

The Home of *fashion*

FITNESS ACADEMY

FTV FITNESS ACADEMY

- FashionTV has gained the reputation of refining lifestyles all around the world.
- FTV Fitness Academy is a place where the students are trained to perfection and be the best in the business.
- We teach our trainees how to offer the masses exactly what their bodies require, helping them gain an unprecedented reputation in the industry.
- The FTV Fitness Academy bestows specially designed courses with comprehensive theoretical and practical expertise equipping the student with the knowledge base and tools to professionally practice as a qualified, certified Personal Trainer in the fitness industry.



FITNESS ACADEMY IN INDIA

- The global fitness equipment market size was \$11.6 billion in 2020, and is now projected to reach **\$14.8 BILLION** by 2028, at a CAGR of 3.3% from 2021 to 2028.
- As awareness about health and fitness skyrockets, self-care is becoming an increasingly vital part of people's life amid **COVID-19** to boost their immune system and physical fitness.
- Additionally, a continual progression in the economy and living standards in the country have also contributed to the fitness industry market.



FITNESS ACADEMY IN INDIA

- At FashionTV's Fitness Academies we only house world class coaches, technology and curriculum offering our students nothing but excellence and brilliance in the field of **HEALTH AND FITNESS**.
- FTV Fitness academies will be easily accessible to the masses as they will be situated in all the major metropolitan cities.
- Our fitness experts are highly qualified to help you learn from the best and eventually become the best. Once you graduate from FTV Fitness Academy you will possess unrivaled expertise, skills and knowledge about body chemistry, diets and workout for **INDIVIDUAL WANTS** and needs.



FTV FITNESS ACADEMY *PHILOSOPHY*

Vision

To teach our students who are highly motivated and enthusiastic about the industry all about health, fitness and lifestyle while honing their skills to perfection.

Mision

To offer consistent schooling quality, highly skilled and professional trainers and unparalleled fitness orientation strategies to see our students succeed in the industry.

Aim

To be placed amongst the nation's prime centers of health and fitness education and training of all time.

WHY FRANCHISE WITH FTV ?

FashionTV / FTV is the World's LARGEST Fashion Network!!!

Some FashionTV **KEY FACTS:-**

- **12 Channels of 24 hrs** dedicated to Fashion & Lifestyle channels.
- **23 YEARS** of existence.
- **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***

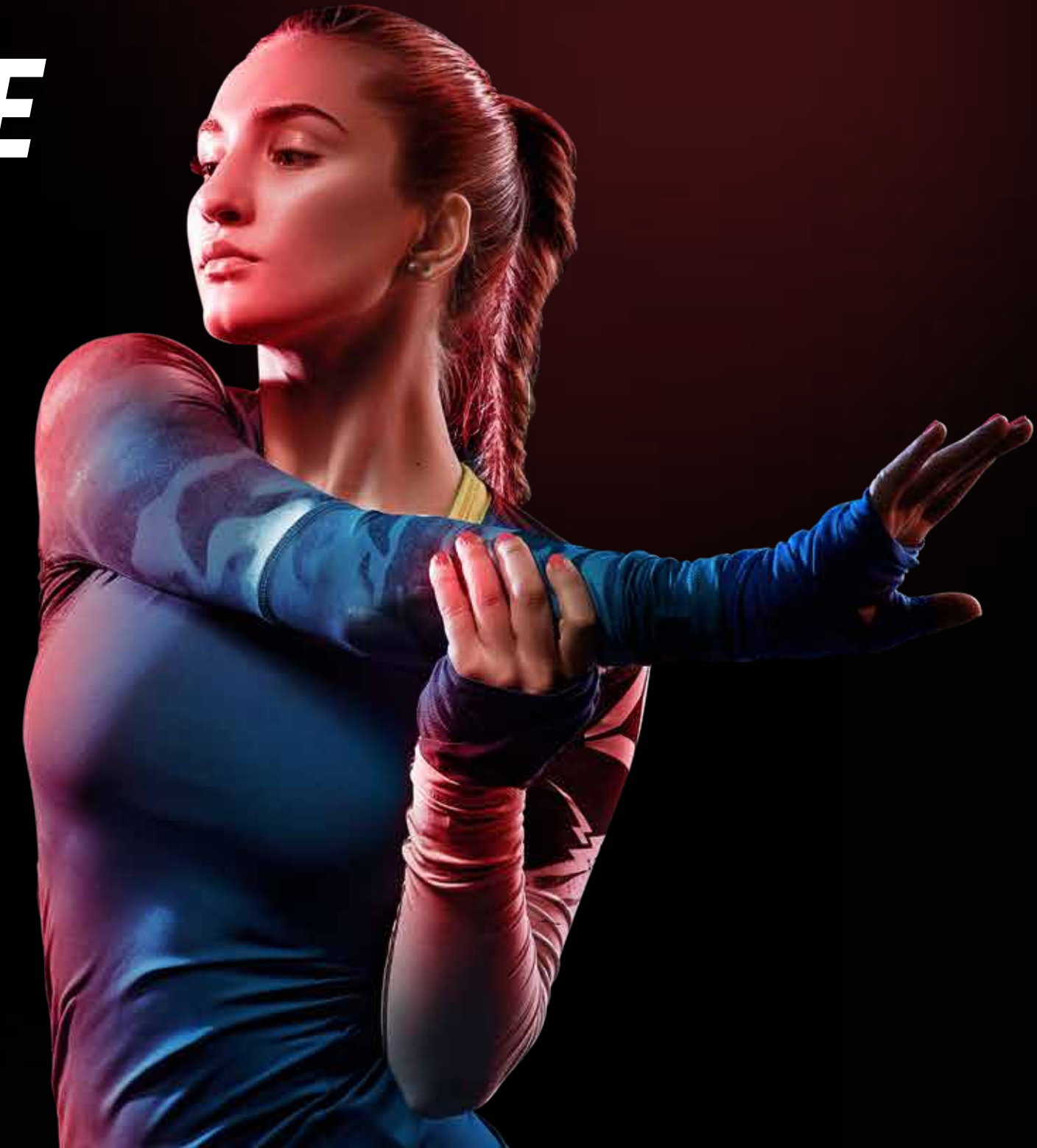
- Viewed on **10 MILLION** Public TV Sets in Public Places.
- 5M website hits per month.
- FashionTV app has over **500K SUBSCRIBERS** & 35K installations per month.
- **65M** views on FTV youtube channel.
- **90M** subscribers per month on the channel.
- Facebook garners over **4.5M** likes and 12M views.
- The number of followers on instagram is over 300K an 125K is organic reach.



FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-Opening Support:

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **DIAMOND** Inspired Designs (Walls, Ceilings, Furniture, etc.)
- Staff Recruitment.
- FashionTV Proprietary Products Supply.
- Other Products and Vendor Tie-ups.
- **STRATEGIC** Planning.



LAUNCH SUPPORT

- Planning and Execution.
- Launch Plan in SMM and PR **PROMOTIONS.**
- Cross Marketing.

POST OPENING SUPPORT

- Audits and Ideas
- Promotional Offers.
- FashionTV Loyalty Membership programs.
- Google and Website Listing.

USP'S OF **FASHIONTV**

8K VIDEO WALL FASHION SHOWS AND VJ DURING THE EVENT

- Projections of FashionTV music festival by Top Music Artists.
- 3D FashionTV "**Floor**" stunning luxury fashion animations.
- Live FashionTV Channel with FashionTV 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'S OF **FASHIONTV**

FashionTV Proprietary **PRODUCTS**

FTV branded Merchandise like:-

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

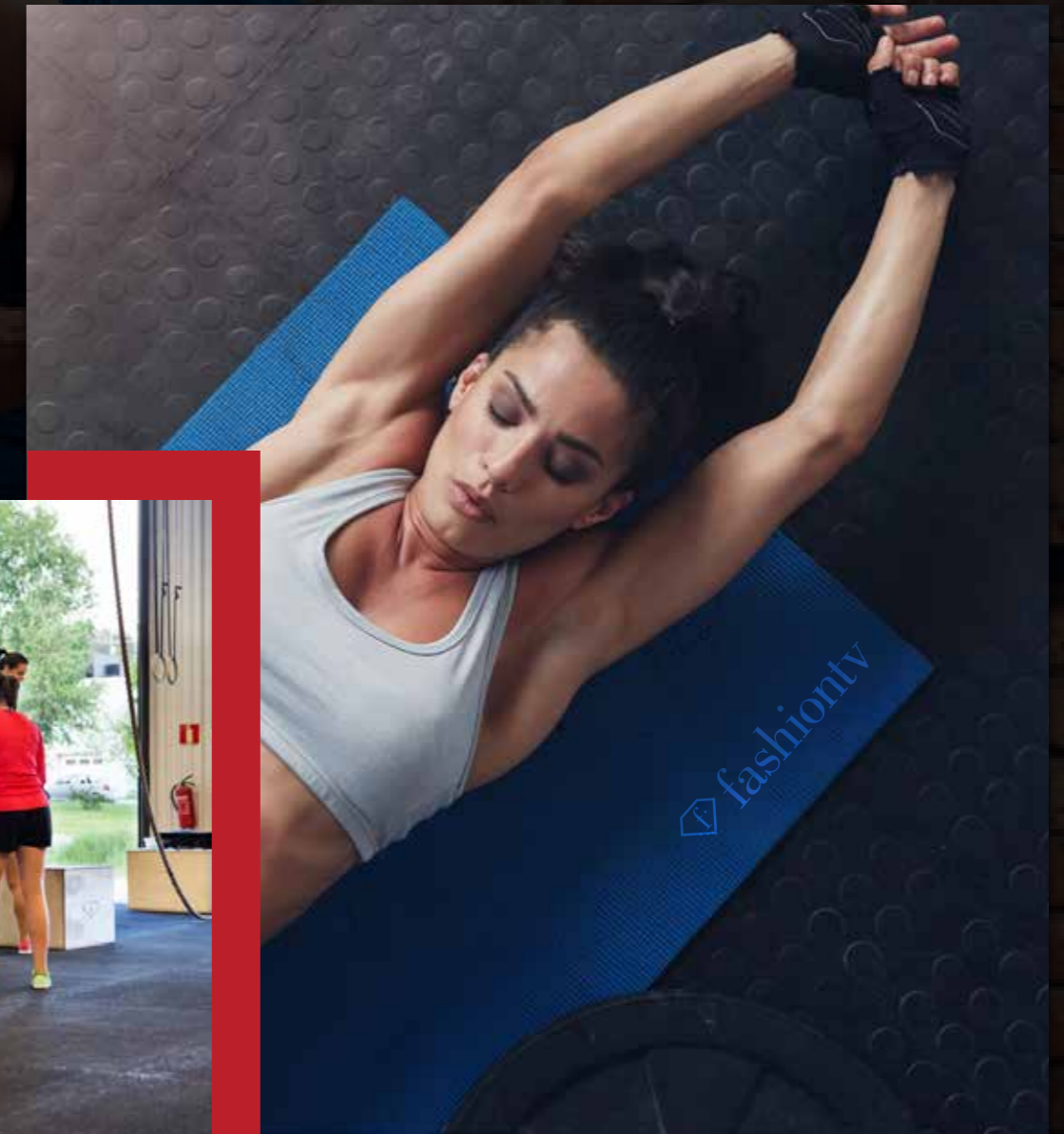
AND MORE!!



USP'S 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'S OF FASHIONTV

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).



SOCIAL MEDIA MARKETING

Dedicated Social Media Marketing Handles:

- **FACEBOOK**
- **INSTAGRAM**
- **TWITTER**
- **YOUTUBE**
- **LINKEDIN**



SOCIAL ENGAGEMENT

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- **GOOGLE AD'S**



SOCIAL ENGAGEMENTS ***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.

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 based AD's
- Facebook ads post and likes campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**



FRANCHISE BASIC REQUIREMENTS

1. AAA Location

FTV Fitness Academy must be located at prime and posh locations with massive campus comprising of top quality equipments.

2. Strong Financial Backings

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

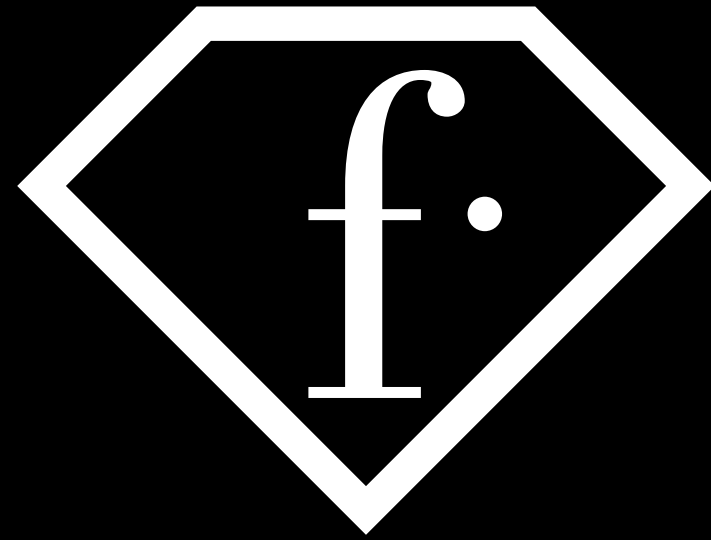
3. FRANCHISE HOSPITALITY EDUCATION Industry Attraction

All franchises must have a profound liking and knowledge of the Fitness Industry along with a strong desire to educate and inspire the fitness postulants in the nation.

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

FASHIONTV FRANCHISE **FINANCIALS**

MODULE	LUXURY	REGULAR	LITE
FRANCHISE FEES	45 LACS	30 LACS	15 LACS
AREA UP TO	10,000 SQ FT	5,000 SQ FT	2,500 SQ FT
OUTLET SETUP	RS 2.5 CR	RS 1.5 CR	RS 70 LACS
ROYALTY	20%	20%	20%
AVG ROI IN 3 YEARS	90%	90%	90%



FITNESS
ACADEMY