

▶ FASHIONTV MODEL NITES

The Home of *fashion* ▶

Model *nites*

FTV Model Nites in India

- The India pub, bar, café and lounge (PBCL) market reached a value of US\$ 2.4 Billion in 2020. Looking forward, IMARC Group expects the market to grow at a CAGR of 12.2% during 2021–2026.
- The primary factor driving the India nightlife market is the growing disposable incomes across the country.
- This has led to an increasing indulgence of consumers in leisure activities and a rising preference for alcoholic beverages.
- Moreover, with the services and amenities we provide, FTV Model Nites are going to be a utopia for all the party animals out there.

Lorem ipsum

FTV Model Nites Prospective

- FashionTV is known for delivering an extravagant and luxurious experience to the masses for over two decades.
- FashionTV has the ingenuity, zest and spirit like no other that is poured into our FTV Model Nites, leaving our guests always wanting more.
- FTV Model Nites have got it all, from classy services to invigorating music along with an extensive variety of sumptuous food and drinks that go well with your taste and preferences.
- Moreover, all FTV Model Nites are orchestrated at venues having a lively ambience and stunning interiors.

FTV Model Nites Philosophy

VISION

We aspire to refine lifestyles across the nation and create an elusive escapade for our guests as well as affiliates.

MISSION

To orchestrate events like no other and offer our guests an exhilarating experience in alliance with our brand partners.

AIM

To create India's most happening and exhilarating Model Nites with electrifying music, ambience and services that matches the needs of the elites.

WHY AFFILIATE 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 POINTS

- 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.

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FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-opening support:

- Location analysis and approval.
- Architecture, designs, layouts.
- Diamond inspired designs.
- Staff recruitment
- FashionTV proprietary products supply.
- Other products and vendor tie-ups.
- Strategic planning

LAUNCH SUPPORT:

- Planning and execution
- Launch plan in SMM and PR promotions
- Cross marketing

POST OPENING SUPPORT

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- 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 shows from across the globe.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.

USP OF FASHIONTV

FashionTV Beverages

FashionTV Apparels

FashionTV Lingerie

FashionTV Cosmetics

FashionTV Accessories

FashionTV Art Jewellery

FashionTV Eyewear

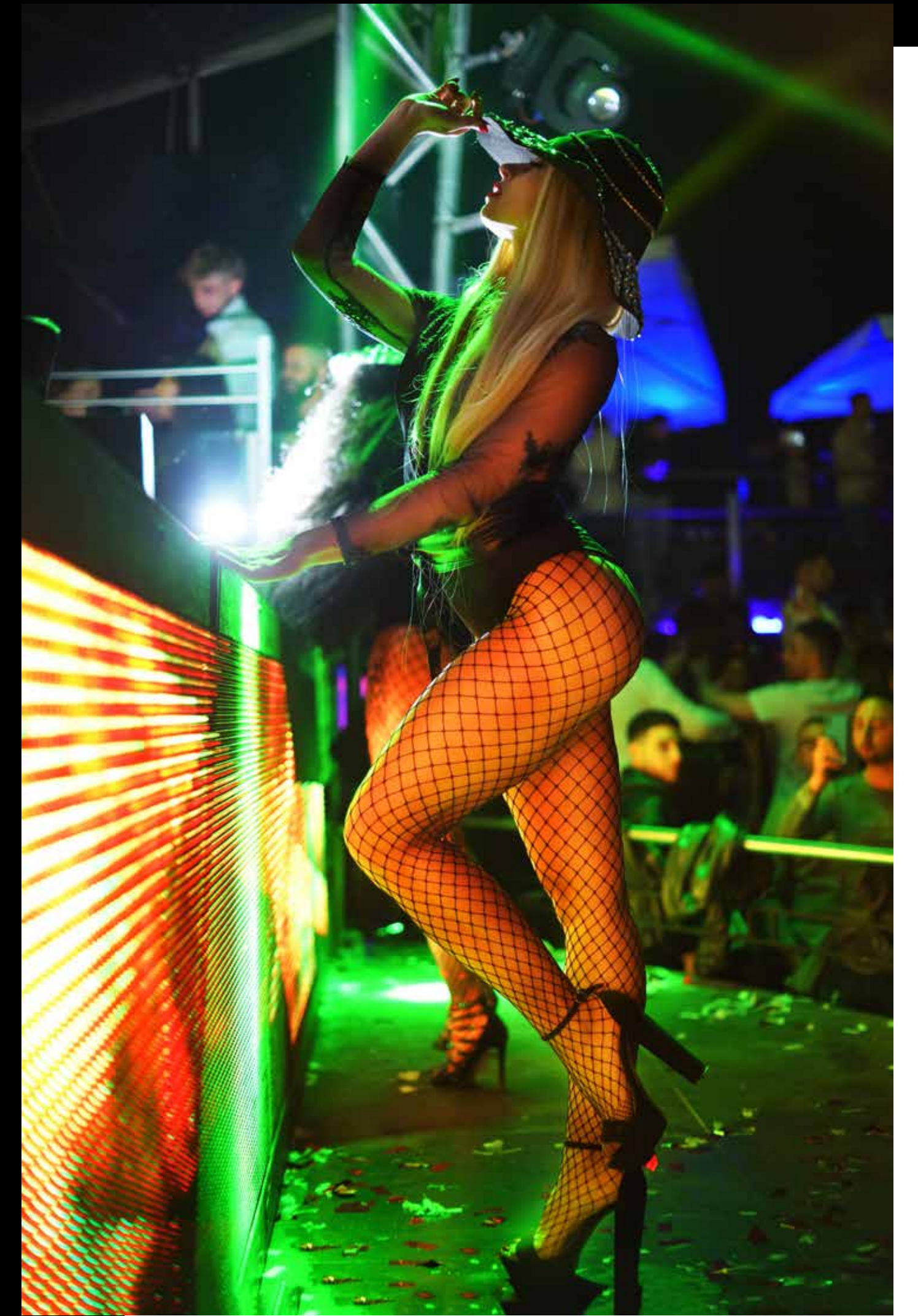
FashionTV Footwear

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 FASHION TV



- 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).



Twitter

Youtube

Instagram

Facebook

Linkedin



SOCIAL MEDIA MARKETING

Dedicated social media marketing handles

SOCIAL ENGAGEMENTS

- Instagram uploads
- Twitter postings
- Facebook uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn posts
- Youtube videos
- Google ADs



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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



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 ADs
- Facebook ADs post and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video boost



FTV MODEL NITES EVENTS PREREQUISITES

- **LOCATION**

All FTV Model Nites should be held in the classiest and most exotic venues with mind-blowing settings and ambiance.

- **STRONG FINANCIAL BACKINGS**

All affiliates must be able to show strong financial backings to ensure the success of the business.

- **EVENTS INDUSTRY ATTRACTION**

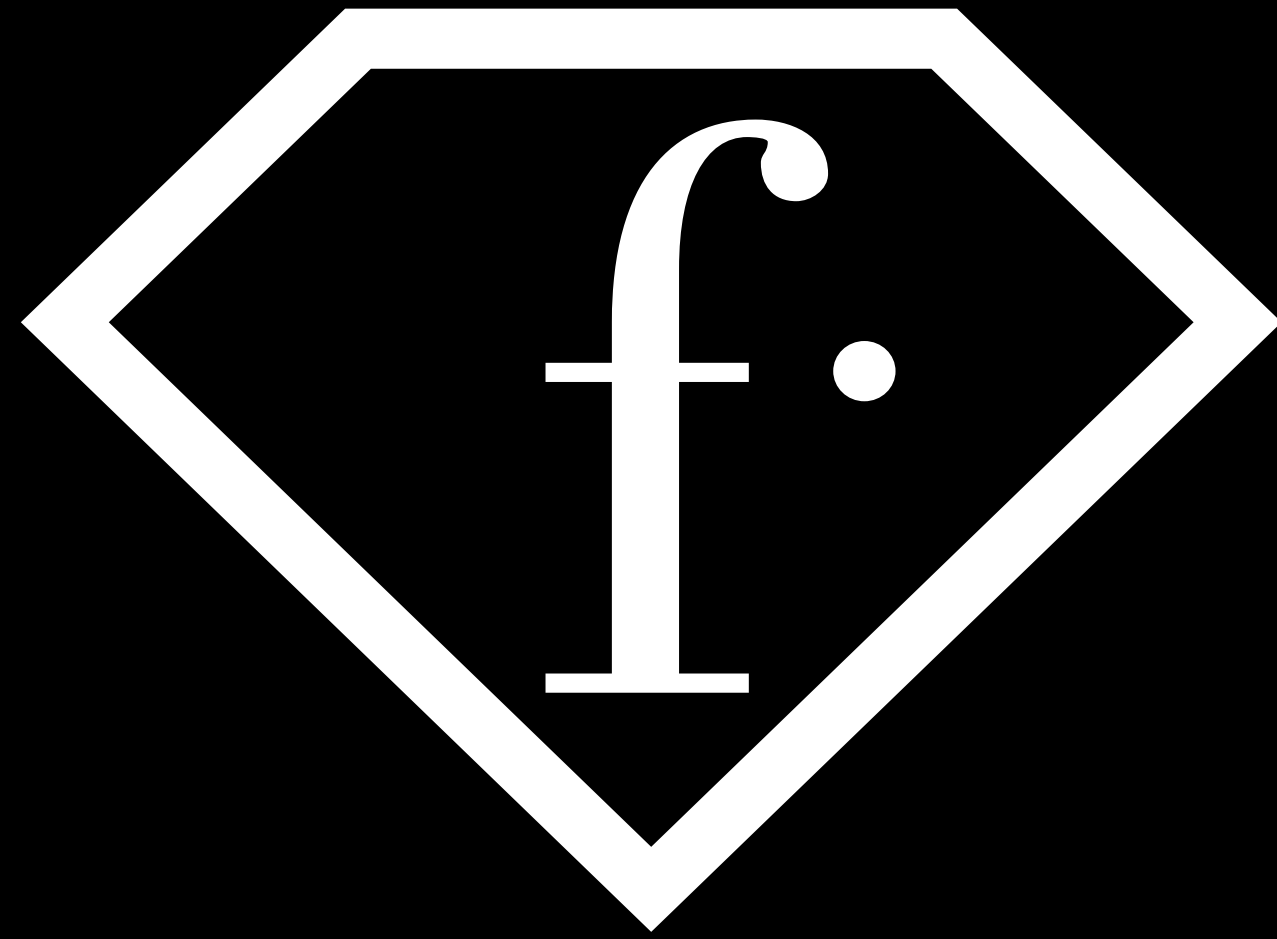
All affiliates must have an immense likings towards the Nightlife Industry along with profound knowledge and expertise in the make and take of the business

- **STRONG DESIRE TO BE MORE**

Rich, Famous & Successful

FTV Model Nites Financials

MODULE	CATEGORY A	CATEGORY B	CATEGORY C
EVENT FEE	1,12,50,000	75,00,000	37,50,000
OFFICE	BASIC	BASIC	BASIC
APPROX INVESTMENT	1,50,00,000	1,00,00,000	60,00,000
ROYALTY	10%	10%	10%
ROI	150%	150%	150%



MODEL NITES