

Truefitt & Hill, London – soon in Goa!

The men's grooming sector is a fast moving one given the fact that personal grooming is now becoming an important facet across genders.

Keeping this in mind World Trade Center Goa (WTC Goa) arranged a webinar to invite Lloyds Luxuries Ltd, to consider bringing Truefitt & Hill to set shop in Goa. Truefitt & Hill has a legacy of over 215 years and a presence in Goa would not only benefit the company itself but also the State of Goa through enhanced investments and provision of jobs and livelihoods to professionals operating in the Men's Grooming and Wellness Sector.

Established in 2013, Lloyds Luxuries Ltd. has successfully acquired the Master Franchise License of Truefitt & Hill for India and some neighboring countries. They have already set up an International Store in Dhaka, Bangladesh and are also operating stores in major cities in India like Delhi, Mumbai, Pune and Ahmedabad to name a few.



Mr. Suhail Khan, Senior Manager- Franchise Development, Lloyd's Luxuries Ltd. spoke with passion about the luxury brand, it's royal heritage and how it could change the way men's grooming and wellness is currently understood in Goa. Mr. Khan also threw light on the business models that the company could consider namely, 'Company owned Company Operated' or 'Franchisee Owned and Franchisee operated'. He also informed about the ability of the company to help in selecting the right personnel to operate the store as well as lend a helping hand in constructing the building infrastructure as well as internal design and layout that should be complementary to the global standards of Truefitt & Hill. Mr Suhail Khan also touched upon the ideal location, the base amount of initial investments and the Returns on Investment (ROI) that could be expected both in the short and long run.

Mr. Eric Menezes, Founder, MPCL Pvt. Ltd. who has more than five decades of experience in men's grooming through his association with brands like Old Spice and Blue Strattos, said that he has visited the Truefitt & Hill stores both in India and overseas and is happy that the brand was looking to enter Goa soon. According to Mr. Menezes, initial investments that are required may be a point of concern along with the ROI, which he thought might be a challenge for some.



Mr. Thome Menezes, Founder, MPCL Pvt. Ltd. having close to two decades of experience in the men's grooming and wellness sector, spoke on the importance of choosing a central location for the store, well trained personnel as well as quality infrastructure that would be in line with the brands international stature. He anticipated that this would be an ideal initiative for Goa, but attracting quality footfalls that would justify the Investments as well as ROI may be a little challenging.





Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa suggested ways to attract footfall at the store and also assured to extend WTC Goa's help and support in successfully establishing this venture in Goa

Truefitt & Hills natural progression to enter into Goa is truly well timed as Goa has a select High Net worth Individuals (HNI) who have experienced the services of Truefitt & Hill during their travels across the Globe. Further, Goa being India's top tourist center, attracts both International and National HNIs who are already clients of Truefitt & Hill worldwide and would be delighted to avail of quality Men's Grooming and wellness services in Goa.

On the Business front, Goa has a potential to transform itself as a world class Meetings, Incentives, Conferences and Exhibition (M.I.C.E) destination, which will attract top class delegates to Goa. The International Film Festival of India (IFFI) that is held annually in Goa attracts a large number of HNIs including , film stars and eminent personalities that could play a large part in making the Truefitt & Hills venture in Goa a very successful and profitable one.

The webinar was held on August 31, 2022.

