

# FTV EXPO



# EXPOS IN INDIA

- 1 INDIA IS TURNING INTO A GREAT CENTER OF FASHION AND BEAUTY RELATED EVENTS.
- 2 MANY BRANDS WITH THEIR PRODUCTS LIKE TO EXHIBIT THEIR PRODUCTS AND GET GREAT BUSINESS
- 3 WORLD'S LARGEST FASHION MEDIA BRINGS THE MOST PRESTIGIOUS EXPOS TO INDIA.
- 4 INDIA HOLDS AN AMAZING POTENTIAL FOR DIFFERENT KINDS OF FASHION EXPOS DUE TO:
  - EXPOSURE TO INTERNATIONAL TRENDS,
  - BRANDS,
  - WILLINGNESS TO KNOW MORE ABOUT FASHION & ENTERTAINMENT INDUSTRY
- 5 FASHION RELATED EXPOS SHOWCASE THE TRUE SPIRIT OF INNOVATION, CREATIVITY, BUSINESS & LEADERSHIP IN INDIA.
- 6 FASHION RELATED EXPOS WILL BE AN EXHIBITION OF LATEST STYLES AND FASHIONS BY FEARLESS PERSONALITIES, TRENDSETTERS, INFLUENCE'S AND LEADERS ACROSS MANY INDUSTRIES.



# FTV FASHION EXPOS

- 1 FTV EXPOS EXHIBITS DESIGNS AND BRANDS OF THE MOST VALUABLE AND INFLUENTIAL PEOPLE FROM VARIOUS INDUSTRIES
- 2 IN FTV EXPOS IMMENSE PERSONALITIES IN THE FIELDS OF FASHION, BEAUTY, LUXURY, LIFESTYLE, SPORTS AND ARTS, WILL BE PARTICIPATING AND EXHIBING THEIR EXPERTISE.
- 3 EVERY EXHIBITOR PARTICIPATING IN FTV EXPOS IS WELL RECOGNIZED.
- 4 FTV EXPO IS SET TO DEFINE NEW STANDARDS OF STYLES AND FASHION IN INDIA!
- 5 FTV EXPO GIVES AN OPPORTUNITY TO ALL THE ENTREPRENEURS FROM THE FASHION AND LIFESTYLE INDUSTRY TO SHOWCASE THEIR TALENT AND PRODUCT.



# FTV EXPOS PHILOSOPHY

## VISION

TO CREATE BUSINESS OPPORTUNITIES FOR FASHION AND LIFESTYLE ENTREPRENEURS AND TO BRING THEM AT PAR WITH INTERNATIONAL FASHION STANDARDS

## MISSION

TO CREATE AN END TO END DESTINATION POINT FOR THE CLIENT / BUYER TO WITNESS THE NEWEST TRENDS IN THE MARKET AT THE EARLIEST.

## AIM

WE AIM TO CREATE A BRIDGE BETWEEN THE BUYER AND THE FASHION & LIFESTYLE ENTREPRENEUR TO CONNECT, EXPRESS AND EXPLORE.



# 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

1. PLANNING AND EXECUTION.
2. LAUNCH PLAN IN SMM AND PR.
3. PROMOTIONS.
4. CROSS MARKETING.

## POST OPENING SUPPORT

1. AUDITS AND IDEAS.
2. PROMOTIONAL OFFERS.
3. FASHIONTV SPONSORSHIP OPPORTUNITY.
4. GOOGLE AND WEBSITE LISTING.



## USP 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.
- 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 PROPRIETRY PRODUCTS

- FTV BRANDED MERCHANDISE LIKE:
- FASHION TV BEVERAGES.
- FASHION TV APPARELS.
- FASHION TV LINGERIE.
- FASHION TV COSMETICS.
- FASHION TV ACCESSORIES.
- FASHION TV ART JEWELLERY.
- FASHION TV EYEWEAR.
- FASHIONTV FOOTWEAR.
- FASHIONTV BAGS.
- AND MUCH MORE!!





# USP OF FASHIONTV

## FASHIONTV UNIQUE DIAMOND INSPIRED DESIGN

- FASHION TV UPHOLSTERY
- FASHION TV STAGE DESIGN
- FASHION TV BANNERS
- FASHION TV PODIUM
- FASHION TV RAMP
- FASHION TV LIGHTING
- FASHION TV STALLS
- FASHIONTV FLYERS / PRINTOUTS



# USP OF FASHIONTV

## SPECIAL EVENTS

A SPECIAL FASHION RUNWAY SHOULD BE PLACED DURING THE FASHION TV EXPO.

→ TOP NOTCH MODELS RAMP WALKING IN STATE-OF-THE-ART FASHION

→ F PROPRIETARY PRODUCTS (BEVERAGES, APPARELS, LINGERIE, COSMETICS, ACCESSORIES, ART JEWELLERY, EYEWEAR, FOOTWEAR, BAGS) PROMOTIONAL SHOWS.

→ SPECIAL EVENTS OF OTHER PRODUCTS - PROMOTIONAL SHOWS.



# 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



## 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 LISTING

- 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



# EVENTS BASIC REQUIREMENTS

## → AAA LOCATION

FASHIONTV / FTV CAFE SHOULD BE LOCATED IN A PRIME TRIPLE A LOCATION OF THE CITY.

## → STRONG FINANCIAL BACKINGS

THEY MUST BE ABLE TO SHOW STRONG FINANCIAL BACKINGS TO ENSURE THE SUCCESS OF THE BUSINESS.

## → EVENTS INDUSTRY ATTRACTION

THEY 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.



# FASHIONTV EVENTS FINANCIALS

FRANCHISE FEES: RS. 25 LACS ONWARDS

TOTAL COST: RS. 40 LACS ONWARDS



# FTV FASHION EXPOS

- REVENUE GENERATING
- MODES
- SPACE/ STALLS SELLING
- VARIOUS SPONSERSHIP
- CONFERENCES
- STALL/CATEGORY AWARDS
- EXPO ENTRY PASSES SELLING



## FTV EVENT 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 EVENT — 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

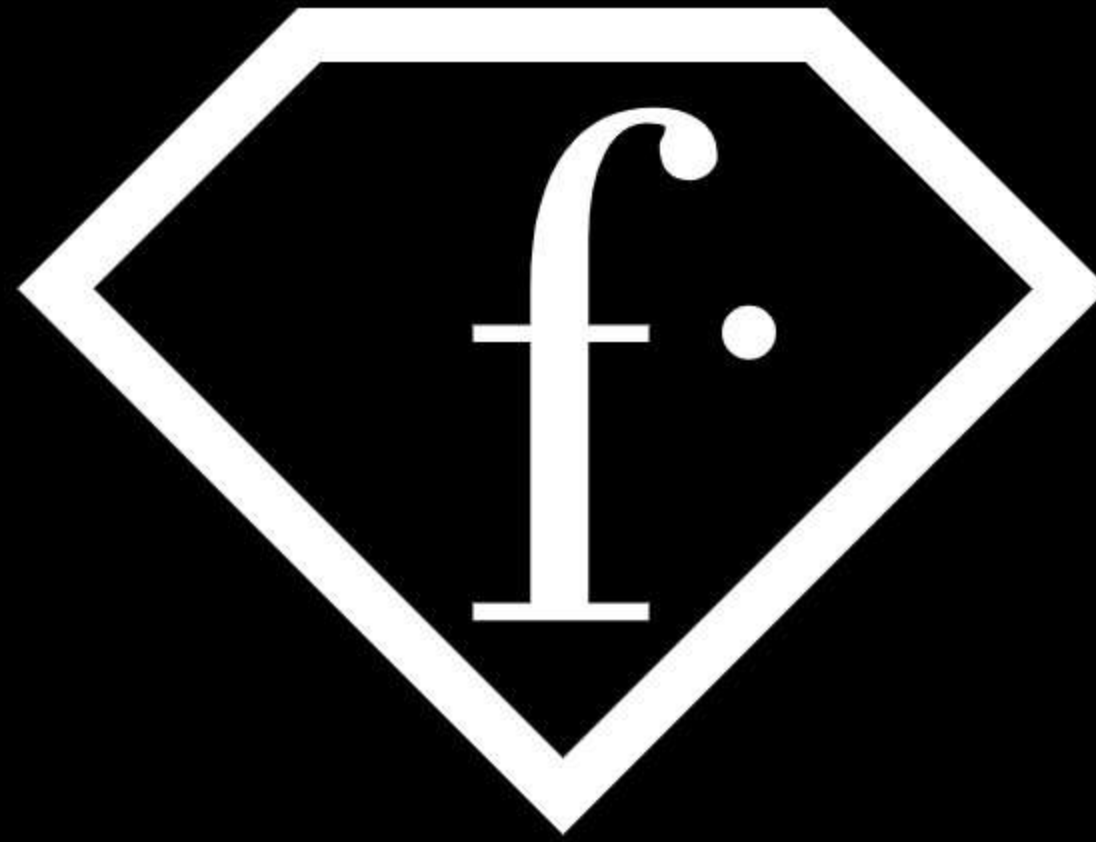
EXCITING AND INTERESTING ENOUGH TO PARTNER AND ASSOCIATE WITH US, THEN FOR FURTHER INFORMATION AND DISCUSSION PLEASE CALL /MESSAGE/EMAIL US.

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