

The Home of *fashion*



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

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

SO

- 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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