



# VALUE ENHANCER

SALES KIT



 fashiontv

# FTV Real Estate

## A LICENSING PROJECT

Revolutionising the idea of luxury projects in the nation by transforming lifestyles through better estates that enhances and elevates the lives of individuals is an initiative taken by FTV Real Estate.

Projects under the domain include the 11 strengths of architecture which are F-Retreats, Residence, Villas, Furnished Apartments, Co-works, Malls, Outlet Malls, Hotels, Resorts, House and PSF Value Enhancer.

Designed for those seeking an exceptional balance of home and life, indulging in an awe-inspiring experience of gentility, style and luxury with breathtaking interiors and stunning modernist designs - FTV Real Estate aims to maximise user experience with an enhanced way of living.

[ftvrealstate.in](http://ftvrealstate.in)



  
VALUE  
ENHANCER

**The Home of *fashion***

# Value Enhancer

While the name Fashion TV raises a sense of immense nostalgia, the brand value of the company has always been on its highest peak. The idea revolving around Outlet Malls is surely not a new one when it comes to the international market, but with its opening in India will surely create the right attention and attract luxury retailers and customers to its venue. Fashion TV aims to be a part of this array with its own units ranging from FTV Cafe, Salon, Dining or even Lounge. This not only allows the developers to lease out possible areas but also increases brand value and recognition.

This newfound and tested concept is a short-term change that helps create long-term benefit to equity holders as well as affects the brand standing in the International industry.

When it comes to the main aspects of brand value FTV aces it by ticking all the right boxes that include convenience, branding, quality, design, and a unique selling point, that focuses on ultimate customer satisfaction and luxury services that surpasses no other.



# Philosophy

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## Vision

To transform India as a weight-loss and weight management tried and true space in the world and help out our clientele in need of a magic bullet.



## Mission

To present our clientele with 'a sense of look good, feel good discernment', with the help of highly trained professional and topmost technology.



## Aim

FashionTV aims to create India's most prominent weight management vertical, that eventually emerges as the touchstone in the global industry.

# Value Enhancing Industry in India

The reach of fashion and luxury services has been on a constant hike and while the demand and supply chain for more fashion products has been kept up with since years, is seeing more and better ways to enhance this experience for its consumers.

In India, the overall fashion market demand is expected to cross 300 Billion \$ by 2030, while Fashion TV India contributes around 14.2M\$ currently. This is expected to grow in the coming years giving a boost to the company's market standing as well as the Fashion and F&B industry.

The outlet shopping market is only estimated to succumb to its own numbers in the coming years, with the influence of the newest generation and their exposure to the luxury market. The exposure and brand value of Fashion TV is expected to rise with the rise in F&B outlets across the array.



# Features Of Value Enhancer



## Increased Brand Recognition

FTV's presence among the top brands and with exclusive development rights given to the builders right away, enables brand visibility from consumers around the world.



## Market Competition

Being visible in the presence of other international brands, enables healthy competition and improves decision making for the consumers, putting FTV on a higher pedestal as the others.



## Higher Footfall and Sales

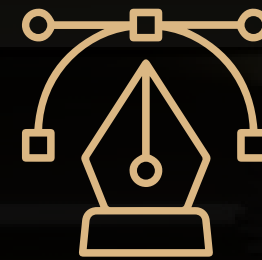
Visitors and happening events invites higher footfall in the stores, engages them with luxury products and f&b experiences, hereby enhancing sales and reputation.

# 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 Marking- Social Media Marketing

Running marketing adv  
campaigns on



& OTT Advertising on platforms  
like Jio TV & Eros Now



## Personalized Website D2C Intergration

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



## FTV Connect

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



## 360° Brand support

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



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# Invent the Future

Just how cryptocurrency took over the world, when at once it was an idea that was known by a very few. FTV Real Estates is a project that is up and coming with establishments that will one day see dominance in the real estate sector.

Early partaking in these establishments will enable exclusive returns and recognition in the world. With FTV , these projects are designed and established with an idea and goal of maximising user experience and enhancing lifestyles that makes way for more developments to occur in the near future.

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# Value Addition

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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.



# Value Enhancer

## LICENSE COMMERCIALS



Licensing Fee upto  
1.5 CR value



Tenure Renewal  
every 5 years

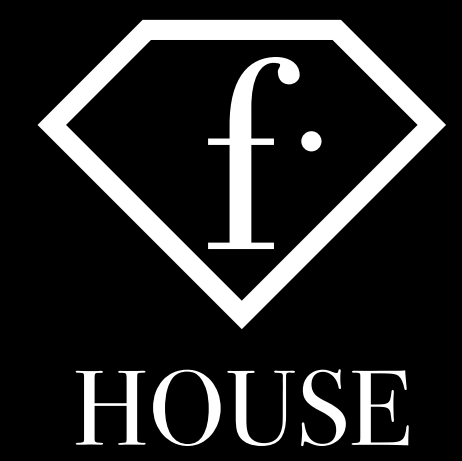
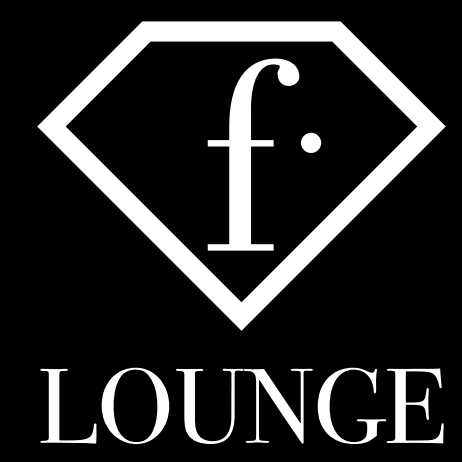


Royalty 10% on  
Revenue Generated

PRODUCTS IN  
Value Enhancer

FNB

Health and Beauty





VALUE  
ENHANCER