

 fashiontv

FashionTV Gym

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# FTV GYM

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# *Industry Overview*

- The Fitness Industry is growing significantly with a **growth of 40%** year on year as people are getting more informed as well as intrigued by health benefits.
- Self-care is becoming an increasingly vital part of people's life, especially amid **COVID-19** to boost their immune system and **physical and mental fitness**.
- Additionally, a continual progression in the economy and living standards in the country have also contributed to the fitness industry market.
- Recent research has shown that there is believed to be six million active fitness enthusiasts in India spending around **\$400 annually** on fitness services; thus, skyrocketing the Indian fitness industry to a whopping **\$2.6 billion market size**.



# ***FASHIONTV***

- **FashionTV, the World's Largest Fashion and Lifestyle Media**, founded in 1997 and has been thriving since over two decades.
- 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, fashion, retail, F&B, and education** 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 GYM**

- FashionTV's initiative to get every patron of ours in the country in perfect shape by providing them with the **best services and ambiance** accessible only at FTV Gym.
- FTV Gym is a one-stop destination for diverse fitness goals that fulfils requirements of all the fitness aficionados to stay fit and healthy.
- Driven by the spur to deliver the best, we let our **highly qualified trainers** assist you every step of the way along with **cutting edge equipment**, transforming your body into a fortress of fitness.
- FTV Gym is a one-of-a-kind platform that offers members not only the benefits of a traditional gym, but also the benefits of **functional training** and **regular training**, the power of **MMA training**, as well as **health cafés, lounges**, along with **rejuvenation spaces**.
- Moreover, we provide you with the world class fitness that would revolutionise the fitness game of the nation.



## FTV GYM PHILOSOPHY

We look forward to becoming world-class gymnasiums to support the successful fitness journeys of the masses with second to none trainers and equipment.

To encourage and motivate the masses for pursuing a fitness routine and build a healthy and energetic country.

To effectuate a revolution of health and transforming the nation's fitness standards.



**VISION**

**MISSION**

**AIM**





## WHY FRANCHISE WITH FTV?

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.



# **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.
- The fashionTV.com has an average 500,000 monthly visits.
- The video platform DailyMotion has an average of 500,000 monthly views.

## 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**

# ***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 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).



## ***USP OF FASHIONTV***

- FashionTV proprietary products.
  - FashionTV beverages
  - FashionTV lingerie
  - FashionTV accessories
  - FashionTV eyewear
  - FashionTV bags
  - FTV branded merchandise:
  - FashionTV apparels
  - FashionTV cosmetics
  - FashionTV art jewellery
  - FashionTV footwear
- AND MORE!!***



**LAUNCH SUPPORT:**

- Planning and execution
- Launch plan in SMM and PR promotions
- Cross marketing

**FASHIONTV  
360 DEGREE  
FRANCHISE  
SUPPORT**

**PRE SALES 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.

**POST OPENING SUPPORT**

- Business Planning & Operations
- Audits and Ideas
- Marketing
- Training
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing

# LITE

Franchising fee - 10 Lacs + GST

Total investment - Around 2 - 2.5 Cr\*

Area Requirement - 3,000 sq. ft

Royalty - 10%

## OFFERINGS

- Strength Training
- Cardio
- Free Weights
- Steam
- Locker
- Group X Studio (Aerobics/Zumba/Yoga)
- Functional Training
- Free Style
- Massage

# REGULAR

Franchising fee - 20 Lacs + GST

Total investment - Around 3 - 4. Cr\*

Area Requirement - 6,000 sq. ft

Royalty - 10%

## OFFERINGS

- Strength Training
- Cardio
- Free Weights
- Steam
- Massage
- Spa
- Spinning Studio
- Kick Boxing
- Group X Studio (Aerobics/Zumba/Yoga)
- Functional Training
- Free Style
- Locker
- Health & Juice Bar (Optional)
- Pro Shop

# LUXURY

Franchising fee - 30 Lacs + GST

Total investment - Around 4.5 - 5 Cr\*

Area Requirement - 10,000 sq. ft

Royalty - 10%

## OFFERINGS

- Strength Training
- Cardio
- Free Weights
- Steam
- Sauna
- Massage
- Spa
- Spinning Studio
- Kick Boxing
- MMA Studio
- Swimming Pool
- Group X Studio (Aerobics/Zumba/Yoga)
- Functional Training
- Free Style
- TRX
- Locker
- Health & Juice Bar (Mandate)
- Pro Sop



## **FRANCHISE BASIC REQUIREMENTS**

- **Location**

FTV Gyms 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 Fitness Industry along with profound knowledge and expertise of the make and take of the business.

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

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