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*FTV Real Estate License*  
**Brochure**



# *F Residences*

The world's leading fashion and lifestyle media brand introduces FTV Residences, an impressive collection of sky-high homes with luxurious lifestyle amenities located in the most revered neighborhood across the nation.

With highly sophisticated designs and crafty interiors, this impeccable home is an amalgamation of meticulously crafted modern lines and a palette of rich materials that reflect a story of exceptional comfort and elegance. The interior designs are encouraged by international

architectures and trending decor styles that make these luxurious homes distinct and provide a living grandiosity experience.

FTV Residences are now a must-see, must-have attraction globally, with the FTV logo shadow towering over its head. FTV Residences is bound to redefine the idea of living a royal lifestyle for the masses in the world and is the first choice for HNIs and millennials who wish to live an opulent lifestyle.

## *Philosophy*

### *Vision*

*To bring India to par with international luxury residential standards, reproducing architectural designs, the lifestyle and amenities and giving impeccable value for money.*

### *Mission*

*To create an uber-rich residential experience in the long run that brings stability and panache and makes a statement when you divulge your residence.*

### *Aim*

*To create India's most fashionable and luxurious residential brand that establishes itself as a benchmark in the Luxurious Real Estate Segment.*



# F Hotels

FTV Hotels are the bell of the ball when it comes to luxurious stations or impromptu vacations. A creation of FashionTV, this new escapade is yet another milestone for the ever-growing empire of the world's largest fashion and lifestyle media brand.

When it's about experiencing top-notch luxury, the elite masses look towards **FashionTV Hotels for its breathtaking ambience and out-of-the-box displays** that give it the **reputation for almost**

**being a state-of-the-art architectural creation.** Every FTV Hotel Venue comes with the best replicated International Style and extravagance.

With opulent interiors, and local and international mouth-watering delicacies at regal in-house eateries combined with an assortment of unrivalled services, FTV Hotels is bound to redefine grandeur in the hospitality industry.

## Philosophy

### Vision

To transform India into a leading destination for all types of staycation experiences and bring the Hotel industry of India to par with international standards.

### Mission

To create a marvelous hotel experience that oozes luxury and sophistication in every inch of its design.

### Aim

To establish FTV Hotels is India's most fashionable Hotel Brand and set a new benchmark in the hospitality Industry.

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HOTELS



[#ftvhotels.in](https://www.ftvhotels.in)

**5+** franchise verticals   **3+** event categories   **10+** license products   **12+** media 24 hours   **Infinite** concept ideas

[ftvhotels.in](https://www.ftvhotels.in)

# F Resorts

FTV Resorts is a ginormous resort development all over the country. Every aspect of the FTV Resorts are a product of an integrated development and construction strategy designed to create the Nation's best getaway destination.

Luxury redefined, both contemporary and elegant, convenient and surprising, sustainable and scenic. FTV resorts is part of a new generation of resorts and stays: inspired to be astounding.

## Philosophy

### Vision

*To bring India at par with the International Hotel and Resort Industry standards by transforming the country into a leading destination for leisure and vacations that adapts to the needs of every type of customer.*

### Mission

*To create a resort experience that compiles luxury, sophistication and thrill all in a single package giving its guests unforgettable memories*

### Aim

*To create India's most fashionable Hotel Brand that starts to establish itself as a benchmark in the Hospitality and Leisure Industry.*



# *F Villas*

FTV Villas are the bell of the ball when it comes to luxurious stations or impromptu vacations. A creation of FashionTV, this new escapade is yet another milestone for the ever-growing empire of the world's largest fashion and lifestyle media brand.

When it's about experiencing top-notch luxury, the elite masses look towards FashionTV Hotels for its breathtaking ambience and out-of-the-box displays that give it the reputation for almost being a state-of-the-art

architectural creation. Every FTV Villa Venue comes with the best replicated International Style and extravagance.

With opulent interiors, and local and international mouth-watering delicacies at regal in-house eateries combined with an assortment of unrivalled services, FTV Villas is bound to redefine grandeur in the hospitality industry.

## *Philosophy*

### *Vision*

*To transform India into a leading destination for all types of vacation experiences and bring the Villas constructions of India to par with international standards.*

### *Mission*

*To create an extraordinary villas haven that exhibits luxury and sophistication in every inch of its design.*

### *Aim*

*To establish FTV Villas as India's most exclusive Villa Brand and set a new benchmark in the Real Estate Industry*





# F Malls

In these times where everyone's brand conscious and favors buying premium quality products, FashionTV, the world's largest fashion and lifestyle media brand, is presenting their latest work called FTV Malls. We acknowledge the significance of providing the best, and FTV Malls is just the place to

be. It's a one-stop destination for any and all FTV products and designer labels from across the world. TV Malls seeks to give an unforgettable and above-and-beyond experience to the elite customers through unrivalled services that are beyond comparison.

## Philosophy

### Vision

*We strive to elevate customer expectations for service, quality, and value as we build upon our longstanding reputation for excellence.*

### Mission

*We are dedicated to making FTV Malls a one-stop destination where our clients can find a wide range of premium brands from across the world.*

### Aim

*We aspire to be the world's foremost premium retailer of exquisite products to discerning, fashion-conscious customers.*



# F Commercial Spaces

Matching efficiency while working is essential to yielding good outcomes at the end of the day. Something similar happens in our workspace. Helmed by the intense adherence to redefining workspace experiences, FTV Co-Works is the most preeminent coworking space in the nation built for aspiring entrepreneurs and organizations to fulfil their growing business needs.

Nestled at prime locations across the city close to lively neighborhoods, FTV Co-Works comes with world-class infrastructure, and amenities combined with latest

cutting-edge technology that energises productivity, enriches focus and raises the bar of efficacy and motivation at work.

FTV Co-Works also facilitates collaborative and networking opportunities with the most elite business leaders and organizations opening multiple doors of growth for every individual choosing to work at FTV Co-Works. In the pursuit of transforming the future, FTV Co-Works is constantly looking out for innovative ways to enhance the working experience of our esteemed members.

## Philosophy

### Vision

*To create elegantly designed working spaces that empower individuals and teams to be more productive and impactful whilst delivering the highest echelons of edifice and amenities.*

### Mission

*To be recognized as India's second-to-none coworking space that sets an unmatched standard in the industry by providing flexible and safety-focused workspace solutions.*

### Aim

*To actualize a dynamic working experience for our customers from diverse backgrounds equipping them with the opportunities for triumphant collaborations.*



# F Furnished Apartments

Whether you're working internationally, relocating or traveling with your family, FTV furnished apartments will bewitch you with space to spread out and provide you with plush amenities to upscale decor. Segregated sleeping, living and working areas

along with gourmet kitchens and spacious floor plans. Fitness centers, business centers and round the clock housekeeping will be good enough to turn your head and once you walk into our palatial and futuristic designs you are bound to sign that contract.

## Philosophy

### Vision

To bring India at par with the International Real Estate Industry standards by transforming the country into a leading destination for leisure and vacations that adapts to the needs of every type of customer.

### Mission

To create a living experience that compiles luxury, sophistication and the feeling of a home all in a single package giving its guests unforgettable memories.


### Aim

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



# Ongoing Projects: F Residences Malad



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%

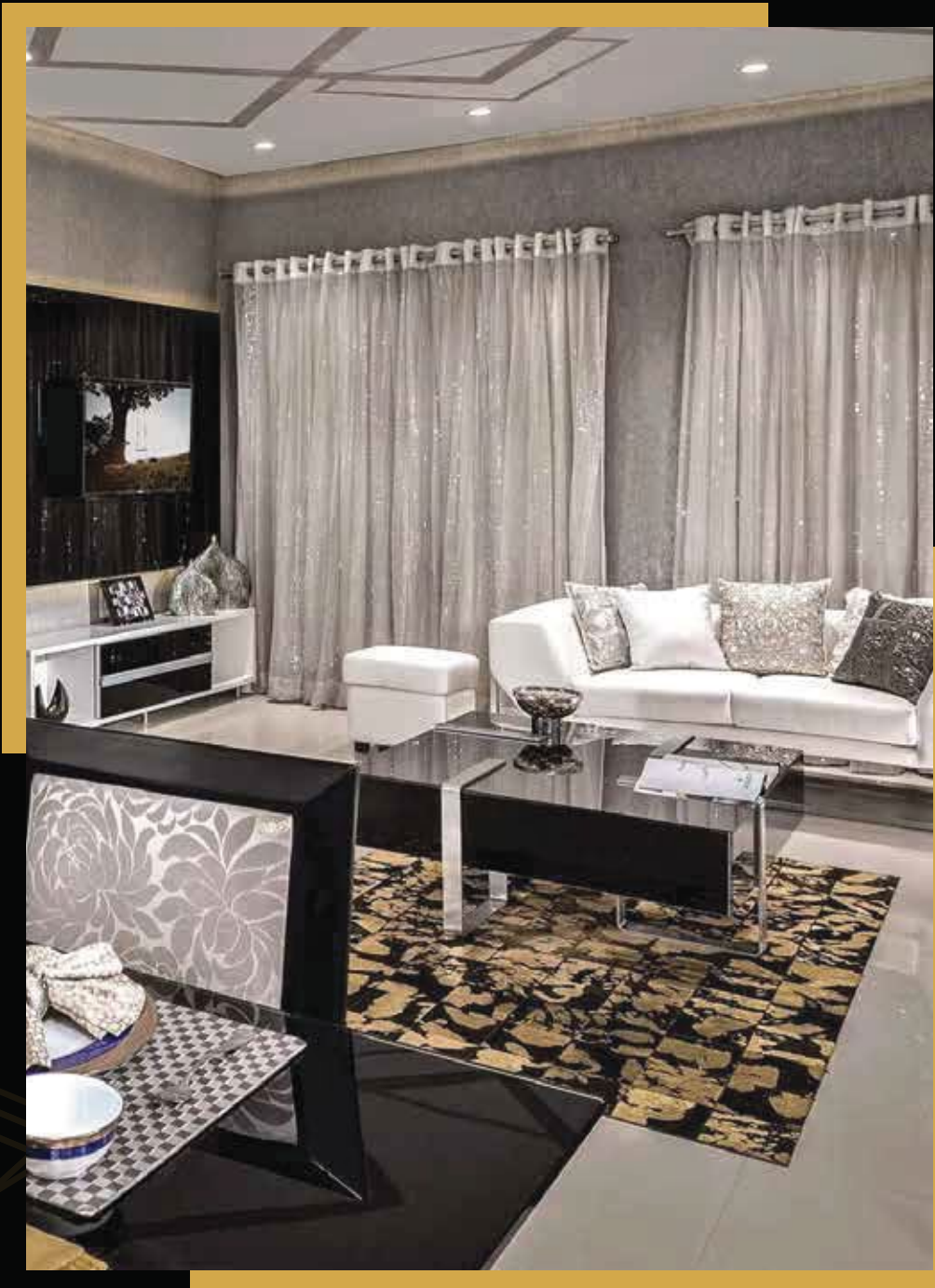



# Ongoing Projects: F Residences Ghatkopar



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


# Completed Projects: F Residences – Kalyani Nagar, Pune



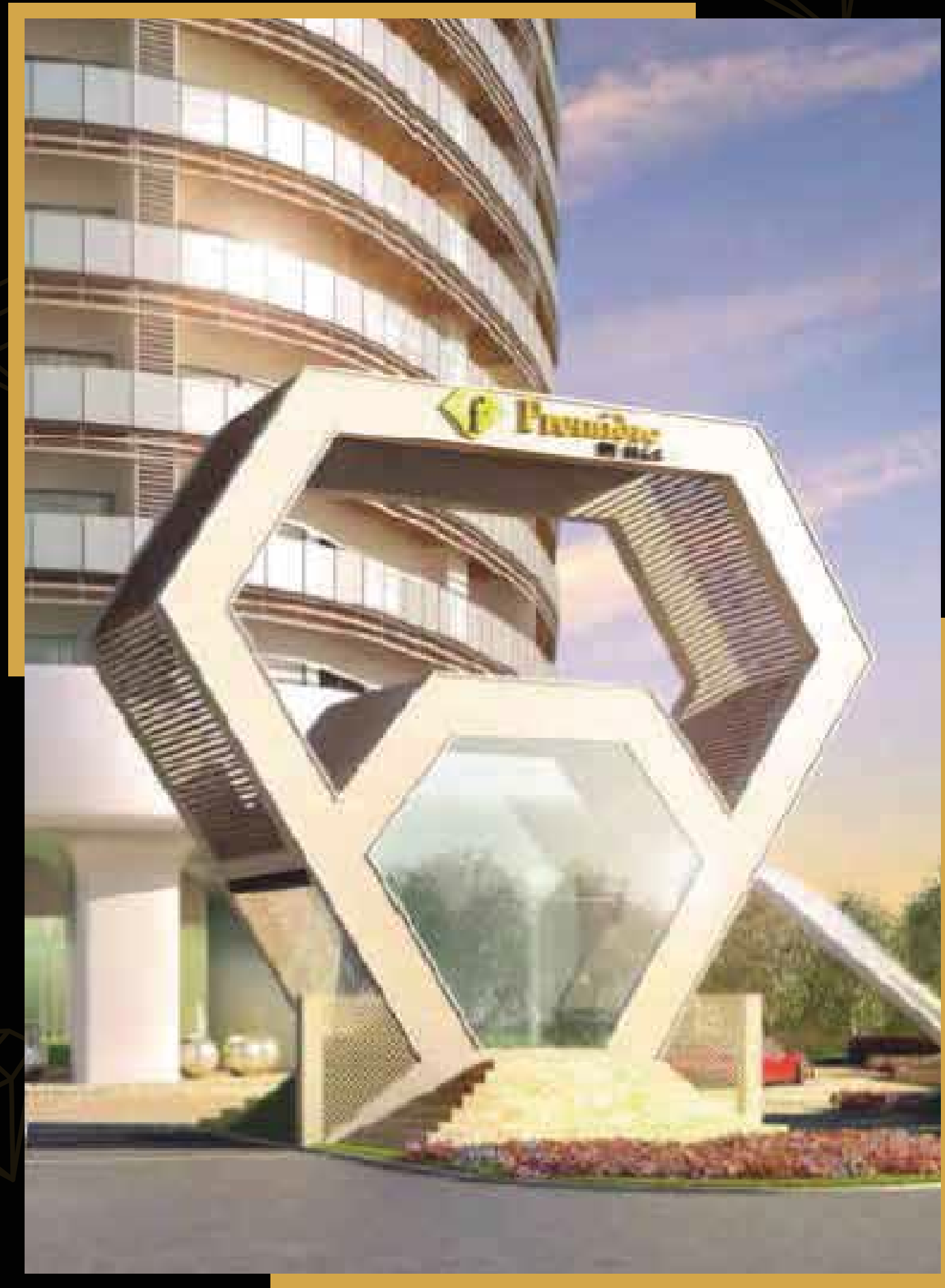
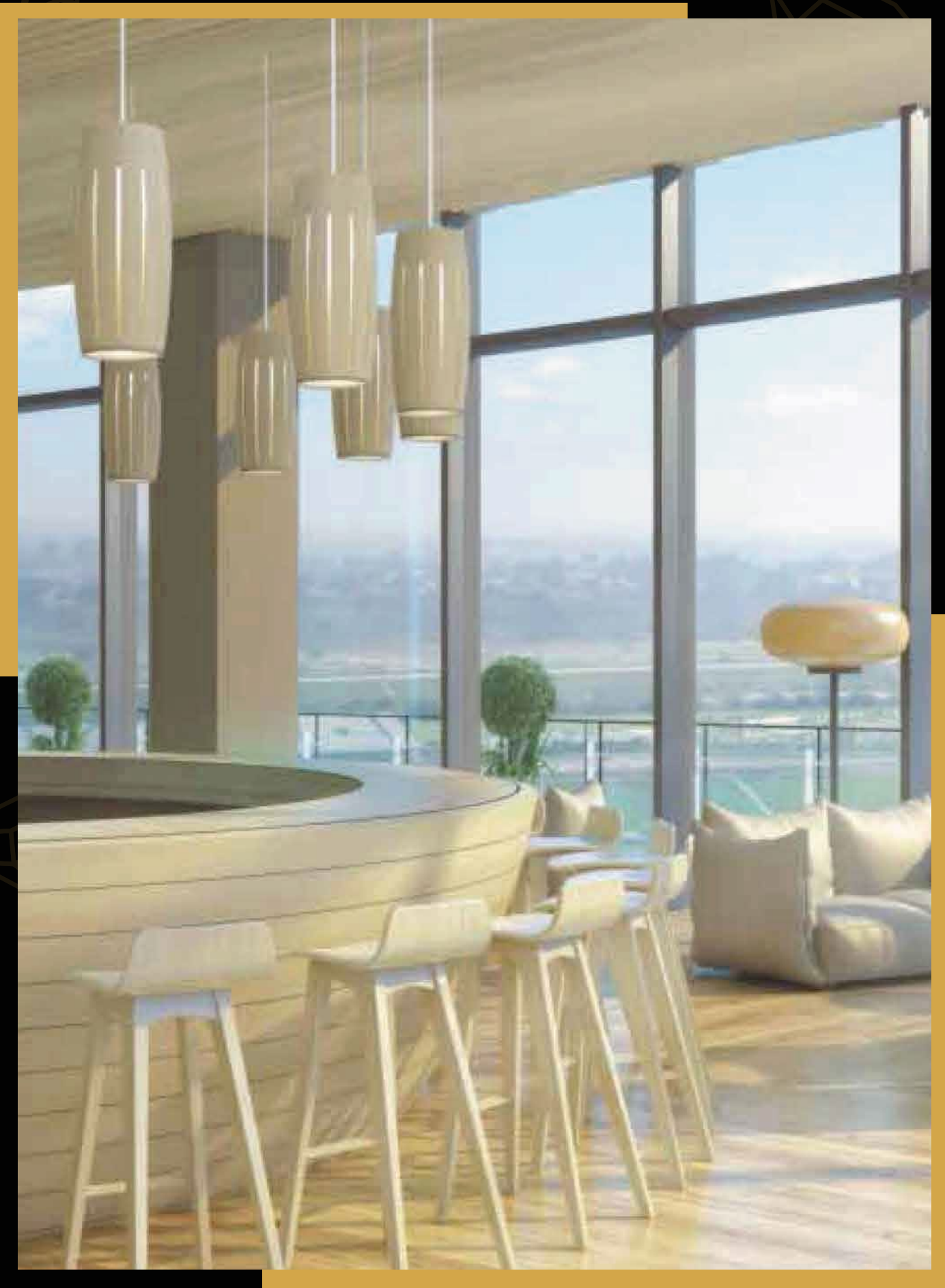
UNITS	MARKET R / SQ FT	F RESIDENCIES R / SQ FT	 VALUE ADDITION
2 BHK	10.1 k	12.5k	23 %
3 BHK	11.2 k	14k	25 %

# Completed Projects: F Residences – Balewadi, 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%

# Ongoing Projects: F Premiere Noida



# Deliverables



**Brand Logo Usage**



Embedding the FTV Brand Goodwill and International Recognition for Value Enhancement of the Project



**Designing Assistance**



Interior Designing & Architectural Beautification Assistance through Detailed 3D Modelling and Intricate Designing of  Brand for the Project



  
**Community Support**



Open New Horizons to the Top Investors, VIP's, Business Tycoons, Franchise & Licence holders at your disposal in the form of your immediate customer base

# Deliverables



Digital Marketing-  
Social Media Marketing



Running marketing & advertising campaigns on  
f i t in  
& OTT Advertising on platforms like Jio TV & Eros Now



Personalized  
Website  
D2C Intergration



Designing Personalized  
Backend Integrated Website for smooth  
Transition of Leads/Inquiries



  
CONNECT



Celebrate Events and Parties and connect with the  
Top Celebrities, Designers, Stylists, Choreographers,  
Models, Who's who of the industries



360  
Brand support



Any additional support required within the  
Operational Domain of FTV will be  
delivered as per discussion

# *Pricing model depends on the following factors.*



**Current and forecasted per sqft market rates for your area.**



**Investment Capacity of the entity.**



**Size of your project with respect to valuation and geographical coverage.**



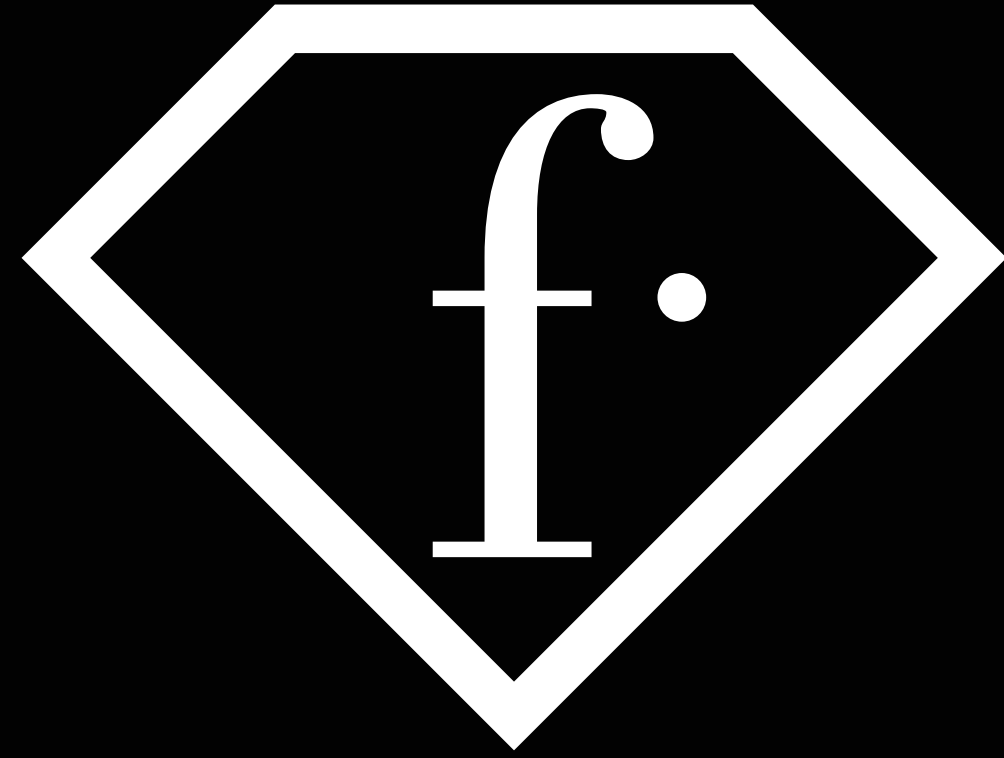
**Additional amenities required by the builder.**

Particulars		Lux(15%VA)	Ultra Lux(15%VA)
Sr no	Market PSF (In rs)	FTV Licence Rate (In rs)	FTV Licence Rate (In rs)
1	5000-8000	112-180	312-500
2	8000-11000	180-247	500-687
3	11000-14000	247-315	687-875
4	14000-17000	315-382	875-1062
5	17000-20000	382-450	1062-1250
6	17000-20000	450-517	1250-1437
7	23000-26000	517-585	1437-1625
8	26000-29000	585-652	1625-1812
9	29000-32000	652-720	1812-2000

Disclaimer

Min Project Valuation: 25 CR
Avg Value Addition to the project :15%-25%
ULTRA LUX Comes with additional amenities from FTVs side
Final Proposal Will be shared once FTV Received the DPR from the client





REAL  
ESTATE