

The Home of *fashion*



CAFES IN INDIA

INDIANS ARE SHIFTING TO AN **ULTRA-MODERN** LIFESTYLE AND THIS LIFESTYLE HAS ACCELERATED THE GROWTH OF PREMIUM CAFES IN RECENT TIMES.

MAJOR FACTORS LIKE EXPOSURE TO THE:-

- * GLOBAL CULTURE
- * CHANGING LIFESTYLE
- * RISING DISPOSABLE INCOME
- * MORE YOUTH COMING INTO THE WORKFORCE
- * AND MANY OTHERS HAVE CONTRIBUTED.

CAFES IN INDIA

SO, THERE'S A HUGE NEED OF HIGH-END CAFES WITH IMPECCABLE SERVICES, VARIETY OF DELICIOUS, **EXOTIC COFFEES**, AND LUXURIOUS AMBIENCES. CAFÉS AND RESTAURANTS TOGETHER ACCOUNT FOR A MAJORITY OF **73%** OF INDIA'S F&B SERVICE INDUSTRY.

ORGANIZED SHARE OF FOOD SERVICES IN INDIA IS RAPIDLY GROWING :-

- * IT CURRENTLY CONSTITUTES 1/3RD OF THE TOTAL FOOD SERVICES MARKET.
- * FNB MARKET IN 2015 WAS US\$ 30.12 BILLION.
- * FNB MARKET TO REACH **US\$ 142 BILLION** BY THE END OF 2020.
- * EXPECTED COMPOUND ANNUAL GROWTH RATE (CAGR) OF 36.34%

FTV CAFE

FTV CAFÉ ASPIRES TO BE A ONE OF KIND **LUXURIOUS** CAFÉ WITH A PLETHORA OF COFFEE CHOICES AND DELICIOUS FOOD AND BEVERAGES.

*BY ATTRACTING A DISCERNING PALATE.

*THE BEST OF INTERNATIONAL STYLE.

***EXTRAVAGANCE**

*TASTE

*FLAMBOYANCE

FTV CAFE IS A FASHIONABLE LEISURE PLACE TO UNWIND OVER AN **AMBIENCE** PERFECTED FOR MEETUPS AND FRIENDLY CHATS WHILE SIPPING YOUR FAVORITE **COFFEE**.

FTV CAFE IS AN ELITE CAFÉ, RICH IN GLAMOUR AND CHILL ENVIRONMENT.

DEVOTED TO LUXURY, FTV CAFE CRAFTS AN ELUSIVE AND VALUABLE EXPERIENCE IN **ULTRA-COMFORT** THAT RADIATES GOOD VIBES.

FTV CAFE PHILOSOPHY

VISION

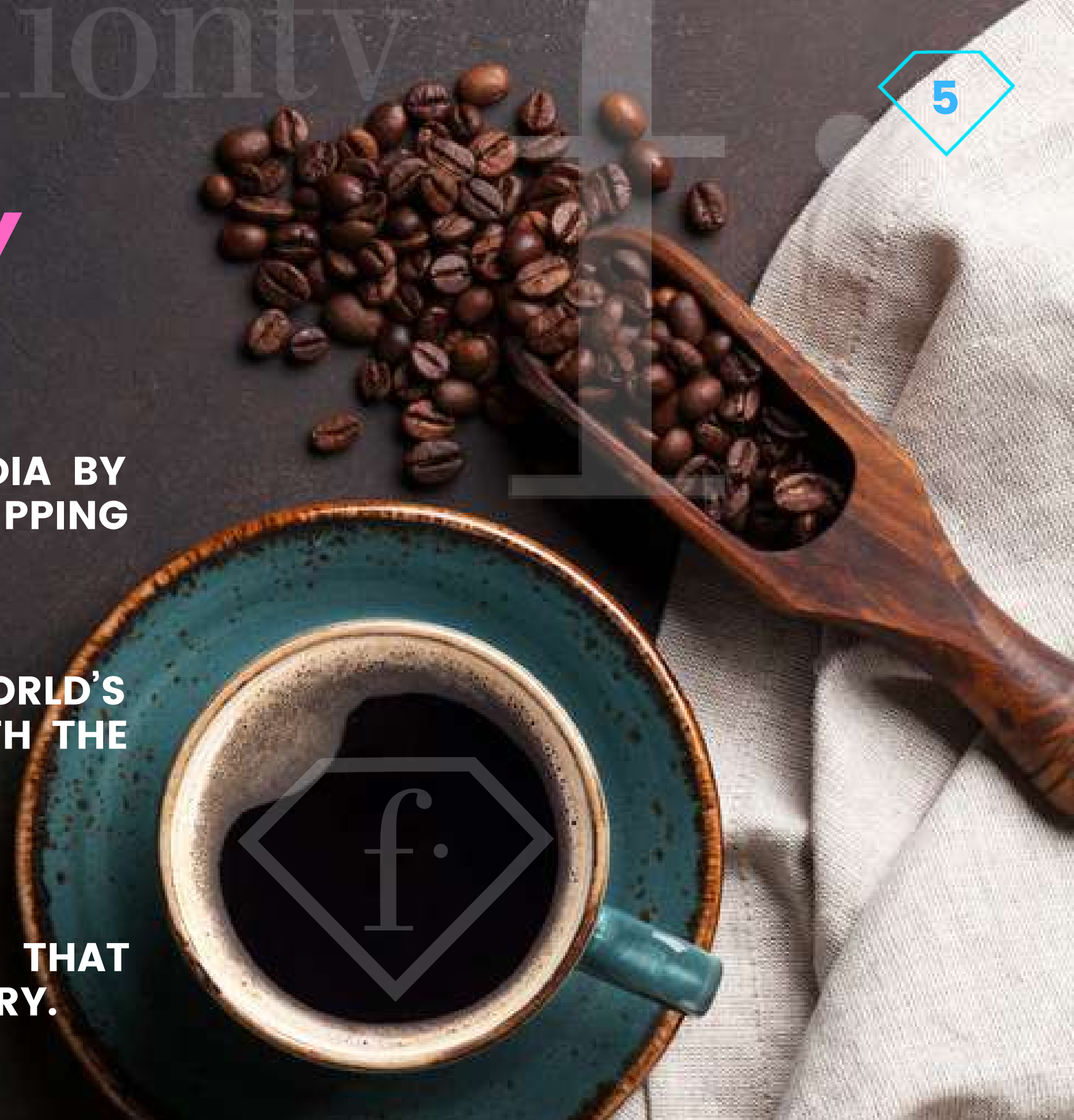
REVOLUTIONIZING THE COFFEE LANDSCAPE IN INDIA BY TRANSFORMING THE NATION INTO A COFFEE-SIPPING RENDEZVOUS.

MISSION

NURTURE, CATALYSE AND CONCOCT THE WORLD'S ULTIMATE **CAFE** EXPERIENCE BY CONNECTING WITH THE WORLD'S LARGEST FASHION BRAND.

AIM

TO ESTABLISH A **FASHIONABLE** CAFÉ BRAND THAT REDEFINES THE COFFEE YARDSTICK OF OUR COUNTRY.



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

FASHIONTV / FTV IS TRULY AN "**AUTHORITY IN FASHION**".

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 **COFFEE** MUGS
- FASHIONTV **PHOTO** FRAMES
- FASHIONTV **WATER**
- FASHIONTV ENERGY DRINKS
- FASHIONTV **BEVERAGES**
- FASHIONTV **COFFEES**
- **FASHIONTV CHOCOLATES**

USP OF FASHIONTV

FASHIONTV UNIQUE DIAMOND INSPIRED DESIGN

- FASHIONTV CROCKERY
- FASHIONTV SILVERWARE / GLASSWARE
- FASHIONTV CEILINGS AND WALLS
- FASHIONTV SERVING OPTIONS
- FASHIONTV UPHOLSTERY AND TABLES
- FASHIONTV FLYERS / PRINTOUTS

USP OF FASHIONTV

SPECIAL **EVENTS** AND FASHION SHOWS

A FASHION RUNWAY IS ALWAYS PLACED IN EVERY LUXURY FASHIONTV FRANCHISE VERTICAL.

- LOCAL DESIGNER FASHION SHOWS
- **F – BEVERAGES** PROMOTIONAL SHOWS
- SPECIAL EVENTS OTHER PRODUCTS **PROMOTIONAL** SHOW.

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.
- 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	Luxury	Regular	Lite
Franchising Fee	Rs. 25 Lac	Rs. 15 Lacs	Rs. 10 Lacs
Area Up to	2500+ sq. Ft.	Up to 2000 Sq. Ft.	Up to 1000 Sq. Ft.
Outlet Setup	Rs. 1.25 Cr	Rs. 65 Lacs	Rs. 40 Lacs
Royalty	10 %	10 %	10 %
Average ROI in 3 Yrs.	73%	75%	77%

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 CAFÉ MENU** **CONSISTS OF:-** ▶

- AMAZING AND WIDE RANGE OF **COFFEE** AND TEA
- HUGE RANGE COOLERS (MILKSHAKES, FRESH JUICE, SMOOTHIES,
- MOCKTAILS, INDIAN DELIGHT)
- SOUP
- SALADS
- APPETIZERS
- ENTREE (VEG / NON-VEG) (CHINESE, JAPANESE, LEBANESE, ITALIAN,
- MEXICAN, SPANISH, FRENCH, ENGLISH, AMERICAN)
- MAINS (VEG / NON-VEG) (CHINESE, JAPANESE, LEBANESE, ITALIAN,
- MEXICAN, SPANISH, FRENCH, ENGLISH, AMERICAN)
- UNIQUE **PLATTERS**
- SPECIALS (CUSTOMIZED TOUCH OF LOCAL CUISINE)
- SWEET TOOTH (PANCAKES, WAFFLE, BROWNIES, ICE-CREAM, ETC)

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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