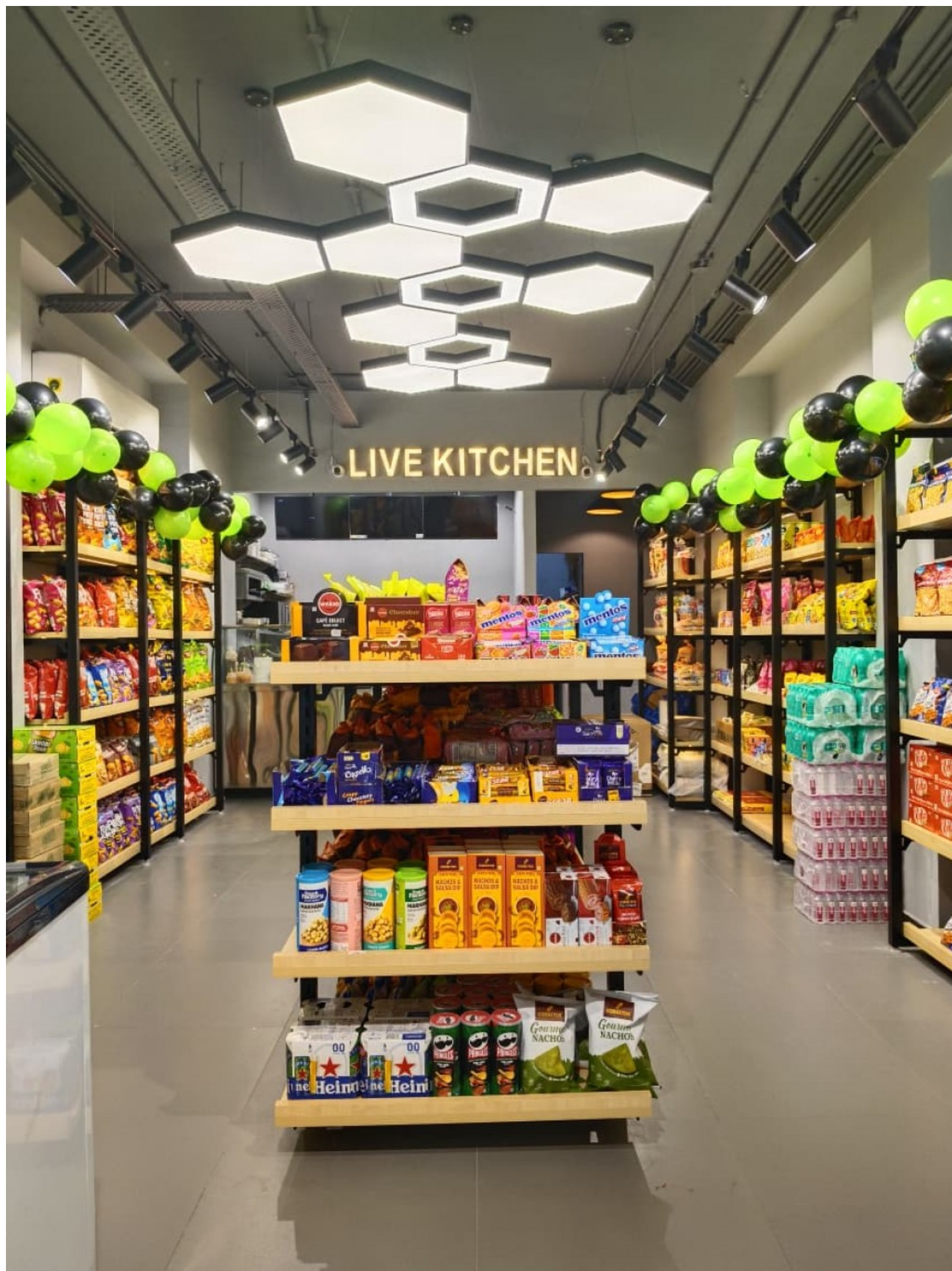


Ahvvik Ventures Unveils Shop24hour, SHOP ICONIC & Game-A-thon to Redefine India's Retail and Entertainment Landscape

Ahvvik Ventures launches its flagship brands—Shop24hour, Shop Iconic, and Game-A-thon—to redefine India's retail and entertainment landscape with innovation, technology, and immersive customer experiences across convenience, fashion, and leisure.



Delhi, India Nov 5, 2025 ([IssueWire.com](https://www.issuewire.com)) - Ahvvik Ventures Pvt Ltd proudly announces the launch of its dynamic portfolio of consumer brands—**Shop24hour**, **SHOP ICONIC**, and **Game-A-thon**—aimed at transforming India's retail and entertainment experience.

Shop24hour: 24x7 Convenience Redefined

Shop24hour is revolutionizing convenience retail with its innovative **24x7 live kitchen and café concept**, offering freshly prepared food along with everyday essentials. Each store, spread across 700–1000 sq ft, provides an engaging social hub for modern urban consumers. The brand's **FOCO franchise model** enables entrepreneurs to invest from **₹25 lakhs**, with a projected **ROI in 18–24 months**, backed by strong operational support, supply chain systems, and advanced technology integration.

SHOP ICONIC: Elevating Fashion and Lifestyle Retail

SHOP ICONIC brings a new dimension to retail through its **premium fashion and hyperstore format**, blending style, technology, and customer personalization. With data-driven CRM and loyalty programs, SHOP ICONIC enhances customer engagement and ensures an immersive, omnichannel shopping experience for diverse consumer segments.

Game-A-thon: The Future of Family Entertainment

Game-A-thon redefines the family entertainment centre experience by combining **interactive gaming zones** with **integrated retail and F&B concepts**. Built as a vibrant social destination, it offers entertainment for all age groups, prioritizing safety, engagement, and repeat visitation through innovative membership models and experiential design.

A Vision for the Future

“Our vision is to build iconic consumer brands that resonate with the evolving aspirations of Indian customers,” said the **CEO of Ahvvik Ventures**. “By integrating cutting-edge technology, operational excellence, and customer-centric innovation, Ahvvik Ventures is poised to lead the next wave of retail and entertainment growth in India.”

Ahvvik Ventures is now inviting **strategic partners, investors, and franchisees** to collaborate and expand the reach of its pioneering brands across the country.

Media Contact:

Rahul

Ahvvik Ventures Pvt Ltd
franchise@shop24hours.in
+91 9310576489



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Media Contact

Ahvvik Ventures Pvt Ltd

*****@shop24hours.in

9310576489

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