



ABOUT

Hey, I am **Rubina Kazi**, a professional makeup artist with **10+ years experience**, working with international fashion brands, editorial beauty shoots, celebrities for red carpets, TV & film, music videos & album covers.

Makeup has always been a passion of mine since a young age so, after graduating, I started working in the corporate industry for a while then I decided to pursue my dream of becoming a professional **Makeup Artist & Cosmetologist**.

Although most of my work is fashion and beauty shoots, I equally love working with private clients for special occasions and being a part of a Bride's wedding day and making them feel beautiful. I always strive to not only enhance my Client's natural beauty but to make them feel **the best and most beautiful version of themselves**.





MY VISION IS:

"STEP IN ORDINARY & STEP
OUT AS A PRINCESS"

RUBINA KAZI ACADEMY

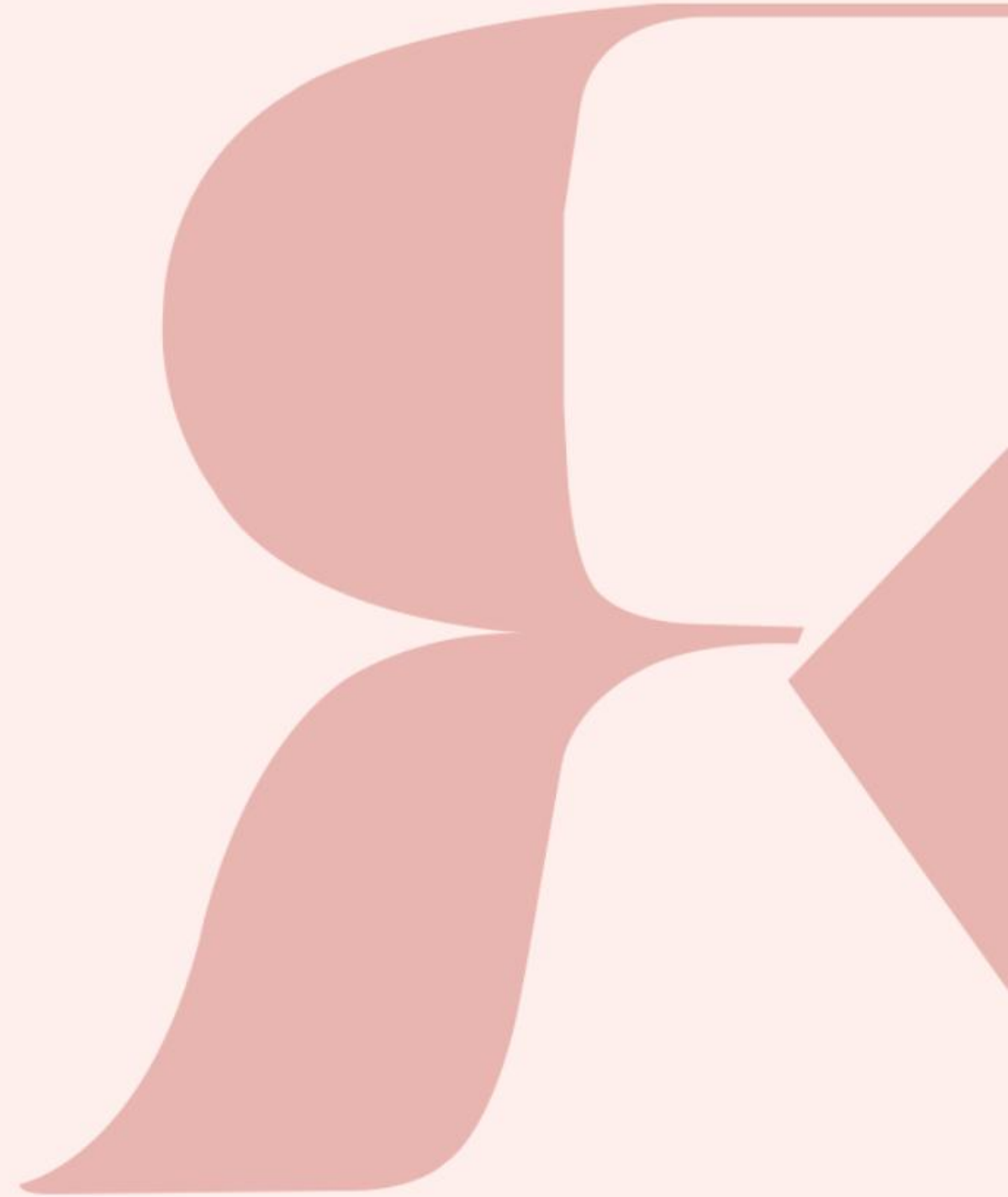
Rubina Kazi Salon & Academy was founded in the year **2021**, with the first unit based out of **Kolkata, West Bengal**.

We wanted to fill the gap in the **Beauty & Wellness Industry** which now served only by High Priced Institutes. Such Institutes has created a gap in the industry leaving behind a huge segment which cannot afford high prices courses.

Rubina Kazi Salon & Academy now fill the gap in the market and invites students and professionals across lines to make a career and **turn dream into reality**.

We plan to reach **Tier 2 and 3 cities and towns** to help aspiring Gen Zs to have their ambition fulfilled at Rubina Kazi Salon & Academy.

We have courses in **Hair, Skin, Makeup, Spa** from Diploma to Masters program with easy finance availability.



WHY RUBINA KAZI ACADEMY:



A trusted Brand with experience of more than 10 years.



Filling the gap in the Industry.



Affordable pricing to serve every segment.



Multiple Courses.



Corporates & Institutional tie ups.



PR Support



INDUSTRY OVERVIEW

The beauty academy industry in India is experiencing rapid growth, driven by high demand for skilled professionals in cosmetology, makeup artistry, and skincare, with job opportunities expected to rise significantly. Top academies offer NSDC-certified courses, international certifications, and 100% placement support.

The beauty and wellness sector in India is rapidly expanding, with the market projected to be a key player in skill development and employability, particularly for women, who constitute a large portion of the workforce.

KEY DRIVERS IN THE INDUSTRY



Growth Drivers: The industry is booming due to increased consumer awareness, urbanization, and the influence of social media.



Skill Demand: There is a surge in demand for trained talent in salons, spas, and dermatology clinics, with the industry seen as a high-earning, flexible career path.



Course Offerings: Academies offer a variety of courses, including diplomas and certificates in cosmetology, makeup artistry, hair styling, skin therapy, spa therapies, and nail art.



New-Age Career Paths: Courses now include specialized areas like prosthetics, SFX, and makeup for gaming/CGI characters.



Industry-Driven Training: Many academies focus on practical, hands-on training and partner with industry players to ensure high employability, with some models offering franchise opportunities for women entrepreneurs.



COURSES

- Master in SPMU
- Advance Diploma in Laser Aesthetic & Cosmetology
- Comprehensive Program in SPMU
- Hair Extension Intensive Practical Course
- HIFU Crash Course
- Diploma in Professional Hair Dressing
- Diploma in Cosmetology Facial Aesthetic
- Diploma in International Bridal Makeup & Hair Style
- Diploma in Beauty Culture
- Diploma in International Spa
- Diploma in Nail Artistry
- Diploma in Hair Styling



FRANCHISEE PROCESS

Introduction Session.

Expression of Interest Form.

Letter of Intent with
application amount.

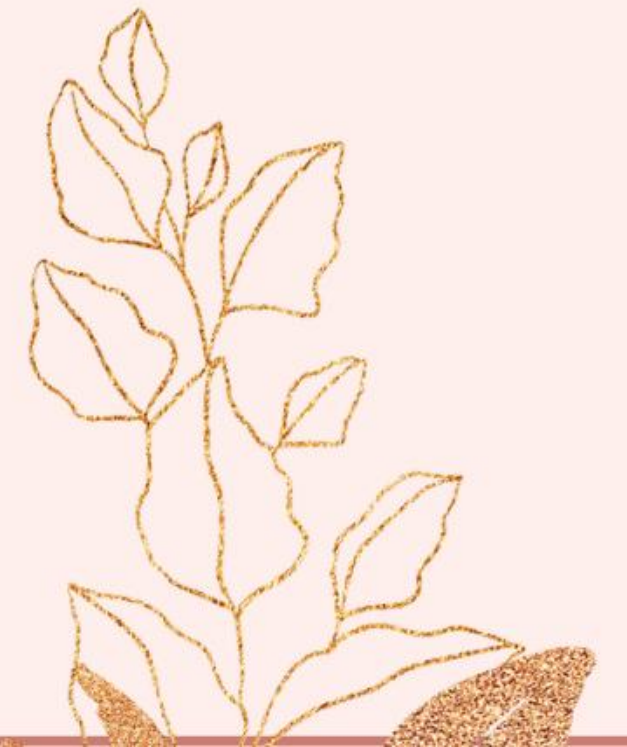
Premise Selection (if needed).

Signing of Franchisee
Agreement with balance
Franchisee Fees payment.

Interior & Branding work.

Trial run.

Inauguration.



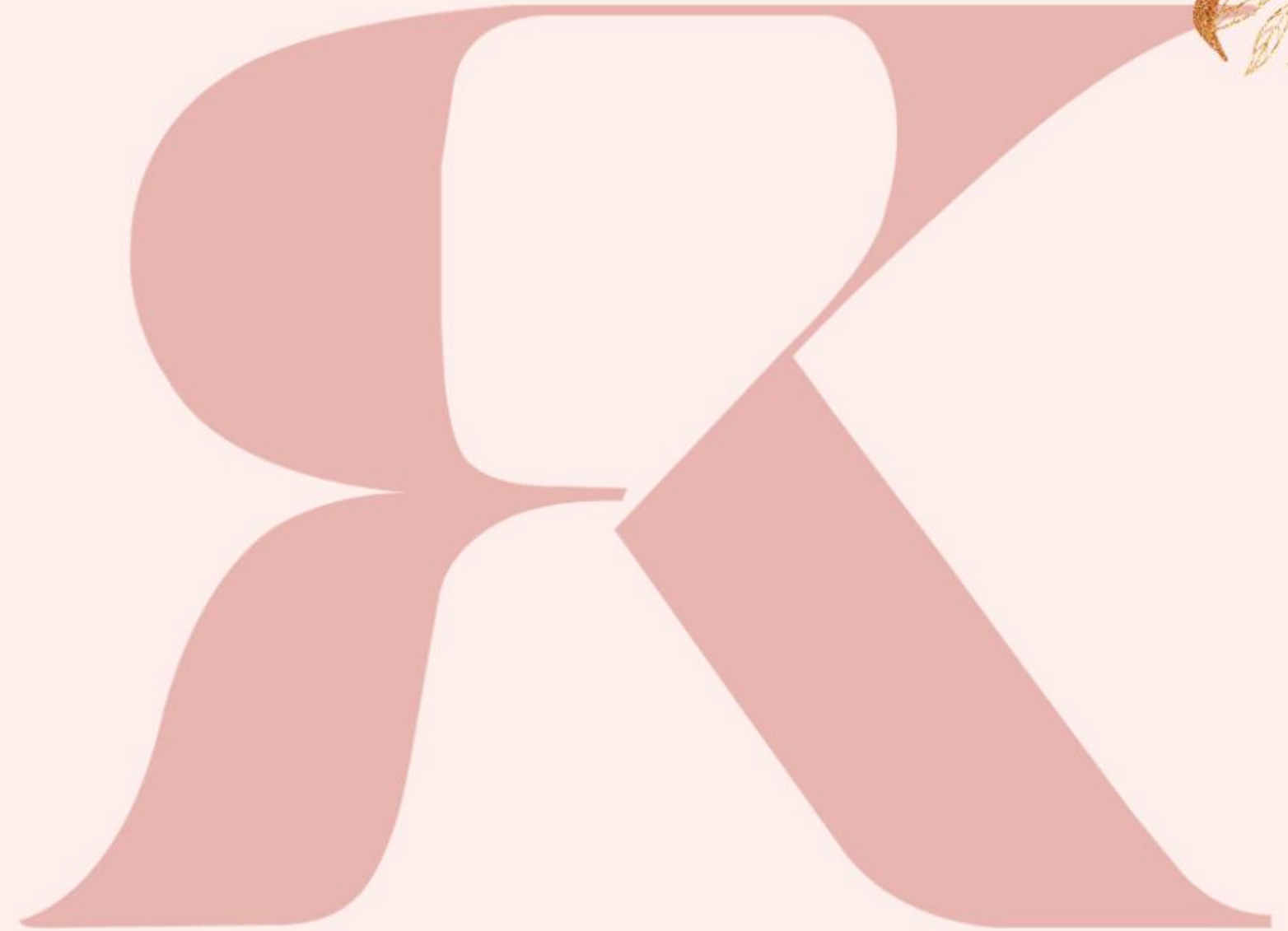
WHY FRANCHISE WITH US

- Complete Setup & Operational Support.
- Students Placement.
- Full Faculty support.
- Bridging the gap in the Industry.
- ROI in less than 24 months.
- Cost effective Courses.
- Location Exclusiveness.
- Central Marketing Support.



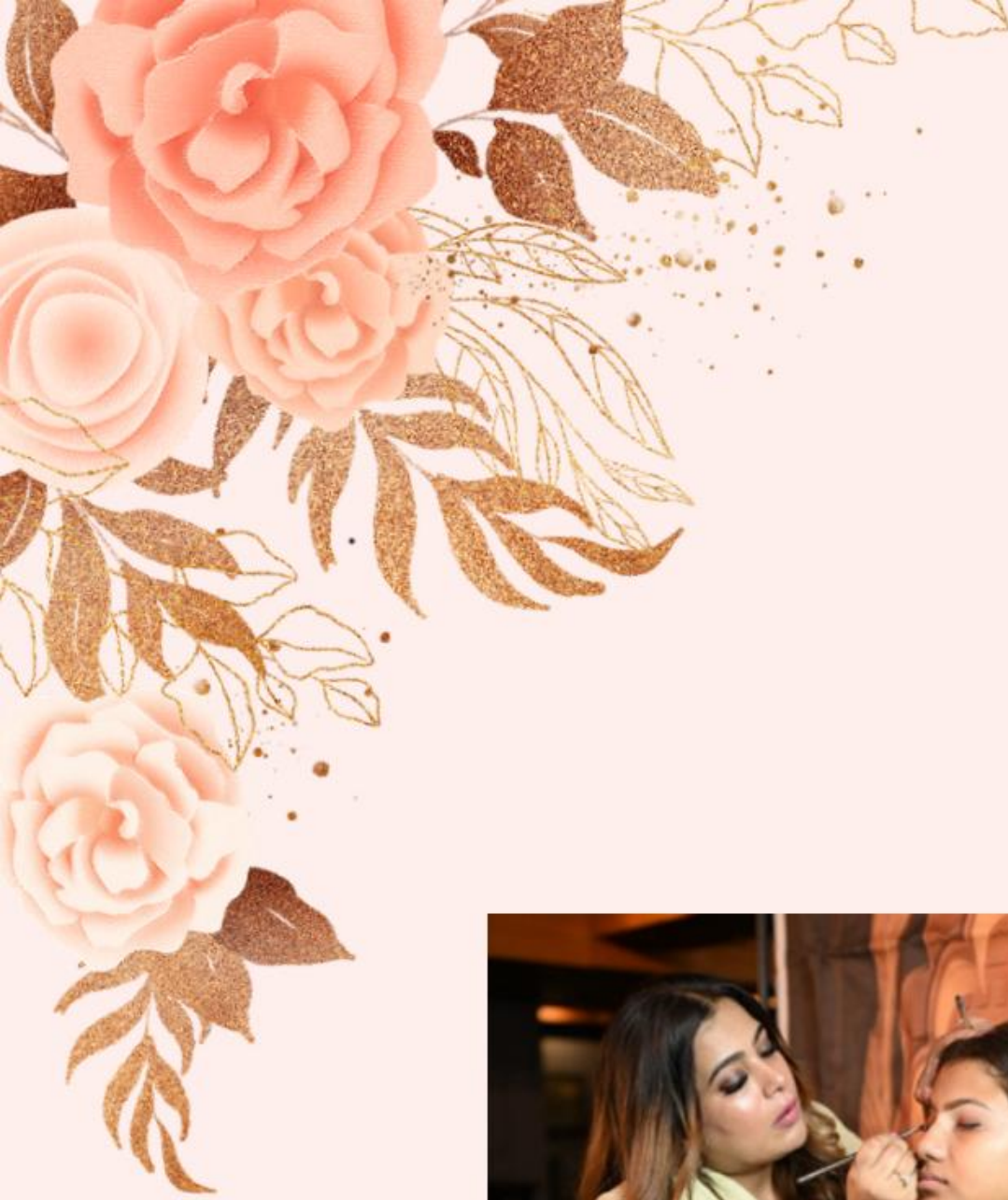
POST OPENING SUPPORT

- Operational Manual
- Franchise Business Planning
- Workshops (Paid and Promotional)
- Courses Training
- Corporates & Institutional visits
- Students Kits
- Review & Examinations
- Placements
- Convocation
- Brand Building



FRANCHISEE FINANCIALS

Franchise set up cost		INR
ELEMENTS	Your paragraph text	
Area (Sqft)		1,000.00
Centre Furnishing / Improvement etc.		Rs.
Interiors, ACs, Branding, Signage, Designing Charges etc.		5,00,000.00
Sub-Total		5,00,000.00
Equipments		
Technical Equipment		4,93,000.00
General Equipment		1,37,000.00
Misc Items (stationary items)		5,000.00
Sub-Total		6,35,000.00
Total capital investment		11,35,000.00
Consumables - Hair Skin Makeup		2,00,000.00
Marketing		1,00,000.00
Total Financial Requirement for Setup		14,35,000.00
Franchise Fee		3,00,000.00
GST (18%)		54,000.00
TOTAL PROJECT COST		17,80,000.00



GALLERY

FOR MORE DETAILS OF THE FRANCHISEE
BUSINESS PLEASE DO
CONNECT WITH US AS UNDER:

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