

The Home of *fashion*

**FTV
AUTOMOBILE
MODIFICATION**



AUTOMOBILE MODIFICATION IN INDIA

1. **VEHICLE MODIFICATION** helps in making your ride stand apart from the rest of the drives.
2. It makes your vehicle vary, both in terms of appearance and performance, from the generic stock vehicles manufactured by the same manufacturers.
3. **We at FTV AUTO MODIFICATIONS** provide premium quality car modification services tailored as per your desires that will completely **REVAMP YOUR AUTO-MOBILE.**

FTV AUTOMOBILE MODIFICATION

1. Old wine in a **NEW BOTTLE!** That is exactly how we describe our modification mantra. We completely revamp your vehicle in unimaginable ways.
2. We are a multi-brand professionally managed **WORKSHOP.**
3. Auto modification is a **GROWING INDUSTRY** in India, people these days have a lot more disposable income to spend for whims and fancies such as modifications for their vehicles, we provide some the **BEST SERVICES** for it.

FTV AUTOMOBILE MODIFICATION PHILOSOPHY

VISION

To build a niche in the automobile industry and deliver substantial value to our customers and be one of the most technologically advanced modification workshops in India.

MISSION

We commit to quality for our clients and be extremely service oriented with innovative practices.

AIM

We aim to be the biggest automobile modification brand around the globe and curate the best modification practices.

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.

1. 23 GLORIOUS YEARS OF SUCCESS.

2. UHD 4K and 8K 24 HOURS CHANNELS.

3. Available on leading OTT PLATFORMS all over the world.

4. 100 PLUS HOURS of new fashion and lifestyle content every week.

5. 2 BILLION WORLDWIDE Viewers.

6. Available on 250+ GLOBAL CABLE SATELLITES.

7. Presence in 193+ COUNTRIES.

8. Reaching 500 MILLION + HOUSEHOLDS.

SOME FASHIONTV 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 is organic reach.

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.

LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Cross Marketing.

POST OPENING SUPPORT

1. Audits.
2. Promotional Offers.
3. FashionTV Loyalty MEMBERSHIP programs.
4. Google and Website Listing.

USP'S 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.
- Promotional Videos of FashionTV **PARTIES** from across the world.
- Promotional content through **CELEBRITIES**
- Endorsing the brand from across the world.

USP'S OF FASHIONTV

FashionTV Proprietary PRODUCTS

FTV branded Merchandise :-

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



USP'S OF FASHIONTV

FashionTV unique **DIAMOND** inspired design.

- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp

FashionTV lighting

FashionTV stalls

FashionTV flyers/printouts

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 ADs

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!

NEW MEDIA STATISTICS

- Facebook: 3,000,000+ FANS
- FashionTV.com: Average of 500,000 monthly visits.
- The youtube channel has 1,000,000 subscribers and an average of 15,000,000 monthly views.
- Daily Motion: Average of 500,000 monthly views.

SPONSORED LOCAL LISTINGS

- Facebook Local
- GOOGLE LOCAL
- GPS location based AD
- Facebook ads post and likes 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 Fashion Parades 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 FASHION 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
Franchise Fee	Rs. 20 Lacs	Rs. 15 Lacs
Area Up to	2000 Sq. Ft.	1500 Sq. Ft.
Investment	Rs. 70 Lacs	Rs. 50 Lacs
Royalty	10%	10%

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 AUTOMOBILE MODIFICATION FEATURES

END TO END SERVICES : Right from the first contact made with the modification team, we at FTV Auto Modification ensure that you get 360 degree support from start to finish.

REGULAR MAINTENANCE : Having a modified vehicle is great, however understanding that your wagon needs regular maintenance, we also provide maintenance services to keep up the performance.

POST SALES ASSISTANCE : A significant customer service is something we strongly believe in. Our customers are always welcome for post service assistance.

FTV AUTOMOBILE MODIFICATION SERVICES

CAR MODIFICATION

At FTV Auto modification we have many options and as per your request we have modified cars of various brands.

REPAIR AND MAINTENANCE

Trust us when we say that your beloved car is in the safe hands of highly trained technicians and experienced mechanics. We provide regular service, suspension overhaul and brake maintenance.

INTERIOR CUSTOMISATIONS

We provide you with tastefully customized interior themes with a plethora of options in terms of material, colour, patterns, stitch colour, finishes and many other details.

FTV AUTOMOBILE MODIFICATION SERVICES

CAR WRAP

Do you wish to try a new colour without painting the car or protect your car from unwanted scratches, dullness? We've got you covered with the latest technology for your specific needs.

SUNROOF INSTALLATION

Don't worry if your car does not come with a sunroof. We install sunroofs that are both manual and electronic are also leak-proof. What's more? These installations come with warranty as well!

HEADLIGHT MODIFICATION

Have you ever felt that the output of headlights is not bright enough? Fret not! We have high-performance bulbs and projector upgrades available for nearly all types of cars.

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
- 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

USP'S OF FASHIONTV

SPECIAL EVENTS

A special runway will placed at all events.

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

