

The Home of *fashion*

ftv cafe



INDUSTRY OVERVIEW

- The global functioning food and beverage market size was **USD 258.80 billion in 2020**. The global impact of the COVID-19 pandemic has been unprecedented and staggering, with functional food and beverage industry witnessing a positive demand shock across all regions amid the pandemic.
- Based on our analysis, the market exhibited an **impressive growth of 11.0% in 2020**. The market is projected to **grow from USD 281.14 billion in 2021 to USD 529.66 billion in 2021-2028 period**.
- The rise in CAGR is attributable to this markets' demand and growth **returning to pre-pandemic levels and even exceeding** a great deal once the contagion ends along with **driving factors** such as **growing disposable income** leading to **increased indulgence in leisure activities** among consumers.

FASHIONTV

- **FashionTV, the World's Largest Fashion and Lifestyle Media**, founded in 1997 and has now been thriving for over two decades.
- Welcome to a whole different realm where fashion, glamour, and an opulent way of life embellishes the world. FashionTV has nurtured fashion into a global phenomenon. A space that inspires and adorns fashion enthusiasts with the power of media.
- Moreover, to further the brand's purpose, FashionTV is now collaborating with aspiring entrepreneurs to launch **multiple franchise businesses in beauty, fashion, retail, F&B, and education** to achieve mutual business goals.
- Apart from franchising business, we have ventured into multiple business segments like- **Licensing, Events, Media, Concepts, and City Partnership**, creating optimum opportunities for the new talent in the country.

FTV CAFE

- FashionTV has been known to refine lifestyles across the globe through its desire to let the masses have a taste of the brand by having them indulge in an **awe-inspiring experience of style, luxury and gastronomical genius** along with **extravagance** designed to spoil them.
- FTV Cafe offers its consumers a place to **relax, relish, and rejuvenate**; making it the perfect place for friendly meetups, closing a business deal, or simply enjoying your own company in a serene yet lively ambiance with gorgeous state-of-the-art architectural designs.
- Whatever your palate may be, we have it all, offering a **large assortment of our signature beverages** along with sumptuous food from diverse cuisines, prepared by skilled professionals that you will savor long only at FTV Cafe.

FTV CAFE PHILOSOPHY

- **VISION**

To transfigure the landscape of the cafe industry in India by offering unparalleled blends of our signature coffee and beverages along with top notch services.

- **MISSION**

Nurture, catalyze and concoct the world's ultimate cafe experience that is in sync with the world's largest fashion and lifestyle media brand.

- **AIM**

To establish the most contemporary and distinguished Cafe brand which redefines the industry's yardstick in the country.



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 EVERY WEEK.
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 FRANCIHISE 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.
9. FASHIONTV BILLING & SECURITY PLAT-

LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotion
4. Cross Marketing.

POST OPENING SUPPORT

1. SALES INCREMENTAL STRATEGIES.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty MEMBERSHIP programs.
5. 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
- ENDORING THE BRAND FROM ACROSS THE GLOBE.

USPS OF FASHIONTV

FashionTV Proprietary PRODUCTS

FTV branded Merchandise :-

FTV BRANDED MERCHANDISE LIKE:-

FASHIONTV COFFEE MUGS

FASHIONTV PHOTO FRAMES

FASHIONTV WATER

FASHIONTV ENERGY DRINKS

FASHIONTV BEVERAGES

FASHIONTV COFFEES

FASHIONTV CHOCOLATES

USPS OF FASHIONTV

FashionTV unique DIAMOND inspired design.

FASHIONTV CROCKERY

FASHIONTV SILVERWARE / GLASSWARE

FASHIONTV CEILINGS AND WALLS

FASHIONTV SERVING OPTIONS

FASHIONTV UPHOLSTERY AND TABLES

FASHIONTV FLYERS / PRINTOUTS



USP'S OF FASHIONTV

SPECIAL EVENTS AND FASHION SHOWS
A FASHION RUNWAY AIS ALWAYS PLACED IN EVERY
LUXURY FASHIONTV FRANCHISE VERTICAL.
LOCAL DESIGNER FASHION SHOWS
F – BEVERAGES PROMOTIONAL SHOWS
SPECIAL EVENTS OTHER PRODUCTS PROMOTIONAL
SHOW.

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 ADs

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 BASED AD
- FACEBOOK ADS POST AND LIKES CAMPAIGN
- GOOGLE ADS WORDS CAMPAIGN
- INSTAGRAM AD AND LIKES
- SEO MARKETING
- SEM MARKETING
- ANALYTICS AND REPORTS

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 FRANCHISE FINANCIALS

MODULE	LITE	REGULAR	LUXURY
FRANCHISING FEE	RS. 15 LACS	RS. 25 LACS	RS. 35 LACS
AREA UPTO	UPTO 1000 SQ.FT	UPTO 1500 SQ.FT	2500+ SQ.FT
OUTLET SETUP	RS. 40 LACS	RS. 60 LACS	RS. 1 CR
ROYALTY	10%	10%	10%
ROI	2 YEARS	2 YEARS	2 YEARS

FASHIONTV CAFÉ MENU CONSISTS OF

AMAZING AND WIDE RANGE OF COFFEE AND TEA

HUGE RANGE COOLERS (MILKSHAKES, FRESH JUICE
SMOOTHIES, MOCKTAILS, INDIAN DELIGHT)

SOUP, SALADS, APPETIZERS

ENTREE (VEG / NON-VEG) (CHINESE, JAPANESE, LEBANESE, ITALIAN
MEXICAN, SPANISH, FRENCH, ENGLISH, AMERICAN)

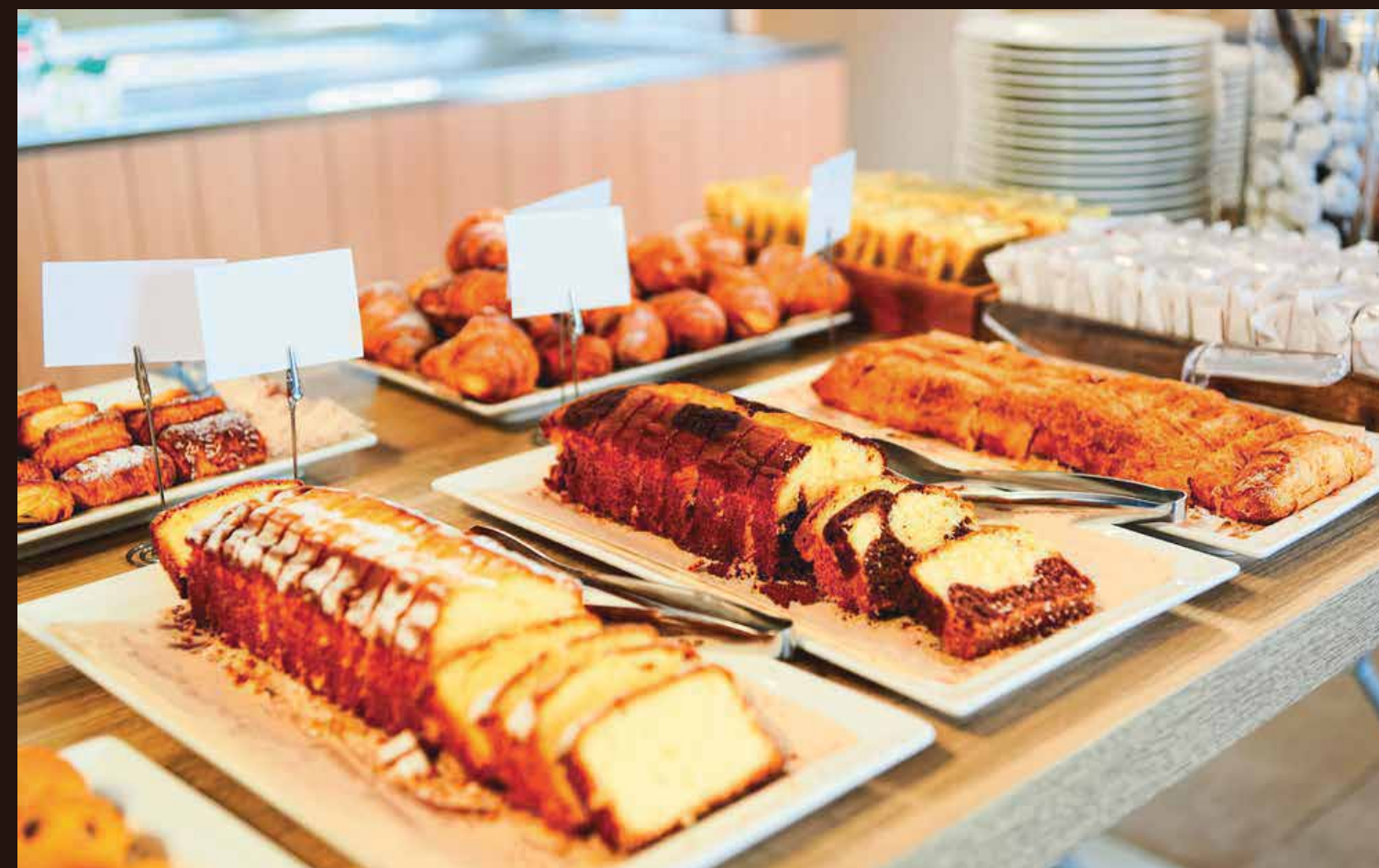
MAINS (VEG / NON-VEG) (CHINESE, JAPANESE, LEBANESE, ITALIAN
MEXICAN, SPANISH, FRENCH, ENGLISH, AMERICAN)

UNIQUE PLATTERS SPECIALS (CUSTOMIZED TOUCH OF LOCAL CUISINE)

SWEET TOOTH (PANCAKES, WAFFLE, BROWNIES, ICE-CREAM, ETC)

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

Email ID - franchise@ftv.ind.in