

WELLNESS STUDIO

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FTV WELLNESS STUDIO

- ◆ The concept of complete wellness hasn't been under the curtain for quite some time now. Post the pandemic age, more wellness studios have started functioning, with the growing awareness revolving around fitness and wellness of the mind, body and soul. The versatility regarding various body movements is one such idea that makes wellness even more achievable.
- ◆ The growing screen time and uncertainty between work-life balance has made it even more crucial to maintain an off-screen lifestyle that includes a complete fitness regime that looks after your wellbeing. Fashion TV has joined forces in the wellness space, and introduced an FTV Wellness Studio that focuses on fitness with a touch of exclusivity and stunning ambience.
- ◆ FTV Wellness Studios helps you immerse in a transformative experience, conjoining physical wellness and mental wellness through a mind-body connection. The trained experts guide individuals with their workout routines and schedules helping them focus on holistic wellbeing through a mix of yoga, meditation and various other practices..
- ◆ Huge open spaces and luxe-interiors makes FTV studios an ideal place for individuals to unplug and rejuvenate from their daily stress and other work-life imbalances.



WELLNESS INDUSTRY IN INDIA

- ◆ According to the statistics by FICCI India, the Wellness Industry is valued at 490 billion INR and is expected to grow at a CAGR of 20% to reach a massive 875 Billion INR by 2024.
- ◆ A major factor responsible for this growth is the people's outlook on their health and wellness that has made them pursue various methods of staying fit and in shape.
- ◆ Wellness is now being viewed from a holistic perspective for the betterment of the mind, body and soul by the majority, something that reflects on their life and helps them make healthy and conscious decisions.
- ◆ Rather than using disposable income, people are now smartly investing in their healthy futures by enrolling in various wellness classes and gyms that serve various benefits.



PHILOSOPHY



VISION

To make FashionTV the leading business brand by outspreading with an exceptional business module and expansion plans globally.



MISSION

To make FashionTV the leading business brand by outspreading with an exceptional business module and expansion plans globally.



AIM

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WHY LICENSE WITH FTV?

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

- ◆ 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- ◆ 23 GLORIOUS YEARS of success.
- ◆ 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 FASHIONTV KEY FACTS

- ◆ Viewed on 10 million public TV sets.
- ◆ 5M website visits every month
- ◆ FashionTV app has over 500K subscribers & 35K installations per month.
- ◆ The fashionTV.com has an average 500,000 monthly visits.
- ◆ The video platform DailyMotion has an average of 500,000 monthly views.

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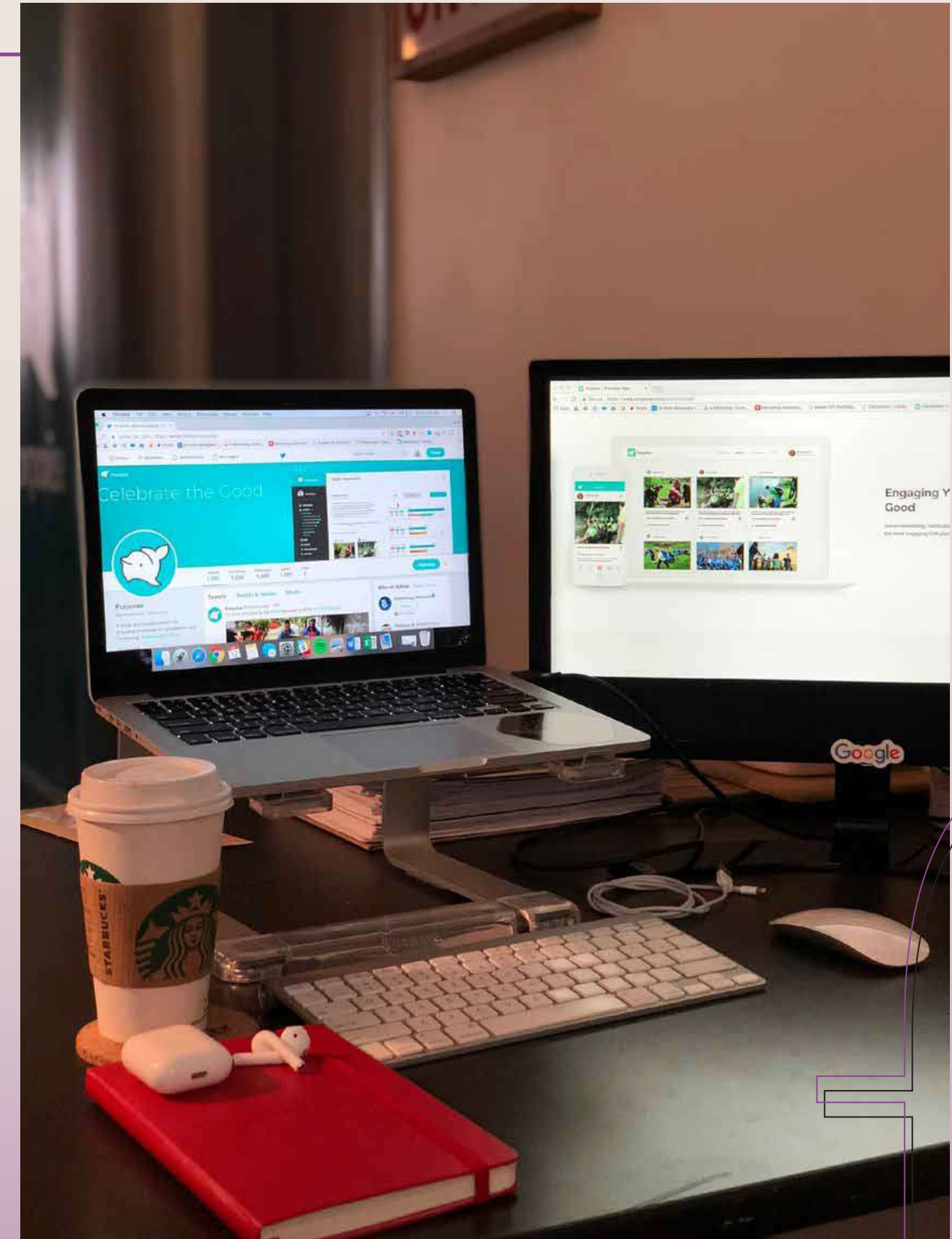
SOCIAL MEDIA STATISTICS

- ◆ 150 new stories (Facebook)
- ◆ 200 new stories (Instagram)
- ◆ 50 new stories (Twitter)

More than 300 new stories per day!

- ◆ 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 and 125K is organic reach.

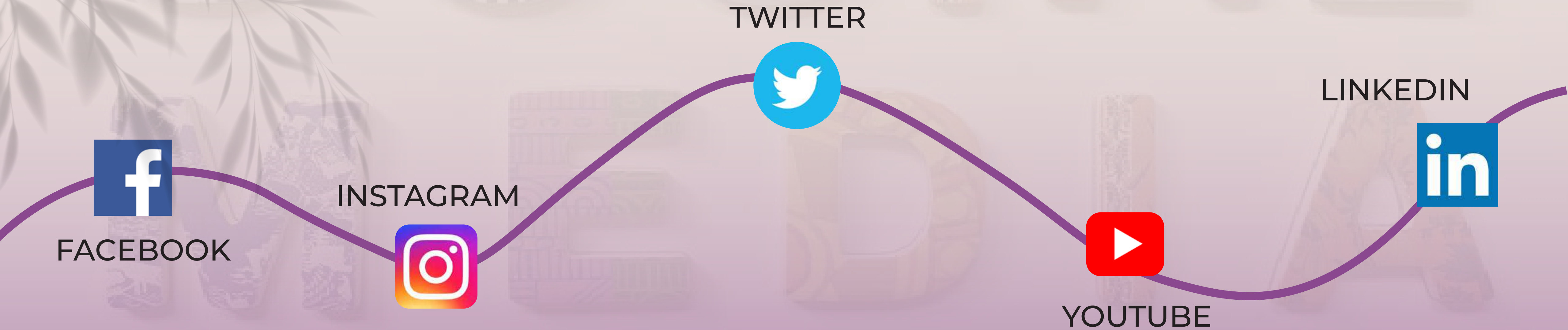
Due to FashionTV 's brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.



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SOCIAL MEDIA MARKETINGS

Dedicated social media marketing handles



SOCIAL ENGAGEMENTS

INSTAGRAM
UPLOADS

TWITTER
POSTINGS

FACEBOOK
UPLOADS

INSTAGRAM
CHECK-INS

FACEBOOK
CHECK-INS

LINKEDIN
POSTS

YOUTUBE
VIDEOS

GOOGLE
AD'S

SPONSORED LOCAL LISTINGS

- ◆ Facebook local
- ◆ Google local
- ◆ GPS location based ADs
- ◆ Facebook AD posts and likes campaigning
- ◆ Instagram AD and likes
- ◆ SEO marketing
- ◆ SEM marketing
- ◆ Analytics and reports
- ◆ Youtube promotions and video boost



USP OF FASHIONTV

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



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



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!!



USP OF FASHIONTV

Special events

A special runway will placed at all events.

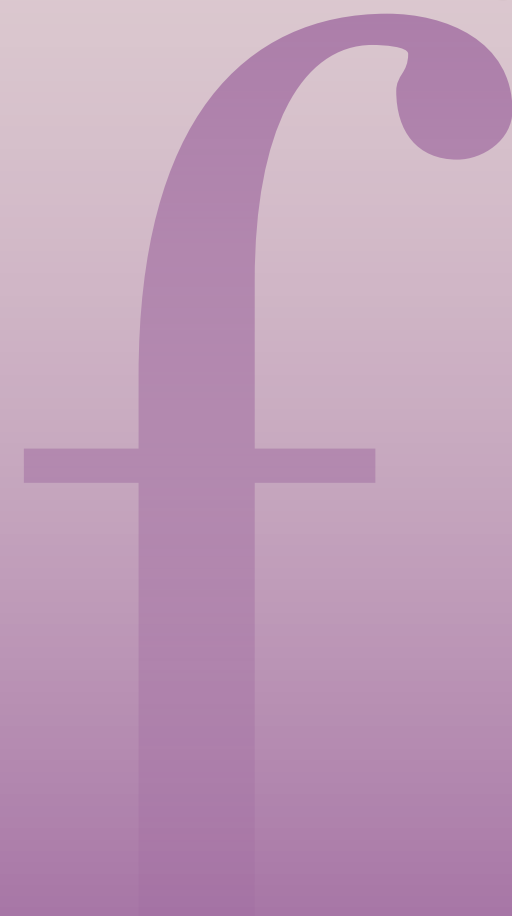
Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).



FASHIONTV 360 DEGREE LICENCES SUPPORTS

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

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FRANCHISE BASIC REQUIREMENTS

AAA LOCATION

FTV Wellness Studios must be located in prime locations in upscale residential, business and commercial centres across all the major metropolises in the nation.

STRONG FINANCIAL BACKINGS

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

INDUSTRY ATTRACTION

All franchises must have attractions and likings towards the Wellness Industry along with profound knowledge and expertise of the make and take of the business.

STRONG DESIRE TO BE MORE

Get rich, famous and successful.

