

FTV

SCHOOL OF

FITNESS

IN A WORLD WHERE AWARENESS IN THE HEALTH AND FITNESS DOMAIN HAS INCURRED GREAT IMPORTANCE, THE NEED FOR FITNESS ACADEMY'S THAT COMMUNICATE AND TEACH THE SKILLS AND REQUIRED KNOWLEDGE TO ASPIRING FITNESS ENTHUSIAST ARE GROWING THAT WANT TO ENTAIL THE SAME CHANGE IN THE CHANGE MAKING POPULATION.

THE ONLINE AND OFFLINE FITNESS SECTOR IS GROWING AT A CAGR OF 33.1% AND IS POISED TO REACH A MARKET VALUE OF \$59.231 MILLION BY 2027. THE VAST EARNING POTENTIAL IN THE FITNESS INDUSTRY RISES FROM VARIOUS EXAMPLES OF YOUNG INDIVIDUALS EARNING LAKHS PER MONTH, DEPENDING ON WHEN YOU START RIGHT IN THIS INDUSTRY, THAT IS BY STUDYING AND GAINING EXPERTISE WITH A WELL-KNOWN AND ACCREDITED FITNESS ACADEMY.

ACCORDING TO THE LATEST REPORT SUBMITTED BY INTERNATIONAL HEALTH, RACQUET AND SPORTSCLUB ASSOCIATION (IHRSA), THE TOTAL INDUSTRY REVENUE WAS \$96.7BILLION IN 2019, WHICH IS ONLY BOUND TO GROW IN THE COMING YEARS.



**FITNESS ACADEMY
INDUSTRY IN INDIA**

SOFIT WITH ITS COURSES AIMS TO IMBIBE AND NOURISH EACH FITNESS INDIVIDUAL WITH THE REQUIRED TRAINING, MATERIALS AND NECESSARY EQUIPMENTS THAT IS CRUCIAL TO ACE'ING EACH MODULE AND REAL TIME CLIENT GOALS AND NEEDS. RIGHT FROM PERSONAL TRAINING, TO SPECIAL POPULATIONS AND EVEN NUTRITION COURSES, SOFIT COMES HIGHLY EQUIPPED WITH RENOWNED TRAINERS, GUIDES AND STUDIOS THAT ARE DESIGNED TO GIVE THE BEST TO EACH INDIVIDUAL AND PREPARE THEM FOR A ENRICHED FITNESS JOURNEY.

FTV SOFIT IS WHAT WILL BRIDGE THE GAP BETWEEN AN ENTHUSIASTIC FITNESS PERSONALITY TO MAKING THEM THE MOST RENOWNED IN THEIR SKILL AND SECTOR.



PHILOSOPHY

VISION

TO ESTABLISH SOFIT IN HIGHLY METROPOLITAN AREAS THAT AROUSES THE INTEREST OF FITNESS ENTHUSIASTS TO ENROLL, MAKING THEM THE BEST FITNESS ADVOCATES IN THE INDUSTRY.

TO BE A LEADING ACADEMY THAT COVERS ALL ASPECTS OF WELLNESS AND FITNESS, CATERING TO EVERY INDIVIDUAL AND CREATING A HIGH-IMPACTFUL PRESENCE IN THE TEACHING

MISSION

AIM

TO IMBIBE THE IMPORTANCE AND GENERATE CURIOSITY OF THE FITTER MINDS, WHILE REVOLUTIONISING THE FITNESS INDUSTRY AND CHANGING LIVES WITH FTV.

COURSES OFFERED UNDER SCHOOL OF FITNESS

SPORTS NUTRITION CERTIFICATION

CERTIFIED PERSONAL TRAINING

SPECIAL POPULATION TRAINING
CERTIFICATION

MASTERS IN PERSONAL TRAINING



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.

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.



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.
ENDORISING 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!!

**USP OF
FASHIONTV**

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 MARKETING

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

FASHIONTV 360 DEGREE SUPPORT

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

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.



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.

ALL FRANCHISES MUST BE ABLE TO SHOW SOLID FINANCIAL SUPPORT TO ENSURE THE SUCCESS OF THE BUSINESS.

FTV SCHOOL OF FITNESS MUST BE LOCATED IN HIGHLY REGARDED AND DISTINGUISHED LOCALES OF METROPOLITAN CITIES.

STRONG FINANCIAL BACKINGS

FRANCHISE INDUSTRY ATTRACTION

ALL FRANCHISES MUST HAVE A PASSION AND LIKING FOR THE INDUSTRY OF WELLNESS AND FITNESS DEVELOPMENT WITH PROFOUND KNOWLEDGE AND EXPERTISE IN THE MAKE AND TAKE OF THE BUSINESS.

FTV SCHOOL OF FITNESS BASIC REQUIREMENTS

AAA LOCATION

STRONG DESIRE TO BE MORE:

RICH, FAMOUS, AND SUCCESSFUL.