

miss
Beauty

Ashish Jaiswal

Founder & Visionary of Miss Beauty



Mr. Ashish Jaiswal, born on April 1, 1986, in Gorakhpur, Uttar Pradesh, is the visionary founder of Miss Beauty Salon at Home, a fast-growing name in India's at-home beauty service industry. His journey from humble beginnings to entrepreneurial success is powered by persistence, experience, and a deep understanding of people and business.

Ashish moved to Delhi in 2005, beginning his career in sales and marketing at a local gift shop. This early exposure taught him the fundamentals of customer service, trust-building, and market behaviour. His defining professional milestone came with a four-year tenure at Yes Madam, where he gained hands-on experience in the at-home beauty sector. This period shaped his understanding of the industry's challenges and uncovered its massive potential.

How Miss Beauty Salon at Home Started?

The seed of Miss Beauty Salon at Home began as Ashish's simple yet powerful idea — to make beauty and self-care accessible, safe, and convenient for every household. But the journey from idea to reality was not his alone. The brand was built with continuous support, guidance, and encouragement from his close circle of friends.

Among them, Mr. Gaurav played a particularly pivotal role. His insights, advice, and unwavering support helped transform Ashish's vision into a structured business model. Together, they shaped a brand that stands today as a trusted name across multiple cities.

A Leader with Purpose

Under Ashish's leadership, Miss Beauty Salon at Home has expanded into Noida, Greater Noida, Ghaziabad, Delhi, Gurugram, Lucknow, and Ludhiana, becoming a preferred choice for thousands seeking reliable at-home beauty services. His approach blends customer-centric service, professional empowerment, and strategic growth.

Ashish's success is rooted in collaboration, experience, and clarity of vision. His story is not just about founding a company—it's about building an ecosystem that values trust, convenience, and excellence, while empowering beauty professionals with dignified opportunities.



Ms Lovely Kaur

Gurugram franchise owner Working with Miss Beauty since it's very beginning



Ms Annu Singh

Lucknow Branch owner

Established in 2022 ♥

Established in 2022, Miss Beauty Salon at Home was created to make high-quality beauty and wellness services accessible, convenient, and reliable for every household. Built on a commitment to trust, safety, and professional excellence, the company brings salon-standard services directly to customers' homes through trained and verified experts. Today, Miss Beauty operates across major cities, offering a seamless, technology-enabled experience that prioritizes comfort, quality, and customer satisfaction in every service.

8+

Service
Locations

50k+

Customers
Served

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01



***A BUSINESS THAT NEVER GOES
OUT OF STYLE***

***“Beauty will always be
in demand — make it
your business”***



Why Salon Business?

In today's world, people can compromise on luxuries, but not on self-care. The beauty and wellness industry continues to grow rapidly because looking and feeling good is no longer a privilege; it's a necessity. Whether it's for professional appearances, social occasions, or personal confidence, individuals invest in grooming and wellness year-round.

Unlike other industries that face economic ups and downs, the salon and beauty sector remains stable, with consistent demand across all seasons. Businesses like food and beauty rarely fail, because they meet everyday needs. Even during uncertain times, people continue to seek beauty care, skincare, and wellness, services that make them feel good about themselves.

From hairstyling and skincare to body care and wellness, the beauty industry in India is evolving faster than ever. By investing in the salon industry, you're investing in a recession-proof business that combines creativity, stability, and continuous growth.

02

Why Choose Franchise?

In today's economy, traditional investment options offer limited growth or uncertain outcomes. When you save money in a bank, you receive minimal returns over a long period. When you invest in the stock market, results fluctuate with no guarantee of stability. But in a franchise business, you invest in a proven model backed by a successful brand, operational system, and established customer base.

A franchise offers predictable growth, tested business systems, and brand credibility that protect your investment. You're not starting from zero, you're partnering with experience. At Miss Beauty, we've built a strong operational and training structure that ensures every partner has complete guidance from day one. With three years of successful brand experience.

Miss Beauty guarantees support in setup, operations, marketing, and profitability. Franchise owners enjoy:

- Assured business support & training
- Centralized marketing & PR campaigns
- Technology-driven systems for management
- Full consultation and ROI planning

Your investment deserves certainty — and Miss Beauty delivers it

A collection of beauty products and flowers. On the left is a clear glass perfume bottle with a pink cap and a gold band. In the center are several pink daisy flowers with green leaves. On the right is a large, round, dark brown makeup brush with a gold handle. The background is a light, neutral color.

03

Why Choose Miss Beauty Salon at Home?

Miss Beauty has redefined how people experience beauty. With the innovative “Salon at Home” concept, clients enjoy the same luxury, hygiene, and professionalism found in premium salons, brought conveniently to their doorstep.

For investors, this model delivers high profitability with a low entry cost. While many established beauty chains require initial franchise investments ranging from ₹20–25 lakhs and often rise to ₹1 crore as operations expand, Miss Beauty opens the door from just ₹12–15 lakhs with their franchise models. This accessibility makes the brand one of the most practical yet promising investments in the beauty and wellness industry.

Miss Beauty’s proven business foundation, three years of operational success, and a rapidly growing client base ensure that every franchise begins generating returns within the first few months of operation.

The brand’s model is designed around three franchise formats and three investment structures, giving investors full flexibility according to their goals:

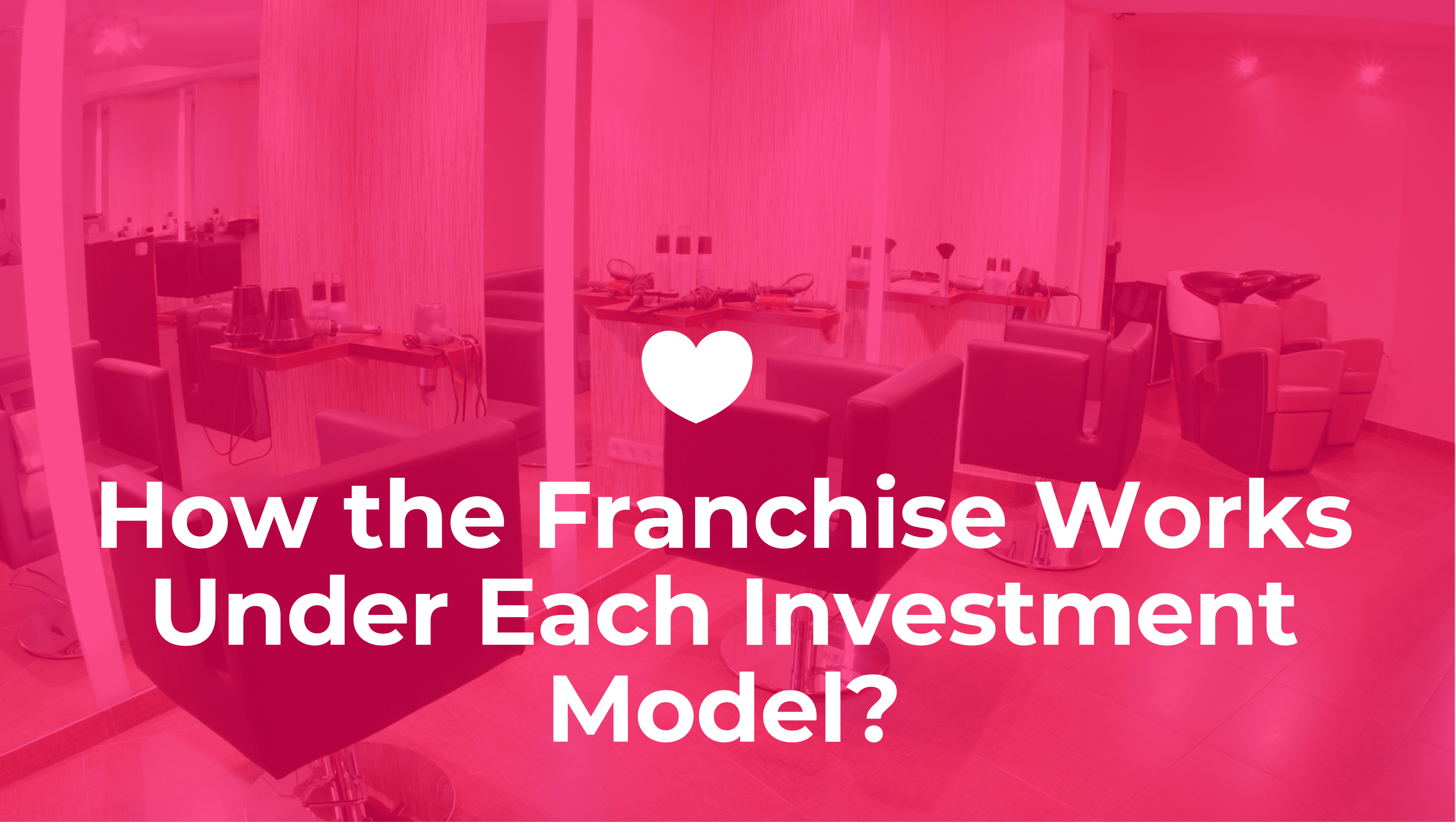
FRANCHISE MODELS

1. Salon at Home Model — A low-investment, high-demand service network delivering beauty and wellness directly to clients’ homes.
2. Salon Model — A premium walk-in setup for urban markets and loyal high-end clientele.
3. Fusion Model — A hybrid concept combining both physical salon and at-home services, creating dual revenue streams.

INVESTMENT MODELS

1. FIFO (Franchise Invest – Franchise Owned) – Full ownership and operational control with 100 % profit retention after targets.
2. FICO (Franchise Invest – Company Owned) – Investor ownership with brand-managed operations and 50 % profit sharing.
3. Investor Model – For large-scale partners who earn fixed MGI returns based on company profits and overall brand expansion.

Together, these options make Miss Beauty Salon at Home not just a beauty service but a sustainable business opportunity, one that balances low investment, high demand, and trusted brand support.



How the Franchise Works Under Each Investment Model?

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Note: The amounts listed for the Franchise Fee and Software & App are fixed.
All other values are tentative and subject to revision based on final assessments and requirements.

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Franchise Model Structure

Franchise Model	Category	Details	Approx Cost.
Salon at Home	Franchise Fee	Brand licensing & onboarding	5,00,000 + GST
	Office Setup	Workstation, storage & admin setup	100,000
	Initial Product & Tools	Starter kits & salon-grade products	150,000
	Software, Website & App	Digital system support	50,000 (first year), 20,000 /year afterward
	Marketing & PR	Initial launch, ads & promotions	3,00,000 (6 months)
	Staff & Misc.	Beautician salaries, travel & admin	300,000
	Total Investment		₹12 – 15 Lakhs (FIFO / FICO)
Salon	Franchise Fee	Brand license & training	7,00,000 + GST
	Salon Setup	Design & furniture (₹5,000–₹6,000 per sq ft for 300–400 sq ft area)	1,800,000
	Products & Tools	Professional tools & cosmetics	400,000
	Software & App	Technology maintenance (₹20,000 annual replenishment)	50,000 (first year)
	Marketing & PR	Local promotions & launch events	3,00,000 (6 months)
	Staff & Misc.	Team salaries & training	500,000
	Total Investment		₹25 – 35 Lakhs (FIFO / FICO)
Fusion	Franchise Fee	Brand license & onboarding	10,00,000 + GST
	Salon Setup	Interiors & equipment (600–700 sq ft)	3,500,000
	Product & Tools	Dual salon & mobile kits	600,000
	Software & App	Integrated system for salon + home	50,000
	Marketing & PR	Multi-channel campaigns	300,000
	Staff & Misc.	Salaries, travel & operations	600,000
	Total Investment		₹50 – 60 Lakhs (FIFO / FICO / Investor)

Investment Model

FIFO (Franchise Invest – Franchise Owned)

Best for: Investors who want to own and operate their franchise.
Under the FIFO model, you are the full owner and operator of the franchise. Miss Beauty provides the training, marketing, digital setup, and brand consultation to help you run the business successfully.

Once your franchise achieves its agreed monthly business target, 100% of the profits belong to you, with a small royalty applied thereafter. This model offers complete control and maximum profitability.

FRANCHISE TYPE	HOW IT WORKS UNDER FIFO	BENEFITS
Salon at Home	You operate the home-service franchise in your city. Miss Beauty trains your team, provides branding, and manages your online bookings.	✓ Full control over local operations ✓ Low startup (₹12–15 lakhs) ✓ High profit retention post target ✓ Quick ROI with recurring client base
Salon	You run a physical Miss Beauty outlet with full brand setup and pricing model. Miss Beauty guides in recruitment and marketing.	✓ Full profit ownership after royalty ✓ Long-term clientele & steady cash flow ✓ Full ownership of setup ✓ Prestige of a premium brand
Fusion	You own both the salon outlet and mobile/home-service network.	✓ Dual income streams ✓ Full profit ownership after royalty ✓ Broader market coverage (3–10 km radius) ✓ Increased customer retention



Is by Miss Beauty

FICO (Franchise Invest – Company Owned)

Best for: Investors who prefer passive income while Miss Beauty manages operations. Under the FICO model, the franchise is owned by you but fully managed by Miss Beauty’s corporate team. You invest; the company handles everything, staffing, management, service delivery, marketing, and client handling.

Profits are shared equally (50 % – 50 %) between you and Miss Beauty. This gives you a steady monthly income without any operational responsibilities.

FRANCHISE TYPE	HOW IT WORKS UNDER FICO	BENEFITS
Salon at Home	Miss Beauty recruits, trains, and manages beauticians and home-service scheduling. You earn your share of monthly profit without involvement.	✓ Zero-stress management ✓ Company handles logistics & marketing ✓ Perfect for remote investors
Salon	Miss Beauty manages your salon operations, branding, and client services while you receive your monthly revenue share.	✓ Equal profit sharing (50 % – 50 %) ✓ No staff management required ✓ Company ensures consistent service quality ✓ Hassle-free, passive return model
Fusion	Miss Beauty operates both physical and mobile services, ensuring steady client flow while you receive your share of total profit.	✓ Dual-revenue management ✓ Company-run hybrid setup ✓ Full transparency through reporting



INVESTOR MODEL

Best for: Large-scale investors seeking passive, long-term profits and brand-equity growth. The Investor Model allows individuals or institutions to invest directly in Miss Beauty's company-level growth. Your investment helps expand franchises, strengthen marketing, and enhance brand technology, while you earn (MGI) based on your capital contribution.

It includes:

- An investment will be made by investor completely in the Miss Beauty Company and earn 1% of MGI until full recovery on the investment along with 10% of profit.
- A larger investment (₹5-10 crore) boosts company valuation, leading to higher percentage returns and brand-equity participation. Unlike volatile markets, your return grows as the brand expands, more franchises, more profits, higher MGI.



Miss Beauty offers a full range of premium beauty and wellness services, available both at our elegant salons and in the comfort of your home.

OUR SERVICES

OUR RANGE OF SERVICES

- **Spa & Body Treatments** – Relaxing therapies that refresh and rejuvenate.
- **Bridal & Party Makeup** – Flawless looks for every occasion.
- **Haircuts, Coloring & Styling** – Expert stylists creating perfect transformations.
- **Facials & Advanced Skin Care** – Customized treatments for glowing, healthy skin.
- **Manicure & Pedicure** – Hand and foot care with a touch of luxury.
- **Painless Waxing & Grooming** – Hygienic, gentle, and professional.
- **Salon at Home Services** – Professional beauty care delivered right to your doorstep.

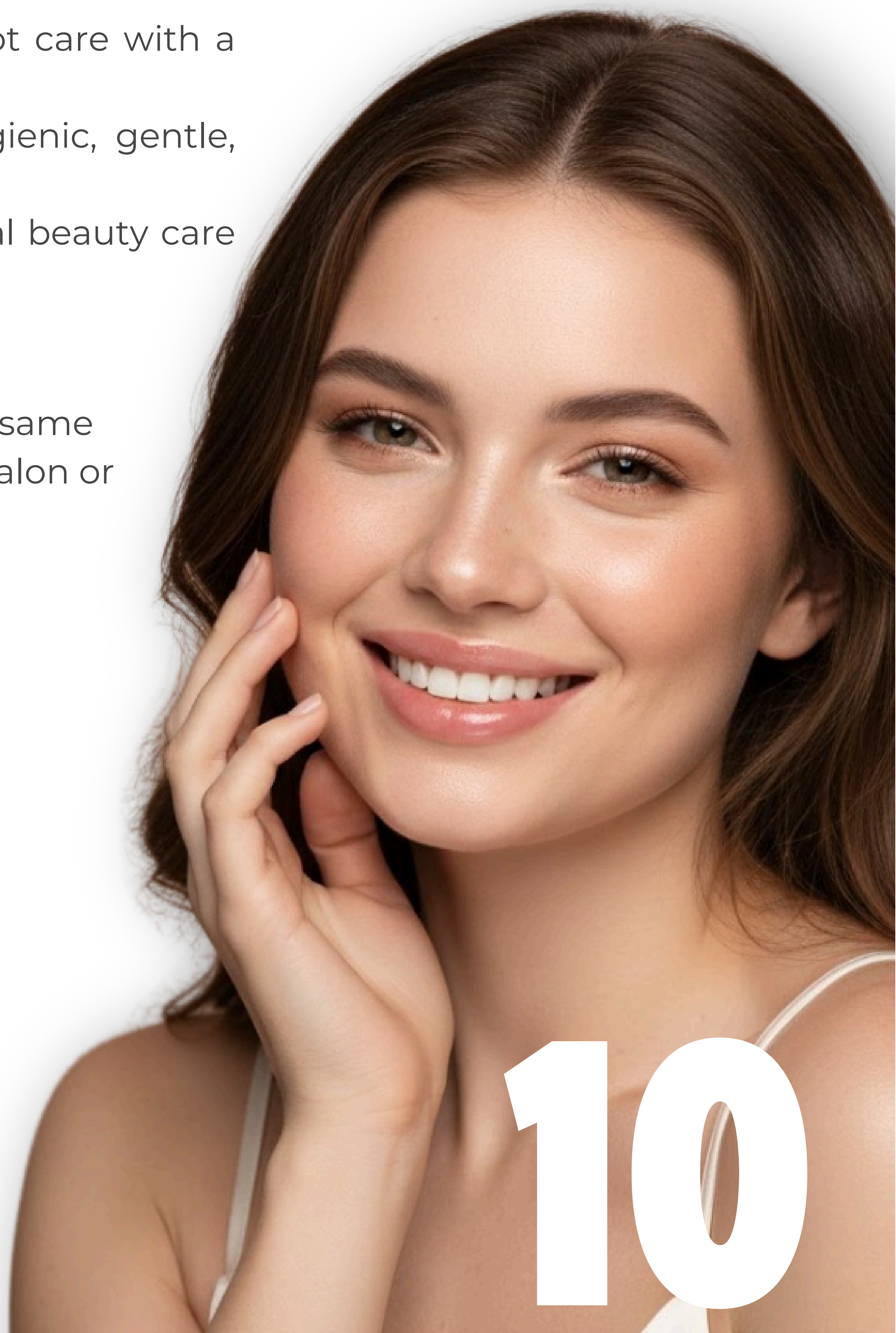
Every Miss Beauty service reflects quality, hygiene, and personal care, ensuring the same professional experience, whether at our salon or in your home.

“

**BEAUTY, COMFORT,
AND CARE**
— **ANYTIME, ANYWHERE**

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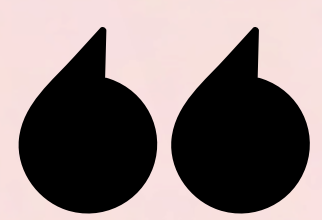


JOIN THE MISS BEAUTY FAMILY

When you join Miss Beauty, you become part of a brand that represents excellence, innovation, and empowerment.

We don't just help you open a salon, we help you build a business that lasts.
What You'll Receive

- Franchise onboarding and brand license
- Complete interior setup guidance
- Staff recruitment and skill training
- Marketing, PR, and digital support
- Centralized CRM and app integration
- Ongoing business mentoring and review



***Empowering Dreams
Enhancing Beauty***





“Let’s Build Something Beautiful Together”

CONTACT INFORMATION

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 www.missbeauty.in

We currently offer our services at.....

Noida, Ghaziabad, Indirapuram, Greater Noida, Delhi,
Gurugram, Gorakhpur, Lucknow & Ludhiana

Unlocking more franchises at different locations soon