

FashionTV Multidesigner Store

The Home of *fashion*

MULTIDESIGNER STORE

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- FashionTV, the global sensation, has yet again ventured into another iconic fashion project, that is, FTV Multi Designer Stores. FTV Multi designer Stores are the go-to place for every fashion enthusiast, boasting the latest and trendiest apparel from phenomenal designers throughout the globe along with outstanding services from our fashion experts to assist and guide you in finding your perfect fit.
- From ethnic to western, leisurewear to finery, find everything you're looking for, everything under one roof. FTV Multi Designer Stores has the most fashionable and contemporary accessories that consist of footwear, bags and jewellery to go perfectly with your outfits.
- Additionally, the Indian fashion market has foreseen to leap at 15% CAGR until 2022, becoming a \$102 billion market. According to latest report, India's apparel market would be worth \$ 59.3 billion by 2022, making FTV Multi Designer store an excellent business opportunity.

WHY Franchise With FTV?

Aside from being the LARGEST FashionTV Network having a strong presence in 190+ countries with over 2 billion viewers worldwide, the reasons are many but some of them are :

- 25 GLORIOUS YEARS of success.
- 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- UHD 4K and 8K 24 hours channels, available on leading OTT platforms all over the world.
- Available on 250+ global cable satellites, reaching 500 million + households whilst being viewed on 10 million public TV sets.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- The video platform DailyMotion has an average of 500,000 monthly



USP's OF FASHIONTV

- Business support
- Brand Equity Leverage
- Strong Industry Connections
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions



BUSINESS SUPPORT

Sign-up

- Property Finalising
- Layout
- Business planning

Launch support

- Digital Marketing
- ATL
- BTL

(Cost to be born by Franchise Partner)

- Fashion Show
- Presence of renowned personalities
- Grand celebration

PRE-OPENING SUPPORT:

- Hiring
- Onboarding
- Training
- Marketing

POST OPENING SUPPORT

- Auditing and Planning
- Regular Internal Training
- DCR
- MIS

 Upscale Location

Fervour to succeed 

 Strong Financial Backings

FRANCHISE BASIC REQUIREMENTS

 **FRANCHISE Industry Attraction.**



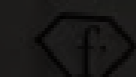
FTV MULTI DESIGNER STORE FINANCIALS

Notes: These are approx. figures based on worldwide stores. The actual cost will vary as per the location. Taxes as applicable. Shop cost and working capital xtra on actual.

	LITE	REGULAR	LUXURY
FRANCHISE FEE	10 Lakhs + gst	20 Lakhs + gst	30 Lakhs + gst
CARPET AREA	1,500 sq.ft	3,000 sq.ft	5,000 sq.ft
TOTAL INVESTMENT	50 Lakhs	1 Crore	1.5 Crore
ROYALTY	10%	10%	10%
ROI	60%	60%	60%



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