

The Home of *fashion*

PROSECCO



FTV PROSECCO IN INDIA

- India is the third-largest and fastest-growing alcoholic beverages market in the world, with an estimated market size of 52.5 billion dollars (about Rs 3.9 lakh crore rupees), as revealed by the Indian Council for Research on International Economic Relations (ICRIER).
- The market is further expected to grow at a **CAGR of 6.8% by 2023**. The industry contributes to around 15 lakh jobs around the nation.
- ICRIER said over 70% of the growth in alcoholic beverages consumption in India in the next decade would be driven by the lower middle and upper middle-income groups. There is a growing trend towards product premiumization and a high disposable income, and improving standards of living.



FTV PROSECCO

- FashionTV has gained the reputation of being the leading choice to refine lifestyles across the globe, and we now bring you the incredible piquancy of FTV Prosecco.
- **FTV PROSECCO** is the aperitivo choice of the elites that is perfect for any and every occasion, and as the Italians know, it is also ideal for your everyday after-hours.
- FTV Prosecco boasts a mix of fresh floral flavors, zingy tang, and sparkles. It's refreshing, flavorful, light-bodied, (usually) dry, and features a wallet-friendly price tag while still exhibiting leisure, elegance and vivacity.
- With its brut nature from simply brut to extra brut, **WE ALSO OFFER AN EXTENSIVE RANGE** of flavors, including apple, honeysuckle, peach, melon, and pear.



FTV PROSECCO PHILOSOPHY

VISION

To become the leading brand in the nation to kick off and produce the best quality of Prosecco available in the Indian market through diligence, ideation, and better technology.

MISSION

To be among the elite firsts to launch a line of Prosecco in India, having the taste and quality like no other, leaving our customers always wanting more, offering elegance and an international blend to all their celebrations.

AIM

FTV always aims to provide their customers with nothing but the best with synergy, hard work, and savvy to create a revolutionary brand of Prosecco that matches the needs of modern India.

WHY COLLABORATE 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 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 LICENCE SUPPORT

PRE-OPENING SUPPORT:

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **DIAMOND** Inspired Designs
- 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

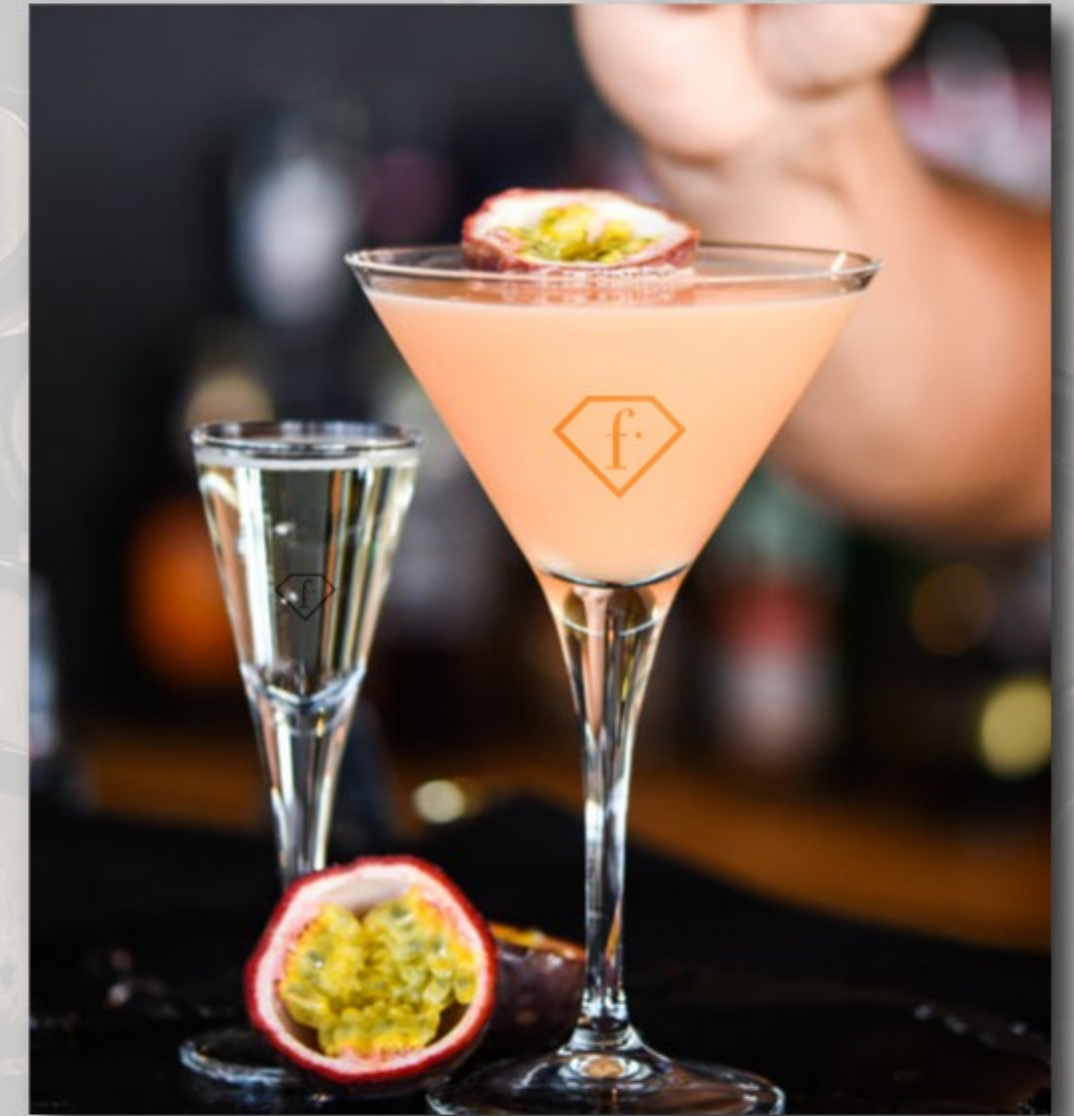
POST OPENING SUPPORT

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing

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.
- A continuous flow of live FashionTV from various Fashion **HUBS**.
- Promotional Videos of FashionTV PARTIES from across the globe.
- Promotional content through **CELEBRITIES** endorsing the brand from across the globe.



USP'S OF FASHIONTV

FashionTV Proprietary **PRODUCTS**

FTV branded Merchandise like:-

- 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

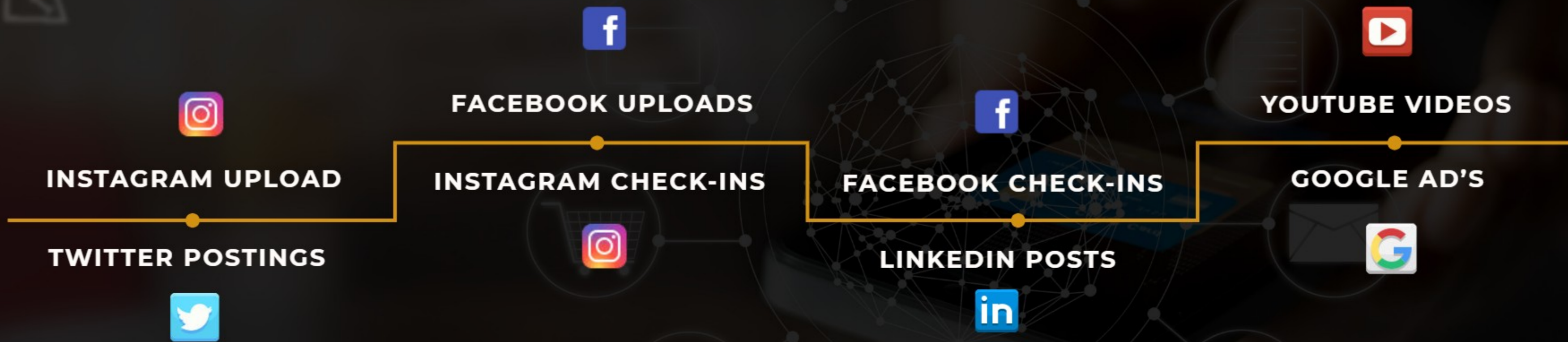


YOUTUBE



LINKEDIN

SOCIAL ENGAGEMENT



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: **3,000,000+ FANS**
- FashionTV.com: Average of 500,000 monthly visits.
- FashionTV.com: Average of 1,500,000 monthlyimps.
- YouTube Channels: **1,000,000 SUBSCRIBERS**
- YouTube: Average of 15,000,000 monthly views.
- Daily Motion: Average of 500,000 monthly views.

SPONSORED LOCAL LISTINGS

- Facebook Local
- **GOOGLE LOCAL**
- GPS 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**



PROSECCO LICENCE BASIC REQUIREMENTS

AAA Location

FTV Prosecco is a fun and fruity bubbly for the elite. This leisure drink can be seen at primetime clubs, bars, lounges and restaurants. FTV Prosecco is also a feature in demand at FTV Parties and FTV Events.

Strong Financial Backings

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

License Industry Attraction

All affiliates must have attractions and likings towards the nightlife industry with a zeal to learn, explore and strive to succeed. They must also possess a considerable amount of knowledge in the make and take of Alcohol and the Recreation Sector.

Strong Desire to be more: Rich, Famous & Successful

FASHIONTV LICENCE FINANCIALS

LICENCE FEES : ₹ 25 LACS ONWARDS

TOTAL COSTS : 30 - 40 LACS



PROSECCO