

 fashiontv

FashionTV Salon

**The Home of** *fashion*

SALON

 *fashiontv salon*

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**The Home of** *fashion*



# SALON IN INDIA

- The emergence and growth of the salon industry in India is unparalleled, with the industry set to reach \$190 BILLION by 2024, and there is no sign of slowing down.
- With a giant consumer base entering the salon industry, it is predicted to grow at a CAGR of 15-20% each year.
- With the increased penetration of the internet, higher disposable incomes and elevating need for enhanced lifestyle among the young population, personal grooming has become essential.
- While the pandemic has affected the growth graph, the reopening of salons and owners adapting to the new normal seems to be outlining a different success story.





# FTV SALON

- We at FTV Salon introduce standardized international salon grooming services for Indian citizens.
- We aspire to become the leader of the luxury salon business in India, purveying world-class beauty solutions to our patrons.
- At FTV Salon by FashionTV India, our clientele get a chance to pamper themselves with comprehensive beauty services and treatments at the hands of the collective expertise of highly skilled and trained professionals
- A myriad of exquisite services, rendering a luxurious styling and grooming escapade beyond the mundane.
- Aligned with the global brand in both vision and quality, FTV Salon, India is the first-ever premium hair and beauty salon underlined with the Parisian Finesse.





# FTV SALON PHILOSOPHY

## VISION

To raise the bar of the Salon industry in India and bring it at par with the international fashion and beauty standards through FTV Salon.

## MISION

To build long term relationships with our customers and make their experience personalised and memorable each time they visit our salon.

## AIM

To create India's most influential beauty salon brand, with a team of highly skilled and professional beauty experts.





# WHY FRANCHISE WITH FTV ?

fAside from 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 saattellites.
- presence in 193 countries.
- reaching 500 million households.



# 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.



# 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!!





# 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.





Dedicated Social Media Marketing Handles:



LINKEDIN



FACEBOOK



YOUTUBE



INSTAGRAM

SOCIAL  
MEDIA  
MARKETING



TWITTER



# 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 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





# FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-opening support:

- Location analysis and approval.
- Architecture, designs, layouts.
- Diamond inspired designs.
- Staff recruitment
- FashionTV proprietary products supply.
- Other products and vendor tie-ups.
- Strategic planning
- Staff extensive training and execution.





# LAUNCH SUPPORT

- Planning And Execution.
- Launch
- Plan In Smm And Pr.
- Promotions.
- Cross Marketing.

# POST OPENING SUPPORT

- sales Incremental Strategies.
- Audits.
- Promotional Offers.
- Fashiontv Loyalty Membership Programs.
- Googleand Website Listing.



# FRANCHISE BASIC REQUIREMENTS

## **AAA LOCATION.**

FTV Salon will be located primarily in cosmopolitan cities with high purchase statistics and a healthy demographic of masses who tend to lean towards luxury products and activities.

## **STRONG FINANCIAL BACKINGS.**

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

## **FRANCHISE FNB INDUSTRY ATTRACTION.**

All affiliates must have an attraction towards the Salon industry along with a strong desire to help the masses look their best.

**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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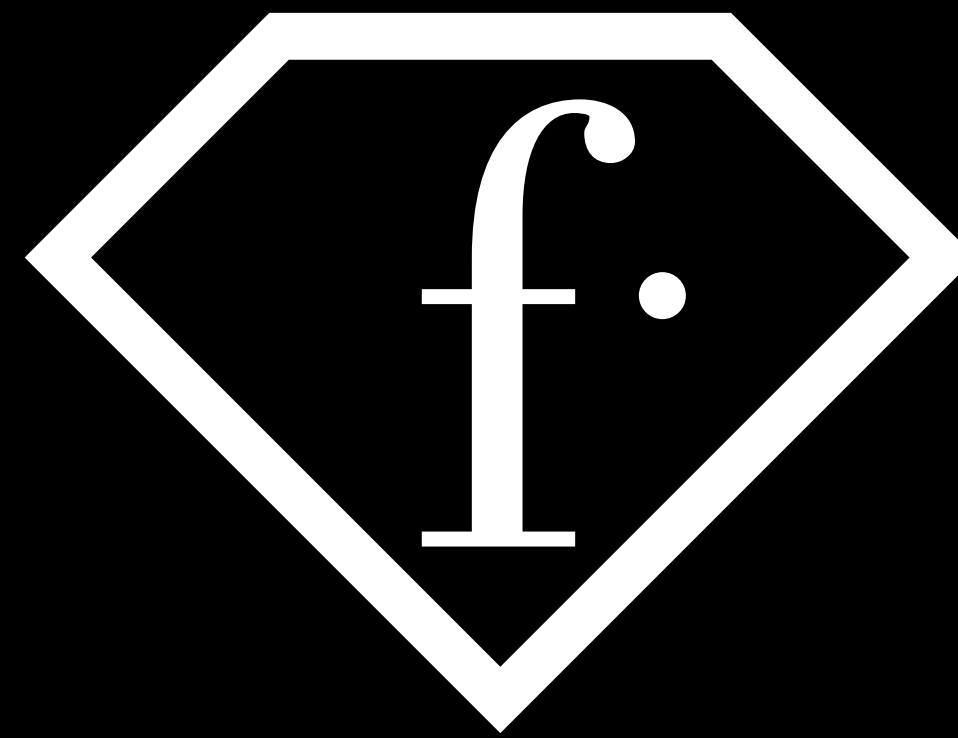




# FASHIONTV FRANCHISE FINANCIALS

	LITE	REGULAR	LUXURY
Franchise Fee	10 Lakhs	20 Lakhs	30 Lakhs
Area	750 to 1000 sq.ft.	1000 to 1500 sq.ft	1500 to 3000 sq.ft.
Total Investment	60 to 80 Lakhs	80 Lakhs to 1 Cr	1 Cr to 1.25 Cr
Royalty	10%	10%	10%
ROI	60% (approx in 1 year)	60% (approx in 1.5 years)	60% (approx in 2 years)





SALON