

 fashiontv

FashionTV Music Festival

**The Home of** *fashion*



 *fashiontvmusicfestival*

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# MUSIC FESTIVAL IN INDIA

- Music Festivals are becoming a rage in India. Youngsters just love it!
- Many people are still unaware of what a music festival is and how it works.
- A Music Festival is a **LUXURIOUS** and **GLAMOROUS** event at popular places, which consists of multiple stages with famous artists performing to keep the audience entertained.
- These events are always organized with a theme based on music, food, dance, art, drinks, etc.
- Music Festival lasts for at least 2-5 days.
- This event attracts people who love music, party ambience and glamour.
- With exposure to the **GLOBAL** culture, people in India are always looking for new destinations and experiences to enjoy.

# FTV MUSIC FESTIVAL

- FTV Music festival is a premium Music Festival hosting an **EXTRAVAGANZA** which lifts everyone's spirit. This **MAJESTIC** entertainment business has very high potential to grow.
- With the rise of the digital world in India people have become really open to new experiences.
- FTV Music festival which can be hosted in many cities across India. As music has broken every limitation since the rise of the internet. It has become popular and happening in major cities around India.
- Amphitheaters, open grounds are **POPULAR** destinations for the FTV Music festival.
- An enchanting Music experience.
- It is a **PREMIUM** music event for music lovers.
- FTV is determined to give our premium audience an **EXHILARATING** experience at the Music festival.
- Music festivals have grown as a **PROMINANT** business niche, as people love these kind of events. This illuminates the FTV Music festival future in India.

# FTV MUSIC FESTIVAL PHILOSOPHY

## VISION

To bring India at par with international Music Festival standards & transforming the country into a leading entertainment/ music destination.

## MISSION

To host FTV Music festivals in major cities across India to provide a one of a kind Music Festival experience.

## AIM

To create India's most influential and fashionable Music Festival brand which sets the benchmark for the rest of the industry.

# WHY FRANCHISE FTV??

FashionTV / FTV is the World's **LARGEST** Fashion Network!!!

Some FashionTV **KEY FACTS:-**

- **12 Channels of 24 hrs** dedicated to Fashion & Lifestyle channels.
- **23 YEARS** of existence.
- **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 hits per month.
- FashionTV App gets **500K SUBSCRIBERS** & 35K installation per Month.
- FashionTV YouTube Channel has **65M Views**.
- FashionTV YouTube Channel has **90M** viewership per month.
- **4.5M** plus likes on Facebook.
- **12M** views per week.
- **300K FOLLOWERS** on Instagram
- **125k** Organic Reach per Month.

Backed with Most Viewed, Proven, and Stable HIGH-END Luxury Fashion and Lifestyle Media House | [www.fashiontv.com](http://www.fashiontv.com)

FashionTV / FTV is truly an "**AUTHORITY IN FASHION**".

# FASHIONTV 360 DEGREE FRANCHISE SUPPORT

## Pre-Opening Support:

1. Location Analysis and approval.
2. Architect, **DESIGNS**, Layout, Etc.
3. **DIAMOND** Inspired Designs (Walls, Ceilings, Furniture, etc).
4. Staff Recruitment.
5. FashionTV Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. **STRATEGIC** Planning.
8. Staff extensive Training and execution.

## ▶ **LAUNCH SUPPORT** ◀

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. **PROMOTIONS.**
4. Cross Marketing.

## ▶ **POST OPENING SUPPORT** ◀

1. Audits and Ideas.
2. Promotional Offers.
3. FashionTV Sponsorship Opportunity.
4. Google and Website Listing.



# USP'S OF FASHIONTV

## 8K VIDEO WALL FASHION SHOWS AND VJ DURING THE EVENT

- Projections of FashionTV music festival by Top Music Artists.
- 3D FashionTV "Floor" stunning luxury fashion animations.
- Live FashionTV Channel with FashionTV shows from across the globe.
- A continuous flow of live FashionTV from various Fashion **HUBS**.
- Promotional Videos of FashionTV **PARTIES** from across the globe
- Promotional content through **CELEBRITIES** endorsing the brand from across the globe.

# USP'S OF FASHIONTV

## FashionTV Proprietary PRODUCTS

FTV branded Merchandise like:-

- FashionTV Beverages
- FTV Music CD's
- FashionTV T Shirts
- Fashion TV Energy Drinks
- Fashion TV Merchandise
- Fashion TV Water
- Fashion TV Wine
- Fashion TV Vodka

And much more!

# USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- Fashion TV Stage Design
- Fashion TV Visual Merchandise
- Fashion TV Podium
- Fashion TV Ramp
- Fashion TV Lighting
- Fashion TV Stalls
- FashionTV Flyers / Printouts
- Fashion TV Volunteers' Uniform

# USP'S OF FASHIONTV

## SPECIAL EVENTS

*A SPECIAL fashion runway should be placed during the Fashion TV Music festival.*

- Top notch models ramp walking in state-of-the-art fashion
- F Proprietary products (Tshirts, Music CD's, Beverages, Energy Drinks, Bubbly Champagne, Water, Wine, Vodka) promotional shows
- Special Events of other products - **PROMOTIONAL** shows.

# SOCIAL MEDIA MARKETING

Dedicated Social Media Marketing Handles:

- FACEBOOK
- INSTAGRAM

# 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 our customers love to post, like, share, comment, check-in, take pictures, shoot videos, tag, and more in all of our locations!

The social engagement within the **FTV MUSIC FESTIVAL** network is an exciting average of **300 STORIES** per day – every story is Free – Word of Mouth – Advertisement.

# NEW MEDIA STATISTICS

- Facebook: **3,000,000+ FANS**
- FashionTV.com: Average of 500,000 monthly visits.
- FashionTV.com: Average of 1,500,000 monthly imps.
- YouTube Channels: **1,000,000 SUBSCRIBERS**
- YouTube: Average of 15,000,000 monthly views.
- Daily Motion: Average of 500,000 monthly views.



# SPONSORED LOCAL LISTINGS

- Facebook Local
- **GOOGLE LOCAL**
- GPS based AD's
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**



# FRANCHISE BASIC REQUIREMENTS

## 1. AAA Location

FashionTV / FTV Music Festival should be located in a prime **TRIPLE A** location of the city.

## 2. Strong Financial Backings

All franchisees must be able to show strong **FINANCIAL** Backings to ensure the success of the business.

## 3. FRANCHISE Music Festival Industry Attraction

All franchisees must-have attraction and liking towards the **DESIRED** Industry with a zeal to learn, explore, and strive to succeed.

4. Strong Desire to be more: Rich, Famous & Successful.

FRANCHISE

# FASHIONTV EVENTS FINANCIALS

**EVENT FEES : ₹ 15 LACS ONWARDS**

**TOTAL COSTS : 15 – 20 LACS**

# FTV MUSIC FESTIVAL FEATURES:-

1. FTV Music festival will be studded with glamorous performance stages, luxurious bars, artist rooms, parties, VIP resting Rooms, dance events that will take your breath away.
2. Mega Music festivals filled with luxury will be organised once in a year!
3. Following are some of the features of FTV Music festival:

## Highly Intriguing

- FTV Music festival is an event which is hosted at various popular places globally.
- The brief lifespan of the event makes FTV Music festival more intriguing & fascinating for the people to attend and enjoy.

## AESTHETIC AND INSTAGRAM-WORTHY AMBIANCE

- FashionTV is known for delivering an extravagant and luxurious experience.
- FTV Music festival successfully fulfils the same expectations of aesthetic & Instagram worthy ambiance to set the mood right.

## Versatility

- FTV Music festival boasts of a variety of events ranging from musical performances, parties, dance and music nights, etc.
- This makes the FTV Music festival a great destination for people with different interests.

## CELEBRITY FOOTFALL

There are events organized with the FTV Music festival as it is a preferred chilling destination by many celebs. So don't be surprised if you run into your favourite celeb while at FTV Music festival!

# FTV FRANCHISE BENEFITS

- Association with World's **LARGEST** Fashion Brand
- Great Business Opportunity with **GREATER** Returns
- Develop a huge fruitful circle of a business network
- Become a leader in fashion and lifestyle in your city cream society
- Get to be the next **VIP** jet setter
- Be on the **VIP** list of every Invitee List of your City Events
- Become the respected player in your city fashion industry
- Be seen and surrounded with the who's who of your City
- Meet the most beautiful and **FASHIONABLE** people
- Use the FTV visiting card as your power currency

# FASHIONTV FRANCHISE – AN INVITATION...

FashionTV / FTV is looking to partner with sound well-settled business-minded and experienced persons like you. We also expect our **POTENTIAL** partners to know about international fashion and lifestyle mind-set.

If you find the:-

1. **Basic brand requirements**
2. **FashionTV Facts**
3. **Brand Support**

Exciting and **INTERESTING** enough to partner and associate with us, then for further information and discussion please call / message/email us.

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