


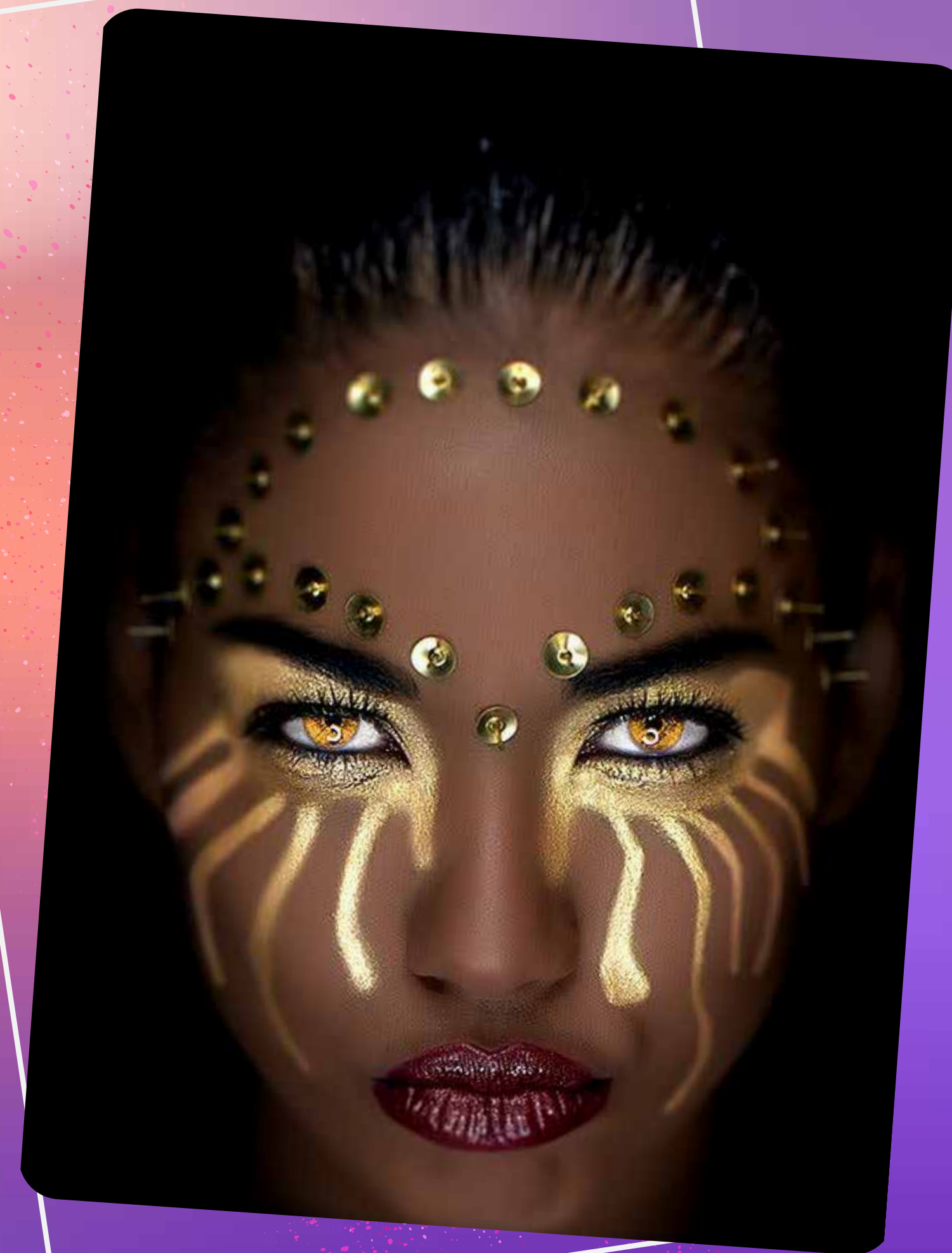
FTV *Makeup*



FTV MAKEUP

The expression to put out the passion comes with FTV makeup that delivers the standards of makeup and one of the best inventions for the blending. Beneath the perfect glow lies the primer that sets everything to its place and this is the idea of Fashion TV makeup to fulfill that goal that is close to perfect blending.

The ultimate art for the natural glow defines the sophistication reflects from the face full of confidence. A sumptuous option for every women to try their hands with FTV Makeup. Gracing the perfection with the touch of personality with the beauty and elegant shade defines the bold look that covers the flaws. FTV makeup curates the level of excellence in a way and glamour with snap and spell. 



MAKEUP IN INDIA

The makeup sector in India accounts for \$11 Billion where skincare also accounts for a major share. India has been ranked on 4th position globally where organic makeup has been promoted.

The growth of 4.23% CAGR is reflected as per the prediction of 2022. The market value has been curated with innovation which is also increasing the beauty principles. The inclusion of e-commerce beauty platform has also given a rise to the same. Therefore, Fashion TV Makeup is one such strategic sector to fulfill the opportunity for masses. The makeup brand that will fulfill the demand with organic makeup products and entails the segment with prospects of masses.



PHILOSOPHY

Vision

To set the beauty standards that can contribute for the ethics of prestigious beauty market that serves the community as a whole.

Mission

To expand in the world of makeup by unleashing the creativity with endless evolution and possibilities for varied options.

Aim

FashionTV makeup celebrate diversity and inclusion through winning spirit of makeup to authenticate the real beauty.

WHY LICENSE WITH 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 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 AN 125K IS ORGANIC REACH.



FASHIONTV 360 DEGREE LICENCE SUPPORT ✨

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.



LAUNCH SUPPORT:

- PLANNING AND EXECUTION
- LAUNCH PLAN IN SMM AND PR PROMOTIONS
- CROSS MARKETING

POST OPENING SUPPORT

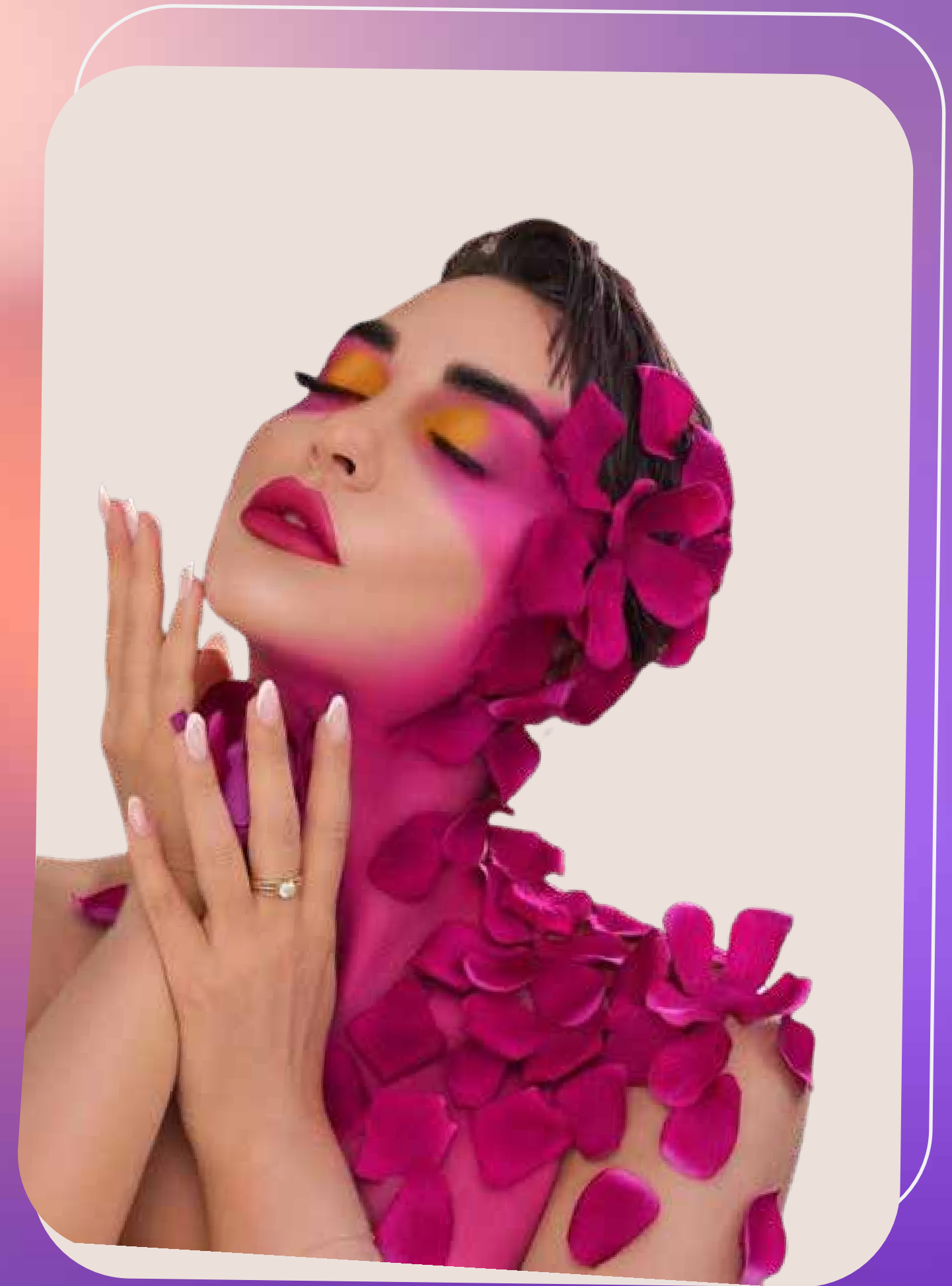
- AUDITS AND IDEAS
- PROMOTIONAL OFFERS
- FASHIONTV SPONSORSHIP OPPORTUNITIES
- GOOGLE AND WEBSITE LISTING



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.
- PROMOTIONAL VIDEOS OF FASHIONTV PARTIES FROM ACROSS THE WORLD. ✨
- PROMOTIONAL CONTENT THROUGH CELEBRITIES.
- ENDORSING THE BRAND FROM ACROSS THE GLOBE. ✨



USP OF FASHIONTV

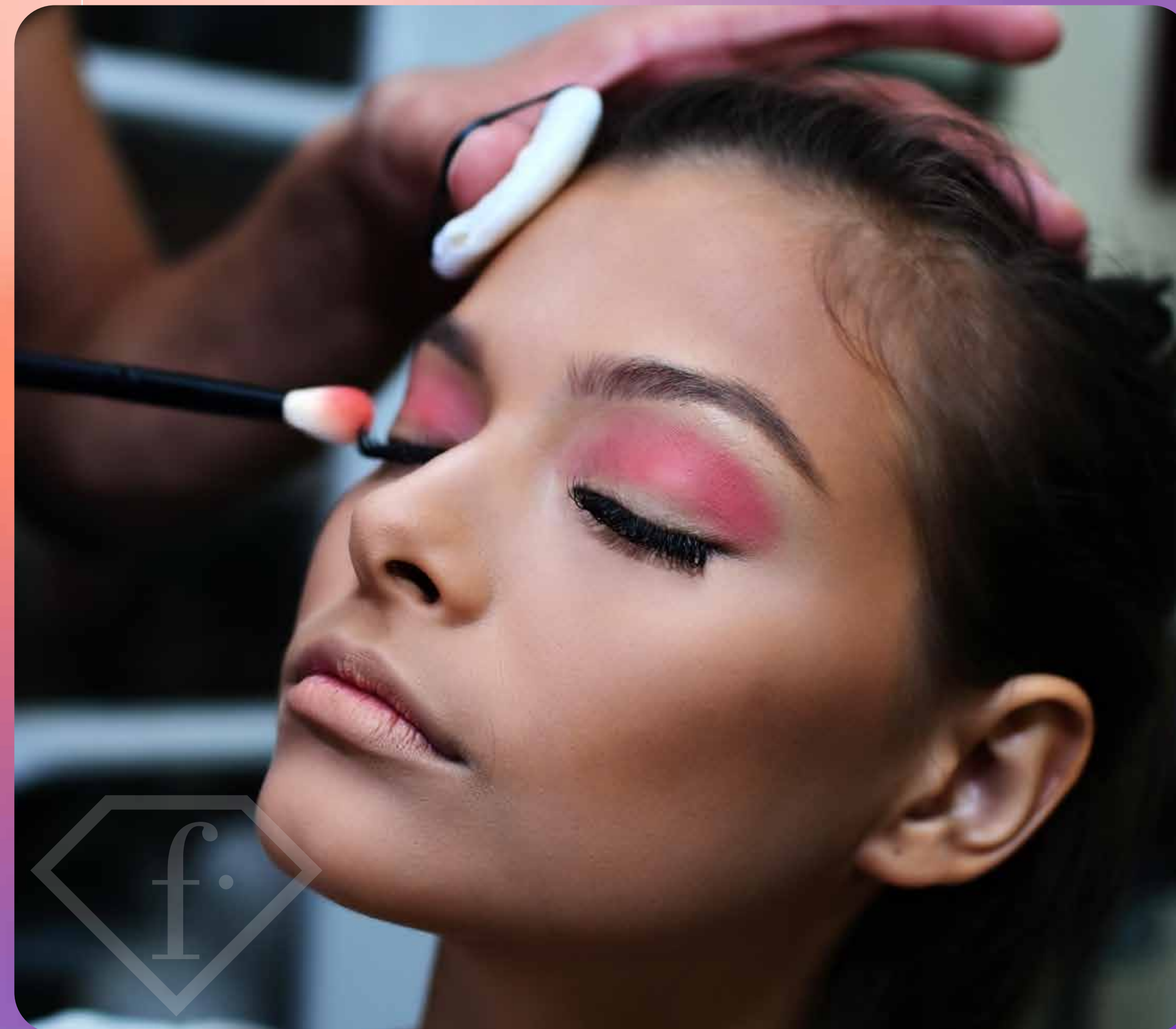
FASHIONTV PROPRIETARY PRODUCTS.

- FTV BRANDED MERCHANDISE:
 - FASHIONTV BEVERAGES
 - FASHIONTV APPARELS
 - FASHIONTV LINGERIE
 - FASHIONTV COSMETICS
 - FASHIONTV ACCESSORIES
 - FASHIONTV ART JEWELLERY
 - FASHIONTV EYEWEAR
 - FASHIONTV FOOTWEAR
 - FASHIONTV BAGS
- AND MORE!!



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 FASHIONTV

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).



SOCIAL MEDIA MARKETING

DEDICATED SOCIAL MEDIA MARKETING HANDLES



Instagram



Facebook



Twitter



LinkedIn

SOCIAL ENGAGEMENTS



Instagram uploads



Facebook check-ins



Twitter postings



LinkedIn posts



Facebook uploads



Youtube videos



Instagram check-ins



Google ADs



SOCIAL ENGAGEMENTS

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.



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 LISTINGS

- 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



FTV MAKEUP LICENCE BASIC REQUIREMENTS

- **LOCATION**

FTV MAKEUP WILL BE INTRODUCED AT PRIME-TIME BARS AND PUBS IN BUZZWORTHY COSMOPOLITAN LOCALES. FTV MAKEUP WILL BE A MUST-HAVE COMMODITY AT PARTIES AND SOIREES WITH THE TOP-END CROWDS SIPPING ON IT WHILE MAKING MEMORIES THAT WILL LAST A LIFETIME.

- **STRONG FINANCIAL BACKINGS**

ALL LICENCES MUST BE ABLE TO SHOW STRONG FINANCIAL BACKING TO ENSURE THE SUCCESS OF THE BUSINESS.

- **LICENCE INDUSTRY ATTRACTION.**

ALL LICENCES MUST HAVE ATTRACTIONS AND LIKINGS TOWARDS THE DESIRED INDUSTRY OF SPIRITS WITH A ZEAL TO LEARN, EXPLORE AND STRIVE TO SUCCEED BY PUTTING THE NEEDS AND TASTES OF CUSTOMERS FIRST.

- **STRONG DESIRE TO BE MORE: RICH, FAMOUS & SUCCESSFUL.**

