

**The Home of** *fashion*



# WAR OF DJ'S IN INDIA

- DJ battles or War of DJs is an exciting pop culture event, where DJs create routines and compete against each other in order to win the title of the battle and take home the championship prize.
- In India the war of DJs took a **GIGANTIC** leap with the introduction of **DIGITAL MEDIA**. And many budding DJ aspirants started learning about electronic music. This gave rise to local duels which people enjoyed.
- Bollywood & College fests have created a **MASS APPEAL** among the people of India. And their love of EDM music & DJ wars events has been off-charts. This genre has become immensely popular and has become mainstream in terms of music styles. The music is known for its rhythmic and high beat, which have made it a hit among all genres and age groups.
- It is a very **PROMISING** business opportunity for investors, as the youth immensely **ENJOY** these events.
- These events are always organized with High quality EDM music, food, dance, art, drinks, etc.
- DJ war being a pop culture event, it can last for a day or three.
- With exposure to the global culture, people in India are always looking for new destinations and experiences to enjoy.

# FTV WAR OF DJ'S

- FTV War of DJs is a **PREMIUM** War of DJs hosting an extravaganza which lifts everyone's spirit. This majestic entertainment business has very high potential to grow.
- With the rise of the digital world in India people have become really open to new experiences.
- FTV War of DJs which can be hosted in many cities across India. As electronic music knows no **BOUNDS** since the rise of the internet. It has become popular and happening in major cities around India.
- Auditoriums, 5-Star Hotels are popular destinations where FTV War of DJs can be hosted.
- An exhilarating Electronic Music night to appease your target audience, with top notch DJs participating to make a name and win the title.
- It is an event which is hosted on a yearly basis with a three year contract.
- The event lasts for 4 days, which means days of **ELECTRIFYING** performances.
- So it is a very exclusive & **GRAND** event to give the best experience to EDM lovers.
- FTV has determined to give our premium audience an **INCREDIBLE** experience with FTV War of DJs.
- With the rising niche of people who look for such experiences, FTV War of DJs show has a very **BRIGHT** future in India.



# FTV MUSIC FESTIVAL PHILOSOPHY

## VISION

To bring India at par with international DJ battle events standards & transforming the country into a leading EDM destination.

## MISSION

To host FTV War of DJs in major cities across India to provide a one of a kind electronic music & dance event experience.

## AIM

To create India's most influential and fashionable War of DJs event brand which sets the benchmark for the rest of the 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.

## LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. **PROMOTIONS.**
4. Cross Marketing.

## POST OPENING SUPPORT

1. Audits and Ideas.
2. Promotional Offers.
3. FashionTV Sponsorship Opportunity.
4. Google and Website Listing.



# USP'S OF FASHIONTV

## 8K VIDEO WALL FASHION SHOWS AND VJ DURING THE EVENT

- Projections of FashionTV music festival by Top Music Artists.
- 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 Beverages
- FashionTV DJ Equipments
- FashionTV T Shirts
- Fashion TV Energy Drinks
- Fashion TV Merchandise
- Fashion TV Water
- Fashion TV Wine
- Fashion TV Vodka

And much more!

# USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- Fashion TV Stage Design
- Fashion TV Visual Merchandise
- Fashion TV Banners
- Fashion TV Podium
- Fashion TV Ramp
- Fashion TV Lighting
- Fashion TV Stalls
- FashionTV Flyers / Printouts
- Volunteer Uniforms



# USP'S OF FASHIONTV

## SPECIAL EVENTS

*A SPECIAL fashion runway should be placed during the Fashion TV War of DJ's.*

- Top notch models ramp walking in state-of-the-art fashion
- F Proprietary products (DJ equipment, Music CD's, Beverages, Energy Drinks, Bubbly Champagne, Water, Wine, Vodka) promotional shows
- Special Events of other products – **PROMOTIONAL** shows.

# ◀ **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 WAR OF DJ'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 War of DJ's 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 Music Event 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	75,00,000
Office Setup	Basic
Approx Investment	1,00,00,000
Royalty	10%
Average ROI in 3 Yrs.	150%

**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.

# FTV WAR OF DJ'S FEATURES:-

1. FTV War of DJs will be studded with performance stages, luxurious bars, music, party, dance events that will take your breath away.
2. Mega event- War of DJs filled with luxury will be organised once in a year!
3. Following are some of the features of FTV War of DJs:

## HIGHLY INTRIGUING

- FTV War of DJs is an event which is hosted at various popular places globally.
- The brief lifespan of the event makes FTV War of DJs more intriguing & fascinating for the people to attend and enjoy.

## AESTHETIC AND INSTAGRAM-WORTHY AMBIANCE

- FashionTV is known for delivering an extravagant and luxurious experience.
- FTV War of DJs successfully fulfils the same expectations of aesthetic & Instagram worthy ambiance to set the mood right.

## VERSATILITY

- FTV War of DJs boasts of a variety of events ranging from musical performances, parties, dance and music nights, etc.
- This makes the FTV War of DJs a great destination for people with different interests.

## CELEBRITY FOOTFALL

There are events organized with FTV War of DJs as it is a preferred chilling destination by many celebs. So don't be surprised if you run into your favourite celeb while at FTV War of DJs!



# 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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