

**The Home of *fashion***



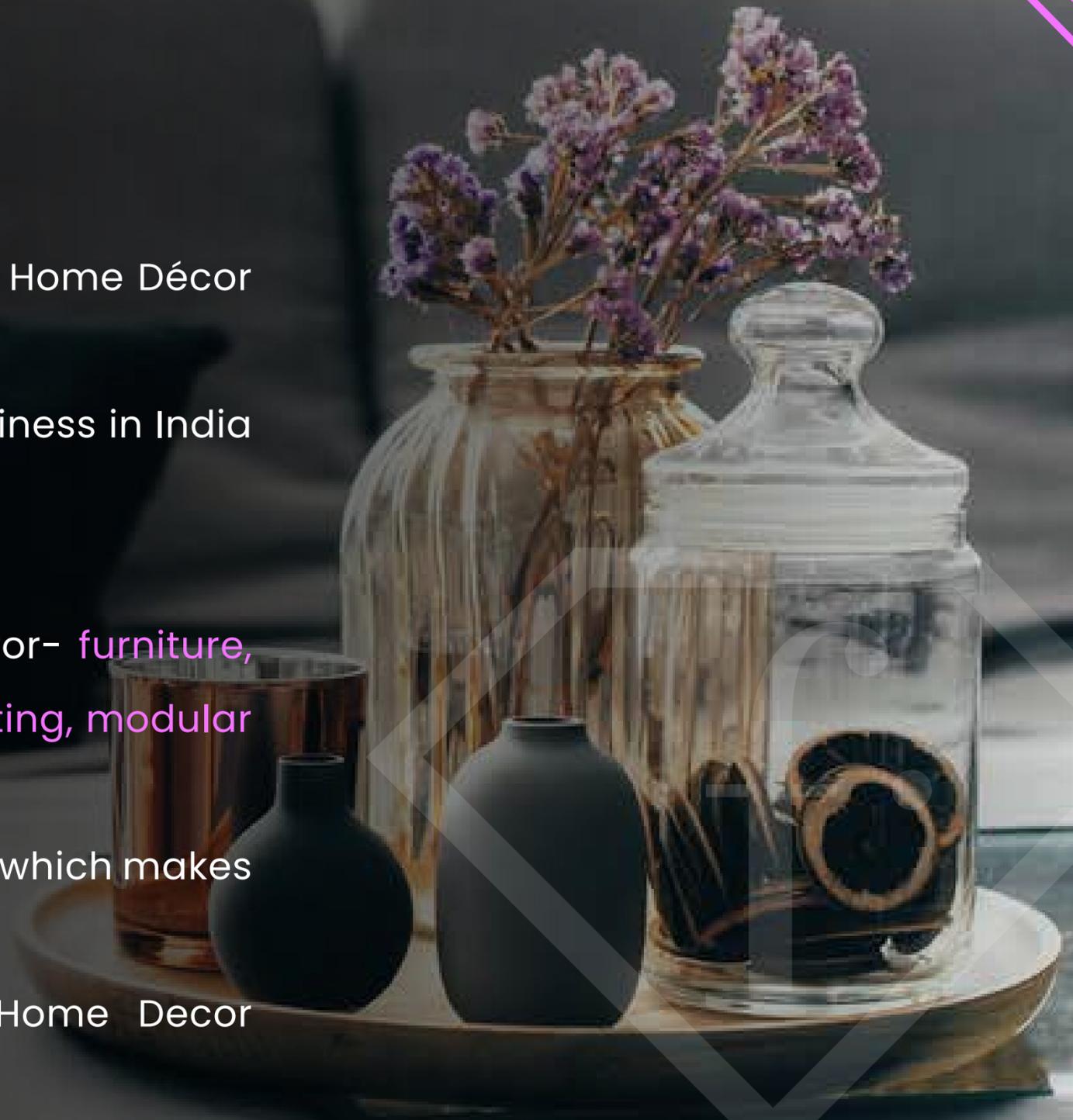
 fashiontv

# HOME DECOR IN INDIA

1. The emergence and growth of the Home Decor industry in India are unprecedented.
2. Home decor market was valued at **\$616.6 billion** in 2019, and is estimated to reach **\$838.6 billion** by 2027, registering a CAGR of **3.9%** from 2020 to 2027.
3. With the rise of digitisation among the young population and rise of income has increased the demand of **LUXURIOUS HOMES**.
4. One of the key industries riding this tide is the Home Decor Store Business!

# FTV HOME DECOR

1. We at FTV Home Decor introduce standardized international Home Décor services for Indian citizens.
2. We aspire to become the leader of **LUXURY** Home Decor business in India providing world-class Home Decor collection to our clients.
3. FTV Home Decor provides exactly what the customers want:
  - Essential Home Decor services at FTV Home Decor include for- **furniture, living, bedroom, kids room, mattresses, furnishings, décor, lighting, modular furniture, home services.**
  - A diverse array of services to give luxurious home experiences which makes you feel and comfortable and warm in a homely space.
4. FTV Home Decor plans to curate the most luxurious Home Decor experience in India.



# FTV HOME DECOR PHILOSOPHY

## VISION

To bring India at par with international home decor standards and transform it into one of the luxurious home decor destinations in the world.

## MISSION

To present our clientele with 'a sense of exclusiveness', high-quality home décor collection with international standards.

## AIM

To create India's most influential tailor made fashion decor brand, FTV Home Decor, which sets the benchmark for the rest of the home décor 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 / 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. Google and Website Listing.

# USP'S 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.
- A 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'S OF FASHIONTV

## FashionTV Proprietary PRODUCTS

FTV branded Merchandise like:-

- FashionTV Beds
- FashionTV Wall art
- FashionTV Home accessories
- FashionTV Table Decor
- FashionTV Home Garden Collection
- FashionTV Wall Accent
- FashionTV Lighting Range
- FashionTV Mattresses

# USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV Ceilings and walls
- FashionTV Furniture
  - Chairs, Mirrors, Tables
- FashionTV Flyers / Printouts
- FTV Store Uniforms

# SOCIAL MEDIA MARKETING

Dedicated Social Media Marketing Handles:

- FACEBOOK
- INSTAGRAM

# ▶ 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 the **FTV HOME DECOR'S** 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 imps.
- 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 Home Decors 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 Home Decor 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
Franchise Fee	Rs. 30 Lacs
Area Up to	3000 Sq. Ft.
Outlet Setup	Rs. 1.5 Crs
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 HOME DECOR PRODUCT CONSISTS OF:-

## • WALL ACCENTS

- Wall Shelves
- Wall Cabinets
- Mirrors
- Clocks
- Screens & Dividers
- Photo Frames
- Key Holders
- Magazine Holders
- Set Top Box Holders

## • WALL ARTS

- Metal Wall Art
- Wooden Wall Art
- Wall Murals
- Wall Plates
- Wall Tiles
- Original Paintings
- Art Panels
- Art Prints
- Ethnic Art
- Wall Masks
- Faux Animal Busts

# FASHIONTV HOME DECOR PRODUCT CONSISTS OF:-

## • TABLE DECOR

- Vases
- Table Clocks
- Table Photo Frames
- Figurines
- Transport Decor
- Nautical Decor
- Monuments Decor
- Vintage Decor
- Military Decor
- Plates & Trays
- Tableware

# FASHIONTV HOME DECOR PRODUCT CONSISTS OF:-

## • SPIRITUAL

- Mandirs
- Pooja Shelves
- Religious Idols
- Religious Frames
- Chowkies
- Feng Shui
- Bells
- Pooja Essentials
- Festive Decor
- Prayer Mats



# FASHIONTV HOME DECOR PRODUCT CONSISTS OF:-

## • HOME GARDEN

- Pots & Planters
- Natural Plants
- Artificial Plants
- Artificial Flowers
- Artificial Grass
- Indoor Fountains

- Decorative Pebbles
- Garden Figurines
- Bird Houses

## • CLEARANCE SALE

- Decor
- Homeware

# FTV FRANCHISE BENEFITS

- Association with World's **LARGEST** Fashion Brand
- Great Business Opportunity with **GREATER** Returns
- Develop a huge fruitful circle of a 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.

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