

The Home of *fashion*



FTV SCHOOL OF GROOMING IN INDIA

- ONE'S PERSONALITY IS OF THE ESSENCE!
- UNIQUE AND STRONG ETIQUETTE, PERSONAL GROOMING, COMMUNICATION SKILLS, BODY LANGUAGE MAKE YOU STAND OUT FROM THE REST.
- RISING GLOBAL EXPOSURE, EVOLVING WORK CULTURES, PERSONAL AND PROFESSIONAL GROOMING LED TO TRAINING INSTITUTES
- ONE CAN ACQUIRE VARIOUS SKILLS AND BEHAVIORS TO GROOM THEMSELVES.



FTV SCHOOL OF GROOMING

- GROOMING IS ALL ABOUT BEING THE BEST VERSION OF YOURSELF.
- IT HAS NUMEROUS BENEFITS IN YOUR DAILY LIFE AND CAREER.
- GROOMING WILL HELP YOU TO LOOK GOOD, CONFIDENT AND LIVE A LONG-LASTING IMPRESSION.
- KEEPING THIS MIND FTV SCHOOL OF GROOMING GUIDES TO ACQUIRES THE BEST GROOMING PRACTICES.
- FOR YOU TO EXCEL IN YOUR CAREER AND PERSONAL LIFE AS WELL. THE FTV SCHOOL OF GROOMING BESTOWS SPECIALLY DESIGNED COURSES WITH TAILOR-MADE CURRICULUM.
- IT GIVES YOU THE BEST LEARNING EXPERIENCE.



FTV SCHOOL OF GROOMING PHILOSOPHY

VISION:

TO ESTABLISH A WORLD-CLASS GROOMING ACADEMY IN INDIA TO HELP PEOPLE EXCEL IN THEIR PERSONAL LIFE AND CAREER.

MISSION:

TO HELP PEOPLE ACQUIRE AND POLISH THEIR GROOMING SKILLS, TALENTS, AND PERSONALITIES FOR A BETTER LIFE.

AIM:

TO BECOME A LEADER IN THE INDUSTRY BY SETTING THE HIGH STANDARDS OF EDUCATION IN PERSONAL AND CORPORATE GROOMING



WHY FRANCHISE FTV ??

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

SOME FASHIONTV KEY FACTS:- .

- 1.** 12 CHANNELS OF 24 HRS DEDICATED TO FASHION & LIFESTYLE CHANNELS.
- 2.** 23 YEARS OF EXISTENCE.
- 3.** UHD 4K AND 8K 24 HOURS CHANNELS.
- 4.** AVAILABLE ON LEADING OTT PLATFORMS ALL OVER THE WORLD..
- 5.** 100 PLUS HOURS OF NEW FASHION AND LIFESTYLE CONTENT EVERY WEEK.
- 6.** 2 BILLION WORLDWIDE VIEWERS.
- 7.** AVAILABLE ON 250 GLOBAL CABLE SATELLITES..
- 8.** PRESENCE IN 193 COUNTRIES.
- 9.** REACHING 500 MILLION HOUSEHOLDS.



SOME FASHIONTV KEY FACTS:-

- VIEWED ON 10 MILLION PUBLIC TV SETS IN PUBLIC PLACES.
 - **5M** website visits every 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.
 - BACKED WITH MOST VIEWED, PROVEN AND STABLE HIGH-END LUXURY FASHION AND LIFESTYLE MEDIA HOUSE.
- WWW.FASHIONTV.COM



FASHIONTV 360 DEGREE FRANCHISE SUPPORT,

Pre-Opening Support:

1. Location Analysis and approval.
2. Architect, DESIGNS, Layout, Etc.
3. DIAMOND Inspired Designs (Walls, Ceilings, Furniture, etc).
4. Staff Recruitment.
5. FashionTV Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. STRATEGIC Planning.
8. Staff extensive Training and execution.
9. FASHIONTV BILLING & SECURITY PLATFORM.



LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotion
4. Cross Marketing.

POST OPENING SUPPORT

1. SALES INCREMENTAL STRATEGIES.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty MEMBERSHIP programs.
5. Google and Website Listing.



USP'S 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 ANI-
MATIONS.

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 ENDORS-
ING THE BRAND FROM ACROSS THE GLOBE.



USP'S OF FASHIONTV

FashionTV Proprietary PRODUCTS

FTV branded Merchandise :-

FTV BRANDED MERCHANDISE LIKE:-

FASHIONTV T-SHIRTS

FASHIONTV BAGS

FASHIONTV STYLING PRODUCTS

FASHIONTV STATIONARY

FASHIONTV SPRAYS

FASHIONTV GROOMING KITS

FASHIONTV COFFEE MUGS



USP'S OF FASHIONTV

FashionTV unique DIAMOND inspired design.

FASHIONTV CEILINGS AND WALLS

FASHIONTV

FURNITURE

TABLES

CHAIRS

BLACKBOARDS

FASHIONTV FLYERS / PRINTOUTS



USP'S OF FASHIONTV

SPECIAL EVENTS AND FASHION SHOWS

A FASHION RUNWAY IS ALWAYS PLACED IN EVERY LUXURY FASHIONTV FRANCHISE VERTICAL.

LOCAL DESIGNER FASHION SHOWS SPECIAL EVENTS
OTHER PRODUCTS PROMOTIONAL SHOW.
IN-HOUSE STUDENTS FASHION SHOWS



SO SOCIAL MEDIA MARKETING

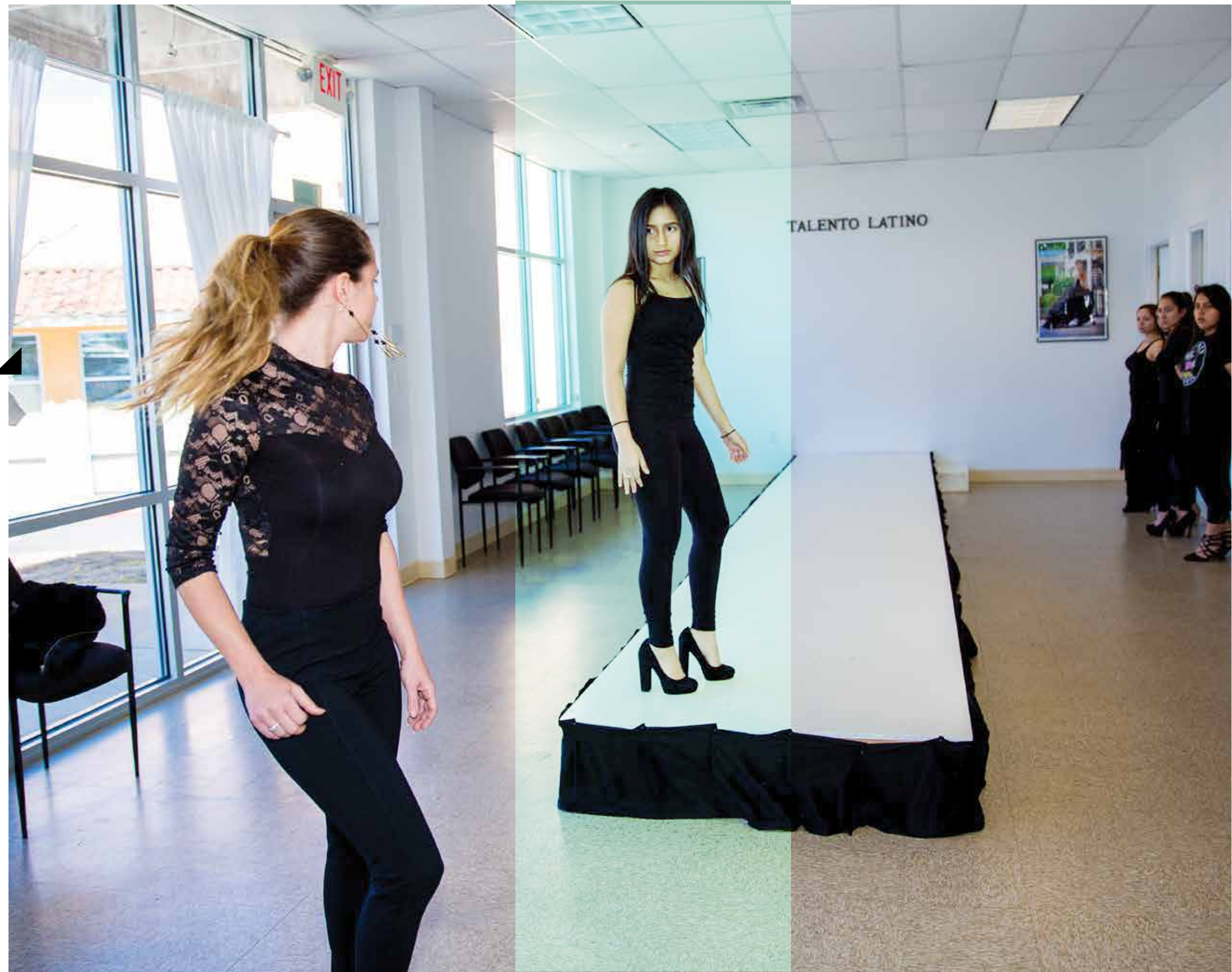
Dedicated Social Media Marketing Handles:

- **FACEBOOK**
- **INSTAGRAM**
- **TWITTER**
- **YOUTUBE**
- **LINKEDIN**



SO SOCIAL ENGAGEMENT

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



SOCIAL ENGAGEMENTS 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

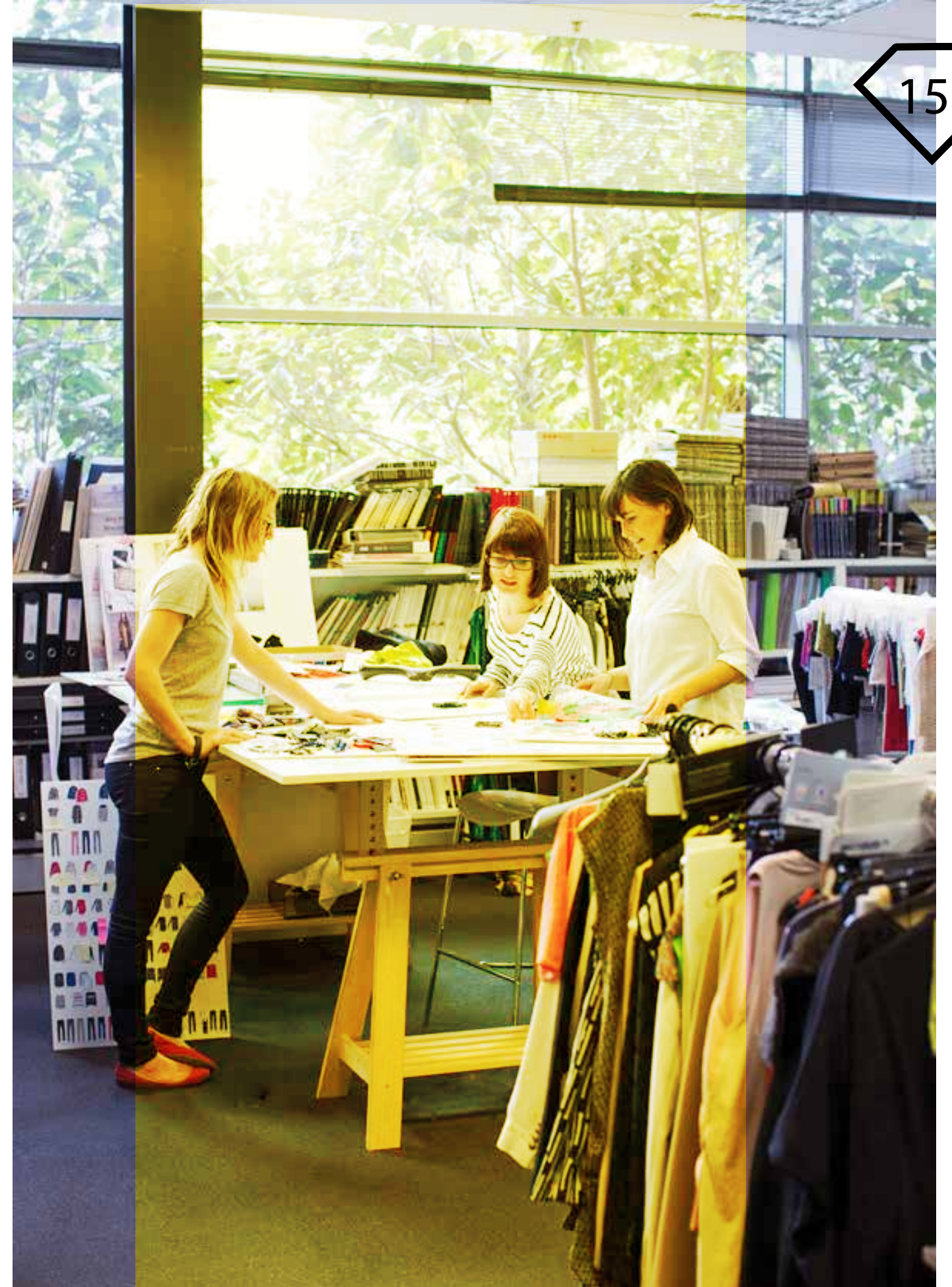
FACEBOOK: 3,000,000+ FANS

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 location based AD
- Facebook ads post and likes campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video BOOST

FRANCHISE BASIC REQUIREMENTS,

1. AAA Location

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

2. Strong Financial Backings

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

3. 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.

4. Strong Desire to be more: Rich, Famous & Successful.



FASHIONTV LICENCE FINANCIALS

MODULE	LUXURY	REGULAR	LITE
Franchise Fee	Rs. 45 Lacs	Rs. 30 Lacs	Rs. 30 Lacs
Area Up to	1000 Sq. Ft.	5000 Sq. Ft.	5000 Sq. Ft.
Outlet Setup	Rs1.5 cr	Rs. 1 cr	Rs. 1 cr
Royalty	20%	20%	20%
Average ROI in 3yrs.	90%	90%	90%

Notes: These are approx. figures based on worldwide stores. The actual cost will vary as per the location.

FASHIONTV SCHOOL OF GROOMING COURSES CONSIST OF:-

UNIVERSITY

GROOMING AND IMAGE TRANSFORMATION

ADVANCED IMAGE TRANSFORMATION

WELLNESS COURSE

ADVANCED WELLNESS TRAINING

KIDS GROOMING

ADVANCED KIDS GROOMING AND IMAGE TRANSFORMATION

CRASH COURSE ON ADVANCED COURSES (IMAGE / WELLNESS, KIDS) WORKSHOPS- 1 OR 2 DAY WORKSHOP

INDIVIDUAL PERSONALIZED COURSES (CUSTOMIZED PACKAGE) CERTIFICATE COURSES

FASHIONTV SCHOOL OF GROOMING COURSES CONSIST OF:-

SCHOOL
GROOMING AND IMAGE TRANSFORMATION WELLNESS
COURSE
KIDS IMAGE TRANSFORMATION WORKSHOPS- 1 OR 2 DAY
WORKSHOP CERTIFICATE COURSES
WORKSHOPS- 1 OR 2 DAY WORKSHOP

INSTITUTE GROOMING AND IMAGE TRANSFORMATION
WELLNESS COURSE
KIDS IMAGE TRANSFORMATION CERTIFICATE COURSES
WORKSHOPS- 1 OR 2 DAY WORKSHOP

FTV FRANCHISE BENEFITS:-

ASSOCIATION WITH WORLD'S LARGEST FASHION BRAND
GREAT BUSINESS OPPORTUNITY WITH GREATER RETURNS
DEVELOP A HUGE FRUITFUL CIRCLE OF BUSINESS NETWORK

BECOME A LEADER IN FASHION AND LIFESTYLE IN YOUR CITY

CREAM SOCIETY

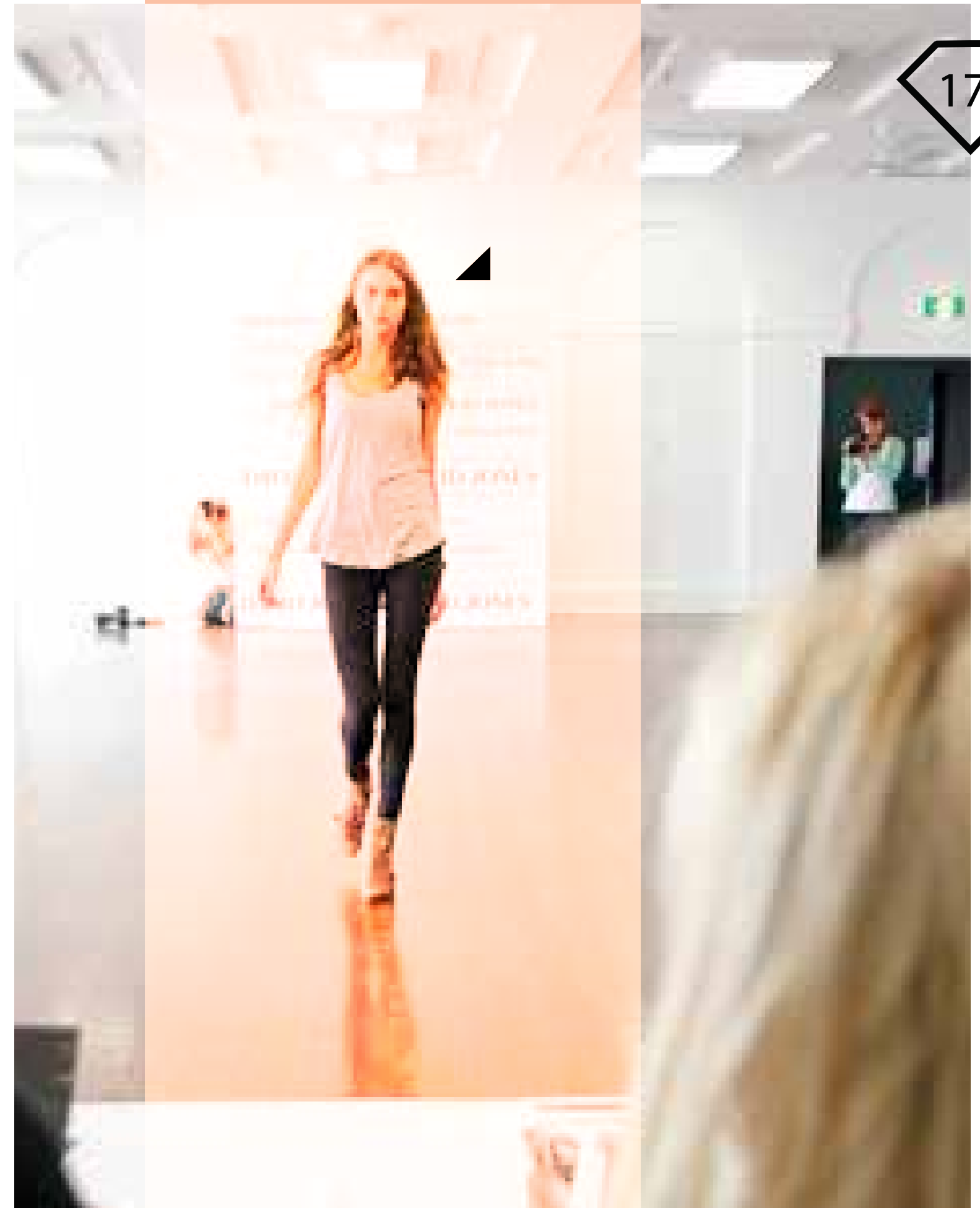
GET TO BE THE NEXT VIP JET SETTER

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



FASHIONTV FRANCHISE - AN INVITATION ...

FASHIONTV / FTV IS LOOKING TO PARTNER WITH SOUND WELL-SETTLED BUSINESS-MINDED AND EXPERIENCED PERSONS LIKE YOU. WE ALSO EXPECT OUR POTENTIAL PARTNERS TO KNOW ABOUT INTERNATIONAL FASHION AND LIFESTYLE MIND-SET.

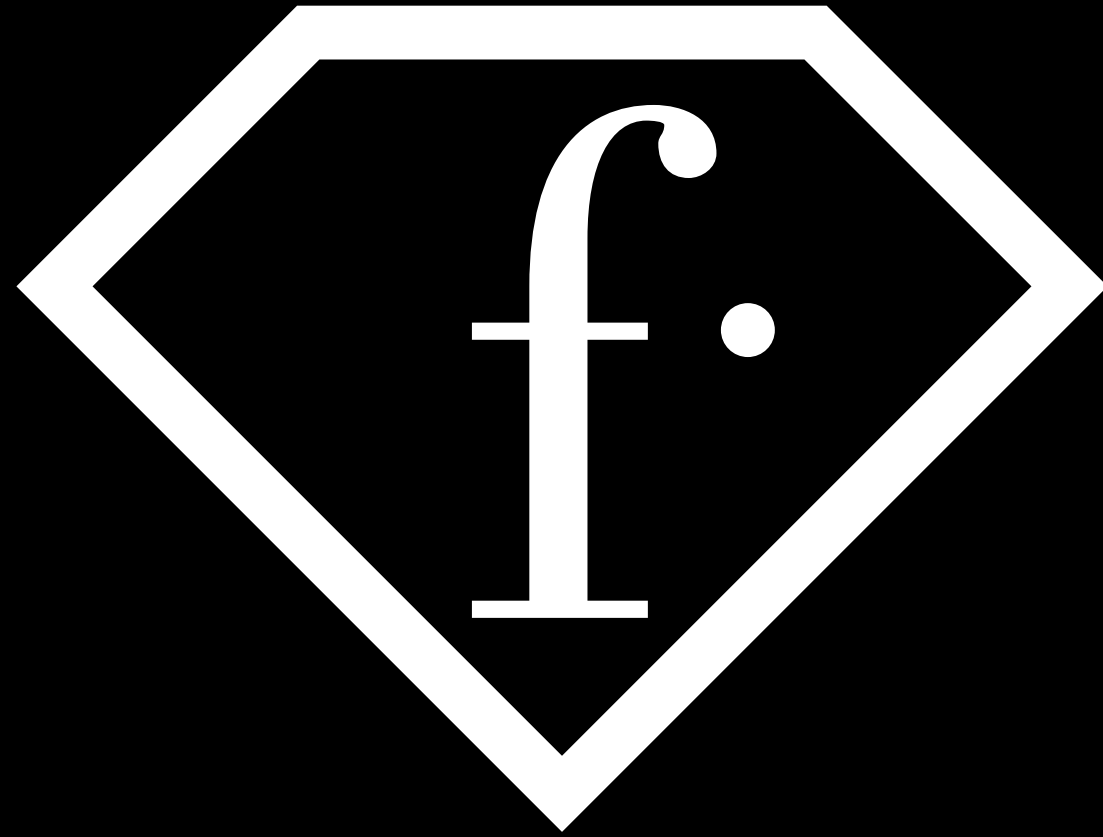
IF YOU FIND THE:-

BASIC BRAND REQUIREMENTS
FASHIONTV FACTS
BRAND SUPPORT

EXCITING AND INTERESTING ENOUGH TO PARTNER AND ASSOCIATE WITH US, THEN FOR FURTHER INFORMATION AND DISCUSSION PLEASE CALL /MESSAGE/EMAIL US.

EMAIL ID - FRANCHISE@FTV.IND.IN PHONE - +91

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