





## **GYM IN INDIA**

SINCE THE LAST DECADE, THERE HAS BEEN A PHENOMENAL GROWTH IN FITNESS PRODUCTS & SERVICES ALL OVER INDIA:

THERE IS GREAT INVOLVEMENT, AWARENESS, MORE PEOPLE ARE SELF-MOTIVATED TO STAY IN SHAPE, EVERYONE WANTS TO LOOK GOOD, AND IMPROVE THEIR STRENGTH AND FITNESS LEVELS.

WITH THE ENTRY OF THE WORLD'S LARGEST FASHION MEDIA, FASHIONTV WILL REVOLUTIONIZE THE FITNESS INDUSTRY IN INDIA WITH FTV FIT.

AS PEOPLE ARE CHOOSING A HEALTHIER LIFESTYLE, DEMAND FOR GYMS AND FITNESS STUDIOS ARE ON THE RISE.

WILL BE A ONE-STOP SOLUTION FOR DIVERSE FITNESS GOALS & REQUIREMENTS OF PEOPLE WHO WANT TO STAY FIT AND HEALTHY.

DETERMINED TO PROVIDE A WORLD-CLASS FITNESS EXPERIENCE TO ALL FITNESS LOVERS IN INDIA WITH AESTHETICALLY PLANNED AND IMPLEMENTED FTV FIT OUTLETS.





## **FTV GYM**

THE FITNESS INDUSTRY IN INDIA IS WITNESSING A STAGGERING GROWTH SINCE THE LAST FEW YEARS. TODAY'S FAST AND HECTIC LIFESTYLE HAS TAKEN A TOLL ON HUMAN HEALTH.

BUT NOW THE PICTURE IS CHANGING:

MORE AND MORE PEOPLE BEING AWARE UNDERSTANDING THE IMPORTANCE OF PHYSICAL AND MENTAL HEALTH.

THE GYMS ARE BEING FLOODED WITH FITNESS ENTHUSIASTS AND HEALTH-CONSCIOUS PEOPLE. AT THE END OF FY2020, REVENUES IN THE INDIAN FITNESS MARKET AMOUNTED TO USD 908 MILLION.

FURTHER GROWTH - AT A CAGR OF 9.3% BETWEEN 2018 AND 2022 - EXPECTED TO TAKE THE TOTAL MARKET VALUE TO USD 1,296 MILLION IN 2022.





## **FTV GYM**

### **VISION**

TO BRING A REVOLUTION IN THE INDIAN FITNESS INDUSTRY THROUGH INNOVATION AND MOTIVATING, INSPIRING AND SUPPORTING EVERYONE IN IMPROVING THEIR HEALTH AND LIFESTYLE.

### **MISSION**

TRANSFORM INDIA TO THE “STAY HEALTHY FOR A FITTER INDIA” MOTTO. CATALYZE THE TRANSFORMATION BY ENHANCING THE HEALTH AND WELL-BEING OF THE BODY AND MIND.

### **AIM**

TO ACCOMPLISH THE LARGEST NUMBER OF FITNESS CENTRES OF FTV FIT NOT ONLY IN INDIA BUT ALSO WORLDWIDE THROUGH OUR EFFORTS TO BECOME A ONE-OF-A-KIND FITNESS LEADER BY SPREADING THE PHILOSOPHY OF FTV GYM.



## **WHY FRANCHISE WITH FTV?**

FASHIONTV IS THE WORLD'S LARGEST FASHION NETWORK !!!

SOME FASHIONTV KEY FACTS:-

12 CHANNELS OF 24 HRS DEDICATED TO FASHION & LIFESTYLE CHANNELS.

23 YEARS OF EXISTENCE.

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.

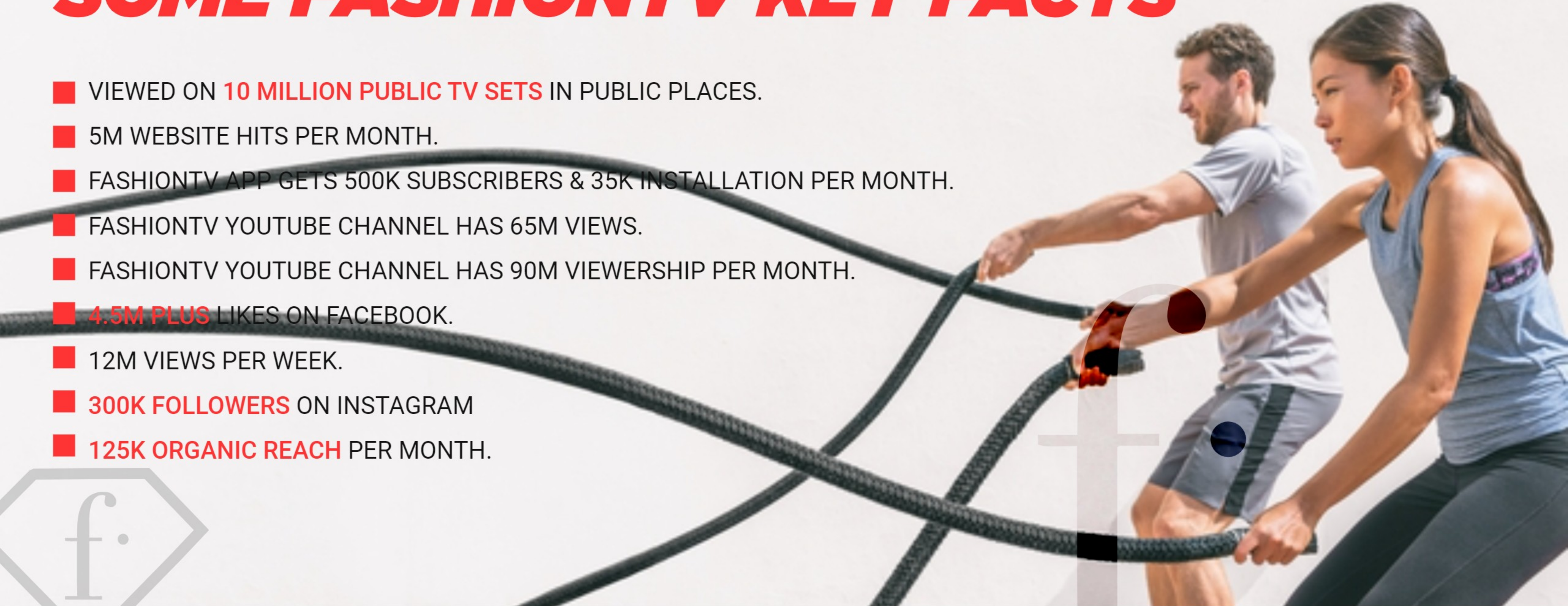
REACHING 500 MILLION HOUSEHOLDS.





# ***SOME FASHIONTV KEY FACTS***

- VIEWED ON **10 MILLION PUBLIC TV SETS** 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.





# **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.





# ***FASHIONTV 360 DEGREE FRANCHISE SUPPORT***

## ***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.



## ***USP OF FASHIONTV***

- 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.





# USP OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV BRANDED MERCHANDISE LIKE:-

- FASHIONTV CEILINGS AND WALLS
- FASHIONTV FURNITURE
- FITNESS FURNISHINGS
- SPOOL – LIKE STOOLS TABLES
- FASHIONTV UPHOLSTERY FASHIONTV FLYERS / PRINTOUTS OTTOMAN
- BENCHES
- CLOSETS
- YOGA SEATING
- EXECUTIVE EXERCISE SEATING





# ***USP OF FASHIONTV***

- **SPECIAL EVENTS** AND FASHION SHOWS
- A FASHION RUNWAY IS ALWAYS PLACED IN EVERY LUXURY FASHIONTV FRANCHISE VERTICAL.
- LOCAL FITNESS EXPERTS SHOWS
- F – FITNESS & GYM PROMOTIONAL SHOWS SPECIAL EVENTS
- OTHER PRODUCTS PROMOTIONAL SHOW.





# ***SOCIAL MEDIA MARKETING***

DEDICATED SOCIAL MEDIA MARKETING HANDLES

- FACEBOOK
- INSTAGRAM
- TWITTER
- YOUTUBE
- LINKEDIN





# ***SOCIAL MEDIA MARKETING***

- INSTAGRAM UPLOADS
- TWITTER POSTINGS
- FACEBOOK UPLOADS
- INSTAGRAM CHECK-INS
- FACEBOOK CHECK-INS
- LINKEDIN POSTS
- YOUTUBE VIDEOS
- GOOGLE AD'S





# ***SOCIAL ENGAGEMENT 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 BASED AD'S
- FACEBOOK ADS POST AND LIKES CAMPAIGN GOOGLE ADS WORDS CAMPAIGN
- INSTAGRAM AD AND LIKES
- SEO MARKETING
- SEM MARKETING
- ANALYTICS AND REPORTS
- YOUTUBE PROMOTIONS AND VIDEO BOOST





# FRANCHISE BASIC REQUIREMENTS

■ AAA LOCATION.

FASHIONTV / FTV CAFE SHOULD BE LOCATED IN A PRIME TRIPLE A LOCATION OF THE CITY.

■ STRONG FINANCIAL BACKINGS.

ALL FRANCHISEES MUST BE ABLE TO SHOW STRONG FINANCIAL BACKINGS TO ENSURE THE SUCCESS OF THE BUSINESS.

■ 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.

■ STRONG DESIRE TO BE MORE: RICH, FAMOUS & SUCCESSFUL.





# FRANCHISE FINANCIALS

Category	Luxury	Regular	Lite
Franchise fee	Rs. 3000000	Rs. 2000000	Rs. 1000000
Area upto	15000 sq.ft	10000 sq.ft	5000 sq.ft
Services	Gym+Cross fit +Zumba + Yoga +MMA	Gym+Cross fit +Zumba + Yoga	Gym+Cross fit +Zumba
Payment Schedule	25% on LOC 75% on agreement within 30 days	25% on LOC 75% on agreement within 30 days	25% on LOC 75% on agreement within 30 days



# ***FASHIONTV GYM SERVICES CONSISTS OF***

## ***FUNCTIONAL TRAINING***

A GROUP OF EXERCISES THAT INVOLVES VARIOUS MUSCLE GROUPS OF YOUR BODY FOR TRAINING & STRENGTHENING.

OUR HIGHLY PROFESSIONAL TRAINERS WILL GUIDE & TRAIN EVERY MEMBER TO ACHIEVE THEIR FITNESS GOALS.

## ***MMA***

A ONE-OF-A-KIND SERVICE THAT GIVES OUR MEMBERS BENEFITS OF THE REGULAR GYM & THE ASPECT OF THE VERSATILE MMA (MIXED MARTIAL ARTS) TRAINING!

A HOLISTIC, ALL-ROUND FITNESS PACKAGE. WITH MMA OUR MEMBERS GET: FIT & HEALTHY, LEARN SELF-DEFENCE GET TRAINED TO TAKE CARE OF SITUATIONS DEFENDING THEMSELVES OR THEIR FRIENDS AND FAMILY.



# ***FASHIONTV GYM SERVICES CONSISTS OF***

## ***HEALTH CAFE***

MEMBERS CAN REPLENISH THEIR ENERGY WITH DELICIOUS AND NUTRITIOUS BEVERAGES AND TREATS HERE. SPECIALLY MADE HEALTHY, NUTRITIOUS FOOD AND BEVERAGES KEEPING THE CALORIE VALUES IN MIND.

## ***LOUNGE AREA***

GIVING FTV FIT MEMBERS A PLACE TO RELAX, CATCH A BREATH AND REJUVENATE AFTER THEIR VIGOROUS WORKOUTS.  
GIVING ACCESS TO: STATE-OF-THE-ART PERFORMANCE, SOFTWARE, COMBAT TRAINING, WORLD-CLASS EQUIPMENT, INFRASTRUCTURE



# **FASHIONTV GYM SERVICES CONSISTS OF**

## **LOUNGE AREA**

ALSO INCLUDES ALL REGULAR GYM SERVICES LIKE:

STEAM

SAUNA

MASSAGE,

DIET GUIDANCE

NUTRITION

SPINNING

PHYSIOTHERAPISTS

## **PERSONAL TRAINING**

WE ALSO PROVIDE OUR MEMBERS

WITH A CHOICE OF PERSONAL TRAINING:

THEY'LL GET A DEDICATED PERSONAL TRAINER

GIVING THEM AN ALLROUND PERSONAL TRAINING.

WILL KEEP A CLOSE EYE ON THE PROGRESS OF THE

MEMBER AND

GUIDE THEM MEET THEIR FITNESS GOALS.



# ***FTV FRANCHISE BENEFITS***

- ASSOCIATION WITH **WORLD'S LARGEST FASHION BRAND** GREAT BUSINESS OPPORTUNITY WITH GREATER RETURNS AND DEVELOP A HUGE FRUITFUL CIRCLE OF BUSINESS NETWORK
- BECOME A **LEADER IN FASHION AND LIFESTYLE** IN YOUR CITY'S 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.

