

The Home of *fashion*



BAR NITES IN INDIA

- POP UP EVENTS ARE TAKING ITS BABY STEPS IN INDIA.
- MANY PEOPLE ARE STILL UNAWARE OF WHAT A POPUP EVENT IS AND HOW IT WORKS.
- A POPUP EVENT IS A UNIQUE, TEMPORARY AND UNEXPECTED EVENT AT POPULAR PLACES.
- THESE EVENTS ARE ALWAYS ORGANIZED WITH A **THEME** BASED ON MUSIC, FOOD, DANCE, ART, DRINKS, ETC.
- POP UP **EVENTS** POP DOWN AFTER A DAY OR A WEEK.
- THEY ARE KNOWN FOR THEIR RANDOMNESS WITH HIGH INTRIGUE, EXCLUSIVITY, AND MYSTERY.
- WITH EXPOSURE TO THE **GLOBAL** CULTURE, PEOPLE IN INDIA ARE ALWAYS LOOKING FOR NEW DESTINATIONS AND EXPERIENCES TO ENJOY.

FTV BAR NITES

FTV BAR NITES ARE THE **POP-UP** EVENTS THAT ARE HOSTED IN VERY POPULAR AND HAPPENING PLACES IN MAJOR CITIES AROUND INDIA. LUXURY BARS, LOUNGES AND NIGHT CLUBS ARE POPULAR DESTINATIONS FOR FTV BAR NITES. IT IS A TRAVELING BAR NIGHT. IT WILL BE HOSTED EVERY WEEK IN A DIFFERENT CITY. SO IT IS A VERY EXCLUSIVE EVENT FOR THE PEOPLE TO EXPERIENCE AND PARTAKE. AND FTV HAS DETERMINED TO GIVE OUR **PREMIUM** AUDIENCE THE SAME EXPERIENCE WITH FTV BAR NITES. WITH ITS UNIQUE CONCEPT, FTV BAR NITES TRIGGERS INTRIGUE AND PROVIDES **EXCLUSIVITY** TO ITS GUESTS. WITH THE RISING NICHE OF PEOPLE WHO LOOK FOR SUCH EXPERIENCES, FTV BAR NITES SHOW GREAT POTENTIAL IN INDIA.

FTV BAR NITES PHILOSOPHY

VISION

TO BRING INDIA AT PAR WITH INTERNATIONAL POP UP EVENTS STANDARDS & TRANSFORMING THE COUNTRY INTO A LEADING ENTERTAINMENT DESTINATION.

MISSION

TO HOST FTV BAR NITES IN MAJOR CITIES ACROSS INDIA TO PROVIDE A ONE OF KIND POP UP EVENT EXPERIENCE.

AIM

TO CREATE INDIA'S MOST INFLUENTIAL AND FASHIONABLE POP UP EVENT BRAND WHICH SETS THE BENCHMARK FOR THE REST OF THE INDUSTRY.

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

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

- 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 **BEVERAGES**

FASHION TV **ENERGY DRINKS**

FASHION TV **BUBBY CHAMPAGNE**

FASHION TV **WATER**

FASHION TV **WINE**

FASHION TV **VODKA**

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**

 fashiontv

USP OF FASHIONTV


SPECIAL EVENTS

A SPECIAL FASHION RUNWAY SHOULD BE PLACED DURING THE FASHION TV BAR NITES/POOL PARTY.

- TOP NOTCH MODELS RAMP WALKING IN STATE-OF-THE-ART FASHION
- F PROPRIETARY PRODUCTS (BEVERAGES, ENERGY DRINKS, BUBBY CHAMPAGNE, WATER, WINE, VODKA) 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 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 IEWS.

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	Category A	Category B	Category C
Franchising Fee	1,12,50,000	75,00,000	37,50,000
Office	Basic	Basic	Basic
Approx. Investment	15000000	10000000	6000000
Royalty %	10%	10%	10%
ROI	150%	150%	150%

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 BAR NITES FEATURES

FTV BAR NITES WILL BE STUDED WITH LUXURIOUS BARS, MUSIC, PARTY, DANCE EVENTS THAT WILL TAKE YOUR BREATH AWAY.

FOLLOWING ARE SOME OF THE FEATURES OF FTV BAR NITES:

HIGHLY INTRIGUING

- FTV BAR NITES IS A POP EVENT WHICH IS HOSTED AT VARIOUS POPULAR PLACES GLOBALLY.
- THE BRIEF LIFESPAN OF THE EVENT MAKES FTV BAR NITES MORE INTRIGUING & FASCINATING FOR THE PEOPLE TO ATTEND AND ENJOY.

FTV BAR NITES FEATURES

AESTHETIC AND INSTAGRAM-WORTHY AMBIANCE

- FASHIONTV IS KNOWN FOR DELIVERING AN EXTRAVAGANT AND LUXURIOUS EXPERIENCE
- FTV BAR NITES SUCCESSFULLY FULFILLS THE SAME EXPECTATIONS OF AESTHETIC & INSTAGRAM WORTHY AMBIANCE TO SET THE MOOD RIGHT.

VERSATILITY

- FTV BAR NITES BOASTS OF A VARIETY OF EVENTS RANGING FROM FASHION WALKS, PARTIES, DANCE AND MUSIC NIGHTS, ETC.
- THIS MAKES THE FTV BAR NITES A GREAT DESTINATION FOR PEOPLE WITH DIFFERENT INTERESTS.

CELEBRITY FOOTFALL

THERE ARE EVENTS ORGANIZED WITH FTV BAR NITES AS IT IS A PREFERRED CHILLING DESTINATION BY MANY CELEBS. SO DON'T BE SURPRISED IF YOU RUN INTO YOUR FAVORITE CELEB WHILE AT FTV BAR NITES!

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**
PHONE - **+91 9833833930**