

The Home of *fashion*

Toiletries



POTENTIAL OF TOILETRIES

- From \$190.14 billion in 2020 to \$218.8 billion in 2021, the global toiletries market is expected to develop at a **15.1 percent compound annual growth rate (CAGR)**.
- Companies are focusing on manufacturing products based on natural and organic commodities as customer awareness of the repercussions of synthetic components grows.
- In 2020, Asia Pacific was the largest region in the worldwide toiletries market, accounting for **39% of the total**. The second largest region, North America, accounted for 26% and, Africa covering the tiniest region of the market.
- The market is expected to reach **\$286.86 billion in 2025**, with a CAGR of 7%.

Lorem ipsum

FTV TOILETRIES

- Because of the many options available, finding high-quality personal care products can be difficult. As a result, **FashionTV**, the world's greatest fashion and lifestyle media brand introduces FTV TOILETRIES that is the most dependable personal care brand on the market.
- It is a manufacturer of personal hygiene, care and grooming products that have a favourable impact on your skin and are not hazardous to the environment.
- Personal hygiene and physical conditionings are the foundation of a better and healthier well-being. As a consequence, high-quality, dependable hygiene products are all that we offer.
- We sell perfumes, shaving creams, hair creams, lotions, towels, and a range of other items that would become a part of your daily routine.
- **FTV Toiletries** endeavor to make ground-breaking products with the support of brilliant researchers who are motivated by a desire to protect customers personal hygiene.

FTV TOILETRIES PHILOSOPHY

VISION

We desire to serve our customers with high-quality organic products that meet the needs of the country.

MISSION

FTV Toiletries serve world-class personal care products to our customers by delivering a diverse choice of exquisite products to choose from.

AIM

We aim to provide the highest standards of quality to our customers and ensure that they are satisfied and delighted with the products that FTV Toiletries has to offer.

WHY AFFILIATE 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 POINTS

- 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** and **125K** is organic reach.

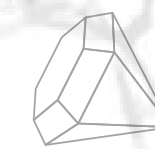


FASHIONTV 360 DEGREE EVENT SUPPORT

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

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 Beverages



FashionTV Apparels



FashionTV Lingerie



FashionTV Cosmetics



FashionTV Accessories



FashionTV Art Jewellery



FashionTV Eyewear



FashionTV Footwear



FashionTV Bags



And More!!

USP 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 OF FASHION TV



- 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).

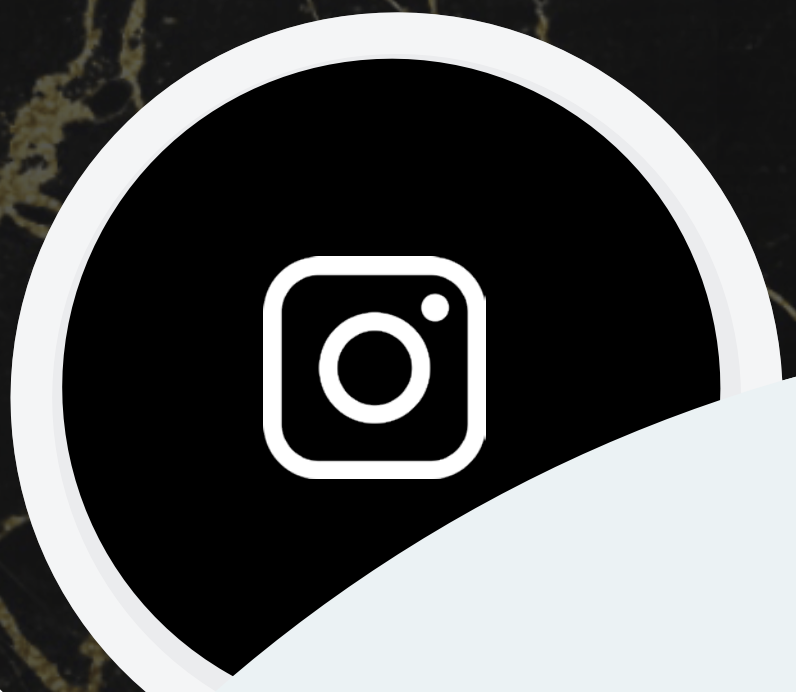
Twitter

Youtube

Instagram

Facebook

Linkedin



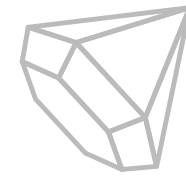
SOCIAL MEDIA MARKETING

Dedicated social media marketing handles

SOCIAL ENGAGEMENTS

- Instagram uploads
- Twitter postings
- Facebook uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn posts
- Youtube videos
- Google ADs





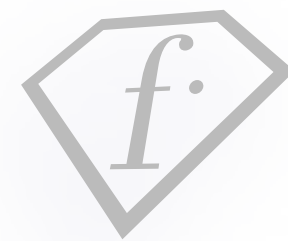
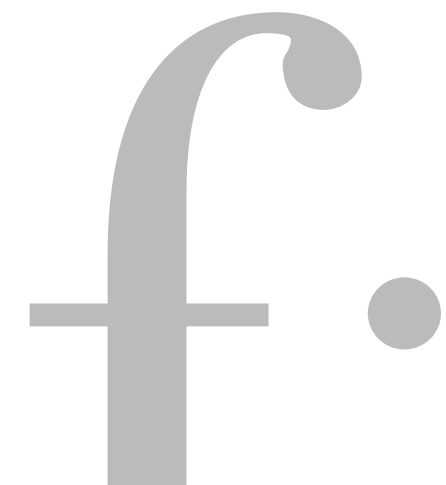
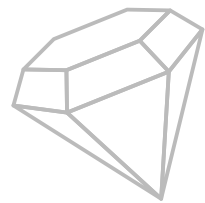
SOCIAL ENGAGEMENT STATISTICS

- 150 New Stories (Facebook)
- 200 New Stories (Instagram)
- 50 New Stories (Twitter)

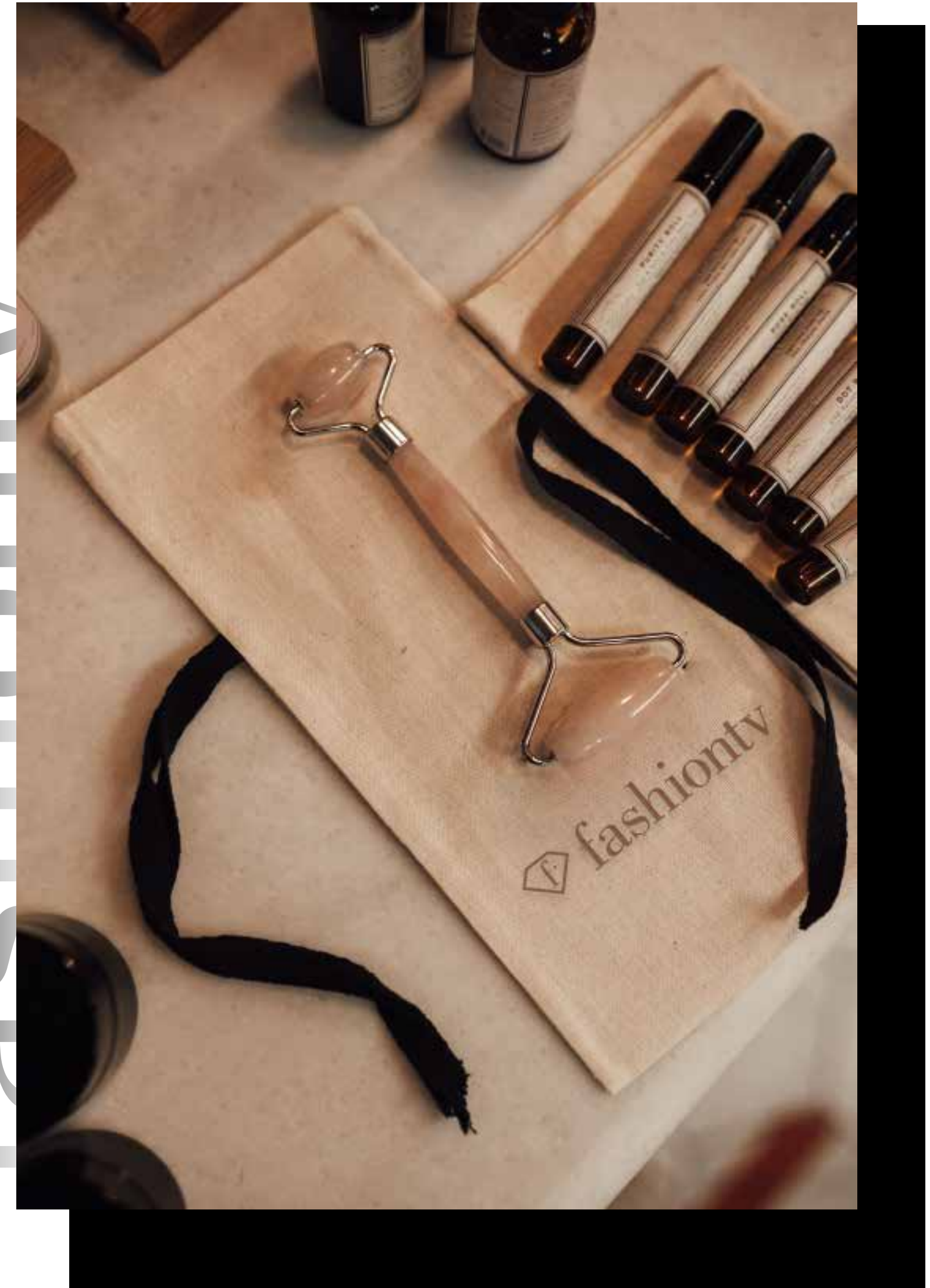


More Than 300 New Stories Per Day!

Due To FashionTV's Brand Popularity and Social Media Engagement From Our Beloved Customers And Influencers All The Platforms Are Engaged From Every Locations



fashiontv



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 LISTING

- **Facebook** local
- Google local
- **GPS** location based ADs
- Facebook ADs post and likes campaigning
- Instagram AD and likes
- **SEO** marketing
- SEM marketing
- **Analytics** and reports
- Youtube promotions and video boost



FTV TOILETRIES LICENSE BASIC REQUIREMENTS

- **LOCATION**

FTV Toiletries will be accessible in all metropolitan cities where people embrace a healthy, natural lifestyle. It will also be extensively available in all FTV Hotels and FTV Resorts around the world.

- **STRONG FINANCIAL BACKINGS**

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

- **LICENCE INDUSTRY ATTRACTION**

All affiliates must have a liking towards Personal Care and Hygiene Industry along with a profound knowledge in the make and take of the business.

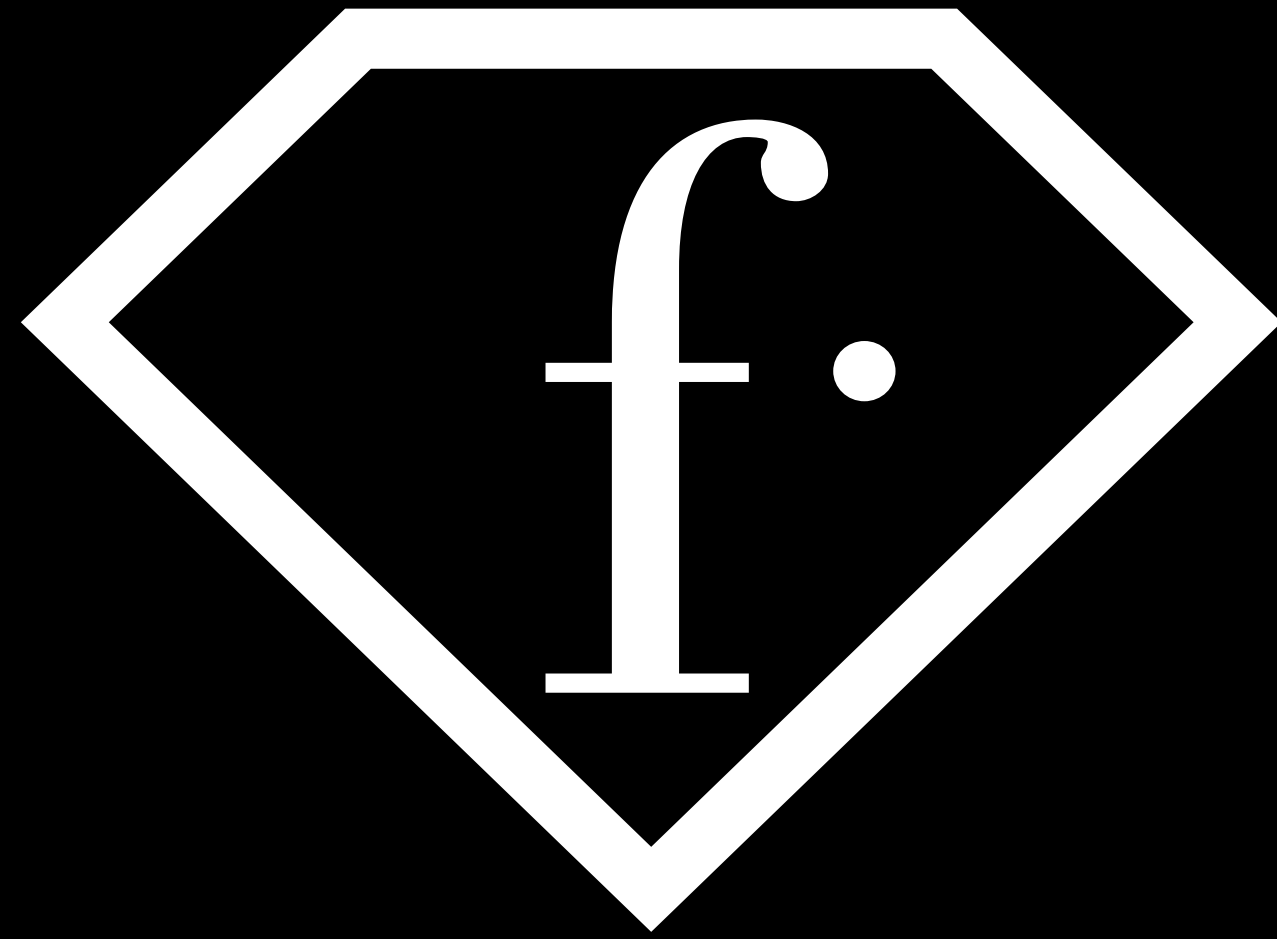
- **STRONG DESIRE TO BE MORE**

Rich, Famous & Successful

FTV TOILETRIES LICENSE PREREQUISITES

LICENSE FEES: RS 10 LAKHS

MANUFACTURING COSTS : ON ACTUALS



TOILETRIES