



FASHIONTV Vodka  
**The Home of** *fashion*

# FASHIONTV VODKA

## VODKA IN INDIA

In India, the vodka market is developing at the rate of 25-30 per cent.

The current measure of the vodka market is assumed to be over one million cases per annum.

In contrast with other categories in the Indian Made Foreign Liquor (IMFL), vodka is emerging to be the preferable choice amongst consumers as consumption of the spirit is spreading rapidly within metro cities.

- ▶ Revenue in the Vodka segment amounts to **US\$36m** in 2021. The market is expected to grow annually by **4.92%** (CAGR 2021-2025)
- ▶ In the Vodka segment, volume is expected to amount to **12.3ML** by 2025. The market for the Vodka segment is expected to show a volume growth of **7.0%** in 2022.
- ▶ The average volume per person in the Vodka segment is expected to amount to **0.01 L** in 2021.

# FTV VODKA

Vodka's fame is unquestionable, the neutral flavour of vodka makes it a versatile base for cocktails and is rather more convenient to consume as compared to other types of liquor. Observing the demand and the growing appreciation for the spirit, FashionTV has launched its very own FTV Vodka brand.

FTV Vodka is the go-to spirit for all the party lovers that suits individual palate and preferences.

Being the versatile drink it is, FTV Vodka can be consumed neat, mixed or served chilled with ice, while also popularly used in cocktails and mixed drinks such as martini, cosmopolitan, vodka tonic, screwdriver, greyhound, Moscow mule, and bloody mary.

**Fun fact** : It's touted as gluten-free and keto-friendly with 0 carbs.

# FTV PHILOSOPHY



## VISION

We expect to create a brand that conveys sheer invigoration, fun as well as class with the goodness of FTV Vodka and build a strong position in the liquor market.



## MISSION

To offer our consumers a quality brand of vodka that will become an undeniable factor for each and every memorable occasion.



## AIM

FTV Vodka aims to provide quality, flavour and elegance into one leisure drink that adds bliss to events while also bringing success to the company along with it's partners.

# WHY AFFILIATE WITH FTV?

Aside of being the **LARGEST FashionTV Network**, the reasons are many but some of them are:

- Reaching **500 Million** + Households.
- 23 GLORIOUS YEARS** of success.
- Presence in **193+ COUNTRIES.**
- UHD 4K and 8K** 24 hours channels.
- 2 BILLION WORLD WIDE** Viewers.
- Available on **250+ Global** Cable Satellites.
- 12 Channels of 24 hrs** dedicated to Fashion & Lifestyle channels.
- Available on leading **OTT platforms** all over the world.
- 100 PLUS HOURS** of new fashion and lifestyle content every week.

## SOME FTV KEY FACTS

- ▶ Viewed on **10 million** public TV in public places.
- ▶ **5M** website visits every month
- ▶ FashionTV app has over **500K subscribers** & **35K** installations per month.
- ▶ **65M** views on FTV youtube channel.
- ▶ **90M** subscribers per month on the channel.
- ▶ Facebook garners over **4.5M** likes and **12M** views.
- ▶ The number of followers on instagram is over **300K** an **125K** is organic reach.

# FTV 360 LICENCE SUPPORT

## Pre-opening Support

01

*Location Analysis And Approval*

03

*Diamond Inspired Design (Walls, Ceilings, Furniture, Etc)*

05

*Fashion Proprietary Products Supply.*

02

*Architect, Design, Layout, Etc.*

04

*Staff Recruitment*

06

*Other Products And Vendor Tie-ups*

07

*Strategic Planning*

08

*Staff Executive Training And Execution*



## LAUNCH SUPPORT

- 1. Planning and execution
- 2. Launch plan in SMM and PR promotions
- 3. Cross marketing



## POST-OPENING SUPPORT

- 1. Audits and Ideas
- 2. Promotional offers
- 3. FashionTV sponsorship opportunities
- 4. Google and website listing



## USP OF FASHION TV

### **8k** Video Wall Fashion Show And Vj

- ▶ Projections Of Fashiontv Shown By Top Designers.
- ▶ **3d** Fashiontv “Floor” Stunning Luxury Fashion Animation
- ▶ Live Fashion Tv Channel Shows From Across The Globe
- ▶ Promotional Videos Of Fashiontv Parties From Across The Globe
- ▶ Promotional Content Through Celebrities

# USP OF FASHION TV



- FASHION TV BEVERAGES
- FASHION TV ACCESSORIES
- FASHION TV APPARELS
- FASHION TV LINGERIE

- FASHION TV COSMETICS
- FASHION TV BAGS
- FASHION TV FOOTWEAR
- FASHION TV EYEWEAR
- FASHION TV ART JEWELLRY

AND MORE!!

# USE OF FASHIONTV

01

***Fashiontv Unique Diamond Inspired Design***

02

***Fashiontv Stalls***

03

***Fashiontv Banners***

04

***Fashiontv Ramp***

05

***Fashiontv Upholstery***

06

***Fashiontv Flyers/printouts***

07

***Fashiontv Lighting***

08

***Fashiontv Stage Design***

09

***Fashiontv Podium***

# USP OF FASHIONTV

## Special Events

A Special Runway Will Be Placed At All Events.

Top Notch Models Ramp Walking In State-of-the Art Fashion Proprietary Products (Beverages, Apparels, Cosmetics, Accessories, Art Jewellery, Eyewear, Footwear, Bags).

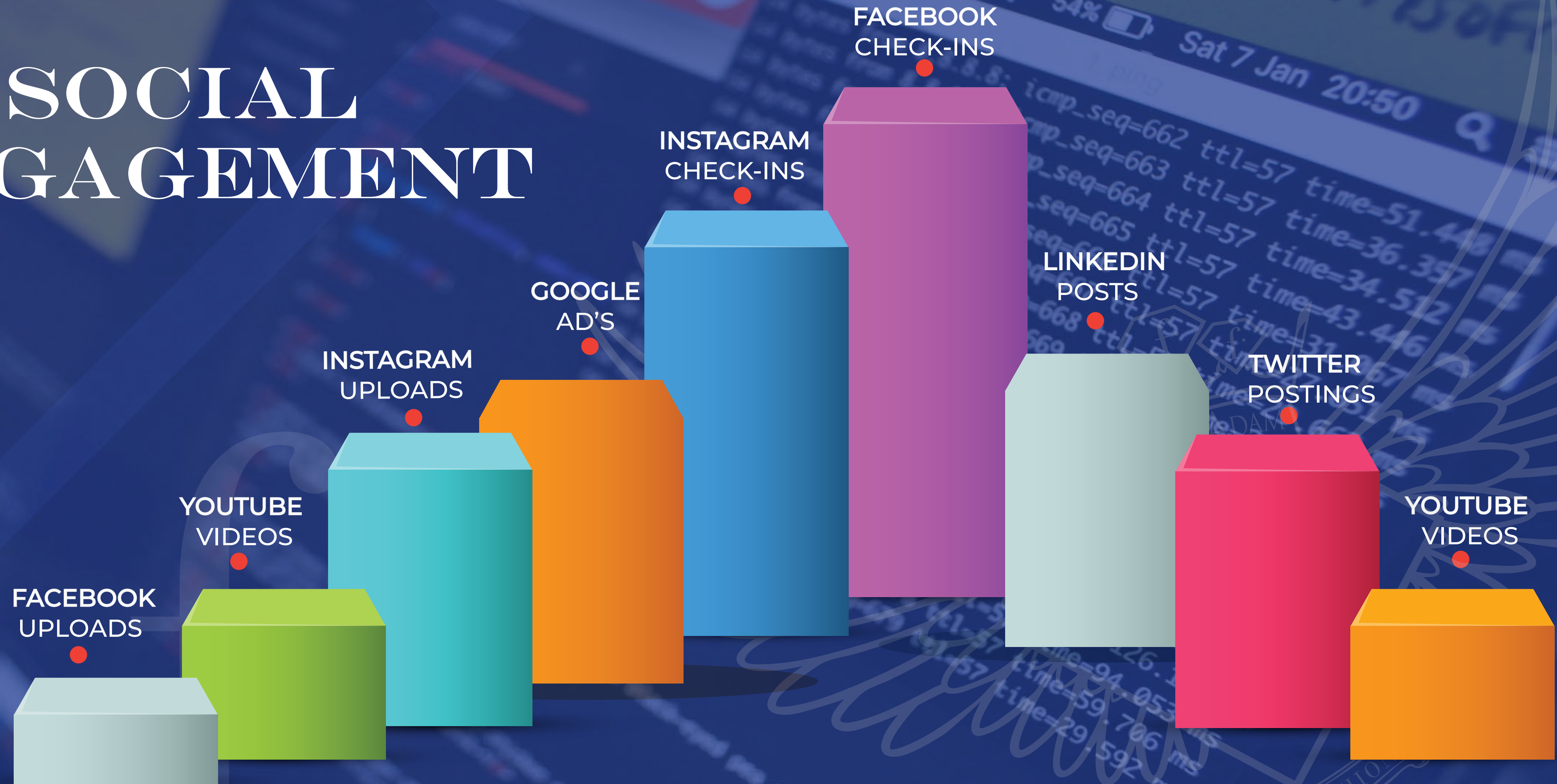
**SOCIAL MEDIA  
MARKETING**  
DEDICATED SOCIAL MEDIA MARKETING  
HANDLES



sociale



# SOCIAL ENGAGEMENT



## 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 Social Media **Engagement** From Our Beloved Customers And Influencers All The Platforms Are Engaged From Every Locations

# NEW MEDIA STATISTICS

01

**Facebook has over 3,000,000 views.**

02

**The fashiontv.com has an average 500,000 monthly visits.**

03

**The youtube channel has 1,000,000 subscribers and an average of 15,000,000 monthly views.**

04

**The video platform DailyMotion has an average of 500,000 monthly views.**



# SPONSORED LOCAL LISTINGS

- Facebook local
- Google local
- GPS location based ADs
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video boost

## FTV VODKA LICENCE BASIC REQUIREMENTS

### 1. Location:

FTV Vodka will be featured at every elite bar, restaurant, cafe and pub in all the metro cities across the country. Moreover, FTV Vodka will remain an X-factor for F Parties and events, making it a night you won't forget.

### 2. Strong Financial Backings:

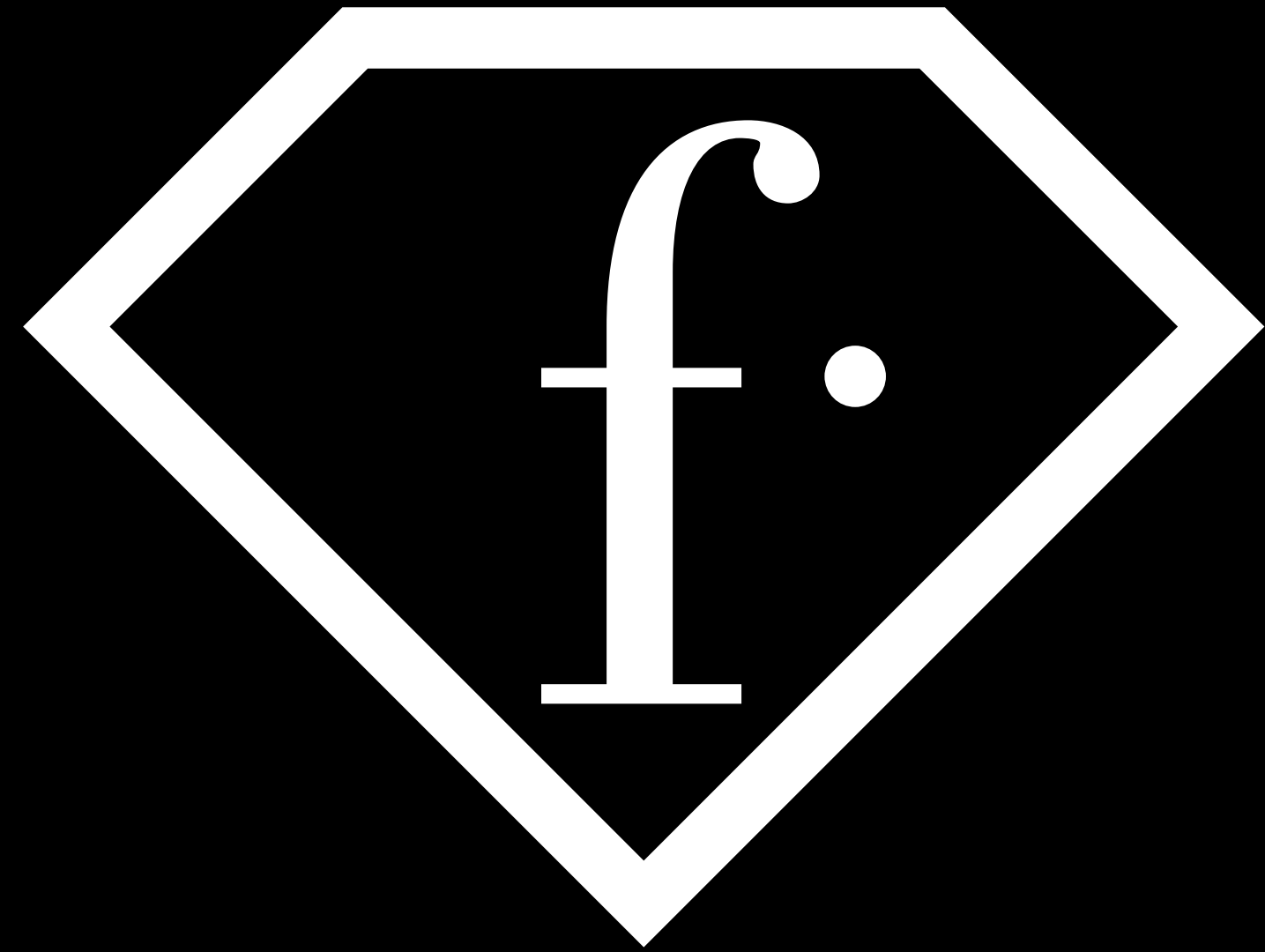
All affiliates must be able to show strong financial backings to guarantee the success of the business.

### 3. Licences Industry Attraction:

All affiliates must have an attraction towards the Alcohol and Nightlife Industry along with profound knowledge in the make and take of the business.

### 4. Strong Desire to be more:

Rich, Famous & Successful.



VODKA