

 fashiontv



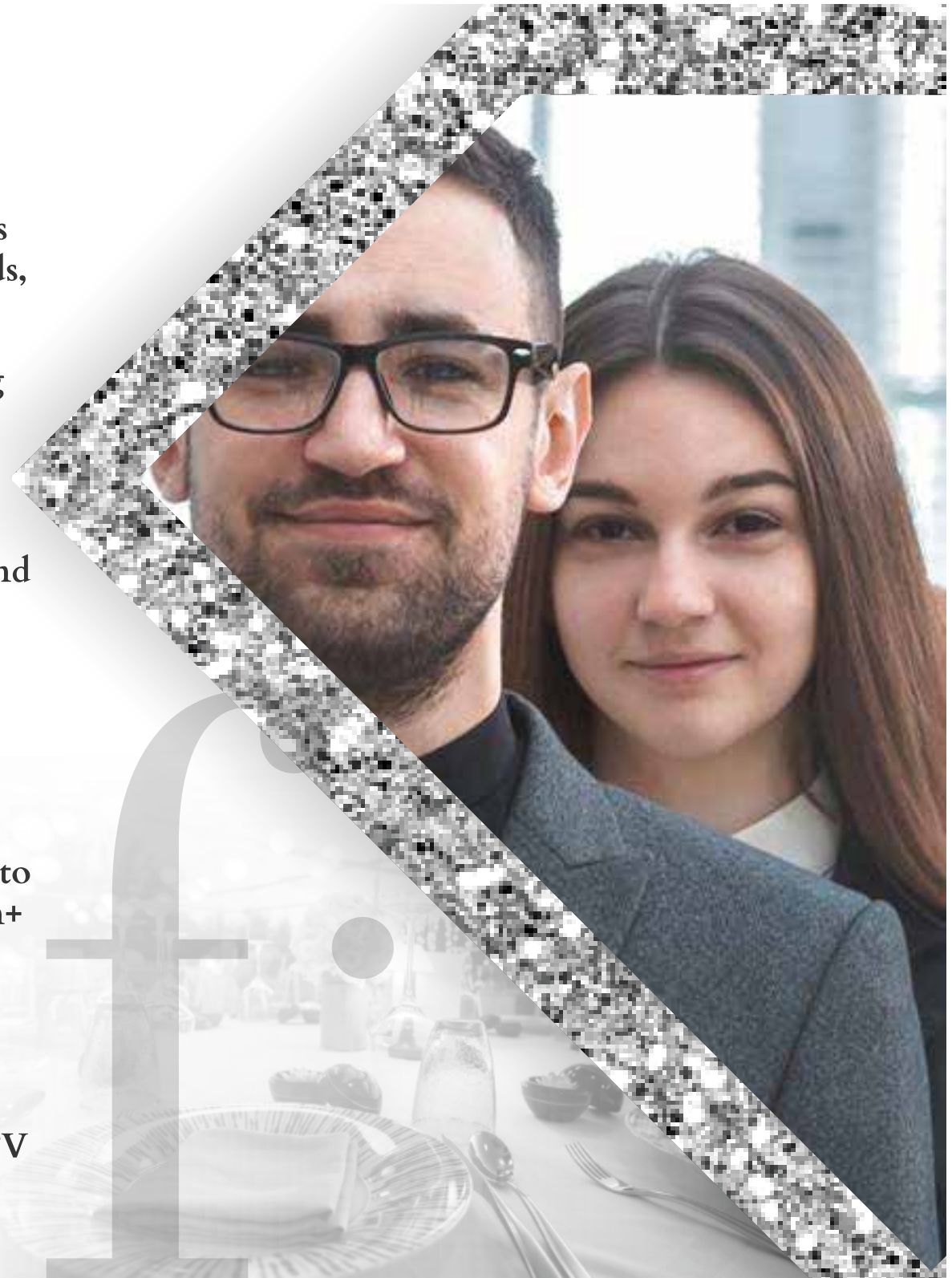
SCHOOL OF  
PERFORMING ARTS  
*Style Your Career*





From the very start, FTV has become synonymous with the best in the world of fashion, beauty, trends, and lifestyle.

- Fashion TV is a 24/7 international broadcasting channel dedicated to showcasing the fashion and lifestyle of the world.
- Founded by Michel Adam Lisowski in 1997, in France, FTV offers the best of the fashion world and aims to connect the worldwide fashion and entertainment industry.
- FTV has a viewership of over 2 billion+ across 193+ countries all around the world.
- It broadcasts the latest news and information about the fashion, luxury, and lifestyle world over to 500 million+ households and more than 10 million+ public places across five continents.
- FashionTV is the fourth most distributed channel in the world with 250+ cable satellites, holding a presence in 500 million+ households, 7 million+ in public places, and 10 million+ public TV sets in public places.





# ABOUT FTV SOPA

An important part of FTV is the FTV School of Performing Arts. It is one of the best places for people aspiring to be a part of fashion and beauty industry. Carrying forward the vision of Michel Adam and FTV, FTV School of Performing Arts aims to train and nurture talent who will be renowned names of future in fashion, beauty, lifestyle and entertainment industry. The training and certificates which students will receive are going to be highly effective in their careers and making their dreams come true. The students will receive training which is going to be of international standards, along with hands on experience from the best in the fashion industry. The combination of best training with a futuristic strategy and practical experience is going to open doors for a worldwide reach. With all these aspects along with the exposure of FTV Franchise, FTV School of Performing Arts aims to provide enormous support in launching careers for fashion and entertainment Industry worldwide.



## WHY FTV SOPA?

We are here to transform the idea of learning. FTV School of Performing Arts is launched in India with a vision to offer the fashion aspirants high standard training- whether its a degree course or a short-term certification. Our training programs are designed on international standards and are highly career oriented. The methodology adopted by FTV SOPA includes both practical as well as theoretical, faculties are skilled and are having years of professional experiences on their resume. We ensure that the training programs we offer will open a global scope for you and will help you setting up a winning career for you in the near future.

We offer mentorship from industry experts. Renowned media personalities from Fashion, Theatre and Film industry conduct master classes and workshops and share their experiences and knowledge with the students which help them grow and develop a better understanding of the industry.

- Personalized Mentorship from experts
- Exposure to global events
- Experiential learning
- Projects and practical learning
- State of Art Learning Studios
- 360 degree career support



# ALL COURSES OFFERED BY FTV SOPA



School of  
Cinema



Fashion  
Personality  
Development



School of  
Photography



School of  
Event  
Management



School of  
Fashion  
Management



School of  
Advertisement  
and PR



# FTV SCHOOL OF CINEMA



SCHOOL OF  
PERFORMING ARTS  
*Style Your Career*

Aspirants will get world-class training under the guidance of best of the industry. We will sharpen the acting skills, train the aspirants with ample knowledge, and make the students ready for any challenge. With FTV School of Cinema, there is scope and exposure to perform at international films and theatres.

Cinema and Media Arts is a field that has an ever-growing demand. The entertainment sector has huge demands for fresh faces and raw talents. This is your chance to fulfil your dreams. Learn with us and get practical trainings to polish yourself to be the best. Degrees/Diplomas/Certificates from FTV School of Performing Arts will certify your talents to the whole world. Open the gates to global fame and recognition, create meaningful works and take India's talents to the top.

Pursuing your dream career in Cinema under FTV School of Performing Arts, is the first step towards launching your successful career in the industry. Your talents and skills need a platform to grow, and we are to provide that.

## Courses :

Advance Diploma (11 Months) | Diploma (6 Months) | Advance Certificate (3 Months)  
Certificate (1 Month) | Workshop (7 to 15 Days)





SCHOOL OF  
PERFORMING ARTS  
*Style Your Career*

# FTV SCHOOL OF PHOTOGRAPHY

Aspirants will get to create stories that has value, meaning and can connect with people. Here at FTV School of Photography, we train in a range of things such as advanced manual photography and comprehensive knowledge of lenses. Receive practical training from the experts and turn passion into a successful career.

Photography as a career option has various demands and scopes worldwide. From a fashion photographer, event photographer or a celebrity photographer, the list is endless. With our guidance you're sure to find your calling. Come, learn, and train with us and gain fame globally. Your skills and talents are meant to capture hearts and deserve lot of appreciation.

Your passion for photography needs a solid boost to fly. Take our Photography course and see yourself get the deserving recognition from the world. A course that is made to fulfil the needs of an aspirant photographer, you will get rigorous training to continuously improve yourself. So, train and work hard and get certified by FTV School of Performing Arts to show the world your real worth.

## Courses :

Advance Diploma (11 Months) | Diploma (6 Months) | Advance Certificate (3 Months)  
Certificate (1 Month) | Workshop (7 to 15 Days)

# FTV SCHOOL OF EVENT MANAGEMENT

FTV is a renowned name in the international platform of fashion, entertainment, and lifestyle. Getting trained at the FTV School of Event Management comes with the chance to organize international events and fashion shows. The high standard of training will enhance skills for this field and provide the aspirants with huge scopes for the future.

Come, learn about the nuances of event management, like studying the brand, identifying the target audience, devising the event concept, and coordinating the technical aspects before the launch of the event. We'll make sure all your skills are polished, and you're absolutely ready to be the best in the industry.

Event management is one of the primary roles in execution of any event. From planning the stage, running the event, and then carrying out the post-event evaluation, everything depends on your skills. If you like to organize and plan and your execution skills are on point, then event management course is for you. Come, enrol in the courses of Event Management course to kickstart your future.

## Courses :

PG Diploma (11 Months) | Advance Diploma (11 Months) | Diploma (6 Months)  
Advance Certificate (3 Months) | Certificate (1 Month) | Workshop (7 to 15 Days)



# FTV SCHOOL OF FASHION MANAGEMENT

Receive rigorous training from the industry professionals and polish the skills with us. Aspirants will get fulfill their love for fashion and build a successful career of it, with FTV School of Fashion Management. The exposure of FTV will help with various opportunities of the global fashion and beauty industry.

Fashion Business Management is rewarding and challenging career that requires creative skills and analytical thinking. With this course, master the skills needed in global retail operations and management. Your sense of style combined with business skills will take you to the top of the industry. Experience an enriching course designed to launch successful careers in the industry.

Studying Fashion Business Management will open doors for a successful career in the fashion industry worldwide. Study and train yourself in fashion marketing, product development, buying and planning, sourcing, styling, fashion forecasting, social media, and analytics development.

## Courses :

PG Diploma (11 Months) | Advance Diploma (11 Months) | Diploma (6 Months)  
Advance Certificate (3 Months) | Certificate (1 Month) | Workshop (7 to 15 Days)



# FTV SCHOOL OF FASHION PERSONALITY DEVELOPMENT

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Proper grooming can boost one's confidence and increase opportunities in the world. We at FTV Fashion Personality Development, will brush up skills of makeup, hairdo and help the aspirants make their mark in the fashion industry. Develop soft skills such as public speaking, train in social etiquettes and mannerisms and become the best self.

Learn fashion styling, soft skills and communication, aesthetic personality development, science of well-being, mental and physical personality development and many more. The course is curated to guide, train, and develop the students to take on their careers and the world.

The course of Fashion Personality Development helps improve identity awareness, develops potential, skills, and talents, and enhances your employability in the fashion industry. Our training will ensure maximum achievement in life and work and help you to be the very best. The course will utilize your skills and make you grow so that you can reach newer heights.

## Courses :

PG Diploma (11 Months) | Advance Diploma (11 Months) | Diploma (6 Months)  
Advance Certificate (3 Months) | Certificate (1 Month) | Workshop (7 to 15 Days)



# FTV SCHOOL OF ADVERTISEMENT & PR

The need for training in the field of advertisement and PR is increasing. With FTV School of Advertisement and PR, aspirants will get training in the best and current technologies and will develop into one of the best professionals of the industry. FTV offers the reach and exposure needed to kick start a career in Advertisement and PR.

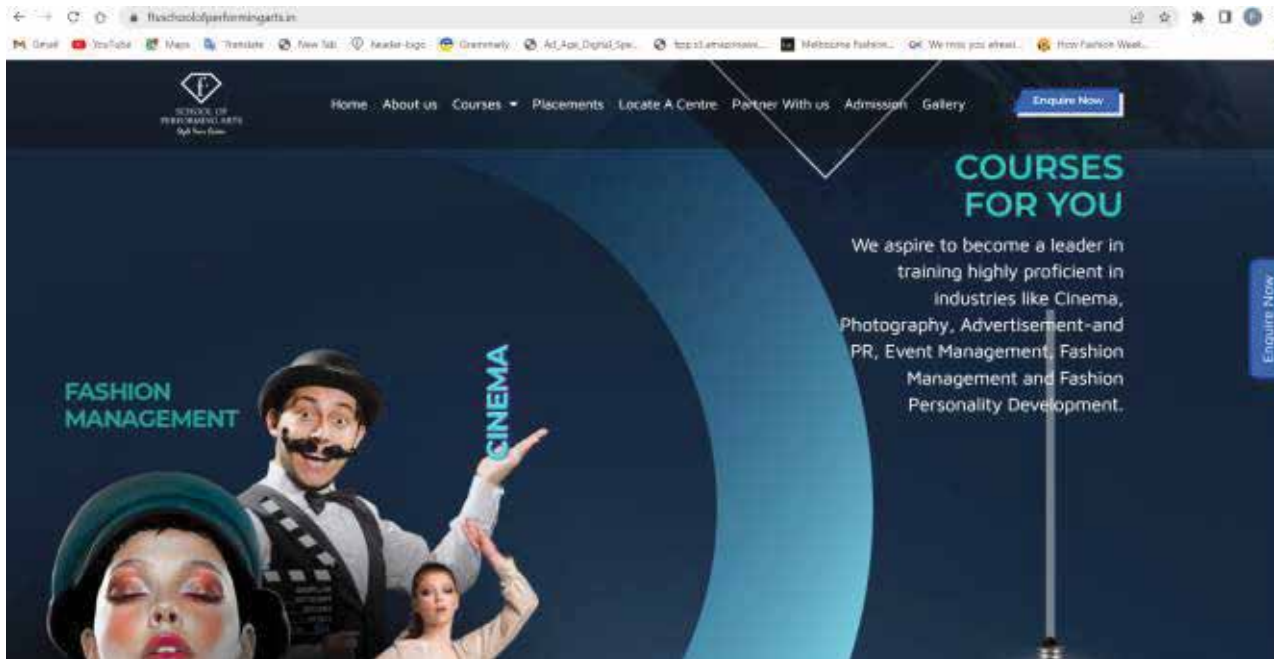
The growth of advertisement in each sector of the industry is increasing drastically. So, what's better than to get yourself trained in a course that provides ample career options- both nationally and internationally. Rising demands in advertisements – the conventional methods and the recent methods through social media, offers a wide range scope for the aspirants.

The course of Advertisement and PR aims at building of skill and perspectives, to teach the variations of consumer behavior and the basics of public relation and importance of various media as mediums of advertising.

## Courses :

PG Diploma (11 Months) | Advance Diploma (11 Months) | Diploma (6 Months)  
Advance Certificate (3 Months) | Certificate (1 Month) | Workshop (7 to 15 Days)

# FTV SCHOOL OF PERFORMING ARTS WEBSITE





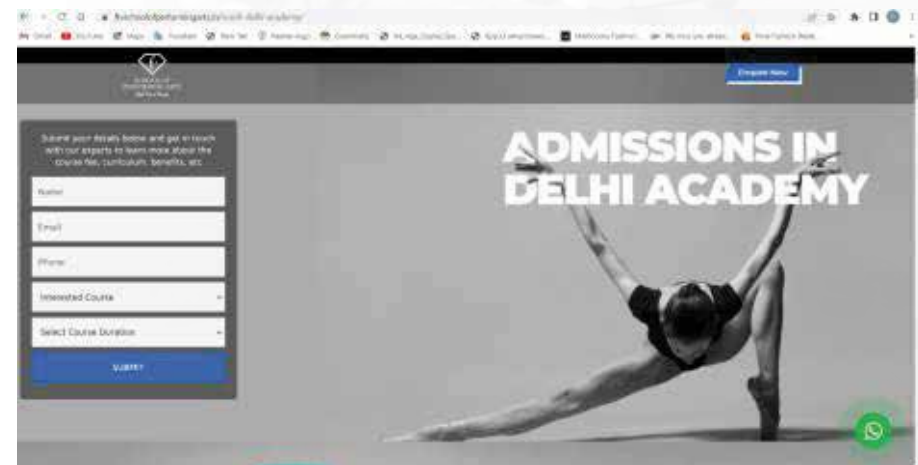
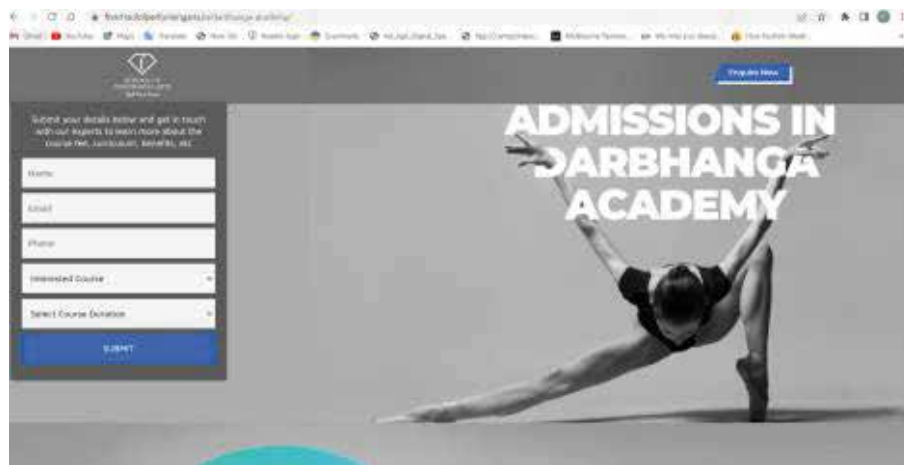
# WHAT'S ON THE WEBSITE?

The Fashion Tv School Of Performing Arts Website provides the necessary information that you require to carry forward your learning and admission process. From information regarding different courses to the info about placements, we have it all! FTVSOPA has other landing pages for all the courses and franchises, all of which are automatically transferred to a Lead Management System, i.e., LMS. You can further find essential details like the Enquiry section, partner with our institution, student work portfolio, and images, locate a center, celebrity testimonials, etc. Our website is user-friendly and very easily accessible. Students can identify all the course-related information and FAQs readily on the website. We ensure that all our readers are well informed, so we have mentioned all contact-related information like emails, phone no, office addresses, etc., on the website. You can also go through the website and fill-up the form by submitting your details. You can also request an academic counseling callback from the counselors.



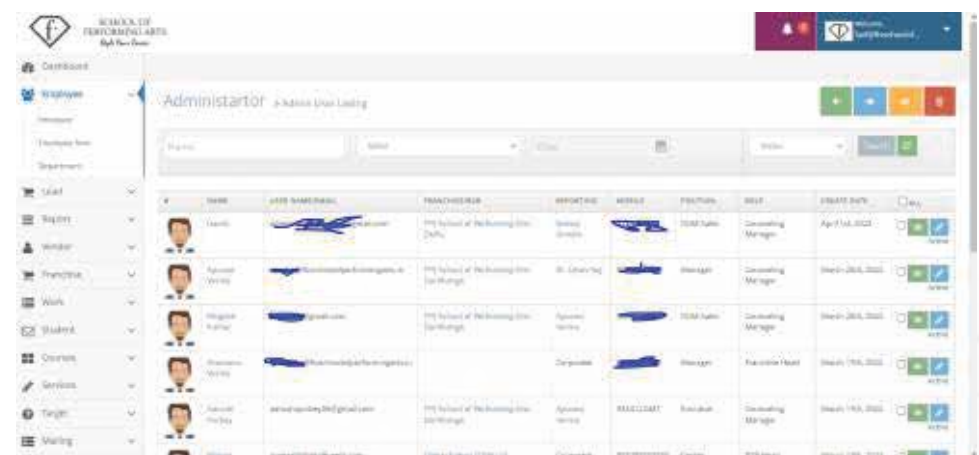
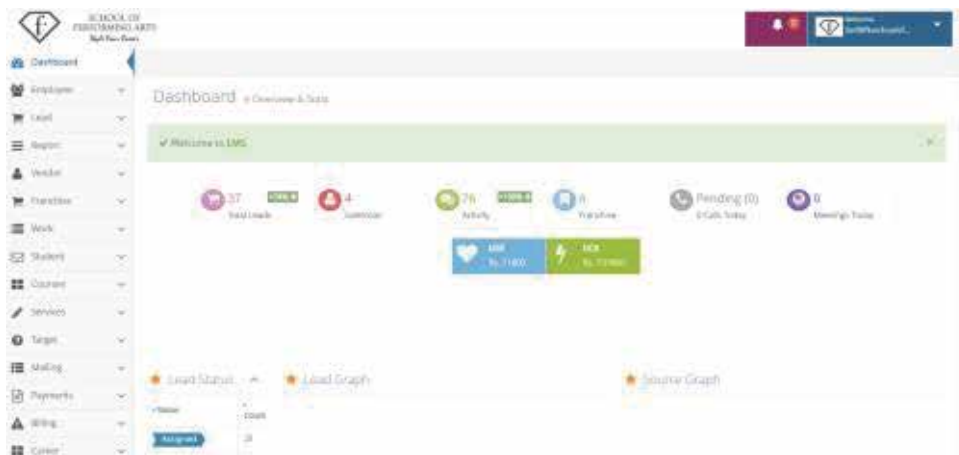
# FTV SCHOOL OF PERFORMING ARTS FRANCHISE LANDING PAGES

We had created separate landing pages for all the franchise with form for lead collection of admission enquiry.





# FTV SCHOOL OF PERFORMING ARTS LEADS MANAGEMENT SYSTEM (LMS)



# LMS Features for Franchise

- A franchise can create multiple Employees (Counselors, Managers etc) with their own separate Login.
- Centre Head can manage the roles of any Employee.
- All the Website Leads can be tracked on the LMS itself – with assigning those lead to employees created on the platform.
- Once the leads are recorded on the LMS, it gets equally distributed among the employees based on the number of employee created.
- Centre Head or Franchise can track the status of the leads with their call recording.
- Once the Lead is closed by the counselor, it automatically converts into Student.
- Centre Head or Franchise can track the Registration fee or total fee received/pending of the students.
- Once the Student clears all his/her course fee, franchise can request the cooperate office on the portal itself to release their CERTIFICATES.
- After allotment of the certificate, student can validate their certificate through the QR code provided on the certificate.
- Special column for B2B tie-up with separate login for School/Colleges.
- Mailer can be sent through LMS on the existing leads as well as new data base.





## TIE UP WITH SINGHANIA UNIVERSITY

Singhania University was established in 2007. It is located in Jhunjhunu, Rajasthan. The campus of Singhania University is spread across 30 acres of land. The university is recognised by AICTE & UGC. Singhania University is a member of the Association of Indian Universities, National Knowledge Network established by the HRD Ministry, Govt. of India. The university is also certified by IAO (International Accreditation Organization) Certification & University by QS Group Zurich AG- Switzerland (SAS).

The university has various international collaborations with Chiba University of Commerce, Japan, Lincoln University, Oakland, CA, (USA), London Chambers of Commerce & Industry (LCCI), and various other international universities. The university also has five industrial collaborations with reputed corporate houses & councils.

Singhania University admissions are based on merit score of candidates in the last qualifying exams. However, for admission to some programmes the university accepts national level entrance exam scores. The applications for admission to Singhania University are issued online through the official website.

The university has tracked a placement record with many reputed companies such as JK Cement, IBM, TCS, Hewlett Packard, and Wipro, etc. It also accepts all the Govt. & UGC approved scholarships for its students

We have successfully tie up with Singhania University for the following Diploma and Degree Courses :

**Diploma Courses :**

<b>Name of Program</b>	<b>Duration</b>
<b>Diploma in Event Management</b>	<b>12 Months</b>
<b>Diploma in Fashion Management</b>	<b>12 Months</b>
<b>Diploma in Advertisement and Public Relations</b>	<b>12 Months</b>
<b>Diploma in Journalism and Mass Comm.</b>	<b>12 Months</b>
<b>Diploma in Photography</b>	<b>12 Months</b>

**Under-Grad Programs-**

<b>Name of Program</b>	<b>Duration</b>
<b>Bachelor of Business Administration (B.B.A.) in Event Management</b>	<b>3 Years</b>
<b>Bachelor of Business Administration (B.B.A.) in Fashion Management</b>	<b>3 Years</b>
<b>Bachelor in Journalism and Mass Comm. (B.J.M.C.)</b>	<b>3 Years</b>
<b>Bachelor of Business Administration (B.B.A.) in Advertisement and PR</b>	<b>3 Years</b>
<b>Bachelor of Business Administration (B.B.A.) in Digital Marketing</b>	<b>3 Years</b>
<b>Bachelor of Business Administration (B.B.A.) in Sports Management</b>	<b>3 Years</b>



We have successfully tie up with Singhania University for the following Diploma and Degree Courses :

**Post- Grad Programs :**

<b>Name of Program</b>	<b>Duration</b>
<b>Master of Business Administration (M.B.A.) in Event Management</b>	<b>2 Years</b>
<b>Master of Business Administration (M.B.A.) in Sports Management</b>	<b>2 Years</b>
<b>Master of Business Administration (M.B.A.) in Fashion Management</b>	<b>2 Years</b>
<b>Master in Journalism and Mass Comm. (M.J.M.C.)</b>	<b>2 Years</b>
<b>Master of Business Administration (M.B.A.) in Advertisement and PR</b>	<b>2 Years</b>
<b>Master of Business Administration (M.B.A.) in Digital Marketing</b>	<b>2 Years</b>





# TIE UP WITH SINGHANIA UNIVERSITY



**SINGHANIA UNIVERSITY**  
Established 2007  
120, Sector 10, Gurgaon, Haryana - 122001  
Phone: 01294-271296/305 Fax: 01293-271003

EDUCATION FOR ALL, HEALTHCARE FOR ALL, EMPLOYMENT FOR ALL, AUTONOMOUS, MULTI TASKING, INTEGRATED & CORRUPTION FREE EDUCATION SYSTEM IS THE BASIS OF DEVELOPMENT

**APPLICATION FORM FOR COLLABORATION**

INSTRUCTION: Please fill up this form in capital letters and attach supporting documents.

1. Name of the Trust / Society / Registered Institution / Company / Hospital / Any Other Organization: (Please attach registration by laws or deed).

F S O P P A P R I V A T E  
L I M I T E D

Category (Tick):  
 Trust  
 Society  
 Registered Institution  
 Company  
 Hospital Please mention number of beds: \_\_\_\_\_  
 Any Other Organization. Please Specify: \_\_\_\_\_

2. Registration Number & Country / State where registered (Please attach registration document):

Registration No. U A 2 4 9 0 U P 2 0 2 2 P T C 1 C 7 9 4 4  
 Country I N D I A  
 State N O I D A

3. Registered Address of the Trust / Society / Registered Institution / Company / Hospital / Any Other Organization:

C - 7 2 2 N O I D A D E  
 S E C T O R - 6 2 N O I D A  
 U T T A R P R A D E S H 2 0 1 3 0 9  
 CITY N O I D A  
 STATE U T T A R P R A D E S H

17. List of Courses for which collaboration is required:

S. No.	Name of Course	Labs & Equipments Available (YES/NO)
1	Cinema	YES
2	Photography	YES
3	Event Management	YES
4	Fashion Management	YES
5	Advertisement & PR	YES
6	Fashion Personality Development	YES

18. Any other details you may like to mention (Awards / Achievements):

FTV School of Performing Arts is a part of FashionTV and is functioning with the aim to build professionals for fashion, lifestyle, and entertainment industry.

Stats of FashionTV :-

- 500 million households TV set globally
- World's 4<sup>th</sup> most distributed channel
- 10 million public places globally
- 4 million followers on Facebook
- 30k+ followers on Instagram with 12% average reach per month

**DECLARATION:**

I declare that all the information given in the applications form is true to the best of my knowledge & belief and that if found guilty I shall be liable to any action by the University including the cancellation of collaboration now or in future.

Signature: B. Mishra  
 Name of Authorized Signatory: SHASHI BHUSAN MISHRA  
 Designation of the Applicant: MANAGING DIRECTOR  
 Seal of the Society/Institute



# SCHOOL ASSOCIATED WITH FTV SCHOOL OF PERFORMING ARTS

S.No.	Name
1	Shri Ram Global School, Gurugram
2	Sant Gyaneshwar Model School, Noida
3	Brain Builder Talent Kids School, Indore
4	City International School, Lucknow
5	Asian School, Lucknow
6	Mahatma Gandhi International School, Ahmedabad
7	Anand Nikenta School, Ahmedabad



# COLLEGES ASSOCIATED WITH FTV SCHOOL OF PERFORMING ARTS

S.No.	Name
1	Indian Institute of Management & Technology, Alipur
2	Shushruti Institute of Nursing, Bangalore
3	Shri Basaveshwar Shiksha, Bangalore
4	Dr. DY Patil, Mumbai
5	GIS, Gandhinagar
6	Astha College of Professional Studies, Bhilwa
7	MP Institutes of Management and Computer Application, Varanasi
8	SMT Group of Colleges, Lucknow

# INSTITUTES ASSOCIATED WITH FTV SCHOOL OF PERFORMING ARTS

S.No.	Name
1	Design Square Institute, Lucknow
2	Dream House Entertainment, Pune
3	Mindtree School of Acting and Films, Lucknow
4	Redcarpet Production, Pune
5	Opulent School of Acting and Films, Lucknow
6	Golden Beauty Salon & Academy, Aurangabad
7	Asian Institute of Technology & Medical Science, Kolhapur
8	Yashika Institute of Performing Arts, Lucknow
9	GAALC, New Delhi
10	BeAlpha, Ahmedabad
11	Dual Zero Multimedia Institute, Meerut
12	Livewire, Jaipur
13	Livewire, Delhi
14	MAAC, Vadodara



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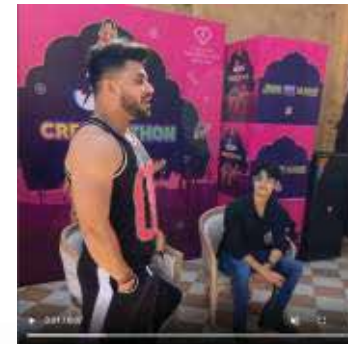
# BRANDS COLLABORATION

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Collaborated with Josh App for Promotional Activities

Recently joined hands for Creatorthon Campaign in Jaisalmer where Ahmedabad Faculty was also present for the workshop session of Influencers.



FTV SOPA have its own app on Classplus Interface. FTV and Classplus has successfully conducted master classes with celebrities, sport persons & other industry professionals.



FTV SOPA,  
invites you to  
**Extra Class** with **Ravi Kumar Dahiya**

Exclusively on  
FTV SOPA's App  
21<sup>st</sup> August | 12:30 PM

Download the app now

Olympics 2020  
Silver Medalist

ftv\_sopa • Following

ftv\_sopa Join our exclusive class by Olympic medalist, Ravi Kumar Dahiya only on FashionTV SOPA App.  
Download the App and attend this masterclass free!  
DOWNLOAD SOPA App "link in bio"  
#FTVSopa #ftvschoolofperformingarts #SopaApp #fashiontv #Olympic #RaviKumarDahiya

jadeja\_kirtisinh\_5099 🙌🙌🙌  
👉 Reply

kuzideppa601 🙌🙌  
👉 Like Reply

1,882 likes

Add a comment...



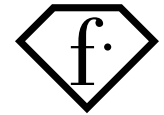
FTV SCHOOL OF PERFORMING ARTS  
presents  
**Extra Class** with **LARA DUTTA**

SATURDAY  
31st July, 12:30 P.M.

Classplus



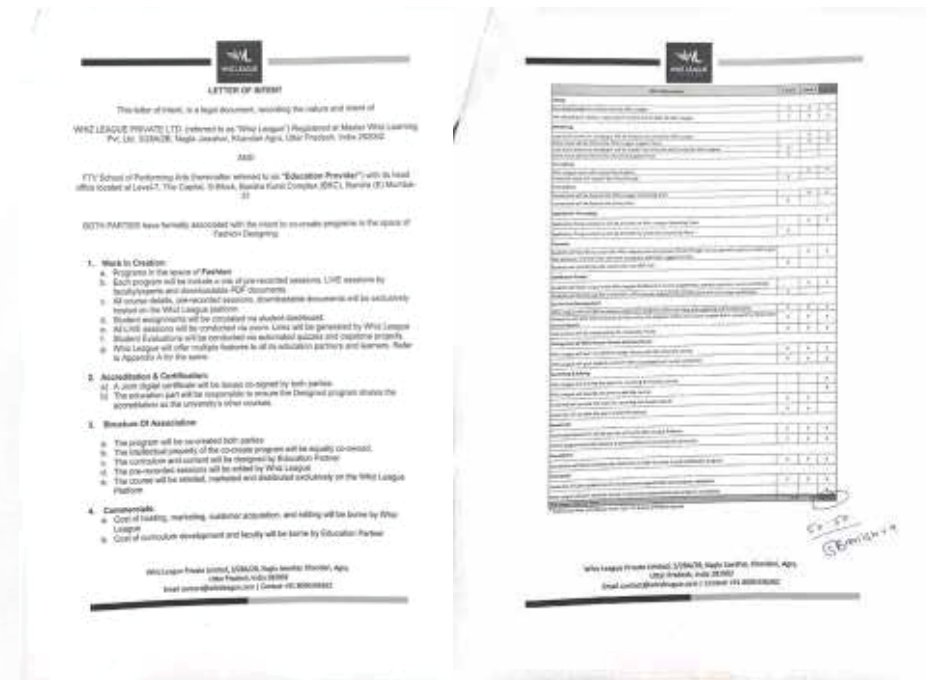
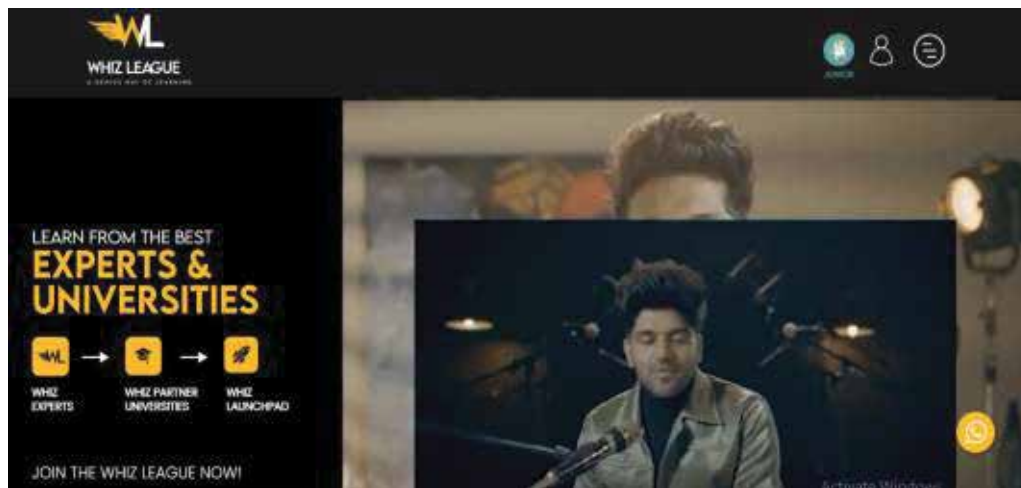




SCHOOL OF  
PERFORMING ARTS  
*Style Your Career*



Whiz League is a revolutionary learning and career launching platform that offers courses by celebrities and industry experts. The 11 months Advance Diploma in Fashion Management of FTV SOPA is running on WhizLeague platform. FTV and WhizLeague will provide mutual certificate to the students.



**WHIZ LEAGUE**

**LETTER OF INTENT**

This letter of intent, is a legal document, recording the nature and intent of WHIZ LEAGUE PRIVATE LTD. (referred to as "Whiz League") Registered at Market Whiz Learning Pvt.Ltd. 5339038, Naga Junction, Nandanagar, Lohar Road, Indore 462002

**AND**

FTV School of Performing Arts (hereinafter referred to as "Education Provider") with its head office located at Level-11, The Centre, 50 Block, Sector 64, Connaught Place, New Delhi 110029.

**BOTH PARTIES** have formally associated with the intent to co-create programs in the space of Fashion Designing.

**1. Work to Creation:**

- Programs in the name of Fashion
- Each program will be created in one of pre-recorded sessions, LIVE sessions by faculty/experts and downloadable PDF documents
- All course details, pre-recorded sessions, downloadable documents will be exclusively hosted on the Whiz League platform
- Student assignments will be distributed via student dashboard
- All LIVE sessions will be conducted via zoom. Links will be generated by Whiz League
- Student Evaluations will be conducted via automated quizzes and classroom projects
- Whiz League will offer multiple features to all its education partners and learners. Refer to Appendix A for the same.

**2. Accreditation & Certification:**

- A joint digital certificate will be issued co-signed by both parties.
- The certificate will be the responsibility of the Designated program states the accreditation as the University's own marks.

**3. Breakdown of Accreditation:**

- The program will be co-created both parties
- The Intellectual property of the co-created program will be equally co-owned.
- The content and content will be designed by Education Provider
- The pre-recorded sessions will be edited by Whiz League
- The course will be created, marketed and distributed exclusively on the Whiz League Platform

**4. Responsibilities:**

- Cost of hosting, marketing, customer acquisition, and billing will be borne by Whiz League
- Cost of software development and faculty will be borne by Education Provider

Whiz League Private Limited, 5339038, Naga Junction, Nandanagar, Lohar Road, Indore 462002  
Email: info@whizleague.com | Contact: 011-26069882

**WHIZ LEAGUE**

**MUTUAL CERTIFICATE OF APPRECIATION**

This certificate is awarded to the student for completing the course in Fashion Designing.

Sl. No.	Name of the Student	Roll No.	Course Name	Grade
1	...	...	...	...
2	...	...	...	...
3	...	...	...	...
4	...	...	...	...
5	...	...	...	...
6	...	...	...	...
7	...	...	...	...
8	...	...	...	...
9	...	...	...	...
10	...	...	...	...

Whiz League Private Limited, 5339038, Naga Junction, Nandanagar, Lohar Road, Indore 462002  
Email: info@whizleague.com | Contact: 011-26069882





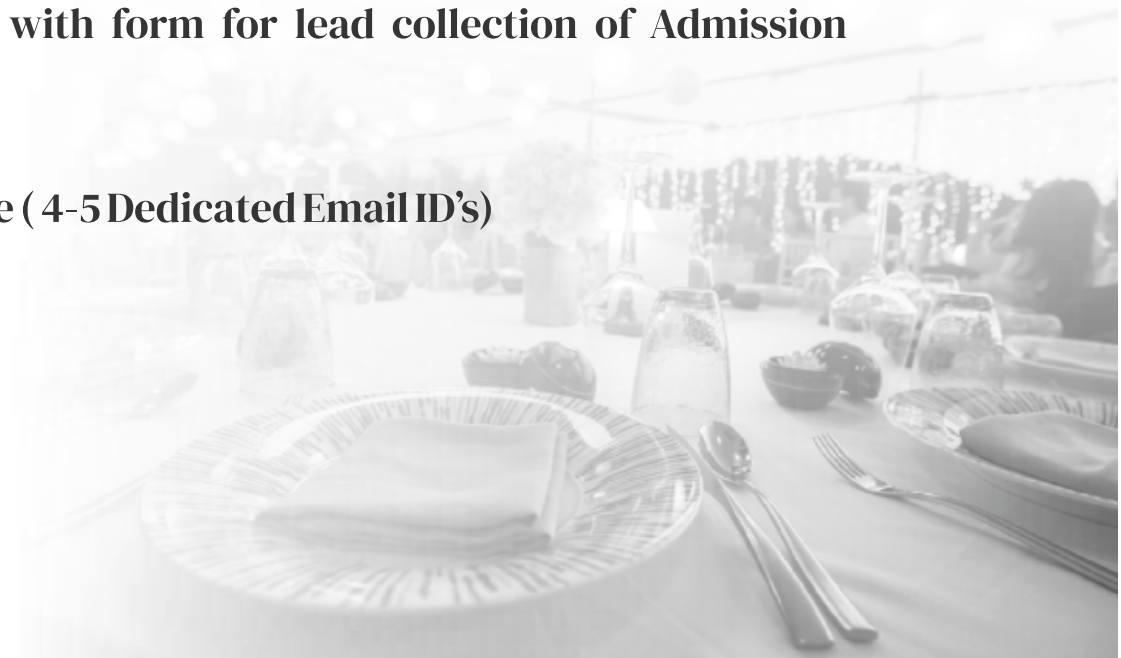
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# FRANCHISE SUPPORT FROM FTV SOPA

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# Initial Setup

- **Creating Social Media Accounts – Facebook & Instagram.**
- **Creating Google My Business Account & Verification.**
- **Creating Content for Social Media Pages.**
- **Creating separate Ad Account for Paid Advertisement.**
- **Creating Separate Landing Page (website Page) with form for lead collection of Admission enquiry.**
- **Creating domain based email Id's for each franchise ( 4-5 Dedicated Email ID's)**



# Hiring Support

- **Hiring of all the Course dedicated Faculties ( 6 Faculties)**
- **Hiring of Head of Institute**
- **Hiring of Counsellors (minimum 3)**
- **Hiring of Admin/HR representative**
- **Hiring of B2B Sales**
- **Hiring of Digital Marketing Executive**
- **Hiring of Make-up Artists (as requested)**





# Soft Copy Materials

- All Course Brochures
- Course Content
- Franchise Guidelines
- Operation Manual
- Admission Form
- Enquiry Form
- Code of Conduct
- Visiting Faculty Declaration Form
- Registration Fee Form
- B2B Tie-up Proposal for Schools/University/Institutes



# Digital Support

- Regular Posting on their Social Media Pages
- Providing 360 degree Marketing Plan
- Running their Initial Engagement Ads
- Admission Dedicated Paid Advertisement
- Social Listening
- Online Reputation Management
- Workshop/Seminar Lead generation Ads
- Local SEO
- Listing on Various College listing website portals such as College Dekho, College Dunia, Shiksha etc

\*All marketing budget will pay by the franchise.



# Graphic Design Support

- **Day to Day Social Media Creatives**
- **Any workshop/seminar Ad Creatives**
- **Courses Dedicated Creatives for Paid Advertisement**
- **Hoarding designs**
- **Interior Wallpaper Design**
- **Website Banners**
- **Short Brochure - B2B Proposal**
- **Pamphlet Designs**
- **ID & Visiting Card Design**
- **Letter Head with their specific details like Address-Phone number etc.**
- **Certificate For – Students, Visiting Faculty, Workshop Participation etc.**
- **Accessories Design – T-Shirt, Bottle, Diary, Pen, Uniform etc.**
- **Standee Designs – Specific designs as per franchise needs.**
- **Press-Release Design – Newspaper**



# Staff Training Support

- 1 Week training for calling counselors
- Random Mock-calls for existing franchise to test the quality
- Digital/ Social Media training as per FashionTV Standard for communication and Advertisement
- LMS Platform training for its usage
- DSR Format Training



# Event Support

## FTV PAGEANTS

FTV Pageants aim to provide a platform for people of all age groups irrespective of their marital status or gender to showcase their talents. A golden chance for all aspiring individuals to leverage their careers in the fashion and entertainment industry. We are always in search of fresh talents who have the potential to wow everyone with their majestic charm.

FTV Pageants are for the fashion fanatics who exhibit their zeal to learn, grow and dazzle the world with their beauty. You are going to be part of the world's fastest-growing industry when you join us!

We at FTV India pushes each contestant to commit and share their doings with the world spreading acts of kindness and generosity towards the environment and humanity. This inculcates a feeling of love towards every being and helps them stay close to their roots.





# Event Support

ACADEMY INHOUSE EVENTS



**H3D** | **SCHOOL OF PERFORMING ARTS**

## DANCE WORKSHOP

2nd & 3rd APRIL  
5 to 6 pm

Only lucky winners get to meet  
**Remo D'Souza**



**ftsopa\_ahmedabad**  
Original Audio

Our faculty @drewer\_ruhaniyal giving guidance to our aspiring youth! Thank you so much @divyashil\_25 @saurabhfrakkar @saurabh\_chokshi\_3056 @saurabh\_shah\_ @shreyas1112 @shrey\_\_shakkar. If you or anyone in your connection want to have career guidance or assistance... feel free to contact us. 7466200444

#ftsopahmedabad #ftsopahmedabad #fashion #fashionista #fashionista #workshop #saurabhshah204

reha production ❤️❤️❤️

46 likes



**FASHION WORKSHOP**  
10TH APRIL - SUNDAY

OUR EXPERT  
**PARIMAL MEHTA**

SAKET - SOUTH DELHI



**ftsopa\_ahmedabad**

The champs are here 🥳  
FTV Prince and Princess, Ahmedabad

Congratulations to all 🎉🎉🎉

Liked by ftsopa and 52 others

7 064 likes



**ftsopa\_ahmedabad**

**FTV PRINCE & PRINCESS**

Divisha Manchani Nishita Manchani Ayushi Manchani

**FTV PRINCE & PRINCESS**

Taksh Daulatram Mivaan Parwani Vishv Patgir

**RUNNER UPS**





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# GALLERY

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# OUR ACADEMIES

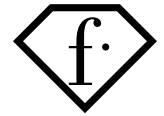








# WORKSHOPS



SCHOOL OF  
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*Style Your Career*



# CITY FRANCHISE MODELS

Models	Franchise Fees	Setup Cost	Royalty	Sq ft.
FTV Flagship Model	50 Lacs	50-55 Lacs	20%	6000

(As per actuals)

Individual Models	Franchise Fees	Setup Cost	Royalty	Sq ft.
FTV School of Cinema	15 Lacs	20 Lacs	20%	1000
FTV School of Photography	15 Lacs	15 Lacs	20%	1000
FTV School of Fashion Management	15 Lacs	15 Lacs	20%	1000
FTV School of Event Management	15 Lacs	15 Lacs	20%	1000
FTV School of Fashion Personality Development	15 Lacs	18 Lacs	20%	1000
FTV School of Advertisement & PR	15 Lacs	15 Lacs	20%	1000







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*Style Your Career*

# FINANCIAL FOR SINGLE OUTLET

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## Capital Investment

Particulars	Amount
<b>Location &amp; Infrastructure</b> Academy Interiors @1200 (Civil Work, Electrical, Networking, Carpentry, Furniture Fixtures, Glass Partitions, Flooring, Painting etc.)	50,00,000
<b>Business Partnership</b> Franchise Fees	50,00,000
<b>Branding</b> Façade& Branding	10,00,000
<b>Launch</b> Launching Order - Books / Consumables/ Students KITS	5,00,000
<b>Others</b>  Academy Equipment's& Machinery	10,00,000
Local Purchases & Incidentals, Front Desk Stationary Kit, Pantry Set - up, Start-up Collaterals (Flyers & Standees etc.), Uniforms, I.T Set-up & Security Computer, CC Swiping Machines, Intercom, Internet Set-up, CCTV, Software, Fire Extinguisher etc.	5,00,000
Govt. Licensing & legal Expenses	50,000
<b>Total</b>	<b>1,30,50,000</b>

\*Above Calculations are on basis of 4000 sq.ft

## Operational Cost

	Monthly	Yearly
Property Rent	2,50,000	30,00,000
6 faculties 40000 each /month	2,40,000	28,80,000
2 counsellors 30000 each/month	60,000	7,20,000
1 Head of institute 60000/month	60,000	7,20,000
1 Office boy 10000/month	10,000	1,20,000
Marketing and Branding	80,000	9,60,000
Mis. Charges	40,000	4,80,000
<b>Total Running Cost</b>	<b>7,40,000</b>	<b>88,80,000</b>
<b>Total Cost</b>		<b>20,430,000</b>

\*AVG Cost as per city

## Revenue

Course Name	7 days enrollment	Fee 7 Days	15 days enrollment	Fee 15 Days	1 Month enrollment	Fee 1 Month	3 Month enrollment	fee 3 months	6 Month enrollment	Fee 6 Months	11 months enrollment	11 month fee	Total Revenue	Total number of Students
Photography	30	300000	25	5,50,000	20	900000	10	1200000	3	645000	2	760000	37,10,000	180
Cinema	30	300000	25	550000	20	900000	10	1200000	4	860000	2	760000	4785000	150
Fashion Management	25	250000	20	440000	10	450000	5	600000	3	645000	2	760000	3575000	105
Advertisement & PR	30	300000	30	660000	20	900000	10	1200000	3	645000	2	760000	4895000	50
Event Management	25	250000	20	440000	15	675000	5	600000	4	860000	2	760000	3800000	20
Personality Development	40	400000	30	660000	20	900000	10	1200000	3	645000	2	760000	3920000	12
Revenue Early	180	1800000	150	33,00,000	105	47,25,000	50	60,00,000	20	43,00,000	12	45,60,000	2,46,85,000	517



Course Duration/Student	Fee
7 day	10,000
15 day	22,000
1 month	45,000
3 month	1,20,000
4 month	1,20,000
6 month	2,15,000
11 month (Advance Diploma)	3,80,000
11 month (PG Diploma)	4,65,000

Yearly Growth Forecasting					
1st Year		2nd Year (35% sales growth)		3rd Year (50% sales growth)	
Total Students	Revenue	Total Students	Revenue	Total Students	Revenue
517	2,46,85,000	698	3,33,24,750	1047	4,99,87,125

\*This report is made on the basis of competitors analysis.

\*Revenue generate in worst case by B2B School Tie up sales

\*Minimum 9 school tie up from your city in a year, avg 75 students from each school from 6th to 12 standard.

And the revenue that will be generated from school/colleges tie-up has not been mentioned in this report.

# What is Master Franchise

A master franchisee is essentially a mini-franchisor for a particular territory. In franchise systems, they own and operate only a particular state directly. Rather, they find individual franchisees to purchase and run the outlets in their territory. In return for recruiting, training, and supporting these franchisees, the master franchisee receives compensation. The master franchise will receive 50% of the franchise fees and ongoing royalties paid by franchisees rest 50% will be shared with FashionTV.

- They will have corporate sharing account.
- Franchise fee will be sharing 50-50 with FashionTV and Master Franchise.
- Royalty will be share 50-50 with FashionTV and Master Franchise.

# MASTER FRANCHISE MODEL

S. No.	State	Amount	Potential Outlets
1	Andhra Pradesh	1.5 Cr.	7+
2	Arunachal Pradesh	50 Lakh	2+
3	Assam	50 Lakh	2+
4	Bihar	1 Cr.	4+
5	Chandigarh	1 Cr.	3+
6	Chhattisgarh	1 Cr.	4+
7	Delhi	1 Cr.	5+
8	Goa	1 Cr.	2+
9	Gujarat	2 Cr.	7+
10	Haryana	1.5 Cr.	6+
11	Himachal Pradesh	1 Cr.	3+
12	Jammu and Kashmir	50 Lakh	3+
13	Jharkhand	1 Cr.	4+
14	Karnataka	1.5 Cr.	5+

S. No.	State	Amount	Potential Outlets
15	Kerala	1 Cr.	6+
16	Madhya Pradesh	2 Cr.	7+
17	Maharashtra	3 Cr.	10+
18	Manipur & Meghalaya	50 Lakh	2+
19	Mizoram, Nagaland & Tripura	1 Cr.	4+
20	Orissa	1 Cr.	4+
21	Puducherry	25 Lakh	1+
22	Punjab	1.75 Cr.	8+
23	Rajasthan	1.5 Cr.	7+
24	Tamil Nadu	1.5 Cr.	8+
25	Telangana	1 Cr.	7+
26	Uttar Pradesh	3 Cr.	14+
27	Uttarakhand	1 Cr.	2+
28	West Bengal	1 Cr.	5+

\*Above mentioned franchise fee excluded of GST    \*Above mentioned amount are not negotiable.

\*There is also a lot of potential to open individual model outlets in every state.



# DELIVERABLES

## FTV - Roles & Responsibility :

- Brand Logo
- Brand Guidelines
- Course Content
- Initial Recruitment
- Operations Manual
- Certificate
- Assessment
- Exam & Viva Conduct
- Digital Pages Creation
- Staff Training Support

## Franchise - Roles & Responsibility :

- Day to Day all activity
- Local Marketing
- Digital Marketing
- Social Media Handling
- Digital Ads & Leads Generation
- Employee Management
- Counselling / Admissions

## Master Franchise - Roles & Responsibility :

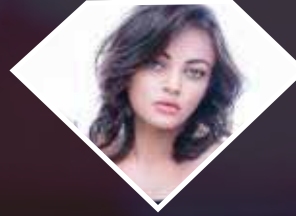
- Day to Day all activity
- Digital Marketing
- Social Media Handling
- Digital ads & Lead generation
- Operation support to their franchise
- Franchise Sale

# Testimonials



It's time to buckle up and start your own business. 'Become the BOSS.' The fashion TV franchise of FTV School of performing arts & FTV Pageants is the right choice for having the best ROI in the industry. "I love Fashion TV"

**Vishal Malhotra**  
(Actor)



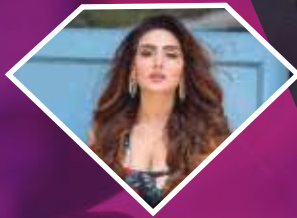
Fashion TV has finally arrived in India with FTV Pageants & FTV School of Performing Arts. Any aspiring person in the field of glamour should head to FTV School of Performing Arts for training in Modelling, Acting, Photography, event management, fashion Management, advertisement & PR with excellent grooming to be a successful artist. I love fashion TV

**Sneha Ullal**  
(Actress)



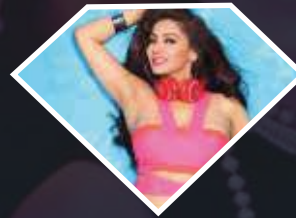
Are you looking to explore opportunities in Modelling, Photography, Acting or Theatre? But seeking the right platform? Stop worrying as Fashion TV comes to the rescue. Fashion TV is launching its first-ever "FTV School of Performing Arts" in India. Students in the School of Performing Arts will feel privileged with the kind of exposure they will get through the Fashion TV brand. I love Fashion TV

**Shefali Bagga**  
(News anchor, big boss participant)



Hello Folks, Let's jump in! Fashion TV "The God of Glamour" is finally in India with the biggest FTV Pageant Event. First time in India, Fashion TV is presenting to you with 8 Pageant titles to honour all age groups including Mr FTV and Miss FTV. So what are you waiting for? Go register yourself now! I love fashion TV"

**Sudeepa Singh**  
(Model & Actress)



Fashion TV "The God of Glamour" is finally in India with the biggest FTV Pageant Event. So what are you waiting for? Go register yourself now and you might be the upcoming superstar of India. "I love fashion TV"

**DJ Shilpi Sharma**  
(Actress & Singer)



Fashion TV is launching its first-ever "FTV School of Performing Arts" in India. The school will ensure to certify students to kick-start their career the way they want to! So, Hurry! Register Now in one of the leading FTV School of Performing Arts. I love Fashion TV

**Shazahn Padamsee**  
(Actress)

# OUR PARTNERS

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PRADA	GLAMOUR	NEW YORK FASHION WEEK	FENDI ROMA	YVES SAINT LAURENT
D&G DOEL GAMBINO	Dior	PIRELLI	VALENTINO	VOGUE
LA PERLA	<i>Agent Provocateur</i>	KARL LAGERFELD	VICTORIA'S SECRET	VERSACE

# OUR PRESENCE

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- Ahmedabad
- South Delhi
- Hyderabad
- Darbhanga

# LAUNCHING SOON

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- Lucknow
- Guwahati
- Kochi
- Thiruvananthapuram
- Kolkata



# DOMESTIC & INTERNATIONAL UNIVERSITIES



AFFILIATED BY  
**SINGHANIA  
UNIVERSITY**  
RAJASTHAN





## SCHOOL OF PERFORMING ARTS

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### OUR INSTITUTES

#### AHMEDABAD

1st Floor - The Claywalls,  
Besides Gulmohar Party Plot  
Near Zydus Hospital, Thaltej  
Ahmedabad, Gujarat - 380059

#### SOUTH DELHI

Plot No:262, Opp. Made Easy,  
Near Saket Metro Delhi, India 110030  
Ph.: 011-46025638, 011-45608434

#### HYDERABAD

Road No.12, Banjara Hills,  
Sri Ram Nagar Colony, near Ratnadeep,  
Hyderabad, Telangana 500034

#### DARBHANGA

Hotel Shyama Regency, Bela More,  
SH 50, Kathalbari, Darbhanga,  
Bihar 846004

**Corporate Office : 7th floor, Office No: 722, Tower C,  
Noida One Building, Noida Sec 62, Uttar Pradesh 201309**

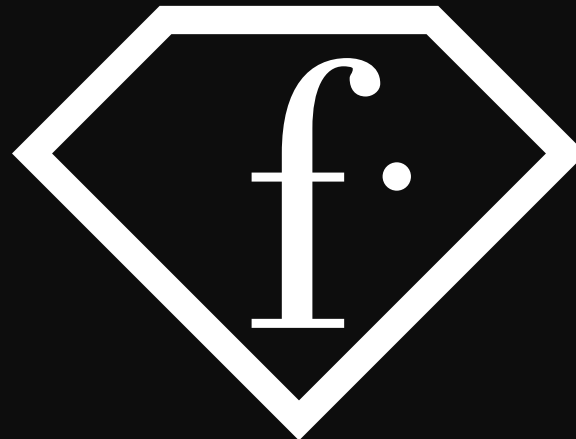
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