

FTV PARTY

PARTIES IN INDIA

- Fashion and Entertainment Industry has been the center of attraction for the longest time.
- With advancement in technology, more people in India are getting introduced to the Global Party scene.
- Party lovers in India want to be surrounded by popular, happening and influential people listening to raging upbeat music by the nation's best musicians while having poignant alcoholic drinks and eating palatable delicacies at an aesthetically pleasing avenue at their ease.
- FTV PARTY has found a solution!

FTV PARTY

- An FTV Party is hosted at premium locations in major cities across India, FTV Party is a popular party for fashion enthusiasts and party animals from around the globe.
- FTV Parties are an event to witness the coming together of Fashion connoisseurs, designers, celebrities, PAGE 3 syndicates and everybody else who is someone in the high tide society.
- People come to relax, dance, party and socialize.
- FTV Parties are usually invite only to ensure the sustainability of the status-quo of the crowd and maintain credibility while providing a one of experience for the attendees.
- So if you want to witness a lavish and trendy event with the potential to be the most talked about soiree on the block an FTV PARTY is where you belong.
- FashionTV over the years has organized some of the country's biggest blowouts and paloozas. FTV POOL PARTY, CHAMPAGNE NIGHTS, ALL BLACK PARTY, THE MODEL NIGHT, FTV MUSIC FESTIVALS, FTV CARNIVALS and so much more. The names ooze of exotics but being at one of these parties precedes its reputation in a gazillion different ways.

FTV PARTY PHILOSOPHY

→ **VISION:**

Revolutionize the way people party by facilitating luxurious FTV Parties across every major cities and the most happening places in India making it a global partying destination in the eyes of the world.

→ **MISSION:**

To provide a luxurious one of a kind party experience for party goers in india with memories that would last a lifetime, while socialising with Fashion connoisseurs around the world.

→ **AIM:**

To organise FTV Parties in every major city in India by producing a never before experience one can boast about worldwide.

WHY FRANCHISE WITH FTV?

Aside of being the LARGEST Fashion TV Network, the reasons are many but some of them are:

- 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- 23 GLORIOUS YEARS of success.
- 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.
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FASHION TV KEY FACTS:

- Viewed on 10 million public TV sets in public places.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over 300K an 125K is organic reach.

FASHION TV 360 DEGREE SUPPORT

Pre-opening support:

- Location analysis and approval.
- Architecture, designs, layouts.
- Diamond inspired designs.
- Staff recruitment
- FashionTV proprietary products supply.
- Other products and vendor tie-ups.
- Strategic planning

LAUNCH SUPPORT POST OPENING SUPPORT

- Planning and execution
- Launch plan in SMM and PR promotions
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- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing

UNIQUE SELLING POINTS 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 shows from across the globe.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.

UNIQUE SELLING PRODUCTS

FashionTV proprietary products.

8K video wall fashion shows and VJ during the event.

- FTV branded merchandise:
- FashionTV beverages
- FashionTV apparels
- FashionTV lingerie
- FashionTV cosmetics
- FashionTV accessories
- FashionTV art jewellery
- FashionTV eyewear
- FashionTV footwear
- FashionTV bags

UNIQUE SELLING PRODUCTS

- FashionTV unique diamond
- inspired design.
- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts

UNIQUE SELLING PRODUCTS

Special events

A special runway will be placed at all events.

→ Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear,

SOCIAL MEDIA MARKETING

Dedicated social media marketing handles

→ FACEBOOK

→ INSTAGRAM

→ TWITTER

→ YOUTUBE

→ LINKEDIN

SOCIAL ENGAGEMENTS

- Instagram uploads
- Twitter postings
- Facebook uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn posts
- Youtube videos
- Google ADs

SOCIAL ENGAGEMENT 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 social media engagement from our beloved customers and influencers all the platforms are engaged from every locations

NEW MEDIA STATISTICS

- Facebook has over 3,000,000 views.
- The fashionTV.com has an average 500,000 monthly visits.
- The youtube channel has 1,000,000 subscribers and an average of 15,000,000 monthly views.
- The video platform DailyMotion has an average of 500,000 monthly views.

SPONSORED LOCAL LISTINGS

- Facebook local
- Google local
- GPS location based ADs
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video boost

FRANCHISE BASIC REQUIREMENTS

↳ AAA Location

FTV Parties are always organized in prime and buzz worthy locations, as being the center of attraction is an attribute we pride ourselves on. FTV PARTIES are exclusive gatherings with noteworthy surroundings bound to make you pull out that smart phone and grab a dozen clicks.

↳ Strong Financial Backings

All franchises must have a mandatory amount of finance which gives us an insight into the potential and capability of this deal.

↳ Franchise Industry Attraction

All franchisees must- have attraction and liking towards the desired industry with a zeal to learn, explore and strive to succeed.

↳ Strong Desire to be more: Rich, Famous & Successful

FASHION FRANCHISE FINANCIALS

Notes: These are approx. figures based on worldwide stores. The actual cost will vary as per the location. Taxes as applicable. Shop cost and working capital extra on actual.

MODULE	CATEGORY
FRANCHISE FEES	
ROYALTY PERCENTAGE	
INVESTOR HOLDING CAPACITY	

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
- 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

FASHION TV FRANCHISE 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