

 fashiontv

FashionTV DJ's

The Home of *fashion*



FTV DJ'S

 fashiontv *ftvdjs*

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The Home of *fashion*

WAR OF DJS IN INDIA

- DJ battles or War of DJs is an exciting pop culture event, where DJs create routines and compete against each other in order to win the title of the battle and take home the championship prize.
- In India the war of DJs took a **GIGANTIC** leap with the introduction of **DIGITAL MEDIA**. And many budding DJ aspirants started learning about electronic music. This gave rise to local duels which people enjoyed.
- Bollywood & College fests have created a **MASS APPEAL** among the people of India. And their love of **EDM** music & DJ wars events has been off-charts. This genre has become immensely popular and has become mainstream in terms of music styles. The music is known for its rhythmic and high beat, which have made it a hit among all genres and age groups.
- It is a very **PROMISING** business opportunity for investors, as the youth immensely ENJOY these events.
These events are always organized with High quality **EDM** music, food, dance, art, drinks, etc.
- DJ war being a pop culture event, it can last for a day or three.

With exposure to the global culture, people in India are always looking for new destinations and experiences to enjoy.

FTV WAR OF DJS

- FTV War of DJs is a PREMIUM War of DJs hosting an extravaganza which lifts everyone's spirit. This majestic entertainment business has very high potential to grow. With the rise of the digital world in India people have become really open to new experiences.
- FTV War of DJs which can be hosted in many cities across India. As electronic music knows no BOUNDS since the rise of the internet. It has become popular and happening in major cities around India.
- Auditoriums, 5-Star Hotels are popular destinations where FTV War of DJs can be hosted. An exhilarating Electronic Music night to appease your target audience, with top notch DJs participating to make a name and win the title.
- It is an event which is hosted on a yearly basis with a three year contract. The event lasts for 4 days, which means days of ELECTRIFYING performances. So it is a very exclusive & GRAND event to give the best experience to EDM lovers.
- FTV has determined to give our premium audience an INCREDIBLE experience with FTV War of DJs. With the rising niche of people who look for such experiences, FTV War of DJs show has a very BRIGHT future in India.

FTV MUSIC FESTIVAL PHILOSOPHY

VISION:

To bring India at par with international DJ battle events standards & transforming the country into a leading EDM destination.

MISSION:

To host FTV War of DJs in major cities across India to provide a one of a kind electronic music & dance event experience..

AIM:

To create India's most influential and fashionable War of DJs 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:- .

1. 12 CHANNELS OF 24 HRS DEDICATED TO FASHION & LIFESTYLE CHANNELS.
2. 23 YEARS OF EXISTENCE.
3. UHD 4K AND 8K 24 HOURS CHANNELS.
4. AVAILABLE ON LEADING OTT PLATFORMS ALL OVER THE WORLD..
5. 100 PLUS HOURS OF NEW FASHION AND LIFESTYLE CONTENT EVERY WEEK.
6. 2 BILLION WORLDWIDE VIEWERS.
7. AVAILABLE ON 250 GLOBAL CABLE SATELLITES..
8. PRESENCE IN 193 COUNTRIES.
9. 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 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 / FTV is truly an "AUTHORITY IN FASHION".

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. Promotion
4. Cross Marketing.

POST OPENING SUPPORT

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

USPS 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
ENDORISING THE BRAND FROM ACROSS THE GLOBE.



USPS OF FASHIONTV

FashionTV Proprietary PRODUCTS

FTV branded Merchandise :-

FTV BRANDED MERCHANDISE LIKE:-

FashionTV Beverages

FashionTV DJ Equipments

FashionTV T Shirts

Fashion TV Energy Drinks

Fashion TV Merchandise

Fashion TV Water

Fashion TV Wine

Fashion TV Vodka

And much more!



USPS OF FASHIONTV

FashionTV unique DIAMOND inspired design.

Fashion TV Stage Design

Fashion TV Visual Merchandise

Fashion TV Banners

Fashion TV Podium

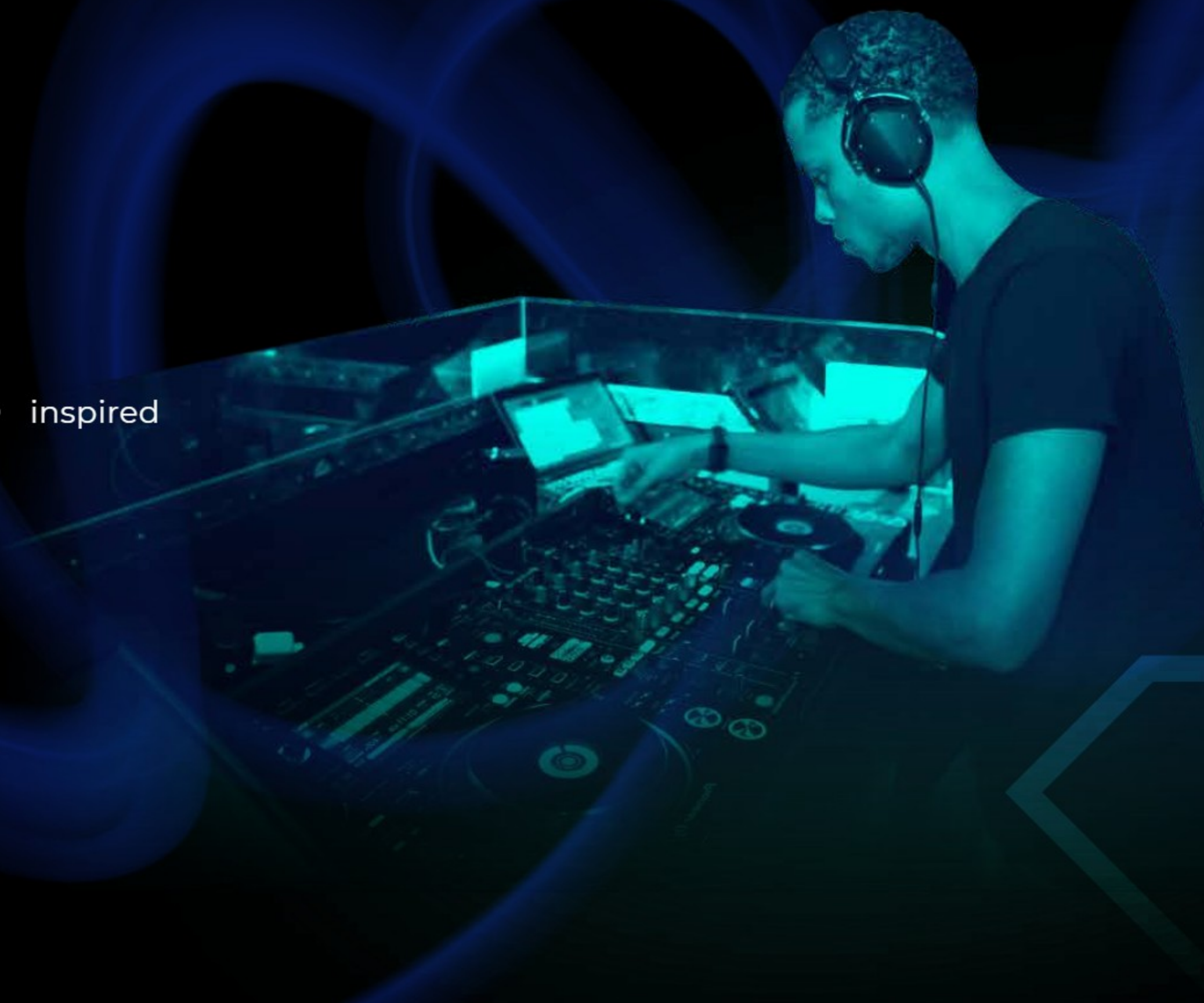
Fashion TV Ramp

Fashion TV Lighting

Fashion TV Stalls

FashionTV Flyers / Printouts

Volunteer Uniforms



USPS OF FASHIONTV

SPECIAL EVENTS

A SPECIAL fashion runway should be placed during the Fashion TV War of DJ's.

Top notch models ramp walking in state-of-the-art fashionF Proprietary products (DJ equipment, Music CD's, Beverages, Energy Drinks, Bubbly Champagne, Water, Wine, Vodka) promotional shows

Special Events of other products - PROMOTIONAL



SOCIAL MEDIA MARKETING

Dedicated Social Media
Marketing Handles:

 **FACEBOOK**

 **INSTAGRAM**



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!

The social engagement within the FTV WAR OF DJ'S 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 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 War of DJ's 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 LICENCE FINANCIALS

LICENCE FEES : RS 5.75 LACS ONWARDS

MANUFACTURING COSTS : ON ACTUALS

FTV WAR OF DJS FEATURES

FTV War of DJs will be studded with performance stages, luxurious bars, music, party, dance events that will take your breath away.

Mega event- War of DJs filled with luxury will be organised once in a year!

Following are some of the features of FTV War of DJs:

HIGHLY INTRIGUING

FTV War of DJs is an event which is hosted at various popular places globally.

The brief lifespan of the event makes FTV War of DJs more intriguing & fascinating for the people to attend and enjoy.

AESTHETIC AND INSTAGRAM-WORTHY AMBIANCE

FashionTV is known for delivering an extravagant and luxurious experience.

FTV War of DJs successfully fulfils the same expectations of aesthetic & Instagram worthy ambiance to set the mood right.

VERSATILITY

FTV War of DJs boasts of a variety of events ranging from musical performances, parties, dance and music nights, etc.

CELEBRITY FOOTFALL

There are events organized with FTV War of DJs as it is a preferred chilling destination by many celebs. So don't be surprised if you run into your favourite celeb while at FTV War of DJs!

FTV FRANCHISE BENEFITS

- Association with World's LARGEST Fashion Brand
- Great Business Opportunity with GREATER Returns
- Develop a huge fruitful circle of a 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:-

Basic brand requirements

FashionTV Facts

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





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