

 fashiontv

FashionTV Residences

**The Home of *fashion***

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# RESIDENCES

 *fashiontvresidences*

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**The Home of *fashion***

# FTV RESIDENCES

- FashionTV has gained the reputation of being the leading choice To refine lifestyles across the globe.
- FTV residences are yet another fabulous and peerless addition to it's many transcending projects throughout the country.
- FTV is all about having you indulge in an awe-inspiring experience of style and luxury along with comfort.
- With breathtaking interiors and stunning modernistic designs, it's the perfect mix of elegance and vogue.

# POTENTIAL IN INDIA

- India is the sixth largest economy in the world and is continually growing.
- Indians are now leaning towards investing in better living standards and want nothing but the best. Fashion TV is an enterprise that offers luxurious as well as homely abodes.
- The FashionTV residency venture has seen a constant progression since its inception as has thereby been reviewed as a state of the art creation.
- It's out of the box designs, stunning ambiance along with high media exposure and investments, FTV residencies are certain to deliver a high ROI.

# FTV RESIDENCES 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 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.

# FashionTV Proprietary Products

- 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

## 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.

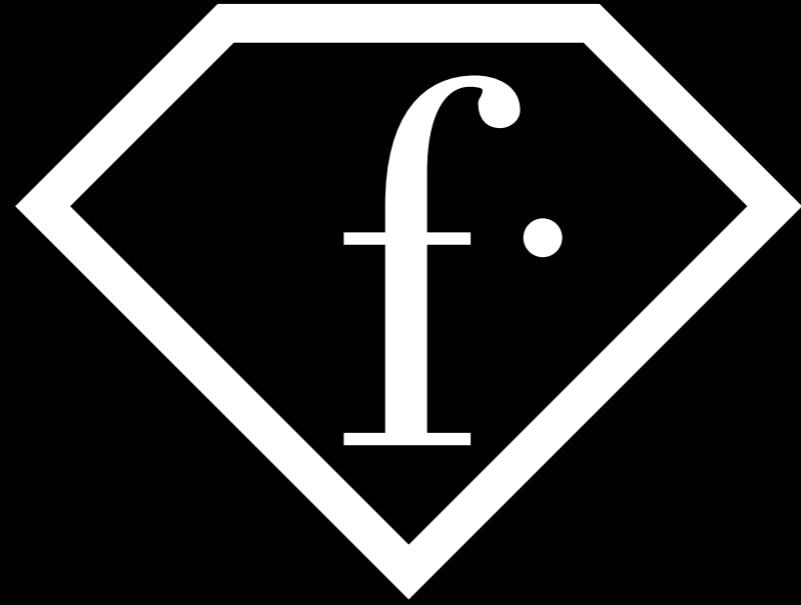
# NEW MEDIA STATISTICS

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





# RESIDENCES