

The Home of *fashion*

GYM IN INDIA

1. SINCE THE LAST DECADE, THERE HAS BEEN A PHENOMENAL **GROWTH** IN FITNESS PRODUCTS & SERVICES ALL OVER INDIA:

A. THERE IS GREAT INVOLVEMENT

B. AWARENESS

C. MORE PEOPLE ARE

D. SELF-MOTIVATED TO STAY IN SHAPE,

E. EVERYONE WANTS TO LOOK GOOD,

F. AND IMPROVE THEIR STRENGTH AND FITNESS LEVELS.

1. WITH THE ENTRY OF THE WORLD'S LARGEST FASHION MEDIA, FASHIONTV WILL **REVOLUTIONIZE** THE FITNESS INDUSTRY IN INDIA WITH FTV FIT.

3. AS PEOPLE ARE CHOOSING A HEALTHIER LIFESTYLE, DEMAND FOR GYMS AND FITNESS STUDIOS ARE ON THE RISE.

4. WILL BE A ONE-STOP SOLUTION FOR DIVERSE FITNESS GOALS & REQUIREMENTS OF PEOPLE WHO WANT TO STAY FIT AND HEALTHY.

5. DETERMINED TO PROVIDE A **WORLD-CLASS** FITNESS EXPERIENCE TO ALL FITNESS LOVERS IN INDIA WITH AESTHETICALLY PLANNED AND IMPLEMENTED FTV FIT OUTLETS.

FTV GYM

THE FITNESS INDUSTRY IN INDIA IS WITNESSING A **STAGGERING** GROWTH SINCE THE LAST FEW YEARS. TODAY'S FAST AND HECTIC LIFESTYLE HAS TAKEN A TOLL ON HUMAN HEALTH.

BUT NOW THE PICTURE IS CHANGING: MORE AND MORE PEOPLE BEING AWARE UNDERSTANDING THE IMPORTANCE OF **PHYSICAL** AND MENTAL HEALTH.

THE GYMS ARE BEING **FLOODED** WITH FITNESS ENTHUSIASTS AND HEALTH-CONSCIOUS PEOPLE. AT THE END OF FY2020, REVENUES IN THE INDIAN FITNESS MARKET AMOUNTED TO USD 908 MILLION. FURTHER GROWTH - AT A CAGR OF 9.3% BETWEEN 2018 AND 2022 - EXPECTED TO TAKE THE TOTAL MARKET VALUE TO USD 1,296 MILLION IN 2022.

FTV GYM PHILOSOPHY

VISION

TO BRING A REVOLUTION IN THE INDIAN FITNESS INDUSTRY THROUGH INNOVATION AND MOTIVATING, INSPIRING AND SUPPORTING EVERYONE IN IMPROVING THEIR HEALTH AND LIFESTYLE.

MISSION

TRANSFORM INDIA TO THE “STAY HEALTHY FOR A FITTER INDIA” MOTTO. CATALYZE THE TRANSFORMATION BY ENHANCING THE HEALTH AND WELL-BEING OF THE BODY AND MIND.

AIM

TO ACCOMPLISH THE LARGEST NUMBER OF FITNESS CENTRES OF FTV FIT NOT ONLY IN INDIA BUT ALSO WORLDWIDE THROUGH OUR EFFORTS TO BECOME A ONE-OF-A-KIND FITNESS LEADER BY SPREADING THE PHILOSOPHY OF FTV GYM.

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 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. GOOGLEAND WEBSITE LISTING.

USP 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.
- 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 OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV BRANDED MERCHANDISE LIKE:-

- FASHIONTV **CEILINGS AND WALLS**
- FASHIONTV FURNITURE
 - FITNESS FURNISHINGS
 - SPOOL – LIKE STOOLS
 - TABLES
- FASHIONTV **UPHOLSTERY**
- FASHIONTV FLYERS / PRINTOUTS
- OTTOMAN WORKOUT BENCHES
- **CLOSETS**
- **YOGA SEATING**
- EXECUTIVE EXERCISE SEATING




USP OF FASHIONTV

SPECIAL EVENTS AND FASHION SHOWS

A FASHION RUNWAY IS ALWAYS PLACED IN EVERY LUXURY FASHIONTV FRANCHISE VERTICAL.

- LOCAL FITNESS EXPERTS SHOWS
- F – FITNESS & GYM PROMOTIONAL SHOWS
- SPECIAL EVENTS OTHER PRODUCTS
- PROMOTIONAL SHOW.

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SOCIAL MEDIA MARKETING

DEDICATED SOCIAL MEDIA MARKETING HANDLES

- FACEBOOK



- INSTAGRAM



- TWITTER



- YOUTUBE



- LINKEDIN



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 F CAFÉS 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 IMP.
- YOUTUBE CHANNELS: 1,000,000 **SUBSCRIBERS**
- YOUTUBE: AVERAGE OF 15,000,000 MONTHLY VIEWS.
- DAILY MOTION: AVERAGE OF 500,000 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 CAFE 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	Lite
Franchise Fees	Rs. 30 Lacs	Rs. 20 Lacs	Rs. 10 Lacs
The area in Sq. ft.	15000 Sq. Ft.	10000 Sq. Ft.	5000 Sq. Ft.
Investment Cost	Rs. 4 Crores	Rs. 3 Crores	Rs. 1.75 Crores
Royalty Percentage	10%	10%	10%
ROI	65%	65%	65%

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 GYM SERVICES CONSISTS OF: -**

FUNCTIONAL TRAINING

A GROUP OF EXERCISES THAT INVOLVES VARIOUS MUSCLE GROUPS OF YOUR BODY FOR TRAINING & STRENGTHENING. OUR HIGHLY PROFESSIONAL TRAINERS WILL GUIDE & TRAIN EVERY MEMBER TO ACHIEVE THEIR FITNESS GOALS.

MMA

A ONE-OF-A-KIND SERVICE THAT GIVES OUR MEMBERS BENEFITS OF THE REGULAR GYM & THE ASPECT OF THE VERSATILE MMA (MIXED MARTIAL ARTS) TRAINING!
A HOLISTIC, ALL-ROUND FITNESS PACKAGE. WITH MMA OUR MEMBERS GET:
FIT & HEALTHY,
LEARN SELF-DEFENCE
GET TRAINED TO TAKE CARE OF SITUATIONS DEFENDING THEMSELVES OR THEIR FRIENDS AND FAMILY.

▶ FASHIONTV GYM SERVICES CONSISTS OF: ▶

HEALTH CAFÉ

MEMBERS CAN REPLENISH THEIR ENERGY WITH DELICIOUS AND NUTRITIOUS BEVERAGES AND TREATS HERE. SPECIALLY MADE HEALTHY, NUTRITIOUS FOOD AND BEVERAGES KEEPING THE CALORIE VALUES IN MIND.

LOUNGE AREA

GIVING FTV FIT MEMBERS A PLACE TO RELAX, CATCH A BREATH AND REJUVENATE AFTER THEIR VIGOROUS WORKOUTS.

GIVING ACCESS TO:
STATE-OF-THE-ART PERFORMANCE
SOFTWARE
COMBAT TRAINING,
WORLD-CLASS EQUIPMENT
INFRASTRUCTURE

▶ **FASHIONTV GYM SERVICES CONSISTS OF: -**

LOUNGE AREA

ALSO INCLUDES ALL REGULAR GYM SERVICES LIKE:

STEAM

SAUNA

MASSAGE,

DIET GUIDANCE

NUTRITION

SPINNING

PHYSIOTHERAPISTS

PERSONAL TRAINING

WE ALSO PROVIDE OUR MEMBERS

WITH A CHOICE OF PERSONAL TRAINING:

**THEY'LL GET A DEDICATED PERSONAL TRAINER GIVING THEM AN ALL-
ROUND PERSONAL TRAINING.**

**WILL KEEP A CLOSE EYE ON THE PROGRESS OF THE MEMBER AND
GUIDE THEM MEET THEIR FITNESS GOALS.**

FTV FRANCHISE BENEFITS:-

- ASSOCIATION WITH WORLD'S **LARGEST** FASHION BRAND
- GREAT BUSINESS OPPORTUNITY WITH **GREATER** RETURNS
- DEVELOP A HUGE FRUITFUL CIRCLE OF 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**
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