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# Soon to roll out franchise model in pan India: Charoo Chawla

Passion and dedication for work has made Charoo Chawla a successful Spa Director, who is managing and handling Bllis by Ravissant without any additional funding. Wellness India talks to this dynamic entrepreneur to know more about her business plans and

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BY [NIHARIKA VERMA](#) | NOVEMBER 20, 2014 | [COMMENTS \(0\)](#) | ★★★★★

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**Please tell us about your professional journey so far and challenges of your current role?**

I am handling my family business for 15years. Earlier, I used to look after Indian handicrafts, our own garment-export company and then I started a luxury salon & spa by the name of Ravissant Beaute. We re-launched it again by the name of Bllis by Ravissant. I personally worked out all aspects of the brand, right from handpicking the team from the industry, product marketing, retail planning and all that needs

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Charoo Chawla

### category?

Our USP lies within high standards of hospitality and the use of organic and natural products. It is our endeavour to give services to our patrons which are not only unique in nature, but also ensure a five star luxury experience at affordable price. We want our patrons to go through the entire Bllis experience and take home a never before feeling, having been pampered with style and elegance.

We offer various kinds of hair, skin and body care services of different international brands, which are exclusively available at Bllis. Also, we keep on introducing latest techniques and new services to give our clients a blissful experience.

### What's your view on India's thriving spa and wellness sector?

India's spa and wellness segment has increasingly become more ingrained and it's become an integral part of a healthy lifestyle. People are conscious of their well being.

### What is your staff recruitment process? What kind of training does the staff undergo?

Before we appoint any staff member we check their experience, skills and background qualification. We also take trails of their skills and hand techniques. Bllis by Ravissant conduct training by International trainers to their spa therapists in every 6 month at our salon & spa Bllis by Ravissant. Because it's easy for them to understand it better.

to be fed to enliven the brand.

### What are the most challenging and rewarding parts of being the Spa Director of the brand?

To be a luxury salon & spa and be priced sensitive is the biggest challenge.

### What is the USP and philosophy of your Spa? What are the services offered in your spa, which makes it different from other competitors existing in the market in this



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 wellness

We have a high standard set of company protocols for our employees to maintain a consistent benchmark.

**What's your view on staff training and certification available in Indian spas? What role does it play in the progress of any spa?**

It's a great perspective career for spa therapist to pursue training and certification in India.

Now, international certification board is also available in India, which is good for their career growth and progress of any spa, which helps them with new techniques.

**What is your strategy to retain potential clients? How often do you upgrade your service menu to lure new members?**


For client retention, we have strategies like loyalty programs, memberships programs and after service feedback for improvement. We keep on introducing exciting offers, packages and discounts during as per seasons and festivals to woo clients. Every three months, we upgrade our service menu and social media advertisements to lure new clients.

**Please give us an overview on the healthcare industry in India. What role and contribution does spa industry have in it?**

I believe healthcare industry is potentially a very vast field and one of the largest service sectors among others. The spa industry has a major role and contribution, from pampering to wellness to healing soul and body. The Indian spa industry is increasing every year with mushrooming spa destinations.

**What has been the growth rate of your brand? What are your expectations from the upcoming 2015?**

Our brand growth rate has been increasing by 20 per cent year on year. We are ready to roll out our franchise model in pan India and expecting entrepreneurial partners to take the brand to the next level. We hope to open a few outlets in 2015.

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