

The Home of *fashion*



FTV FURNISHED APARTMENTS SALES KIT

FTV Licence Apartments

- Fashion TV ventures to appeal to all your needs of comfort as well as luxury.
- FTV Furnished Apartments are your saviors that have everything you need, all under one roof, to live comfortably and lavishly.
- With commodious segregation of space, stunning design and copious amenities are all part of our FTV Furnished Apartments.
- Moreover, its homely yet futuristic ambience in posh locations with convenient business as well as fitness centres around is the best you'll get.

Potential in India

1. India is one of the largest and fastest growing economies in the world.
2. The real estate industry in India has witnessed high growth in the recent times with a massive surge in demand.
3. Real estate sector in India will contribute 13% to the country's GDP by 2025 and is expected to go from Rs. 12,000 crore (US\$ 1.72 billion) in 2019 to US\$ 1 trillion by 2030.
4. By 2040, the real estate market will grow to Rs. 65,000 crore (US\$ 9.30 billion).
5. Whether it's traveling or relocating (permanently or temporarily) FTV furnished apartments have remained an unparalleled option, with comfort, convenience and luxury being a priority.



FTV RESIDENCY PHILOSOPHY

VISION

To bring India at par with the International Real Estate Industry standards by transforming the country into a leading residential destination that would suit and match the purpose of the elite. .

MISSION

To create a homely experience that oozes luxury and sophistication in every inch of its construction.

AIM

To create India's most fashionable Residency Brand that starts to establish itself as a benchmark in the Real Estate Industry.



WHY Licence 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.

1. 23 GLORIOUS YEARS OF SUCCESS.
2. UHD 4K and 8K 24 HOURS CHANNELS.
3. Available on leading OTT PLATFORMS all over the world.
4. 100 PLUS HOURS of new fashion and lifestyle content every week.
5. 2 BILLION WORLDWIDE Viewers.
6. Available on 250+ GLOBAL CABLE SATELLITES.
7. Presence in 193+ COUNTRIES.
8. 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 is organic reach.



FashionTV 360 degree Licence Support

FashionTV gives 360-degree support to all our license owners. We help in all aspects ranging from design, architecture, and to PR launch plans, social media marketing, auditing, cross-marketing and more. Strategic planning which is very important for the success of any business is worked on extensively by our team and license owners.



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.
- Promotional Videos of FashionTV PARTIES from across the world.
- Promotional content through CELEBRITIES
- Endorsing the brand from across the globe.

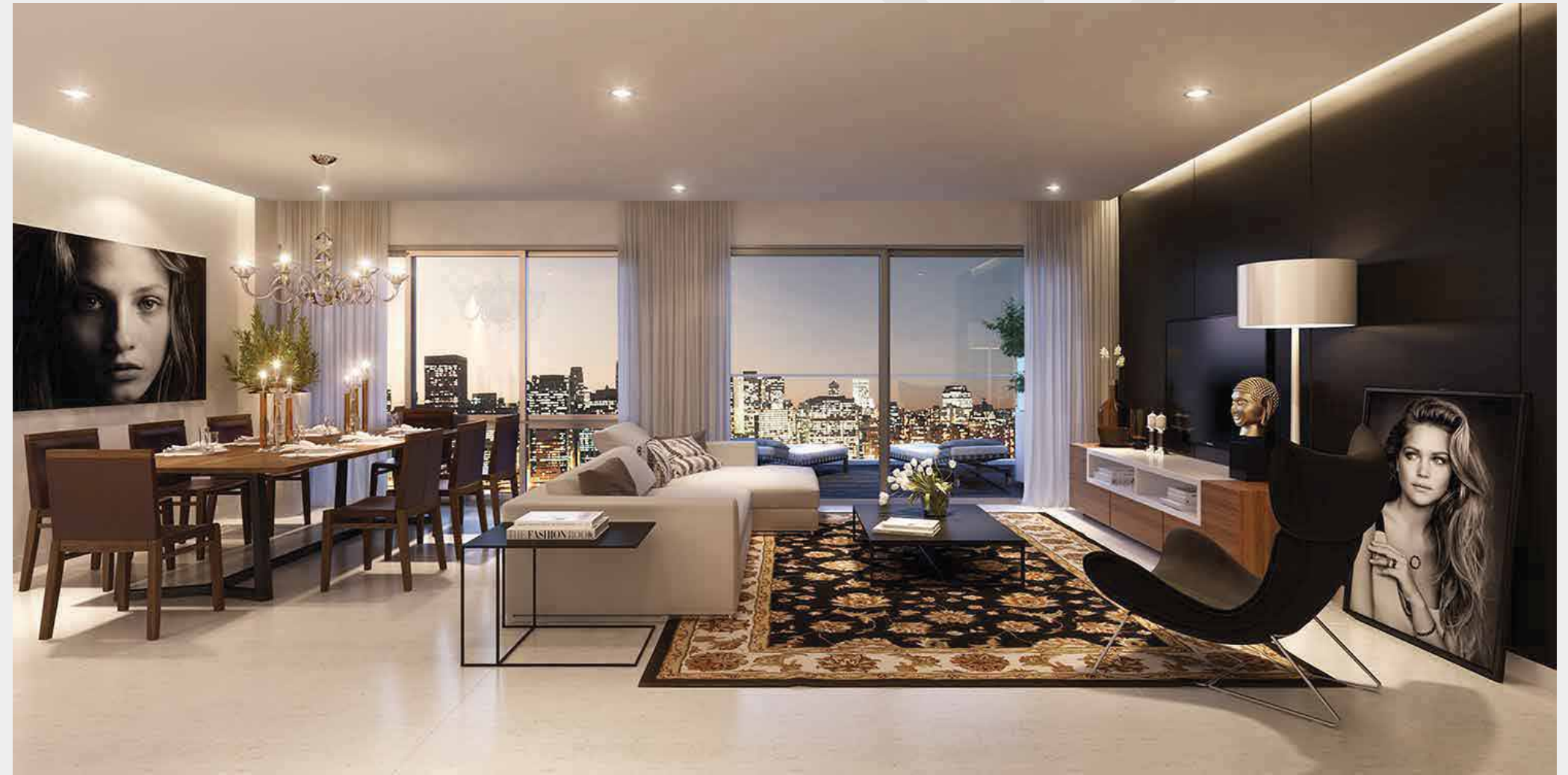


USP's OF FashionTV

FashionTV Proprietary PRODUCTS

FTV branded Merchandise :-

- 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



▾ Social Media Marketing ▴

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).

SOcial MEDIA MARKETING

Dedicated social media marketing handles



FACEBOOK



YOUTUBE



INSTAGRAM



LINKEDIN



TWITTER



SOCIAL ENGAGEMENT



Instagram uploads



Youtube videos



Twitter postings



Google ADs



Facebook uploads



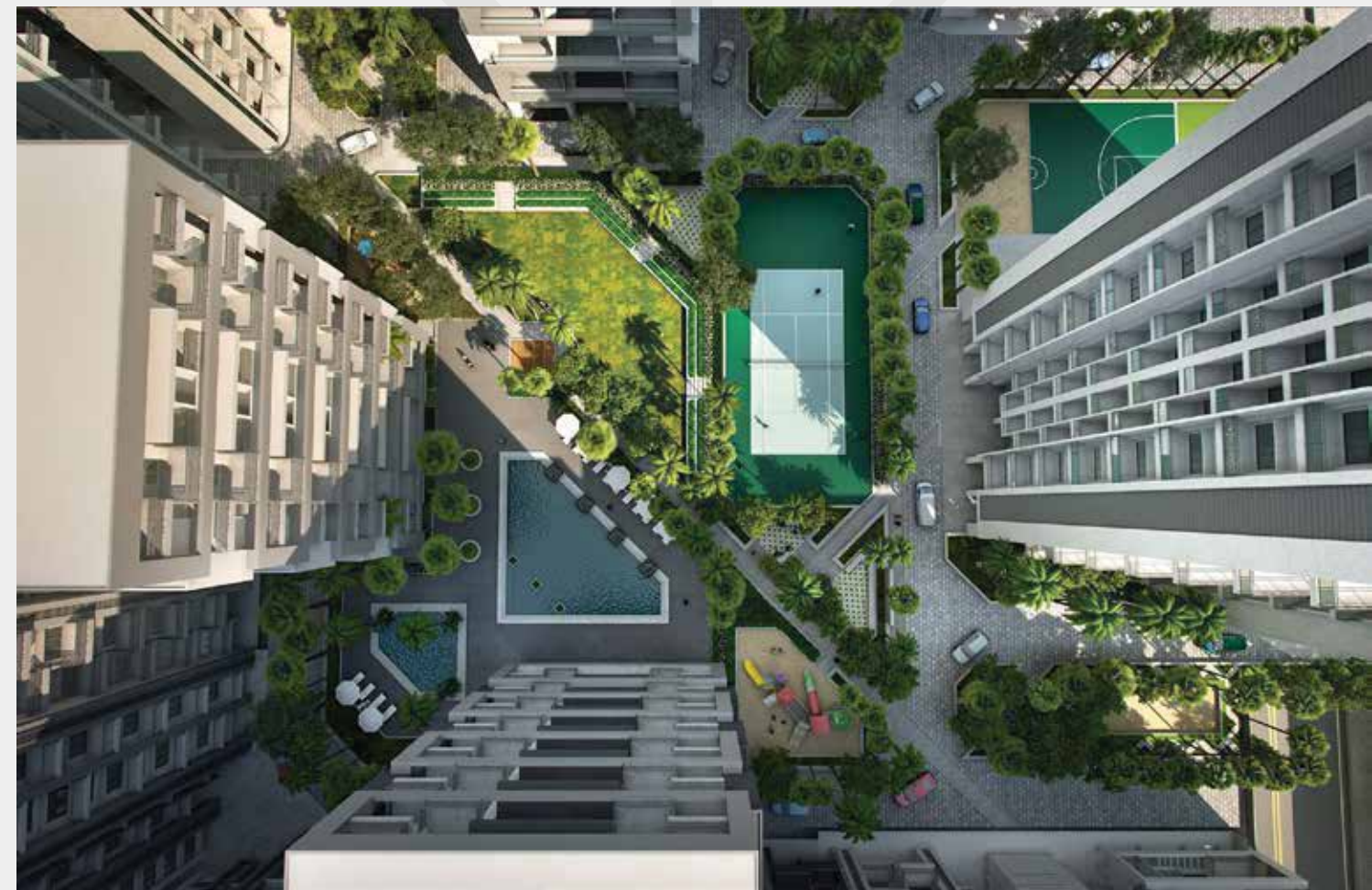
Instagram check-ins



Facebook check-ins



LinkedIn posts



SO C I A L E N G A G E M E N T S S T A T I S T I C S

- 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
- Facebook ads post and likes campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video BOOST



✓ Licence Basic Requirements

1. **AAA Location**

FTV Residencies are located in prime and commodious locations where aesthetics matters, convenience and luxury being the emphasis of the origin of FTV Residencies, these are establishments that aim to please clients for their whole stay..

2. **Strong Financial Backings**

All franchisees must be able to show strong FINANCIAL Backings to ensure the success of the business.

3. **FRANCHISE FASHION Industry Attraction**

All franchisees must-have attraction and liking towards the DESIRED Industry with a zeal to learn, explore, and strive to succeed.

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

