

 fashiontv

FashionTV Energy drink

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# ENERGY DRINKS

 fashiontvenergydrink

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## ***FTV ENERGY DRINKS***

- FTV ENERGY DRINK is a high performance drink that will turbocharge your day and is available in a range of delicious flavors each, each 16oz can contains 200 mg of caffeine and a blend of caffeine, vitamins B6 and B12, taurine, inositol and guarana.
- FTV ENERGY DRINKS are infused with vitamins to keep you going right through the day and comes in a bold, sleek and colorful can that makes you want to buy it just as much you want to drink it.
- Studded with a luxury design, FTV ENERGY DRINKS possesses the extra caffeine to push you a tad more than the rest.
- Generation Z loves to live life in the fast lane, with everything having to be done on time. Work, college, sports or additional assignments driven by ever approaching deadlines, that being said FTV ENERGY DRINKS is just the answer for such a demanding lifestyle.



## POTENTIAL IN INDIA

- The Indian energy drink market is projected to grow at a CAGR of 9.22 % during the forecast period, 2020-2025. Energy drinks are caffeinated beverage products which exceed 145mg of caffeine per litre.
- These products are marketed as non alcoholic beverages which are consumed to boost energy.
- 24 percent of the population of India have widely stated that they consume energy drinks, which means that this is a budding and thriving market on the rise.



# FTV ENERGY DRINKS PHILOSOPHY

- **VISION**

We are guided by our vision on becoming a leading company in the sustainable design, development and marketing of innovative, healthy, high performance energy drinks.

- **MISSION**

Our mission as a company is to produce healthy, delicious and innovative energy drinks that will satisfy the new generation of consumers that demand more, exuberate more energy, need more power ups because of high replenishment.

- **AIM**

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



# 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.
- **23 GLORIOUS YEARS** of existence.
- **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** Worldwide 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 FRANCHISE SUPPORT**

## **Pre-Opening Support:**

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **DIAMOND** Inspired Designs
- Staff Recruitment.
- FashionTV Proprietary Products Supply.
- Other Products and Vendor Tie-ups.
- **STRATEGIC** Planning.
- Staff extensive training and execution.



## 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.



# 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 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.



# USP'S 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





# USP'S 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:

- FACEBOOK
- INSTAGRAM
- TWITTER
- YOUTUBE
- LINKEDIN



# **SOCIAL ENGAGEMENT**

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's



# ***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 AD's
- 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

- **AAA Location**

FashionTV ENERGY DRINKS will be sold in high usage locations, at game centres, sports stadiums, skate parks, practice grounds, unique office environments, colleges and at gyms and functionality centres.

- **Strong Financial Backings**

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

- **FRANCHISE Industry Attraction.**

All franchisees must- have attraction and liking towards the desired industry that is of energy drinks, 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.

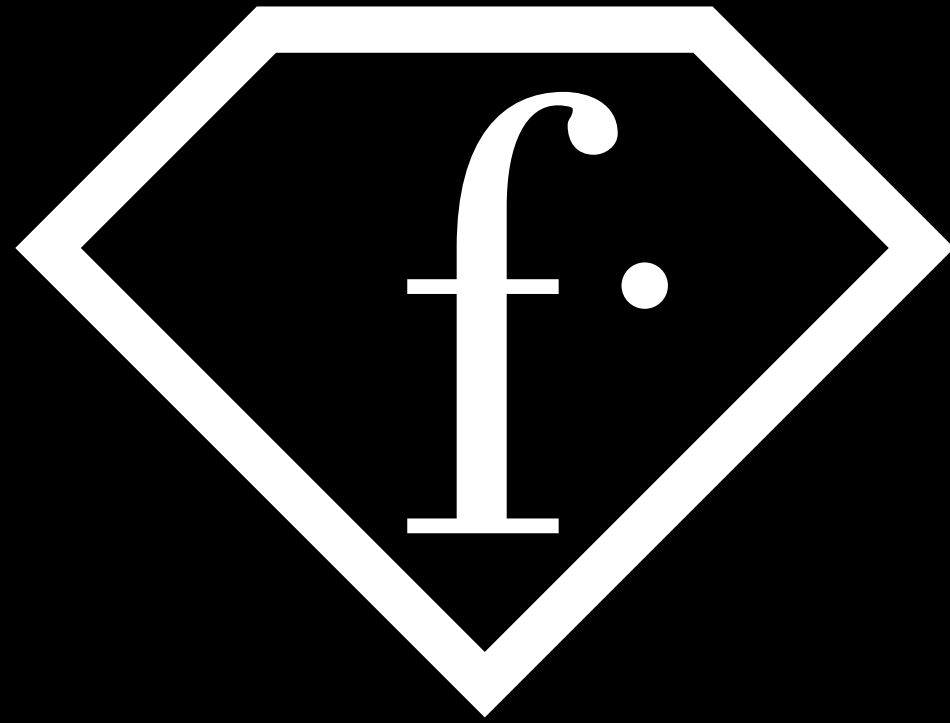
Strong Desire to be more: Rich, Famous & Successful.



# ***FASHIONTV FRANCHISE FINANCIALS***

LICENCE FEES: RS 37.5 LAKHS ONWARDS.





HOTELS