

The Home of *fashion*

fashiontv

POOL PARTY IN INDIA

1. FASHION AND ENTERTAINMENT INDUSTRY HAS BEEN THE CENTER OF ATTRACTION & FASCINATION FOR INDIANS.
2. WITH ADVANCEMENT IN TECHNOLOGY, MORE PEOPLE IN INDIA ARE GETTING INTRODUCED TO THE **GLOBAL** PARTY SCENE.
3. PARTY LOVERS IN INDIA KEEP LOOKING FOR PARTY DESTINATIONS WHICH:
 - ARE ATTENDED BY POPULAR, HAPPENING, AND INFLUENTIAL PEOPLE
 - HAVE AMAZING AMBIENCE AND GOOD VIBES
 - HAVE TRENDY LIVE **UPBEAT** MUSIC BY TALENTED MUSICIANS
 - HAVE **EXOTIC** DRINKS AND DELICACIES
 - HAVE NEW INTERACTIVE PROPS, THEMES OR GAMES
4. POOL PARTY IS A POPULAR EVENT AND HAS BECOME A DREAM DESTINATION FOR PARTY LOVERS IN INDIA
5. POOL PARTIES INTRODUCE THEM TO THE **LUXURIOUS** AND GLAMOROUS WORLD OF FASHION PARTIES
6. THESE ARE ATTENDED BY POPULAR, BEAUTIFUL, AND INFLUENTIAL PEOPLE LIKE DESIGNERS, MODELS, ACTORS, MUSICIANS AND ARTISTS.

FTV POOL PARTY

1. HOSTED AT PREMIUM LOCATIONS IN MAJOR CITIES ACROSS INDIA, FTV POOL PARTY IS A POPULAR PARTY PLACE FOR FASHION **ENTHUSIASTS** AND PARTY ANIMALS.
2. AMUSING, LUXURIOUS AND EXOTIC – DESCRIBE THE FTV POOL PARTY PERFECTLY.
3. THE FTV'S POOL PARTIES ARE KNOWN TO BE **ATTENDED BY**
 - TOP FASHION **CONNOISSEURS**,
 - DESIGNERS,
 - AND FASHION ENTHUSIASTS,
4. PEOPLE COME TO RELAX, DANCE, PARTY, AND SOCIALIZE.
5. THE FTV POOL PARTY IS USUALLY INVITE-ONLY TO ENSURE THE QUALITY AND **CREDIBILITY** OF THE CROWD.
6. IT ALSO PROVIDES A UNIQUE LUXURIOUS EXPERIENCE FOR THE ATTENDEES.
7. FTV POOL PARTY BESTOWS A NEVER SEEN BEFORE, LUXURIOUS EXPERIENCE WITH TRENDY UPBEAT LIVE MUSIC, EXOTIC FOOD, DRINKS AND DANCING.

FTV POOL PARTY PHILOSOPHY

VISION

REVOLUTIONIZE THE WAY PEOPLE PARTY BY FACILITATING LUXURIOUS FTV POOL PARTIES ACROSS EVERY MAJOR CITY AND THE MOST HAPPENING PLACES IN INDIA, MAKING INDIA ONE OF THE POPULAR PARTY DESTINATION IN THE WORLD.

MISSION

TO PROVIDE A LUXURIOUS ONE OF A KIND PARTY EXPERIENCE FOR PARTY GOERS IN INDIA WITH AMAZING POOLSIDE DESTINATIONS, LIVE, UPBEAT MUSIC, AND SOCIALIZING WITH FASHION CONNOISSEURS ACROSS INDIA AND THE WORLD.

AIM

TO ORGANIZE FTV POOL PARTIES IN EVERY MAJOR CITY IN INDIA AND TO BY PRODUCING A NEVER SEEN BEFORE EXPERIENCE OF POOL PARTIES WHICH ARE VERY POPULAR WORLDWIDE.

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:-

FASHIONTV **BEVERAGES**

FASHION TV **ENERGY DRINKS**

FASHION TV **BUBBY CHAMPAGNE**

FASHION TV **WATER**

FASHION TV **WINE**

FASHION TV **VODKA**

AND MUCH MORE!



USP OF FASHIONTV

FASHIONTV UNIQUE **DIAMOND** INSPIRED DESIGN

FASHION TV **UPHOLSTERY**

FASHION TV STAGE DESIGN

FASHION TV BANNERS


FASHION TV **PODIUM**

FASHION TV RAMP

FASHION TV **LIGHTING**

FASHION TV STALLS

FASHIONTV FLYERS / PRINTOUTS

 fashiontv

USP OF FASHIONTV

SPECIAL EVENTS

A SPECIAL FASHION RUNWAY SHOULD BE PLACED DURING THE FASHION TV BAR NITES/POOL PARTY.

- TOP NOTCH MODELS RAMP WALKING IN STATE-OF-THE-ART FASHION
- F PROPRIETARY PRODUCTS(BEVERAGES, ENERGY DRINKS, BUBBY CHAMPAGNE, WATER, WINE, VODKA) 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.

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	Category A	Category B	Category C
Franchising Fee	3750000	3000000	2500000
Office	Basic	Basic	Basic
Approx. Investment	7000000	5000000	4000000
Royalty Percentage	10%	10%	10%
ROI	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 POOL PARTY

FTV POOL PARTIES CATER TO
UPBEAT LIVE MUSIC,
EXOTIC FOOD,
AND DRINKS,
FANCY POOLS,
SOCIALIZING OF **MODELS**,
DESIGNERS,
HAPPENING HIGH FASHION CROWD
AND **AMUSEMENT** LIKE NEVER SEEN BEFORE.

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**