

**GOVERNMENT OF INDIA  
COMMERCE AND INDUSTRY  
LOK SABHA**

UNSTARRED QUESTION NO:3428  
ANSWERED ON:01.08.2014  
. POTENTIAL OF FRANCHISING INDUSTRY  
Mahajan Smt. Poonam

**Will the Minister of COMMERCE AND INDUSTRY be pleased to state:**

- (a) whether the franchising industry has high potential to contribute to country's GDP and create jobs;
- (b) if so, the details thereof along with the measures being taken to boost the growth of the franchising industry;
- (c) the likely impact of the increase in Foreign Direct Investment FDI in retail on the franchising industry; and
- (d) the corrective measures taken/proposed to be taken by the Government in this regard?

**Answer**

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF COMMERCE AND INDUSTRY (SHRIMATI NIRMALA SITHARAMAN)

- (a) to (d): The Government has not so far undertaken any study on the potential of franchising industry.