

# The Home of *fashion*



# SPA IN INDIA

1. THE WELLNESS INDUSTRY IN INDIA HAS **EVOLVED** AND HAS ENLARGED THE SECTOR PRESENTLY.
2. WITH HEALTH AND WELLNESS BECOMING **MAINSTREAM**, THIS INDUSTRY IS EXPECTED TO FACE A MASSIVE BOOM IN THE COMING YEARS.
3. THE FAST YET SEDENTARY LIFESTYLE HAS GIVEN RISE TO MANY HEALTH ISSUES LIKE STRESS, ANXIETY, OBESITY ETC.
4. BUT THE PEOPLE OF INDIA ARE GETTING MORE AWARE OF THEIR HEALTH.
5. THERE IS A PROMISING FUTURE FOR FTV SPA IN INDIA BECAUSE OF:
  - PHYSICAL AND MENTAL HEALTH
  - GLOBAL EXPOSURE
  - INCREASED **DISPOSABLE** INCOME
  - MORE YOUTH COMING IN THE WORKFORCE



# FTV SPA

- IN TODAY'S WORLD, FTV SPA HELPS PEOPLE TO **RELAX**, REKINDLE OUR POTENT ENERGIES, AND ALSO FEEL HAPPY.
- IT FEATURES **HOLISTIC** PRACTICES THAT ARE PERFECTLY FINE-TUNED WITH HEALING TECHNIQUES OVER THE LAST 2000 YEARS.
- OFFERING YOU RELAXING SPA THERAPIES WITH ALL ITS AUTHENTICITY, INTRICACIES, AND WISDOM. OUR PRODUCTS AND SERVICES, THE AMBIENCE AND ATMOSPHERE HAVE BEEN **METICULOUSLY** PLANNED AND DEVELOPED TO HELP YOU RELAX AND UNWIND.
- TO TOP IT ALL, YOU WILL BE SERVED BY OUR WELL-QUALIFIED THERAPISTS TO GIVE YOU A MEMORABLE SPA EXPERIENCE.
- DISCOVER A NEW, ENERGETIC YOU WITH FTV SPA.

# FTV SPA PHILOSOPHY

## VISION

TO BE THE ONLY SPA BRAND IN INDIA THAT PROVIDES  
A WORLD-CLASS LUXURIOUS, RELAXING AND  
REJUVENATING SPA EXPERIENCE.

## MISSION

TO ESTABLISH FTV SPAS THAT HAVE ENCHANTING  
VIBES AND TRANQUILITY ACROSS MAJOR CITIES IN  
INDIA.

## AIM

TO CURATE LUXURIOUS AND AUTHENTIC SPA  
DESTINATIONS WHERE THE LUXURY MEETS WELLNESS  
OF BODY AND MIND.

# 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 (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.

# USP OF FASHIONTV

## FASHIONTV PROPRIETARY PRODUCTS

### FTV BRANDED MERCHANDISE LIKE:- •

FASHIONTV BATH SALTS

FASHIONTV ESSENTIAL OILS

FASHIONTV MASSAGE OILS

FASHIONTV BATH BOMBS

FASHIONTV NATURAL SKINCARE GIFT BOX

FASHIONTV ORGANIC SOAPS

FASHIONTV MOISTURISERS



# USP OF FASHIONTV

FASHIONTV UNIQUE DIAMOND INSPIRED DESIGN

FASHIONTV CEILINGS AND WALLS

FASHIONTV UPHOLSTERY

FASHIONTV FLYERS / PRINTOUTS

**ELECTRIC** SPA MASSAGE TABLES

TRADITIONAL AYURVEDA TABLE

SPA TABLES FOR OIL & DRY MESSAGES

**SHIRODHARA** MASSAGE TABLE

LOW FLOOR THAI MASSAGE BED

FACIAL BEDS

PORTABLE MASSAGE



# 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

Module	Standard
Franchising Fee	Rs. 30 Lacs
Area Up to	2500 Sq. Ft.
Outlet Setup	Rs. 1.20 Crores
Royalty	10%
Average ROI in 3 Yrs.	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:-** ▶

## **FACIALS & RITUALS**

USING EXTRACTS OF UNIQUE PLANTS, AROMATICS, AND OTHER NATURAL NUTRIENTS, WITH TRADITIONAL APPLICATION TECHNIQUES TO GIVE YOU SOFTER, HEALTHIER AND SUPPLE SKIN.

## **BODY SCRUB**

HELPS EXFOLIATE YOUR SKIN AND GET THE ESSENTIAL MOISTURIZATION. IT HELPS IN GETTING RID OF DEAD SKIN CELLS AND BODY IMPURITIES, LEAVING YOU HEALTHIER & RELAXED.

## **BODY MASSAGE**

THE TRADITIONAL BODY MASSAGE IS A DEEP, COMPLETE BODY TREATMENT  
IT STARTS AT THE FEET AND STEADILY ADVANCES UP TO THE HEAD TO RELAX BODY MUSCLES AND TISSUES. THERE ARE VARIOUS MASSAGE OPTIONS AT FTV SPA TO HELP YOU DE-STRESS & RELAX.



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

### **AROMATHERAPY**

AROMATHERAPY IS A HOLISTIC TREATMENT. USING NATURAL PLANT EXTRACTS TO IMPROVE THE WELL-BEING OF BODY & MIND. AROMATIC ESSENTIAL OILS ARE USED TO WORK THROUGH THE SENSE OF SMELL & SKIN ABSORPTION.

### **HERBAL COMPRESS**

THIS THERAPY HAS BEEN USED IN THAILAND FOR HUNDREDS OF YEARS ALONG WITH TRADITIONAL MASSAGE. IT INDUCES DEEP RELAXATION, REDUCES STRESS AND FATIGUE, BOOSTS PHYSICAL AND EMOTIONAL WELL-BEING AND IMPROVES BLOOD CIRCULATION.

### **DEEP TISSUE MASSAGE**

THIS IS AN ADVANCED FORM OF AROMATHERAPY FOCUSES ON USING DIRECT DEEP PRESSURE TO REALIGN DEEPER LAYERS OF MUSCLES AND CONNECTIVE TISSUE.



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

### **FOOT REFLEXOLOGY**

OUR FEET ARE THE ONES WHO BEAR THE WHOLE WEIGHT OF OUR BODY, ALLOW MOVEMENTS AND STILL, THEY ARE THE LEAST CARED FOR PARTS OF THE BODY. HELPS RELAX AND IMPROVE BLOOD CIRCULATION, PROMOTE BETTER SLEEP, REDUCE BODY PAINS AND FIGHT DEPRESSION AND STRESS.

### **FULL BODY CELLULITE OIL**

THERAPY IT IS ONE OF THE MOST EFFECTIVE WAYS TO TREAT CELLULITE. HELPS REDUCE THE EFFECTS OF CELLULITE, DISTRESS YOUR MIND, REDUCE TOXINS, REVITALIZE SKIN, AND ELIMINATE BUILT-UP FLUIDS IT ALSO IMPROVES BLOOD CIRCULATION.

### **HOT STONE THERAPY**

ROOTED IN ANCIENT CIVILIZATIONS, A HEATED STONE MASSAGE HAS BEEN USED FOR CENTURIES FOR ITS HEALTH AND RELAXING BENEFITS.

## 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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