



Since 1928

World's First **AYURVEDA** Hair Clinics Chain

FRANCHISE BROCHURE

 www.vhcahairclinic.com





INTRODUCTION

FROM NATURE TO MAN


VHCA Herbals Pvt. Ltd. operates under the brand name VHCA Hair Clinic. It forayed into the hair care segment in 2000 with a vision to provide holistic hair care treatment. The highlight of the company is its Ayurvedic treatment blended with modern science. VHCA Hair Clinic are backed by years of research and development carefully executed by R&D Team.

THE MAN BEHIND VHCA HAIR CLINIC

VAIDYA HUKAM CHAND AGGARWAL, the visionary who created ripples in the field of Ayurveda founded VHCA Herbals in 1928. His aim was to introduce the mysteries of 5,000 year old system of medicines to the modern society. The 'Ayurveda Man' apart from being an expert in Ayurveda was also a genius in ' Nadi-Vigyan and Herbal Medicinal Science.

THE TORCHBEARER

DR. MUKESH AGGARWAL, (A National Awardee in Ayurveda and Social Service) is a renowned Ayurvedic Physician, Eminent Speaker and Writer. Dr. Mukesh Aggarwal, belongs to the 4th generation running VHCA Herbals. His modern methodologies have been instrumental in helping VHCA scaling new heights & venture into diversified portfolios.



Dr. Mukesh Aggarwal, Adorned with the magnificent qualities of dynamic personality and skilled leadership, has successfully forwarded the various ventures of VHCA in the right direction with his focused attempts. Dr. Mukesh Aggarwal, the scholar of Ayurveda, has managed to present the solution for the redemption of hair problems with his persistent efforts in the form of VHCA Hair Clinic, which is the First Ayurveda Hair Clinic in the world.

Being Ayurveda Trichologist and Poet Dr. Mukesh Aggarwal has earned a lot of fame. Four Hindi Poem Books of **Dr. Mukesh Aggarwal** " सिर्फ एक मानव हूँ मैं " " वक्त के दरमियाँ " " भोर की ओर " " कस्तूरी कुण्डल बसे " has been published by Haryana Sahitya Academy. As a social worker he has also created a land mark. Individually and along with various social organisations like Adhikar, Ayurveda Jagriti Mission, VHCA Foundation, Bharat Vikas Parishad etc, he has perfectly executed the responsibility towards the society and he has vowed to keep on rendering these in future.

"VHCA Hair Clinic was formed with an objective to provide natural solutions to make people more beautiful by re-growing their hair and reinstating their confidence. Our philosophies have helped us to surpass competition and emerge as leaders in hair care in North India region.

We would like to replicate our success, hereby invite franchises to be a part of our success story.

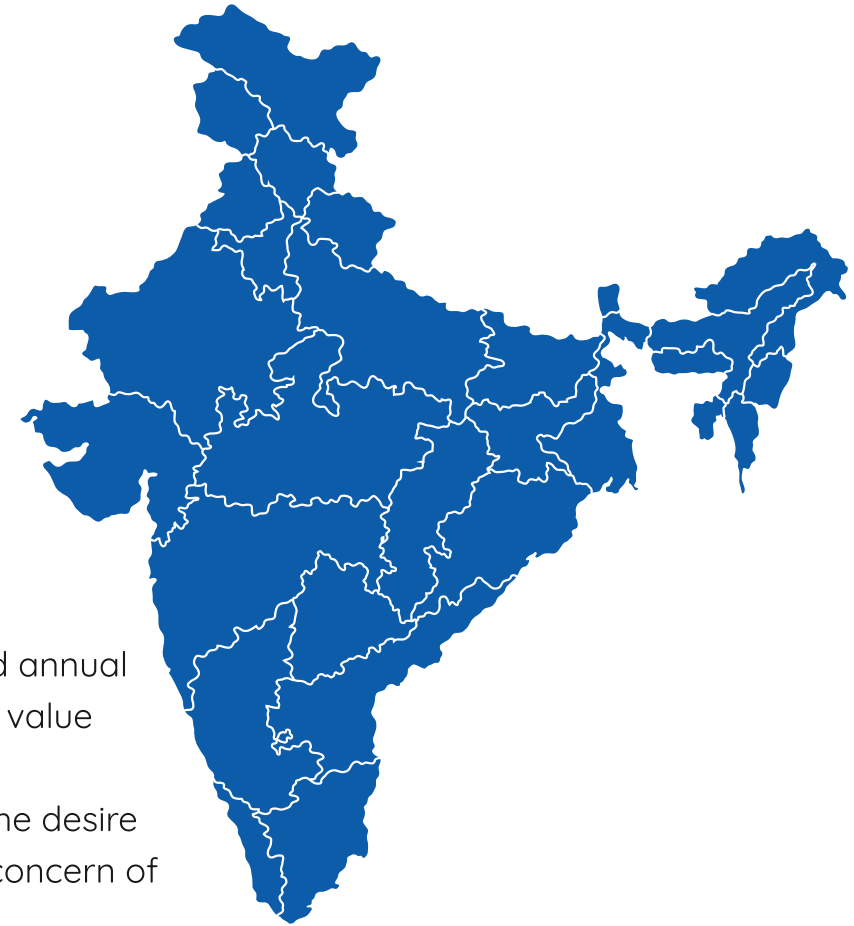


Dr. Mukesh Aggarwal

BAMS, MD(AM), MA(MC), D.Ph. NDDY, PGDHRAM, LLB, LLM

MANAGING DIRECTOR

SCOPE FOR HAIR CARE SERVICES IN INDIA



HAIR TREATMENT MARKET IN INDIA

A significant share of Indian consumers are switching to value-added hair oils for hair-related problems such as hair fall, premature greying, dandruff, alopecia and damage caused by factors such as hair coloring, pollution and poor lifestyle.

Hair Loss Treatments market in India registered a positive compound annual growth rate (CAGR) of **11.94% during the period 2015 to 2020** with a sales value of **INR 1,198.91 Million in 2020**.

The growing demand for value-added hair oils is directly related to the desire for looking beautiful, which comes from the affordability and the growing concern of hair fall.

“The demand for both surgical and non-surgical procedures for hair replacement and transplant have strikingly shot up in the last decade. Most people who come forward with queries are men who are between 20-30 years. On an average, eight out of 10 patients are men,”

MALE PATTERN BALDNESS GROWTH IN INDIA

While male-pattern baldness is a common problem, in India, however, some studies suggest that almost eighty-five percent of the adult male population would suffer from pattern baldness.



MARKET SHIFTING FROM HAIR OIL TO HAIR CLINICS.

There is a huge potential for modern hair treatments like Hair Transplant, PRP Therapy as there is a massive growth of anti hair fall hair oil market in India, which clearly signifies the need for good looks especially in the age group between 20 to 30 years.

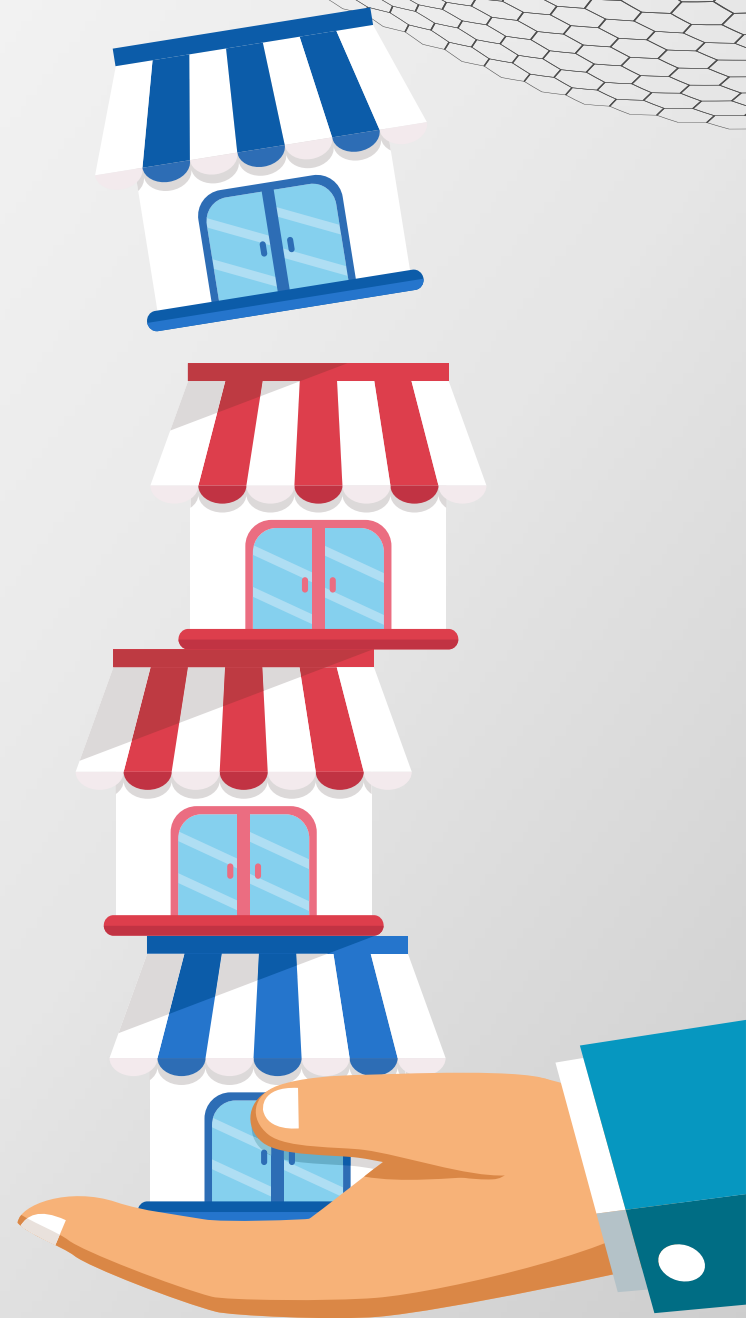


MASSIVE GROWTH OF ANTI HAIR FALL HAIR OIL MARKET

With the growing hair fall cases the easiest way is to fetch a popular brand of hair fall control oils.

People are trying to get a renewed hair-rich scalp by just applying hair oils which usually fail to meet the promises, as it's not medically possible to get a hair regrowth in every case.

**NEXT GENERATION
HEALTH CARE REVOLUTION
IS GOING
TO BE IN
HAIR CLINICS**



FRANCHISEE OPPORTUNITY

with

World's First

AYURVEDA

Hair Clinics Chain



VHCA COMBINES MODREN SCIENCE WITH **AYURVEDA**

**MODREN
SCIENCE**

- Hair Transplant (FUE)
- Platelet Rich Plasma (PRP/GFC)
- Hair Patch/Wig
- Laser Hair Removal
- HRP

AYURVEDA

- Dandruff Treatment
- Baldness Treatment
- Hair Loss Treatment
- Greying Hair Treatment
- Alopecia Areata Treatment
- Bipolar Hair Loss

WHAT VHCA DOES

Hair & Scalp Analysis

Hair Patch/Wig



Hair Transplant (FUE)



Laser Hair Removal



HRP Therapy (Hair Repair & Procedure)



PRR Therapy (Platelet Rich Plasma)



WHY VHCA HAIR CLINIC FRANCHISEE CAN BE A GAME CHANGER ?



FOFO MODEL

FRANCHISE OWNED FRANCHISE OPERATED

VHCA Franchisee Model is based on FOFO (Franchisee Owned and Franchisee Operated)



FULLFILL YOUR DREAMS WITH US

What VHCA franchisees are earning

IF MONTHLY OPD FOOTFALL IS

250, then monthly earning can reach upto **2.20 Lacs.**

Disclaimer

The above figures are based on account forecasts taken from our own current business and by taking lower service prices and lower volumes each day. Each franchise owner has his own way of running business and the co-ordination that franchise owner sets up with the VHCA franchisee development team.



WHY VHCA



3000+ HAIR TRANSPLANTS

We have done more than 3000+ successful hair transplants in our VHCA Hair Clinic.



22+ YEARS OF EXPERIENCE

VHCA Hair Clinic comes with a rich experience in relieving hair related issues with Ayurveda.



LEGACY OF 90+ YEARS

VHCA Hair Clinic has devoted 6 generations in to practicing Ayurveda.



SUCCESS RATE

VHCA has more than 95% satisfied patients worldwide



SELF FORMULATED AYURVEDIC MEDICINES

We have evolved our own proprietary formulas using wonders of ayurvedic herbs.



HIGHLY SKILLED TEAM OF DOCTORS AND TECHNICIANS

The team with a maximum number of hair transplant PRP, HRP & Hair Patches treatments

REQUIRED INFRASTRUCTURE

What are the minimum requirements?

You will need to be patient focused, passionate about quality and professionalism. You will be required to pass the VHCA Aesthetics trade test and have a willingness for continued learning.



VHCA SPACE REQUIRED		
S.N.	REAL ESTATE	ROOM
1	RECEPTION CUM DISPENSARY	1
2	WAITING AREA	1
3	THERAPY ROOM	1
4	OPD ROOM	1
5	WASH ROOM	1
	TOTAL AREA REQUIRED - 300 to 400 sq ft	

MINIMUM STAFF REQUIREMENT		
S.N.	EMPLOYEE	NUMBER
1	BAMS DOCTOR	1
2	RECEPTIONIST	1
3	THERAPIST	1
4	OFFICE BOY	1
5	MARKETING EXECUTIVE	1
TOTAL EMPLOYEES		5

COMPANY SUPPORT



Digital Advertising & Call Center Support

- In house digital marketing team efficient in generating high qualities leads.
- Highly efficient tele call center for supporting leads flow to VHCA data base.
- Highly targeted social media marketing campaigns to strengthen patient inflow through social media channels.
- Youtube channel with more than 650+ videos uploded and a fastest growing subscriber base.



Management & HR Support Available

Your business will be covered by an insurance policy for any staff or HR matters. You will have access to a dedicated helpline which will assist you with any problems that may occur. Our HQ team will also be on hand to assist and place any recruitment adds for you. We will also provide you with staff training manuals to help develop your own team.

Expert Clinical & Patient Support

HQ will be on hand to help you with any clinic or patient matters which may occur. We are always available to support and guide you through anything the day may throw at you.



Business Accounting and Bookkeeping

Our franchise offers you the unique comfort of not having to deal and be responsible for all of your bookkeeping and accounting process each month. We will take all the headache out by handling this for you so you can solely focus on building your business. We can also offer you a staff payroll system if needed as your business starts to grow (this is at an extra cost).

BECOME PARTNER WITH VHCA



HOW TO APPLY FOR FRANCHISEE



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SCAN TO FILL UP
THE FORM