



La Mont Franchise

La Mont Experience Center

www.lamont.co.in

Fifteen Years of Legacy



Founder **Mr. Bhavesh Dholiya** has more than fifteen years of experience in research and development of personal care products.

Bhavesh is a qualified researcher with D.Pharma & B.Pharma.

Cassidy cosmetic has state of the art manufacturing plant at Surat, Gujarat.

Company has been into Third party manufacturing to reputed international and National organizations in D2C, Pharma and FMCG categories.

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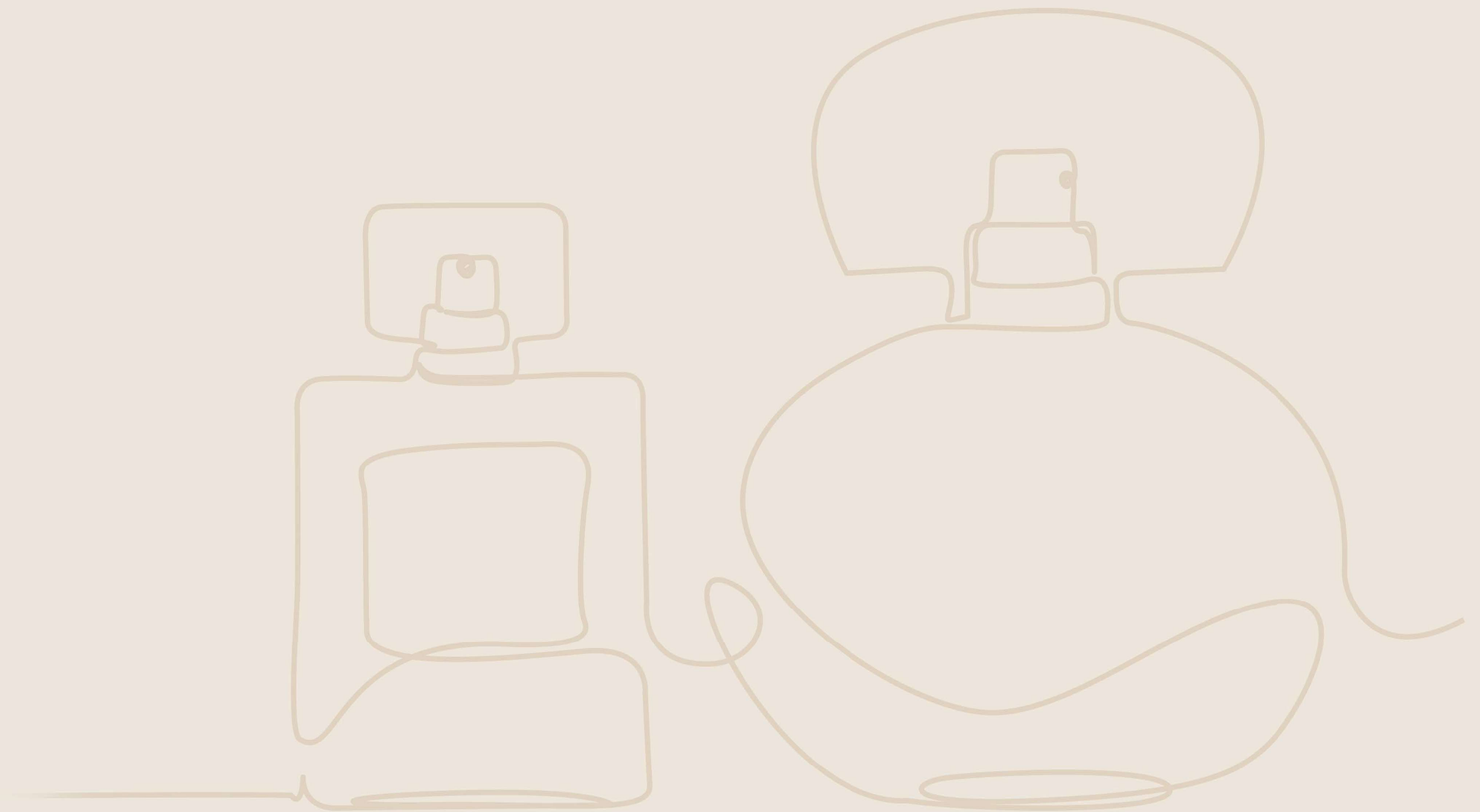
Dinkar Chopra is a cofounder and has played instrumental role in Sales and Marketing in reputed MNC like Gillette, Godfrey Philips, Cargill Foods etc.

He is an MBA in Sales and Marketing with more than 25 years of experience in building Brands and organisations.

La Mont is a fragrance dominating Brand



- Large range of La Mont Products
- Perfumes
- Deodorants
- Body wash
- Body lotion
- Body mist
- Body sheen
- Hair Perfume
- Hand wash
- Hand sanitizer
- Candles
- Gift Packs



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Emerging Trends in India



- Fragrance Industry is growing at 15% CAGR
- Premium perfumes led the market accounted for 56% of total sales in 2024
- The increasing popularity of high-end perfumes through outlets and during sale seasons helped the segment generate high revenue.
- Consumers seek artistry and uniqueness, shifting away from generic scents, offering exclusivity in luxury perfumes.
- Luxury segment's appeal grows due to its exclusivity and high-end quality.

La Mont-Target Audience-Gen Z

- Young, style-conscious Indian consumers
- Primarily Gen Z and Millennials — who seek premium fragrance experiences that reflect their identity, are long-lasting and smooth without the intimidating price tag of global luxury brands.



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Gen Z Reports and Studies



- According to a report by World Data Lab, Nielsen, and GfK, as of 2024, India's Gen Z contributes approximately \$200 billion, accounting for 10% of the country's consumer spending.
- A study revealed that mid-range brands like Bella Vita Organic (33.3%) and Zara (31.6%) are particularly popular among Gen Z, indicating a preference for quality products that are also cost-effective.
- Gen Z shoppers are driving demand for affordable luxury items, highlighting their aspiration for premium products that remain within accessible price points.

TRENDS GEN Z



- Gen Z accounts for approximately 20-25% of the online lifestyle market in India.
- 33% of Indian Gen Z individuals aged 18-27 prioritize lifestyle changes, such as a healthy diet and proper sleep, over skincare products to address skin issues.
- Gen Z influences approximately 43% of household consumption in India, contributing around \$860 billion to the economy.
- Shift toward gender-neutral, chemical-free, sustainable perfumes Growing trust in homegrown brands.
- Influence of Instagram, YouTube, Voxpop, & UGC Creators Gen Z driving demand for affordable luxury.

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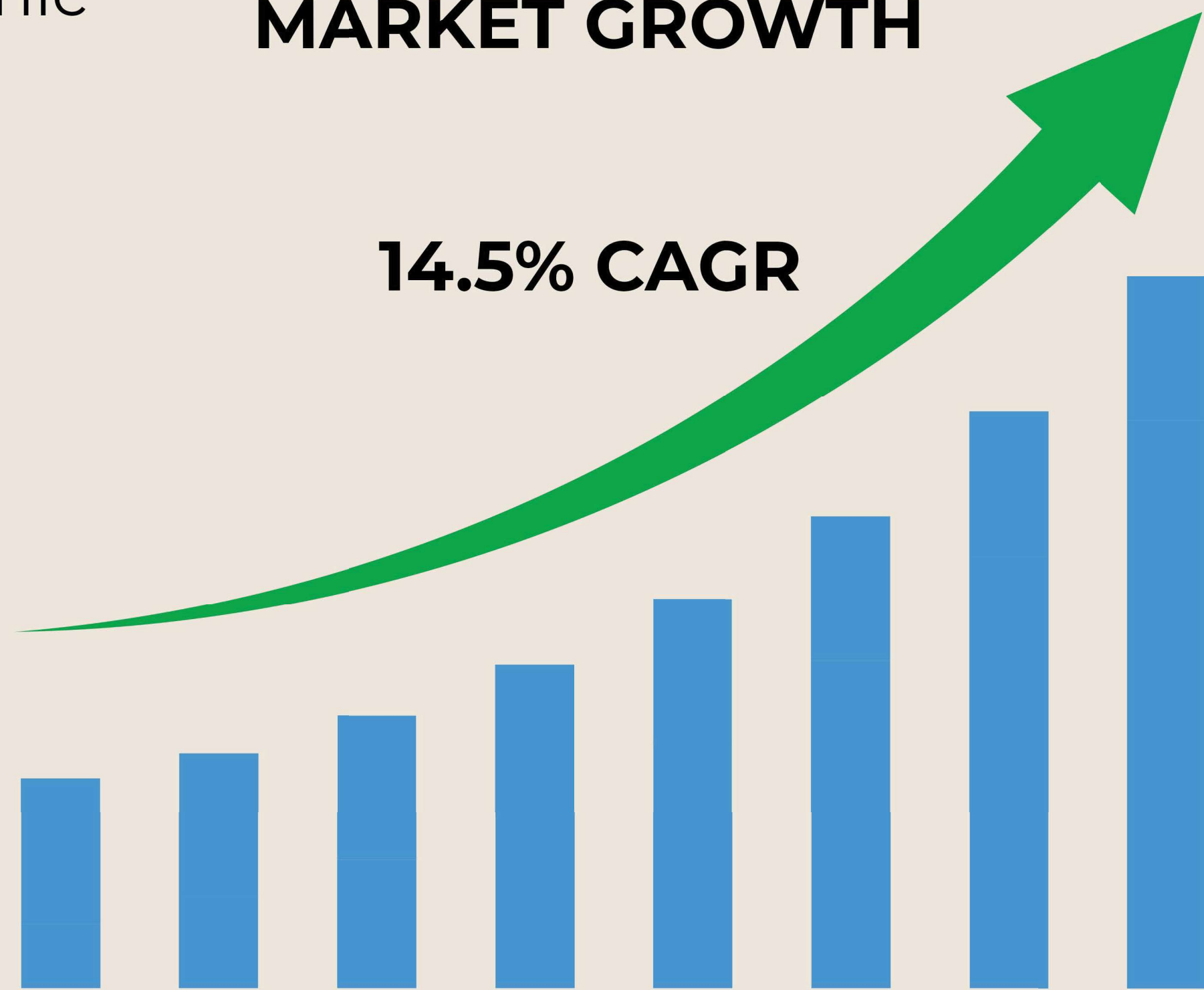
Key Market Drivers

- Urbanization & Youth Demographic
- Rising Disposable Incomes
- E-commerce Growth
- Gifting & Lifestyle Trends



MARKET GROWTH

14.5% CAGR



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MULTI Channel Revenue Model

- Sales revenue from inbound store sales
- Revenue sharing from online sales
- Revenue sharing from modern trade
- Revenue sharing from promo activities and events
- Revenue from Bulk orders



Commercials - Let The Money Talk



- ROI—18-24 Months
- Investment Required- 9 lacs onwards
- Store Space - 150 to 250 Sq FT
- Location of store - High street / High Customer walk-in-mall
- Annual guaranteed return-12% p.a.
- Product Margins-30% to 50%
- Profit sharing-50% in FOCO model

Flexible--FOCO / FOFO MODELS

- Flexibility of models to choose from
- No royalty
- No franchise fee
- Long-term renewable contract
- FOCO Model- All management by company
- Opportunity to convert from FOCO to FOFO Model



Franchise Model Comparison



	FOFO	FOCO
Ownership	Franchisee owns the outlet	Franchisee owns the outlet
Operations	Franchisee manages day-to-day operations	Company manages operations through professional staff
Control	Higher franchisee autonomy	Higher company control for consistency
Profit Sharing	Franchisee keeps profits	Predetermined profit-sharing
Ideal For	Hands-on entrepreneurs	Passive investors

SUPPORT BY LA MONT

- Quality product range
- Sales training
- Store Setup
- Visual Merchandising
- Promotional activity
- Branding activity
- Multi-channel tie-ups
- Local social media management
- Transparent sales reporting
- Bulk Corporate orders



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Franchise Outlets Store Design

LM LA
MONT
Be Your Story



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Support & Training

- Comprehensive onboarding program
- Staff product knowledge & sales training
- Marketing and promotional assistance
- Store setup & visual merchandising
- Supply chain access & inventory management
- GST invoice & bulk order support



Premium Perfume Range



Female

Unisex

Male



Let's Build Together
An International LUXURY Brand



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 Social Media

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