**Drivers in Appointment of Master Franchise: Indian Ice-Cream Industry**

Master franchise is defined as big franchise for the distribution of ice-cream, among provincial territory franchises. The territory franchises were entrusted the role of redistribution of ice cream to the small push-carts in the market zone wise in the provincial territory. The main objectives of article were to identify drivers of recruitment of master franchise for ice-cream industry and to rank these drivers on the bases of their importance for industry using AHP for the firms’ benefits. The empirical research was carried. Delphi technique was applied in article to collect the responses from 50 ice-cream industry and distribution experts. Their responses were processed using analytic hierarchy process (AHP). The technique had used first order AHP modelling process with sensitivity analysis. The accepted outcome of present research were key drivers for selecting master franchise discovered by applying Delphi technique and supported by review of literature, suchas past knowledge of trade, investment, sales-force, recruitment of territory wise franchises, delivery system, distribution vehicles, warehousing, inventory management, use of modern logistics information management (LIS), customer order processing and client servicing, maintaining end to end cold chain, attitude towards trade, networking with clients, competition knowledge, willing to conduct marketing research activities and sales promotion. The implication of present article is for ice-cream marketing firms for recruiting master franchises to gain better market share and conduct smooth distribution operations in the market, for new master franchise so they can develop such capabilities, consumers to get ice-cream at arm length distance and for policy makers.

**Key Words**: Master Franchises, Franchise Recruitment, Cold Chain Management,

 Ice-cream Industry, Analytical Hierarchy Process, Sensitivity Analysis