


# Be a successful Entrepreneur

with Orane International



We are  
Global

[www.oranebeautyinstitute.com](http://www.oranebeautyinstitute.com) 

**ORANE**   
BRITISH COLUMBIA, CANADA





Our  
Story



Orane headquarter at Toronto, Canada.

**ORANE**<sup>®</sup>  
has its origin in French  
meaning "Rising"

## OUR CORE TEAM MEMBERS



### **Mr. Dinesh Sood**

#### **Chief Executive Officer**

Dinesh has been the writer of the success story of Orane International, the visionary entrepreneur has been instrumental in the company's growth from regional presence to global scales of operations. Being a technology enthusiast and avid traveller, he believes in exploring different nations to understand their business and technological trends and in turn weave them in Orane's culture. He acts as catalyst between technical as well as operational minds to keep the momentum of company's growth going.



### **Mr. COLIN BOGUSKI**

#### **Director of Business Development, Canada**

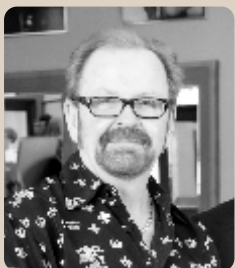
Colin boasts of a career spread over a decade in various MNCs primarily in Education Sector. He is a proficient sales veteran with a knack for technology. He is leading the Canadian Team, spearheading the way for the ten folds of expansion Orane aspires to achieve. He has vast knowledge of the North American demography and is leading the sales and operations frontier for the company.



### **Mrs. MARIE PINDER**

#### **Chief of Education, Canada**

Marie has over three decades of experience in the technical education in Beauty & Wellness, she has many academic accolades under her belt in the domain of Beauty & Wellness, having been certified under the Mega Brands such as L'oreal, Tony & Guy, etc. Boasting of advanced degrees of Hair, Makeup & Aesthetics, she has been instrumental in the development of challenging & up-to-date curriculum for Orane. She leads the Technical Team maintaining quality aspects of the company in its pledge to impart best quality education.



### **Mr. RICHARD PINDER**

#### **Senior Trainer - Hair, Canada**

Richard carries an experience of over 3 decades, boasting of intricate knowledge of technical aspects of Hair. He has served in various capacities with the BC Hair association, ranked as (Regional) Chairman, Master Judge, etc during various stints. He is leading the Oranian brigade imparting training in Hair domain for the Canadian venture. He has been instrumental in state of art course design and management. A photographer and travelling enthusiast, he loves to record his marvelous Hair Arts.

Orane was founded in an era, when the beauty education domain was highly unorganized across the globe. With the pledge of revolutionizing the B&W sector and setting very high standards of education in all facets of Beauty, the company came into existence in the year 2009, headquartered at Toronto, Canada.

The visionary leaders of the company travelled to various countries studying the global trends such as demographic profiling & market demand of Beauty & Wellness domain. They zeroed in on India as the first country to invest in as there was a massive dearth of (beauty) skilled manpower and lack of formal skill education in the country.

Armed with the mission to impart international standard of beauty training so that Orane's students could score good job opportunities globally, we have been working at neck-breaking speed. Our beauty schools offer short term as well as long term (certificate/degree) courses in Hair, Makeup, Skin & Nail specialization, taught by internationally certified trainers in state-of-art infrastructured centres. Our courses are technically affiliated to international accrediting bodies such as PTIB (Canada), CIBTAC (UK) & CIDESCO (Switzerland).

With more than 100 campuses in India at 14 states, we are transforming the lives of nearly 25,000 people every year, majority being women. Apart from securing well-paying jobs, many Orane trainees have also become self-employed professionals and entrepreneurs.

Our attempts and innovative approach has been marvelled and recognized at various platforms, awarding us many accolades such as World's Greatest Brand in Skill Training, Greatest Brand of Asia, etc.

After opening 100th beauty school in India, we have recently launched a beauty college at Victoria, British Columbia (Canada) to provide our students with international study and work opportunities. Intent on international expansion, we are eyeing the North American and ASEAN countries for massive expansion in near future.

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Why  
Orane





# ORANE<sup>®</sup>

is more than a  
business opportunity,  
It is a way of Life...



- We have the skills, knowledge and experience to grow your business. We are thoroughly dedicated to the Beauty Industry from last 10 years.
- Orane has its own books on each subject and courseware which has been designed as per the industry requirements
- 90% of our students are well placed in India, UK, USA, Canada, Australia, Italy, Spain & Many more countries.
- Our students are brand ambassadors
- We believe in quality and latest education
- Ours is the only CIBTAC (Confederation of International Beauty Therapy & Cosmetology, UK) affiliated centre of the region. CIBTAC has been recognized worldwide for over 30 years, with over 200 accredited schools in over 26 countries, offering the prestigious CIBTAC qualification.
- Our CIDESCO (Zurich) certified trainers provide international training to our students.
- We have been honoured in various national and international seminars.
- We have separate team of examiners who conduct the exams at each centre.
- All our trainers are fully certified for training
- Our mission is to train 2 lac students by 2022
- We have in house Media PR & Brand development company with 15 yrs of experience.

50,000+ Students

## 100+

Schools | 14States  
countries worldwide

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# Franchise Procedure

- Introduction through meeting.
- Franchisee application form with 50K DD (Refundable) in 15 days.
- Site selection.
- Rent deed.
- Franchisee agreement and franchisee fee.
- Commencement of work at site.
- Site completion.
- Inauguration.





## Support From Orane to Franchise Partner

### Pre-Opening Support

- Design and supervise construction of the Institutes as per required standards
- Hire and train all staff necessary to run the business
- Provide all technical knowhow to run the business
- Do all marketing activities to attract students into the Institutes
- Tie up with Beauty Products & Services companies for job placements
- Technology support to manage business more productively and profitably
- Periodic audits to identify gaps in processes/people and training to fill the gaps
- PR/Media support to promote the brand to gain public recognition
- Lead interactions with NSDC & B&WSSC to secure government business
- Provide Standard Operating Procedures to manage day to day business
- Institute Launch Plan

### Post Opening Support

- Operational Manual
- Business Planing and Review
- Seminars and workshops
- New Courses and Respective Training
- Course uploading
- Institutes Visits
- Students Kits and Courseware
- Student Placement
- Certification
- Advertising & Brand Building
- ERP
- LMS





Your  
Promises





## Promises from Franchise to **ORANE**

- Invest requisite amount in the agreed activities at right time as prescribed by Orane
- Spend 100% of the productive time in a day to run the business with single mind focus
- Demonstrate passion to succeed and get things done despite all odds
- Undertake all necessary activities for profitable growth of the Franchisees
- Join all forums organised by Orane for sharing learning, results and recognitions
- Train Franchisee staff on regular basis to remain up to date on latest trends
- Hold reviews with Franchisees & staff to learn about their efforts and guide on future
- Execute all marketing activities necessary to promote business and invite students
- Maintain all records of students, curriculum delivery and certifications as prescribed
- Recruit and retain Faculty as per Orane guidelines



A woman with blonde, wavy hair and glasses is looking at a display of L'Oréal hair products. The products are arranged on a counter with a decorative metallic mesh front. In the background, there are mirrors and framed photos of men. A young woman is smiling in the reflection of one of the mirrors.

# Our Career Kit

" Earn While You Learn "





As the name suggest with this kit students start earning while doing their course. This magical "Career Kit" of Orane has fourteen products. Results of these products are amazing and students start good earnings by doing treatments, on their friends, relatives etc., while they are learning.

## Purpose

To streamline the authentic approach towards education the leading chain of Orane Institute of Beauty & Wellness has launched a revolutionary career kit for their student which contains a wide range of products. Besides making career graph more impressive, this career kit will add up convenience and utility in the education pattern.

## Objective

Orane Institute a leading chain of Beauty & Wellness Institutes in India aims at providing International standard education to its students with focus on hands on aspect, in addition to offering great modern facilities with latest Machinery and Equipment which promotes great learning the introduction of this career kit would enhance the international worth of the student and ensure the benefits to their professional life with highly effective, tried & tested beauty products. The kit is designed specifically to give students a comprehensive introduction of the different products they will be using throughout their careers. Each item in the kit allows the students to get practical knowledge mandatory to become a professional cosmetologist.



Approved Training Partner of:



CANADA  
British Columbia

INDIA  
14 States

50,000+ Students

**100+**

Schools | 14States



AWARDS & RECOGNITIONS



Awarded by PwC:  
World's Greatest  
Brand & Leaders  
in Skill Training



Rising Star of Asia  
2016: awarded by  
The Indo asean global  
investment summit



Fastest growing Academy  
of the decade  
2016: Awarded by The  
beautypolis



Best Award of Education  
Excellence  
2016: for skill development  
institution



Best Hair and Beauty  
Institute  
2016: By international  
quality award



Best Beauty Training  
Institute Award  
2013: Awarded in  
Malaysia



Best Beauty  
Institute 2015:  
Awarded by  
Global Quality award



Best Education Institute  
2014: Awarded by the  
education excellence  
award

**ORANE**   
BRITISH COLUMBIA, CANADA

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