

The Home of *fashion*

**FTV BAR
AND LOUNGE**

FASHIONTV

- FashionTV, the World's Largest Fashion and Lifestyle Media.
- Welcome to a whole different realm where fashion, glamour, and an opulent way of life embellishes the world. FashionTV has nurtured fashion into a global phenomenon. A space that inspires and adorns fashion enthusiasts with the power of media.
- Moreover, to further the brand's purpose, FashionTV is now collaborating with aspiring entrepreneurs to launch multiple franchise businesses in beauty, cosmetics, apparel, sports, luxury automobiles, etc., to achieve mutual business goals.
- Apart from franchising business, we have ventured into multiple business segments like- Licensing, Events, Media, Concepts, and City Partnership, creating optimum opportunities for the new talent in the country.

FTV BAR AND LOUNGE

- Fashion TV has gained the reputation of being the leading choice to refine lifestyles across the globe.
- FTV is all about having you indulge in a breathtaking experience filled luxury, extravagance and wildness with our premium range of business verticals.
- FTV Bars and Lounges are yet another couple of peerless addition to it's many transcending projects throughout the country.
- An ideal place for a hiatus that lets you have the time of your lives that you deserve amid this fast paced, hectic life.
- FTV bars have got it all, from a lively ambience and stunning interiors to classy services and invigorating music along with an extensive variety of sumptuous food and drinks that go well with your taste and preferences.

INDUSTRY POTENTIAL

- The India pub, bar, café and lounge (PBCL) market reached a value of US\$ 2.4 Billion in 2020. Looking forward, IMARC Group expects the market to grow at a CAGR of 12.2% during 2021-2026.
- The primary factor driving the India nightlife market is the growing disposable incomes across the country. This has led to an increasing indulgence of consumers in leisure activities and a rising preference for alcoholic beverages.
- Moreover, with the services and amenities we provide, FTV bars are going to be utopia for all the party animals out there.

FTV BAR & LOUNGE PHILOSOPHY

VISION: To bring India at par with international tavern industry standards & transforming the country into a leading entertainment destination.

MISSION: To set up FTV Bars across the the nation that set the touchstone for the rest of the industry for its extravagance and furor.

AIM: To create India's most happening and exhilarating chain of bars with electrifying events, music and services that matches the needs of the elites.

SOME FASHIONTV KEY FACTS

- Viewed on 10 million public TV sets.
- 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 and 125K is organic reach.

SOCIAL MEDIA MARKETING

Dedicated social media marketing handles

- Facebook
- Instagram
- Twitter
- Youtube
- LinkedIn

SOCIAL ENGAGEMENTS

- Instagram uploads
- Twitter postings
- Facebook uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn posts
- Youtube videos
- Google ADs

USP OF FASHIONTV

- Massive Profits
- 360 degree support
- Brand Equity Leverage
- Strong Industry Linkages
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions

USP OF FASHIONTV

8K video wall fashion shows and VJ during the event.

- Projections of FashionTV shows by top designers.
- 3D FashionTV “floor”, stunning luxury fashion animations.
- Live FashionTV channel with shows from across the globe.
- FashionTV unique diamond inspired design.
- FashionTV upholstery, stage design, FashionTV banners,
- FashionTV podium, FashionTV ramp, FashionTV lighting,
- FashionTV stalls, FashionTV flyers/printouts

Special events.

A special runway will 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

USP OF FASHIONTV

**FashionTV proprietary products.
FTV branded merchandise:**

- FashionTV beverages
- FashionTV apparels
- FashionTV lingerie
- FashionTV cosmetics
- FashionTV accessories
- FashionTV art jewellery
- FashionTV eyewear
- FashionTV footwear
- FashionTV bags
- AND MORE!!

SERVICE MENU

Amazing Variety Of International Liquor Brands
(Whiskeys, Single Malts, Vodka, Gin, Rum, Tequila,
Martini, Wine, Beer, Etc)

Selected Range Of Premium IMFL

Classic, Exotic And Exquisite Range Of
Cocktails And Refreshing Mocktails

Salads

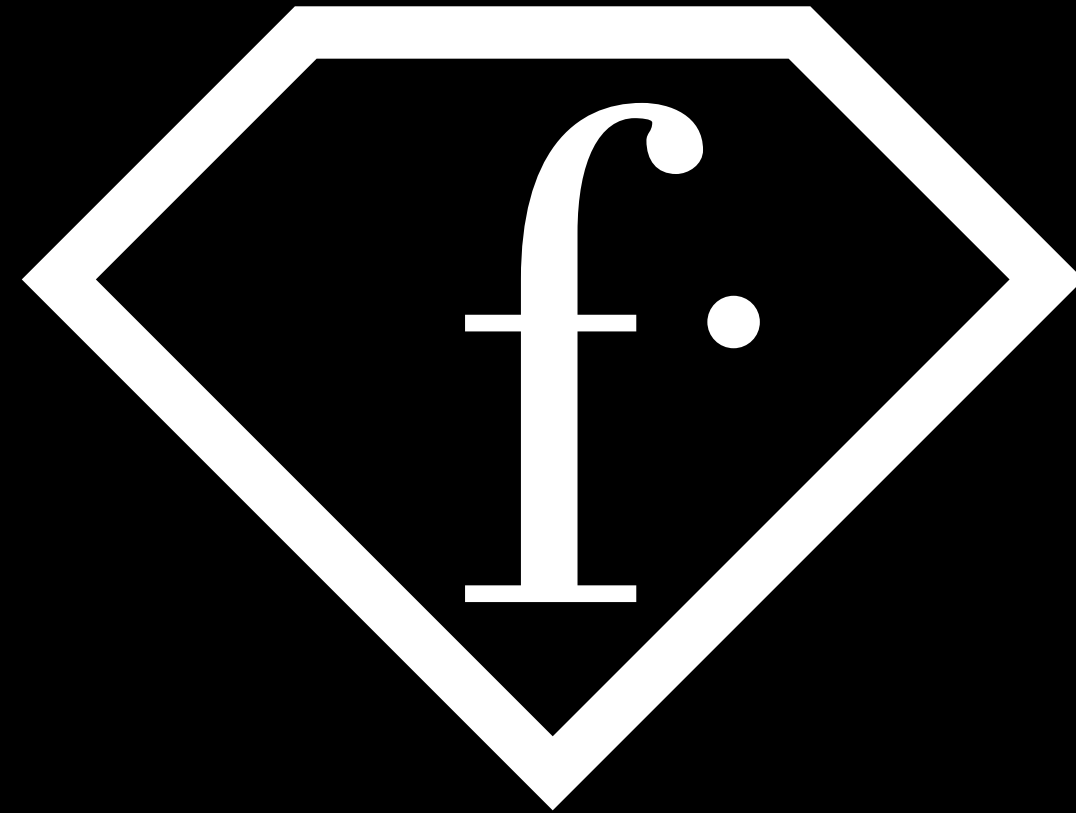
Appetizers

Entree(Veg/non-veg) (Chinese, Japanese, Lebanese,
Italian, Mexican, Spanish, French, English, American)

Unique Platters

Specials (Customized Touch Of Local Cuisine)

Sweet Tooth (Brownies, Ice-cream, Etc)



BAR & LOUNGE