

Your Dream Salon Begins with

VK NAIL BAR *Studio*

ABOUT THE BRAND

Vivien Kondor London is a UK-founded cosmetics brand known for 100% vegan, cruelty-free nail and beauty products. Its philosophy is “enhancing natural beauty and empowering individuals to look and feel their best”. In 2023, VK Nail Bar Studio – the brand’s dedicated nail salon – opened its first Indian outlet in Chennai. This salon “redefines nail care” in India, offering customers luxurious, state-of-the-art services. The service menu includes professional nail extensions, overlays, gel manicures curated bridal-nail collection, foot reflexology, waxing threading and relaxing massage services. Importantly, VK Nail Bar Studio brings its own line of high-quality nail paints and cosmetics – from minimalist neutrals to bold hues – all formulated cruelty-free. This blend of London-style luxury and innovative, ethical beauty products creates a strong franchise proposition for Indian consumers.

India’s salon industry is booming. Industry reports show the organized salon segment was about ₹1,01,949 crore (US$11.65 billion) in 2024 and is projected to nearly double by 2033. The premium salon segment alone is growing at roughly 10–15% per year, driven by rising incomes and urbanization. Major chains reflect this trend: for example, Lakme Salon operates over 500 outlets in 215+ cities and industry leaders estimate the organized salon market is approaching ₹15,000 crore (US$1.9 billion).

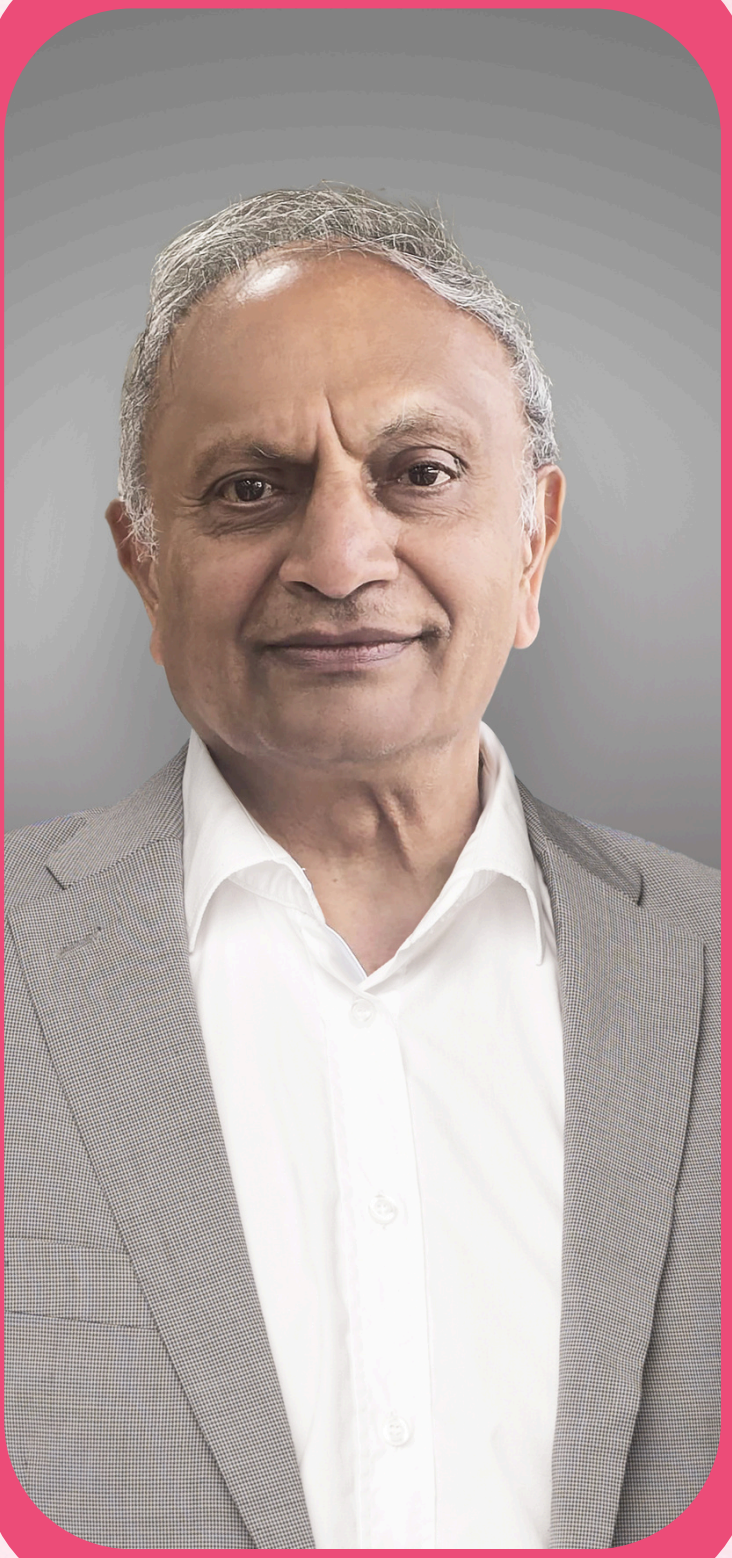
Crucial consumer shifts favor VK Nail Bar Studio’s model: India’s young urban clientele (millennials and Gen-Z) increasingly view grooming as part of daily life and demand clean, “green” beauty. Even tier-2 and tier-3 cities are seeing luxury salon growth as dual-income households expand.

Ideal Location: 600-1,000 sq. ft retail space in a metro or high-end mall/high-street. India’s growing organized retail sector and modern malls (especially in Tier-1 cities) are well-suited for such studios.

Target Customer: Style-conscious urban men and women (approximately ages 18–45) who consider nail and grooming services a regular indulgence. With rising disposable incomes and busy lifestyles, these consumers seek professional, hygienic salon experiences. Grooming is no longer only for special occasions – it’s a routine self-care activity.

In summary, the combination of VK Nail Bar Studio’s premium, ethical brand proposition and India’s rapidly expanding salon market makes this an opportune time for franchise expansion. Economic growth, changing lifestyles and strong demand for quality beauty services mean a high-end nail salon franchise like VK Nail Bar is well-positioned to thrive in India.

Meet Our FOUNDER



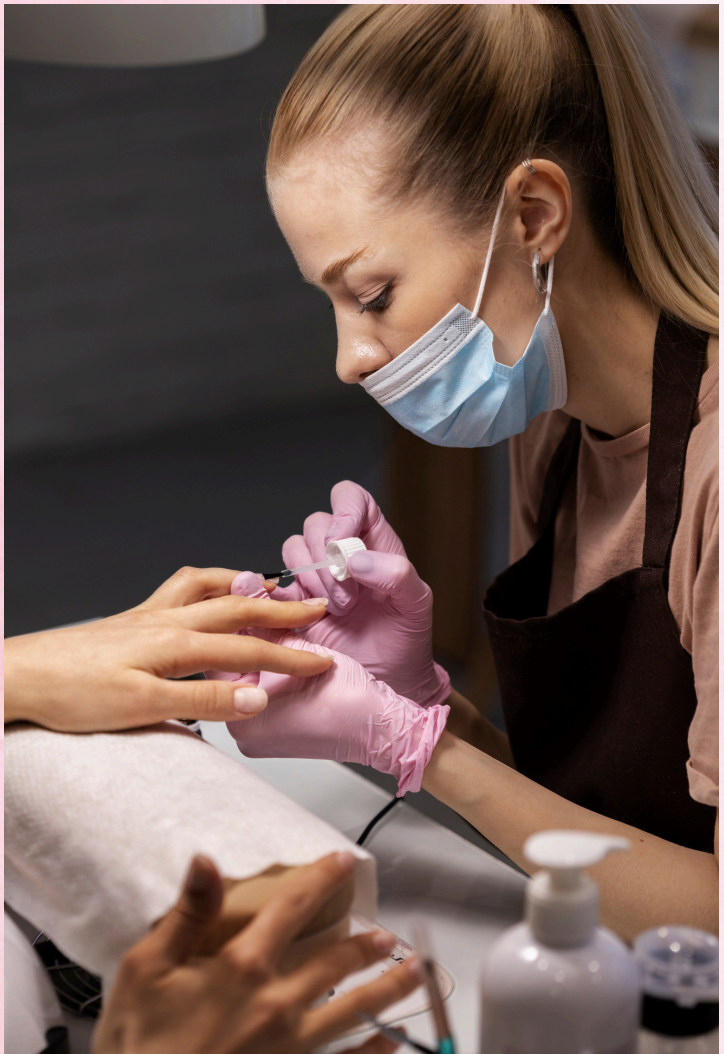
Mr. Vidya Goyal, the visionary behind VK Nail Bar Studio, has shaped a journey that blends passion, purpose and global perspective. From launching Vivien Kondor London a trusted beauty brand in London to introducing VK Nail Bar Studio in India, his mission has always been to make premium beauty accessible, expressive and meaningful. With a strong focus on quality, innovation and ethical practices, he has built more than a brand, he has created an experience rooted in care and creativity. His approach goes beyond beauty, aiming to make every client feel confident, valued and connected. Under his leadership, VK Nail Bar Studio reflects modern trends with a foundation of trust and consistency.

A defining milestone in his journey was receiving the Kindness in Business Award at the GG2 Leadership & Diversity Awards 2026 in London, recognising his commitment to purpose-driven leadership. His humble beginnings lead to building ventures across industries, his vision continues to inspire growth, innovation and community-focused success.

MR. VIDYA GOYAL

VISION

To establish **VK Nail Bar** Studio with a strong global presence, driven by innovation, evolving trends and excellence in nail and beauty services.



MISSION

To provide exceptional nail and beauty services through skilled artistry, premium products while ensuring hygiene consistent and premium customer experience across all VK Nail Bar Studio locations.



CORE VALUE

Client First

Quality & Hygiene

Creative Excellence

Trust & Transparency

Trend-Driven

High Customer Retention

WHY Choose Franchise

- Higher success rate compared to independent start-ups
- Be your own boss, backed by a proven business system
- Operate under an established and trusted brand identity
- Benefit from pre-built vendor and supplier relationships
- No prior industry experience required to get started
- Structured training and continuous operational support
- Easier access to funding and financial assistance
- Reduced trial-and-error with a tested business model
- Faster business setup and quicker go-to-market



WHY FRANCHISE WITH VK NAIL BAR STUDIO?

- A global brand from London to India, bringing international beauty standards.
- Low market risk with a trusted and growing brand backing.
- Proven salon model with consistent revenue potential.
- Strong brand presence that attracts instant customer trust.
- High-demand industry with regular, repeat clients.
- End-to-end support in training, operations and marketing.
- Premium London-inspired products ensuring quality services.
- Trend-driven approach to keep your salon modern and relevant.
- Flexible investment options for different budgets.
- Strong marketing support to drive customer growth.
- High customer retention with recurring services.
- Scalable opportunity that allows you to grow from one studio to many.



SUPPORT FROM US

- Clear guidance to resolve all your business-related queries
- Assistance with site selection and market analysis
- Support in legal and government formalities
- Architectural planning and salon interior design finalization
- End-to-end project supervision
- Equipment selection and sourcing support
- Vendor identification with best pricing assistance
- Pre-launch and inauguration marketing planning
- Comprehensive staff training programs
- IT, software and operational system training
- Marketing, branding and PR support
- Ongoing training for staff on behaviour, new services, products and techniques
- Regular monthly performance review and business evaluation



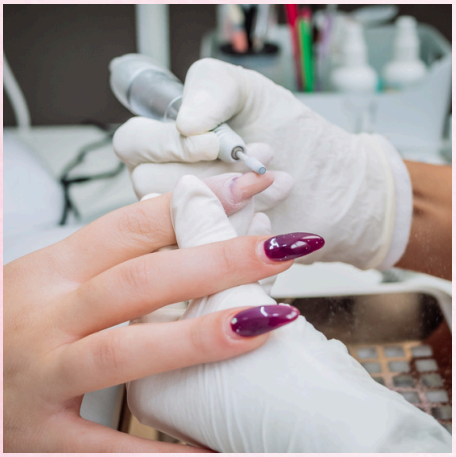
EXPECTATIONS *From You*



- Strong commitment, trust and loyalty to the brand
- Passion for the beauty industry and willingness to grow
- Leadership mindset with ownership attitude
- Readiness to invest for business growth
- Compliance with licenses, taxes and insurance requirements
- Transparent communication and cooperation with the franchisor
- Openness to learn and follow the system

OUR SERVICES

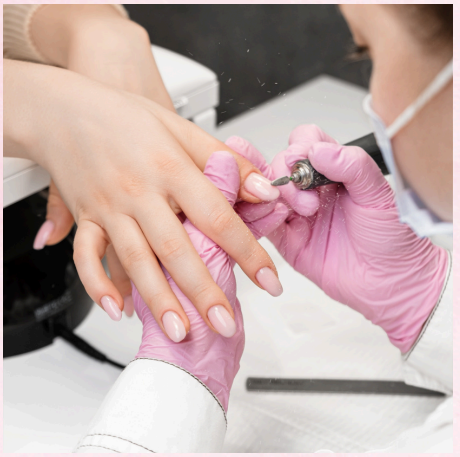
VK Nail Bar Studio provides a wide range of premium nail and beauty services, offering clients a complete self-care under one roof.



Nail Extensions



Nail Art



Manicure



Pedicure



Reflexology



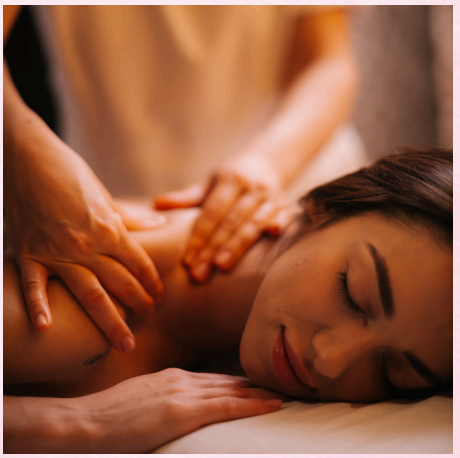
Waxing



Threading



De-tan Treatments



Relaxing Massage Therapies

KEY STATISTICS SNAPSHOT

50K+

Happy Clients Served

4.9



Average Customer Rating

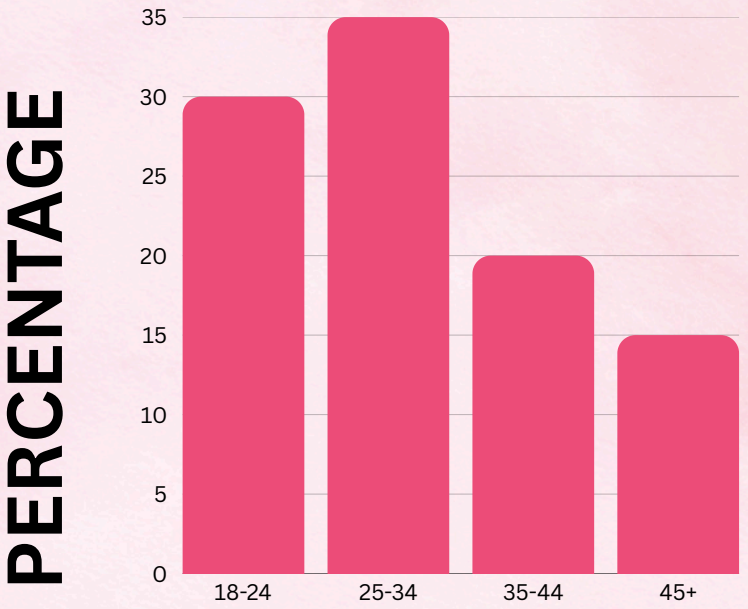
100%

Commitment to Quality Service

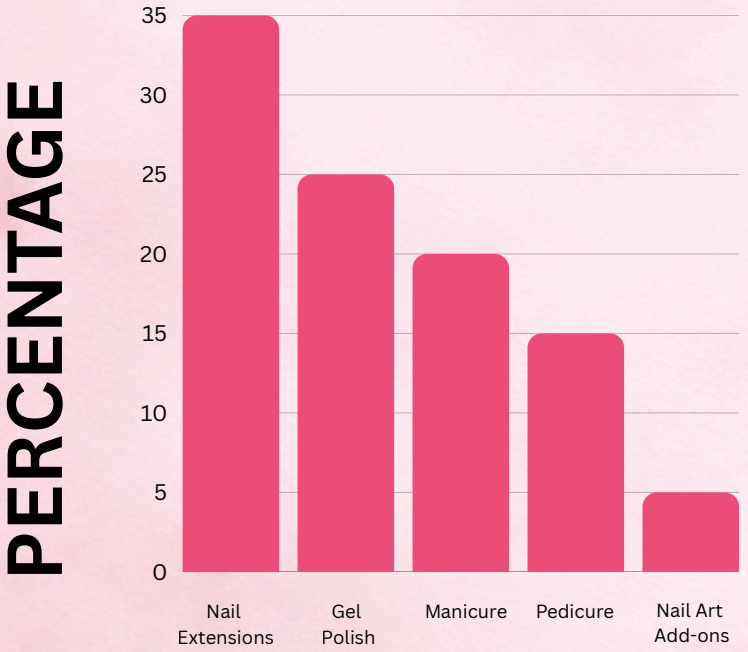
1 Vision

Growing Beauty Brand

MARKET SEGMENTS



SERVICE SEGMENTS



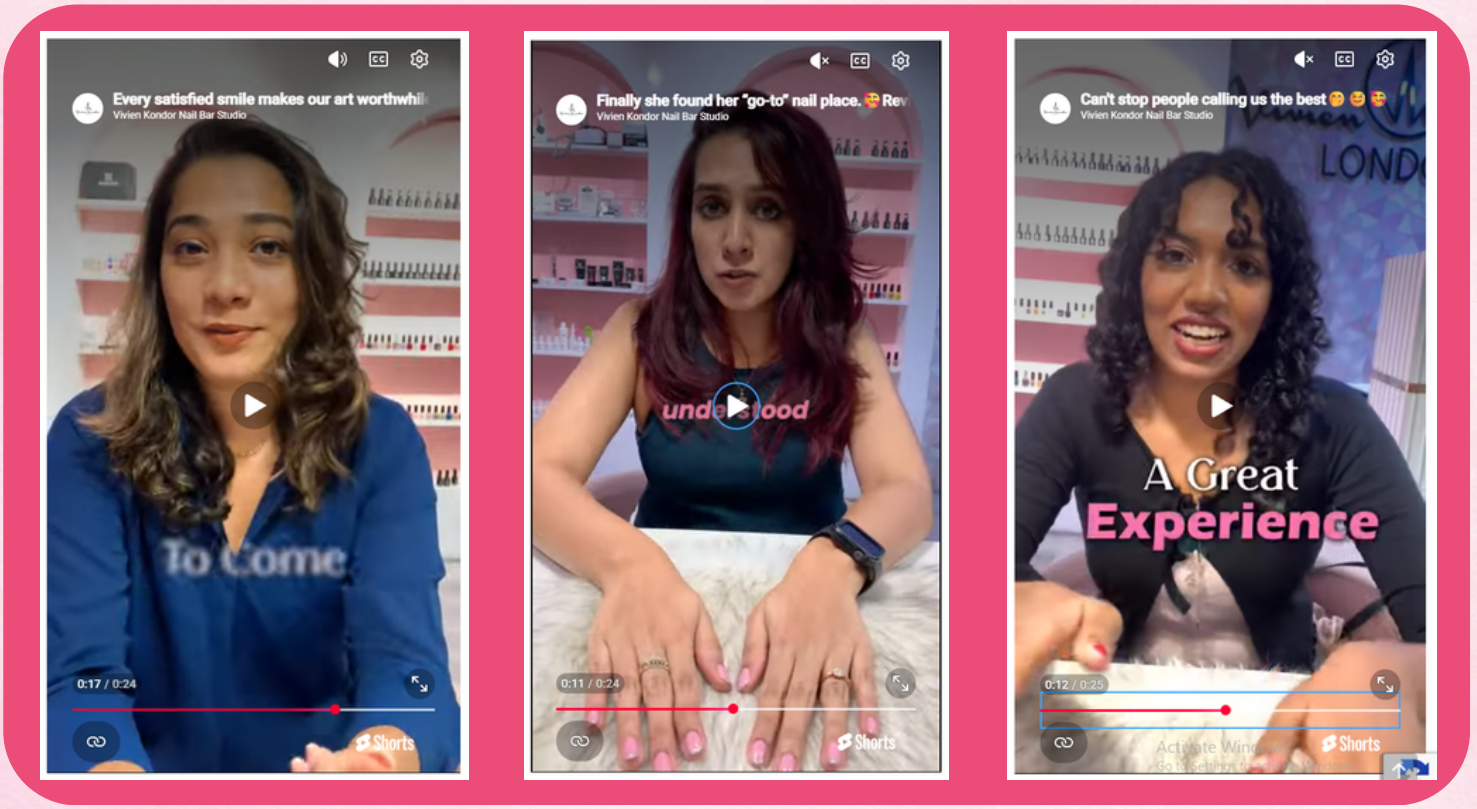


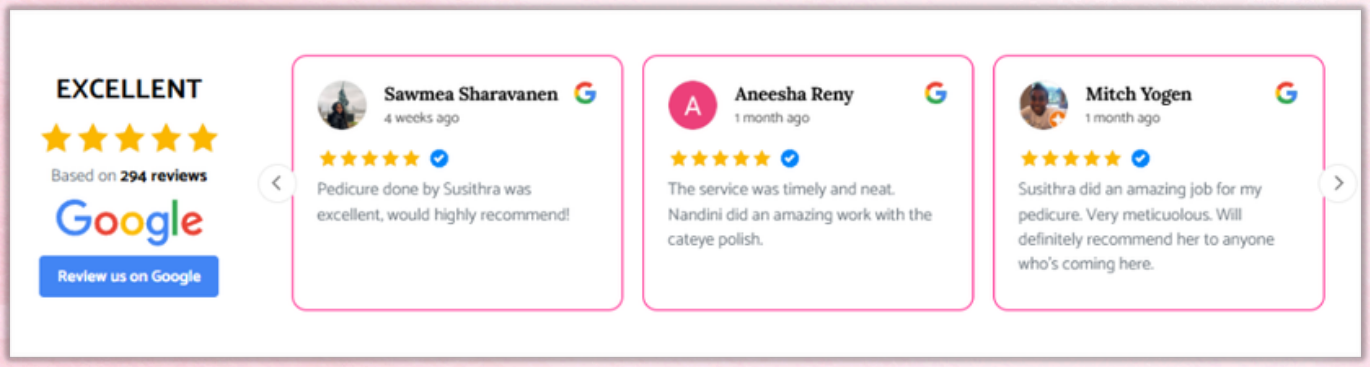
FRANCHISE MODEL

Key Parameters	Model 1	Model 2	Model 3
Area Required	200 - 250 sq.ft	250 - 400 sq.ft.	350+ sq.ft.
Location Type	Kiosk / Mall Corner / Compact Store	High Street / Residential Hub / Shopping Complex	Premium High Street / Mall / Prime Locations
Staff Required	2	2 to 3	4 to 5
Service Station	2 Nail + 1 Pedi-Mani	2-3 Nail + 2 Pedi-Mani	4-5 Nail + 2 Pedi-Mani
Estimated Monthly Revenue	₹1.5L - ₹2L	₹2.5L - ₹4L	₹4L - ₹7L+
Royalty Marketing Support	5%	5%	5%
Training & Franchise Fee	₹1 Lakh	₹1 Lakh	₹2 Lakhs
Tech & POS Support	POS Billing Software	POS Billing Software with GST	Advance POS Billing Software with GST
Pre-Launch & Opening Support	yes	Yes	Yes

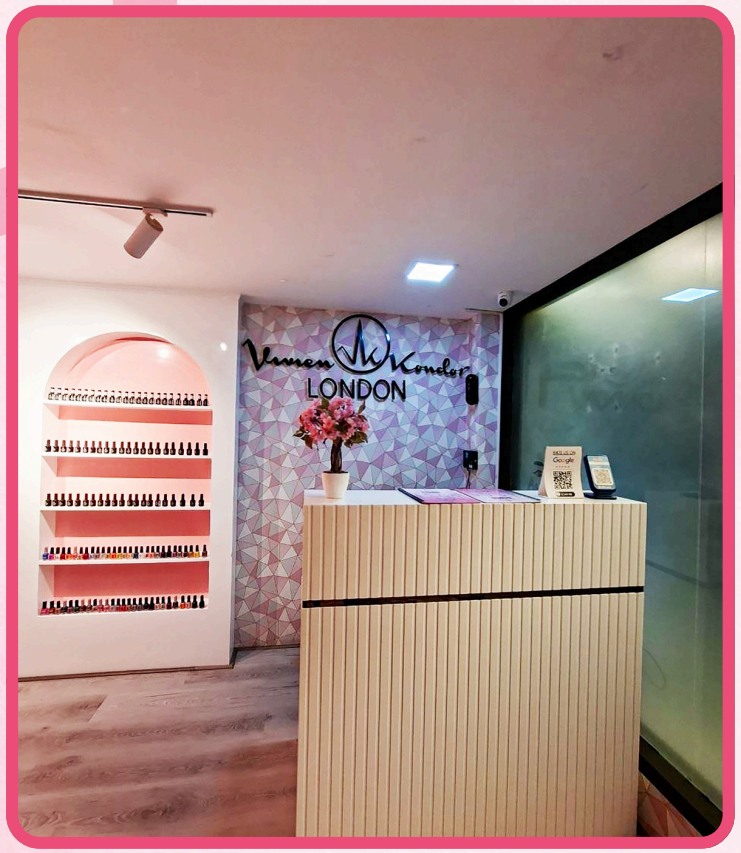
CUSTOMER TESTIMONIALS

OUR CUSTOMERS ARE THE HEART OF OUR SUCCESS.





INSIGHTS OF OUR *Studio*













CONTACT US

support@vknailbarstudio.com

+91 8925860406

www.vknailbarstudio.com

Office No 3, No 10 Khader Nawaz Khan Road,
Nungambakkam, Chennai – 600006.

