

The Home of *fashion*



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# 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](http://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!**

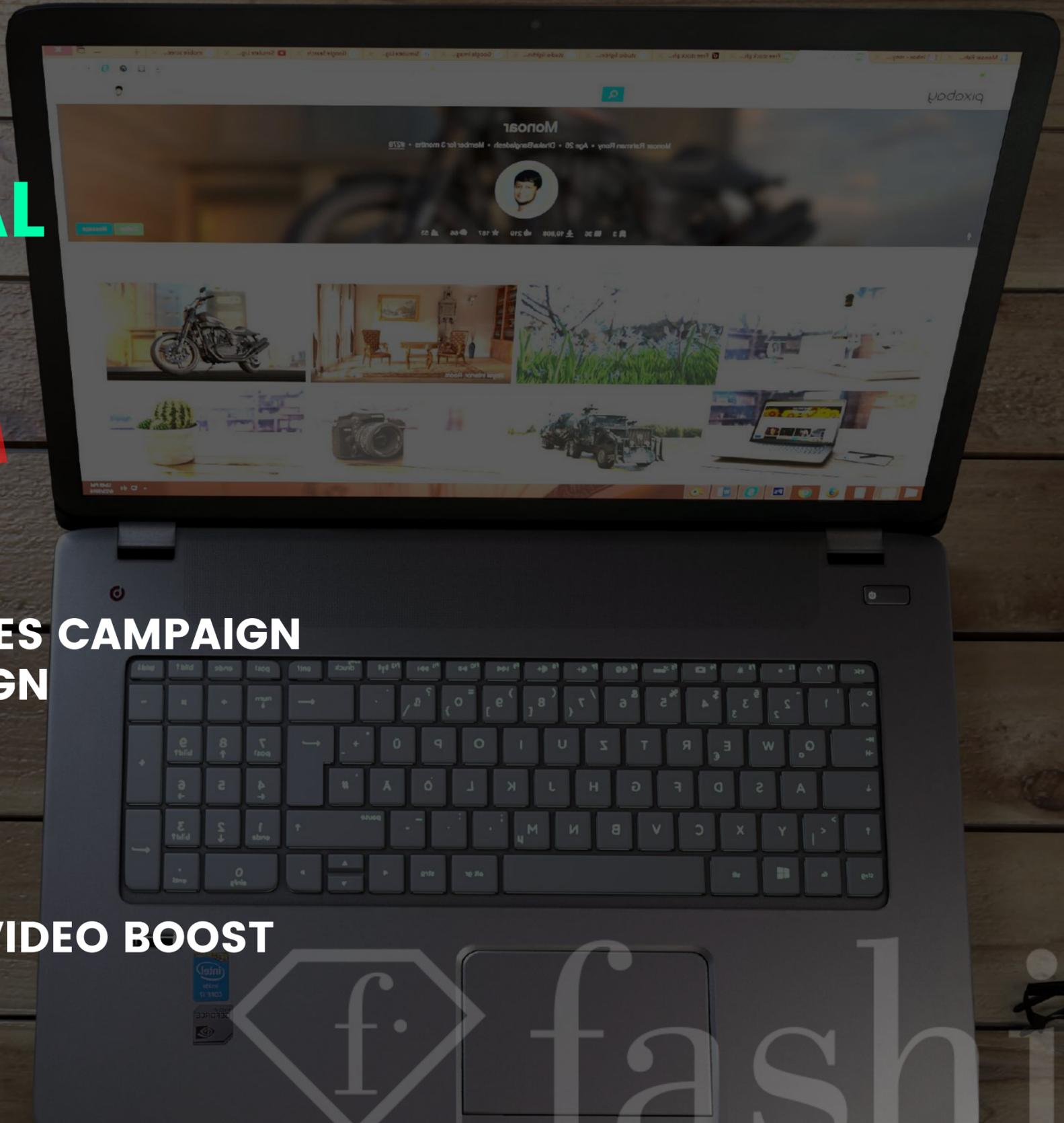
**THE SOCIAL ENGAGEMENT WITHIN F CAFÉS NETWORK IS AN EXCITING AVERAGE OF 300 STORIES PER DAY – EVERY STORY IS FREE – WORD OF MOUTH – ADVERTISEMENT.**

# 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.**
- **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

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			
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!



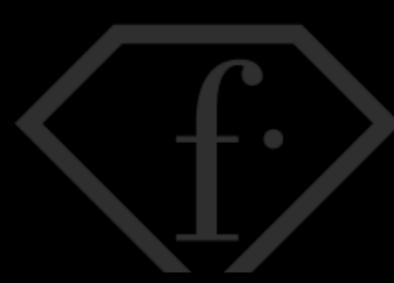
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## FTV PAGEANTS TITLES ARE:

### 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.



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## 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.



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## 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.

EMAIL ID - **FRANCHISE@FTV.IND.IN**  
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