

The Home of *fashion*



FTV SALON ACADEMY IN INDIA

- INDIANS ARE SHIFTING TO AN **ULTRA-MODERN** LIFESTYLE
- IT HAS ACCELERATED THE GROWTH OF HIGH-END SALONS IN RECENT TIMES.
- THE SALON INDUSTRY OF INDIA HAS A HUMONGOUS MARKET SIZE AND IS GROWING EVERY YEAR.
- THERE'S A NEED OF HIGHLY SKILLED SALON EXPERTS FOR THE HIGH-END SALONS.
- WITH TIME, FTV SCHOOL OF SALON WILL BE THE FLAG BEARER OF THE SALON INDUSTRY IN INDIA
- THERE WILL BE A HUGE NUMBER OF SALON ACADEMIES ACROSS MAJOR CITIES IN INDIA.
- WE ARE DETERMINED TO HONE THE **TALENTS** OF ASPIRANTS.

FTV SALON ACADEMY

- GROOMING IS AN INTEGRAL PART OF LIVES...
- WE NEED TO LOOK **PRESENTABLE** AS WE ALL
- KNOW FIRST IMPRESSIONS DO MATTER.
- WE ALWAYS CHOOSE THE BEST FOR OUR BODY AND THE SAME GOES FOR GROOMING.
- THE SALON INDUSTRY IN INDIA IS VALUED
- AT \$3.5 BILLION (2015).
- GROWING RAPIDLY WITH A 20% ANNUAL GROWTH RATE.
- FASHIONTV IS ALL SET TO ESTABLISH A **WORLD-CLASS** SCHOOL OF SALON
- TO TRAIN AND HONE INDIVIDUALS TO BECOME VERSATILE SALON PROFESSIONALS.
- BESTOW A VARIETY OF SALON SERVICES TO THE AFFLUENT CUSTOMER BASE.
- FTV SCHOOL OF SALON COURSES ARE DESIGNED ACCORDING TO THE MARKET NEED

FTV SALON ACADEMY PHILOSOPHY

VISION

TO BRING INDIA AT PAR WITH INTERNATIONAL FASHION BEAUTY STANDARDS BY TRAINING WORLD-CLASS SALON BEAUTY EXPERTS.

MISSION

TO HONE THE RAW TALENT, TRAIN THEM WITH A SPECIALLY DESIGNED CURRICULUM AND PRESENT NUMEROUS CAREER OPPORTUNITIES FOR THE STUDENTS.

AIM

TO CREATE INDIA'S MOST INFLUENTIAL SALON ACADEMY BRAND WHICH SETS THE BENCHMARK FOR THE REST OF THE BEAUTY SALON 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. 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 T-SHIRTS

FASHIONTV BAGS

FASHIONTV STATIONARY

FASHIONTV COFFEE MUGS

FASHIONTV STYLING PRODUCTS

FASHION TV COMPLIMENTARY SALON

PRODUCTS



USP OF FASHIONTV

FASHIONTV UNIQUE DIAMOND INSPIRED DESIGN

- FASHIONTV CEILINGS AND WALLS
- FASHIONTV FURNITURE
TABLES
CHAIRS
BLACKBOARDS
- FASHIONTV FLYERS / PRINTOUTS

fashiontv

USP OF FASHIONTV

SPECIAL EVENTS AND FASHION SHOWS

A FASHION RUNWAY IS ALWAYS PLACED IN EVERY LUXURY FASHIONTV FRANCHISE VERTICAL. LOCAL SALON GROOMING 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
- 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	University	School	Institute
Franchising Fee	Rs. 45 Lac	Rs. 30 Lac	Rs. 15 Lac
Area Up to	1000 Sq. Ft.	5000 Sq. Ft.	2500 Sq. Ft.
Outlet Setup	Rs. 1.5 Cr	Rs. 1 Crore	Rs. 60 Lac
Royalty	20%	20%	20%
Average ROI in 3 Yrs.	90%	90%	90%

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 SCHOOL OF SALON COURSES CONSIST OF:-

BASIC COURSE (3 MONTH)

- HAIR SHAMPOOING AND CONDITIONING
- BASIC HAIR CUTS
- HAIR SPAS
- BLOW DRY
- IRONING
- TONGING
- ROOT TOUCH UPS HAIR COLORING
- OIL MESSAGES

ADVANCE COURSE (6 MONTH)

- SHAMPOO & CONDITIONING
- CLASSIC AND ADVANCED HAIRCUTS
- HAIR STRAIGHTENING
- HAIR COLOURING- HIGHLIGHTS, GLOBAL COLOUR, ROOT TOUCH UPS
- KERATIN TREATMENT
- SPA RITUALS AND TREATMENT
- HAIRSTYLING AND UP-DOS
- MEN'S HAIR AND BARBERING
- PERMING

FASHIONTV SCHOOL OF SALON COURSES CONSIST OF:-

SHORT TERM COURSES

BASIC HAIR STYLING COURSE (6 DAYS)

- BASICS OF BLOW DRYING
- OUT CURL BLOW DRYING
- VOLUME BLOW DRYING
- HAIR TONGING
- HAIR IRONING
- HAIR IRONING

COLOUR LEVEL COURSE (6 DAYS)

- ROOT TOUCH-UP APPLICATION
- GLOBAL COLOUR APPLICATION
- HIGHLIGHTS

CLASSIC HAIR CUT COURSE (10 DAYS)

- CLASSIC BOB
- GRADUATED BOB
- TRANSIENT LENGTH HAIR CUT
- TRANSIENT MID LENGTH
- SHORT ROUND LAYERS

HAIR STYLING COURSE (6 DAYS)

- COCKTAIL
- MORNING BRIDE
- OUTDOOR BRIDE
- ROYAL INDIAN BRIDE
- SANGEET FUSION
- PASTEL BRIDE

FASHIONTV SCHOOL OF SALON COURSES CONSIST OF:-

BASIC BEAUTY COURSE (3 MONTHS)

- WAXING
- BLEACHING
- MASKS
- CLEANS UPS
- THREADING
- BASIC FACIALS

BASIC MAKEUP COURSE (3 MONTHS)

- CORPORATE MAKEUP
- PARTY MAKEUP
- OCCASION MAKEUP
- EVERYDAY MAKEUP
- ENGAGEMENT MAKEUP
- DAY AND NIGHT MAKEUP

ADVANCE BEAUTY COURSE (6 MONTHS)

- ADVANCED FACIALS
- MASKS
- WAXING
- THREADING
- BLEACHING
- ADVANCED SKIN TREATMENTS
- CLEAN UPS
- BASIC FACIALS

ADVANCED MAKEUP COURSE (6 MONTHS)

- HIGH DEFINITION MAKEUP
- BRIDAL MAKEUP
- FANTASY MAKEUP
- OCCASION MAKEUP
- AIRBRUSH MAKEUP

FASHIONTV SCHOOL OF SALON COURSES CONSIST OF:-

SHORT TERM MAKEUP COURSES

BRIDAL MAKEUP COURSE (6 DAYS)

- CLASSIC BRIDAL MAKEUP
- TRADITIONAL BRIDAL MAKEUP
- CONTEMPORARY BRIDAL MAKEUP
- BRIDAL CONSULTATION

CORPORATE MAKEUP COURSE (6 DAYS)

- COLOUR WHEEL
- CHOICE OF COLOUR APPLICATION
- FOUNDATION WITH CONCEALING,
- HIGHLIGHTING, CONTOURING

PROFESSIONAL NAIL ART AND EXTENSIONS COURSE

- CLIENT CONSULTATION
- NAIL SCIENCE
- NAIL ART
- ACRYLIC NAIL EXTENSION
- CUT, FILE, POLISH
- GEL POLISH
- GEL EXTENSION WITH NAIL ART

AIRBRUSH MAKEUP COURSE (6 DAYS)

- AIRBRUSH TECHNIQUES
- MAKEUP WITH AIRBRUSH

FASHIONTV SCHOOL OF SALON COURSES CONSIST OF:-

PERSONAL GROOMING COURSE

- BASICS OF HAIR CARE**
- BASICS OF SKIN CARE**
- BASICS OF MAKEUP**
- HAIRSTYLING**
- PARTY MAKEUP**
- SAREE DRAPING**

SALON MANAGEMENT COURSES

- THE ORIENTATION OF THE SALON INDUSTRY**
- ACQUIRING AN ENTREPRENEURIAL MIND-SET**
- SALON OPERATIONS**
- GUEST CARE**
- TEAM MANAGEMENT**
- INTERPERSONAL SKILLS**
- SALON ACCOUNTS**
- MANAGERIAL SKILLS**

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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