

The Home of *fashion*



 fashiontv

POTENTIAL OF PAGEANTS IN INDIA

- BEAUTY PAGEANTS HAVE ALWAYS BEEN THE CENTER OF FASCINATION AMONG INDIAN PEOPLE.
- WINNING A BEAUTY PAGEANT OPENS UP A PLETHORA OF OPPORTUNITIES, HENCE EVERY YEAR THOUSANDS OF ASPIRANTS PARTICIPATE IN PAGEANTS.
- WHY ARE INDIANS CHOOSING BEAUTY PAGEANTS AS THEIR CHOICE OF CAREER? MASSIVE INTERNET PENETRATION,
 - EXPOSURE TO THE **INTERNATIONAL** TRENDS,
 - THE NAME,
 - AND **FAME** RELATED TO THE PAGEANTS
 - WILLINGNESS TO CREATE A CAREER IN THE FASHION & ENTERTAINMENT INDUSTRY
- HENCE INDIA SHOWS A POSITIVE POTENTIAL FOR FTV PAGEANTS.



FTV PAGEANTS

1. FTV PAGEANTS IS THE CELEBRATION OF BEAUTY AND INTELLECT.
2. **8 CATEGORIES** – ALL AGE GROUPS
 - ENABLING INDIVIDUALS TO FULFIL THEIR DREAMS DESPITE THEIR
 - MARITAL STATUS OR AGE.
 - AIMS AT DISCOVERING FRESH TALENT ACROSS THE GLOBE
 - PROVIDING THEM WITH A PLATFORM THAT WILL HELP THEM TO SHOWCASE THEIR TALENT
 - HELP THEM LEVERAGE THEIR **CAREERS** IN THE FASHION AND ENTERTAINMENT INDUSTRY.



FTV SCHOOL OF GROOMING PHILOSOPHY

VISION

TO BRING OUT THE HIDDEN GEMS OF INDIA AND CATAPULT THEM INTO THE GLOBAL ARENA.

MISSION

TO CREATE A NATIONAL PAGEANTS PLATFORM FOR EVERYONE TO ACHIEVE THEIR DREAMS OF ENTERING THE FASHION AND ENTERTAINMENT WORLD

AIM

TO HONE AND POLISH THE SKILLS OF OUR CONTESTANTS, BRINGING OUT THE BEST IN THEM. WE WANT TO BRING OUT THEIR UNIQUE INDIAN PERSONA AND ITS CHARM.

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 (SET-UP AND FEEL OF PAGEANTS/EXPOS/AWARDS/BAR NITES/POOL PARTY)
4. STAFF RECRUITMENT.
5. FASHIONTV PROPRIETARY PRODUCTS SUPPLY.
6. OTHER PRODUCTS AND VENDOR TIE-UPS.
7. **STRATEGIC** PLANNING.
8. STAFF EXTENSIVE TRAINING AND EXECUTION.

LAUNCH SUPPORT :

1. PLANNING AND EXECUTION.
2. LAUNCH PLAN IN SMM AND PR.
3. **PROMOTIONS.**
4. CROSS MARKETING.

POST OPENING SUPPORT :

1. AUDITS AND IDEAS.
2. PROMOTIONAL OFFERS.
3. FASHIONTV **SPONSORSHIP** OPPORTUNITY.
4. GOOGLE AND WEBSITE LISTING.

USP OF FASHIONTV

8K VIDEO WALL FASHION SHOWS AND VJ DURING THE EVENT

- 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:-

FASHION TV **EVENING GOWNS**

FASHION TV **CROWN CASES**

FASHION TV **SASHES**

FASHION TV **PLATFORM HEELS**

FASHION TV **WAFFLE ROBES**

FASHION TV **VANITY CASE**

FASHION TV **FOOTWEAR**

FASHION TV **CLUTCHES**

FASHION TV **SCARVES**

FASHION TV **CUFFLINKS**

FASHION TV **LINGERIE**

USP OF FASHIONTV

FASHIONTV UNIQUE **DIAMOND** INSPIRED DESIGN

- **FASHIONTV STAGE DESIGN**
 - FASHIONTV BANNERS
 - FASHIONTV PODIUM
 - FASHIONTV RAMP
- **FASHIONTV FLYERS / PRINTOUTS**
- **FASHION TV BRANDING**
- **FASHION TV BRANDED TEMPORARY FURNITURE**

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USP OF FASHIONTV

SPECIAL EVENTS

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

- BEAUTY PAGEANT SHOWS
- F-ACCESSORIES AND APPAREL PROMOTIONAL SHOWS SPECIAL
- EVENTS OF OTHER PRODUCTS – PROMOTIONAL SHOWS.

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

Outflow	Category A	Category B	Category C	Category D
Franchise Fees	Rs. 60,00,000	Rs. 40,00,000	Rs. 30,00,000	Rs. 20,00,000
Office Setup	Basic	Basic	Basic	Basic
Approx. Investment	Rs. 1,00,00,000	Rs. 80,00,000	Rs. 50,00,000	Rs. 40,00,000
Royalty Percentage	50% post recovery of Franchise Fees	50% post recovery of Franchise Fees	50% post recovery of Franchise Fees	50% post recovery of Franchise Fees
ROI	150%	150%	150%	150%

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.

FTV PAGEANTS TITLES ARE:

MISS FTV

- THE CELEBRATION OF BEAUTY AND INTELLECT.
- A PLATFORM FOR ALL WHO **DREAM** OF MAKING A CAREER IN THE FASHION AND ENTERTAINMENT INDUSTRY.
- BEAUTY IS NOT ABOUT INCHES IN HEIGHT AND WAIST.
- WE LOOK FOR A **CONTEMPORARY** WOMAN WHO IS COMFORTABLE IN HER SKIN AND READY TO TAKE ON THE WORLD!



FTV PAGEANTS TITLES ARE:

MR. FTV

- IT TAKES A LOT MORE THAN JUST HAVING GOOD LOOKS AND SHREDDED **PHYSIQUE** TO BECOME MR. FTV.
- AN IDEAL MR. FTV IS THE EPITOME OF PERFECTION IN STYLE, FASHION, GROOMING, BODY LANGUAGE, COMMUNICATION, AND CONFIDENCE.
- BASIC IDEA – TO RECOGNIZE AND CELEBRATE THE RAW INDIAN TALENT AND MANLY ELEGANCE.
- WILL OPEN THE DOORS OF **OPPORTUNITIES** FOR THE WINNER IN THE INDUSTRY.



FTV PAGEANTS TITLES ARE:

MRS. FTV

- OPENING DOORS FOR **MARRIED** WOMEN TO FULFIL THEIR DREAM & EXPERIENCE THE OVERALL PERSONALITY GROOMING UNDERTAKEN BY FTV EXPERTS.
- WOMEN WALK WITH HEADS HELD HIGH, SHOULDER TO SHOULDER WITH MEN, BE IT SCIENCE, BUSINESS, SPACE, ART OR FASHION!
- AND WE THINK EVERY WOMAN DESERVES AN **EQUAL** CHANCE TO FULFIL THEIR DREAMS.



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FTV PAGEANTS TITLES ARE:

MR. FTV RIGHT

- EXCLUSIVELY FOR **MARRIED** MEN!
- A PLATFORM THAT WILL RECOGNIZE THE EXEMPLARY STRENGTH AND DISTINCTIVE PERSONALITY OF MEN.
- AN OPPORTUNITY FOR MARRIED MEN TO SHOWCASE THEIR UNIQUE PERSONALITIES AND GIVE THE **RECOGNITION** THEY DESERVE.
- CELEBRATES THE TRUE SPIRIT OF MASCULINITY.
- IT HONORS THE WORK OF MARRIED MEN WHO
- KEEP THEMSELVES FIT AND GOOD LOOKING
- HAVE A SPECIAL SET OF SKILLS
- ARE FULL OF CONFIDENCE
- JUGGLING THEIR FAMILY'S RESPONSIBILITY AS WELL



FTV PAGEANTS TITLES ARE:

MISS FTV TEEN

- A PAGEANT FOR **TEENAGERS** LIKE NEVER BEFORE.
- TEENAGE IS THE BEST WAY TO START PURSUING YOUR GOALS AND DREAMS.
- TEENAGERS HAVE THAT AMAZING ENERGY, ENTHUSIASM TO TRY NEW THINGS.
- THEY ARE TRENDSETTERS AND FASHION LOVERS.
- MISS FTV TEEN – AN INTERNATIONAL PLATFORM TO ALL TEEN GIRLS WHO WANT TO PURSUE THEIR **CAREERS** IN THE FASHION AND ENTERTAINMENT INDUSTRY.



FTV PAGEANTS TITLES ARE:

MR. FTV TEEN

- PROVIDING AN AMAZING OPPORTUNITY FOR TEENAGE BOYS TO **GROOM** THEMSELVES AS A FASHION ICON.
- TO HONE THEMSELVES AS A MODEL AND UNDERSTAND THE INS AND OUTS OF THE FASHION INDUSTRY.
- GIVING A **PLATFORM** TO ALL TEEN BOYS WHO WANT TO PURSUE THEIR CAREERS IN THE FASHION & ENTERTAINMENT INDUSTRY.



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FTV PAGEANTS TITLES ARE:

FTV PRINCESS

- KIDS LEARN QUICKLY
- IF GIVEN **PROPE** GUIDANCE THEY CAN BE INTRODUCED TO THE FASHION AND ENTERTAINMENT INDUSTRY.
- FTV PRINCES GIVES A STAGE FOR LITTLE GIRLS TO COMPETE IN A HEALTHY **COMPETITIVE** ENVIRONMENT IN FTV PAGEANTS.



FTV PAGEANTS TITLES ARE:

FTV PRINCE

- FTV PRINCE IS A TITLE FOR ALL **YOUNG** ASPIRANTS TO ENJOY THEIR GROOMING PROCESS
- TO PARTICIPATE IN A HEALTHY COMPETITION TO RISE BEYOND THEIR LIMITATIONS
- TO LET THEIR BEST **VERSION** BE SEEN BY THE CELEBRATED PANEL OF JUDGES IN THE FTV PAGEANTS.
- KIDS LEARN QUICKLY
- IF GIVEN PROPER GUIDANCE THEY CAN ENTER THE FASHION & ENTERTAINMENT INDUSTRY IN THE FUTURE.



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.

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