

# The Home of *fashion*



# BLOW DRY BARS IN INDIA

- NO CUTS, NO COLOR, JUST **BLOW DRY!**
- BLOW-DRYING HAD LONG BEEN PROVIDED IN MOST HAIR SALONS
- IT WAS CONSIDERED AN ADD-ON OR INFREQUENT **STAND-ALONE** SERVICE
- NOT INCURRING A SIGNIFICANT AND CONSISTENT REVENUE STREAM.
- BUT NOW, BLOW DRY BARS AND SALONS ARE THE NEW, EMERGING TRENDS IN SALON BUSINESS MODELS.
- THE GROWTH OF THE DRY BAR INDUSTRY IN INDIA IS UNPRECEDENTED.
- THE OVERALL DRY BAR INDUSTRY IS VALUED AT \$7 BILLION IN SERVICES AND \$2 BILLION IN RETAIL (2017).
- THERE IS A 25% **GROWTH** IN BOTH SERVICE REVENUES AND LOCATIONS SINCE ITS INCEPTION IN 2017

# FTV BLOW DRY BAR

1. FTV DRY BAR PROVIDES EXACTLY WHAT THE CUSTOMERS WANT:

2. WE OFFER

- FRINGE **TRIMS**
- MANICURES
- MAKEOVERS
- MAKEUP **APPLICATIONS**
- BRIDAL SERVICES
- WIG SERVICES
- BROW SHAPING/WAXING
- EYELASH EXTENSIONS

AND MORE...

FASHIONTV IS ALL SET TO ESTABLISH A **WORLD-CLASS** DRY BAR  
FTV DRY BAR PLANS TO BECOME THE MOST LUXURIOUS BLOW-DRY  
EXPERIENCE IN INDIA.

WE AT FTV DRY BAR INTRODUCE A **STANDARDIZED** INTERNATIONAL  
BLOW-DRY BAR SERVICES FOR INDIAN CITIZENS.

FTV DRY BAR ASPIRES TO PROVIDE A RANGE OF MINI SERVICES.



# FTV BLOW DRY BAR PHILOSOPHY

## VISION

TO BRING INDIA AT PAR WITH INTERNATIONAL FASHION AND GROOMING STANDARDS AND TRANSFORM IT INTO ONE OF THE LEADING FASHION DESTINATIONS IN THE WORLD.

## MISSION

TO PRESENT OUR CLIENTELE WITH 'A SENSE OF EXCLUSIVENESS'. IT'S NOT JUST BLOWOUTS. IT'S CONFIDENCE. TO BUILD A SENSE OF HIGH-QUALITY HAIR GROOMING AND INTERNATIONAL LOOKS.

## AIM

TO CREATE INDIA'S MOST INFLUENTIAL BLOW-DRY AND HAIR STYLING FASHION BRAND, FTV DRY BAR, WHICH SETS THE BENCHMARK FOR THE REST OF THE FASHION HAIR GROOMING INDUSTRY.

# WHY FRANCHISE FTV ??

FASHIONTV /FTV IS THE WORLD'S **LARGEST** FASHION NETWORK !!!

SOME FASHIONTV **KEY FACTS**:-

- \* 12 CHANNELS OF 24 HRS DEDICATED TO FASHION & LIFESTYLE CHANNELS.
- \* 23 **YEARS** OF EXISTENCE.
- \* UHD 4K AND 8K 24 HOURS CHANNELS.
- \* AVAILABLE ON LEADING OTT PLATFORMS ALL OVER THE WORLD.
- \* 100 PLUS HOURS OF NEW FASHION AND LIFESTYLE CONTENT EVERY WEEK.
- \* 2 **BILLION** WORLDWIDE VIEWERS.
- \* AVAILABLE ON 250 GLOBAL CABLE SATELLITES.
- \* PRESENCE IN 193 **COUNTRIES**.
- \* REACHING 500 MILLION HOUSEHOLDS.

# SOME FASHIONTV KEY FACTS:

- \* VIEWED ON **10 MILLION** PUBLIC TV SETS IN PUBLIC PLACES.
- \* 5M WEBSITE HITS PER MONTH.
- \* FASHIONTV APP GETS 500K **SUBSCRIBERS** & 35K INSTALLATION PER MONTH.
- \* FASHIONTV YOUTUBE CHANNEL HAS 65M VIEWS.
- \* FASHIONTV YOUTUBE CHANNEL HAS 90M VIEWERSHIP PER MONTH.
- \* 4.5M PLUS LIKES ON FACEBOOK.
- \* 12M VIEWS PER WEEK.
- \* 300K **FOLLOWERS** ON INSTAGRAM
- \* 125K ORGANIC REACH PER MONTH.

BACKED WITH MOST VIEWED, PROVEN AND STABLE **HIGH-END**  
LUXURY FASHION AND LIFESTYLE MEDIA HOUSE.

[WWW.FASHIONTV.COM](http://WWW.FASHIONTV.COM)



# FASHIONTV 360 DEGREE FRANCHISE SUPPORT.

## PRE OPENING SUPPORT :

1. LOCATION ANALYSIS AND APPROVAL.
2. ARCHITECT, **DESIGNS**, LAYOUT, ETC.
3. **DIAMOND** INSPIRED DESIGNS (WALLS, CEILINGS, FURNITURE, ETC).
4. STAFF RECRUITMENT.
5. FASHIONTV PROPRIETARY PRODUCTS SUPPLY.
6. OTHER PRODUCTS AND VENDOR TIE-UPS.
7. **STRATEGIC** PLANNING.
8. STAFF EXTENSIVE TRAINING AND EXECUTION.
9. FASHIONTV BILLING & SECURITY PLATFORM.

## LAUNCH SUPPORT :

1. PLANNING AND EXECUTION.
2. LAUNCH PLAN IN SMM AND PR.
3. **PROMOTIONS.**
4. CROSS MARKETING.

## POST OPENING SUPPORT :

1. SALES **INCREMENTAL** STRATEGIES.
2. AUDITS.
3. PROMOTIONAL OFFERS.
4. FASHIONTV LOYALTY **MEMBERSHIP** PROGRAMS.
5. GOOGLEAND WEBSITE LISTING.



# USP OF FASHIONTV

## 8K VIDEO WALL FASHION SHOWS AND VJ

- PROJECTIONS OF FASHIONTV SHOWS BY TOP **DESIGNERS**.
- 3D FASHIONTV " FLOOR " STUNNING LUXURY FASHION ANIMATIONS.
- LIVE FASHIONTV CHANNEL WITH FASHIONTV SHOWS FROM ACROSS THE GLOBE.
- CONTINUOUS FLOW OF LIVE FASHIONTV FROM VARIOUS
- FASHION **HUBS**.
- PROMOTIONAL VIDEOS OF FASHIONTV **PARTIES**
- FROM ACROSS THE GLOBE
- PROMOTIONAL CONTENT THROUGH **CELEBRITIES**
- ENDORSING THE BRAND FROM ACROSS THE GLOBE.

# USP OF FASHIONTV

## FASHIONTV PROPRIETARY PRODUCTS

FTV BRANDED MERCHANDISE LIKE:-

FASHIONTV **OVERNIGHT HAIR MASK**

FASHIONTV **HAIRSPRAY**

FASHIONTV **SHAMPOOS**

FASHIONTV **CONDITIONERS**



# USP OF FASHIONTV

## FASHIONTV UNIQUE DIAMOND INSPIRED DESIGN

- FASHIONTV CEILINGS AND WALLS
- FASHIONTV FURNITURE
  - MIRRORS,
  - STATIONS, DESK,
  - MAKEUP TABLES,
  - SHAMPOO BACK BARS,
  - EXPRESS SERVICES BARS
- FASHIONTV FLYERS / PRINTOUTS

 fashiontv



# SOCIAL MEDIA MARKETING

DEDICATED SOCIAL MEDIA MARKETING HANDLES

- FACEBOOK



- INSTAGRAM



- TWITTER



- YOUTUBE



- LINKEDIN



# SOCIAL ENGAGEMENT

- INSTAGRAM **UPLOADS**
- TWITTER POSTINGS
- FACEBOOK UPLOADS
- INSTAGRAM CHECK-INS
- FACEBOOK CHECK-INS
- LINKEDIN POSTS
- YOUTUBE VIDEOS
- GOOGLE **AD'S**

# SOCIAL ENGAGEMENTS STATISTICS

- 150 NEW STORIES (FACEBOOK)
- 200 NEW STORIES (INSTAGRAM)
- 50 NEW STORIES (TWITTER)

**MORE THAN 300 NEW STORIES PER DAY!**

**DUE TO FASHIONTV'S BRAND POPULARITY AND OUR CUSTOMERS LOVE TO POST, LIKE, SHARE, COMMENT, CHECK-IN, TAKE PICTURES, SHOOT VIDEOS, TAG, AND MORE IN ALL OF OUR LOCATIONS!**

**THE SOCIAL ENGAGEMENT WITHIN F CAFÉS NETWORK IS AN EXCITING AVERAGE OF 300 STORIES PER DAY – EVERY STORY IS FREE – WORD OF MOUTH – ADVERTISEMENT.**



## NEW MEDIA STATISTICS

- FACEBOOK: 3,000,000+ **FANS**
- FASHIONTV.COM: AVERAGE OF 500,000 MONTHLY VISITS.
- FASHIONTV.COM: AVERAGE OF 1,500,000 MONTHLY IMP.
- YOUTUBE CHANNELS: 1,000,000 **SUBSCRIBERS**
- YOUTUBE: AVERAGE OF 15,000,000 MONTHLY VIEWS.
- DAILY MOTION: AVERAGE OF 500,000 MONTHLY VIEWS.



# SPONSORED LOCAL LISTINGS

- FACEBOOK LOCAL
- GOOGLE LOCAL
- GPS BASED AD'S
- FACEBOOK ADS POST AND LIKES CAMPAIGN
- GOOGLE ADS WORDS CAMPAIGN
- INSTAGRAM AD AND LIKES
- SEO MARKETING
- SEM MARKETING
- ANALYTICS AND REPORTS
- YOUTUBE PROMOTIONS AND VIDEO BOOST



## FRANCHISE BASIC REQUIREMENTS:-

1. AAA LOCATION.  
FASHIONTV / FTV CAFE SHOULD BE LOCATED IN A PRIME  
**TRIPLE A** LOCATION OF THE CITY.
2. STRONG FINANCIAL BACKINGS.  
ALL FRANCHISEES MUST BE ABLE TO SHOW STRONG **FINANCIAL**  
BACKINGS TO ENSURE THE SUCCESS OF THE BUSINESS.
3. **FRANCHISE** FNB INDUSTRY ATTRACTION.  
ALL FRANCHISEES MUST-HAVE ATTRACTION AND LIKING  
TOWARDS THE **DESIRED** INDUSTRY WITH A ZEAL TO LEARN,  
EXPLORE AND STRIVE TO SUCCEED.
4. STRONG DESIRE TO BE MORE: RICH, FAMOUS & SUCCESSFUL.



# FASHIONTV FRANCHISE FINANCIALS

Module	Standard
Franchising Fee	Rs. 10 Lacs
Area Up to	700 Sq. Ft.
Outlet Setup	Rs. 35 Lacs
Royalty	10%
Average ROI in 3 Yrs.	85%

## NOTES:

THESE ARE APPROX. FIGURES BASED ON WORLDWIDE STORES. THE ACTUAL COST WILL VARY AS PER THE LOCATION. TAXES AS APPLICABLE. SHOP COST & WORKING CAPITAL EXTRA ON ACTUAL.



# FASHIONTV BLOW DRY BAR MENU CONSISTS OF:-

## PAMPER THOSE LOCKS

**MOROCCAN OIL HAIR SPA**  
HYDRATING HAIR MASK  
SHAMPOO & CONDITIONING  
BLOW-DRY

**SOAK-OFF GEL MANICURE**  
2 STEP OLAPLEX TREATMENT  
SHAMPOO & CONDITIONING  
BLOW-DRY

**BRIGANDI OIL MASSAGE**  
HEAD MASSAGE  
SHAMPOO & CONDITIONING  
BLOW-DRY

**BRIGANDI OIL MASSAGE ONLY**  
HEAD MASSAGE

**HERBAL HAIR PACK**  
HEAD MASSAGE  
HERBAL HAIR PACK WITH YOGURT  
SHAMPOO & CONDITIONING  
BLOW-DRY

**FRUIT HAIR MASK**  
HAIR NOURISHING EGG AND FRUIT MASK  
SHAMPOO & CONDITIONING  
BLOW-DRY

# FASHIONTV BLOW DRY BAR MENU CONSISTS OF: –

## FTV QUEEN LOOK

UNLIMITED SHAMPOO, CONDITIONER AND BLOWOUTS A MONTH  
MEMBERSHIP CAN BE SUSPENDED OR CANCELLED AT ANYTIME  
MEMBERSHIP BLOWOUTS ARE NON-TRANSFERRABLE AND CAN ONLY BE  
USED BY THE MEMBER

## FTV DRY BAR EMPRESS

UNLIMITED SHAMPOO, CONDITIONER AND BLOWOUTS A MONTH  
UNLIMITED HAIR COLOURS  
UNLIMITED HAIR SPAS  
UNLIMITED POP MESSAGES  
MEMBERSHIP CAN BE SUSPENDED OR CANCELLED AT ANYTIME  
MEMBERSHIP BLOWOUTS ARE NON-TRANSFERRABLE AND CAN ONLY BE  
USED BY THE MEMBER



## FTV FRANCHISE BENEFITS:-

- ASSOCIATION WITH WORLD'S **LARGEST** FASHION BRAND
- GREAT BUSINESS OPPORTUNITY WITH **GREATER** RETURNS
- DEVELOP A HUGE FRUITFUL CIRCLE OF BUSINESS NETWORK
- BECOME A LEADER IN FASHION AND LIFESTYLE IN YOUR CITY
- CREAM SOCIETY
- GET TO BE THE NEXT **VIP** JET SETTER
- BE ON THE VIP LIST OF EVERY INVITEE LIST OF YOUR CITY EVENTS
- BECOME THE RESPECTED PLAYER IN YOUR CITY FASHION INDUSTRY
- BE SEEN AND SURROUNDED WITH THE WHO'S WHO OF YOUR CITY
- MEET THE MOST **BEAUTIFUL** AND FASHIONABLE PEOPLE
- USE THE FTV VISITING CARD AS YOUR POWER CURRENCY

# FASHIONTV FRANCHISE - AN INVITATION ...

FASHIONTV / FTV IS LOOKING TO PARTNER WITH SOUND WELL-SETTLED BUSINESS-MINDED AND EXPERIENCED PERSONS LIKE YOU. WE ALSO EXPECT OUR **POTENTIAL** PARTNERS TO KNOW ABOUT INTERNATIONAL FASHION AND LIFESTYLE MIND-SET.

IF YOU FIND THE:-

1. BASIC BRAND REQUIREMENTS
2. FASHIONTV FACTS
3. BRAND SUPPORT

EXCITING AND **INTERESTING** ENOUGH TO PARTNER AND ASSOCIATE WITH US, THEN FOR FURTHER INFORMATION AND DISCUSSION PLEASE CALL /MESSAGE/EMAIL US.

EMAIL ID - **FRANCHISE@FTV.IND.IN**  
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