

The Home of *fashion*



NITE CLUB IN INDIA

CLUB AND RESTAURANTS TOGETHER ACCOUNT FOR A MAJORITY OF 73% OF INDIA'S FOOD AND BEVERAGE SERVICE INDUSTRY.

INDIANS ARE SHIFTING TO AN ULTRA-MODERN LIFESTYLE AND THEY ARE ALWAYS LOOKING FOR **TOP CLASS** NIGHT CLUBS.

THE NIGHTLIFE INDUSTRY IN INDIA IS ONE OF THE LARGEST **REVENUE** GENERATORS IN THE SERVICE SECTOR. INDIA IS WITNESSING A GROWTH IN NUMBERS OF BARS AND NIGHT CLUBS.

NITE CLUB IN INDIA

- THE RISING IT AND **BPO** INDUSTRY IN INDIA
- RISING DISPOSABLE INCOME IN THE HANDS OF THE
- YOUNGER GENERATION
- CHANGING LIFESTYLE
- EXPOSURE TO THE GLOBAL CULTURE

THESE ARE A FEW OF THE THINGS THAT PLAYED A GREAT ROLE IN THE **RAPID** GROWTH OF NIGHT CLUBS IN INDIA.

THE NIGHTLIFE SECTOR COMES UNDER THE HOSPITALITY INDUSTRY. THE BARS AND NIGHT CLUBS RECORDED A COMBINED GROWTH OF 23% BETWEEN THE YEARS 2015 TO 2017.

FTV NITE CLUB

FASHIONTV ALWAYS SET'S ITS EYES OF **ACHIEVING** THE BEST IN CLASS LUXURY, NO MATTER WHICH FIELD IT IS. FUELLED BY THIS DETERMINATION, FASHIONTV LAUNCHED FTV NITE CLUBS TO **BESTOW** AN UNFORESEEN, GRAND NIGHTLIFE EXPERIENCE TO PEOPLE ACROSS THE WORLD. FTV NITE CLUB IS A FASHIONABLE LEISURE PLACE TO **UNWIND**, RELAX, AND SOCIALIZE WITH NEW PEOPLE. FTV NITE CLUB IS A GRAND NIGHT CLUB, **SPANGLED** WITH LUXURY.

DEVOTED TO LUXURY, FTV NITE CLUB BESTOWS A LAVISH EXPERIENCE AS FOLLOWS:-

GRAND AMBIENCE WHICH **OOZES** LUXURY
A VARIETY OF BRANDED DRINKS & SAVOURY APPETIZERS

GLITZY PARTY VIBES

WIDE DANCE FLOORS

GROOVY LIVE MUSIC BY TALENTED DJS

AESTHETIC INTERIORS

A PERFECT PLACE FOR MEETUPS, DRINKS, AND DANCE

FTV NITE CLUB PHILOSOPHY

VISION

TO BE THE ULTIMATE GETAWAY THAT THE PATRONS CRAVE FOR, FROM THE HOUSE OF THE LARGEST FASHION BRAND IN THE WORLD.

MISSION

TO CREATE AN UNPARALLELED NIGHTLIFE EXPERIENCE TO BE THE MOST SOUGHT AFTER DESTINATION TO PARTY.

AIM

TO CREATE INDIA'S MOST INFLUENTIAL AND FASHIONABLE CLUB 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.
- * 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 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 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.

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.
- IEWS.

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	Luxury	Regular
Franchising Fee	Rs. 60 Lac	Rs. 40 Lacs
Area Up to	12000 Sq. Ft.	7000 Sq. Ft.
Outlet Setup	Rs. 8 Cr	Rs. 5 Cr
Royalty	10%	10%
Average ROI in 3 Yrs.	75%	80%

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 NITE CLUB 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**
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