

 fashiontv

FashionTV Coffee

The Home of *fashion*



F A S H I O N

Coffee

 fashiontv *coffee*

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The Home of *fashion*

FTV Coffee In India

- India is the third-largest producer and exporter of coffee in Asia, and the sixth-largest producer and fifth-largest exporter of coffee in the world.
- The coffee production during **2020-21** is estimated at **342,000** million tonnes.
- The total coffee export was US\$ **738.86 MILLION** between April 2019 and March 2020.
- The total coffee export accounted for US\$ 719.50 million from April 2020 to March 2021 and for March 2021 it was **US\$ 97.41** million.
- In April 2021, export of coffee stood at US\$ 71.46 million.
- All of these statistics prove the enormous market potential of Coffee in India.



FTV Coffee

- FashionTV is here to revolutionize **LIFESTYLES** around the world and we begin by refining your first and favourite drink of the day.
- Coffee is the drink that drives a whole different lifestyle of hustle and rush, and we put our heart and soul into creating that sip of heaven for you.
- With a rich and bold mix, explore the extensive range of flavours and roasts of **FTV COFFEE** with a perfect blend for every taste.
- Whether you are a coffee newbie or a **COFFEE CONNOISSEUR** there are so many options for you to try out, from an effortless latte to a divine affogato, FTV Coffee can do wonders.



FTV Coffee Philosophy

Vision

To become the nation's leading brand of coffee producers through diligence, ideation and latest technology.

Aim

FTV always aims to provide their customers with nothing but the best with synergy, hardwork and savvy and creating a revolutionary brand of Coffee that matches the needs of modern India.

Mission

To create a brand of coffee with the taste and quality like no other, leaving our customers always wanting more and offering an international blend to their daily caffeine requirements.



Why Partner With FTV?

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

- 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- **23 GLORIOUS YEARS** of success.
- **UHD 4K** and 8K 24 hours channels.
- Available on leading OTT platforms all over the world.
- 100 PLUS HOURS of new fashion and lifestyle content every week.
- **2 BILLION WORLD WIDE** Viewers.
- Available on 250+ Global Cable Satellites.
- Presence in **193+ COUNTRIES**.
- 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 300K an 125K is organic reach.



FashionTV 360 Degree License Support

Pre-opening support:

- Location analysis and approval.
- Architecture, **DESIGNS**, layouts.
- **DIAMOND** inspired designs.
- Staff recruitment
- FashionTV proprietary products supply.
- Other products and vendor tie-ups.
- **STRATEGIC** planning



Launch Support

- Planning and execution
- Launch plan in SMM and PR **PROMOTIONS**
- Cross marketing

Post Opening Support

- Audits and Ideas
- Promotional offers
- FashionTV **SPONSORSHIP** opportunities
- 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 shows from across the globe.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through **CELEBRITIES**.
- Endorsing the brand from across the globe.



USPs Of FashionTV

FashionTV proprietary **PRODUCTS.**

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



USPs 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 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 social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.



New Media Statistics

- Facebook has over **3,000,000 VIEWS**.
- The fashionTV.com has an average 500,000 monthly visits.
- The youtube channel has **1,000,000 SUBSCRIBERS** and an average of 15,000,000 monthly views.
- 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**



License Basic Requirements

AAA Location

FTV Coffee will be sold at high end markets and supermarkets, stores, malls as well as online stores. Being second to none in the industry, FTV Cafes, Events and Conferences will also exclusively utilise FTV Coffee blends.

Strong Financial Backings

All affiliates purchasing the FTV Coffee brand must be able to show strong financial backings to ensure the success of the business.

LICENSE Industry Attraction

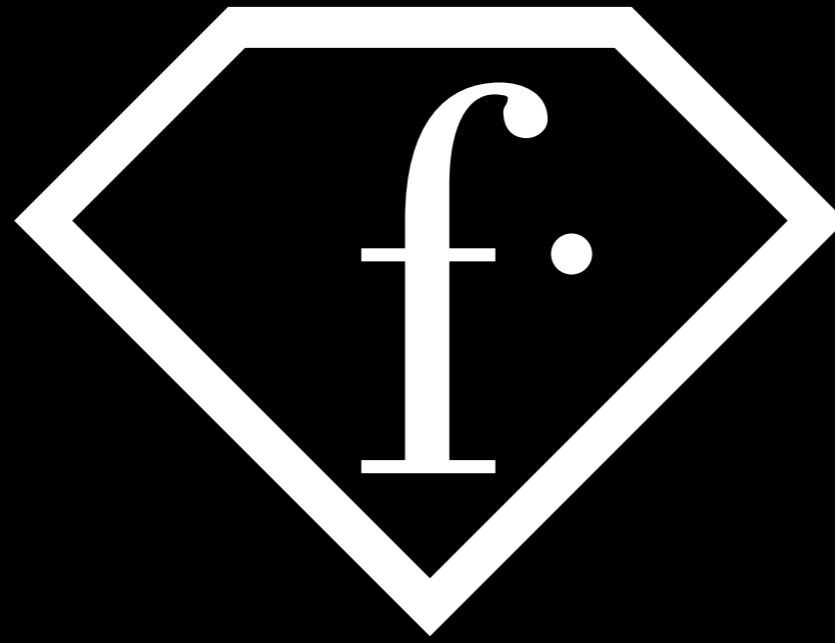
All affiliates must have a deep liking and understanding of the necessity of coffee in one's daily life with with a intense fervour to learn, explore and strive to succeed with no exceptions.

Strong Desire to be more: Get rich, famous and successful.

Ftv Coffee License Rate

LICENSE FEES: 37.5 LAKHS

MANUFACTURING COSTS: ON ACTUALS



COFFEE