit cadence, curriculum IP, faculty preparation, and the placement engine.

CATEGORY	TYPICAL RANGE	WHAT IT COVERS
Setup & interiors	₹20–25 Lakhs	Fitout, branding, classroom and lab build-out
Equipment & consumables	₹12–15 Lakhs	Salon stations, beds, tools, training-grade products
Franchise fee (one-time)	₹10 Lakhs	Brand licence, curriculum IP, onboarding (excl. GST)
Working capital & deposit	₹3–6 Lakhs	Faculty salary float, marketing, security deposit
Total (GST inclusive)	**~₹60 Lakhs**	**End-to-end. Nothing meaningful is off-sheet.**

SPACE & SETUP

CARPET AREA	TIME TO LAUNCH	OPERATING MODEL	HIGHEST QUALIFICATION
1,800–2,500 sq ft	**60–90 days**	**You own. You run.**	**Bachelor's (UGC)**
1st/2nd floor, main-road adjacent, access to public transport	Signed agreement to first batch	Orane provides training, support, audits	Only in the Orane network in India

THE ECONOMICS

Unit economics, *verified*.

The numbers below are drawn from Orane's existing network — not modelled in isolation. A typical academy hits break-even at ~12–15 student enrolments per month. Payback follows in 18–24 months. At maturity, EBITDA margin stabilises in the 30–35% band — built on recurring enrolment economics, not one-time sales.

18–24
Months to payback
Across mature centres, 3rd-party validated

30–35%
EBITDA at maturity
Steady-state operating margin

12–15
Students / month
Break-even enrolment threshold

25–30%
YoY network growth
Sustained over the best years

> *"I reached breakeven in the first 6 months — Orane had prepared me for 12–18. The systems worked better than the plan."*
>
> — FRANCHISE PARTNER · WEST INDIA

THE PLACEMENT ENGINE

Why students enroll — *and keep enrolling*.

In beauty education, placement & freelancing is marketing. Every successful alumnus generates the next three enrolments — which is why Orane runs placement as a central system, not a partner's individual responsibility. We also run programs to help students start their own business.

WHERE OUR ALUMNI GO

Premium salons & spas
Metro and Tier-2 markets

5-star hotels
Spa & wellness depts.

Dermatology clinics
Aesthetic & skincare

Celebrity MUA studios
Bridal, film, fashion

International
UAE, Canada, UK

PLACEMENT PARTNERS

Lakmé · L'Oréal · Kaya · Geetanjali · Nykaa · Wella · Dermatech · Cut & Style

HEADLINE COLLABORATIONS

Coutuer Runway Week — official partner 2025& 2026. Students working backstage at a national fashion show.

Multiple Fashion Shows — students backstage at national fashion shows.

CIDESCO & NSQF — graduates directly eligible for international placements.

THE PARTNERSHIP

Why partners *stay*.

Four design choices Orane made deliberately — and the partners who validate them.

01

Solely focused on skilling

Not a salon. Not a product line. The whole business is designed around one outcome: trained, placed, certified professionals.

02

Systems that scale without diluting

100+ SOPs across curriculum, faculty, ops and admissions — same student outcome whether the academy sits in Surat or Saharanpur.

03

Placement drives enrolment

The placement engine is central, not partner-run. Alumni outcomes feed the next intake automatically — the marketing flywheel.

04

Partners govern, not just license

Multi-centre owners join the Orane Governing Council. Strategy is shaped by the people running academies, not just brand HQ.

IN THE PARTNERS' WORDS

> *"I own 3 Orane centers and my partnership is now in its 13th year. As a franchise partner I'm part of Orane's Governing Council — something only Orane offers in India."*
>
> — MULTI-CENTER OWNER · GOVERNING COUNCIL

> *"I reached breakeven in the first 6 months — Orane had prepared me for 12–18. The systems worked better than the plan."*
>
> — FRANCHISE PARTNER · WEST INDIA

THE NEXT STEP

How to take this *forward*.

If the case lands, here's the four-step path from this PDF to your academy's launch.

01	**Application.** Fill the franchise interest form. Takes 4 minutes.
02	**Qualification call.** A 20-minute conversation with the franchise team to map your goals.
03	**Site visit & zone discussion.** Visit your shortlisted Surat zone with us — we pressure-test the unit economics on the ground.
04	**Agreement & onboarding.** Sign the partnership. Faculty training, marketing setup, and your 60–90 day launch clock starts.

Ready to talk?

Franchise team

vp.sales@orane.com
+91 9875989651

orane.com

Or apply online

Submit the franchise interest form. We'll respond within 48 hours with next steps for your Surat application.

https://orane.com/beauty-academy-salon-franchise/

All figures in this document are drawn from publicly available sources (Economic Times, Expert Market Research, IMARC, FICCI, Surat Municipal Corporation, MoSPI Women & Men in India 2025 Report, World Population Review, 99acres) and Orane network averages. Unit economics shown are illustrative and based on Orane's existing academy network. Actual outcomes vary by location, operating quality, and market conditions.