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FASHIONTV Nite Club
The Home of *fashion*

NITE CLUB

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NITE CLUB

CLUB AND RESTAURANTS TOGETHER ACCOUNT FOR A MAJORITY OF 73% OF INDIA'S FOOD AND BEVERAGE SERVICE INDUSTRY.

INDIANS ARE SHIFTING TO AN ULTRA-MODERN LIFESTYLE AND THEY ARE ALWAYS LOOKING FOR **TOP CLASS** NIGHT CLUBS.

THE NIGHTLIFE INDUSTRY IN INDIA IS ONE OF THE LARGEST **REVENUE** GENERATORS IN THE SERVICE SECTOR. INDIA IS WITNESSING A GROWTH IN NUMBERS OF BARS AND NIGHT CLUBS.



NITE CLUB IN INDIA

- THE RISING IT AND **BPO** INDUSTRY IN INDIA
- RISING DISPOSABLE INCOME IN THE HANDS OF THE YOUNGER GENERATION
- CHANGING LIFESTYLE
- EXPOSURE TO THE GLOBAL CULTURE

THESE ARE A FEW OF THE THINGS THAT PLAYED A GREAT ROLE IN THE **RAPID** GROWTH OF NIGHT CLUBS IN INDIA.

THE NIGHTLIFE SECTOR COMES UNDER THE HOSPITALITY INDUSTRY. THE BARS AND NIGHT CLUBS RECORDED A COMBINED GROWTH OF 23% BETWEEN THE YEARS 2015 TO 2017

FTV NITE CLUB

FASHIONTV ALWAYS SET'S ITS EYES OF **ACHIEVING** THE BEST IN CLASS LUXURY, NO MATTER WHICH FIELD IT IS FUELLED BY THIS DETERMINATION, FASHIONTV LAUNCHED FTV NITE CLUBS TO **BESTOW** AN UNFORESEEN, GRAND NIGHTLIFE EXPERIENCE TO PEOPLE ACROSS THE WORLD. FTV NITE CLUB IS A FASHIONABLE LEISURE PLACE TO **UNWIND**, RELAX, AND SOCIALIZE WITH NEW PEOPLE.

FTV NITE CLUB IS A GRAND NIGHT CLUB, **SPANGLED** WITH LUXURY

DEVOTED TO LUXURY, FTV NITE CLUB BESTOWS A LAVISH EXPERIENCE AS FOLLOWS:-

GRAND AMBIENCE WHICH **OOZES** LUXURY

A VARIETY OF BRANDED DRINKS & SAVOURY APPETIZERS

GLITZY PARTY VIBES

WIDE DANCE FLOORS

GROOVY LIVE MUSIC BY TALENTED DJS

AESTHETIC INTERIORS

A PERFECT PLACE FOR MEETUPS, DRINKS, AND DANCE



FTV NITE

CLUB PHILOSOPHY

VISION

TO BE THE ULTIMATE GETAWAY THAT THE PATRONS CRAVE FOR, FROM THE HOUSE OF THE LARGEST FASHION BRAND IN THE WORLD.

MISSION

TO CREATE AN UNPARALLELED NIGHTLIFE EXPERIENCE TO BE THE MOST SOUGHT AFTER DESTINATION TO PARTY.

AIM

TO CREATE INDIA'S MOST INFLUENTIAL AND FASHIONABLE CLUB BRAND WHICH SETS THE BENCHMARK FOR THE REST OF THE INDUSTRY



WHY FRANCHISE FTV ?

FASHIONTV /FTV IS THE WORLD'S LARGEST FASHION NETWORK !!!

SOME FASHIONTV **KEY FACTS**:-

- * 12 CHANNELS OF 24 HRS DEDICATED TO FASHION & LIFESTYLE CHANNELS.
- * **23 YEARS** OF EXISTENCE.
- * 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

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SOME FASHION TV KEY FACTS :-

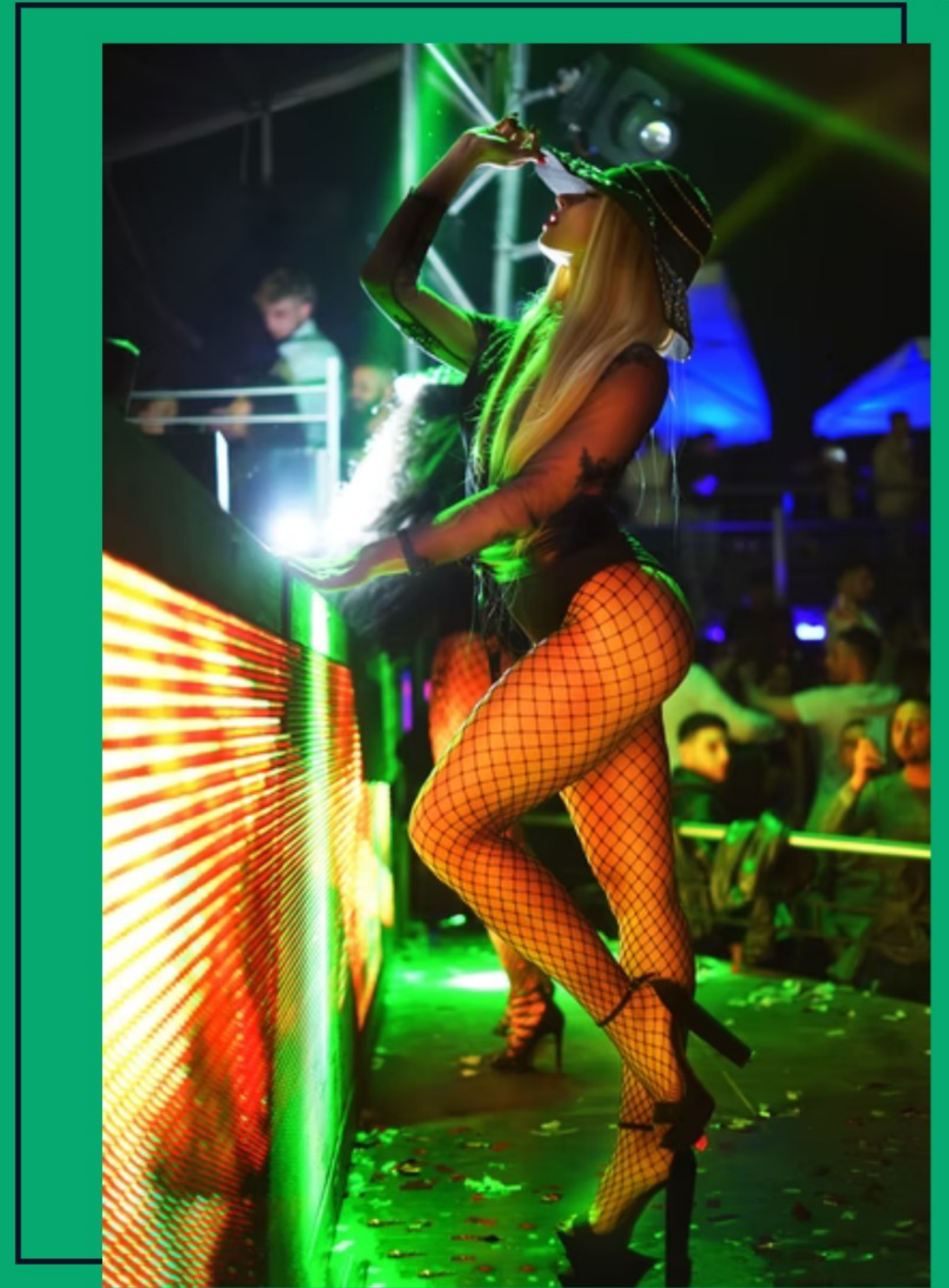
- * Viewed On **10 Million** Public Tv Sets In Public Places.
- * 5m Website Hits Per Month.
- * Fashiontv App Gets **500K SUBSCRIBERS** & 35k Installation Per Month.
- * Fashiontv Youtube Channel Has 65m Views
- * Fashiontv Youtube Channel Has 90m Viewership Per Month.
- * 4.5m Plus Likes On Facebook.
- * 12m Views Per Week.
- * **300k Followers** On Instagram
- * 125k Organic Reach Per Month.

Backed With The Most Viewed, Proven And Stable **High-end** Luxury Fashion And Lifestyle Media House

www.fashiontv.com

FASHION 360 DEGREE FRANCHISE SUPPORT

1. LOCATION ANALYSIS AND APPROVAL
2. ARCHITECT, DESIGN, LAYOUT, ETC.
3. DIAMOND INSPIRED DESIGN (WALLS, CEILINGS, FURNITURE, ETC)
4. STAFF RECRUITMENT
5. FASHION PROPRIETARY PRODUCTS SUPPLY.
6. OTHER PRODUCTS AND VENDOR TIE-UPS.
7. STRATEGIC PLANNING
8. STAFF EXECUTIVE TRAINING AND EXECUTION
9. FASHION TV BILLING AND SECURITY PLATFORM



LAUNCH SUPPORT :

1. PLANNING AND EXECUTION.
2. LAUNCH PLAN IN SMM AND PR.
3. **PROMOTIONS.**
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.



USP OF FASHIONTV

8K VIDEO WALL FASHION SHOW AND VJ

- * PROJECTIONS OF FASHIONTV SHOWN BY **TOP DESIGNERS**.
- * 3D FASHIONTV "FLOOR" STUNNING LUXURY FASHION ANIMATION
- * LIVE FASHION TV CHANNEL WITH FASHION TV
- * SHOWS FROM ACROSS THE GLOBE
- * CONTINUOUS FLOW OF LIVE FASHION TV FROM VARIOUS **FASHION HUBS**
- * PROMOTIONAL VIDEOS OF FASHIONTV PARTIES FROM ACROSS THE GLOBE
- * AVAILABLE ON 250 GLOBAL CABLE SATELLITES.
- * PROMOTIONAL CONTENT THROUGH **CELEBRITIES**
- * ENDORSING BRAND FROM ACROSS THE GLOBE

USP OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV BRANDED MERCHANDISE LIKE:-

- FASHION TV BEER MUGS
- FASHION TV VODKA
- FASHION TV CHAMPAGNE
- FASHION TV BUBBLE WINE
- FASHION TV WATER
- FASHION TV ENERGY DRINK
- FASHION TV MANY OTHER BEVERAGES
- FASHION TV PHOTO FRAMES



USP 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 OF FASHION TV:

SPECIAL EVENTS AND FASHION SHOWS

A FASHION RUNWAY IS 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

 **INSTAGRAM**

 **FACEBOOK**

 **TWITTER**

 **YOUTUBE**

 **LINKEDIN**



SOCIAL ENGAGEMENT

**INSTAGRAM
UPLOADS**

**TWITTER
POSTINGS**

**FACEBOOK
UPLOADS**

**INSTAGRAM
CHECK-INS**

**FACEBOOK
CHECK-INS**

**LINKEDIN
POSTS**

**YOUTUBE
VIDEOS**

**GOOGLE
AD'S**

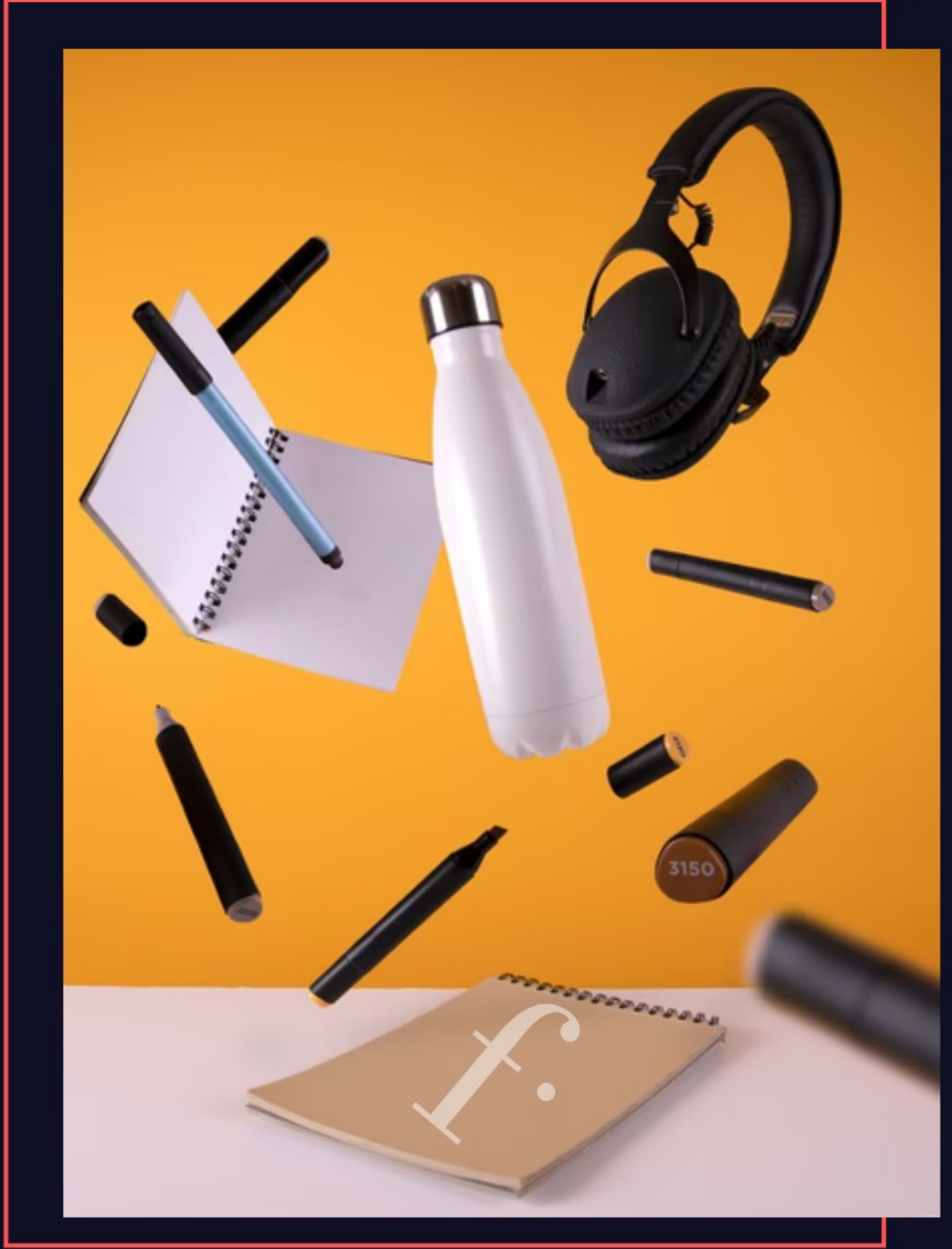
SOCIAL ENGAGEMENT STATISTICS

- 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



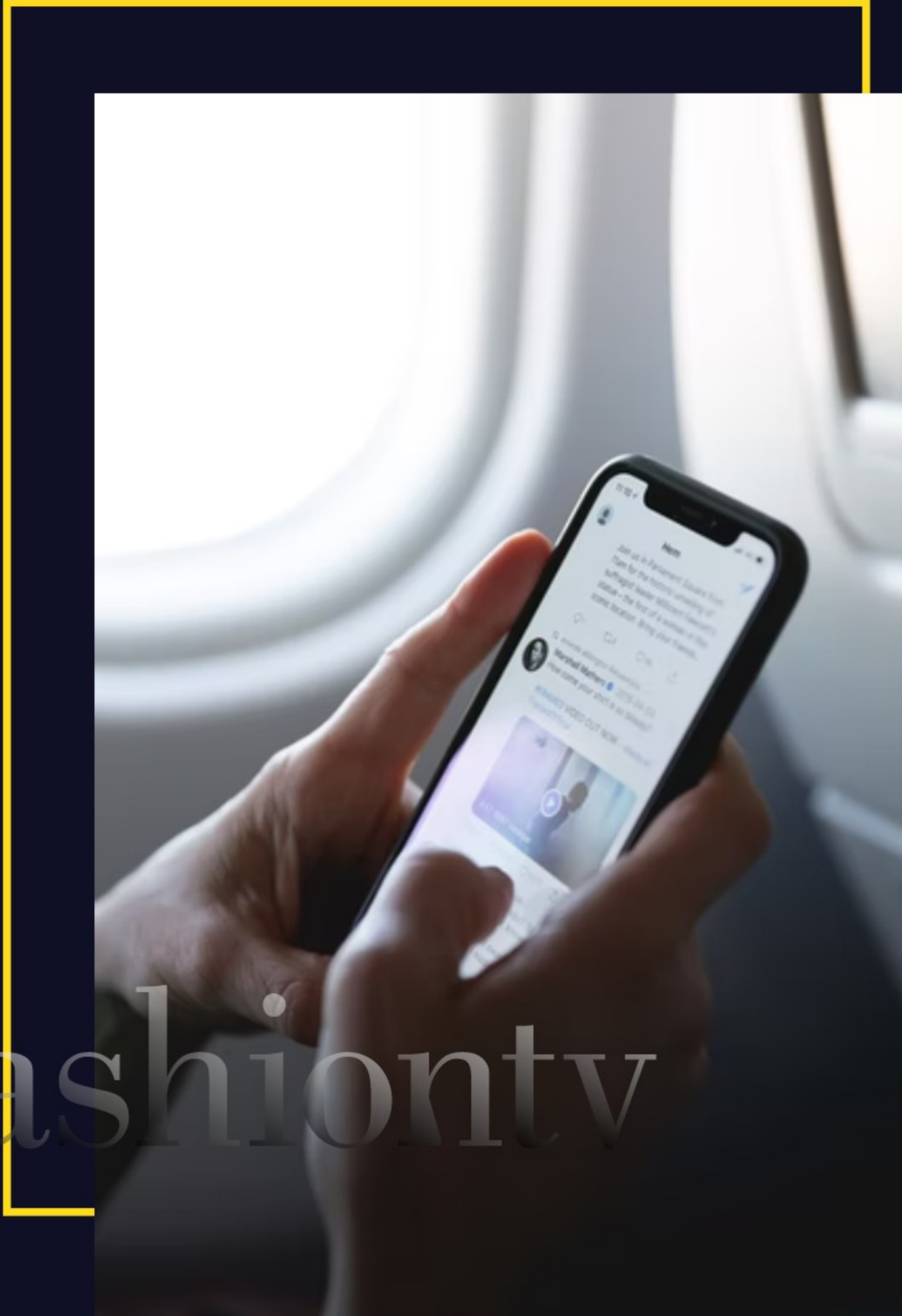
NEW MEDIA STATISTICS:

- **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 LISTING

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- FACEBOOK LOCAL
- GOOGLE LOCAL
- **GPS** BASED AD'S
- FACEBOOK ADS POST AND LIKE CAMPAIGNS
- GOOGLE ADS WORD CAMPAIGN
- INSTAGRAM AD AND LIKES
- SEO MARKETING
- SEM MARKETING
- **ANALYTICS** AND REPORTS
- YOUTUBE PROMOTIONS AND VIDEO BOOST



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FRANCHISE BASIC REQUIREMENTS

1. AAA LOCATION.

FASHIONTV / FTV NITE CLUB 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

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FASHIONTV FRANCHISE FINANCIALS:

REGULAR

AREA 7000 SQ FT

FRANCHISE FEES
40 LAKHS

INVESTMENT 5
CR ONWARDS

ROYALTY 10% ON
TOTAL SALES

LUXURY

AREA 12000
SQ FT

FRANCHISE FEES
60 LAKHS

INVESTMENT 8
CR ONWARDS

ROYALTY 10% ON
TOTAL SALES

FASHIONTV NITE CLUB 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

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FTV FRANCHISE **BENEFITS**

- ASSOCIATION WITH WORLD'S **LARGEST** FASHION BRAND
- GREAT BUSINESS OPPORTUNITY WITH **GREATER** RETURNS
- DEVELOP A HUGE FRUITFUL CIRCLE OF 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

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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

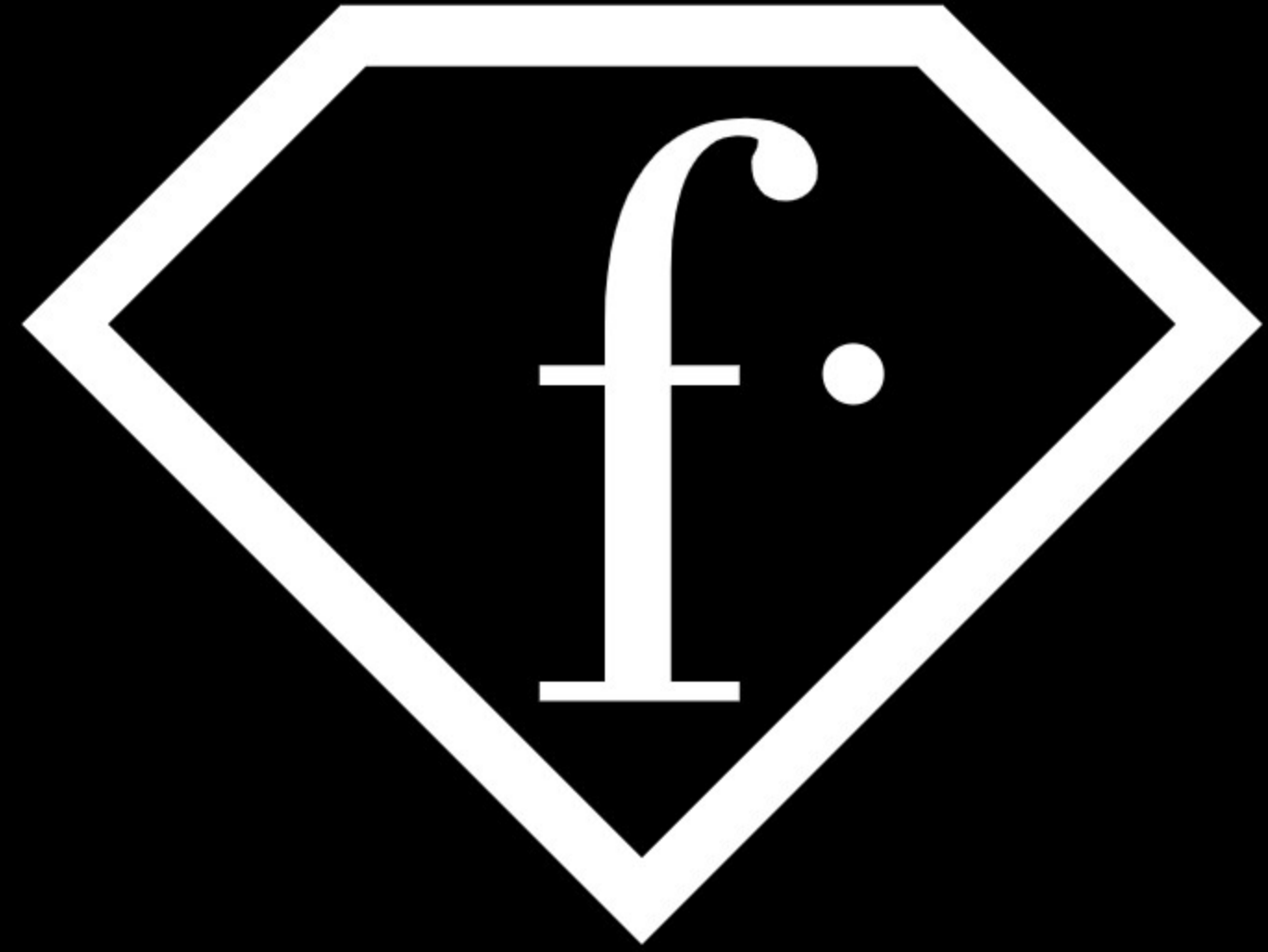
EXCITING AND **INTERESTING** ENOUGH TO PARTNER AND ASSOCIATE WITH US, THEN FOR FURTHER INFORMATION AND DISCUSSION PLEASE CALL /MESSAGE/EMAIL US.

EMAIL ID - **FRANCHISE@FTV.IND.IN**
PHONE - **+91 9833833930**



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