

The Home of

fashion



VEGAN CAFÉS IN INDIA

The rise of **DIGITAL WORLD**, has accelerated the demand of **PREMIUM** vegan cafes in recent times. As people are getting more and more conscious about their health & wellness. So, many people have adopted a vegan lifestyle.

Thanks to various factors like exposure to the:-

- Global culture • Changing lifestyle
- Rising disposable income • More youth coming into the workforce and many others.

So, there is a huge need for **LUXURIOUS** vegan cafes with impeccable services, a wide range of delicious, exotic vegan cuisines & beverages.

The number of vegans in this country has risen by **360%** in the past decade, and it's a trend driven by the young: a fifth of 16-to-24-year-olds.

The unorganized vegan market holds a **67%** share with an estimated size of **INR 2,07,635** crore.

FTV VEGAN CAFÉ

FTV Vegan Café aspires to be a one of kind LUXURIOUS Vegan Café with a wide range of vegan cuisine choices and plant based beverages.

- By attracting a discerning palate.

- The best of international style.

- **EXTRAVAGANCE**

- Taste

- Flamboyance

FTV Vegan Cafe is a fashionable leisure place to unwind over an **AMBIENCE** perfected for meetups and friendly chats while sipping your favourite Non-Dairy Beverages.

FTV Vegan Cafe is a premium Vegan Café, rich in **GLAMOUR** and **HEALTHY** environment. A perfect spot for an individual to enjoy exotic vegan food & beverages.

FTV Vegan Cafe is driven by the idea of enriching people& lives by connecting them with healthy plant based eating habits.

Devoted to luxury, FTV Vegan Cafe crafts an elusive and valuable experience in **ULTRA COMFORT** that radiates good vibes.

FTV VEGAN CAFÉ PHILOSOPHY

VISION

REVOLUTIONIZING the vegan cafe landscape in India by transforming the nation into a vegan beverage-sipping rendezvous, and attracting health enthusiasts.

MISSION

Nurture, the idea of vegan lifestyle through the **FTV VEGAN CAFE** creates a mesmerising experience for the Vegan Cafe lovers by connecting with the world's largest fashion brand.

AIM

To establish a **OPULENT** Vegan Café brand that redefines the vegan cuisines & beverages of our country and make people's lives healthier and wealthier for you.

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.

SOME FASHIONTV 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 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 FRANCHISE 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 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'S OF FASHIONTV

8K VIDEO WALL FASHION SHOWS AND VJ

- Projections of FashionTV shows by Top **DESIGNERS**.
- 3D FashionTV "Floor" stunning luxury fashion animations.
- Live FashionTV Channel with FashionTV shows from across the globe.
- A continuous flow of live FashionTV from various Fashion HUBS.
- Promotional Videos of FashionTV **PARTIES** from across the globe.
- Promotional content through **CELEBRITIES** endorsing the brand from across the globe.

USP'S OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV branded Merchandise like:-

- FashionTV **COFFEE MUGS**
- FashionTV **PHOTO** frames
- FashionTV **WATER**
- FashionTV **ENERGY** Drinks
- FashionTV **BEVERAGES**
- FashionTV **COFFEES**
- FashionTV **CHOCOLATES**

USP'S 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 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:

- **FACEBOOK**
- **INSTAGRAM**

SOcial ENGAGEMENT

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's

▶ 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 the **F VEGAN 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 imps.
- 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's
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**

FRANCHISE BASIC REQUIREMENTS

1. AAA Location

FashionTV / FTV Vegan Café 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 FASHION 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	LUXURY	REGULAR
Franchise Fee	Rs. 25 Lacs	Rs. 15 Lacs
Area Up to	2000 + Sq. Ft.	Up to 1200 Sq. Ft.
Outlet Setup	Rs. 1 croret	Rs.65 Lacs
Royalty	10%	10%
Average ROI in 3 Yrs.	75%	77%

Notes: These are approx. figures based on worldwide stores. The actual cost will vary as per the location. Taxes as applicable. Shop Cost & Working Capital extra on actual.

FASHIONTV VEGAN CAFÉ MENU CONSISTS OF:-

- Amazing and wide range of Vegan cuisines and beverages.
- Huge Range Coolers (Vegan Milkshakes, Fresh Juice, Vegan Smoothies, Vegan Mocktails, Indian Vegan Delights)
- Soup
- Salads
- Appetizers
- Entrée (**VEGAN**) (Chinese, Japanese, Lebanese, Italian, Mexican, Spanish, French, English, American)
- Mains (**VEGAN**) (Chinese, Japanese, Lebanese, Italian, Mexican, Spanish, French, English, American)
- Unique Platters
- Specials (Customized touch of local cuisine)
- Sweet Tooth (Vegan Pancakes, Vegan Waffles, Vegan Brownies, Vegan 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:-

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