

THE HOME OF *fashion*

FASHIONTV

Presents

# glasses



# FASHIONTV EYEWEAR IN INDIA

- The Eyewear industry market in India is currently valued at **US\$4,94 billion in 2021**. Therefore, according to the revenue generation and demand in the nation, the market is expected to grow annually by **11.90%, nearly US\$ 9.69 Bn** (CAGR 2021-2027).
- This market share is driven by increasing eye health issues more often than caused by high screen time and old age, amounting to **35%** of the Indian population needing a vision correction.
- Moreover, with consumers' increased consciousness regarding image and style – eyewear is gradually shifting towards being a fashion accessory.
- Around **153 million** people need glasses but are away from appropriate access.
- These factors ensure that investing in **FTV Eyewear** will be a downright decision for millions.
- The growing rate of the **eyewear industry is 5%** which accumulates sunglasses, spectacles and contact lenses.
- Online purchase has **observed 11.9%** of people purchasing from different platforms.

# FASHIONTV EYEWEAR

- Step away from old and mundane styles of eyewear that make a person look downright nerdy or geeky, FashionTV brand new line of FTV Eyewear now come in stylish designs, that help add a refreshing touch to your overall look and appeal.
- FTV Eyewear gives consumers the finest experience of viewing the world with unique, comfortable and high-quality glasses, that will provide them with clearer vision while also suiting individual style and preferences.
- Moreover, FTV Eyewear is composed of durable frame material that can do everything and go anywhere.
- That means wrap-around debris protection, glare-defending UV-light blockers that last as long as you.



 fashiontv  
**EYEWEAR**

F.TV PHILOSOPHY

**VISION**

FashionTV has a vision to offer distinction, comfort and style with our luxury brand of eyewear that will change the way you see the world.

**MISSION**

To transform people's opinion about eyewear by swapping the old and basic designs with stunning and timeless pieces that will exclusively be found at FashionTV's Eyewear franchises.

**AIM**

We aim to establish an eyewear brand that satisfies customer's needs and derive successful outcomes from the industry.



 **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.**

**Available On Leading Ott Platforms All Over The World.**

**Available On 250+ Global Cable Satellites.**

**23 Yrs Glorious Years Of Success.**

**100 + Hours Of New Fashion And Lifestyle Content Every Week.**

**Presence In 193+ Countries.**

**UHD 4k & 8k 24 Hours Channels.**

**2 Billion Worldwide Viewers.**

**Reaching 500 M+ Households**

**FASHIONTV  
EYEWEAR**



FASHION *eyewear*  
→ **SOME FTV KEY FACTS**

- \* Viewed on 10 million public TV sets.
- \* 5M website visits every month
- \* FashionTV app has over 500K subscribers & 35K installations per month.
- \* The fashionTV.com has an average 500,000 monthly visits.
- \* The video platform DailyMotion has an average of 500,000 monthly views.

# USP OF FASHIONTV

- ▶ Massive profits
  - ▶ 360 Degree support
  - ▶ Brand EquityLeverage
  - ▶ Strong Industry Linkages
  - ▶ Global Presence
  - ▶ Exhilarating Events
  - ▶ Ubiquitous Promotions



# USP OF FASHIONTV

## 8K VIDEO WALL FASHION SHOW AND VJ

- \* Projections Of Fashiontv Shown By Top Designers.
- \* 3d Fashiontv “Floor” Stunning Luxury Fashion Animation
- \* Live Fashion Tv Channel Shows From Across The Globe
- \* Promotional Videos Of Fashiontv Parties From Across The Globe
- \* Promotional Content Through Celebrities
- \* Endorsing Brand From Across The Globe

## 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).





# USP OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS  
FTV BRANDED MERCHANDISE LIKE

- FASHION TV BEVERAGES
  - FASHION TV COSMETICS
  - FASHION TV EYEWEAR
  - FASHION TV APPARELS
  - FASHION TV ACCESSORIES
  - FASHION TV FOOTWEAR
  - FASHION TV LINGERIE
  - FASHION TV ART JEWELLRY
  - FASHION TV BAGS
- AND MORE ..**

## SOCIAL MEDIA STATISTICS

- ▶ 150 new stories (Facebook)
- ▶ 200 new stories (Instagram)
- ▶ 50 new stories (Twitter)

### **More than 300 new stories per day!**

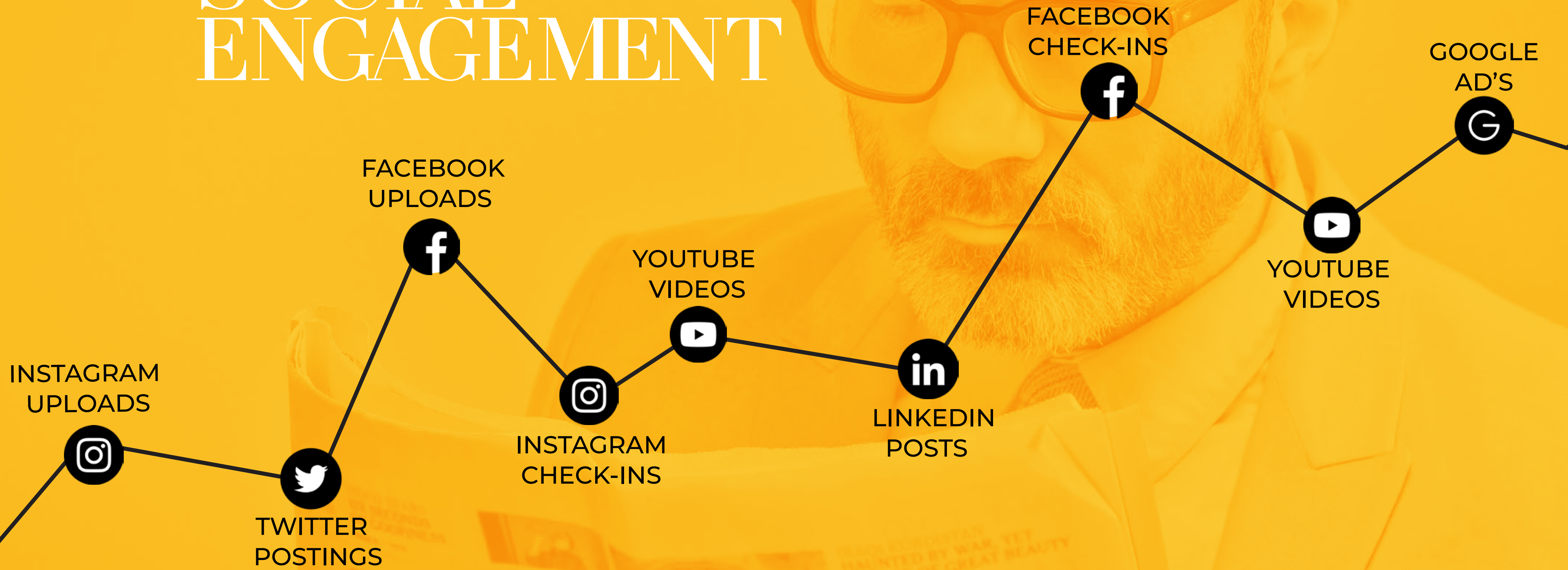
- ▶ 65M views on FTV youtube channel.
- ▶ 90M subscribers per month on the channel.

Facebook garners over 4.5M likes and 12M views.

The number of followers on instagram is over 300K and 125K is organic reach.

Due to FashionTV 's brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.

# SOCIAL ENGAGEMENT



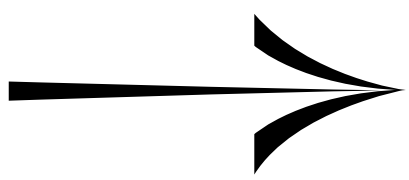
## SOCIAL MEDIA MARKETING

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



# 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





# FTV 360 FRANCHISE SUPPORT

## PRE-OPENING SUPPORT

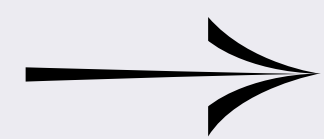
1. Location Analysis And Approval
2. Architect, Design, Layout, Etc.
3. Diamond Inspired Design (Walls, Ceilings, Furniture, Etc)
4. Staff Recruitment
5. Fashion Proprietary Products Supply.
6. Other Products And Vendor Tie-ups.
7. Strategic Planning
8. Staff Executive Training And Execution

## LAUNCH SUPPORT

1. Planning and execution
2. Launch plan in SMM and PR promotions
3. Cross marketing

## POST-OPENING SUPPORT

1. Audits and Ideas
2. Promotional offers
3. FashionTV sponsorship opportunities
4. Google and website listing



## BENEFITS

- ▶ Association with the World's LARGEST Fashion and lifestyle media brand with a strong presence in 196+ countries and 2 billion viewers worldwide.
- ▶ Great Business Opportunity with GREATER Returns.
- ▶ Develop a huge fruitful circle of a business network.
- ▶ Become a leader in fashion and lifestyle industries in your city cream society.
- ▶ Get to be the next VIP jet setter being on the VIP list of every exhilarating event in your city.
- ▶ Get to use the FTV visiting card as your power currency.

FTV EYEWEAR LICENCE

# BASIC REQUIREMENTS

## 1. LOCATION

FTV Eyewear will be sold at buzzworthy residential as well as commercial areas of metropolitan cities, where we can easily reach our target audience and fulfil their requirements.

## 2. STRONG FINANCIAL BACKINGS

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

## 3. LICENCE Industry Attraction.

All affiliates should have the enthusiasm to provide customers with the best eyewear facilities to help them see this fabulous world clearer and transfigure the optical market in association with our revolutionary brand.

## 4. Strong Desire to be more rich, famous & successful.

