

**The Home of *fashion***



## MAKE-UP STUDIO IN INDIA

- The emergence and growth of the Make-Up Studio industry in India are unprecedented.
- With the industry set to reach \$ 20 billion by 2025, there are no signs of slowing down.
- With this huge consumer base entering the Make-Up Studio industry, it is forecasted to grow 25% every year.
- With the rise of digitisation among the young population, personal grooming has become very important.
- One of the key industries riding this tide is the Make-Up Studio Industry!

# FTV MAKE-UP STUDIO

1. We at FTV Make-Up Studio introduce standardized international Make-Up Studio grooming services for Indian citizens.
2. We aspire to become the leader of **LUXURY** Make-Up Studio business in India providing world-class Make-Up Studio treatment to our clients.
3. FTV Make-Up Studio provides exactly what the customers want:
  - Essential Make-Up Studio services at FTV Make-Up Studio include for-face, lips, eyes, cheeks, and many more.
  - A diverse array of services to give luxurious make-up experiences which brings out the best in you.
4. FTV Make-Up Studio plans to curate the most luxurious Make-Up Studio experience in India.

# FTV MAKE-UP STUDIO PHILOSOPHY

## Vision

To transform the standard of make-up services in India and elevate them to the global. This will ensure that people have great make-up experience.

## Mission

To offer our clientele with high-quality professional fashion make-up services, which enhances their confidence and gives them a new look.

## Aim

To create India's most influential beauty, styling and grooming fashion brand, FTV Salon, which sets the benchmark for the rest of the fashion grooming & make up 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.

# 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](http://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 Makeup Kit
- FashionTV Lipstick Collection
- FashionTV Mascara Range
- FashionTV Make-Up Brushes
- FashionTV Eye-Liners
- FashionTV Eye-Shadow Palette
- FashionTV Foundation Concealer
- FashionTV Make-Up Remover
- FashionTV Make-up Pouches

## USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV Ceilings and walls
- FashionTV Furniture
- Chairs
- Mirrors
- Tables
- FashionTV Upholstery
- FashionTV Flyers / Printouts
- Electric Make-Up Studio
- Tables for multipurpose use

# 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 **FTV MAKE-UP STUDIO'S** 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
Franchise Fee	Rs. 30 Lacs
Area Up to	3000 Sq. Ft.
Outlet Setup	Rs. 1.3 Crores
Royalty	10%
Average ROI in 3 Yrs.	85%

**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 MAKE-UP STUDIO SERVICES CONSISTS OF:-

## 1. Face Beautification using:

- Foundation • Corrector & Concealer
- Primer • Powder
- Face Brush & Tools

## 2. Lips Beautification through:

- Lipstick • Lip Gloss
- Lip Liner • Lip Balms & Tints

## 3. Eyes Beautification via:

- Eye Shadow • Brows
- Eye Liner • Mascara

## 4. Cheeks

- Highlight and Glow
- Brush • Bronzer

## 5. More

- Palettes & Sets • Brushes & Tools
- Beach Fragrance
- Exclusively Online • Virtual Try-on

## 6. Skincare

- Moisturizers • Serums & Treatment
- Cleansers & Toner
- Eye & Lip Care • SPF

# FASHIONTV MAKE-UP STUDIO SERVICES CONSISTS OF:-

## 7. Beautification & Grooming:

With the motive of caring for your aesthetics, we curated a wide range of services to ensure that you always look your best. The services are following -

- Skin Essentials • Facials • Men's Grooming • Body polishing & massage • Men Grooming • Make-Ups

## 8. Treatments:

- Wrinkle Treatment • Pore & Blemishes • Redness & Irritation • Extra Moisture & Repair • Dullness & Discoloration

## 9. Dermat:

Specialised skin care services to stand out from the crowd: • Skin Resurface Peels • Anti-Ageing Features Correction

Anti-Ageing & Sculpting • Age-Lift Procedures

# FASHIONTV MAKE-UP STUDIO SERVICES CONSISTS OF:-

## 10. Laser:

- Now Gain without pain
- Full Body Laser
- Laser Reduction Body Parts
- Underarm Laser Trial

## 11. Hair:

- Flip your hair in style
- Hair Transplant
- PRP
- Derma Roller Scalp
- Meso-thearapy

# 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.

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