

**KOREAN  
CLOTHING INDIA  
PVT LTD**



**Korean Clothing  
Franchisee Information**

[www.koreanclothing.co](http://www.koreanclothing.co)

## WHO WE ARE

- Suraj prabhakar started Korean clothing to liberate Korean fashion and fast fashion alongside Mr: Sandeep Jain Director of Desi Masala
- A leading retailer of authentic Korean fashion, offering a diverse range of apparel, footwear, and accessories for men, women, and children.



- With a passion for bringing Korea's trendy fashion to India, we have successfully established five outlets across Bangalore:



**Kamanahalli**



**RR Nagar**



**Gandhi Nagar**



**Brookfield**



**Devanahalli**

- Showcasing our commitment to quality and customer satisfaction.

# Meet Our Leadership Team.

Mr Suraj prabhakar and Mr Sandeep Jain , co-directors of Korean clothing , bring a wealth of experience to the company



**Mr.Suraj Prabhakar**

Meet Suraj Prabhakar, a dynamic and experienced leader and Founder of Korean Clothing. A Bangalore native, Suraj's academic foundation is firmly rooted in business, culminating in a post-graduate degree in business management earned in London. His background isn't just academic, however. Suraj brings a wealth of practical, hands-on experience to the company, having spent 15 years immersed in the manufacturing sector, packaging solutions, and the garment industry. This experience has given him a unique perspective on the challenges and opportunities facing the industry. As a visionary, Suraj is the driving force behind Korean Clothing, bringing not only his extensive management expertise but also a proven track record of success. He is passionate about sustainable practices, innovative designs, and pan-India expansion. His leadership is instrumental in shaping the company's strategic direction and ensuring its continued growth and success in the competitive fashion market. He is committed to delivering high-quality products, fostering a positive work environment, and exceeding customer expectations.



**Mr.Sandeep Jain**

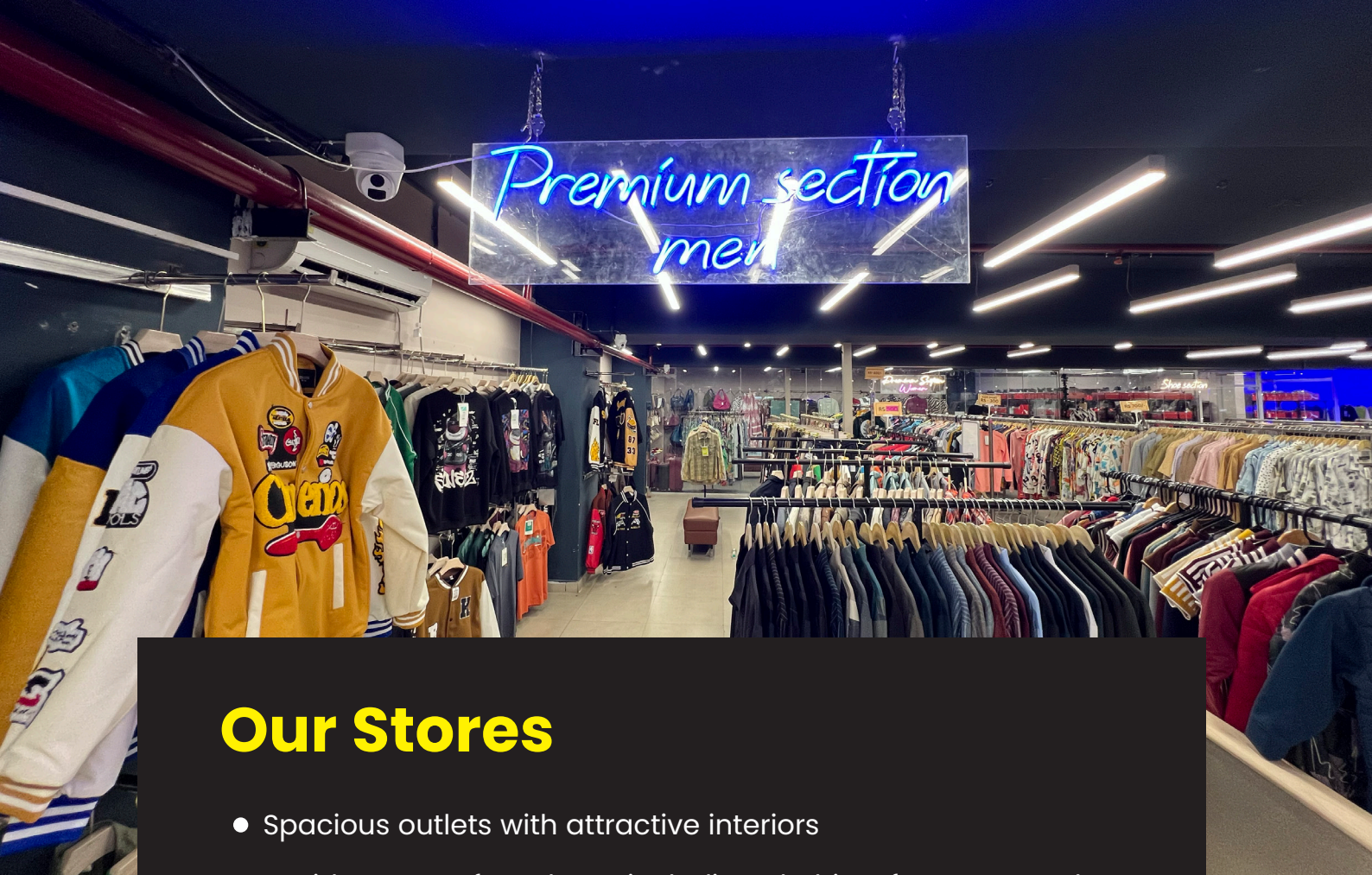
Sandeep Jain, an accomplished entrepreneur and MBA graduate, has been a driving force across diverse industries since 2005. He is the visionary founder and co-director of Korean Clothing, alongside his other successful ventures, Desi Masala Restaurant and Global Wings Tours.

At Korean Clothing, Sandeep's keen eye for identifying emerging market trends has been instrumental in the company's success. He plays a pivotal role in shaping sales and marketing strategies, driving the brand's expansion into new markets, and establishing a distinctive identity in the competitive apparel industry. His leadership has secured key retail partnerships, fostered innovation, and ensured the brand remains a testament to his ability to anticipate and capitalize on evolving consumer demands.

Sandeep's entrepreneurial acumen extends to the remarkable growth of Desi Masala, now celebrated as the fastest-growing buffet-style restaurant chain. With exceptional management skills and a commitment to delivering unmatched customer experiences, he blends strategic leadership with innovation to achieve extraordinary results.







## Our Stores

- Spacious outlets with attractive interiors
- A wide range of products, including clothing, footwear, and home accessories.
- Catering to all ages—men, women, and children.
- Focus on futuristic and innovative designs inspired by Korea's trendy youth fashion and street styles.
- We cater to both retail and wholesale customers.

## Why Fast fashion is Taking the World by Storm

Korean fashion has seen exponential growth in recent years. South Korea has emerged as a global hub for fashion, beauty, music, and entertainment, captivating people worldwide with its

**Versatility:** From streetwear to formalwear, offering a wide range of styles.

**Trendsetting Appeal:** Loved by all age groups for its unique and fashionable designs.

**Cultural Influence:** A unique blend of traditional Korean aesthetics and modern trends.



## Our Mission

To provide the highest quality clothing while ensuring long-term brand desirability through retail excellence and strategic investments.



## Our Values

- **Customer Focus:** Walk the extra mile to make customers happy.
- **Quality Assurance:** Quality is supreme – our utmost priority.
- **People-Oriented:** People first, profits later – empowering our teams and partners.
- **Inclusive Growth:** Fostering collaborative relationships with vendors, employees, and stakeholders.
- **Continuous Improvement:** Striving for constant learning and growth.

## Business Objectives

- Offer the highest quality products, ensuring customer satisfaction.
- Maintain an excellent product mix to cater to diverse customer preferences.
- Foster exceptional customer relations, ensuring every shopper feels valued and respected.



# Our Unique Selling Proposition (USP)

**Premium Quality:** Source high-quality materials and prioritize exceptional craftsmanship.

**Trendsetting Designs:** Continuously curate the latest Korean fashion trends, ensuring a fresh and exciting product range.

**Customer-Centric Approach:** Provide exceptional customer service, building long-term relationships with our clientele.

**Strong Brand Identity:** Cultivate a distinctive brand image that resonates with fashion-conscious individuals.

**Proven Track Record:** Demonstrate our success with existing outlets and a strong understanding of the market.



## Franchisee opportunities

We are proud to offer franchise opportunities under the FICO (Franchise-Investment-Company-Operated) model, making it easier than ever for aspiring entrepreneurs to become part of the Korean clothing family. With this model, franchisees benefit from minimal involvement in day-to-day operations while leveraging our established brand, operational expertise, and unwavering commitment to quality.



# FICO Model: A Strategic Investment

The FICO (Franchisee-Investor-Company-Operated) model offers a unique investment opportunity where you, as an investor, can partner with a reputable franchisor like Korean Clothing to capitalize on a proven business model. In this model, the franchisor (company) retains control over key operational aspects such as marketing, training, and branding, while the franchisee provides the necessary capital.

## By investing in a FICO, you can benefit from:

Proven Business Model: Invest in a well-established, profitable business concept.

Proven track record with five successful outlets.

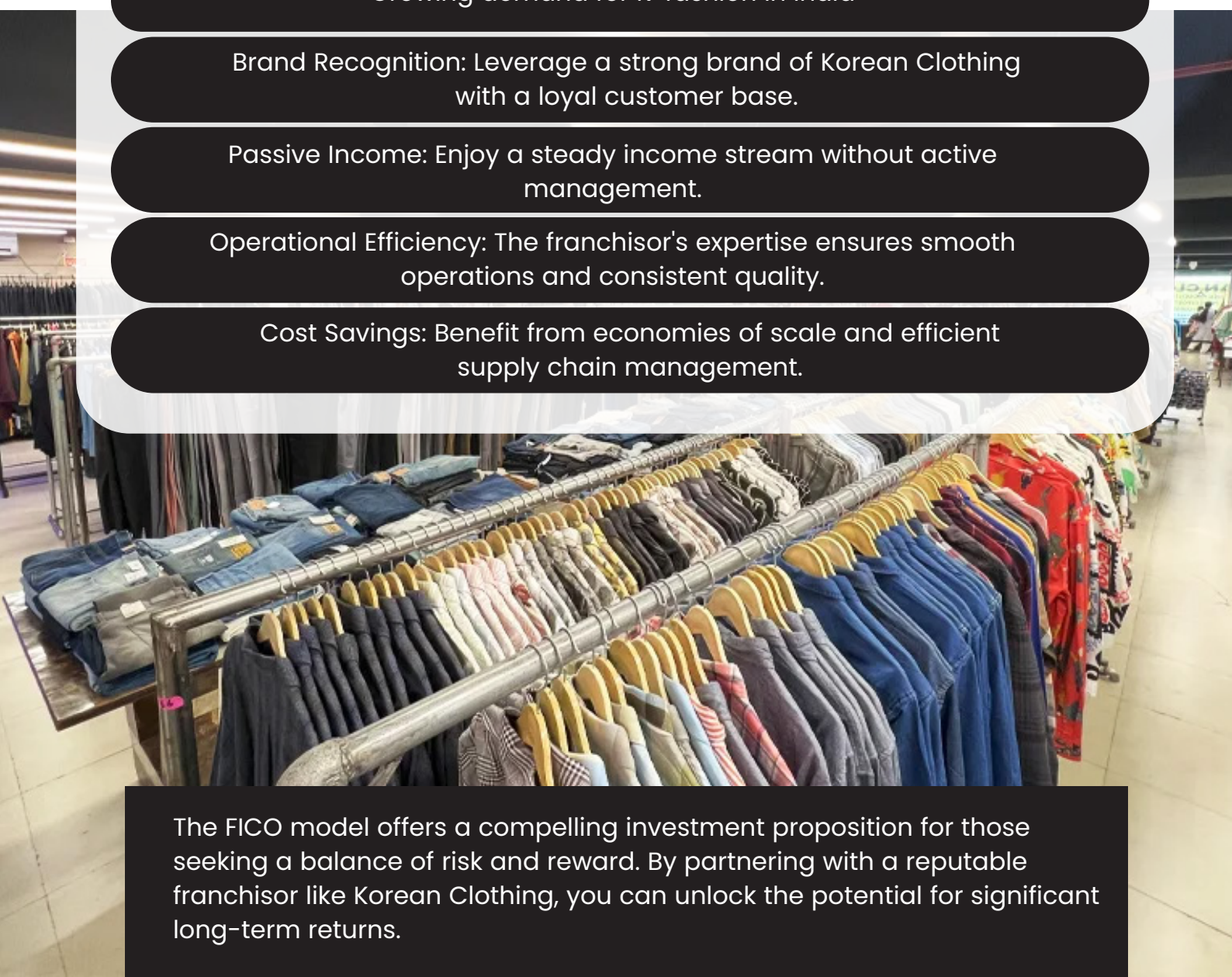
Growing demand for K-fashion in India

Brand Recognition: Leverage a strong brand of Korean Clothing with a loyal customer base.

Passive Income: Enjoy a steady income stream without active management.

Operational Efficiency: The franchisor's expertise ensures smooth operations and consistent quality.

Cost Savings: Benefit from economies of scale and efficient supply chain management.



The FICO model offers a compelling investment proposition for those seeking a balance of risk and reward. By partnering with a reputable franchisor like Korean Clothing, you can unlock the potential for significant long-term returns.

## FRANCHISE INVESTMENT REQUIREMENTS:

The cost break.

HEAD	DESCRIPTION	AMOUNT
Interiors	Glass works, furniture, lights, flooring, electronics, racks, office setup, display stands, reception counter 3 cashier seatings, sign boards, neon boards, AC, Camera with server setup	40 Lakhs
Stocks	All types of clothing	49 Lakhs
TOTAL		89 Lakhs

- 01** To become a part of our franchise network, the franchisee fee is set at ₹6 lakhs, covering all necessary startup resources, brand rights, and ongoing assistance.  
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- 02** A refundable security deposit of ₹4 lakhs will be submitted to the landowner, which will be refunded upon the completion of the lease agreement, contingent upon meeting the lease conditions.  
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- 03** The quoted costs are indicative and may fluctuate depending on market trends, location-specific elements, and negotiations, which could alter the final pricing.  
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- 04** The lock-in period is set at five years, with extensions subject to management's review and approval.

ROI Period | 24 to 36 Months

**ROI:** Every month **10%** on total sales, excluding GST or Every month **1%** on total investment

Become a part of a growing retail brand with significant market potential. Join the Korean Clothing family and unlock a world of opportunities. We look forward to partnering with you and bringing Fast fashion to more cities in India!





**Korean Clothing Bangalore**

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