

The Home of *fashion*

FTV CHAMPAGNE SALES KIT



FTV CHAMPAGNE

- As the world is growing towards modernization so FashionTV is right here with their FTV champagne for making your celebrations more fancy and extra enjoyable with their global flavours of champagne.
- Find the appropriate bottle of bubbly champagne for your event, FTV uncorks the world's satisfactory champagne emblem that is certain to delight every palate.
- FTV Champagne has become the international luxury beverage of choice for festivals and special events since it is both joyous and fancy.
- FTV Champagne is an excellent everyday drink because it's easy to consume and pairs well with a variety of foods.
- FTV champagne is a perfect combination of international flavors which are picked from all over the world, so you can choose a champagne according to your mood and choice of taste.





POTENTIAL

- FTV champagne is one of the top champagnes in the world, alluring, classic, and ever-sophisticated.
- The House's most recognisable Champagne is infused with classic and unusual flavours from around the world. The greatest grapes cultivated in a single year are used to make FTV's vintage champagnes.
- The brand is ideal for elevating your celebrations to a higher level of elegance and style.
- The House's most recognisable Champagne is infused with classic and unusual flavours from around the world.
- The greatest grapes cultivated in a single year are used to make FTV's vintage champagnes.

FTV CHAMPAGNE PHILOSOPHY

VISION

We are guided by our vision on becoming a leading company in the sustainable design, development and marketing of innovative, luxury, fancy and classic champagnes.

MISSION

Our mission as a company is to produce luxury, fancy and classic champagne that will satisfy the new generation of consumers that demand more, exuberate more joy, need more class because of growing modernization.

AIM

To continually better our organization by striving to improve sustainability of product and packaging with a rambunctious design for the eyes.



WHY Franchise With FTV?

Aside of being the LARGEST Fashion TV Network, the reasons are many but some of them are:

12 CHANNELS of 24 hrs dedicated to FASHION & LIFESTYLE channels.

1. 23 GLORIOUS YEARS OF SUCCESS.
2. UHD 4K and 8K 24 HOURS CHANNELS.
3. Available on leading OTT PLATFORMS all over the world.
4. 100 PLUS HOURS of new fashion and lifestyle content every week.
5. 2 BILLION WORLDWIDE Viewers.
6. Available on 250+ GLOBAL CABLE SATELLITES.
7. Presence in 193+ COUNTRIES.
8. 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 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 is organic reach.

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.



Launch Support

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

Post Opening Support

1. Audits.
2. Promotional Offers.
3. FashionTV Loyalty MEMBERSHIP programs.
4. 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 animations.
- Live FashionTV Channel with FashionTV shows from across the globe.
- Promotional Videos of FashionTV PARTIES from across the world.
- Promotional content through CELEBRITIES
- Endorsing the brand from across the world.

USP's OF FashionTV

FashionTV Proprietary PRODUCTS

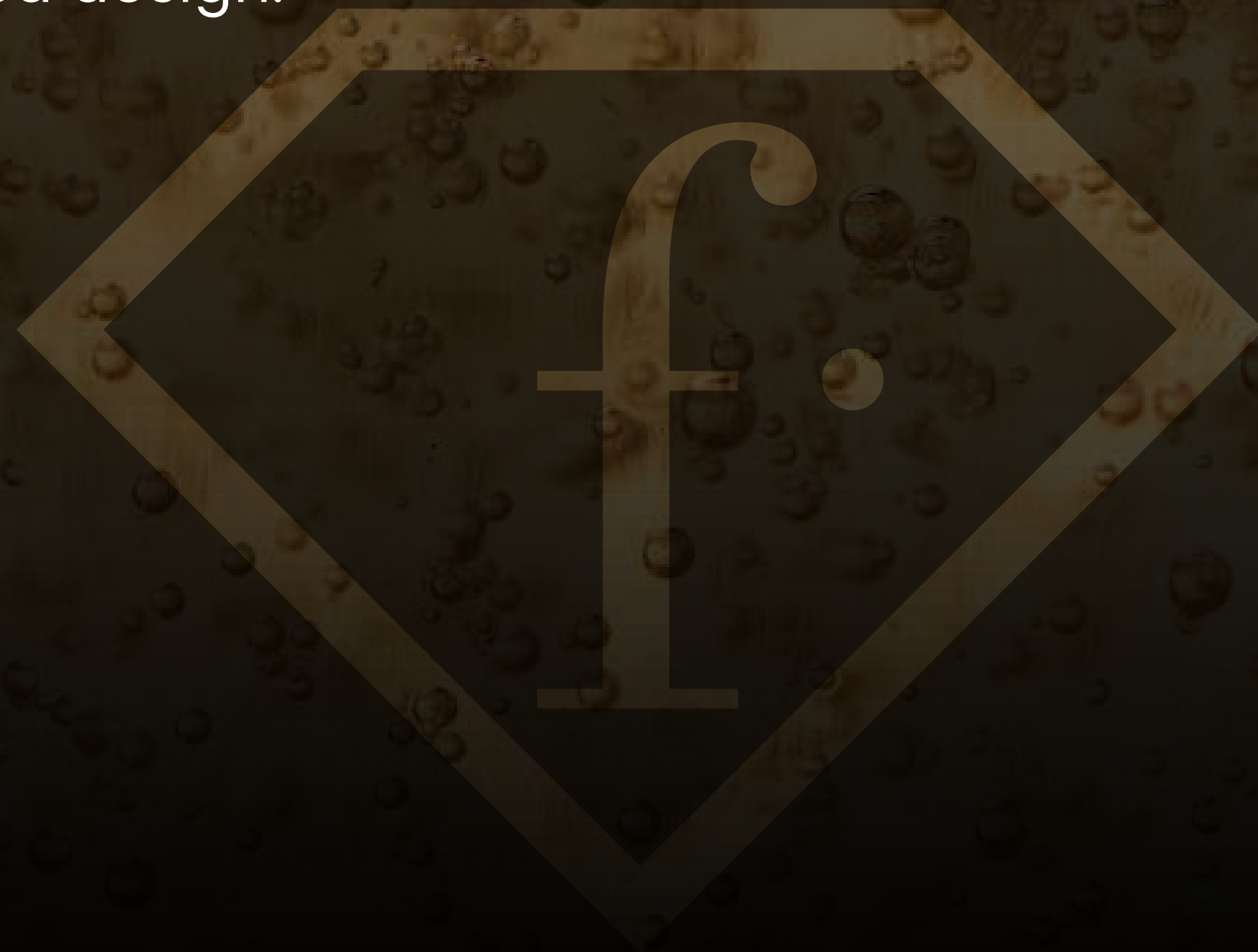
FTV branded Merchandise :-

- FTV branded merchandise:
- FashionTV beverages
- FashionTV apparels
- FashionTV lingerie
- FashionTV cosmetics
- FashionTV accessories
- FashionTV art jewellery
- FashionTV eyewear
- FashionTV footwear
- FashionTV bags
- AND MORE



USP's OF FashionTV

- FashionTV unique DIAMOND inspired design.
- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts



USP's OF FashionTV

SPECIAL EVENTS

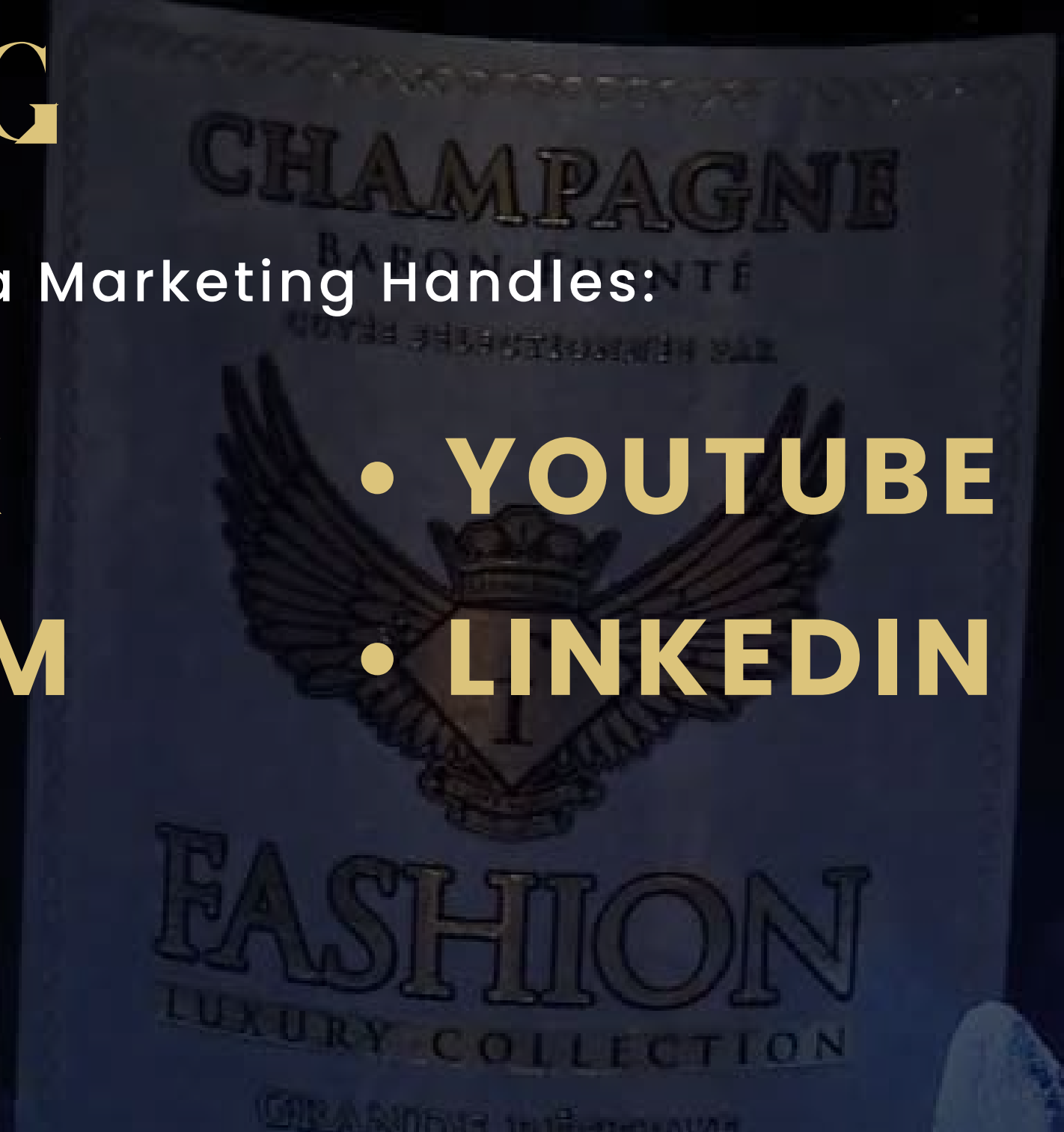
A special runway will placed at all events.

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:

- FACEBOOK
- INSTAGRAM
- TWITTER
- YOUTUBE
- LINKEDIN



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!



NEW MEDIA STATISTICS

- Facebook: 3,000,000+ FANS
- FashionTV.com: Average of 500,000 monthly visits.
- The youtube channel has 1,000,000 subscribers and an 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 champagne will be sold in high usage locations, at bar, hotels, restaurants.

2. Strong Financial Backings

All franchisers that purchase this FTV CHAMPAGNE franchise must be able to show strong financial backings to ensure the success of the business.

3. FRANCHISE FASHION Industry Attraction

All franchisees must- have attraction and liking towards the desired industry that is of champagne, must have a unique eye for the demographic that enjoys this product and must be passionate about the usage of the product and move the product around with zeal to learn, explore and strive to succeed.

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

FashionTV Franchise Financials

LICENCE FEES : RS. 37.5 LACS ONWARDS

MANUFACTURING COSTS : ON ACTUALS

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.