



# F REAL ESTATE

By

 fashiontv





# FTV PRESENTS F REAL ESTATE



## **Elevate Your Real Estate Ventures with FashionTV**

At F Real Estate, we blend the worlds of luxury fashion and premium real estate to create unmatched lifestyle experiences.

Our mission is to infuse properties with the glamour and sophistication of the FashionTV brand, elevating them to new heights of prestige and desirability.

## **Brand Overview**

FashionTV is a globally recognized brand synonymous with luxury, style, and innovation. With a presence in over 195+ countries, FashionTV has established itself as a leader in the fashion and lifestyle industry. By partnering with F Real Estate, developers gain access to the prestigious FashionTV brand, leveraging its global recognition to enhance the appeal and value of their real estate projects.





## **F Real Estate Verticals**

Incorporating FashionTV's esteemed brand into your real estate projects can elevate them to new heights of prestige and desirability. Through F Real Estate's brand licensing program, developers gain access to a range of verticals tailored to enhance various types of real estate ventures:

## **F RESIDENCES**

License the FashionTV brand to elevate your luxury residential projects, attracting affluent buyers and investors seeking high-end living experiences.

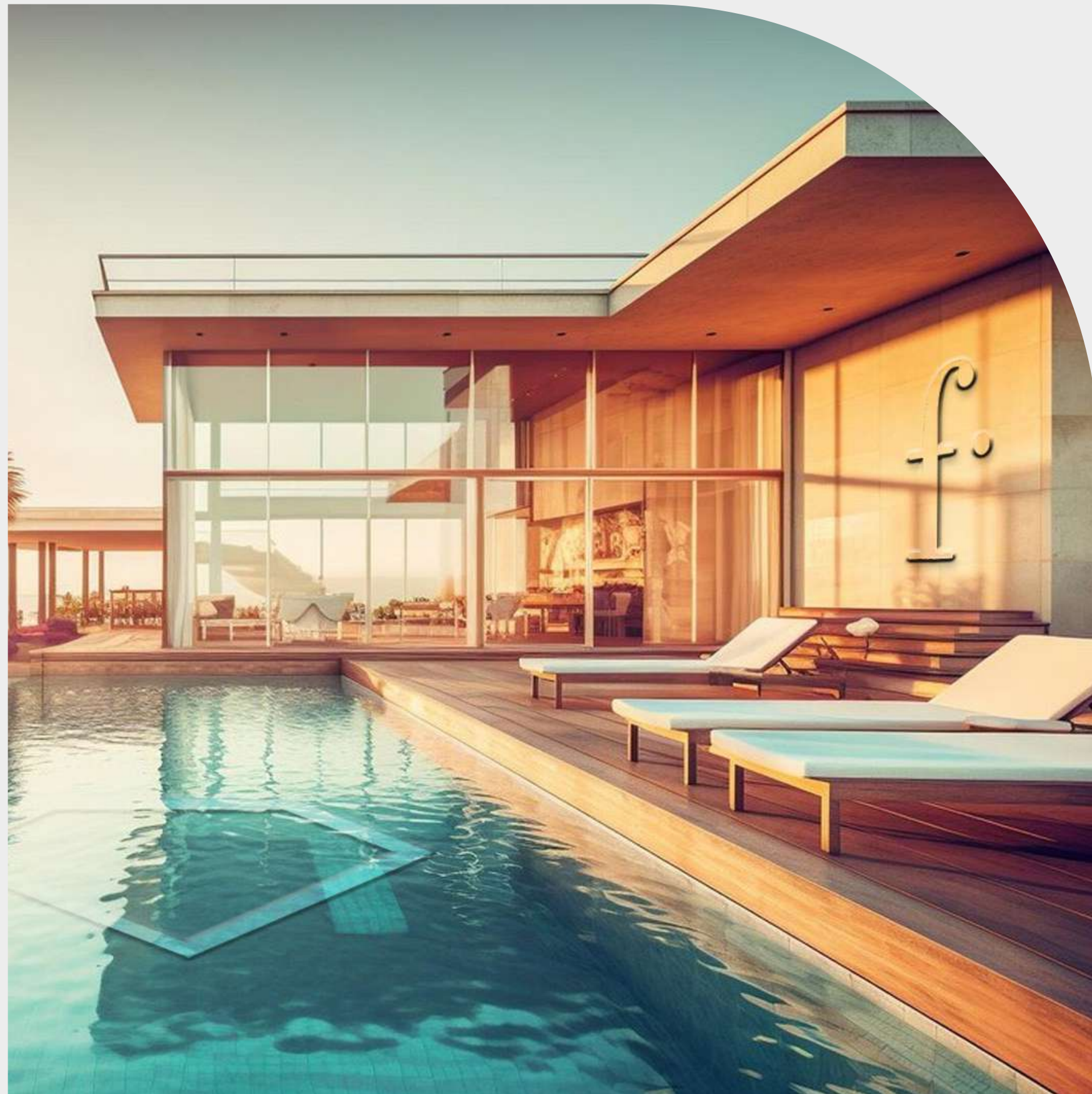


# F FURNISHED APARTMENTS

Infuse your furnished apartment projects with the sophistication of FashionTV branding, offering upscale living spaces for tenants seeking luxury accommodations.







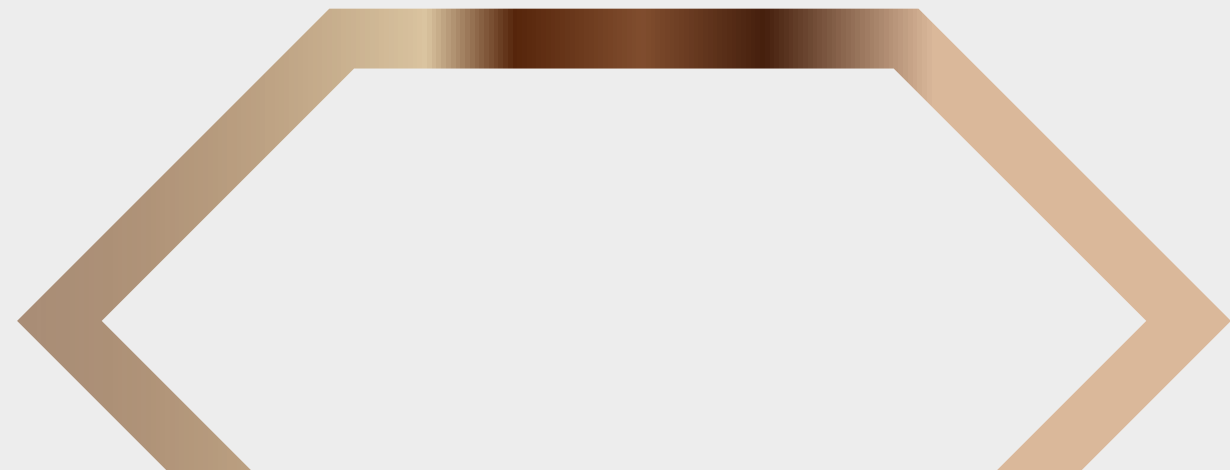
# F VILLAS

Transform your villa projects into opulent havens by integrating the prestigious FashionTV brand, appealing to discerning buyers in search of elite and stylish living environments.



# F BUSINESS BAY

Enhance your commercial spaces and business hubs with FashionTV branding, providing upscale office environments for businesses and entrepreneurs seeking elegance and style.







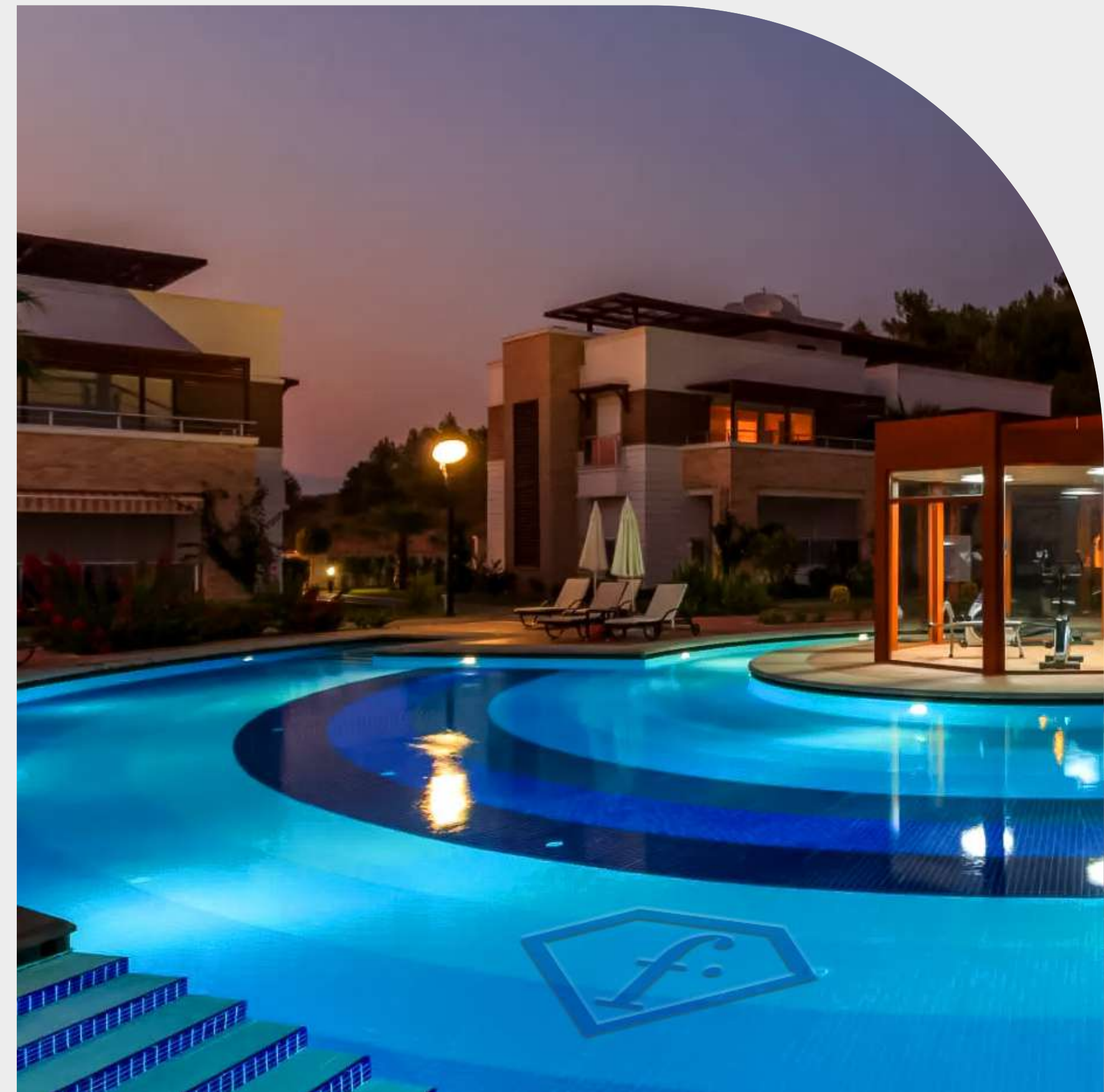
# F COWORKS

Create dynamic coworking spaces branded with FashionTV, catering to modern professionals and startups in need of stylish and collaborative work environments.

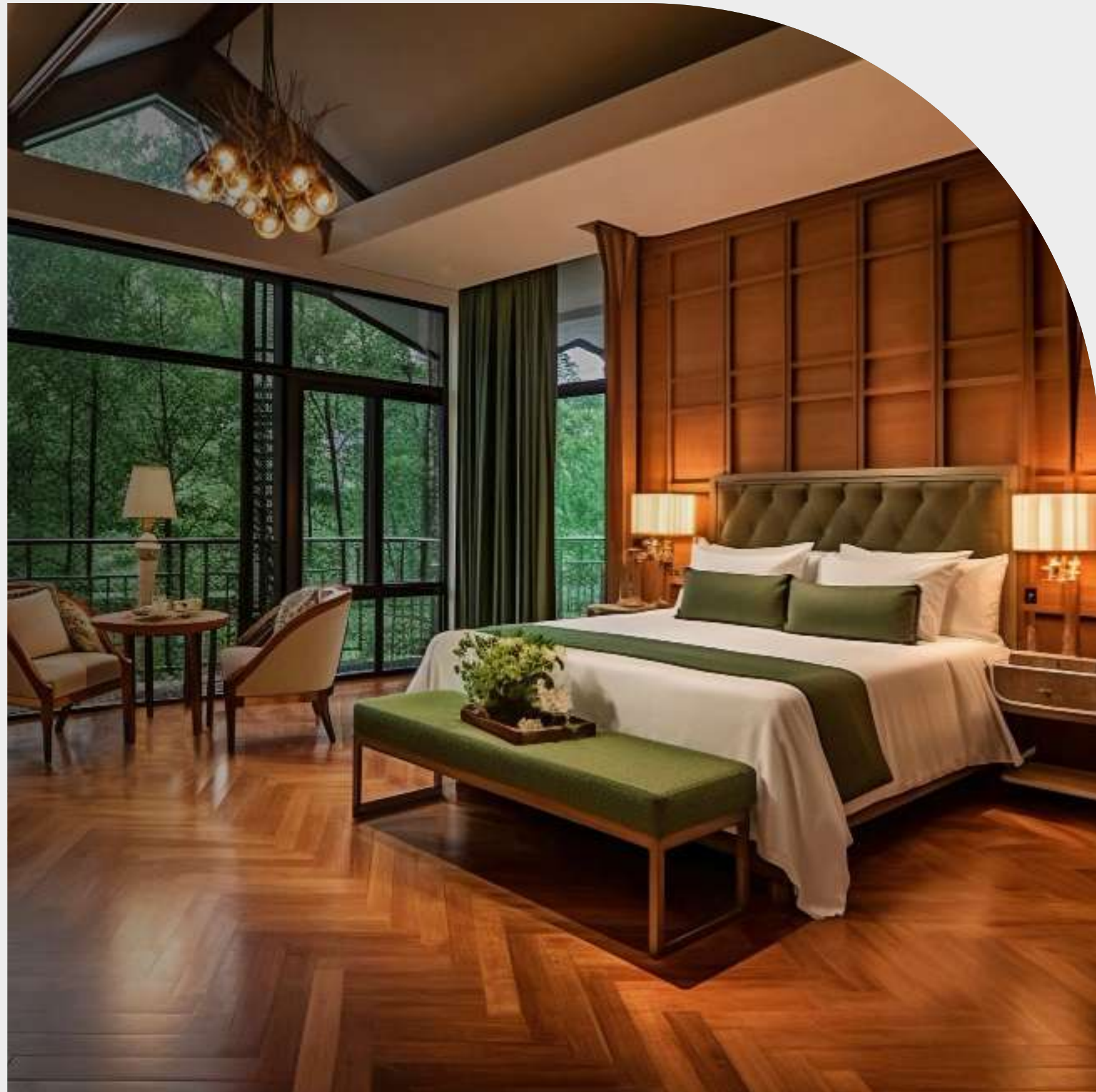


# F RESORTS

Elevate your hospitality ventures with FashionTV branding, offering luxurious accommodations and experiences for travelers seeking high-end resort destinations.

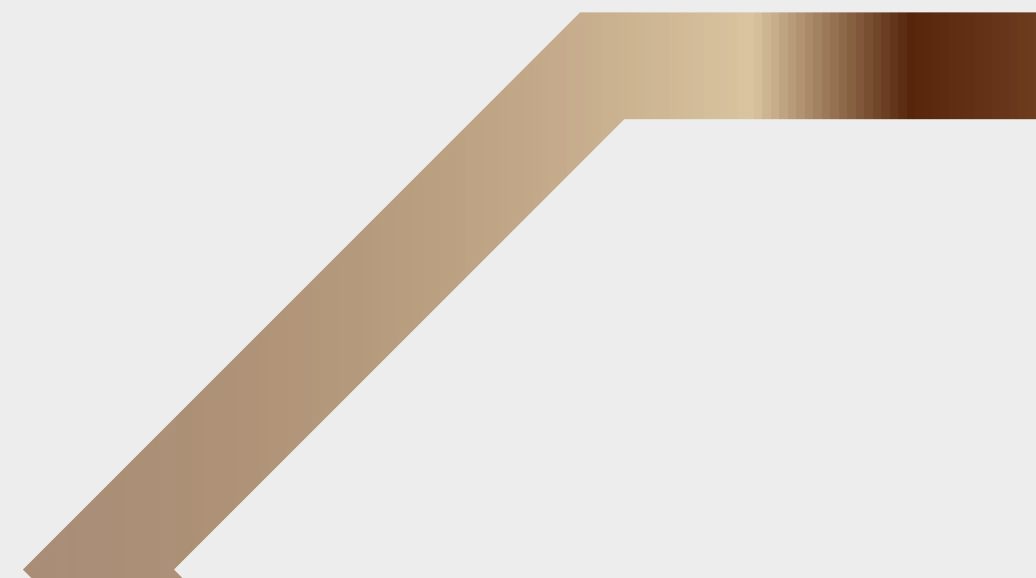






# F HOTELS

License the FashionTV brand to provide luxurious accommodations and services for discerning travelers and guests, setting your hotels apart in the competitive hospitality market.





# F MALLS

Infuse FashionTV branding into your shopping destinations, offering unique and upscale retail experiences for fashion-conscious shoppers.







## F OUTLET MALLS

License the FashionTV brand to provide discounted luxury brands in stylish and upscale settings, attracting shoppers seeking high-quality products at exceptional value.



# F VALUE ENHANCER

Utilize F Real Estate's Value Enhancer program to enhance the value of your commercial properties, integrating FashionTV franchises to offer a unique selling proposition to potential buyers or tenants.







## F HOUSE

F House, a part of F Real Estate's licensing program, enables investors and developers to actualize a distinct concept. It allows for crafting versatile spaces blending entertainment, wellness and business, all within a single project to deliver an exceptional experience tailored to elite clientele and visitors.



## Benefits of Partnering with F Real Estate

- Access to a globally recognized brand
- Enhanced property value and desirability
- Tailored branding solutions for each project
- Comprehensive support throughout the licensing process
- Opportunities for long-term partnerships and collaborations





# DELIVERABLES

## Brand Logo Usage

Developers receive the rights to use the FTV brand name and logo in association with their residential projects. This includes permission to incorporate the brand name and logo on Project signage, marketing materials, websites, and other promotional platforms.

## Designing Assistance

Enhance your project's visual appeal with our expertise in detailed 3D modeling and intricate design for key elements like architecture, project elevation, and essential amenities. We assist in seamlessly integrating the prestigious FTV brand into your project's overall aesthetics, focusing on key features and external design aspects.

## 360° Brand Support

Benefit from comprehensive brand support within FTV's operational domain. We provide tailored assistance, ensuring all aspects of your brand strategy, marketing, and operations align seamlessly for optimal success.

## F Community Support

Gain access to a network of top investors, VIPs, business leaders, franchisees, and license holders, instantly expanding your customer base and opening doors to new opportunities and collaborations.



# DELIVERABLES

## Customized Brand Integration

F Real Estate offers tailored branding solutions to suit the aesthetic and concept of each real estate project, ensuring seamless integration of the FashionTV brand while maintaining the project's unique identity.

## Digital Marketing Support

Enhance your online presence with our expert marketing skills. We run strategic ads on social media platforms like Facebook and Instagram. You'll receive a total of 90 free creatives, including those before and after your launch, to boost your brand digitally.

## Personalized Website D2C Integration

Elevate your online presence with a personalized website designed for seamless lead generation and customer interaction. Our integrated backend ensures a smooth transition of leads and inquiries, optimizing your digital footprint for maximum impact.

## F Connect

Join events and connect with industry leaders, celebrities, designers, stylists, choreographers, and models through F Connect. Network with the who's who of the industry, opening doors to collaborations and partnerships that elevate your brand.





## EXPERIENCE GREAT VALUE ADDITION

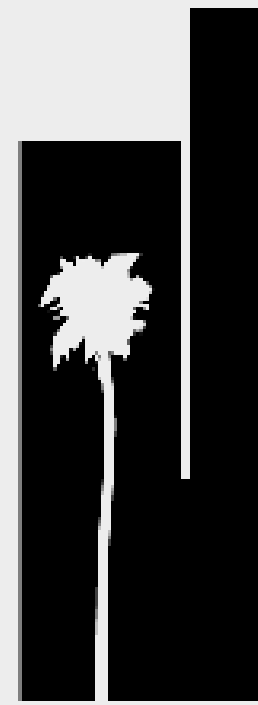
The importance of an estate in the market holds a certain value as per the Square Feet per area, but with FTV your project holds a higher value as compared to other architecture in the city.

Developers benefit from an additional hike of value, hereby increasing their overall competency and value in the market.

FTV Value addition stands to be a strong USP, enabling higher returns and importance among other real estate agents and projects taken upon.

As per our records, you can view our Value Addition of 20% in our existing projects provided in comparison to other existing developments.v

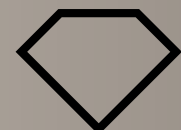




**NAHAR  
GROUP**

# F RESIDENCE

Pune

UNITS	MARKET R / SQ FT	F RESIDENCIES R / SQ FT	 VALUE ADDITION
2 BHK	9-10k	12k	20%
3 BHK	11k	13.3k	21%





# F RESIDENCE

Pune

UNITS	MARKET R / SQ FT	F RESIDENCIES R / SQ FT	VALUE ADDITION
2 BHK	10.1k	12.5k	23%
3 BHK	11.2k	14k	25%





# F RESIDENCES

Ghatkopar, Mumbai

UNITS	MARKET R / SQ FT	F RESIDENCIES R / SQ FT	VALUE ADDITION
2 BHK	19.7k	24.2K	23%
3 BHK	22.8k	28.5K	25%





# F RESIDENCES

Malad, Mumbai

UNITS	MARKET R / SQ FT	F RESIDENCIES R / SQ FT	VALUE ADDITION
2 BHK	22.8K	28K	23%
3 BHK	24.5K	29.7K	21%



# F REAL ESTATE LICENSE COMMERCIAL

	<b>License Fee</b>	<b>Tenure</b>	<b>Royalty</b>
<b>F Residences</b>	4% of saleable Project cost	Lifetime	-
<b>F Villas</b>	4% of saleable Project cost	Lifetime	-
<b>F Furnished Apt.</b>	4% of saleable Project cost	Lifetime	-
<b>F Hotels</b>	2 Cr*+ GST	5 Years	6 %
<b>F Resorts</b>	1.5 Cr*+ GST	5 Years	6 %
<b>F Business Bay</b>	4% of saleable Project cost	Lifetime	-
<b>F Coworks</b>	1.5 Cr*+ GST	5 Years	6 %
<b>F Malls</b>	4% of saleable Project cost	Lifetime	-
<b>F Outlets Malls</b>	1.5 Cr*+ GST	5 Years	6 %
<b>F Value Enhancer</b>	25 L*+ GST	5 Years	6 %
<b>F House</b>	2.5 Cr*+ GST	5 Years	6 %



# OUR BOARD

## **Michel Adam**

Michel Adam Lisowski is the founder and chairman of FashionTV. He founded FashionTV to create a global fashion platform that focuses on fashion, luxury, and beauty. He is known as the 'FASHION MAESTRO' for his remarkable contribution to the fashion, luxury, and lifestyle industries across the world.

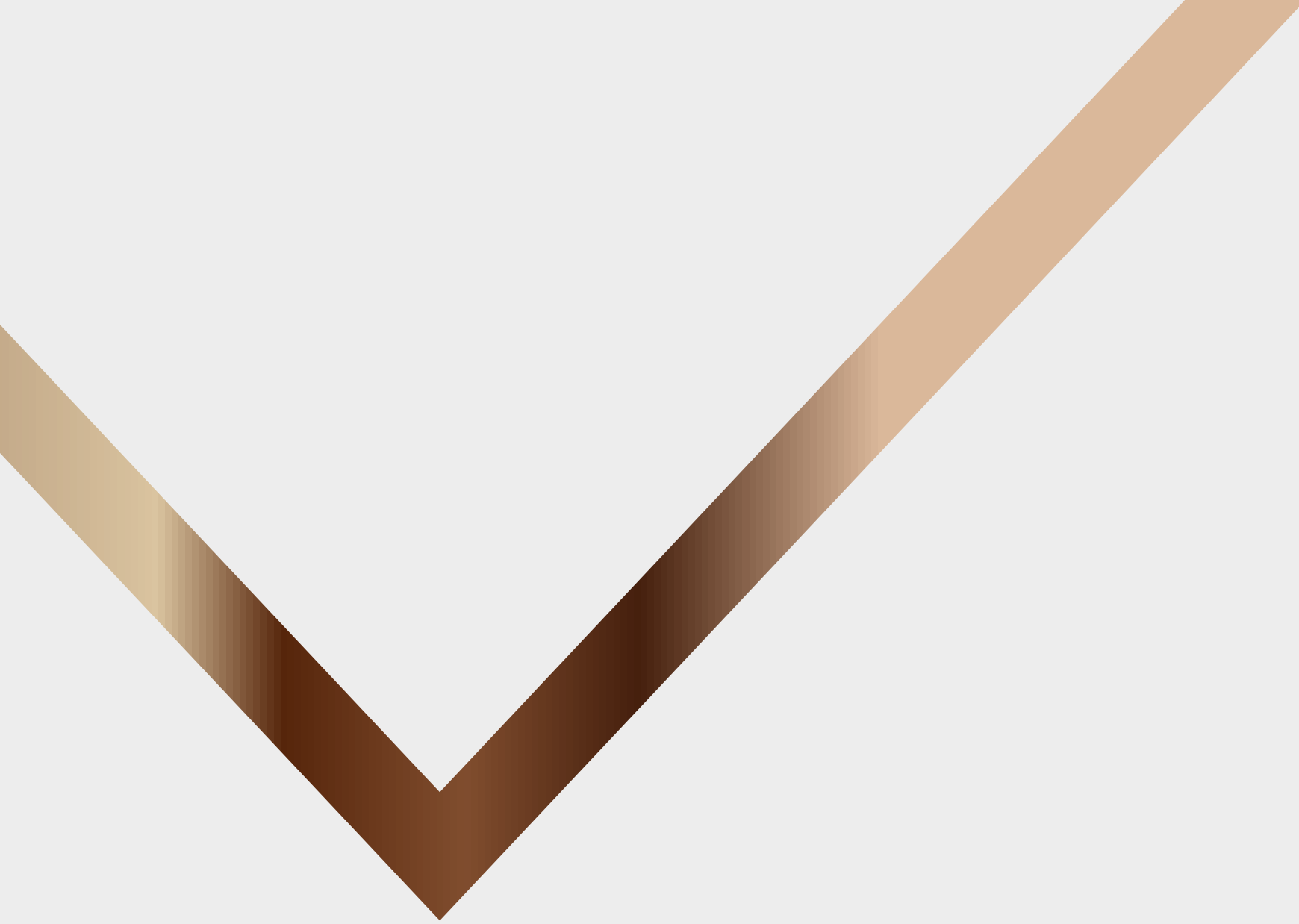




### **Kashiff Khan**

Kashiff Khan, the Managing Director of the world's largest fashion and lifestyle media brand, 'FashionTV, Asia Pacific, is an iconic name in the world of Fashion and Brand Business Development in India. Moreover, Mr Kashiff is also recognised as an author, writer, and start-up specialist for businesses all over the globe.





 **fashiontv**

Thank you for sticking through!

