

Beach



Bodies

BEACH BODIES IN INDIA

- In 2021 Beachbody's total revenue is **\$226.2 million** which included a 52% jump that is \$95.2 million in digital media sales and \$131.1 million for nutrition products, a **23% increase** compared to the first quarter of 2020.
- Revenue in the Fashion Industry is anticipated to show a **CAGR of 7.42%**, in 2021-2025.
- Revenue of the marketplace is projected to attain **US\$898,670m** in 2021.
- Fashion industry in India is witnessing rapid growth in fitness because of excessive publicity on social media and international trends resulting in FTV Beach Bodies to be an international sensation

FTV BEACH BODIES

- FashionTV Beach Bodies exhibit the perfectly toned body that would be considered the most attractive personality to be seen on a beach in a swimsuit or swimming trunks.
- **FTV Beach Bodies** event takes place at the most pleasing and fascinating locations including the most famous photographers, a talented team of hair and makeup artists, along with the jury consisting of popular faces of the industry to pick the sexiest personality for the FTV Beach Bodies.
- FashionTV Beach Bodies is going to be an example of glamour, beauty and lavishness by introducing the latest beach trends in the country.
- Witness the world of fitness and luxury on the **FTV Beach Bodies**, featuring the most stunning and breathtaking models of India.



FTV BEACH BODIES PHILOSOPHY

VISION

To organise the classiest, trendiest and most tempting hunt, with a view of the beach and sexiest models.

AIM

FTV Beach Bodies aims to help the participants advance their careers in the industry and become a FashionTV Star .

MISSION

To take a step ahead and break the stereotype by promoting modern international beach trends in India.

WHY PARTNER WITH FTV?

Aside of being the **largest FashionTV 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.

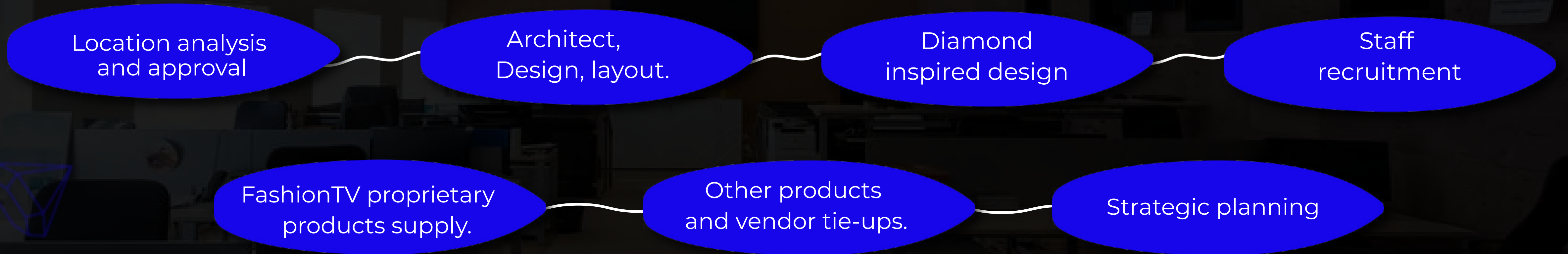
- **100 Plus Hours** Of New Fashion and Lifestyle Content Every Week.
- **2 Billion Worldwide Viewers.**
- Available On 250+ Global Cable Satellites.
- Presence In 193+ Countries.
- Reaching 500 Million+ Households

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 **300K and 125K** is organic reach.



FASHION 360 DEGREE EVENT SUPPORT



fashiontv

LAUNCH SUPPORT

1. Planning and execution.
2. Launch plan in SMM and PR promotions
3. Cross marketing

POST OPENING SUPPORT:

1. Audits and ideas
2. Promotional offers.
3. FashionTV sponsorship opportunities
4. Google and website listing.

USP OF FASHIONTV

- 8k video wall fashion show and VJ during the event
- Projections of **FashionTV** shown by top designers.
- 3D FASHIONTV “floor” stunning luxury fashion animation
- Live **FashionTV** channel shows from across the globe shows from across the globe
- Promotional videos of **FashionTV** parties from across the globe
- Promotional content through celebrities
- Endorsing brand from across the globe



USP OF FASHIONTV

FashionTV proprietary products | FTV branded merchandise like:-

 FashionTV Beverages

 FashionTV Apparels

 FashionTV Lingerie

 FashionTV Cosmetics

 FashionTV Accessories

 FashionTV Art Jewellery

 FashionTV Eyewear

 FashionTV Footwear

 FashionTV Bags

 And More!!

USP 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

USP OF FASHIONTV



- **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, footwear, bags).

fashiontv

f.

SOCIAL MEDIA MARKETING

Dedicated Social Media Marketing Handles

 FACEBOOK

 TWITTER

 INSTAGRAM

 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

fashiontv



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 LISTING

- Facebook local
- Google local
- **GPS** location based AD's
- Facebook AD post and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- **Analytics** and reports
- Youtube promotions and video boost



FTV BEACH BODIES

BASIC REQUIREMENTS

1. Location:

FTV Beach Body event will be organised on the beaches of the most urbanised location of the town so that it can reach out to the modern population of the country who are more keen towards such events.

2. Strong Financial Backings:

All affiliates and event organisers who are going to be a part of the FTV Beach Bodies must be able to show solid financial support to ensure the success of the event.

3. Event Industry Attraction:

All organisers must be passionate towards fashion industry and should have a desire to motivate public to take part in the event.

4. Strong Desire to be more:

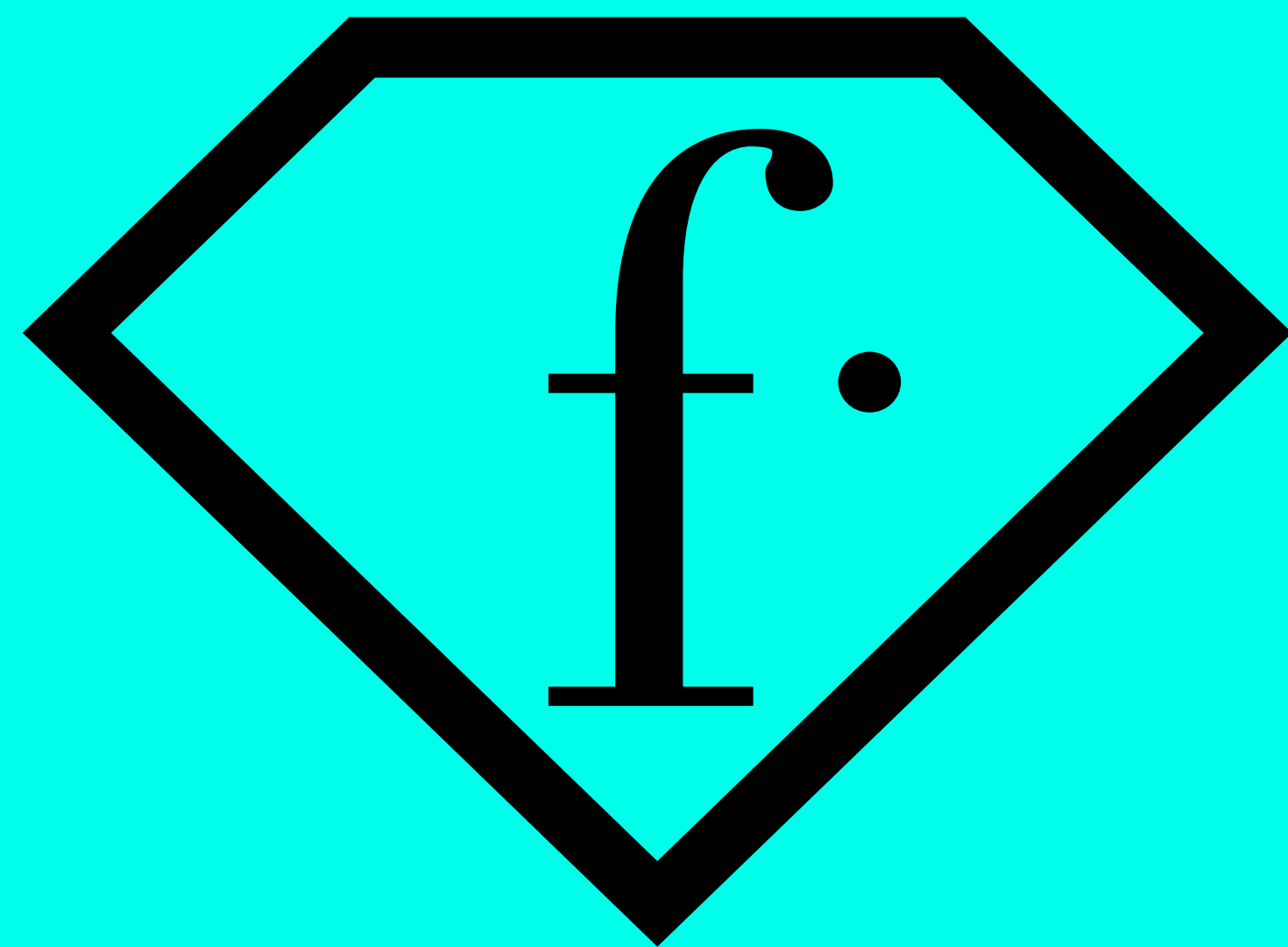
Rich, Famous & Successful.

FASHION TV

EVENTS FINANCIAL

EVENT FEES : 75 LACS

MANUFACTURING COSTS ON ACTUALS



BEACH
BODIES