

 fashiontv

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FashionTV Whiskey

THE HOME OF *fashion*



FTV WHISKEY

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FTV WHISKEY

FTV Whiskey is bred with love, patience, and passion for formulating a sip of heaven. It's sweet, smooth and round mouthfeel gives it a deep complexity and richness in every drop of the spirit.

At FTV, we offer every malt lover a wide range of aged-well whiskeys with diverse flavors, from sweet to bing to malty; we've got it all, just for you.

Simple wheat grains are deftly fermented, distilled, and aged transforming their primary flavor characteristics into a sensory stellar experience.



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POTENTIAL IN INDIA

India is one of the largest and fastest growing alcoholic beverages markets globally with an estimated market size of 52.5 billion dollars (about Rs 3.9 lakh crore), the Indian Council for Research on International Economic Relations (ICRIER) has said. The market is further expected to grow at a CAGR of 6.8 per cent till 2023. And with FTV offering an excellent and wide ranging flavors of the spirit, it's surely going to get attention required for a boom in sales.



FTV WHISKEY PHILOSOPHY



Mission:

To let our customers indulge in divine drinking experience and let them have the time of their lives.



Vision:

To bring India at par with international standards and develop a spirit brand of class, luxury and taste.



Aim:

To be driven by our passion for excellence, product innovation, brand creation and pleased customers by compiling these three into one leisure drink.

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 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.



WHY FRANCHISE WITH FTV

- ▶ 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.
- ▶ Architecture, designs, layouts.
- ▶ 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 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 OF FASHIONTV



- ▶ FashionTV proprietary products.
- ▶ FTV branded merchandise:
- ▶ FashionTV beverages
- ▶ FashionTV apparels
- ▶ FashionTV lingerie
- ▶ FashionTV bags
- ▶ FashionTV cosmetics
- ▶ FashionTV accessories
- ▶ FashionTV art jewellery
- ▶ FashionTV eyewear
- ▶ FashionTV footwear
- ▶ AND MORE!!



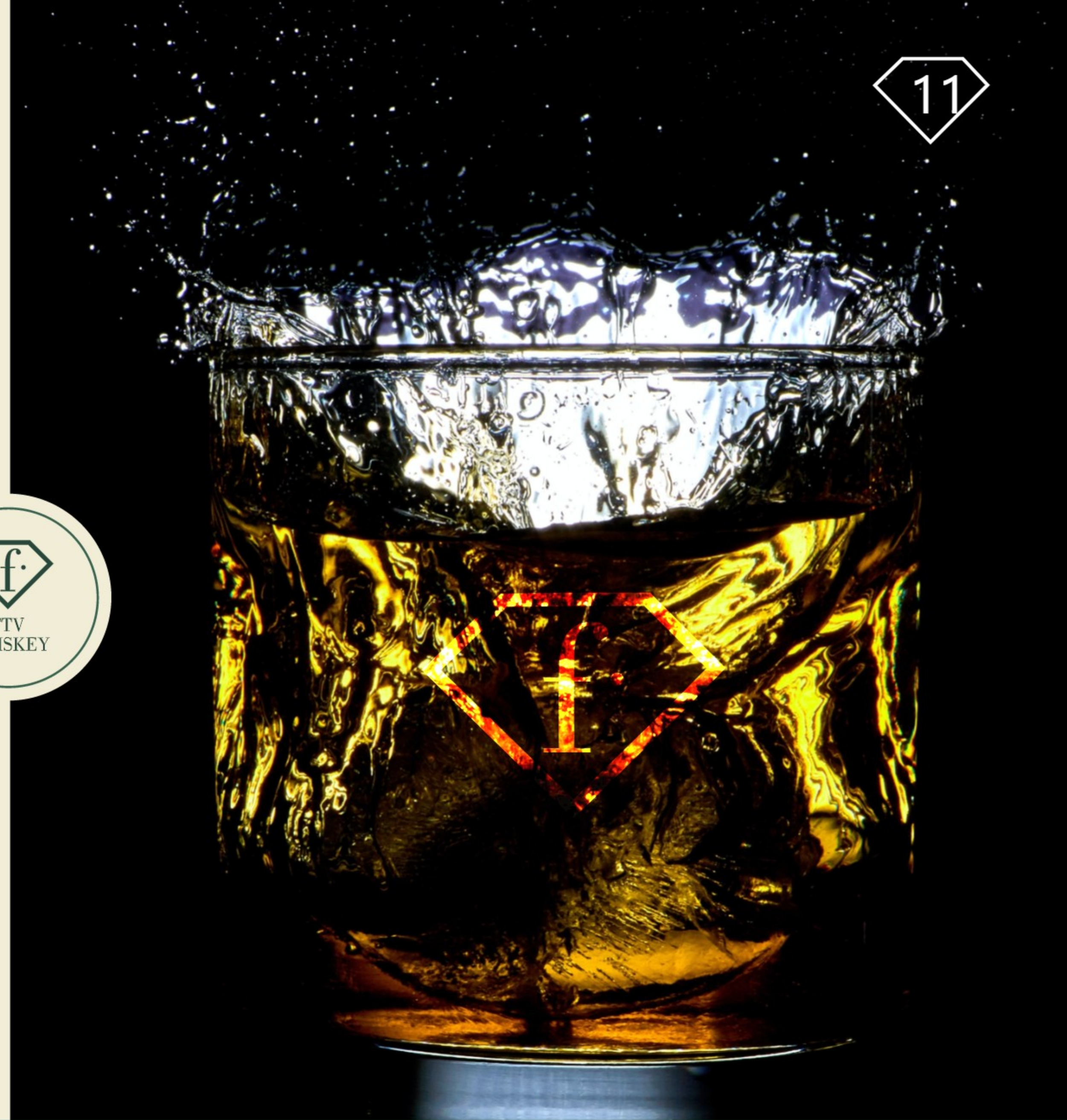
USE OF FASHIONTV

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



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USP OF FASHIONTV

Special events.





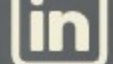
A special runway will be placed at all events.

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

- ▶ FACEBOOK 
- ▶ INSTAGRAM 
- ▶ TWITTER 
- ▶ YOUTUBE 
- ▶ LINKEDIN 

SOCIAL ENGAGEMENTS

- ▶ 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 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



LICENCE BASIC REQUIREMENTS



AAA LOCATION:

FTV WHISKEY will be a feature at prime time bars and pubs in buzzworthy cosmopolitans around the world. FTV WHISKEY will be an must have item at parties and soiree's with the top end crowds sipping on it while making memories that will last a lifetime.



LICENCE INDUSTRY

ATTRACTION:

They must have attractions and likings towards the desired industry of spirits with a zeal to learn, explore and strive to succeed by putting the needs and tastes of customers first.



STRONG FINANCIAL

BACKING:

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

STRONG DESIRE TO BE

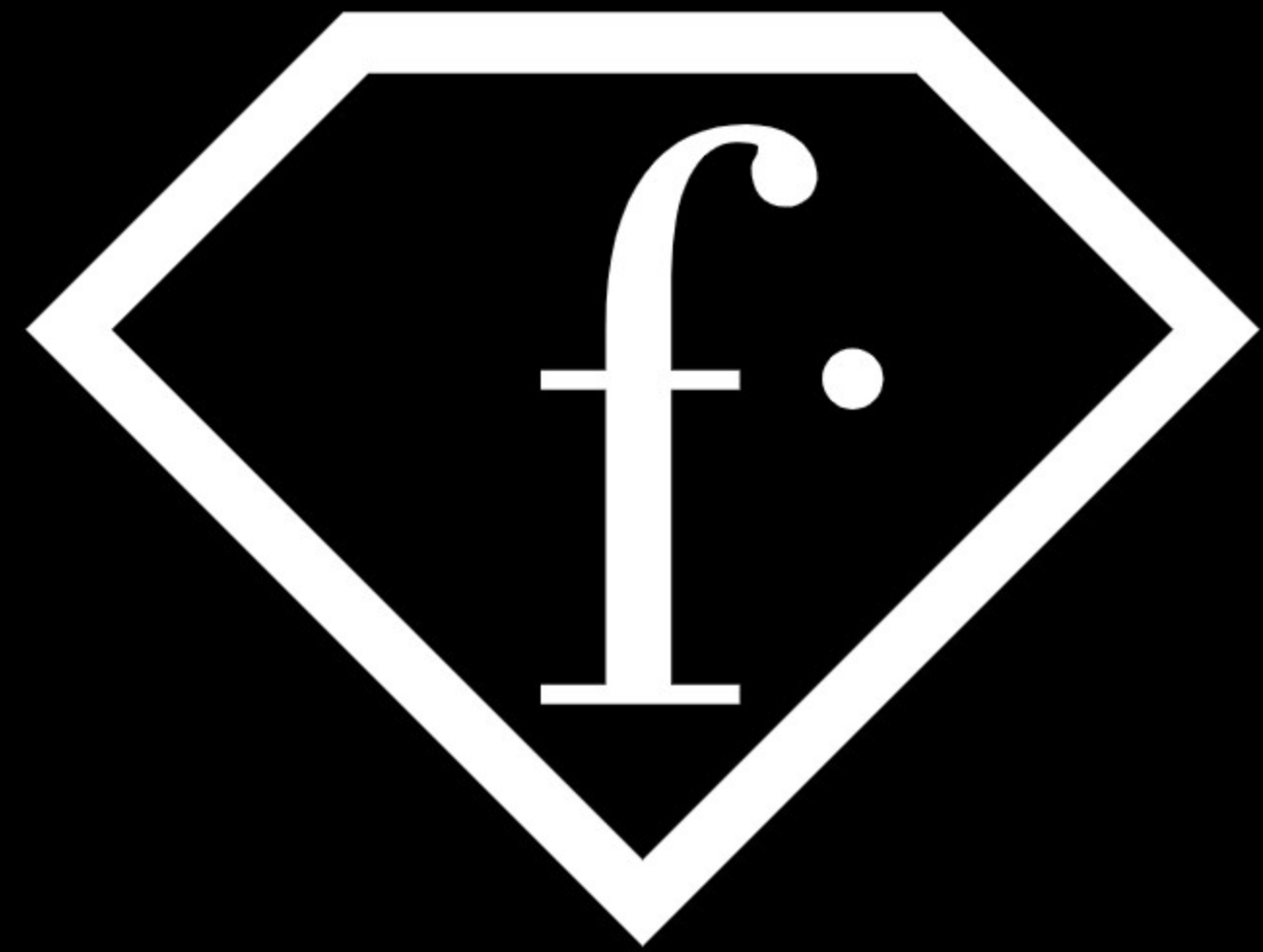
MORE:

Rich, Famous & Successful.

FASHIONTV LICENCE FINANCIALS

Licence fee : Rs. 37.5 Lacs Onwards
Manufacturing Costs : On Actuals

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