

 fashiontv

FashionTV Lounge

The Home of *fashion*

LOUNGE



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The Home of *fashion*

LOUNGE IN INDIA

India is witnessing rapid growth in the food and beverage industry. There is a huge scope in the lounge sector with a booming economy like India as the niche customer segment of the PBCL industry are always in the search of high end, luxurious lounges to experience the:-

- Luxurious nightlife
- Socialize
- Spend some quality time



LOUNGES IN INDIA

india is one of the fastest-growing economies in the world.

india pbcl (pubs, bar, club, and lounges) market is expected to grow at a rate:-

cagr of 11.7% during the forecast period of 2017 to 2022.

the market is anticipated to reach usd 1.55 billion by the end of the forecast period owing to:-

high disposable income

exposure to **media**

greater availability and penetration of a variety of consumer goods.



FTV LOUNGE

Ftv lounge is a luxurious bar lounge introduced by the world's **largest fashion media house**, fashiontv. with ftv lounge, fashiontv aspires to bestow a top-class, lavish bar lounge experience for the people of india. ftv lounge is always the talk of the town when it comes to the luxurious lounges with a top-notch experience.

Ftv lounge is a work of art in itself. studded with features which ooze the luxury in every bit every ftv lounge:-

- **With lavish interiors**
- **Delectable food**
- **Top-notch beverage selection**

Fashiontv established ftv lounge across the globe. every ftv lounge venue brings the best of international style, extravagance, and flamboyance to your city.



FTV LOUNGE PHILOSOPHY



VISION

To bring india at par with international bar lounge standards & transforming the country into a leading evening entertainment destination.



MISION

To create a lounge experience that oozes luxury and sophistication from every inch of the space.



AIM

To create india's most influential and fashionable lounge brand which sets the benchmark for the rest of the industry.



WHY FRANCHISE WITH FTV??

- 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.



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

- Sales Incremental Strategies.audits.
- Promotional Offers.
- Fashiontv Loyalty **Membership** Programs.
- Googleand Website Listing.

USP OF FASHIONTV

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



USP'S OF FASHIONTV

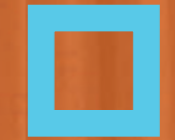
8k video wall fashion shows and vj during the event.

- Projections of fashiontv shows by top designers.
- 3d fashiontv “floor”, stunning luxury fashion animations.
- Live fashiontv channel with shows 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 proucts (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 MARKETING

Dedicated Social Media Marketing Handles:

 **FACEBOOK**

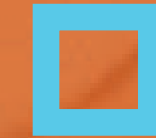
 **LINKEDIN**

 **INSTAGRAM**

 **YOUTUBE**

 **TWITTER**

FRANCHISE BASIC REQUIREMENTS:-



1. AAA LOCATION.

Fashiontv / ftv lounge 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

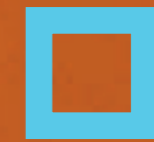
□ FINANCIALS

F LOUNGE	LITE	REGULAR	LUXURY
FRANCHISE FEE	60Lacs+GST	75Lacs+GST	90Lacs+GST
CARPET AREA	6000	7500	12000
Total Investment	3.4Cr	4.5Cr	7Cr
Royalty	10%	10%	10%
ROI	70%	74%	80%
Break Even	18 Months	15-18 Months	12-15 Months

FASHIONTV LOUNGE MENU CONSISTS OF

- Amazing And Wide Range Of International Liquor Brands
- (Whiskeys, Single Malts, Vodka, Gin, Rum, Tequila, Martini, Wine, Beer, Etc)
- Selected Range Of Premium Imfl
- Classic, Exotic And Exquisite Range Of Cocktails
- Wide Range Of Refreshing Mocktails
- Salads
- Appetizers
- Entree (Veg / Non-veg) (Chinese, Japanese, Lebanese, Italian, Mexican, Spanish, French, English, American)
- Unique Platters
- Specials (Customized Touch Of Local Cuisine)
- Sweet Tooth (Brownies, Ice-cream, Etc)

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.

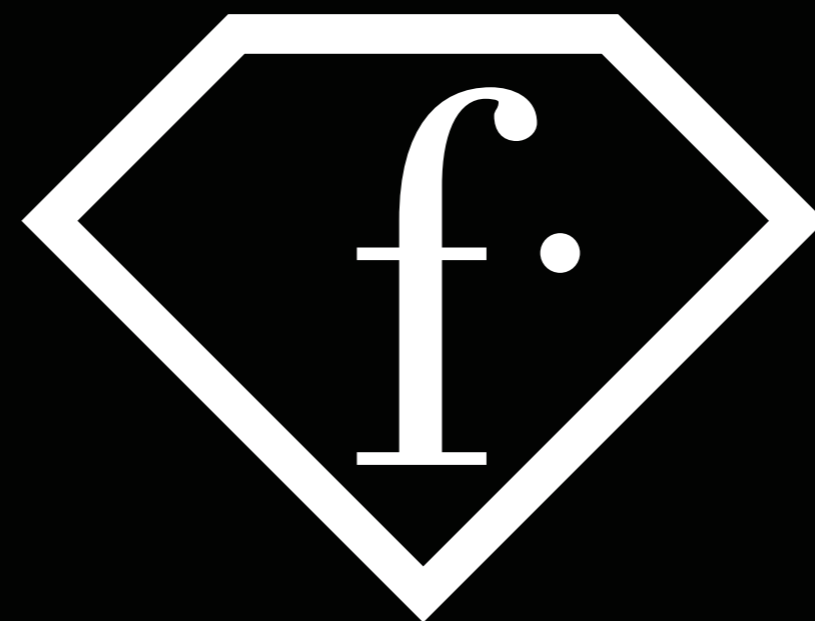
If You Find The:-

1. Basic Brand Requirements
2. Fashiontv Facts
3. Brand Support

Exciting And Interesting Enough To Partner And Associate With Us, Then For Further Information And Discussion Please Call /message/email Us.

Email Id - Franchise@ftv.ind.in





LOUNGE