



## **Guidelines for Franchisee:**

पतंजलि वेलनेस के इस नूतन प्रकल्प की इस संकल्पना के पीछे का दर्शन, विविध भारतीय चिकित्सा विज्ञान का यश पुनः स्थापित करना एवं हर जन मानस तक पहुँचाना है। किसी को भी फ्रैंचाइजी या चैनल पार्टनर नियुक्त करने के लिए सबसे पहली और सबसे महत्वपूर्ण आवश्यकता यह है कि फ्रैंचाइजी, प्राचीन भारतीय चिकित्सा प्रणाली में विश्वास रखता हो एवं वह रोगियों के सर्वांगीण स्वास्थ्य के लिए परम पूज्य महाराज श्री द्वारा निर्मित इस समन्वित चिकित्सा प्रणाली में सम्पूर्ण विश्वास एवं श्रद्धा के साथ सेवाभाव से कार्य करना चाहता हो।

**At Patanjali Wellness**, we are committed to restoring the prominence of proven Indian Medical Sciences and making them accessible to every individual. As we appoint channel partners or franchisees, we prioritize certain requirements to ensure the success of our holistic approach towards well-being, as envisioned by Param Pujya Swami Ramdev ji Maharaj.

1. **Belief in Ancient Indian System of Medicine:** The Franchisee should wholeheartedly believe in and embrace the ancient Indian system of medicine, recognizing its effectiveness in promoting holistic health. This belief forms the foundation of our shared mission.
2. **Devotion to Holistic Well-being:** The Franchisee must be dedicated to the holistic approach towards well-being, as envisioned by Param Pujya Maharaj Shri. This entails understanding and implementing various therapies and practices aimed at nurturing the physical, mental, and spiritual health of patients.
3. **Commitment to Patient Health:** The Franchisee should prioritize the all-round health and well-being of patients, adhering to the highest standards of care. This involves providing personalized treatment plans, ensuring a comfortable and conducive environment, and upholding the principles of ethical medical practices.
4. **Collaboration and Growth:** As a Franchisee, it is essential to actively collaborate with Patanjali Wellness and participate in the exchange of knowledge and best practices. This commitment to continuous learning and improvement will contribute to the growth and success of the Franchisee and the Patanjali Wellness brand.
5. **Compliance and Quality Assurance:** The Franchisee must adhere to all legal and regulatory requirements, ensuring compliance with relevant health and safety standards. Emphasizing quality assurance and maintaining hygiene, cleanliness, and professionalism are of utmost importance.

By embracing these guidelines, the Franchisee becomes an integral part of our mission to promote holistic well-being and extend the benefits of ancient Indian medical sciences to individuals worldwide. Together, we can contribute to the restoration and enhancement of human health and overall wellness.



### **Types of the franchise:**

- Residential Centres - IPD
- Non-residential Centres - OPD
- Mega Store Non-residential Centres - MS-OPD

### **Residential Centres (RC) - IPD**

Residential Centers, also known as IPD (In-Patient Department) Centers, provide comprehensive residential treatment programs for individuals seeking holistic healing and well-being. These centers are equipped with comfortable residential rooms and dedicated therapy sections, ensuring a conducive environment for the patients' stay and treatment. Resorts, hotels, and wellness centers with accommodation facilities are ideal choices for establishing Residential Centers.

To meet the minimum requirements for an IPD center, the following criteria should be fulfilled:

1. **Minimum 25 Residential Rooms:** The center should have a minimum of 25 well-appointed residential rooms that offer a comfortable and serene environment for the patients. These rooms should be designed to promote relaxation and healing during the duration of their stay.
2. **Dedicated Treatment Section:** A dedicated treatment section should be established within the Residential Center. This section should adhere to the approved layout and guidelines provided by Patanjali Wellness Limited. It should be equipped with the necessary facilities and equipment to administer various therapies and treatments.
3. **Qualified Staff:** The IPD center should have a team of qualified and experienced healthcare professionals, including doctors, therapists, and support staff. These professionals should be well-versed in the integrated approach towards holistic health and capable of providing personalized care to the patients.
4. **Ancillary Services:** The Residential Center should also provide essential ancillary services such as dietary support, counseling, and other wellness-related amenities. These services contribute to the overall well-being and comfort of the patients during their residential treatment program.

By meeting these minimum requirements, the Residential Centers ensure that patients receive comprehensive residential care and access to a range of therapies and treatments. This enables individuals to experience a transformative healing journey while enjoying the comfort and tranquillity of a residential setting. Further detail requirement of the minimum infrastructure is as under:

Description	Req	Qty	Size	Remarks
Residential Room	✓	25	300 sq ft	Per room / attached bath
Doctors Room	✓	2	170 sq ft	Comfortable size / attached bath
Therapy Rooms	✓	10	170 sq ft	Attached bathroom
Hydrotherapy	✓	2	400 -500 sq ft	1 each for male in female
Physiotherapy & Acupressure	✓	1	400-500 sq ft	Gym can also be part of this
Colon Therapy Room	✓	1	170 sq ft	optional
Mud Bath Open Area	✓	1	300 sq ft	With attached Bath
Yoga (Indoor)	✓	1	5000 sq ft	Attached bathroom
Yoga (Open Space )	✓	1	10000 sq ft	Suitable for 50 - 75 people
Yagy Shala	✓	1	500-1000 sq ft	open area
Reception	✓	1	500 sq ft	With signage and branding
Dining Hall	✓	1	2000 sq ft	50% - 60 % of full capacity
Swimming Pool	✓	1	3000 sq ft	
Laundry	✓	1	400 sq ft	As per full occupancy capacity
Mega Store	✓	1	400 sq ft	
Store Room	✓	2	100 sq ft	Small room to store medicines, oils , house keeping etc
Parking	✓	1	-	Comfortable parking area

**Manpower Requirement** (Staff list here is tentative and may change. This list does not includes the general purpose staff to run the wellness centre)

Description	Req	Qty	Remarks
Male Therapist	✓	12	Trained by Patanjali
Female Therapist	✓	12	Trained by Patanjali
Doctor	✓	2	Trained by Patanjali
Yogacharya	✓	1	Trained by Patanjali
Receptionist / Front Office Manager	✓	3	Trained to handle wellness centre guest/queries
Housekeeping Staff	✓	4	
Sales	✓	2	
Store	✓	1	Trained by Patanjali
Security	✓	2	
Laundry	✓	2	
Kitchen / Dining	✓	4	Trained by Patanjali
<b>Total</b>		<b>45**</b>	

**\*\*Note** : this is just an approximation on the basis of experience. Please check with our team for final placement.

## **Non Residential Centres (NRC) - OPD**

Non-Residential Centers, also known as OPD (Out-Patient Department) Centers, provide accessible wellness services without residential accommodations. These centers are standalone establishments with dedicated OPD and therapy rooms, offering a convenient and focused approach to holistic healthcare. Suitable wellness centers with adequate infrastructure and space are considered for setting up NRCs.

There are two subcategories within Non-Residential Centers:

Type A: District Centers

Type B: Mega Store Non-Residential Centers (MS-OPD)

By categorizing Non-Residential Centers into Type A (District Centers) and Type B (MS-OPD), Patanjali Wellness ensures that individuals have access to comprehensive wellness services tailored to their specific needs. Whether it's a large-format wellness center serving the district or a compact center located within a Mega Store, these NRCs offer the benefits of OPD consultations and therapies in a well-designed and professional environment.

### **Type Centre A: For District Centres- OPD**

District Centers are large-format wellness centers spanning approximately 10,000 square feet. These centers cater to the healthcare needs of the local district population, offering a wide range of holistic therapies and treatments.

#### **Minimum Requirement:**

Description	Req	Qty	Size / Remarks
Total Area (sq ft)	✓	10000+	Covered area
Doctors Room	✓	2	250 sq ft
Therapy Rooms	✓	12	250 sq ft each
Dispensary	✓	1	
Yoga (Indoor)	✓	1	Starting from 2000 sq ft
Hydrotherapy	✓	1	1 room for both male and female. 400 -500 sq ft with attached toilet.
Physiotherapy & Acupressure	✓	2	Gym can also be part of this. 400-500 sq ft /
Colon Therapy Room	✓	1	Optional. 250 sq ft
Mud Bath Open Area	✓	1	With attached Bath. 400 sq ft
Reception	✓	1	With Signage and Branding
Mega Store	✓	1	375 sq ft

Store Room	✓	1	100 sq ft
Yagshala	✓	1	300 sq. ft.
Common Toilets	✓	4	Two for Males & Two for Females
Parking	✓	1	Comfortable parking area

**Manpower Requirement** (over and above the regular requirement at the centre)

Description	Req	Centre A / Qty	Remarks
Male Therapist	✓	12	Trained by Patanjali
Female Therapist	✓	12	Trained by Patanjali
Doctor	✓	2	Trained by Patanjali
Yogacharya	✓	1	Trained by Patanjali
Receptionist / Front Office Manager	✓	3	Trained by Patanjali
Housekeeping Staff	✓	4	Minimum 1 staff member per 3 therapy rooms
Sales	✓	2	
Store	✓	1	Trained by Patanjali
Security	✓	1	
Laundry	✓	2	2 if required
Kitchen / Dining	✓	2	Trained by Patanjali
<b>Total</b>		<b>42**</b>	

**\*\*Note** : this is just an approximation on the basis of experience. Please check with our team for final placement.

### **Type B : Mega Store Non Residential Centres - MS-OPD**

Mega Store Non-Residential Centers, referred to as MS-OPD, are standalone centers located within Patanjali Mega Stores. These centers have dedicated OPD and therapy rooms, adhering to a specific layout and minimum space requirement of 2000 square feet. The typical layout of an MS-OPD center includes four therapy rooms, one doctor's room, and a small yoga hall. These centers provide convenient access to holistic healthcare services within the premises of Patanjali Mega Stores.

### **Minimum Requirement / MS-OPD**

Description	Req	MS-OPD Centre / Qty	Size / Remarks
Total Area (sq ft)	✓	2000 sq.ft	(Sq ft) Covered area
Doctors Room	✓	1	170 sq ft
Therapy Rooms	✓	4	170 sq ft
Dispensary	✓	1	170 sq. ft
Yoga Bhawan (Indoor)	✓	1	Starting from 500-700 sq ft
Hydrotherapy Room	✓	opt	1 Hydrotherapy room for both Male & Female
Colon Therapy	✓	opt	-
Physiotherapy & Acupressure	✓	1	200- 300 sq. ft area
Mud bath Open Area	✓	opt	With attached Bath. 300 sq ft
Reception	✓	1	With Signage and Branding
Store Room	✓	1	100 sq ft
Parking	✓	1	Comfortable parking area
Common Toilet	✓	2	Western Type

### **Manpower Requirement**

Description	Req	MS-OPD / Qty	Size / Remarks
Male Therapist	✓	2-3	Trained by Patanjali
Female Therapist	✓	2-3	Trained by Patanjali
Receptionist / Front Office Manager	✓	1	Trained by Patanjali
Housekeeping Staff	✓	2	Minimum 1 staff member per 3 therapy rooms
Sales	✓	1	
Kitchen / Dining	✓	1	Trained by Patanjali

**\*\*Note :** this is just an approximation on the basis of experience. Please check with our team for final placement.



### **Required Documents :**

Please keep the following documents ready.

### **Online Application Form - IPD (Document No. PWC/RC/APP-001)**

<https://www.patanjaliwellness.com/ResidenalCenter.php>

List of documents you may require at the time of inspection :

- Ownership proof: Land / Lease documents
- Lease agreement: In case of leased space
- Registration: (if Any)
  - ◆ GST
  - ◆ Specific approval / NOC
  - ◆ Or Any other document
  
- Licence to conduct commercial activities. (if any)
- Photographs of the place:
  - ◆ Front
  - ◆ Rooms: All category
  - ◆ Washrooms
  - ◆ Therapy rooms
  - ◆ Existing Facilities
  - ◆ Yoga (Hall or outdoor Facility)
  - ◆ Parking

### **Online Application Form - OPD (Document No. PWC/NRC/APP-002)**

<https://www.patanjaliwellness.com/NonResidenalCenter.php>

List of documents you may require at the time of inspection :

- Ownership proof: Land / Lease documents
- Lease agreement: In case of leased space
- Registration:
  - ◆ Shop Act
  - ◆ GST
  - ◆ Specific approval / NOC
  - ◆ Or Any other document
  
- License to conduct commercial activities.
- Photographs of the place
  - ◆ Front
  - ◆ Washrooms
  - ◆ Therapy rooms
  - ◆ Existing Facilities
  - ◆ Yoga (Hall or outdoor Facility)
  - ◆ Parking