

Mohann S – Founder & CEO, Frangenix
Franchise Architect | Brand Builder | Investor Ally



Planning to start a Franchise Business?

Partner with a trusted brand. Discover our franchisee opportunities and thrive in the business world.



Frangenix is a leading integrated franchise solutions company, serving clients since 2017. We specialize in guiding investors toward the right business opportunities while helping brands expand their presence through successful franchise development. With expertise across diverse industries, we've empowered countless entrepreneurs and organizations to achieve growth, scalability, and long-term success in the competitive franchise landscape. organizations in the market with franchise expansion across all industries.

From Hustler to Franchise Strategist

Born in Bangalore, Mohan began working in school—selling phones, insurance, and banking products. These early experiences built his resilience and customer-first mindset. Today, he leads Frangenix, a premier franchise consultancy helping Indian brands expand nationally and globally.

Proven Franchise Leadership

With rich multi-sector experience—from QSR to Education—Mohan has:

- Scaled Frozen Bottle to 63+ outlets pan-India as National Head
- Expanded territories as Cluster Head at Franchise India
- Advised numerous brand investors since founding Frangenix in 2017

He brings sharp expertise in FOFO, FICO, MF models, ensuring both brand scalability and investor ROI.

Frangenix – Where Brands Scale, and Investors Thrive

Frangenix is more than a consultancy—it's a growth partner. Services include:

- Franchise Strategy – From brand evaluation to scalable models.
- Investor Mapping & Onboarding – Ensuring the right fit for both sides.
- Operations Support – SOP creation, training, and vendor management.
- Marketing Planning – Launch playbooks, omnichannel campaigns, and digital assets.

Why Brands & Investors Choose Mohan

Strategic + Empathetic: “He helped like a brother” – Client, Lens & Meds.

- Execution-Oriented: “Applause-worthy increase in company growth” – Business Consultant.
- Integrity-Driven: Known for trust, clarity, and long-term collaboration.
- Multi-Sector Depth: From street-level to boardroom, from kiosks to master franchises.

Thought Leader with a Growth Mindset

- Featured in EatMy.News for his bold journey and principles.
- Advocates LAER (Listen-Acknowledge-Empathize-Respond) consultative selling.
- Inspired by SPIN Selling—delivers solutions, not just services.
- Shares mentorship and franchise knowledge regularly via LinkedIn and client interactions.

Let's Grow Together

“When you do the same thing, you get the same result. To change outcomes, do things differently.”

Frangenix isn't just about franchise models—it's about creating shared success stories. Whether you're a brand ready to expand, or an investor looking to partner in high-growth ventures, Mohan brings strategy, sincerity, and scale to your journey.

Mission:

To empower brands and investors with franchise strategies that scale profitably—because growth is mutual



7 Step Process

(With a core intention to mitigate the risk of the investors, we follow a 7 step consulting process)



01

Evaluating goals, summary, and evaluating decision-making criteria

Working together, we're committed to investing the time necessary to understand your experience and what you're seeking to accomplish. We will thoroughly explore your personal and professional needs, your fit with our brand partners, along with the timeline, selection criteria, and investment range. We'll discuss any fears or concerns you may have as well.

02

Brand Suggestions, Discussions, and Evaluation

Based on the successful completion of the previous step, Step 1, Frangenix will take the lead in guiding and introducing you to various brands within our brand portfolio. In this phase, we will conduct an in-depth presentation that delves into the vision, objectives and unique value proposition offered by our franchisors to their clients. This critical stage serves as a determining factor for the continuation of our discussions, as we engage in an open and transparent dialogue. During this phase, you will gain a comprehensive understanding of the available business options and the organizational culture, while also learning about the key characteristics, style, and habits of a thriving franchise business.

03

Comprehensive Request for Evaluation

The confidential and non-binding "Request for Evaluation" serves as evidence to Frangenix that you possess a genuine interest in exploring this opportunity and acquiring further knowledge about the brand. It is important to note that this request does not impose any obligation or commitment to invest at this stage. Upon receiving and reviewing your application, we will furnish you with the Franchise agreement document, which contains comprehensive information regarding training, mutual obligations, initial investment, and on-going expenses associated with owning and operating the business.

04 **Assessment of Franchisor Information and Agreement**

As business consultants, we provide guidance in comprehending the intricate details of the franchise agreement and conduct a thorough review alongside you. This entails a comprehensive presentation of information, encompassing the background of the Franchisor Company, its management team, a detailed breakdown of the total investment, and other pertinent factors. Our objective is to ensure that you comprehensively understand every aspect of the business. Additionally, it is crucial for us to document your selection criteria and ascertain that the proposed brand aligns perfectly with your requirements. Following this, we proceed to schedule our Discovery Days event. Online or offline as per the convenience.

05 **Attend Discovery Days Event**

This presents an invaluable opportunity for you to interact with the entire executive team and address any challenging inquiries you may have. During this period, you will be fully immersed in the Franchisor's culture and gain insight into how they can assist you in achieving your goals through small business ownership.


06 **Concluding Franchisee and Financial Verification**

Once you have participated in Discovery Days and have received an award letter, the subsequent step involves completing the final Franchisee and financial validation. Throughout the Discovery Process, it is highly recommended that you proactively engage with our existing Franchisees in order to gather insights regarding their experiences and the responsibilities associated with being a Franchisee. However, the extent and significance of these conversations will depend on your comprehension of the business model and exclusive strategies employed. Making the most of these discussions by investing ample time and taking thorough notes is advisable. Explore the aspects of the business that ignite your enthusiasm, raise concerns, or that you may not have a complete grasp of. Following this, we will proceed to discuss the subsequent actions with your assigned Franchise Development Director and schedule the signing of the Franchise Agreement.

07 **Execute the Letter of Intent/Agreement with the brand**

Ecstatic is the registered company, and Frangenix is its Brand with rich expertise and experience offerings the below mentioned services herein.

**Seize the Opportunity,
Contact us Today:**

 **+91-7892957883 / 9739198048**

 **support@frangenix.com**

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