

INDIA'S FIRST COMIC BOOK STORE NOW IN MUMBAI

New Delhi, April 11th 2022: The Comic Book Store - India's 1st comic book store and the world's 1st marketplace for comic and pop-culture opened its flagship store in Mumbai recently. Now you can buy premium international titles from the house of DC, Marvel, Manga etc. along with branded merchandise, fan memorabilia and signed artifacts, both online and offline for non-premium prices, a first in India.

The brand has aggressive expansion plans in India and Gulf and aims to open 6 exclusive outlets by the end of this year. This expansion will be brought in association with FranGlobal, the international business arm of Asia's largest franchising solutions company, Franchise India Holdings Limited.

Commenting on this **Mr. Hamza Sayed, Founder – The Comic Book Store** said, "The dream to visit a comic book store is something that a lot of people share, myself included, primarily because it's been popularised by The Big Bang Theory, which is roughly what our store is modelled on for my love for that show, plus, that's the only reference I had ever since I decided to start this business! But unlike Stuart (from the show), we've had a phenomenal response defying our initial projections! Like I say to my customers, come for the stories, stay for the experience."

Ms. Venus Barak, CEO, FranGlobal further added, "Hamza signifies the new age entrepreneur, building a meaningful and exiting business for his passion. He found a niche and in just couple of years has built the brand by bootstrapping and unrelenting drive to make best comics accessible to everyone with ease. I see Hamza and The Comic Book Store going places and attracting partners who want to be part of this exciting and growing industry."

This industry is going to experience an unprecedented boom in the near future as the demand for comics is exponentially high. Comic books are no longer only for kids but has spanned to the adult segment as well. Research indicates that there are more than 24 million self-identified Comic Book fans. The men to women ratio is 6:4, showing an almost equal and growing interest in both the sexes. Comic books are seen as an integral part of pop-culture and thus, have an emotional value attached to it.

ABOUT THE COMIC BOOK STORE

There's a massive gap between the demand & supply of comic books & related merchandise. To meet all these unaddressed needs, The Comic Book Store was set-up as a one-stop shop by its founder – Hamza Sayed. They sell premium comics at not-so premium prices with a Marvel Avengers comic starting from INR 99. The Comic Book Store is an industry leader in India with a first-movers advantage and state-of-the-art innovations. They have the highest rating of customer satisfaction in most D2C brands in India and operate with zero to no competition. They have largest variety of titles and are constantly growing their collection with exclusive and official partnerships with major brands. The Comic Book Store is also the recipient of the Facebook Small Business Grant 2020 - a cash, ad credits, and Facebook resources influx.

To learn more about The Comic Book Store, visit: www.thecomicbookstore.in

ABOUT FRANGLOBAL

FranGlobal, the international business arm of Franchise India provides every brand with an opportunity to expand their business and follow a dream. Since two decades, FranGlobal has been acting as a market entry specialist, serving brands to expand and reach out to global markets. We consult, recommend and implement strategies to help companies create success

even in complex markets. With over a million man-hours of business advisory experience, our team of consultants discovers and analyses opportunities, arranges meetings by identifying partners with the right kind of synergy, and supports till a company is well established. It will not be wrong to say that Franchise India is and has been the gateway to domestic brands going overseas and to foreign brands entering the Indian franchising space.