

The Home of *fashion*



WELLNESS STUDIO IN INDIA

1. The **GROWTH** of the Wellness Studio industry in India has been on **CONSTANT RISE**, as the middle class and elites are more aware of personal well being with the revolution of the internet in the country.
2. The Indian government is inviting players in the sector to invest in wellness under the flagship Make in India scheme, seeking to **BOOST** the industry which has a potential to grow at a Compound Annual Growth Rate (CAGR) of approximately 12% annually to reach \$ 23 billion by the year 2020.
3. With the rise of digitisation among the young population, is drawn to personal wellness not just physically but also about mental well-being, making it a **NECESSITY**.
4. This creates a huge business **OPPORTUNITY** for brands to grow
5. One of the key industries riding this tide is the Wellness Studio Industry!

FTV WELLNESS STUDIO

1. We at FTV Wellness Studio introduce standardized international Wellness Studio services both **PHYSICAL & MENTAL** well being for Indian citizens.

2. We aspire to become the leader of **LUXURY** Wellness Studio business in India providing world-class Wellness Studio treatment to our clients.

3. FTV Wellness Studio provides exactly what the customers want:

- Essential Wellness Studio services at FTV Wellness Studio include- **YOGA, wellness regimes, meditation, fitness classes, Ayurvedic spa, events, pilate classes**, and many more.
- A diverse array of services to give luxurious wellness experiences which goes beyond body fitness rather its **HEALS YOU FROM WITHIN.**

4. FTV Wellness Studio plans to curate the most luxurious Wellness Studio experience in India.

FTV MUSIC FESTIVAL PHILOSOPHY

VISION

To be the only wellness studio brand in India that provides a **world-class** luxurious, relaxing and rejuvenating Wellness Studio experience.

MISSION

To present our clientele with 'a sense of healthy living', HIGH-END wellness regimes.

AIM

To create India's most rejuvenating and enchanting experience in **HEALTHY LIVING** and **SELF DISCOVERY** at FTV Wellness Studio, which sets the benchmark for the rest of the fashion 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

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 Essential Oils
- FashionTV Massage Oils
- FashionTV Yoga Mats
- FashionTV Organic Soaps
- FashionTV Moisturisers
- FashionTV Herbal Health Care products
- FashionTV Detox Juices
- FashionTV Organic Cuisine Collection



USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV Ceilings and walls
- FashionTV Furniture
 - Chairs
 - Mirrors
 - Tables
- FashionTV Upholstery
- FashionTV Flyers / Printouts
- Electric Wellness Studio Massage Tables
- Traditional Ayurveda Table
- Low floor Massage Bed

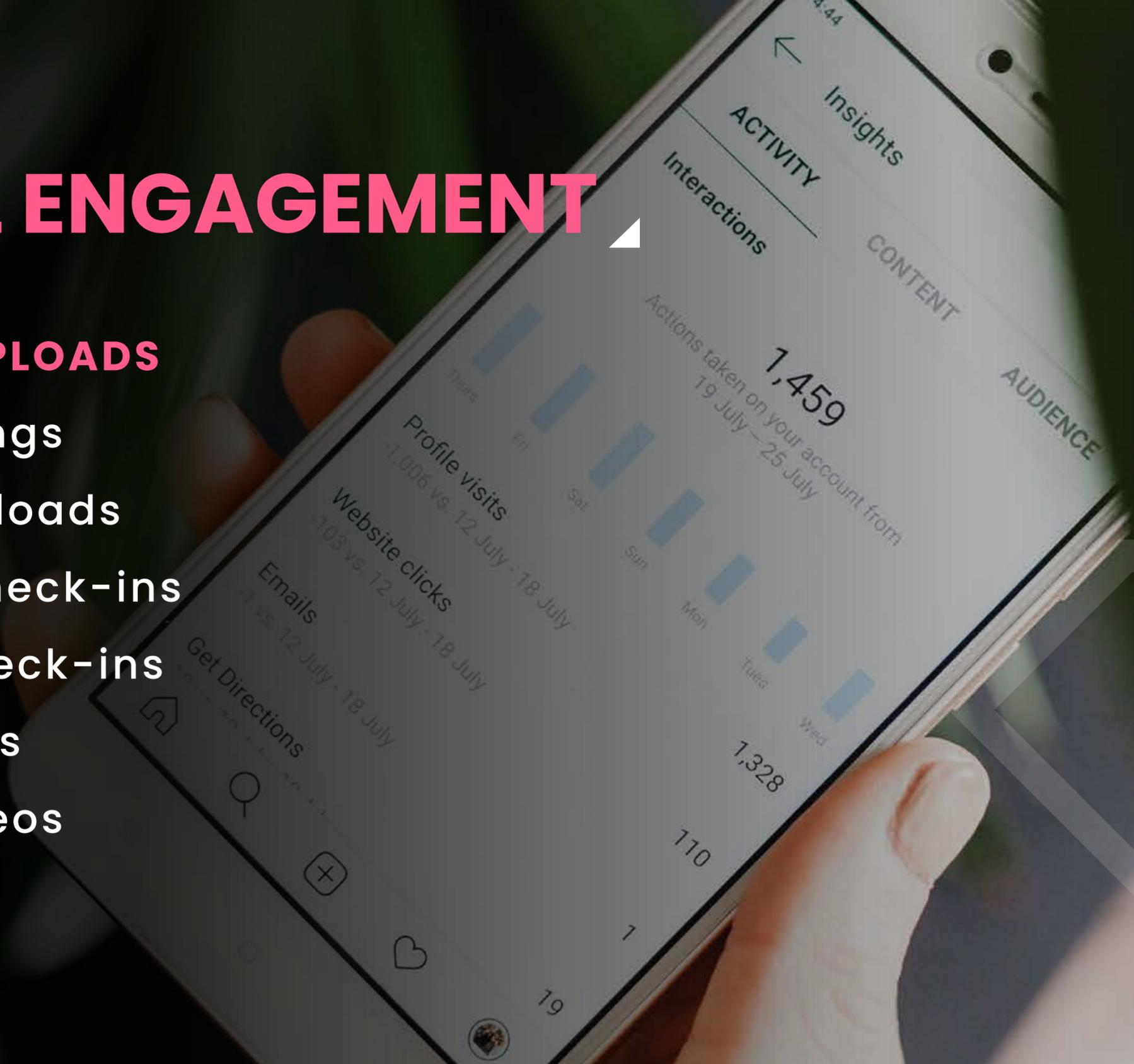
SOCIAL MEDIA MARKETING

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 WELLNESS STUDIO** 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 Wellness Studio 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 Health and Wellness 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	30 Lacs
Office Setup	3000 Sq. Ft.
Approx Investment	Rs. 1.3 Crore
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.

FTV WELLNESS STUDIO SERVICES CONSISTS OF:-

1. Meditation

The first step to healthy living is healing yourself from within. And meditation is the best way to achieve that. FashionTV meditation program is the easiest way to connect with yourself.

2. Weight Management

Using **Yoga** and other **Exercise regimes**, with **nutritious eating habits** we enable you to manage your weight. So, you become a healthier version of yourself.

3. Beautification & Grooming:

With the motive of caring for your aesthetics, we curated a wide range of services to ensure that you always look your best. The services are following-

- Skin Essentials
- Facials
- Men's Grooming
- Body polishing & massage
- Men Grooming
- Make-Ups

4. Dermat

Specialised skin care services to stand out from the crowd:

- Skin Resurface Peels
- Anti-Ageing Features Correction
- Anti-Ageing & Sculpting
- Age-Lift Procedures

FTV WELLNESS STUDIO SERVICES CONSISTS OF:-

5. Laser

- Now Gain without pain
- Full Body Laser
- Laser Reduction Body Parts
- Underarm Laser Trial

6. Hair

- Flip your hair in style
- Hair Transplant
- PRP
- Derma Roller Scalp
- Meso-thearapy

7. Aromatherapy

Aromatherapy is a holistic treatment. Using natural plant extracts to improve the well-being of body & mind. Aromatic essential oils are used to work through the sense of smell & skin absorption. It helps **manage pain, improve sleep quality, reduce stress, & boost immunity.**

8. Herbal Compress

This therapy has been used in Thailand for hundreds of years along with traditional massage. It induces deep **relaxation**, reduces stress and fatigue, boosts **physical and emotional well-being**, assists aligning the body posture and **improves blood circulation.**

FTV WELLNESS STUDIO SERVICES CONSISTS OF:-

9. Deep Tissue Massage

- This is an advanced form of Aromatherapy
- Focuses on using direct deep pressure to realign deeper layers of muscles and connective tissue.
- It helps to soothe the chronic aches and contracted areas - stiff neck, upper back, lower back and sore shoulders.

10. Foot Reflexology

- Our feet are the ones who bear the whole weight of our body, allow movements and still, they are the least cared for parts of the body.
- An ancient healing treatment based on the principle that there are various reflex points on the feet which can control the reflexes and functions of the various organs and glands.
- Helps relax and improve blood circulation, promote better sleep, reduce body pains and fight depression and stress.

11. Full Body Cellulite Oil Therapy

- It is one of the most effective ways to treat cellulite.
- Helps reduce the effects of cellulite, distress your mind, reduce toxins, revitalize skin, and eliminate built-up fluids
- It also improves blood circulation.
- Our expert therapists use natural massage oil with draining and firming properties to improve the various body areas.

12. Hot Stone Therapy

- Rooted in ancient civilizations, a heated stone massage has been used for centuries for its health and relaxing benefits.
- Japanese traditions as well as eastern Indian areas also used them.
- Here, smooth, heated stones are placed and rubbed on the specific parts of the body.
- Heat from the stones helps in deep relaxation and warming up the stiff muscles.
- It is beneficial in reducing muscle Wellness Studio, improving muscle relaxation, releasing toxins, improving skin health, reducing stress, improving blood circulation, and to promote better sleep.

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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