

BREWERY

BREWERIES IN INDIA

Indians are shifting to an ultra-modern lifestyle and this lifestyle that has accelerated the growth of premium breweries in recent times.

There is a huge scope for profits for the brewery in a booming market like India as there continues to be a dire need of premium, luxurious breweries for this niche section of the society.

It is predicted that the beer industry would reach 2,025.9 m litres in 2024, thus representing a volume of CAGR 0.8 percent since 2020, according to the Mintel Beer Report for India, 2020.

The strong beer industry has been doing extremely well with a market share of 82 percent with the craft beer industry in India and internationally doing no less, with a CAGR of 304 percent (2014-2018) in India.



FTV BREWERIES

FTV Brewery is a premium beer bar curating an extensive range of beers on tap along with our experimental brews that will blow you away.

We produce craft beer at our inhouse brewery with cherry-picked ingredients and real malts for a high-quality drink resulting in more complex and delectable flavours.

FTV Brewery offers a vast collection of sweet and fruity ales, lagers typically boasting of a cleaner, crisper taste with a smooth finish and several more which then evolve into a specific style based on added ingredients like hops or malts, and flavours like caramel, citrus or fruity.

FTV Brewery is a fashionable leisure place to unwind and sip on FTV signature brews while de-stressing the burdens of this fast paced life.

PHILOSOPHY

VISION

To bring India at par with international standards & transforming the country into a leading destination for craft beers.

MISSION

To bring India at par with international standards & transforming the country into a leading destination for craft beers.

AIM

FashionTV aims to serve our customers nothing but the best and enable them to have a spectacular time each time they visit us through synergy, brilliance and gastronomical genius.



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.

25 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 196+ COUNTRIES.

Reaching 500 Million + Households.



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.



USP OF FASHIONTV

Massive Profits

360 degree support

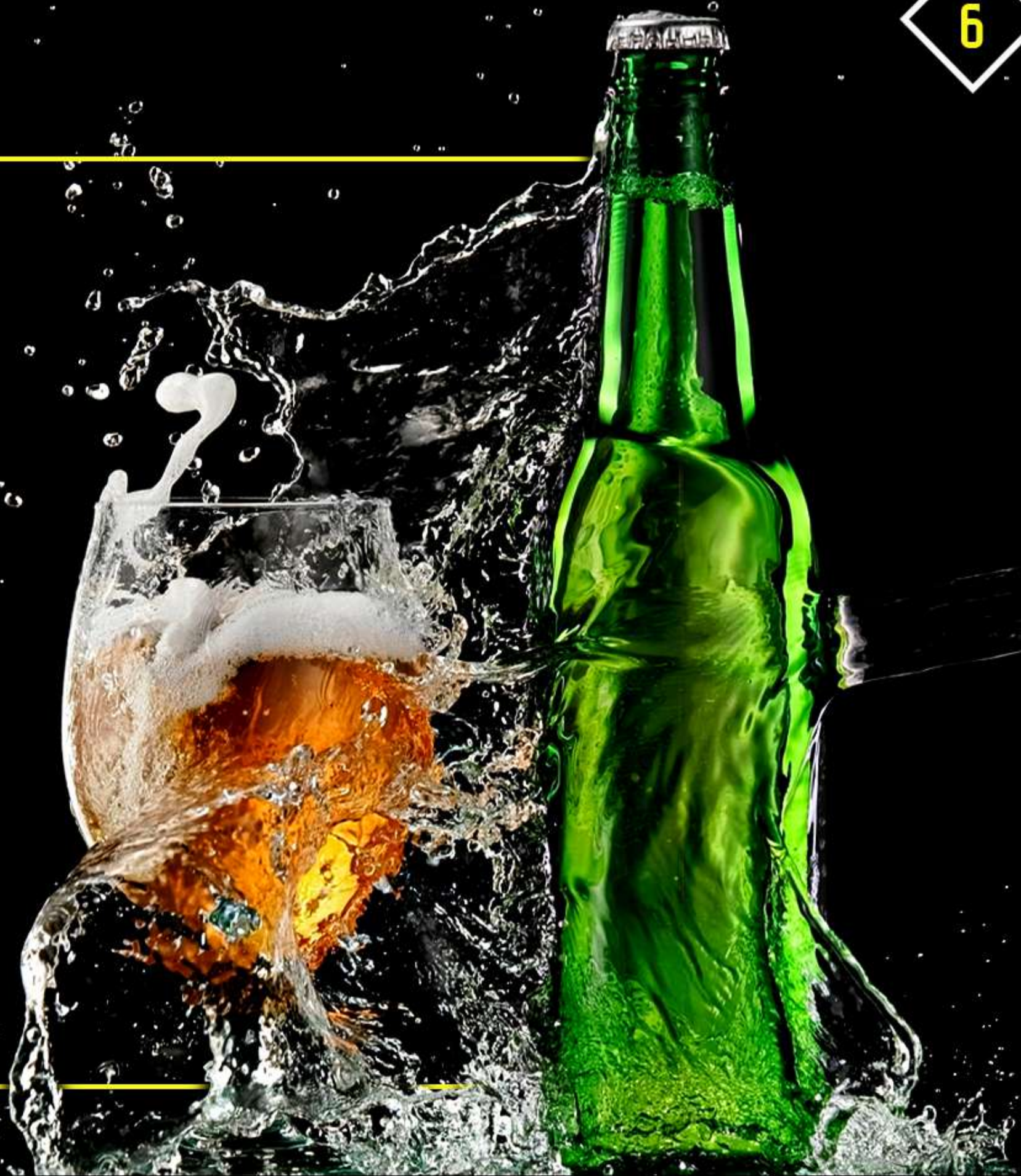
Brand Equity Leverage

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).

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!!**

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

Dedicated social media marketing handles



SOCIAL ENGAGEMENTS

Instagram uploads

Twitter postings

Facebook uploads

Instagram check-ins

marketing handles

Facebook check-ins

LinkedIn posts

Youtube videos

Google ads

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

FASHIONTV 360 DEGREE 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
Staff extensive training and execution.

Post-opening support

Audits and Ideas
Promotional offers
FashionTV sponsorship opportunities
Google and website listing

Launch support:

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

BENEFITS

Association with the World's LARGEST Fashion and lifestyle media Brand with a strong presence in 196+ countries and 2 billion viewers worldwide.

Great Business Opportunity with GREATER Returns.

Develop a huge fruitful circle of a business network.

Become a leader in fashion and lifestyle industries in your city cream society.

Get to be the next VIP jet setter being on the VIP list of every exhilarating event in your city.

Become a respected player in the industry and be seen and surrounded with the elite of your City.

Get to use the FTV visiting card as your power currency.

FRANCHISE BASIC REQUIREMENTS

AAA LOCATION

FTV Breweries should be located in all the metropolitan cities of the nation where the masses lean towards a lifestyle of comfort, luxury and entertainment.

STRONG FINANCIAL BACKINGS

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

FRANCHISE INDUSTRY ATTRACTION

All affiliates must have attractions and likings towards the desired industry with a zeal to learn, explore and strive to succeed.

STRONG DESIRE TO BE MORE

Get rich, famous and successful.

FRANCHISE FINANCIAL

F BREWERY	LUXURY
Franchise Fees	70 lacs+GST
Carpet Area	8000
Total Investment	8.8Cr
Royalty	10%
ROI	80%
Break Even	18 Months



BREWERY