

**The Home of *fashion***

# FTVSPA

# SPA IN INDIA

- ◆ THE WELLNESS INDUSTRY IN INDIA HAS EVOLVED AND HAS ENLARGED THE SECTOR PRESENTLY.
- ◆ WITH HEALTH AND WELLNESS BECOMING MAINSTREAM, THIS INDUSTRY IS EXPECTED TO FACE A MASSIVE BOOM IN THE COMING YEARS. THE FAST YET SEDENTARY LIFESTYLE HAS GIVEN RISE TO MANY HEALTH ISSUES LIKE STRESS, ANXIETY, OBESITY ETC.
- ◆ BUT THE PEOPLE OF INDIA ARE GETTING MORE AWARE OF THEIR HEALTH.  
THERE IS A PROMISING FUTURE FOR FTV SPA IN INDIA BECAUSE OF:
- ◆ PHYSICAL AND MENTAL HEALTH GLOBAL EXPOSURE INCREASED  
DISPOSABLE INCOME MORE YOUTH COMING IN THE  
WORKFORCE

# FTV SPA

- ◆ IN TODAY'S WORLD, FTV SPA HELPS PEOPLE TO RELAX REKINDLE OUR POTENT ENERGIES, AND ALSO FEEL HAPPY.
- ◆ IT FEATURES HOLISTIC PRACTICES THAT ARE PERFECTLY FINE-TUNED WITH HEALING TECHNIQUES OVER THE LAST 2000 YEARS.
- ◆ OFFERING YOU RELAXING SPA THERAPIES WITH ALL ITS AUTHENTICITY, INTRICACIES, AND WISDOM. OUR PRODUCTS AND SERVICES, THE AMBIENCE AND
- ◆ ATMOSPHERE HAVE BEEN METICULOUSLY PLANNED AND DEVELOPED TO HELP YOU RELAX AND UNWIND.
- ◆ TO TOP IT ALL, YOU WILL BE SERVED BY OUR WELL QUALIFIED THERAPISTS TO GIVE YOU A MEMORABLE SPA EXPERIENCE.
- ◆ DISCOVER A NEW, ENERGETIC YOU WITH FTV SPA.

# FTV SPA PHILOSOPHY

## VISION

TO BE THE ONLY SPA BRAND IN INDIA THAT PROVIDES A WORLD-CLASS LUXURIOUS, RELAXING AND REJUVENATING SPA EXPERIENCE

## MISSION

TO ESTABLISH FTV SPAS THAT HAVE ENCHANTING VIBES AND TRANQUILITY ACROSS MAJOR CITIES IN INDIA.

## AIM

TO CURATE LUXURIOUS AND AUTHENTIC SPA DESTINATIONS WHERE THE LUXURY MEETS WELLNESS OF BODY AND MIND.

# 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 360 DEGREE FRANCHISE SUPPORT

## Pre-Opening Support:

- ◆ Location Analysis and approval.
- ◆ Architect, DESIGNS, Layout, Etc.
- ◆ DIAMOND Inspired Designs  
(Walls, Ceilings, Furniture, etc).
- ◆ Staff Recruitment.
- ◆ FashionTV Proprietary Products Supply.
- ◆ Other Products and Vendor Tie-ups.
- ◆ STRATEGIC Planning.
- ◆ Staff extensive Training and execution.
- ◆ fashiontv billing & security platform.



## LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotion
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.





# USPS 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 FASHIONTV SHOWS ` FROM ACROSS  
THE GLOBE. 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.

# USPS OF FASHIONTV

## FashionTV Proprietary PRODUCTS

FTV branded Merchandise :-

- ◆ FASHIONTV BATH SALTS
- ◆ FASHIONTV ESSENTIAL OILS
- ◆ FASHIONTV MASSAGE OILS
- ◆ FASHIONTV BATH BOMBS
- ◆ FASHIONTV NATURAL SKINCARE GIFT BOX
- ◆ FASHIONTV ORGANIC SOAPS
- ◆ FASHIONTV MOISTURISERS

# USPS OF FASHIONTV

- ◆ FashionTV unique DIAMOND inspired design.
- ◆ FASHIONTV CEILINGS AND WALLS
- ◆ FASHIONTV UPHOLSTERY
- ◆ FASHIONTV FLYERS / PRINTOUTS
- ◆ ELECTRIC SPA MASSAGE TABLES
- ◆ TRADITIONAL AYURVEDA TABLE
- ◆ SPA TABLES FOR OIL & DRY MESSAGES SHIRODHARA MASSAGE TABLE
- ◆ LOW FLOOR THAI MASSAGE BED FACIAL BEDS
- ◆ PORTABLE MASSAGE

# USP'S OF FASHIONTV

## ◆ SPECIAL EVENTS

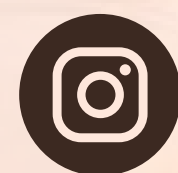
A SPECIAL fashion runway should be placed during the Fashion TV War of DJ's.

Top notch models ramp walking in state-of-the-art fashionF Proprietary products (DJ equipment, Music CD's, Beverages, Energy Drinks, Bubbly Champagne, Water, Wine, Vodka) promotional shows

Special Events of other products - PROMOTIONAL shows.

# SOcial MEDIA MARKETING

Dedicated Social Media  
Marketing Handles:



Instagram



Facebook



Twitter



LinkedIn

# SOCIAL ENGAGEMENT



Instagram uploads



Facebook check-ins



Twitter postings



LinkedIn posts



Facebook uploads



Youtube videos



Instagram check-ins



Google ADs



# 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 F CAFÉS 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 IMP.
- ◆ 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 location based AD
- ◆ Facebook ads post and likes 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 CAFE SHOULD BE LOCATED IN A PRIME TRIPLE A LOCATION OF THE CITY.

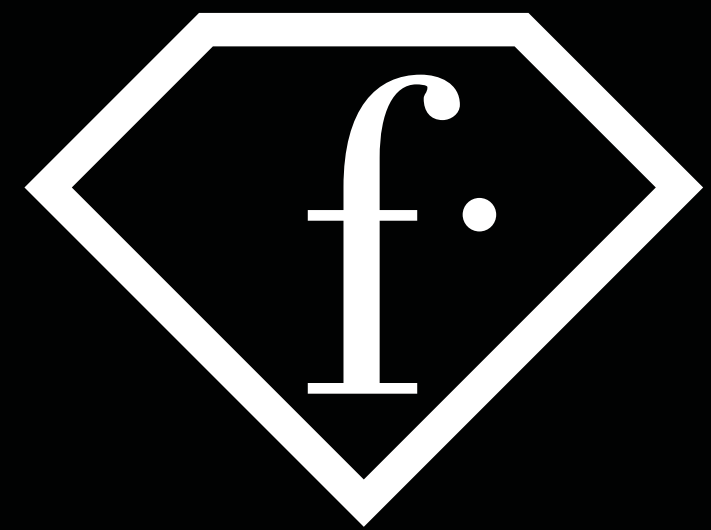
## 2. STRONG FINANCIAL BACKINGS

ALL FRANCHISEES MUST BE ABLE TO SHOW STRONG FINANCIAL BACKINGS TO ENSURE THE SUCCESS OF THE BUSINESS.

## 3. FRANCHISE FNB 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.



SPA