

 fashiontv

FashionTV Hotels

The Home of *fashion*



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FTV HOTELS

- FTV Hotels are the bell of the ball when it comes to luxurious staycations or impromptu vacations. A creation of Fashion TV, this new escapade is yet another milestone for the ever growing empire of the World's Largest Fashion Media Brand.
- When it's about top notch experiences the masses look towards FashionTV for its breathtaking ambience and out of the box displays. Hence gaining a reputation for almost being a state of the art architectural creation.
- With opulent interiors, sumptuous delicacies at regal in-house eateries and prolific service, FTV Hotels is bound to give grandeur a whole different meaning in the Hospitality Industry.

HOTELS IN INDIA

- India is one of the fastest growing economies in the World today.
- The hotel industry in India is expected to reach a value of INR 1,210.87 Bn by the end of 2023, expanding at a compound annual growth rate (CAGR) of ~13% during the 2018-2023 period, owing to the high arrival rate of foreign tourists and business delegates.
- Every FTV Hotel Venue comes with the best replicated International Style, extravagance and flamboyance. An FTV Hotel is susceptible to high disposable income, a large exposure to the media industry because of its grandfather company FashionTV.
- And a whole selection of consumer popular goods, services and facilities housed inside.

FTV HOTELS PHILOSOPHY

→ VISION

To bring India at par with the International Hotel Industry standards by transforming the country into a leading destination for all types of stays that would suit and match the purpose of the elite.

→ MISSION

To create a hotel experience that oozes luxury and sophistication in every inch of its construction.

→ AIM

To create India's most fashionable Hotel Brand that starts to establish itself as a benchmark in the Hospitality Industry.

WHY FRANCHISE WITH FTV?

Aside of being the LARGEST Fashion TV Network, the reasons are many but some of them are:

- **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 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 an 125K is organic reach.

FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-Opening Support:

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **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'S 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.
- Promotional Videos of FashionTV PARTIES from across the world.
- Promotional content through **CELEBRITIES**
- Endorsing the brand from across the globe.

USP'S OF FASHIONTV

FashionTV Proprietary products

- FTV branded merchandise:
- FashionTV beverages
- FashionTV apparels
- FashionTV lingerie
- FashionTV cosmetics
- FashionTV accessories
- FashionTV art jewellery
- FashionTV eyewear
- FashionTV footwear
- FashionTV bags And a lot more.

USP'S 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'S OF FASHIONTV

SPECIAL EVENTS

A special runway will 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).

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 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 LISTINGS

- Facebook Local
- **GOOGLE LOCAL**
- GPS location based AD's
- Facebook ads post and likes campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**



LICENCE BASIC REQUIREMENTS

→ **AAA Location**

FTV HOTELS are located in prime and buzz worthy as well as tropical locations where aesthetics matters, convenience and luxury being the emphasis of the origin of FTV HOTELS, these are establishments that aim to please guests for days.

→ **Strong Financial Backings**

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

→ **LICENCE Industry Attraction.**

All licences must have attractions and likings towards the desired industry of convenience and luxury and a love for providing guests with the lifestyle they buy into.

Strong Desire to be more: Rich, Famous & Successful.

FASHIONTV LICENCE FINANCIALS

LICENCE FEES FOR HOTELS : 1.50 CRORES

LAND REQUIREMENT FOR APPROVAL: 50000 SQUARE FT

MANUFACTURING COSTS : ON ACTUALS



HOTELS