

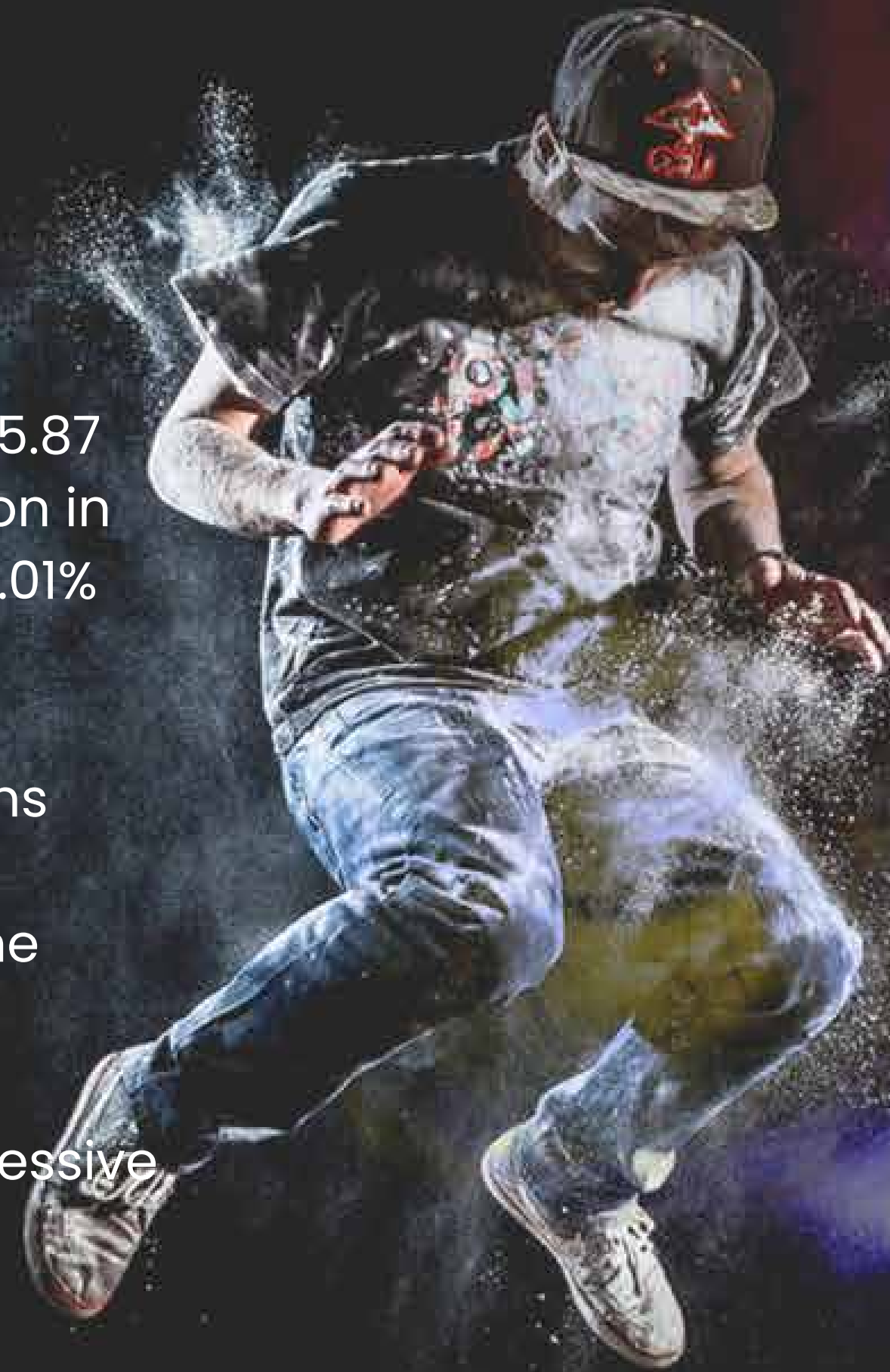
The Home of *fashion*



 fashiontv
F - TALENT

POTENTIAL IN INDIA

- The Global Talent Management Market size was worth USD 7,645.87 Million in 2020 and is anticipated to rise up to USD 8,538.49 Million in 2021, growing at a Compound Annual Growth Rate (CAGR) of 12.01% from 2020 to 2026 to reach USD 15,102.03 million by 2026.
- The market is expanding at a rapid rate owing to several reasons including extensive industry activities, an optimistic investment landscape, and the increasing interest of large companies in the industry developments.
- Additionally, more and more people are now being openly expressive and opting for careers in creative fields indicating massive opportunities for all.

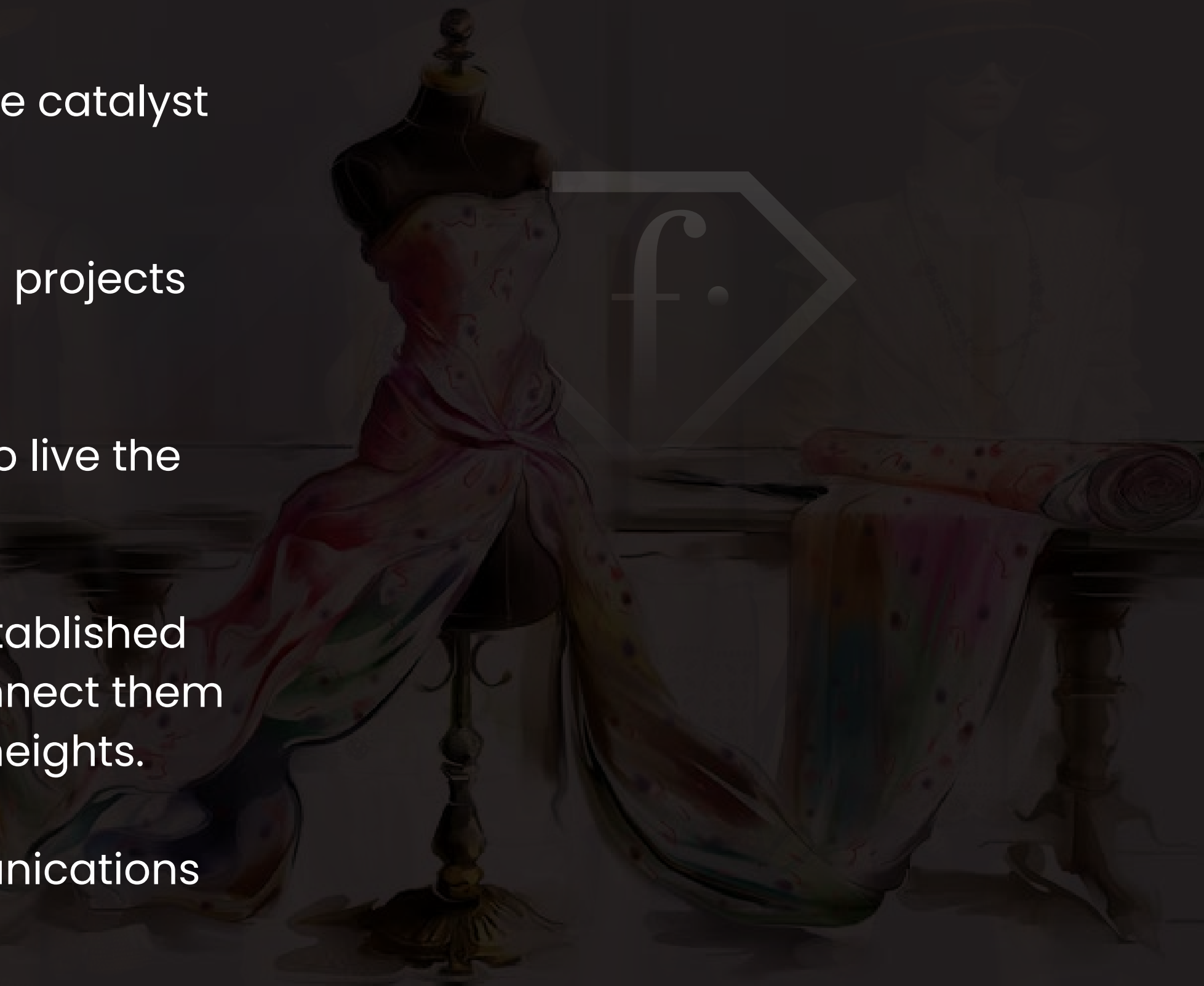


f.dancers



F-TALENT AGENCY

- Globally, FashionTV is considered to be the herald of spotting talent and the catalyst of millions of careers to take off.
- F-Talent Agency is yet another peerless addition to it's many transcending projects throughout the country.
- A liaison for crackerjack artists and the topmost employers of the nation to live the dream they've always dreamt of.
- F Talent Agency fosters young artists or bolsters the fortunes of already established ones in the industry by offering them with abundant opportunities and connect them with remarkable entities that would help them flourish and reach greater heights.
- Moreover, F Talent Agency also handles all the major proceedings, communications and dealings at our autogenous production house, shoots, talent casting, endorsements and events.



F - TALENT AGENCY PHILOSOPHY

Vision

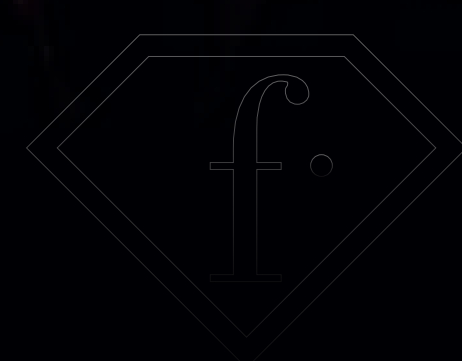
FashionTV's goal is to honour and acknowledge the achievers from every creative sector, and to provide them with the exposure and opportunities they deserve.

Mission

To bring together the best employers and organisations in the country with the top talents and turn their dreams into a reality.

Aim

Our aim is to be India's one of a kind entity that offers emerging talents a huge exposure and assist them in advancing their careers to unfathomable lengths.



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WHY FRANCHISE WITH FTV ?

Aside from 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.

FASHIONTV

SOME FASHIONTV KEY FACTS

- Viewed on 10 million public TV sets.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- The fashionTV.com has an average 500,000 monthly visits.
- The video platform DailyMotion has an average of 500,000 monthly views.

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USP OF FASHIONTV

- Massive Profits
- 360 degree support
- Brand Equity Leverage
- Strong Industry Linkages
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions



USP OF FASHIONTV

8K VIDEO WALL FASHION SHOWS AND VJ DURING THE EVENT.

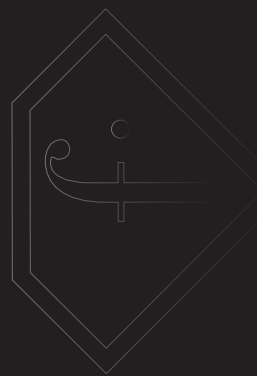
- Projections of FashionTV shows by top designers.
- 3D FashionTV “floor”, stunning luxury fashion animations.
- Live FashionTV channel with shows from across the globe.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.
- FashionTV unique diamond inspired design.
- FashionTV upholstery, stage design, FashionTV banners, FashionTV podium, FashionTV ramp, FashionTV lighting, FashionTV stalls, FashionTV flyers/printouts

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).



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USP OF FASHIONTV

FashionTV proprietary products.

FTV branded merchandise:

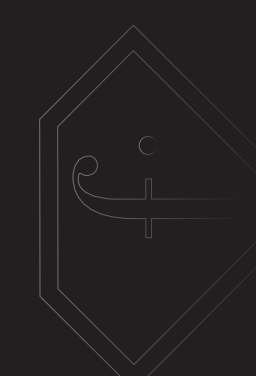
- FashionTV beverages
- FashionTV apparels
- FashionTV lingerie
- FashionTV cosmetics
- FashionTV accessories
- FashionTV art jewellery
- FashionTV eyewear
- FashionTV footwear
- FashionTV bags

AND MORE!!

WAR OF DJs



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SOCIAL MEDIA STATISTICS

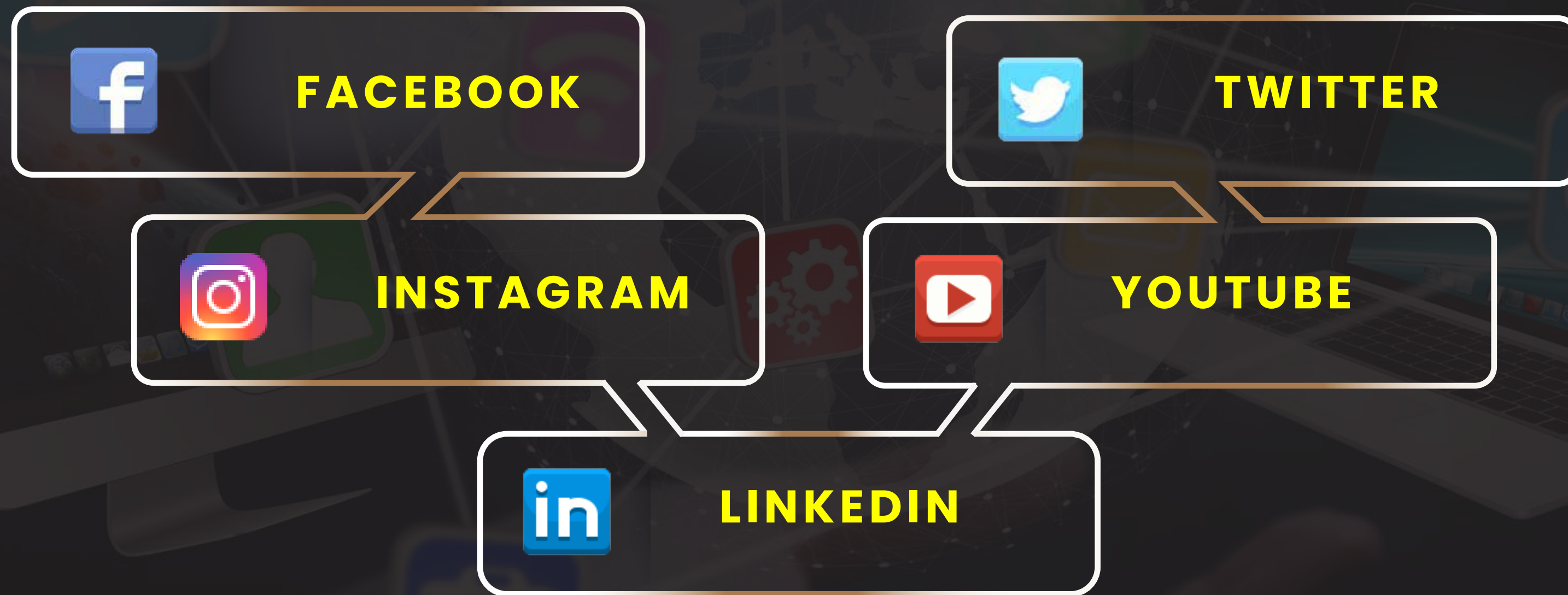
- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)

MORE THAN 300 NEW STORIES PER DAY!

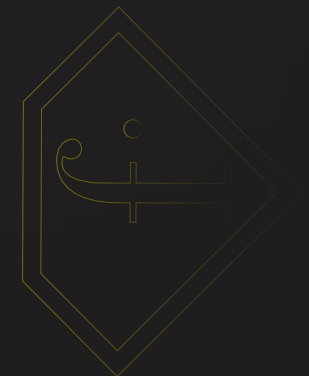
- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over 300K and 125K is organic reach.

Due to FashionTV 's brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.

SOCIAL MEDIA MARKETING



fashionontv



SOCIAL ENGAGEMENTS



INSTAGRAM UPLOADS



FACEBOOK CHECK-INS



TWITTER POSTINGS



LINKEDIN POSTS



FACEBOOK UPLOADS



YOUTUBE VIDEOS

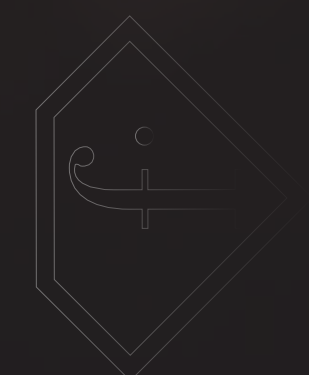


INSTAGRAM CHECK-INS



GOOGLE ADS

www.fashionontv.com



SPONSORED LOCAL LISTINGS

- Facebook local
- Google local
- GPS location based ADs
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video boost



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FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-Opening Support:

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **DIAMOND** Inspired Designs (Walls, Ceilings, Furniture, etc.)
- Staff Recruitment.
- FashionTV Proprietary Products Supply.
- Other Products and Vendor Tie-ups.
- **STRATEGIC** Planning.
- Staff extensive Training and execution.
- FashionTV Billing & Security Platform.



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

F-TALENT AGENCY FRANCHISE BASIC REQUIREMENTS

- **LOCATION**

F-Talent Agency Franchises will be located in prime and buzz-worthy areas throughout all major metropolitan cities, making them easily accessible to the masses.

- **STRONG FINANCIAL BACKINGS**

All franchises purchasing the F-Talent Agency must be able to show strong financial backings to ensure the success of the business.

- **FRANCHISE INDUSTRY ATTRACTION**

All franchises must have a genuine passion and expertise of the targeted industry, as well as a strong drive to hone and inspire the nation's extraordinary talent.

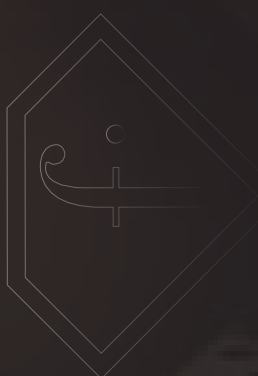
- **STRONG DESIRE TO BE MORE** Rich, Famous & Successful.

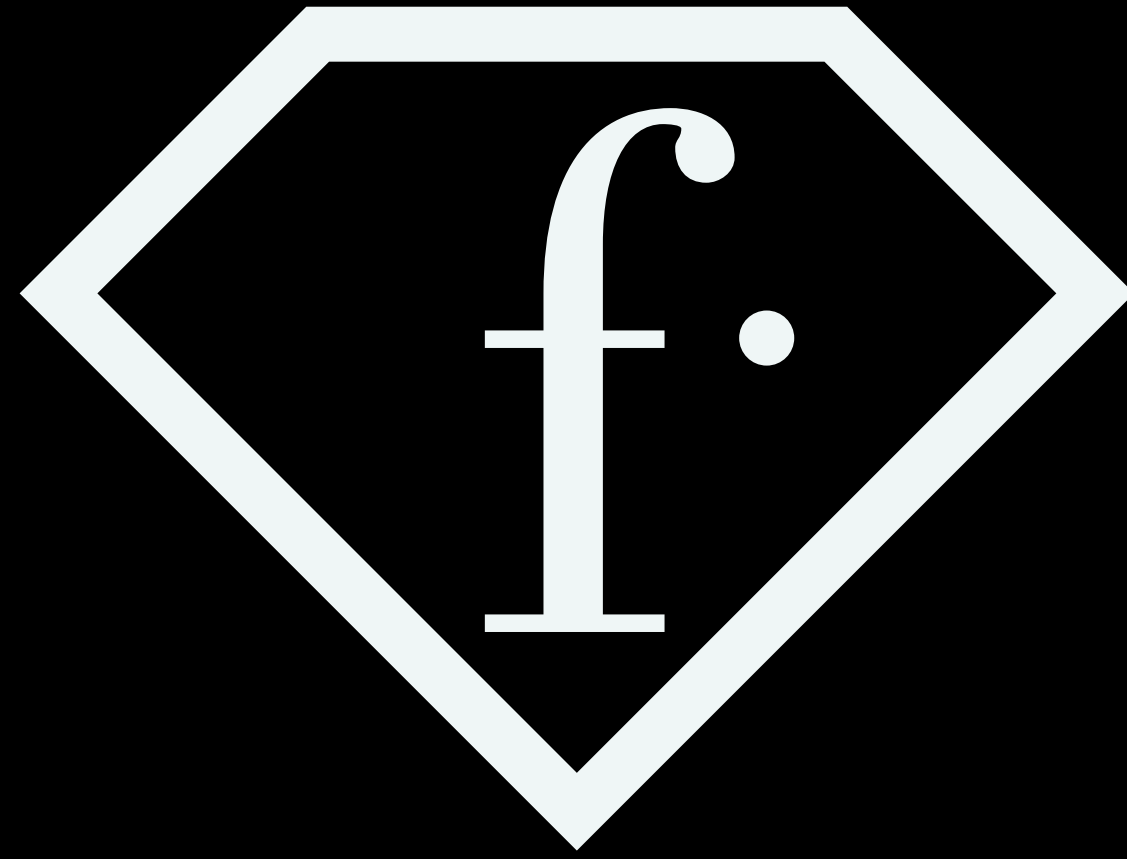
F-TALENT AGENCY FRANCHISE FINANCIALS

Franchise Fee 50 Lakhs + GST

MANUFACTURING COSTS : ON ACTUALS

www.joinus.fashiontv





F - TALENT