

FTV

FOOT
SPA



The beauty of life begins with our feet. The revitalising properties of the mind and body are indirectly linked to the feet, with pressure points that act as healers throughout the body. Foot spa has not been in demand as much as spa has, but with increasing awareness of foot care, these walkers of life are getting more well-deserved care.

A tranquil ambience that enables relaxation and revitalisation of not only the feet, but the mind and body as well. FTV Foot Spa has sustained the expertise and skill of providing an enigmatic and sensual experience that connects the dots for an enhanceive journey.

Through massaging and use of holistic treatments, along with the use of specialised therapeutic oils that absorb into the muscle and relieve tension, and soothe your tired feet, mind and soul. The idea about gentle dabbing on pressure points will provide you with a soothing experience leaving you completely recharged.



FOOT SPA IN INDIA

- India's wellness industry has been booming since recent years, with more and more awareness about complete body health and its advantages to each individual.
- In fact, it is estimated to be rising just as fast as the US and European markets
- India is also the second-largest consumer market with the number of spas available throughout the country - the variety of spa also makes it the most sought after country for the best spas.
- The current Global Foot Spa Bath is estimated to be a whopping USD 1.5 Billion in 2021
- The numbers are expected to reach USD XX Billion by 2030 at a CAGR of 8.8% during the forecast period, Asia Pacific being among the top contenders for this number.
- The need for total wellness and spa activities has contributed to this overall growth.



POTENTIAL IN INDIA

VISION

To offer our clients with the utmost level of satisfaction by providing them with an out of this world spa experience, and enhancing their foot care.

MISSION

FTV Foot Spa aims to provide comprehensive spa services while also contributing positively for enhancements and revitalization on a regular basis.

AIM

We endeavour to establish FTV Foot Spa all across the globe with high quality services while creating new benchmarks in the spa industry.



PHILOSOPHY

Aside from being the LARGEST FashionTV Network, the reasons are many but some of them are:

12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.

25 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 196+ COUNTRIES.

Reaching 500 Million + Households.



WHY FRANCHISE WITH FTV?

Viewed on 10 million public TV sets.

5M website visits every month

FashionTV app has over 500K subscribers & 35K installations per month.

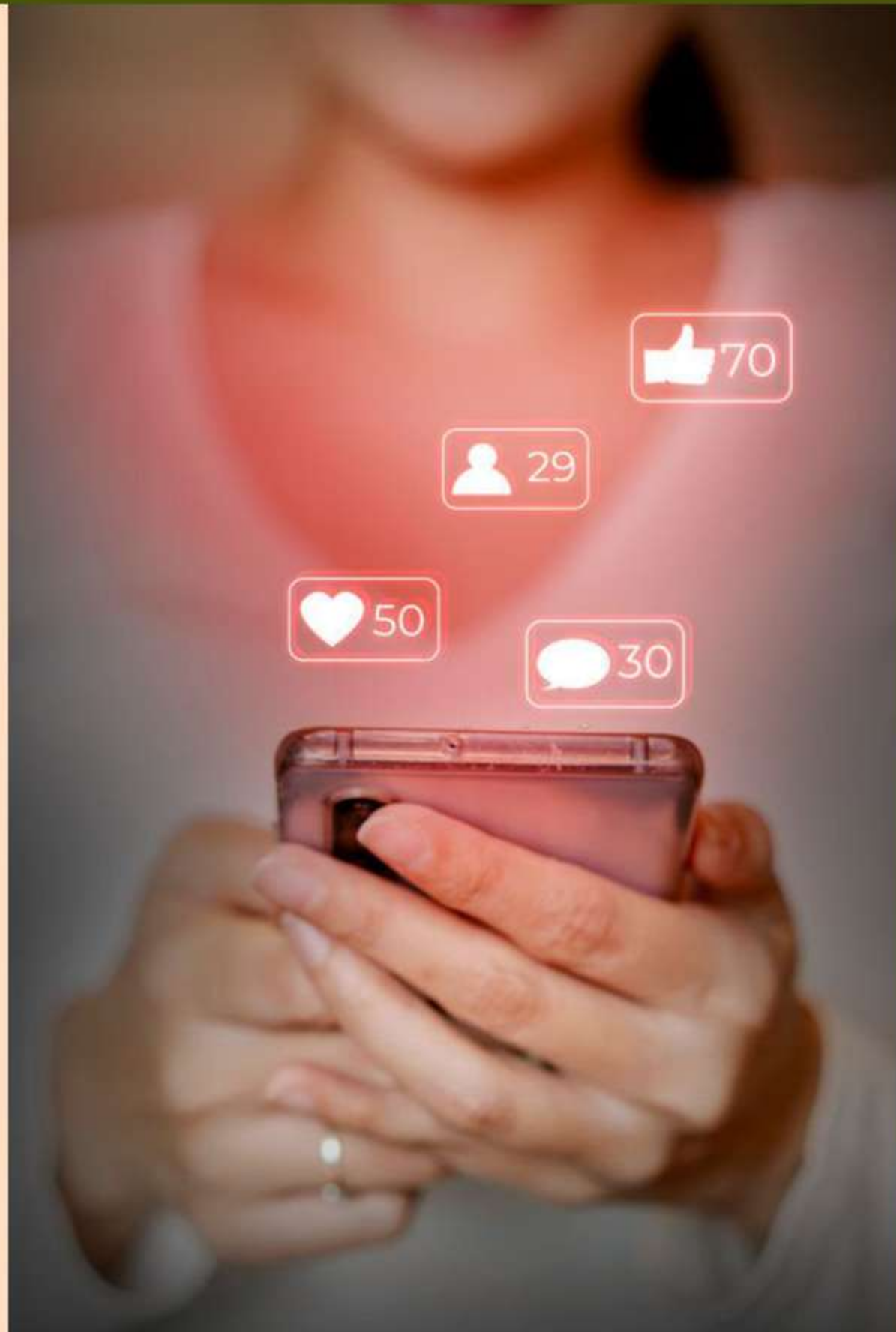
The fashionTV.com has an average 500,000 monthly visits.

The video platform DailyMotion has an average of 500,000 monthly views.

SOME FASHIONTV KEY FACTS



SOCIAL MEDIA STATISTICS



**150 new stories (Facebook)
200 new stories (Instagram)
50 new stories (Twitter)**

More than 300 new stories per day!

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.

Due to FashionTV 's brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.



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

Facebook local

Google local

GPS location based ADs

Facebook AD posts and likes campaigning

Instagram AD and likes

SEO marketing

SEM marketing

Analytics and reports

Youtube promotions and video boost



SPONSORED LOCAL LISTINGS

USP OF FASHIONTV



Massive Profits

360 degree support

Brand Equity Leverage

Strong Industry Linkages

Global Presence

Exhilarating Events

Ubiquitous Promotions

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.

Promotional videos of FashionTV parties from across the world.

Promotional content through celebrities.

Endorsing the brand 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

USP OF



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).

FASHIONTV



USP OF FASHION TV



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!!

FASHIONTV 360 DEGREE FRANCHISE SUPPORT

LAUNCH SUPPORT

Planning and execution

Launch plan in SMM and
PR promotions

Cross marketing

POST OPENING SUPPORT

Business Planning & Operations

Audits and Ideas

Marketing

Training

Promotional offers

FashionTV sponsorship opportunities

Google and website listing

PRE-OPENING SUPPORT

Location analysis and approval

Architecture, designs, layouts

Diamond inspired designs

Staff recruitment

FashionTV proprietary products supply

Other products and vendor tie-ups

Strategic planning

Staff extensive training and execution



FRANCHISE BASIC REQUIREMENTS

LOCATION

FTV Foot Spas must be located in prime locations in upscale residential, business and commercial centres across all the major metropolises in the nation.

STRONG FINANCIAL BACKINGS

All franchises must be able to show strong financial backings to ensure the success of the business.

FRANCHISE INDUSTRY ATTRACTION

All franchises must have attractions and likings towards the Wellness Industry along with profound knowledge and expertise of the make and take of the business.

STRONG DESIRE TO BE MORE

Rich, Famous & Successful





FOOT
SPA