



FRANCHISE MODEL

Build Your Business with the Strength of
Touch Architecture

Join our franchise network and grow your business with a trusted architectural brand. Get access to our design expertise, proven systems, technical support, branding, and project guidance to deliver exceptional results and expand your market presence.

FRANCHISE MODEL

INTRODUCTION

Touch Architecture is a design-focused architecture, planning and execution firm built on the principles of intelligent planning, technical precision, comfort-focused spaces and end-to-end project solutions.

Our franchise model is designed to expand the Touch Architecture brand through professionally managed regional partners who can deliver our standards of design excellence, organized execution systems and high-quality client experiences across multiple cities.

More than a franchise opportunity, Touch Architecture is a scalable business platform created for professionals and entrepreneurs who want to build a respected and future-ready design & execution business with long-term growth potential.

FRANCHISE OBJECTIVE

To establish professionally managed ***Touch Architecture Studios*** across key cities that operate with:

- Unified brand identity
- Standardized execution systems
- Technical and design support
- Transparent project management
- High-quality client experience
- Organized operational workflows
- Scalable business systems
- Long-term business growth opportunities

Our objective is to create one of India's most professionally managed architecture, interior design, and project execution franchise networks focused on quality, comfort, innovation and technical excellence.

OUR APPROACH

Touch Architecture follows a structured and client-centric approach that combines creativity, technology, technical expertise and professional project management. Every franchise studio operates under standardized systems to ensure consistent quality, efficient execution, timely delivery and exceptional customer satisfaction.

OUR APPROACH EMPHASIZES:

- Design excellence with practical functionality
- Detailed planning and systematic execution
- Transparency in communication and project tracking
- Quality control at every project stage
- Technology-driven workflows
- Sustainable and cost-effective design solutions
- Continuous training and professional development

Technical & Design Support

Franchise partners receive centralized technical and design support from the Touch Architecture team, including:

- Concept design development
- Architectural planning and space optimization
- Interior design solutions
- Structural coordination
- MEP (Mechanical, Electrical & Plumbing) coordination
- Material and specification guidance
- Construction detailing
- BOQ (Bill of Quantities) preparation
- Estimation and costing support
- Site execution assistance
- Quality assurance systems
- Design reviews and technical consultations

Architectural & Design Services

Touch Architecture studios are equipped to provide comprehensive architectural and interior design services, including:

Architectural Drawings

- Site plans
- Layout project plans
- Working drawings
- Municipal submission drawings

Building permission drawings
Construction drawings
Architectural detailing
Landscape plans
Renovation and redevelopment plans
Interior and Exterior structural drawing

Interior Drawings

Furniture drawings
False ceiling drawings
Flooring drawings
Lighting plans
Plumbing layouts
HVAC coordination drawings
Modular furniture drawings
Custom furniture details
Interior working drawings

Technical Drawings

Structural coordination drawings
Foundation drawings
Column and beam coordination
MEP drawings
Fire safety layouts

3D Visualization & Presentation

3D views and renders
Exterior visualizations
Interior visualizations
Walkthrough animations
Virtual presentations
Project presentations and client proposals

Marketing & Business Development Support

To help franchise partners generate leads and build a strong market presence, Touch Architecture provides:

- Centralized brand management
- Professional marketing strategies
- Digital marketing support
- Social media management guidance
- Website and online presence support
- Lead generation systems
- Project portfolio development
- Marketing collateral and presentations
- Local advertising support
- Client acquisition strategies
- Sales process guidance
- CRM and lead management systems
- Business development training

Operational Excellence

Every Touch Architecture franchise benefit from:

- Standard Operating Procedures (SOPs)
- Project management systems
- Vendor and contractor coordination frameworks
- Documentation standards
- Reporting systems
- Financial monitoring processes
- Quality control checklists
- Client communication protocols
- Project tracking tools
- Performance review systems

Vision

To build a nationwide network of professionally managed Touch Architecture studios that deliver world-class architectural, interior design and execution services while empowering franchise partners with proven systems, technical expertise, marketing support and sustainable business growth opportunities.

SERVICES OFFERED THROUGH FRANCHISE

Architecture & Planning

- Residential Architecture
 - Luxury Villas & Farmhouses
 - Apartment & Housing Projects
- Commercial Buildings
 - Office Spaces
 - Retail & Showroom Design
- Hospitality Projects (Hotels, Resorts, Restaurants)
- Industrial Architecture
- Infrastructural drawings
- Township & Layout Planning
- Master Planning
- Space Optimization
- Sustainable Design Solutions
- Building Renovation & Redevelopment

Architectural Drawings & Documentation

- Project Planning Drawings
- Site Plans
- Floor Plans
- General Arrangement Drawings (GA Drawings)
- Structural Drawings
- Exterior Elevation Drawings
- Sectional Drawings
- Detailed Working Drawings
- Construction Drawings

Municipal Submission Drawings

Approval Drawings

Landscape Layout Drawings

Architectural Detail Drawings

As-Built Drawings

Structural Design & Drawings

Structural Planning

Foundation Drawings

Footing Layouts

Column Layouts

Beam Layouts

Slab Reinforcement Drawings

Structural Detailing

Steel Structure Drawings

RCC Structure Drawings

Structural Coordination Drawings

Structural BOQ Support

Construction Structural Guidance

Interior Design & Space Planning

Residential, Commercial, Hospitality and Industrial designs

Office Interior Design

Retail Interior Design

Luxury Interior Concepts

Space Planning

Theme-Based Design

Material Selection & Specifications

Furniture Design & Detailing

Interior & Elevation Drawings

Furniture Layout Plans

Detailed Furniture Drawings

Modular Kitchen Drawings

Wardrobe Drawings

False Ceiling Layouts

Flooring Layouts

Wall Elevation Drawings

Interior Elevation Drawings

Staircase Details

Door & Window Schedules

Interior Detail Drawings

MEP & Services Drawings

Electrical Layout Drawings

Lighting Layouts

Power Point Layouts

Plumbing Layouts

Water Supply Drawings

Drainage Drawings

HVAC Coordination Drawings

Fire Fighting Layouts

Low Voltage & Automation Drawings

Service Coordination Drawings

Exterior & Landscape Design for Industrial, Commercial, Residential and Hospitality

Building Facade Design

Exterior Elevation Design

Villa Exterior Design

Commercial Facade Design

Terrace Design

Landscape Design

Outdoor Living Spaces

In-and-Out Gate Design

3D Visualization & Presentation

Concept Presentations

3D Exterior Views

3D Interior Views

Photorealistic Renders

Walkthrough Animations

Virtual Design Presentations

Marketing Presentation Material

Client Approval Presentations

Execution & Project Management

Turnkey Projects

Construction Management

Procurement Coordination

Site Supervision (For all kinds of infrastructure, consultancy and advisory)

Vendor Management

Contractor Coordination

Project Scheduling

Budget Monitoring

Quality Control

Progress Tracking

Material Management

Handover Management

Maintenance & Consultancy

Annual Maintenance Consultancy (AMC)

Property Health Monitoring

Repair & Renovation Coordination

Facility Maintenance Guidance
Building Condition Assessment
Preventive Maintenance Planning
Long-Term Asset Care
Technical Audits
Property Upgrade Consultancy

Business & Technical Support to Franchise Partners

Design & Technical Support
Centralized Drawing Assistance
Project Review & Guidance
BOQ & Estimation Support
Quality Assurance Systems
Standard Operating Procedures (SOPs)
Marketing Support
Lead Generation Assistance
Branding & Business Development Support
Training & Skill Development Programs
Project Management Systems
Client Management Support

IDEAL FRANCHISE PARTNER

We are looking for motivated professionals, entrepreneurs, and investors who are committed to building a successful design, construction and project execution business under the Touch Architecture brand.

Suitable Franchise Partners

Architects and Interior Design Professionals
Civil Engineers and Construction Professionals
Real Estate Developers and Entrepreneurs
Business-Minded Execution Partners
Project Management Professionals

Building Material and Construction Industry Professionals

Individuals with Strong Local Market Understanding

Professionals Passionate About Design, Construction and Client Service

Growth-Focused Entrepreneurs Seeking Scalable Business Opportunities

Existing Design Studios Looking to Expand Under a Professional Brand

Contractors and Turnkey Execution Companies

Investment Partners & Investors

The franchise model is also suitable for:

Individual Investors seeking opportunities in the architecture and construction sector

Business Investors looking for professionally managed service-based ventures

Real Estate Investors aiming to diversify their portfolio

NRI Investors interested in participating in India's growing design and construction industry

Family Offices and Strategic Investors seeking long-term business growth opportunities

Investor-Partner Groups looking to establish and scale multiple franchise locations

Key Qualities We Value

Entrepreneurial mindset

Commitment to quality and professionalism

Strong business ethics and transparency

Customer-centric approach

Willingness to follow standardized systems and processes

Long-term growth vision

Leadership and team-building capabilities

Passion for innovation, design excellence, and project execution

No prior architecture or construction experience is mandatory for investor-led franchise models, provided the franchise partner is committed to building a professional team and operating according to Touch Architecture's established systems, standards, and business framework.

(cost or anything else will be done according to your thoughts or requirements)

