



PRESENTS

SCHOOL OF  
**MODELLING AND  
GROOMING**



# SCHOOL OF MODELLING & GROOMING IN INDIA

- India's Female Grooming Market Stood At **Usd 226.95** Million In Fy2020 And Is Projected To Grow At A Cagr Of Over **21.16%** In The Next Five Years.
- India's Male Grooming Industry Is Set To Grow At A Compound Annual Growth Rate (Cagr) Of About 45% And Touch **Rs 35,000 Cr (Approx \$5.5 Billion)** From The Current Rs 16,800 Crore (Approx \$2.64 Billion), According To The Latest Report By Indian Industry Body, The Associated Chambers Of Commerce & Industry Of India.
- The Indian Fashion Industry Is To Reach Us\$ 400 Million In A Couple Of Years With Vigorous Growth Of Over 10 Per Cent Year-on-year.
- The Education Sector In India Was **Estimated To Be Worth Us\$ 117 Billion In Fy20 And Is Expected To Reach Us\$ 225 Billion By Fy25.**

# FTV SCHOOL OF MODELLING AND GROOMING

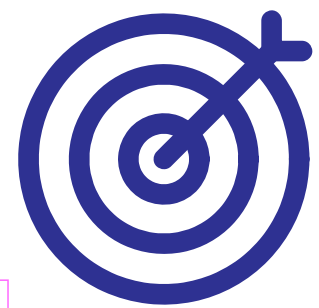
- The epitome of fashion and luxury, FashionTV is now spreading its wings to the education sector by introducing the FTV School of Modelling and Grooming.
- We ensure the holistic development of the students through integrated modules of learning so that students can achieve professional excellence in the industry.
- The faculty of FTV School of Modelling and Grooming includes ace distinguished industry experts who have cultivated rich expertise and understand the ever-evolving world.
- The module that FTV School of Modelling and Grooming offers is customised and curated for students, based on their requirements and aspirations, providing them with the knowledge base, skills and etiquette. This covers personal grooming, fitness, fashion styling, communication skills, ramp walking, body language and social and business etiquette.





## SCHOOL OF MODELLING & GROOMING

# PHILOSOPHY



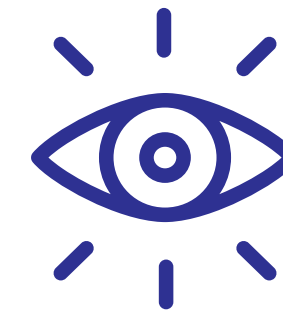
### VISION

To reinvigorate the Fashion Industry by giving our students and cognoscenti an opportunity to learn exceptionally and network collaboratively.



### MISSION

To become the leading influence on the quality Modeling and Grooming Schools, which will set the touchstone excellence, brilliance and eminence in India.



### AIM

To reinvent and focus on providing prospects to our students by offering the confidence and conviction to flourish in life.





# 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.
- 23 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 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.

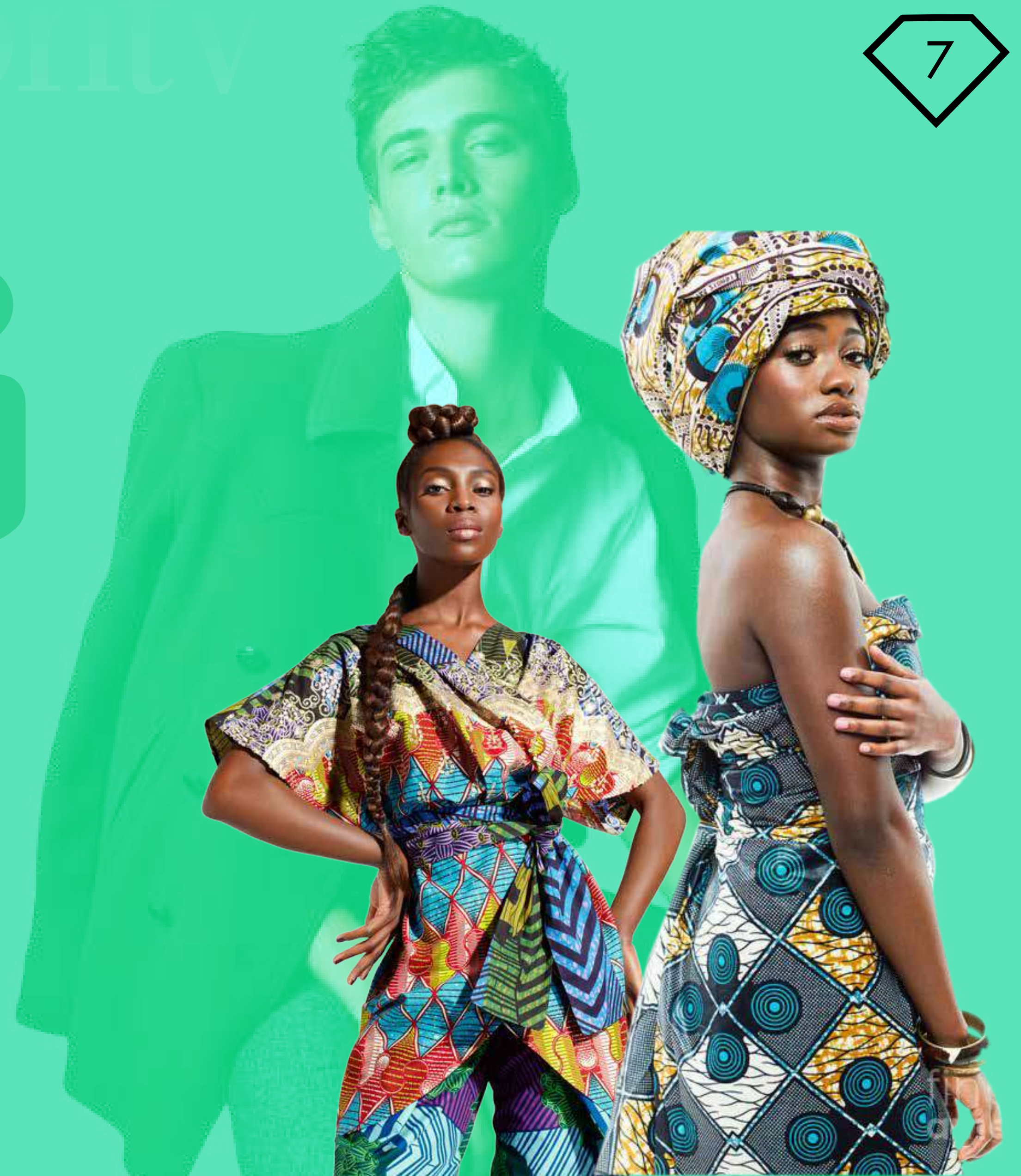




# SOMG

## USP OF FASHIONTV

- Massive Profits
- 360 degree support
- Brand Equity Leverage
- Strong Industry
- Linkages
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions





# USP 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 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.







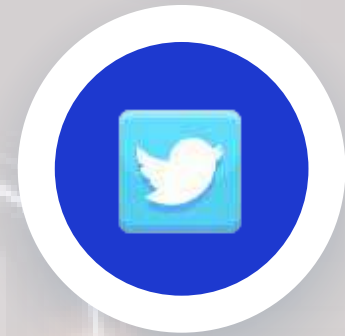
# SOCIAL ENGAGEMENTS



**INSTAGRAM UPLOADS**



**FACEBOOK CHECK-INS**



**TWITTER POSTINGS**



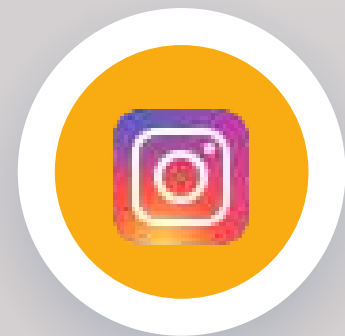
**LINKEDIN POSTS**



**FACEBOOK UPLOADS**



**YOUTUBE VIDEOS**



**INSTAGRAM CHECK-INS**



**GOOGLE ADS**



# 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

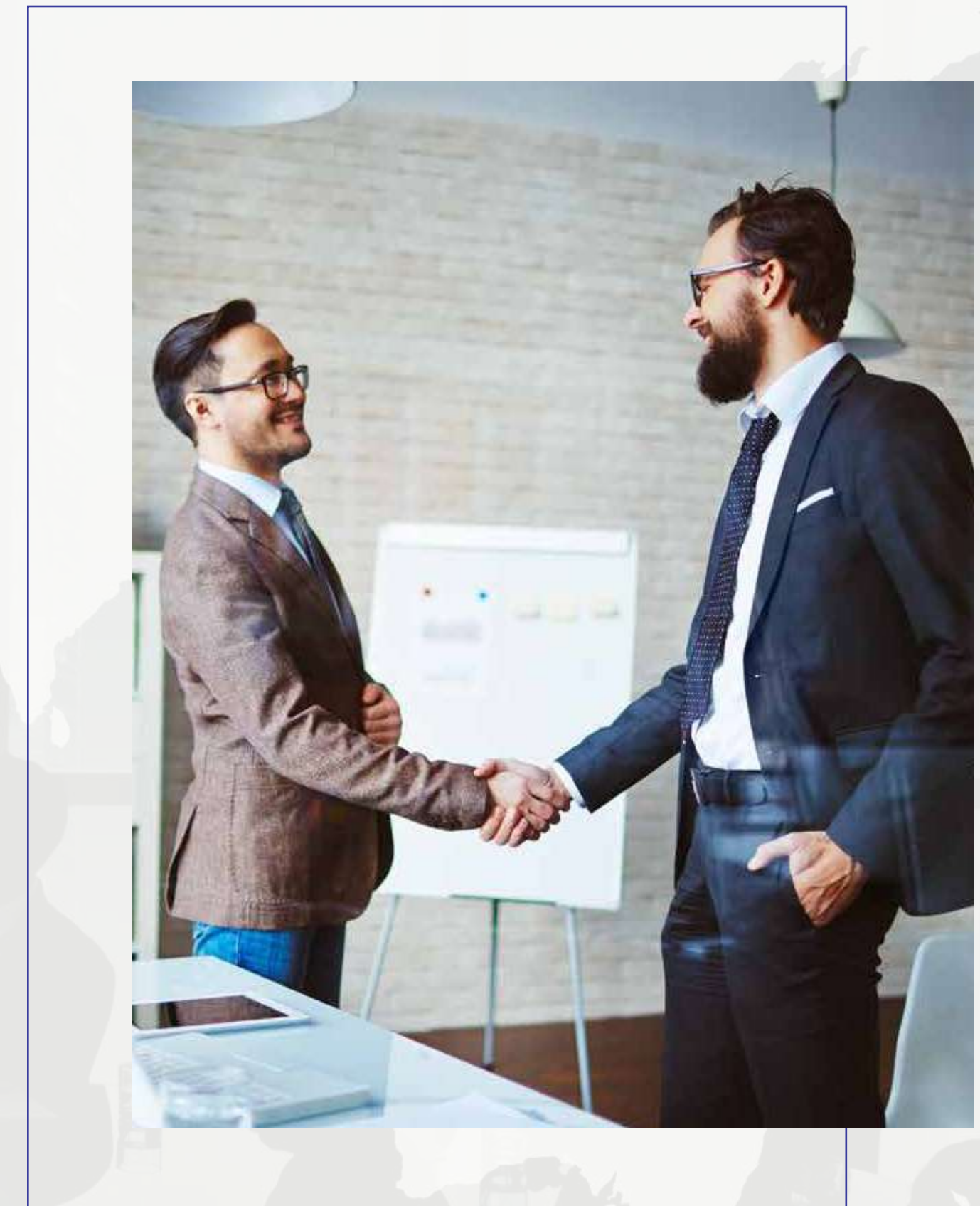




# FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-Opening Support:

- Location Analysis And Approval.
- 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

- 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.
- Google and Website Listing



# FTV FRANCHISE 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.
- Get to use the FTV visiting card as your power currency.





# FRANCHISE BASIC REQUIREMENTS

## AAA LOCATION

FTV School Of Modelling and Grooming should be situated in the most upscale locations of all the metropolitan cities for easy access and convenience.

## STRONG FINANCIAL BACKINGS.

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

## EVENT INDUSTRY ATTRACTION.

All franchises must have attractions and likings towards the grooming and modelling industry with a zeal to strive and succeed.

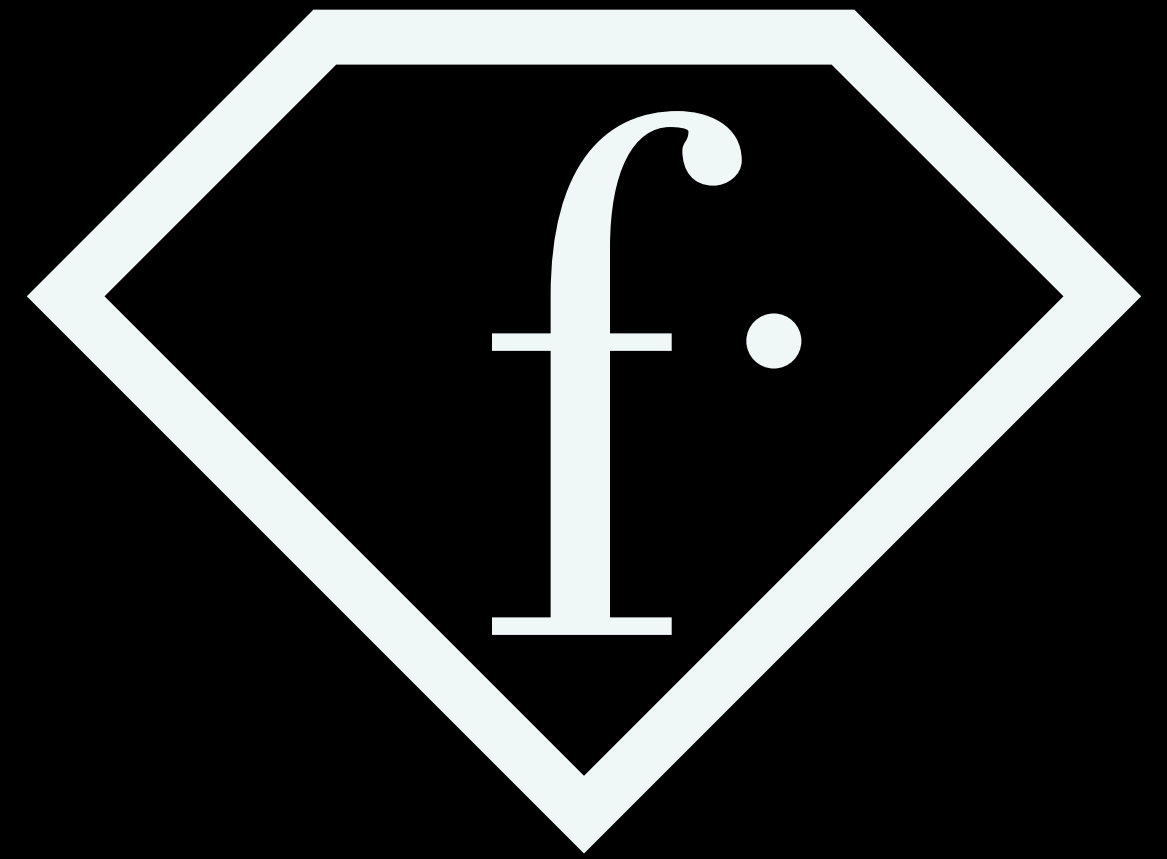
**STRONG DESIRE TO BE MORE:** Rich, Famous, and Successful.



# FTV SCHOOL OF MODELLING AND GROOMING FINANCIAL

MODULE	INSTITUTE	SCHOOL	UNIVERCITY
FRANCHISE FEE	15 Lakhs	30 Lakhs	45 Lakhs
AREA UPTO	25,00 sq.ft.	5,000 sq.ft.	75,000 sq.ft.
INVESTMENT	70. Lakhs	1.25. CR	2. CR
AVERAGE ROI	75-80%	75-80%	75-80%
ROYALTY	20%	20%	20%
ARCHITECT FEE	200 sq.ft.	200 sq.ft.	200 sq.ft.





SOMG