

 fashiontv

FashionTV Gym

THE HOME OF *fashion*

FTV GYM

 fashiontv *gym*

Copyright by FASHIONTV©

THE HOME OF *fashion*

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 now been thriving for 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 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 Lakhs + GST

Total investment - 1 Crore*

Area Requirement - 3,000 sq. ft

Royalty - 10%

OFFERINGS

- Strength Training
- Cardio
- Functional Training
- Steam
- Massage
- Personal Training
- GE

REGULAR

Franchising fee - 20 Lakhs + GST

Total investment - 1.5 Crore*

Area Requirement - 5,000 sq. ft

Royalty - 10%

OFFERINGS

- Strength Training
- Cardio
- Functional Training
- GE
- Massage
- Spinning Studio
- Kick Boxing
- Health & Juice Bar

LUXURY

Franchising fee - 30 Lakhs + GST

Total investment - 2.5 - 3.5 Cr*

Area Requirement - 7,000 sq. ft

Royalty - 10%

OFFERINGS

- Strength Training
- Cardio
- Functional Training
- GE
- Steam
- Massage
- Personal Training
- Spinning Studio
- Kick Boxing
- MMA Studio
- TRX
- Health & Juice Bar
- Pro Shop

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.**

