

**The Home of** *fashion*



**FTV** *Academy*  
**SCHOOL OF  
MODELLING**

# FTV SCHOOL OF MODELLING IN INDIA

1. Modelling In India Is One Of The Most Aspiring Professions
2. Due To Name, Fame, And Glamour Its Growth Is Increasing Rapidly
3. Many Successful Models Have Proven Themselves By Being Successful Actors.

Factors Which Are Improve The Potential Of Modelling In India:  
Definition Of Beauty In India Is Evolving The Scope Getting  
Extended To Acting Digitization Has Created More  
Opportunities For Models  
Need For Professional Institutes Keeping Up With The  
International Standards





# FTV SCHOOL OF MODELLING

Fashion Tv Aims To Build One Of A Kind Versatile Modelling And Grooming Academy. Has A Knowledge-rich Learning Experience. We Aspire To Become A Leader In Training Highly Proficient Models And Actors

To Prepare These Aspirants For Further Opportunities In Fashion & Entertainment Industry.

fashion tv, presents



**F**  
MODELLING.

# FTV SCHOOL OF MODELLING PHILOSOPHY

**Vision:**

To Revolutionize The Modelling Industry By Providing Opportunities To Models And Other Industry Professionals To Network And Collaborate Seamlessly

**Mission:**

To Establish India's Most Sought-after Modelling Agency Which Will Set The Standards For The Industry.

**Aim:**

Provide Opportunities To Models And Other Professionals To Work With Global Brands Successfully.





# 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 everyweek.
6. 2 billion worldwide viewers.
7. Available on **250 global cable satellites.**
8. Presence in **193 countries.**
9. Reaching **500 million households.**



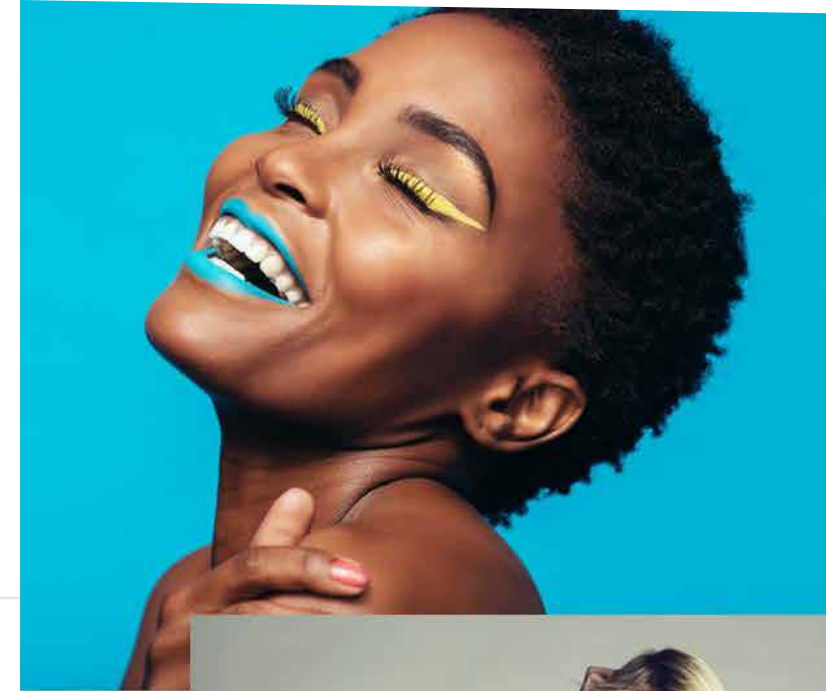
# SOME FASHIONTV KEY FACTS

- 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](http://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.





# USPS OF FASHIONTV

8K video wall fashion shows and VJ during the event  
PROJECTIONS OF FASHIONTV SHOWS BY TOP  
DESIGNERS.

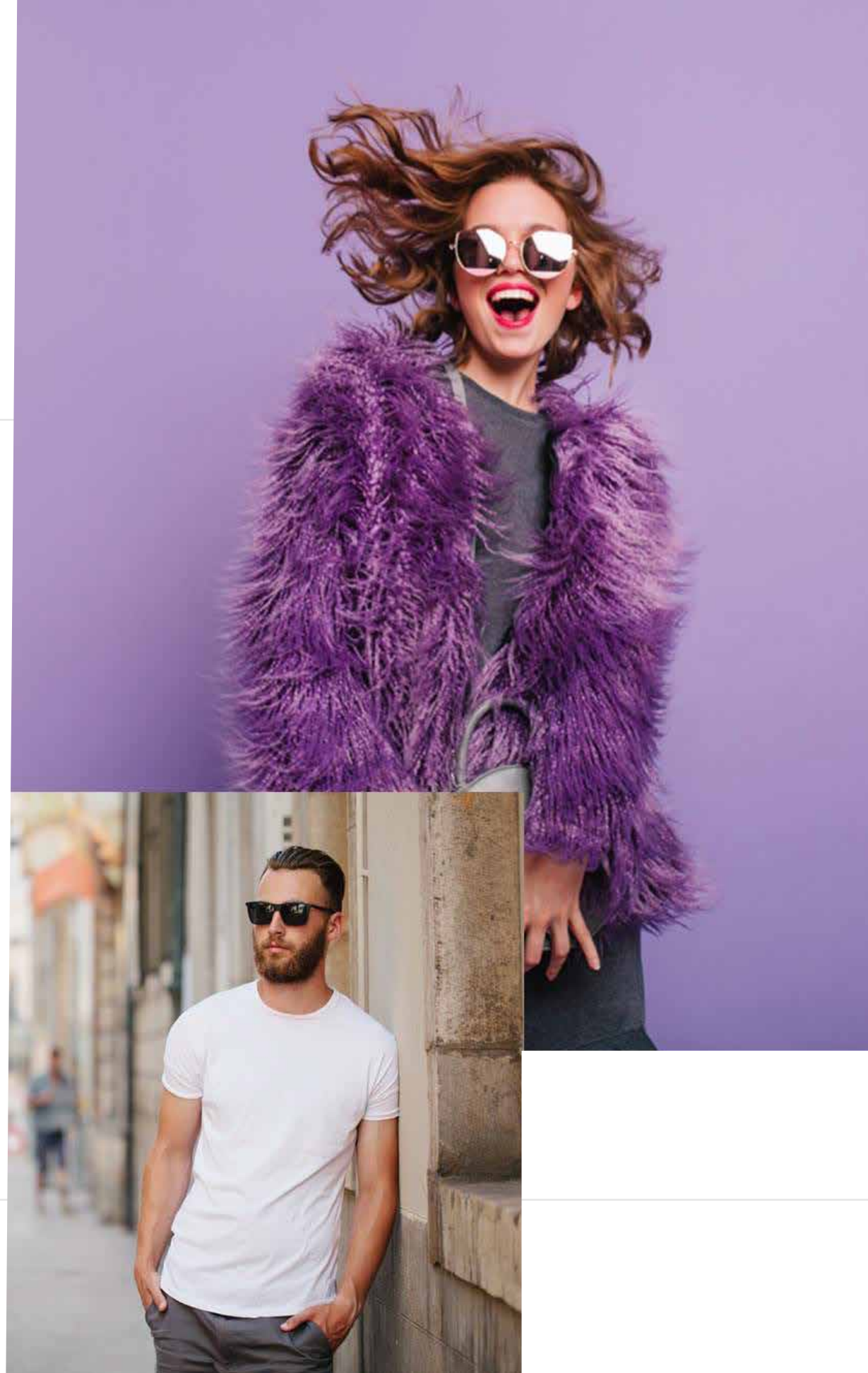
**3D FASHIONTV " FLOOR " STUNNING LUXURY FASHION  
ANIMATIONS.**

Live Fashiontv Channel With 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.



# USPS OF FASHIONTV

## FashionTV Proprietary PRODUCTS

Ftv Branded Merchandise Like:-

Fashiontv T-shirts

Fashiontv Bags

Fashiontv Styling Products

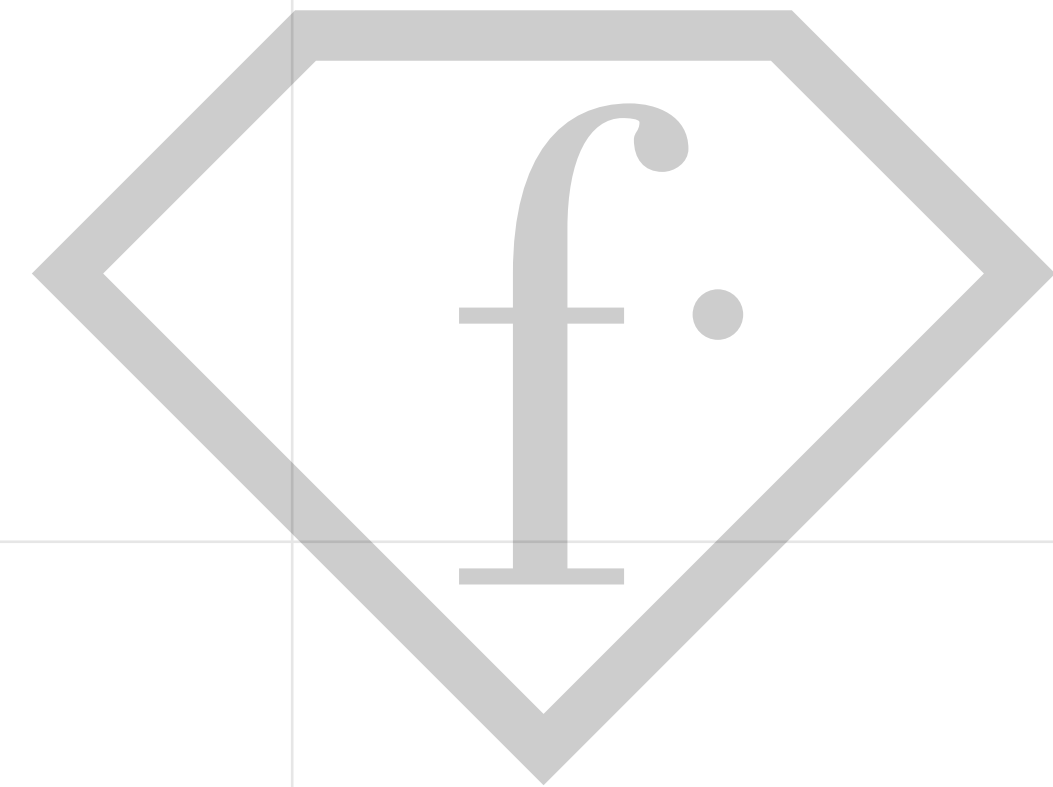
Fashiontv Stationary

Fashiontv Accessories

Fashiontv Grooming Kits

Fashiontv Coffee Mugs

Fashiontv Apparel





# USPS OF FASHIONTV

FashionTV unique DIAMOND inspired design.

Fashiontv Ceilings And Walls Fashiontv

**FURNITURE**

**TABLES**

**CHAIRS**

**BLACKBOARDS**

Fashiontv Flyers / Printouts





# USPS 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.

F – Beverages Promotional Shows

# SOCIAL MEDIA MARKETING

Dedicated Social Media Marketing Handles:

 **FACEBOOK**

 **LINKEDIN**

 **INSTAGRAM**

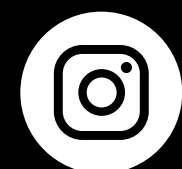
 **YOUTUBE**

 **TWITTER**





# SOCIAL ENGAGEMENT



Instagram uploads



Youtube videos



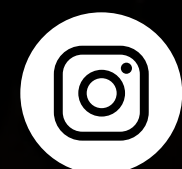
Twitter postings



Google ADs



Facebook uploads



Instagram check-ins



Facebook check-ins



LinkedIn posts



# 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 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

## 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	UNIVERSITY	SCHOOL	INSTITUTE
FRANCHISING FEE	RS. 45 LACS	RS. 30 LACS	RS. 15 LACS
AREA UPTO	10000 SQ.FT	5000 SQ.FT	2500 SQ.FT
OUTLET SETUP	RS. 2.5 CR	RS. 1.25 CR	RS. 75 LAC
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 . TAXES AS APPLICABLE. SHOP COST & WORKING CAPITAL EXTRA ON ACTUAL.



## FASHIONTV SCHOOL OF MODELLING COURSES CONSIST OF:-

**Modelling Courses (3months Full Time / Part-time Course) Brief Of The Modelling Industry.**

Industry Breakdown. | Types Of Modelling.  
Basic Ramp Walk. | Insights Into Ramp Choreography.  
Posing For Digitals. | Using Accessories On The Ramp.  
Latest Trends In Runway/fashion Parades  
Ramp Walk And Runway Training.  
Body Training. | Handling Super Model Panel  
Discovering The Hidden Talents.  
Latest And Most Useful Modelling Tips.  
Modelling In Groups & Pairs  
Product Modelling. | On-camera Photo Shoot



# FASHIONTV SCHOOL OF MODELLING COURSES CONSIST OF:-

Grooming And Image Transformation Courses

(3 Months Full Time / Part-time Course)

High Fashion Styling – Clothes & Accessory Management

High Fashion Styling – How To Work With Your Body & Face

Shape Well-being & Positive Attitude Fitness & Nutrition

Meal Planning. Skincare Nail Care

Self-care Lessons And Skincare Routines To Follow

Hair And Grooming By A Professional Makeup Artist.

Wardrobe Essentials From A Professional Stylist.

Nail Spas And Nail Extensions For Models.

Spotting The Trends Fashion Sense And Style

Posture And Body Language





# FASHIONTV SCHOOL OF MODELLING COURSES CONSIST OF:-

Pageant Coaching (15 Days Full Time)

Emphasis On Developing Composure And Self-confidence.

List Of Question Answers For The Question-answer Round.

Category Wise Training Social Etiquette Interview Preparation

Personal Grooming Posture & Body Language

Ramp Walk And Runway Training.

Mock Rounds In Various Costumes As Per The Requirement

Of The Contest. Voice Modulation And Pronunciation.

Backstage Preparation.

# 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 9833833930**