



F·BAR

BY FASHION TV



Enhancing the elegance of your bar with a

LUXURIOUS TWIST



FTV a platform to elevate your bar standard

FashionTV (FTV) is a luxury media house with a global presence in over 196 countries and has an expanding audience of over 2 billion.

Leveraging our 27 years of legacy and expertise in the fashion and business world, we present a franchise opportunity to transform your bar business to the next level and make it the premium entertainment destination for partygoers.





Catering Luxury and Grandeur since 1997





VISION

To bring India at par with international tavern industry standards & transform the country into a leading entertainment destination.

MISSION

To set up FTV Bars across the nation that set the touchstone for the rest of the industry for its extravagance and furor.

AIM

To create India's most happening and exhilarating chain of bars with electrifying events, music and services that matches the needs of the elites.



F BAR Outlets Across India

Operational

- F Bar Jamshedpur
- F Bar & Lounge Noida
- F Cafe & Bar Madhapur Hyderabad
- F Bar Pusa Road Delhi

Up Coming

- F Bar Chennai
- F Bar Coimbatore
- F Bar Noida
- F Bar Mohali



Market Statics

The India pub, bar, café and lounge (PBCL) market is expected to exhibit a growth rate (CAGR) of 11.5% during 2024-2032.



Market Share

- Café, Lounge, Pub
- Bar



FashionTV Franchise

With our vast experience and enduring legacy, we've devised an innovation to serve as the hallmark for businesses seeking to boost their business and customer traffic through integrating a company's business model, brand name and the product for a specific time with some partnership fees in return.

As FTV has already solidified its mark in the market and garnered a dedicated customer base, the F Franchise serves as the gateway to your business success.



Introducing FTV's Bar Franchise opportunity

As a premier brand, F Franchise presents an opportunity to bar businesses to enhance their reach and revenue. Whether it's a party or a casual get-together, let your bar become the preferred choice of the discerning clientele.

Let's join forces and create a bar that seamlessly blends contemporary art with an ambience that offers a feast for the senses, featuring dazzling decor, a diverse range of cuisines, exotic beverage offerings, and top-notch entertainment.





Bar Industry In India

Bars have always appealed to the younger crowds and early to mid 30s demographics which suggests the need for living a high and exciting life inclusive of great food, ambience, music and variety of liquors.

The Indian Pub and Bars market has reached a value of over US 2.4 Billion Dollars in 2020.

The IMARC Group expects the market to grow at a CAGR of 12.2% during the period of 2021-2026.

The bar industry's continuous growth is driving increased sales of alcohol products and beverages, a trend expected to continue in the years ahead.



Why You Should Franchise with FTV

We Prioritize Your Vision

We place your vision at the forefront, dedicated to realizing your business's potential and guiding it towards global recognition.

Comprehensive Business Support

Our comprehensive support covers pre-launch, launch, post-launch strategies, promotions, sales techniques, loyalty programs, social media marketing, cross-marketing, and strategic planning, ensuring business success and efficient deal.

Service Innovation Support

Our seasoned experts will guide you through innovating your services, ensuring successful outcomes, and providing invaluable market insights and new innovative ideas to set your place as a premium party destination.



Why You Should Franchise with FTV

Branding With FTV Logo

Collaborating with FTV elevates your brand image to elite status, ensuring global recognition. Embrace our iconic logo for enhanced brand loyalty and visibility through strategic promotional campaigns.

Credibility and Trust

Associating with a well-known brand can enhance the credibility and trustworthiness of a product or service in the eyes of consumers, leading to increased sales and customer loyalty.

Digital Marketing

Boost brand distinctiveness and engage your target audience with our compelling marketing campaigns, Google and website listings and expert social media marketing across Instagram, Facebook, LinkedIn, and Twitter.

A woman with curly hair is pouring whiskey from a glass pitcher into a snifter glass. The scene is dimly lit, with a large, semi-transparent 'f.' logo overlaid in the center. The text 'Comprehensive Digital Marketing Strategy' is written in white over the logo.

Comprehensive Digital Marketing Strategy

FashionTV (FTV) stands as the LARGEST Fashion Network globally,
offering numerous compelling reasons to franchise



fashiontv

Extensive Media Presence

12 Channels

24/7 fashion and lifestyle content.

25 Years

A legacy of success.

Cutting-Edge Technology

UHD 4K and 8K channels broadcasting 24/7.

Global Reach

Available 250+ global cable satellites.

Massive Audience

2 billion worldwide viewers, reaching 500+ million households in 196+ countries.



Robust Content Delivery

100+ Hours

New fashion and lifestyle content weekly.

High Visibility

Viewed on 10 million public TV sets.



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Digital and Social Media Footprint

Website Traffic

5 million monthly visits.

App Engagement

500K subscribers, 35K monthly installations.

Video Platform Views

500K monthly views on DailyMotion.

YouTube

65 million views, 90 million subscribers monthly.



Social Media Reach

Facebook

4.5 million likes,
12 million views.

Instagram

300K followers,
125K organic reach.

Content Production

300+ new stories
daily across Facebook,
Instagram, and Twitter.



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Marketing and Engagement

Dedicated Social Media

Handles on Facebook, Instagram, Twitter, YouTube, and LinkedIn.

Comprehensive Social Engagement

Regular uploads, postings, and check-ins across platforms.

Advertising

Local and GPS-based ads on Facebook, Instagram, Google, and YouTube.

SEO and SEM

Advanced marketing strategies with analytics and reporting for effective campaign management.

Franchising with FashionTV provides an unparalleled opportunity to leverage its vast network, cutting-edge technology, and extensive social media presence to drive success and growth.



Our 360 Degree Support

We have your back throughout your pre-production, launch, and post-launch.



Pre-launch support

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

Launch support

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

Post-launch support

- Business Planning & Operations
- Audits and Ideas
- Marketing
- Training
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing



Franchise Model

F Bar	Light	Regular	Luxury
Franchise Fees	30 Lacs + GST	50 Lacs + GST	60 Lacs + GST
Carpet Area	2000 Sq.ft	3500 Sq.ft	5000 Sq.ft
Total Investment	1.4 Cr	2.4 Cr	3.1 Cr
Royalty	10%	10%	10%
ROI	70%	74%	81%
Break Even	18 Months	15-18 Months	12-15 Months



Franchise Basic Requirements

Location

FTV Bars must be located in prime locations in upscale residential, business and commercial centres across all the major metropolises in the nation.

Strong Financial Backings

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

Franchise Industry Attraction.

All franchises must have attractions and likings towards the Nightlife Industry along with profound knowledge and expertise of the make and take of the business.

Strong Desire to be more

Rich, Famous & Successful.



FTV's Exceptional Offerings

- Fashion TV proprietary products
 - FTV branded merchandise
 - FashionTV apparels
 - Fashion TV accessories
 - FashionTV personal care
 - Fashion TV white goods
- And more!



f. Thank You

For making it to the end of this presentation and to
the beginning of a dynamic partnership.