

The Home of *fashion*

 fashiontv

MALLS

FTV MALLS

- Fashion TV has gained the reputation of being the leading choice to refine lifestyles across the globe.
- FTV malls are yet another fabulous and peerless addition to its many transcending projects throughout the country. FTV is all about having you indulge in an premium experience of luxury along with leisure.
- FTV malls are a delightful mix of amenities such as multiplexes, high-end brands, eateries, a widespread cafeteria, a gaming zone, and other retail chains.
- One substantial place for entertainment, leisure, and shopping is designed to create thoughtful spaces that entice people to spend the majority of their time there.
- With intricate designs, stunning ambience, high media exposure and investments, FTV residencies are confident in delivering a high ROI.

FTV MALLS POTENTIAL

- In 2023, 16 new malls will open in Bengaluru, Chennai, Gurugram, Hyderabad, Mumbai, Pune, Bhopal, Cuttack, Jamshedpur, Kochi, Lucknow, and Vizag.
- Mall developers are finishing their projects and rapidly adding new inventory, based on high leasing volumes by occupiers across categories and the momentum seen in Tier II and III cities.
- According to estimates, organised retailing will grow at a rate of 25-30% per year, reaching \$30 billion by 2012 and \$ 75 billion by 2017. Investments in the retail sector are estimated to be between \$5 billion in 2012, with a five to seven percent annual growth rate expected in the coming years.

FTV MALLS PHILOSOPHY

VISION

To bring India to par with the International Real Estate Retail Industry standards by remaking the country into a leading retail real estate destination that would suit and match the expectations of upper-market crowd.

MISSION

To create a shopping experience that oozes luxury with leisure in every inch of its construction.

AIM

To create India's most fashionable retail real estate brand that starts to establish itself as a benchmark in the retail real estate market

WHY License 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.

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 License 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 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:
- 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

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's

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.

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

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.

LICENCE BASIC REQUIREMENTS

- **AAA Location**

FTV Residences 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 clients for a lifetime.

- **Strong Financial Backings**

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

- **LICENCE Industry Attraction**

They must have attractions and likings towards the desired industry of convenience and luxury and a love for providing people with the lifestyle they buy into.

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