



# F VILLAS

By

 fashiontv



# FTV PRESENTS F VILLAS



## **Introduction to F Real Estate by 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.

F Real Estate Licensing offers developers and builders the opportunity to integrate the prestigious FashionTV brand into their real estate projects. Through licensing agreements, developers gain access to the rights to use the FashionTV brand, logo, and reputation in association with their property developments.



# F VILLAS

## **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, making it the perfect for developers aspiring to enhance their projects and establish themselves as premier developers in the industry.

## **F Villas**

Welcome to F Villas, where luxury living meets iconic style. F Villas, a part of F Real Estate, offers developers and builders the opportunity to enhance their villa projects with the prestigious FashionTV brand. By licensing the FTV brand, developers gain access to a world of luxury, sophistication, and global recognition, setting their villa projects apart in the competitive real estate market.

With F Villas, developers can create opulent spaces that embody the essence of fashion, elegance, and opulence, appealing to high-end buyers seeking a lifestyle beyond compare.

## Features Of F Villas

### 01 Prestigious Brand Association

By licensing the F Villas brand, developers align their projects with the esteemed reputation of FashionTV, leveraging the brand's global recognition to attract premium buyers and position their projects as symbols of luxury and sophistication in the real estate market.

### 03 Unique Selling Proposition

The association with FashionTV creates a unique selling proposition for real estate developments, setting them apart from competitors and positioning them as premium offerings in the market.

### 02 Global Recognition

Leveraging the global recognition of FashionTV, F Villas branding can appeal to an international audience, expanding the reach and marketability of properties.

### 04 Enhanced Sales Potential

The prestige and allure of the FashionTV brand attract affluent buyers willing to invest in luxurious villas, driving demand and increasing the overall profitability of residential developments.

# THE VILLA INDUSTRY IN INDIA

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.

A prolonged Covid-19 pandemic, combined with increased disposable income, has fueled demand for such properties.

The market for Villa's is currently worth USD 1.394 billion and is expected to grow to USD 4.021 billion by 2026.

According to 360 Realtors, the retirement and second home market segment in India is expected to grow at a CAGR of 23.63% over the next five years.





# PHILOSOPHY

## Vision

To bring India to par with the International residential industry standards by remaking the country into a leading second home destination that would suit and match the pursuit of the elite.

## Mission

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

## Aim

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

# DELIVERABLES

## Brand Logo Usage

Developers receive the rights to use the FTV brand name and logo in association with their villa 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.

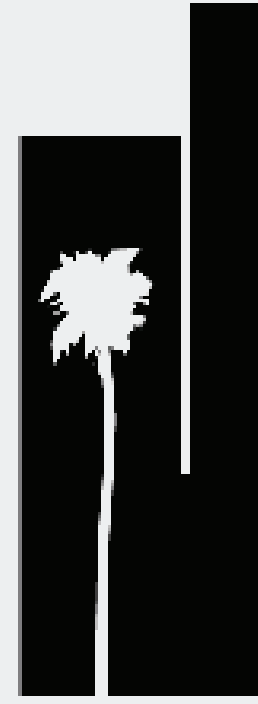


# EXPERIENCE GREAT VALUE ADDITION

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.






**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 VILLAS LICENSE COMMERCIAL

4% of Saleable  
Project cost

License Fee

Lifetime

Tenure

# 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.







Thank you for sticking through!