

The Home of *fashion*

LOUNGE

LOUNGE IN INDIA

INDIA IS WITNESSING RAPID GROWTH IN THE FOOD AND BEVERAGE INDUSTRY. THERE IS A HUGE SCOPE IN THE LOUNGE SECTOR WITH A BOOMING ECONOMY LIKE INDIA AS THE NICHE CUSTOMER SEGMENT OF THE PBCL INDUSTRY ARE ALWAYS IN THE SEARCH OF HIGH END, LUXURIOUS LOUNGES TO EXPERIENCE THE:-

- LUXURIOUS NIGHTLIFE
- SOCIALIZE
- SPEND SOME QUALITY TIME



LOUNGES IN INDIA

INDIA IS ONE OF THE FASTEST-GROWING ECONOMIES IN THE WORLD.

INDIA PBCL (PUBS, BAR, CLUB, AND LOUNGES)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 LOUNGE

FTV LOUNGE IS A LUXURIOUS BAR LOUNGE INTRODUCED BY THE WORLD'S **LARGEST FASHION MEDIA HOUSE**, FASHIONTV. WITH FTV LOUNGE, FASHIONTV ASPIRES TO BESTOW A TOP-CLASS, LAVISH BAR LOUNGE EXPERIENCE FOR THE PEOPLE OF INDIA. FTV LOUNGE IS ALWAYS THE TALK OF THE TOWN WHEN IT COMES TO THE LUXURIOUS LOUNGES WITH A TOP-NOTCH EXPERIENCE.

FTV LOUNGE IS A WORK OF ART IN ITSELF. STUDDED WITH FEATURES WHICH OOZE THE LUXURY IN EVERY BIT EVERY FTV LOUNGE:-

WITH LAVISH INTERIORS
DELECTABLE FOOD
TOP-NOTCH BEVERAGE SELECTION

FASHIONTV ESTABLISHED FTV LOUNGE ACROSS THE GLOBE. EVERY FTV LOUNGE VENUE BRINGS THE BEST OF INTERNATIONAL STYLE, EXTRAVAGANCE, AND FLAMBOYANCE TO YOUR CITY.



FTV LOUNGE PHILOSOPHY



VISION

TO BRING INDIA AT PAR WITH INTERNATIONAL BAR LOUNGE STANDARDS & TRANSFORMING THE COUNTRY INTO A LEADING EVENING ENTERTAINMENT DESTINATION



MISSION

TO CREATE A LOUNGE EXPERIENCE THAT OOZES LUXURY AND SOPHISTICATION FROM EVERY INCH OF THE SPACE



AIM

TO CREATE INDIA'S MOST INFLUENTIAL AND FASHIONABLE LOUNGE BRAND WHICH SETS THE BENCHMARK FOR THE REST OF THE INDUSTRY



WHY FRANCHISE WITH 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

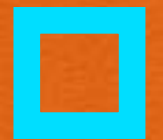


SOME FASHIONTV KEY FACTS

- * 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

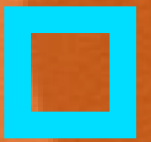
PRE OPENING SUPPORT :

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



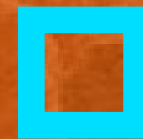
LAUNCH SUPPORT

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.

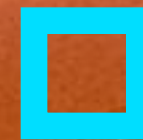
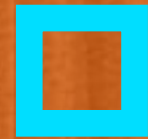


USP'S OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV BRANDED MERCHANDISE LIKE:-

- FASHIONTV BEER MUGS
- FASHIONTV VODKA
- FASHIONTV CHAMPAGNE
- FASHIONTV BUBBLY WINE
- FASHIONTV WATER
- FASHIONTV ENERGY DRINKS
- FASHIONTV MANY OTHER BEVERAGES
- FASHIONTV PHOTO FRAMES



USP 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



USP's OF FASHIONTV

SPECIAL EVENTS AND FASHION SHOWS

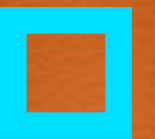
A FASHION RUNWAY IS ALWAYS PLACED IN
EVERY LUXURY
FASHIONTV FRANCHISE VERTICAL.

- LOCAL DESIGNER FASHION SHOWS
- **F – BEVERAGES PROMOTIONAL** SHOWS
- SPECIAL EVENTS OTHER PRODUCTS
PROMOTIONAL SHOW.









USP OF FASHIONTV

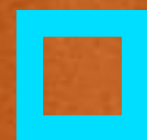
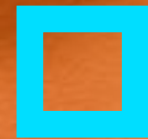
DEDICATED SOCIAL MEDIA MARKETING HANDLES

-  **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

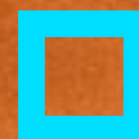


- 150 NEW STORIES (FACEBOOK)
- 200 NEW STORIES (INSTAGRAM)
- 50 NEW STORIES (TWITTER)

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
- 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 LOUNGE 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

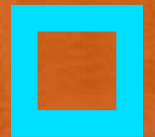
NOTES: These are approx. figures based on worldwide stores. The actual cost will vary as per the location. Taxes as applicable. Shop Cost & Working Capital extra on actual.

REGULAR	LUXURY
Area 5000 Sq ft	Area 8000 Sq ft
Franchise fee 40 lacs	Franchise fee 50 lacs.
Investment 3 CR onwards	Investment 5 CR onwards
Royalty 10%	Royalty 10 %

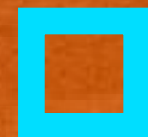


FASHIONTV LOUNGE MENU

CONSISTS OF

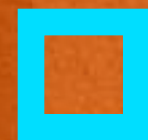
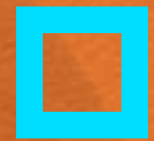


- AMAZING AND WIDE RANGE OF INTERNATIONAL LIQUOR BRANDS
- (WHISKEYS, SINGLE MALTS, VODKA, GIN, RUM, TEQUILA, MARTINI, WINE, BEER, ETC)
- SELECTED RANGE OF PREMIUM IMFL
- CLASSIC, EXOTIC AND EXQUISITE RANGE OF COCKTAILS
- WIDE RANGE OF REFRESHING MOCKTAILS
- SALADS
- APPETIZERS
- ENTREE (VEG / NON-VEG) (CHINESE, JAPANESE, LEBANESE, ITALIAN, MEXICAN, SPANISH, FRENCH, ENGLISH, AMERICAN)
- UNIQUE PLATTERS
- SPECIALS (CUSTOMIZED TOUCH OF LOCAL CUISINE)
- SWEET TOOTH (BROWNIES, ICE-CREAM, ETC)



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 ...

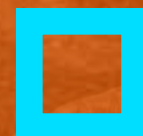
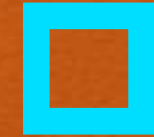
FASHIONTV / FTV IS LOOKING TO PARTNER WITH SOUND WELL-SETTLED BUSINESS-MINDED AND EXPERIENCED PERSONS LIKE YOU. WE ALSO EXPECT OUR POTENTIAL PARTNERS TO KNOW ABOUT INTERNATIONAL FASHION AND LIFESTYLE MIND-SET.

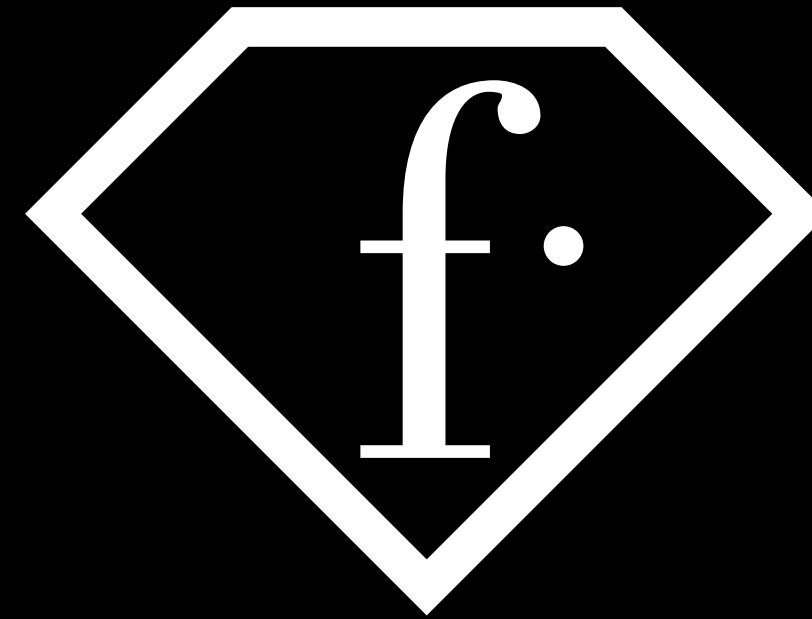
IF YOU FIND THE:-

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
PHONE - +91 9833833930





LOUNGE