

# BREAKING THE NORMS

Ferns N Petals has come a long way with over 250 stores across the country, and it is now foraying into small towns as well as in every nook and corner of the country

**F**erns N Petals, having pioneered the concept of social expression (Flowers, Gifts and Cakes) in the country today and has become a name synonymous with love, emotions and celebrations. Started with a single store in 1994 in Delhi, the brand today leads the floral, gifting and cakes industry with over 250 outlets Pan India.

## SMALL TOWNS, BIG WINS

FNP is consciously foraying into small towns as well as in every nook and corner of the country to mark its presence. The brand works on franchise centric approach and formulates its business module accordingly. ●●

## FRANCHISE FACTS

**Investment:  
Rs 6-7 lakhs**

**Ares: 200-300 sq ft**

**Expected break-even:  
3-6 months**

“FNP works on franchise centric approach and formulates its business module accordingly.”

**PAWAN GADIA,  
CEO, FERNS N PETALS**