

The Home of *fashion*

**PAGEANTS**

# POTENTIAL OF PAGEANTS IN INDIA

- Beauty Pageants Have Always Been The Center Of Fascination Among Indian People.
- Winning A Beauty Pageant Opens Up A Plethora Of opportunities, Hence Every Year Thousands Of Aspirants Participate In Pageants.
- Why Are Indians Choosing Beauty Pageants As Their Choice Of Career? Massive Internet Penetration,
  - Exposure To The **INTERNATIONAL** Trends,
  - The Name,
  - And **FAME** Related To The Pageants
  - Willingness To Create A Career In The Fashion & Entertainment Industry.
- Hence India Shows A Positive Potential For Ftv Pageants.



# FTV PAGEANTS

1. Ftv Pageants Is The Celebration Of Beauty And Intellect.

2. **8 CATEGORIES** - All Age Groups

- Enabling Individuals To Fulfil Their Dreams Despite Their
- Marital Status Or Age.
- Aims At Discovering Fresh Talent Across The Globe
- Providing Them With A Platform That Will Help Them To Showcase Their Talent
- Help Them Leverage Their **CAREERS** In The Fashion And Entertainment Industry.



# FTV PAGEANTS PHILOSOPHY



## VISION

To Bring Out The Hidden Gems Of India And Catapult Them Into The Global Arena.



## MISION

To Create A National Pageants Platform For Everyone To Achieve Their Dreams Of Entering The Fashion And Entertainment World



## AIM

To Hone And Polish The Skills Of Our Contestants, Bringing Out The Best In Them. We Want To Bring Out Their Unique Indian Persona And Its Charm



# 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 (Set-up And Feel Of Pageants/expos/awards/bar Nites/pool Party)
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

Planning And Execution.  
Launch Plan In Smm And Pr.  
**PROMOTIONS.**  
Cross Marketing.

# POST OPENING SUPPORT

Audits And Ideas.  
Promotional Offers.  
Fashiontv **SPONSORSHIP** Opportunity.  
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'S OF FASHIONTV

## Fashiontv Proprietary **PRODUCTS**

- Ftv Branded Merchandise Like:-
- Fashion Tv Evening Gowns
- Fashion Tv **CROWN CASES**
- Fashion Tv Sashes
- Fashion Tv Platform Heels
- Fashion Tv Waffle Robes
- Fashion Tv Vanity Case
- Fashion Tv Footwear
- Fashion Tv **CLUTCHES**
- Fashion Tv Scarves
- Fashion Tv Cufflinks
- Fashion Tv Lingerie



# USP OF FASHIONTV

Fashiontv Unique **DIAMOND** Inspired Design

- Fashiontv Stage Design
  - **FASHIONTV BANNERS**
  - **FASHIONTV PODIUM**
  - **FASHIONTV RAMP**
- Fashiontv Flyers / Printouts
- Fashion Tv Branding
- Fashion Tv Branded Temporary Furniture



# USP's OF FASHIONTV

## SPECIAL EVENTS

A Fashion Runway Is Always Placed In Every Luxury Fashiontv Franchise Vertical.

- Beauty Pageant Shows
- F-accessories And Apparel Promotional Shows Special
- Events Of Other Products - **PROMOTIONAL** Shows.









# USP OF FASHIONTV

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
- 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 Pageants 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

**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.

OUTFLOW	CATEGORY A	CATEGORY B	CATEGORY C
Investment Holding Capacity	Rs. 1 Crore	Rs. 80 lacs	Rs.50 Lacs
Franchise fees	Rs. 60 lacs	Rs. 40 lacs	Rs. 30 lacs
Royalty	50% post recovery of franchise fees	50% post recovery of franchise fees	50% post recovery of franchise fees
ROI	150 %	150 %	150 %

# FTV PAGEANTS TITLES ARE:

## MISS FTV

- The Celebration Of Beauty And Intellect.
- A Platform For All Who **DREAM** Of Making A Career In The Fashion And Entertainment Industry.
- Beauty Is Not About Inches In Height And Waist.
- We Look For A **CONTEMPORARY** Woman Who Is Comfortable In Her Skin And Ready To Take On The World!



# FTV PAGEANTS TITLES ARE:

## MR. FTV

- It Takes A Lot More Than Just Having Good Looks And Shredded **PHYSIQUE** To Become Mr. Ftv.
- An Ideal Mr. Ftv Is The Epitome Of Perfection In Style, Fashion, Grooming, Body Language, Communication, And Confidence.
- Basic Idea - To Recognize And Celebrate The Raw Indian Talent And Manly Elegance.
- Will Open The Doors Of **OPPORTUNITIES** For The Winner In The Industry



# FTV PAGEANTS TITLES ARE:

## MRS. FTV

- Opening Doors For **MARRIED** Women To Fulfil Their Dream & Experience The Overall Personality Grooming Undertaken By Ftv Experts.
- Women Walk With Heads Held High, Shoulder To Shoulder With Men, Be It Science, Business, Space, Art Or Fashion!
- And We Think Every Woman Deserves An **EQUAL** Chance To Fulfil Their Dreams



# FTV PAGEANTS

## TITLES ARE:

### MR. FTV RIGHT

- Exclusively For **MARRIED** Men!
- A Platform That Will Recognize The Exemplary Strength And Distinctive Personality Of Men.
- An Opportunity For Married Men To Showcase Their Unique Personalities And Give The **RECOGNITION** They Deserve
- Celebrates The True Spirit Of Masculinity.
- It Honors The Work Of Married Men Who
- Keep Themselves Fit And Good Looking
- Have A Special Set Of Skills
- Are Full Of Confidence
- Juggling Their Family's Responsibility As Well



# FTV PAGEANTS TITLES ARE:

## MISS FTV TEEN

- A Pageant For **TEENAGERS** Like Never Before.
- Teenage Is The Best Way To Start Pursuing Your Goals And Dreams.
- Teenagers Have That Amazing Energy, Enthusiasm To Try New Things.
- They Are Trendsetters And Fashion Lovers.
- Miss Ftv Teen - An International Platform To All Teen Girls Who Want To Pursue Their **CAREERS** In The Fashion And Entertainment Industry.





# FTV PAGEANTS TITLES ARE:

## MR. FTV TEEN

- Providing An Amazing Opportunity For Teenage Boys To **GROOM** Themselves As A Fashion Icon.
- To Hone Themselves As A Model And Understand The Ins And Outs Of The Fashion Industry.
- Giving A **PLATFORM** To All Teen Boys Who Want To Pursue Their Careers In The Fashion & Entertainment Industry



# FTV PAGEANTS TITLES ARE:

## FTV PRINCESS

- Kids Learn Quickl
- If Given **PROPE** Guidance They Can Be Introduced To The Fashion And Entertainment Industry.
- Ftv Princes Gives A Stage For Little Girls To Compete In A Healthy **COMPETITIVE** Environment In Ftv Pageants



# FTV PAGEANTS

## TITLES ARE:

### FTV PRINCE

- Ftv Prince Is A Title For All **YOUNG** Aspirants To Enjoy Their Grooming Process
- To Participate In A Healthy Competition To Rise Beyond Their Limitations
- To Let Their Best **VERSION** Be Seen By The Celebrated Panel Of Judges In The Ftv Pageants.
- Kids Learn Quickly
- If Given Proper Guidance They Can Enter The Fashion & Entertainment Industry In The Future



# 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 ...**

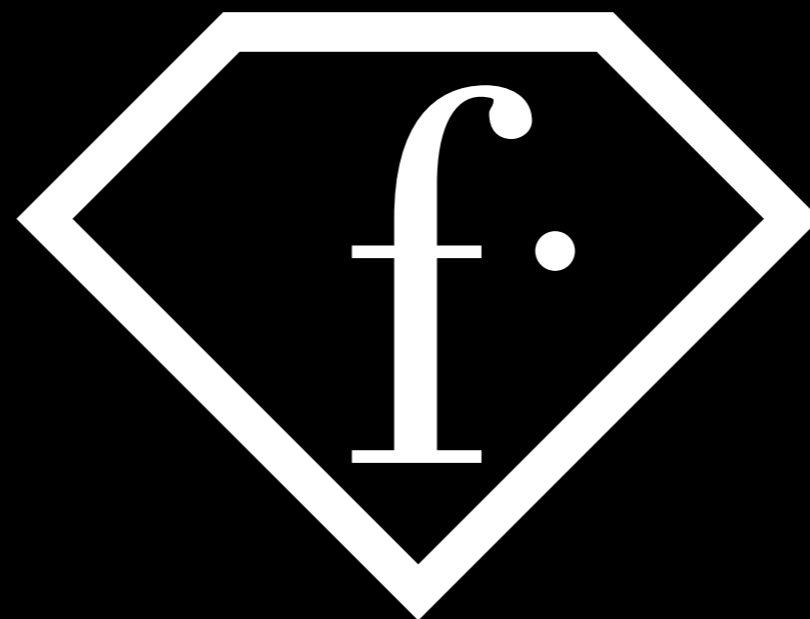
Fashiontv / Ftv Is Looking To Partner With Sound Well-settled Business-minded And Experienced Persons Like You. We Also Expect Our Potential Partners To Know About International Fashion And Lifestyle Mind-set.

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/e-mail Us.

**EMAIL ID - [FRANCHISE@FTV.IND.IN](mailto:FRANCHISE@FTV.IND.IN)**  
**PHONE - +91 9833833930**



PAGEANTS