

The Home of *fashion*



Aesthetics

BEAUTY AND WELLNESS CENTRE

 fashiontv



FTV AESTHETICS IN INDIA

- Today, anti-ageing surgeries and cosmetic procedures are rapidly gaining popularity in India with the estimated size of the overall cosmetic surgery industry being worth \$110 million (around Rs 460 crores).
- The market is further anticipated to witness remarkable growth in the coming years.
- The reason being increasing consumer awareness, direct marketing and advertising campaigns and technological advances in surgical and non-surgical procedures, resulting in high growth of cosmetic surgery market in India.
- Growing disposable income of middle-class households and a gradual shift in people's desire to look presentable and more beautiful for a longer period of time is the driving force behind the cosmetic surgery industry.



FTV AESTHETICS

To enhance the brand's purpose, FashionTV is delighted to introduce FTV Aesthetics, that provides superior treatments to beautify and harmonise all aesthetic concerns, supported by a team of compassionate and dedicated medical professionals.

FTV Aesthetics provides modern infrastructure and amenities that meet international standards, allowing us to become one of India's most prominent and trustworthy clinic.

FTV Aesthetics is recognised for its body and facial contouring, facial and skin rejuvenation and much more with our scientific approach and widely researched treatment modalities that are safe, effective and ideal for all whilst achieving the best possible results.



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FTV AESTHETICS PHILOSOPHY

VISION

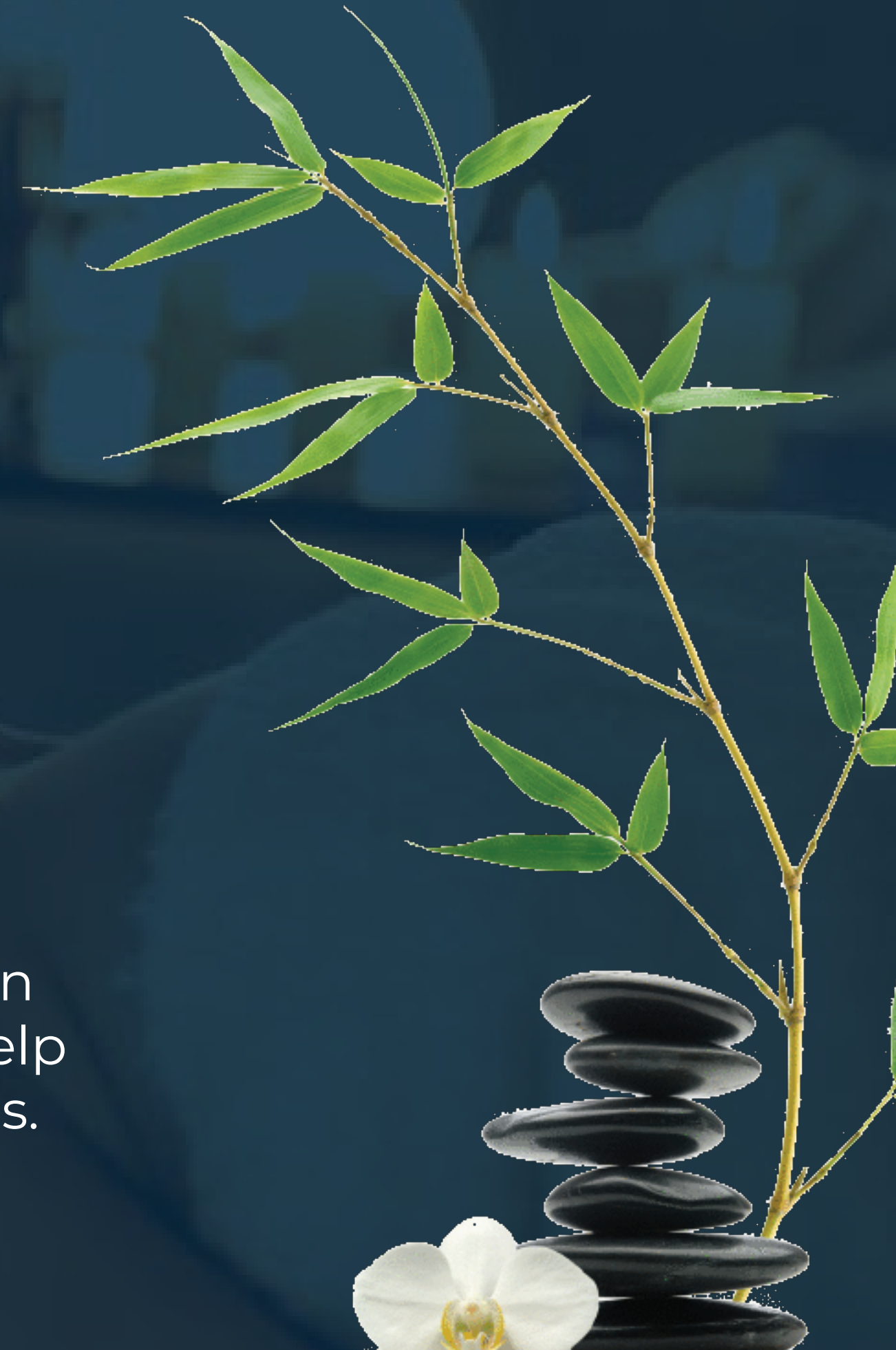
To establish a brand that offers an unparalleled range of cosmetic services with enormous market potential through partnership, ideation, top technology.

MISSION

FTV always strives to offer our clients services that are second to none through synergy, hard work, and savvy that match the needs of modern India.

AIM

FashionTV aims to transfigure the standards of the entire Indian Market by providing nothing but the best to the masses and help them feel and look their very best in alliance with our associates.



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 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.

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.

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USP'S OF FASHIONTV

- Massive Profits
- 360 degree support
- Brand Equity Leverage
- Strong Industry Linkages
- 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.
- 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

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).



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!!

Multiplatform

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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Dedicated Social Media Marketing Handles:



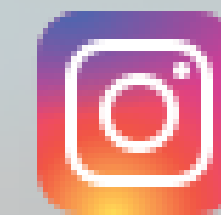
LinkedIn



Facebook



Youtube



Instagram



Twitter

**SOCIAL
MEDIA
MARKETING**

FASHIONTV

SOCIAL ENGAGEMENT



Instagram Upload



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 based AD's
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video BOOST



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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

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FTV AESTHETICS FRANCHISE BASIC REQUIREMENTS

LOCATION

All licences/franchises must be located in the city's upscale or urban districts, where the population recognises the value of aesthetics and wellness and is willing to invest in such programs.

STRONG FINANCIAL BACKINGS

All affiliates must have to show a solid financial support to ensure the success of the business in the industry.

LICENCE INDUSTRY ATTRACTION

All licences/affiliates must be motivated to raise wellness awareness amongst citizens along with profound knowledge in the make and take of the industry.

STRONG DESIRE TO BE MORE: Rich, Famous & Successful

BENEFITS

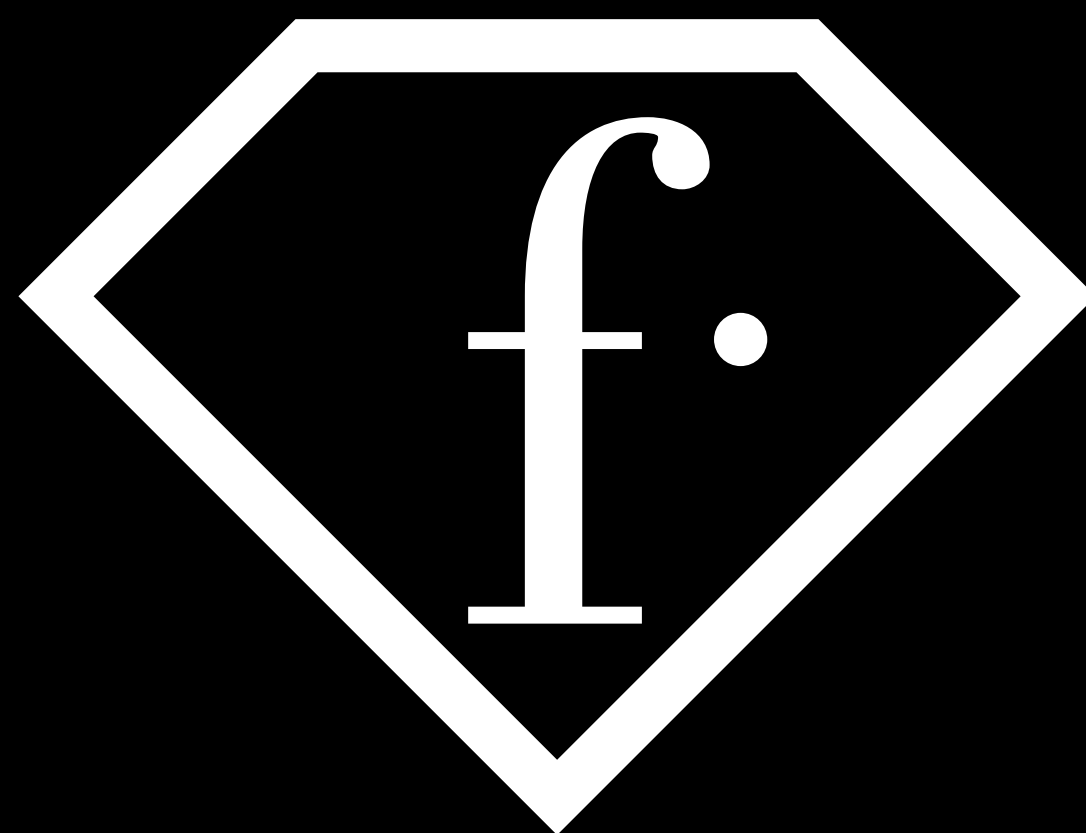
- Association with the World's LARGEST Fashion and lifestyle media Brand with a strong presence in 196+ countries and 2 billion viewers worldwide.
- Great Business Opportunity with GREATER Returns.
- Develop a huge fruitful circle of a business network.
- Become a leader in fashion and lifestyle industries 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.

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FTV AESTHETICS FRANCHISE RATE

MODULE	STANDARD
FRANCHISE FEE	30 LAKHS + GST
AREA UPTO	3000 - 4000 SQ FT
SETUP COST	2.5 CR
ROYALTY	10 %
AVERAGE ROI IN 3 YEARS	85 %
BREAKEVEN	1.5 YEARS
ARCHITECT FEE	RS. 200 PER SQ FT

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AESTHETICS