

Franchise Adaptation of Domestic Brands in Global Markets: A Research Study of Indian Brands

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Abstract: *This research paper explores the adaptation strategies adopted by Indian domestic brands as they expand internationally through franchising. By analyzing the global expansion of ten Indian brands, including Chumbak, Haldiram's, FabIndia, and others, the study identifies cultural, legal, and operational challenges these companies face. The findings reveal that successful adaptation requires a nuanced approach to product customization, compliance with local legal frameworks, and effective marketing strategies. Recommendations are made to help Indian brands leverage franchising as a pathway for sustainable global growth.*

Keywords: Franchising, Global Markets, Indian Brands, Legal Compliance, Cultural Adaptation, Brand Expansion