

FTV OVERSEAS



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With the rising requirements of Fashion graduates that hold exceptional immense Fashion knowledge in various fields ranging from Performing arts, Modelling to Film-making are increasing at an alarming rate.

FTV Overseas acts as a liaison between FTV's in-house institutions, such as the School of Salon, the School of Performing Arts, the School of Modelling, and the School of Filmmaking, and the world's most prestigious industry-related universities.

FTV Overseas is a student exchange programme for emerging bright candidates who aim for merit extensive exposure and excellent candidacy for future opportunities, while providing the students with “best of both worlds” training and media exposure that harnesses their skills in the right direction.

FTV Overseas is a franchise opportunity for significant gains and putting forth potential talents.



FTV OVERSEAS

OVERSEAS OPPORTUNITY IN INDIA

The days when overseas education was looked upon as the privilege of the ultra-rich are gone. More and more students, generation after generation are realising the importance and luxury of adding to their bachelors or masters in a foreign land to their achievements and CV. Apart from the added exclusive expertise in the certain field, overseas education shapes their personality which aids future career opportunities adding a boost of confidence and versatility to their personality.

According to the Ministry of External affairs, there has been a significant rise in the number of students studying abroad. The number of Indian students seeking higher education abroad grows year after year, their overseas spending is expected to increase from the current annual \$28 billion to \$80 billion by 2024. Over 85% of Erasmus students study abroad to improve their employability. With over 90% of mobile students reported that they improved their soft skills, such as knowledge of other countries, the ability to interact and work with people from different cultures, adaptability, foreign language proficiency, and communication skills. According to statistics, studying abroad improves one's chances of landing a good job. 74% of college graduates reported starting a professional career after graduation.



VISION

To train students at par with the international industry standards.

MISSION

To provide the deserving merit student an international exposure

AIM

To make FTV overseas a leading competitor in the overseas education market.



PHILOSOPHY



CAREER PROMISING

There's no doubt that international exposure naturally opens up new opportunities for students. Graduates receive an easy walk in and increased pay, as compared to others in well-known international companies.

INTERNATIONAL EXPOSURE

Studying in a new land, away from home brings you closer to a completely different culture and people, increases dependency on the self and hence transforms you into an independent and confident soul.

SIGNIFICANT REVENUE GENERATION

Supporting international education not only allows students to live out their dream, but also significantly contributes towards the revenue growth of that university, which includes tuition fees, stay and additional charges.

INTERNATIONAL RELATIONS

This helps strengthen relations by enabling more students to avail education overseas and referring to said country, along with increased brand recognition throughout the world.



WHY FRANCHISE WITH FTV?

Aside 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.

25 GLORIOUS YEARS of success.

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 196+ COUNTRIES.

Reaching 500 Million + Households.





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 OF FASHIONTV

Massive Profits
360 degree support
Brand Equity Leverage
Strong Industry Linkages

Global Presence
Exhilarating Events
Ubiquitous Promotions





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

USP 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.

SOCIAL MEDIA STATISTICS

Dedicated Social Media Marketing Handles

FACEBOOK INSTAGRAM TWITTER
YOUTUBE LINKEDIN



SOCIAL ENGAGEMENTS

Instagram uploads	Twitter postings
Facebook uploads	Instagram check-ins
Facebook check-ins	LinkedIn posts
Youtube videos	Google ADs





Facebook local
Google local
GPS location based ADs
Facebook AD posts &
likes campaigning

Instagram AD and likes
SEO marketing
SEM marketing
Analytics and reports
Youtube promotions and video boost



SPONSORED LOCAL LISTINGS

FASHIONTV 360 DEGREE 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

Audits and Ideas
Promotional offers
FashionTV sponsorship opportunities
Google and website listing





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.

BENEFITS

FRANCHISE BASIC REQUIREMENTS

AAA LOCATION

FTV Overseas and Indian Universities will have a strong presence in all the major upsales locales of all the metropolitan cities.

STRONG FINANCIAL BACKINGS

All franchises must be able to show strong financial backings to ensure the success of the business.

FRANCHISE INDUSTRY ATTRACTION

All affiliates must have attractions and likings towards the desired industry with a zeal to learn, explore and strive to succeed

STRONG DESIRE TO BE MORE

Get rich, famous and successful

