

 fashiontv

FASHIONTV WINE
The Home of *fashion*



FASHIONTV

Wine

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 fashiontv *wine*

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WINE IN INDIA

- Wine market is estimated to be valued at **US\$150 million**. The wine industry is anticipated to rise at a compound annual growth rate (**CAGR**) of **20 to 25 per cent**.
- The social and cultural taboo around alcoholic beverages is slowly dissipating and some beverages, such as wine, is becoming a status symbol among the upwardly mobile classes.
- India's population above drinking age is over **485 million** and appears to be experiencing a shift that is normalizing a drinking culture, especially in the metropolises.
- Hence, offering an excellent opportunity to investors that can not be neglected.



FTV WINE

It may have taken Indians a little longer to develop a taste for wine but now things are likely to change. As a result of the changes in the Indian market and the growing popularity of wines, **FashionTV** now presents to you **FTV Wines** that are yet another fantastic addition to the ever growing FTV empire.

- The sweetness and the tingling sensation while sipping **FTV wine**, is an indication that ensures the superior quality of our wine.
- The acidity and the amount of alcohol in our wine is well-balanced to offer our consumers the best experience of this luxury drink.
- The unique tannin taken from the skin of grapes and the bark of oak tree used to age our **FTV Wine** adds more texture, complexity, and balance to it.
- Flavours like strawberries, blueberry, blackberry, etc and the combination of several other fruity flavours are available to provide you with that sip of heaven.

FTV WINE PHILOSOPHY



VISION

We intend to develop a brand that delivers the sheer joy with the goodness of wine and establish a notable position in the market of alcohol beverages.



MISSION

To provide our customers with quality brand of wine that will become the singled-out drink of every fun occasion, while also exuding class and sophistication.



AIM

FTV Wine aims to combine quality, innovation and refinement into one luxury drink letting our consumers have a memorable experience bringing success to the company and it's affiliates.



WHY Licence FTV ?

Aside of being the **largest** FashionTV network, the reasons are many but some of them are:

- 12 channels of 24 hrs dedicated to fashion & lifestyle channels.
- **23 years 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** and **125K** is organic reach.



FASHION 360 DEGREE LICENCE SUPPORT

Pre-Opening Support:

1. Location analysis and approval
2. Architect, design, layout.
3. Diamond inspired design
4. Staff recruitment



5. FashionTV proprietary products supply.
6. Other products and vendor tie-ups.
7. Strategic planning



LAUNCH SUPPORT

1. Planning and execution.
2. Launch plan in SMM and PR promotions
3. Cross marketing

POST OPENING SUPPORT:

1. Audits and ideas
2. Promotional offers.
3. FashionTV sponsorship opportunities
4. Google and website listing.

USP OF FASHIONTV

- 8k video wall fashion show and VJ during the event
- Projections of FASHIONTV shown by **top designers.**
- 3D FASHIONTV “floor,” stunning luxury fashion animations
- Live FASHIONTV channel with shows from across the globe.
- Promotional videos of FASHIONTV parties from across the globe
- Promotional content through **celebrities**
- Endorsing the brand from across the globe



USP OF FASHIONTV

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 OF FASHIONTV

- Fashiontv unique diamond inspired design
- Fashiontv upholstery
- Fashiontv stage design
- Fashiontv banners
- Fashiontv podium
- Fashiontv ramp
- Fashiontv lighting
- Fashiontv stalls
- Fashiontv flyers / printouts



USP OF FASHION TV



- **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).

INSTAGRAM



FACEBOOK

SOCIAL MEDIA MARKETING

DEDICATED SOCIAL MEDIA MARKETING HANDLES



TWITTER



LINKEDIN



YOUTUBE

SOCIAL ENGAGEMENTS

INSTAGRAM
UPLOADS

TWITTER
POSTINGS

FACEBOOK
UPLOADS

INSTAGRAM
CHECK-INS

FACEBOOK
CHECK-INS

LINKEDIN
POSTS

YOUTUBE
VIDEOS

GOOGLE ADS

SOCIAL ENGAGEMENT 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



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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 LISTING

- Facebook local
- Google local
- **Gps** location based AD's
- Facebook ads post and likes campaigning
- Instagram ad and likes
- SEO marketing
- SEM marketing
- **Analytics** and reports
- Youtube promotions and video boost



INSTAGRAM



LINKEDIN



FACEBOOK



PINTEREST

FTV WINE LICENCE BASIC REQUIREMENTS

1. Location:

FTV WINES will be featured at bars, restaurants, cafes and pubs in across the country.
FTV WINES will become X-factor at all of our FTV Parties and Events.

2. Strong Financial Backings:

All affiliates must be able to show strong financial backings to guarantee the success of the business.

3. Licence Industry Attraction:

All affiliates must have a liking and profound knowledge of the wine industry while also possessing a zeal to prioritise the preferences and palates of consumers.

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

FASHION TV LICENCE FINANCIAL

LICENCE FEES : 37.5 LAKHS

MANUFACTURING COSTS : ON ACTUALS



WINE