

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:- .

1. 12 CHANNELS OF 24 HRS DEDICATED TO FASHION & LIFESTYLE CHANNELS.
2. 23 YEARS OF EXISTENCE.
3. UHD 4K AND 8K 24 HOURS CHANNELS.
4. AVAILABLE ON LEADING OTT PLATFORMS ALL OVER THE WORLD..
5. 100 PLUS HOURS OF NEW FASHION AND LIFESTYLE CONTENT EVERY WEEK.
6. 2 BILLION WORLDWIDE VIEWERS.
7. AVAILABLE ON 250 GLOBAL CABLE SATELLITES..
8. PRESENCE IN 193 COUNTRIES.
9. 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 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. 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.

FASHIONTV FRANCHISE FINANCIALS

MODULE	STANDARD
FRANCHISING FEE	RS. 20 LACS
AREA UPTO	2500 SQ.FT
OUTLET SETUP	RS. 1.20 CR
ROYALTY	10%
AVERAGE ROI IN 3YRS	85%

FASHIONTV SPA MENU CONSISTS OF,

FACIALS & RITUALS

USING EXTRACTS OF UNIQUE PLANTS, AROMATICS, AND OTHER NATURAL NUTRIENTS, WITH TRADITIONAL APPLICATION TECHNIQUES TO GIVE YOU SOFTER, HEALTHIER AND SUPPLE SKIN.

BODY SCRUB

HELPS EXFOLIATE YOUR SKIN AND GET THE ESSENTIAL MOISTURIZATION. IT HELPS IN GETTING RID OF DEAD SKIN CELLS AND BODY IMPURITIES, LEAVING YOU HEALTHIER & RELAXED.

BODY MASSAGE

THE TRADITIONAL BODY MASSAGE IS A DEEP, COMPLETE BODY TREATMENT IT STARTS AT THE FEET AND STEADILY ADVANCES UP TO THE HEAD TO RELAX BODY MUSCLES AND TISSUES. THERE ARE VARIOUS MASSAGE OPTIONS AT FTV SPA TO HELP YOU DE-STRESS & RELAX.

FASHIONTV SPA MENU CONSISTS OF

AROMATHERAPY

AROMATHERAPY IS A HOLISTIC TREATMENT. USING NATURAL PLANT EXTRACTS TO IMPROVE THE WELL-BEING OF BODY & MIND. AROMATIC ESSENTIAL OILS ARE USED TO WORK THROUGH THE SENSE OF SMELL & SKIN ABSORPTION.

HERBAL COMPRESS

THIS THERAPY HAS BEEN USED IN THAILAND FOR HUNDREDS OF YEARS ALONG WITH TRADITIONAL MASSAGE. IT INDUCES DEEP RELAXATION, REDUCES STRESS AND FATIGUE, BOOSTS PHYSICAL AND EMOTIONAL WELL-BEING AND IMPROVES BLOOD CIRCULATION.

DEEP TISSUE MASSAGE

THIS IS AN ADVANCED FORM OF AROMATHERAPY FOCUSES ON USING DIRECT DEEP PRESSURE TO REALIGN DEEPER LAYERS OF MUSCLES AND CONNECTIVE TISSUE.

FASHIONTV SPA MENU CONSISTS OF

FOOT REFLEXOLOGY

OUR FEET ARE THE ONES WHO BEAR THE WHOLE WEIGHT OF OUR BODY, ALLOW MOVEMENTS AND STILL, THEY ARE THE LEAST CARED FOR PARTS OF THE BODY. HELPS RELAX AND IMPROVE BLOOD CIRCULATION, PROMOTE BETTER SLEEP, REDUCE BODY PAINS AND FIGHT DEPRESSION AND STRESS.

FULL BODY CELLULITE OIL

THERAPY IT IS ONE OF THE MOST EFFECTIVE WAYS TO TREAT CELLULITE. HELPS REDUCE THE EFFECTS OF CELLULITE, DISTRESS YOUR MIND, REDUCE TOXINS, REVITALIZE SKIN, AND ELIMINATE BUILT-UP FLUIDS IT ALSO IMPROVES BLOOD CIRCULATION.

HOT STONE THERAPY

ROOTED IN ANCIENT CIVILIZATIONS, A HEATED STONE MASSAGE HAS BEEN USED FOR CENTURIES FOR ITS HEALTH AND RELAXING BENEFITS.

FTV FRANCHISE BENEFITS,

ASSOCIATION WITH WORLD'S LARGEST FASHION BRAND GREAT BUSINESS
OPPORTUNITY WITH GREATER RETURNS DEVELOP A HUGE FRUITFUL CIRCLE
OF 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:-

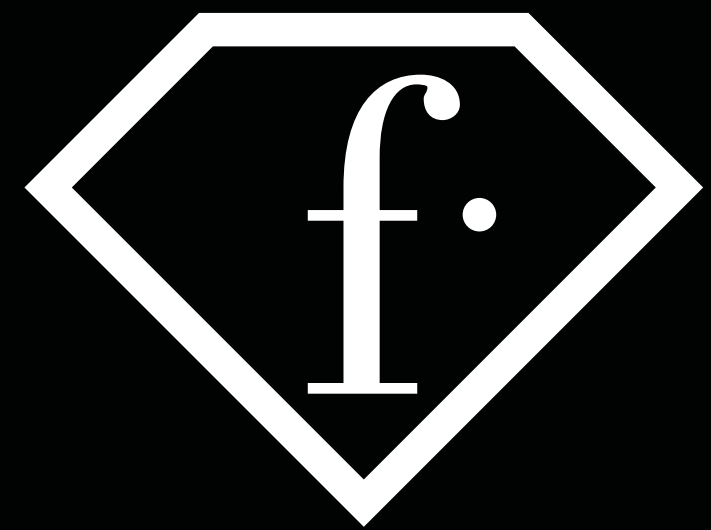
BASIC BRAND REQUIREMENTS

FASHIONTV FACTS

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



SPA