

Wine And Dine



FTV WINE AND DINE

- FashionTV, the world's largest fashion and lifestyle media is thrilled to present FTV Wine and Dine, that fine-tunes your ordinary dining experience to something exquisite.
- FTV Wine and Dine will tantalise your taste buds and take you on a gastronomic voyage, with a wide range of delectable cuisines and beverages to suit our customers tastes and preferences.
- Moreover, FTV Wine and Dine offers it all, from a lively atmosphere and magnificent interiors to an elegant milieu and invigorating music whilst providing its customers with exceptional premium services to ensure that our customers have the time of their lives in the midst of their hectic lives.



FTV WINE AND DINE IN INDIA

- The fine dining industry in India is worth Rs. 1,045 crores, and growing at a rate of 12% per year. It is predicted to grow from 32 billion to 37 billion dollars in market value.
- The changing lifestyles of the middle class, as well as an increase in the expendable income, are all contributing to the rise of India's fine dining business.
- When compared to restaurant industry categories such as quick service and fast casual, fine dining had the strongest customer feelings and star rating (4.38) in the first half of 2021, and was much higher than the industry's average rating of 3.86.
- FTV Wine and Dine would also be the classiest and most exotic venues with mind-blowing surroundings and ambience, thanks to the services and amenities we give.



Ftv Wine And Dine Philosophy



VISION

We intend to deliver services of excellence to achieve enormous success in the industry on a global scale by offering a guests an exhilarating experience.



MISSION

FashionTV aims to transfigure the standards of the Wine and Dine Industry by providing nothing but the best to masses at each and every one of our outlets.



AIM

To create India's most exotic and luxurious dining experience that leaves a long lasting impression along with flavours that linger on long after.

Why Franchise With FTV ?

Aside of being the **LARGEST** FashionTV Network, the reasons are many but some of them are:

- 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 **196 COUNTRIES**.
- 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 has over 500K subscribers & 35K installations per month.
- **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 an 125K is organic reach.



FashionTV 360 degree Franchise Support

Pre-Opening Support:

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **DIAMOND** Inspired Designs
- Staff Recruitment.
- FashionTV Proprietary Products Supply.
- Other Products and Vendor Tie-ups.
- **STRATEGIC** Planning.



Launch Support

- Planning and execution
- Launch plan in SMM and **PR PROMOTIONS**
- Cross marketing

Post Opening Support

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship **OPPORTUNITIES**
- Google and website listing

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.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.



USP's 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!!



USP's OF FASHIONTV

- FashionTV unique diamond inspired design.
- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts



USP's OF FASHIONTV

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).



Social Media Marketing

Dedicated social media marketing handles



Social Engagement

 **INSTAGRAM UPLOADS**

 **FACEBOOK CHECK-INS**

 **TWITTER POSTINGS**

 **LINKEDIN POSTS**

 **FACEBOOK UPLOADS**

 **YOUTUBE VIDEOS**

 **INSTAGRAM CHECK-INS**

 **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 the FTV JEWELLERY STORES'S network is an exciting average of 300 STORIES per day – every story is Free – Word of Mouth – Advertisement.



New Media Statistics

- Facebook has over **3,000,000 VIEWS**.
- The fashiontv.com has an average 500,000 monthly visits.
- The youtube channel has **1,000,000 SUBSCRIBERS** and an average of 15,000,000 monthly views.
- The video platform DailyMotion has an 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

AAA Location

All FTV Wine and Dine outlets should be located in metropolitan areas at the most exotic venues along with mind-blowing settings, services and ambiance.

Strong Financial Backings

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

FRANCHISE Industry Attraction.

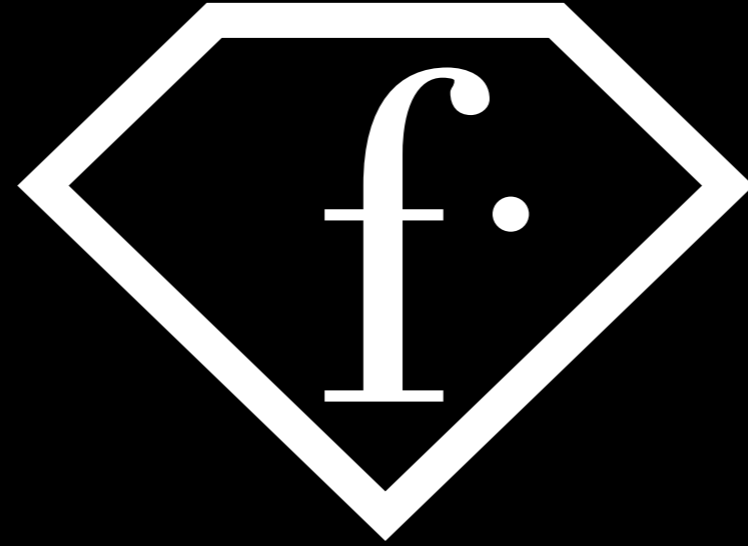
All affiliates must have an immense likings towards the Fine Dining Industry along with profound knowledge and expertise in the make and take of the business.

Strong Desire to be more: Rich, Famous & Successful

FashionTV Franchise Financials

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.

MODULE	REGULER	LUXURY
Franchise Fee	Rs. 35 Lacs	Rs. 45 Lacs
Area Up To	4,000 Sq. Ft.	6,000 Sq. Ft.
Outlet Setup	Rs. 2 Cr	Rs. 3 Cr
Royalty	10 %	10 %
Average ROI in 16 to 20 Mths.	80 %	85 %



WINE & DINE