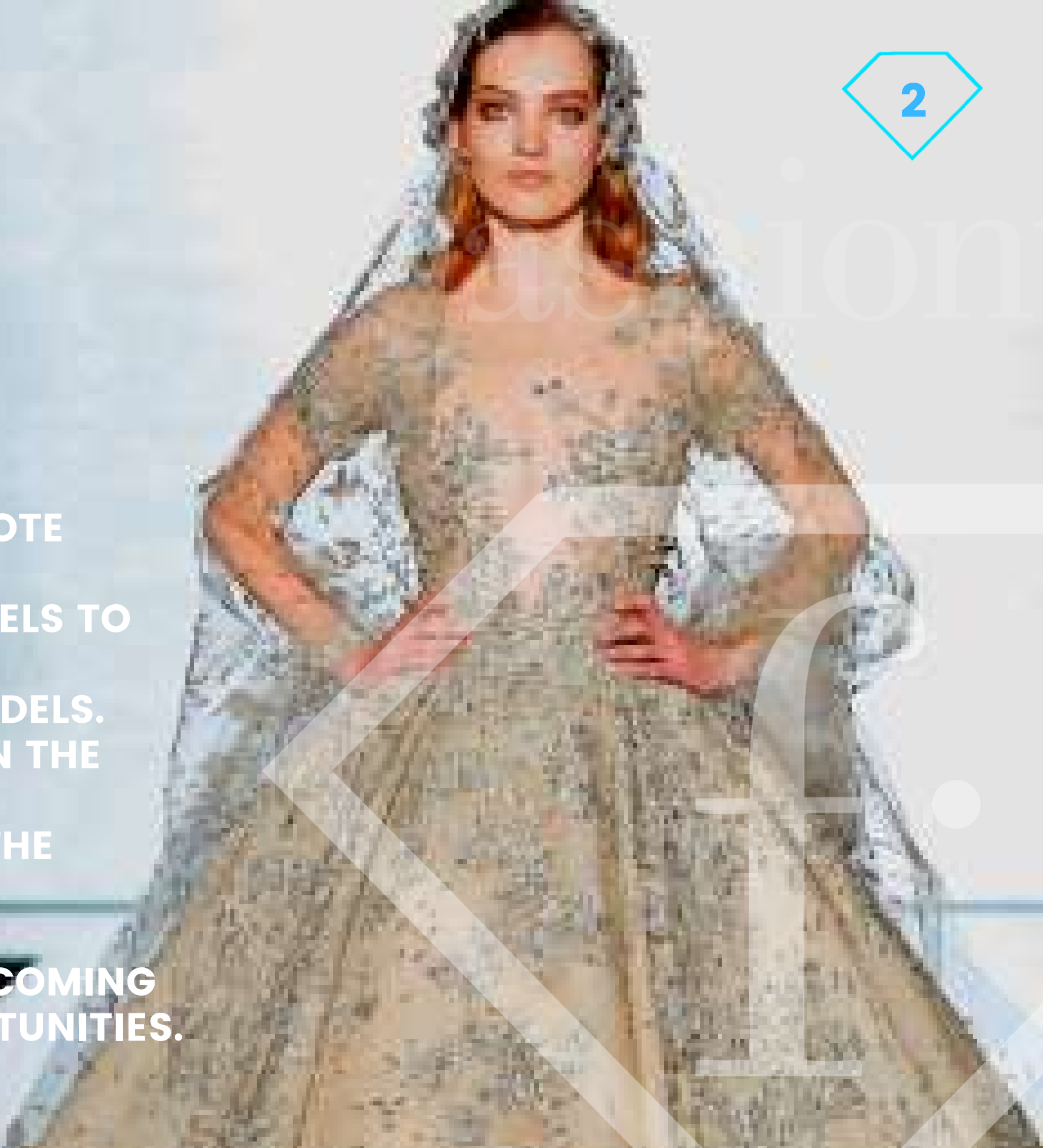


The Home of *fashion*



MODELS IN INDIA

- THE **GLAMOUR AND MODELLING** INDUSTRY IN INDIA IS GROWING RAPIDLY WITH EACH COMING YEAR.
- MANY BUSINESSES ARE ACTIVELY INVESTING IN THE MARKETING AND ADVERTISING CAMPAIGNS TO PROMOTE THEIR BRAND.
- AND THESE AD CAMPAIGNS NEED PROFESSIONAL MODELS TO ENDORSE THOSE BRANDS.
- HENCE CREATING A GREAT OPPORTUNITY FOR FTV MODELS.
- THE MODELLING INDUSTRY IN INDIA HAS ALWAYS BEEN THE TOPIC OF **FASCINATION** AND ENVY FOR THE MASSES.
- DUE TO THE FAME AND GLAMOUR ASSOCIATED WITH THE MODELLING INDUSTRY, MORE AND MORE WOMEN AND MEN ARE OPTING **MODELLING** AS THEIR CAREER.
- MODELLING AGENCIES PROVIDE GUIDANCE TO THE UPCOMING MODELS AND AVAIL THEM WITH THE **BUSINESS** OPPORTUNITIES.



FTV MODELS

- THE GLOBAL AUTHORITY OF FASHION, FASHIONTV IS DETERMINED TO ESTABLISH A WORLD-CLASS **MODELLING AGENCY** IN INDIA UNDER FTV MODELS BRAND.
- FTV MODELS IS AN ESTABLISHMENT WHERE **MAJOR SUCCESSFUL MODELS** ASSOCIATE WITH US
- THEY WILL WORK WITH MAJOR BRANDS IN INDIA AND INTERNATIONALLY TO HELP THEM **PROMOTE** THEIR PRODUCTS, SERVICES, AND BRAND.
- FTV MODELS IS A UNIQUE HUB WITH PROVIDES TOP NOTCH MODELS FOR BUSINESSES TO HIRE FOR THEIR **BRANDING**, ADVERTISEMENTS, ETC.

FTV MODELS PHILOSOPHY

VISION

TO REVOLUTIONIZE THE MODELLING INDUSTRY BY PROVIDING OPPORTUNITIES TO MODELS AND OTHER INDUSTRY PROFESSIONALS TO NETWORK AND COLLABORATE SEAMLESSLY

MISSION

TO ESTABLISH INDIA'S MOST SOUGHT AFTER MODELLING AGENCY WHICH WILL SET THE STANDARDS FOR THE INDUSTRY.

AIM

PROVIDE OPPORTUNITIES TO MODELS AND OTHER PROFESSIONALS TO WORK WITH GLOBAL BRANDS SUCCESSFULLY.

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. GOOGLE AND 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 **BEVERAGES**

FASHION TV **APPARELS**

FASHION TV **LINGERIE**

FASHION TV **COSMETICS**

FASHION TV **ACCESSORIES**

FASHION TV **ART JEWELLERY**

FASHION TV **EYEWEAR**

FASHION TV **FOOTWEAR**

FASHION TV **BAGS**

AND MUCH MORE!



USP OF FASHIONTV




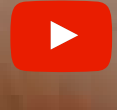

FASHIONTV UNIQUE **DIAMOND** INSPIRED DESIGN

- FASHIONTV CEILINGS AND WALLS
- FASHIONTV **UPHOLSTERY** AND TABLES
- FASHIONTV FLYERS / PRINTOUTS

 fashiontv

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.**

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

Module	Standard
Franchising Fee	2500000
Office (sq. ft.)	1000
Approx. Investment	6000000
Royalty	10%
Average ROI in 3 Yrs.	70%

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.

REVENUE GENERATING MODES:

COMMISSION ON THE JOBS THAT YOU ASSIGN THE MODELS:

- CATERING TO ALL THE DIFFERENT KINDS OF MODELS WHO ARE ASSIGNED VARIOUS MODELLING ASSIGNMENTS.
- A HUGE AMOUNT OF CONTRACTING AND COMMISSIONS CAN BE GAINED.

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**