

The Home of *fashion*



SALON IN INDIA

- THE EMERGENCE AND GROWTH OF THE SALON INDUSTRY IN INDIA ARE UNPRECEDENTED.
- WITH THE INDUSTRY SET TO REACH **\$190** BILLION BY 2024, THERE ARE NO SIGNS OF SLOWING DOWN.
- WITH THIS HUGE CONSUMER BASE ENTERING THE SALON INDUSTRY, IT IS **FORECASTED** TO GROW 15-20% EVERY YEAR.
- WITH THE RISE OF DIGITIZATION AMONG THE YOUNG POPULATION, **PERSONAL** GROOMING HAS BECOME VERY IMPORTANT.
- ONE OF THE KEY INDUSTRIES RIDING THIS TIDE IS THE SALON INDUSTRY!



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FTV SALON

- WE AT FTV SALON INTRODUCE STANDARDIZED INTERNATIONAL SALON **GROOMING** SERVICES FOR INDIAN CITIZENS.
- WE ASPIRE TO BECOME THE LEADER OF **LUXURY** SALON BUSINESS IN INDIA PROVIDING WORLD-CLASS SALON TREATMENT TO OUR CLIENTS.
- FTV SALON PROVIDES EXACTLY WHAT THE CUSTOMERS WANT:
 - ESSENTIAL SALON SERVICES AT FTV SALON FROM CLASSIC, RETRO, OPULENT, CHIC, TO MINIMAL, URBAN, CASUAL, POWER AND MORE.
 - A DIVERSE ARRAY OF SERVICES TO GIVE LUXURIOUS GROOMING **EXPERIENCES** BEYOND HAIR AND MAKEUP LIKE STYLING, SKINCARE, PEDICURE, MANICURE, ETC.
- FTV SALONS PLAN TO BECOME THE MOST LUXURIOUS SALON EXPERIENCE IN INDIA.

FTV SALON PHILOSOPHY

VISION

TO BRING INDIA AT PAR WITH INTERNATIONAL FASHION STANDARDS AND TRANSFORM IT INTO ONE OF THE LEADING FASHION DESTINATIONS IN THE WORLD.

MISSION

TO PRESENT OUR CLIENTELE WITH 'A SENSE OF EXCLUSIVENESS', HIGH-QUALITY PROFESSIONAL FASHION GROOMING AND INTERNATIONAL LOOKS.

AIM

TO CREATE INDIA'S MOST INFLUENTIAL BEAUTY, STYLING AND GROOMING FASHION BRAND, FTV SALON, WHICH SETS THE BENCHMARK FOR THE REST OF THE FASHION GROOMING 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.

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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.

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USP OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV BRANDED MERCHANDISE LIKE:- •

FASHIONTV SHAMPOOS

FASHIONTV CONDITIONERS

FASHIONTV STYLING PRODUCTS

FASHIONTV SCALP REVIVING TREATMENTS

FASHIONTV OVERNIGHT HAIR MASK

FASHIONTV HAIRSPRAY

FASHIONTV HEAT PROTECTANT SPRAY



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



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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	Luxury	Regular	Lite
Franchising Fee	Rs. 30 Lac	Rs. 20 Lacs	Rs. 10 Lacs
Area Up to	2500 Sq. Ft.	1500 Sq. Ft.	1000 Sq. Ft.
Outlet Setup	Rs. 1.2 Cr	Rs. 70 Lacs	Rs. 45 Lac
Royalty	10%	10%	10%
Average ROI in 3 Yrs.	85%	85%	85%

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 SALON MENU CONSISTS OF:-

1. HAIR CUT

2. HAIR COLOR

- FULL STREAKING
- GLOBAL HAIR COLOURING
- NATURAL COLOUR
- T-SECTION HIGHLIGHTS
- COLOUR STRIPPING (MEN)
- OMBRE LOOK
- CROWN HIGHLIGHTS

3. DEEP HAIR TREATMENT

4. HAIR CARE

5. HAIR EXTENSIONS

6. MOROCCAN OIL COLOUR COMPLETE

7. BOND STRENGTHENING

8. HAIR STYLING

- CRIMPING
- MOROCCAN GLAZE
- BEARD TRIM
- HAIR STYLING FOR MEN
- ULTIMATE BLOW-DRY
- GLITZ AND GLAM
- BRAIDS
- HAIR ACCESSORIES
- PARTY LOOK
- WASH & BLOW-DRY
- SHAVE
- TONGS ROLLER SET



▶ **FASHIONTV SALON MENU** **CONSISTS OF:-** ▶

FACIAL

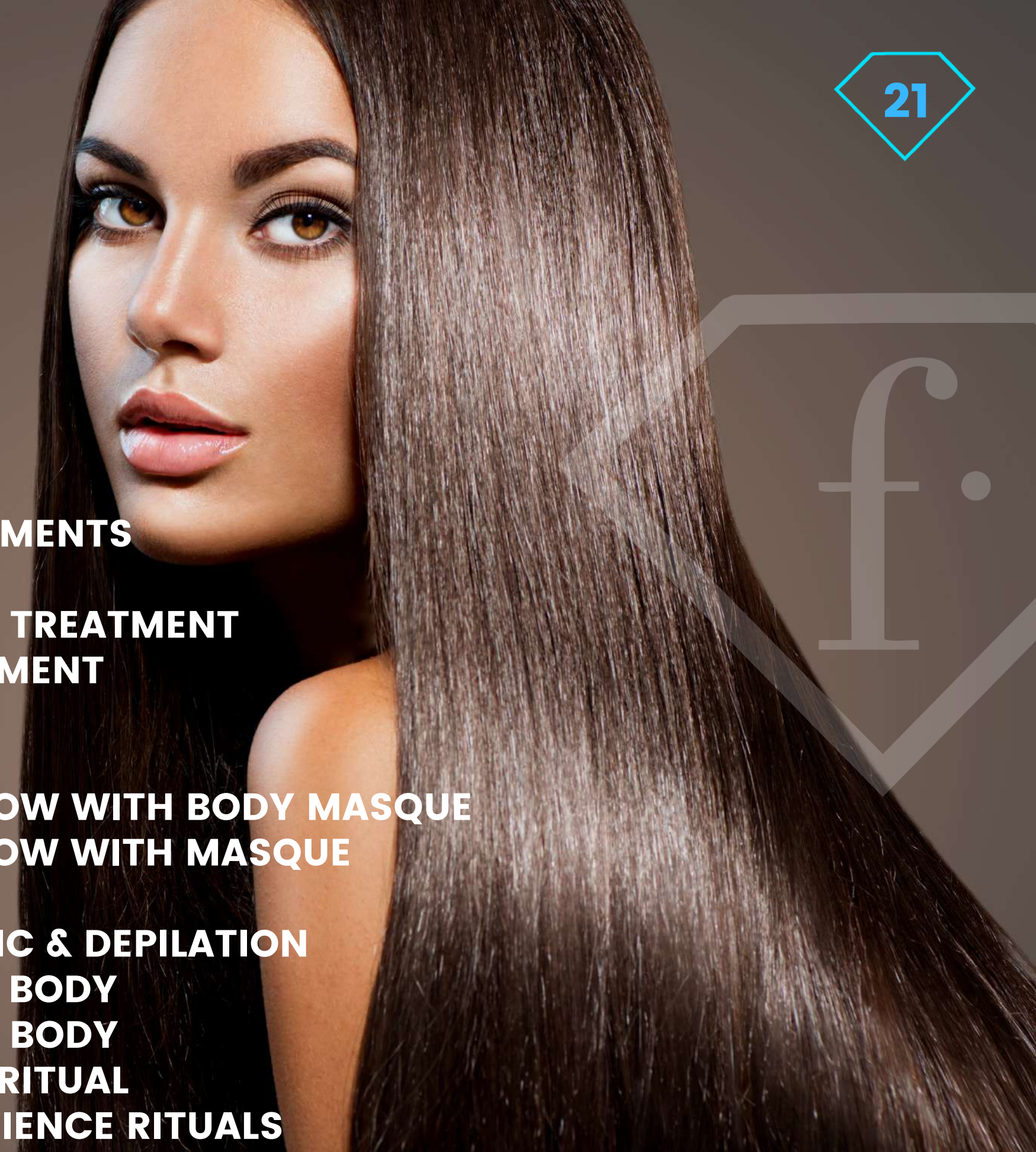
FRENCH ORGANIC FACIALS
ADVANCED ORGANIC FACIALS
ADD-ON MASK
BRIGHTENING FACIAL FORM THALGO

BODY CARE

FACE (WAX)
BODY (WAX)
INTIMATE (WAX)
THREADING

SKIN

- **SKIN CARE TREATMENTS**
EYE TREATMENT
ORGANIC EYE-LIP TREATMENT
ARGAN LIP TREATMENT
- **BODY CARE**
DETOXIFYING
MARINE BODY GLOW WITH BODY MASQUE
MARINE BACK GLOW WITH MASQUE
RELAXING
- **SKIN CARE – BASIC & DEPILATION**
BLEACH – WHOLE BODY
DE-TAN – WHOLE BODY
- **DECOLOUR PETIT RITUAL**
DECOLOUR EXPERIENCE RITUALS



▶ **FASHIONTV SALON MENU** **CONSISTS OF:-** ▶

NAILS

- **MANI & PEDI**
- **HANDS AND FEET**
- **SPA MANI & PEDI**
- **FOOTLOGIX**
- **BESPOKE MANI & PEDI**
- **NAIL ART**
- **NAIL EXTENSIONS**
- **GEL POLISH**
- **ACRYLIC NAILS**
- **GEL NAILS**
- **REFILL**
- **REMOVALS**
- **CUT, FILE, AND POLISH**

SPA

- **DEEP TISSUE MASSAGE**
- **RELAXATION MASSAGE**
- **REJUVENATION MASSAGE**
- **BACK MASSAGE**
- **SWEDISH MASSAGE**
- **INDIAN CHAMPI**
- **AROMATHERAPY**
- **PRE-NATAL MESSAGES**
- **CHOCOLATE AND COFFEE MASSAG**
- **CHAKRA HEALING MASSAGE**
- **PAIN RELIEF BACK MASSAGE**
- **FOOT REFLEXOLOGY**
- **BALINESE BODY THERAPY**



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**