

\$\Psi\text{fashiontv} \text{makeupstudio}\$

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 forface, 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

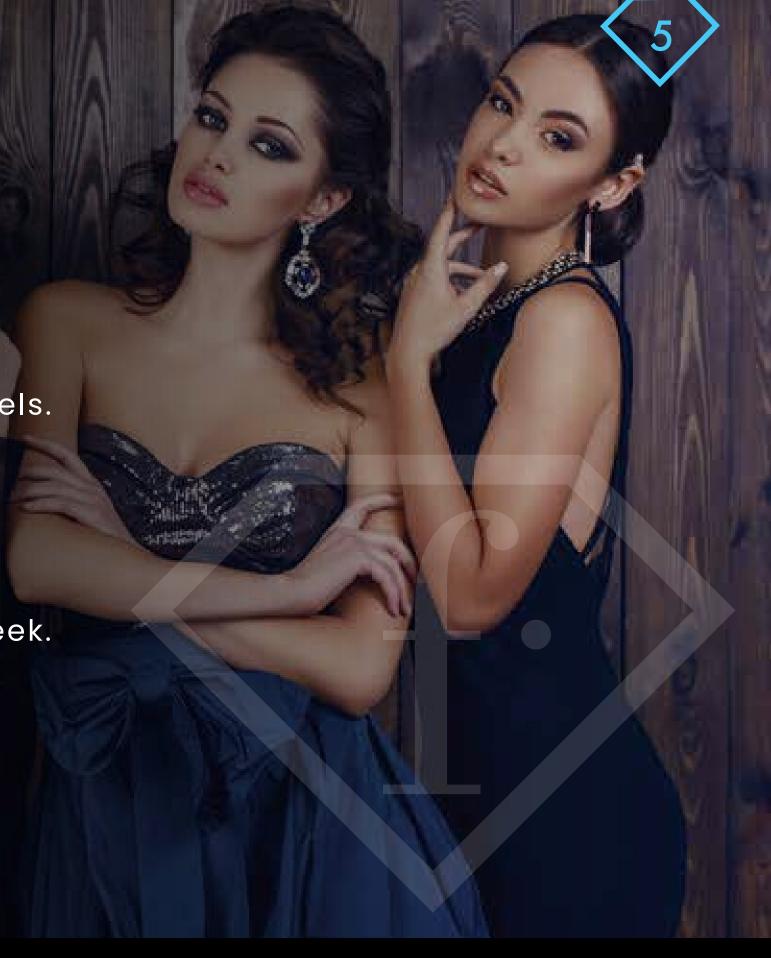
To create India's most influential beauty, styling and grooming fashion brand, FTV Salon, which sets the benchmark for the rest of the fashion grooming & make up industry.

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

FashionTV / FTV is truly an "AUTHORITY IN FASHION".



The Home of fashion



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.

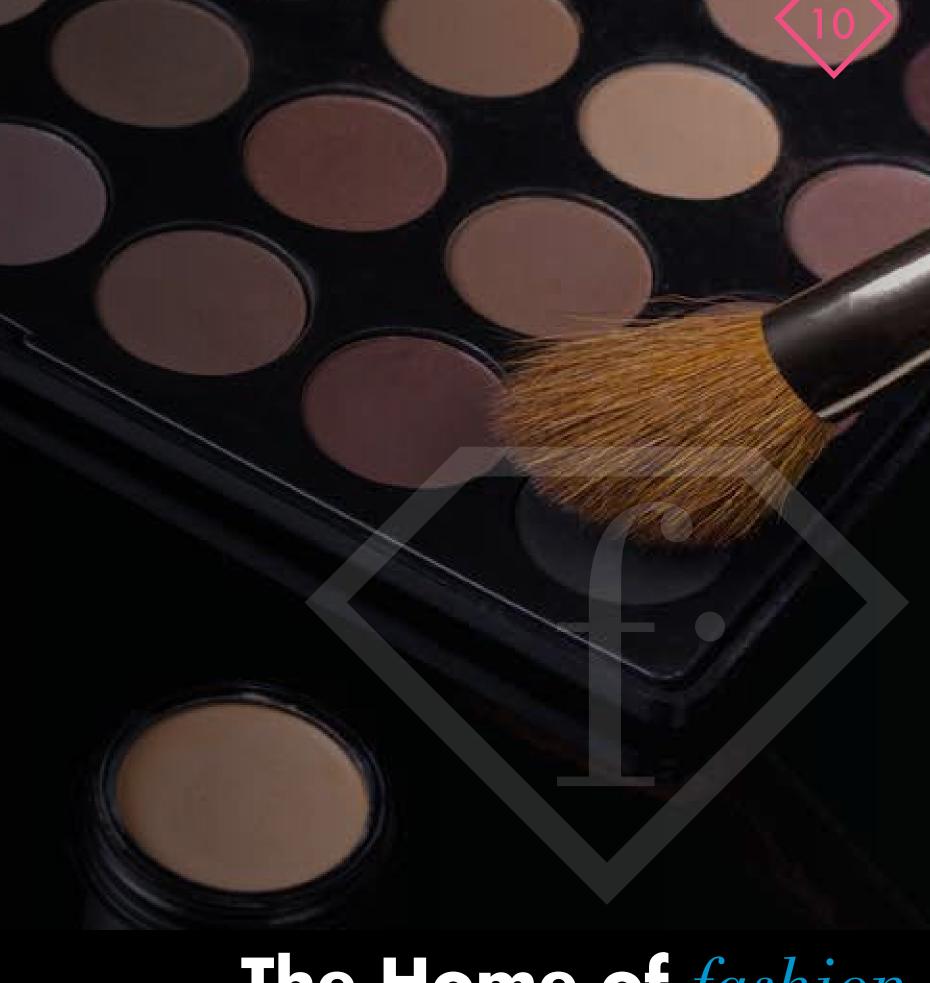


USP'S OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV branded Merchandise like:-

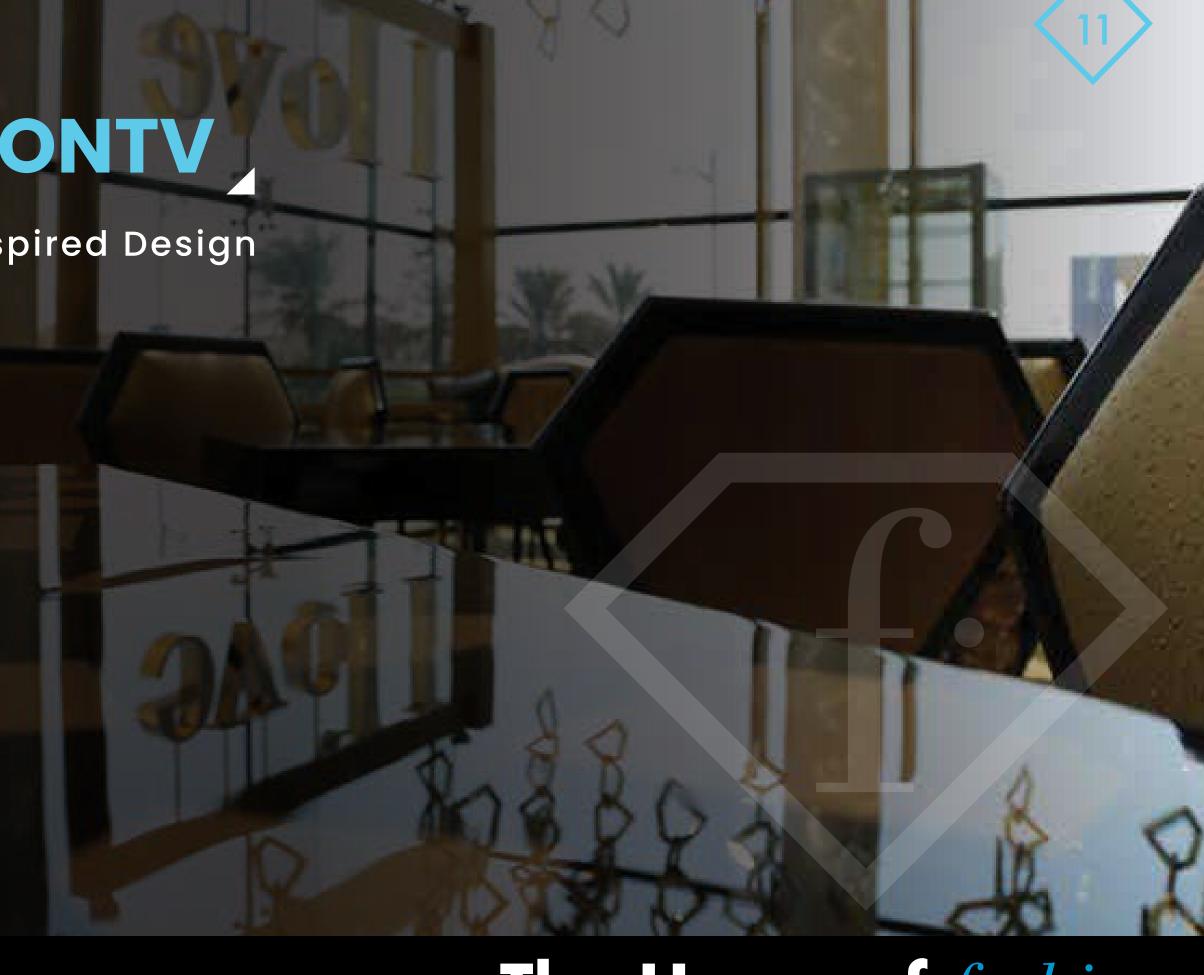
- FashionTV Makeup Kit
- FashionTV Lipstick Collection
- FashionTV Mascara Range
- FashionTV Make-Up Brushes
- FashionTV Eye-Liners
- FashionTV Eye-Shadow Palette
- FashionTV Foundation Concealer
- FashionTV Make-Up Remover
- FashionTV Make-up Pouches



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

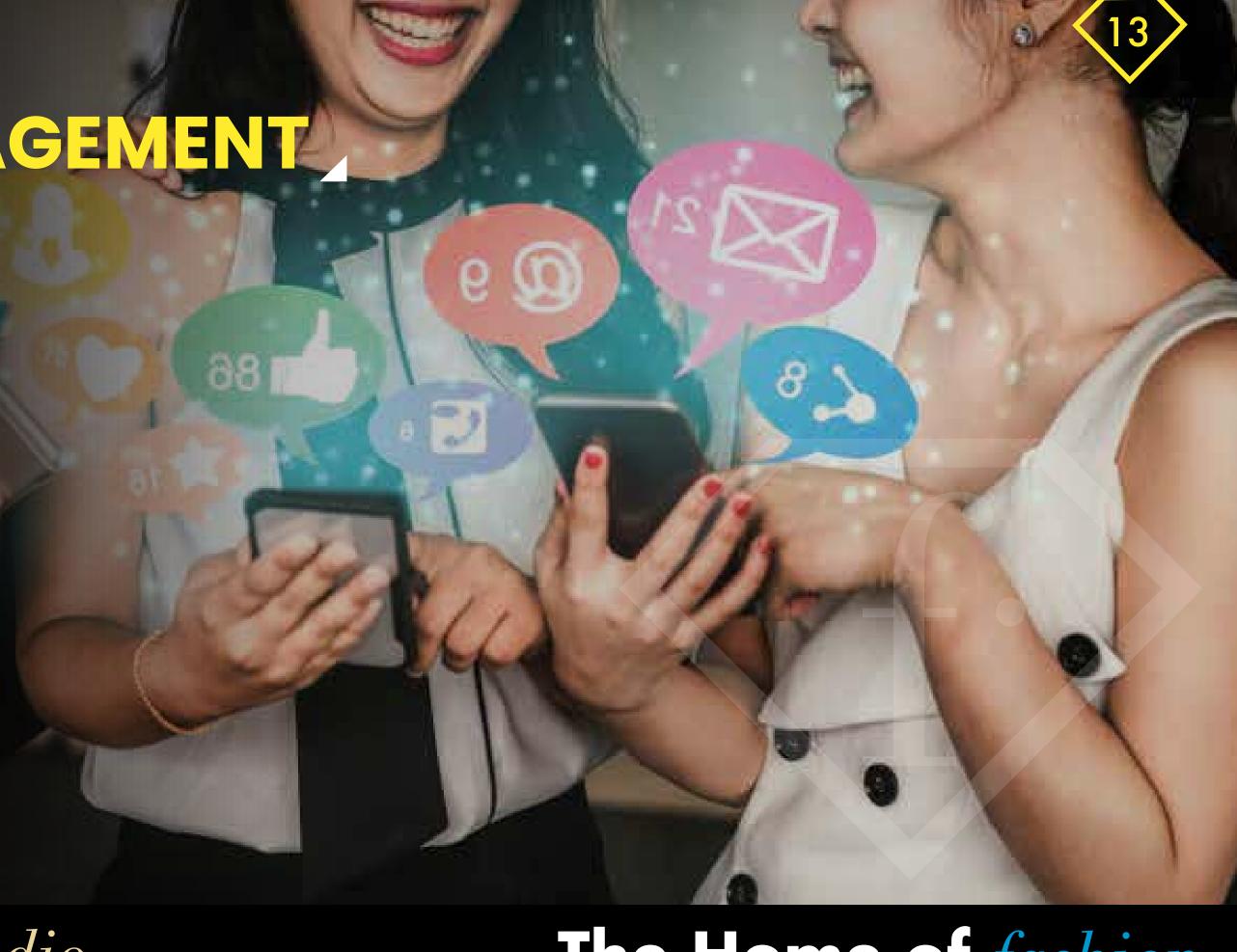






SOCIAL ENGAGEMENT

- 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.

210.24

1,218.38

B.08



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.

f fashiontv 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
- PrimerPowder
- 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







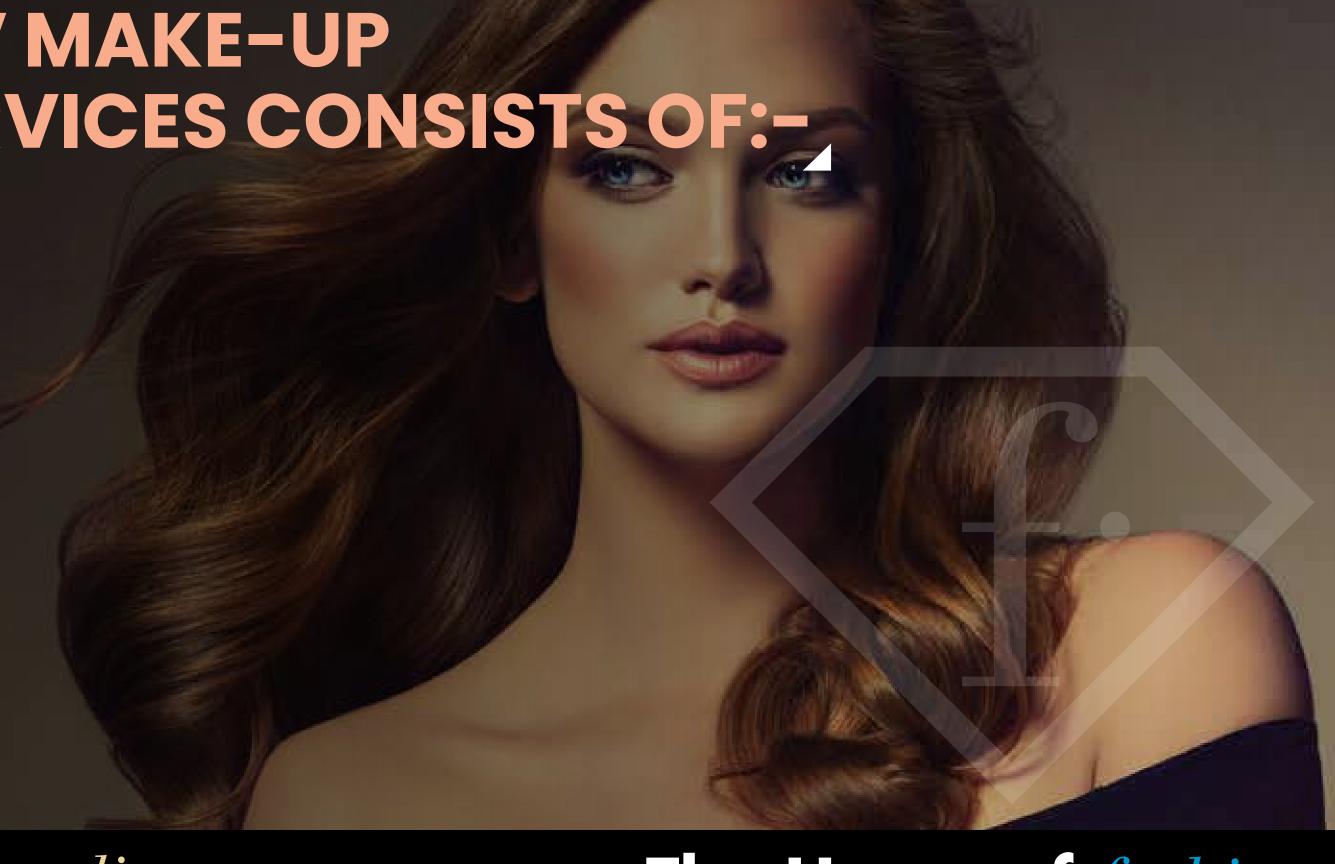
FASHIONTV MAKE-UP STUDIO SERVICES CONSISTS OF:-

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.

Email ID - franchise@ftv.ind.in

Phone - + 91 9833833930

