

 fashiontv

FashionTV Pool Party

The Home of *fashion*



FTV POOL PARTY

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The Home of *fashion*

POOL PARTY IN INDIA

Fashion And Entertainment Industry Has Been The Center Of Attraction & Fascination For Indians. With Advancement In Technology, More People In India Are Getting Introduced To The Global Party Scene. Party Lovers In India Keep Looking For Party Destinations Which: Are Attended By Popular, Happening, And Influential People Have Amazing Ambience And Good Vibes Have Trendy Live Upbeat Music By Talented Musicians Have Exotic Drinks And Delicacies Have New Interactive Props, Themes Or Games Pool Party Is A Popular Event And Has Become A Dream Destination For Party Lovers In India Pool Parties Introduce Them To The Luxurious And Glamorous World Of Fashion Parties .these Are Attended By Popular, Beautiful, And Influential People Like Designers, Models Actors, Musicians And Artists.



FTV POOL PARTY

Hosted at premium locations in major cities across India, ftv pool party is a popular party place for fashion enthusiasts and party animals. Amusing, luxurious and exotic - describe the ftv pool party perfectly.

The ftv's pool parties are known to be attended by top fashion connoisseurs, designers, and fashion enthusiasts, people come to relax, dance, party, and socialize. The ftv pool party is usually invite-only to ensure the quality and credibility of the crowd.

It also provides a unique luxurious experience for the attendees.

Ftv pool party bestows a never seen before, luxurious experience with trendy upbeat live music, exotic food, drinks and dancing.

FTV BAR PHILOSOPHY

Vision:

Revolutionize The Way People Party By Facilitating Luxurious Ftv Pool Parties Across Every Major City And The Most Happening Places In India, Making India One Of The Popular Party Destination In The World.

Mission:

To Provide A Luxurious One Of A Kind Party Experience For Party Goers In India With Amazing Poolside Destinations, Live, Upbeat Music, And Socializing With Fashion Connoisseurs Across India And The World.

Aim:

To Organize Ftv Pool Parties In Every Major City In India And To By Producing A Never Seen Before Experience Of Pool Parties Which Are Very Popular Worldwide.



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 Everyweek.
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

Endorsing The Brand From Across The Globe.

USPS OF FASHIONTV

Fashiontv Proprietary Products

Ftv Branded Merchandise :-

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!

USPS 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'S 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

 LINKEDIN

 INSTAGRAM

 YOUTUBE

 TWITTER



SOCIAL ENGAGEMENT



Instagram uploads



Youtube videos



Twitter postings



Google ADs



Facebook uploads



Facebook check-ins



Instagram check-ins



LinkedIn posts

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 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 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 LICENCE FINANCIALS

| MODULE | LUXURY | REGULAR |
|---------------------|-------------|-------------|
| FRANCHISING FEE | RS. 30 LACS | RS. 20 LACS |
| AREA UPTO | 4000 SQ.FT | 2000 SQ.FT |
| OUTLET SETUP | RS. 2.5 CR | RS. 1.7 CR |
| ROYALTY | 10% | 10% |
| AVERAGE ROI IN 3YRS | 77% | 75% |

NOTES:

THESE ARE APPROX. FIGURES BASED ON WORLDWIDE STORES, THE ACTAL CAST WILL VARY AS PER THE LOCATION . TAXES AS APPLICABLE. SHOP COST & WORKING CAPITAL EXTRA ON ACUAL.

FTV POOL PARTY

Ftv Pool Parties Cater To
Upbeat Live Music,
Exotic Food,
And Drinks,
Fancy Pools,
Socializing Of Models,
Designers,
Happening High Fashion Crowd
And Amusement Like Never Seen Before.

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