

The Home of *fashion*



# WINE & DINE IN INDIA

As the impact of globalization is soaring all-time high in India. The demand for Fine dining & Grape liquor has also increased. It is also called "**WINE & DINE**".

There is a huge scope in the Wine & Dine industry with a booming economy like India. As the elite class customer segment are always in the search of premium, opulent Wine & Dines experiences:-

- Exotic & Blissful evenings
- **SOCIALIZE**
- Spend some quality time

India is one of the best countries to do **BUSINESS** in the world.

India PBCL ( Pubs, Bar, Club, and Wine & Dines )market is expected to grow at a rate:-

CAGR of 11.7% during the forecast period of 2017 to 2022.

The market is anticipated to reach **USD 1.55 BILLION** by the end of the forecast period owing to:-

- High disposable income
- Exposure to **MEDIA**
- Greater availability and penetration of a variety of consumer goods.



# FTV WINE & DINE

FTV Wine & Dine is an exotic space where you get to enjoy gourmet food and premium light liquors. Curated by the world's largest fashion media house, FashionTV.

With FTV Wine & Dine, FashionTV aspires to bestow a **TOP-CLASS** and lavish experience with gourmet food and high-end light liquors for the people of India.

*FTV Wine & Dine is always the talk of the town when it comes to the luxurious experiences.*

*FTV Wine & Dine is a work of art in itself. STUDD*ED with features which ooze the luxury in every bit:-

- With lavish interiors
- Epicurean food
- TOP-NOTCH wine collection

FashionTV established FTV Wine & Dine across the globe. Every FTV Wine & Dine **VENUE** brings the best of international style, extravagance, and flamboyance to your city.



# FTV WINE & DINE PHILOSOPHY

## VISION

To bring India at par with international Wine & Dine standards & transforming the country into a leading FOOD CONNOISSEUR & fine light liquor collection.

## MISSION

To create a Wine & Dine experience that is synonymous with sheer luxury and SOPHISTICATION to create an astonishing impression in front of your elite customers.

## AIM

To create India's most influential and **FASHIONABLE** Wine & Dine 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.
- 5 MILLION 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 MediaHouse. [www.fashiontv.com](http://www.fashiontv.com)

FashionTV / FTV is truly an **"AUTHORITY IN FASHION"**.



# FASHIONTV 360 DEGREE FRANCHISE SUPPORT

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 **Elegant LIGHT LIQUOR** Collection
- FashionTV Champagne
- FashionTV Bubbly Wine
- FashionTV **WATER**
- FashionTV **PHOTO FRAMES**



# USP'S 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



# ► 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



# 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 WINE & DINE'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 Wine & Dine 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

CATEGORY	LUXURY	REGULAR
Franchising Fee	Rs. 30 Lacs	Rs. 20 Lacs
Area Up to	4000 Sq. Ft.	2000 Sq. Ft.
Outlet Setup	Rs. 2.5 Cr	Rs. 1.5 Cr
Royalty	10%	10%
ROI	76%	75%

**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 WINE & DINE MENU CONSISTS OF:-

AMAZING AND WIDE RANGE OF EXQUISITE WINE COLLECTION & PREMIUM PACKAGED BEERS.

- Selected range of premium, Classic, Exotic and Exquisite range of Light Liquor.
- Wide Range of refreshing Mocktails • Salads • Appetizers
- Entrée ( VEG / NON-VEG) (Chinese, Japanese, Lebanese, Italian, Mexican, Spanish, French, English, American )
- Exquisite a la carte menu
- Mains ( VEG / NON-VEG) (Chinese, Japanese, Lebanese, Italian, Mexican, Spanish, French, English, American )
- Unique Platters
- Specials (A customized touch of local cuisine )
- Sweet Tooth (Brownies, Ice-cream, Custards and Puddings, Frozen Desserts, Cakes, Cookies Pies, Pastries, Etc.)

# 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.

**Email ID – [franchise@ftv.ind.in](mailto:franchise@ftv.ind.in)**

**Phone – + 91 9833833930**