

The Home of *fashion*

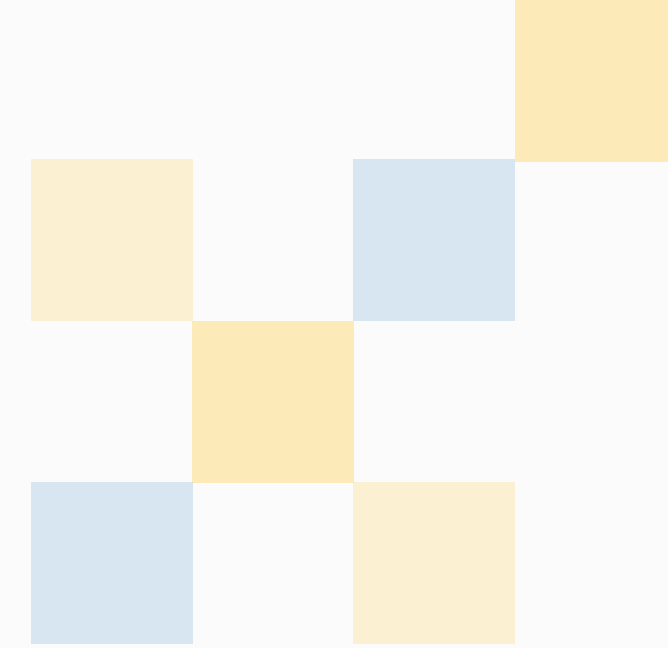
 fashiontv

FTV MODELS

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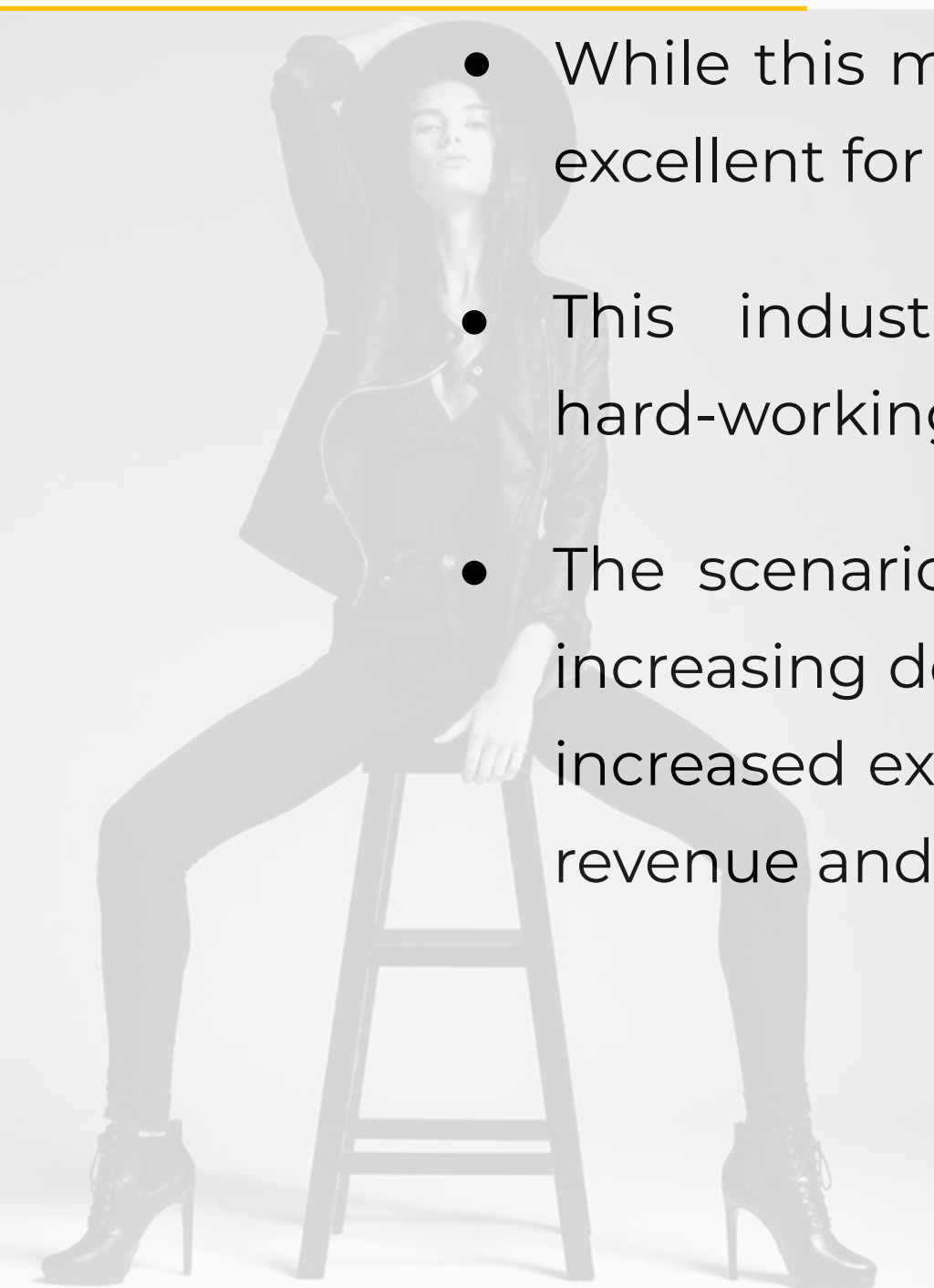
- Enter the realm of beauty and glamour by taking the first step into FTV Models.
- FTV Models is now recognised as the international torchbearer in talent discovery and management, widely recognized for its diverse client roster.
- FTV Models acts as a liaison between our tantalising models and various entities including up scale organisations, production houses, photographers and much more to help both the parties reach unimaginable heights.
- We are an agency with the ability to manage and maximize a model's career at every stage, whether by nurturing newly discovered talent, or resurrecting the professional lives of already established models.
- Moreover, through the ftvmodels.in website and app, finding the perfect model for your venture or finding the perfect gig as a model yourself becomes a piece of cake, feasible at the tip of your fingers.





MODELLING IN INDIA

- The Indian fashion industry is to reach US\$ 400 million in a couple of years with vigorous growth of over 10 per cent year-on-year.
- While this may not seem like much compared to the global industry, it is excellent for industry at this stage of infancy.
- This industry offers an abundance of opportunities for talented, hard-working and enthusiastic individuals.
- The scenario for models looks good, thanks to the enormous and ever increasing demand and admiration for fashion and glamour along with an increased exposure to social media, global fashion trends, the humongous revenue and talent in the market.



FTV MODELS PHILOSOPHY

VISION

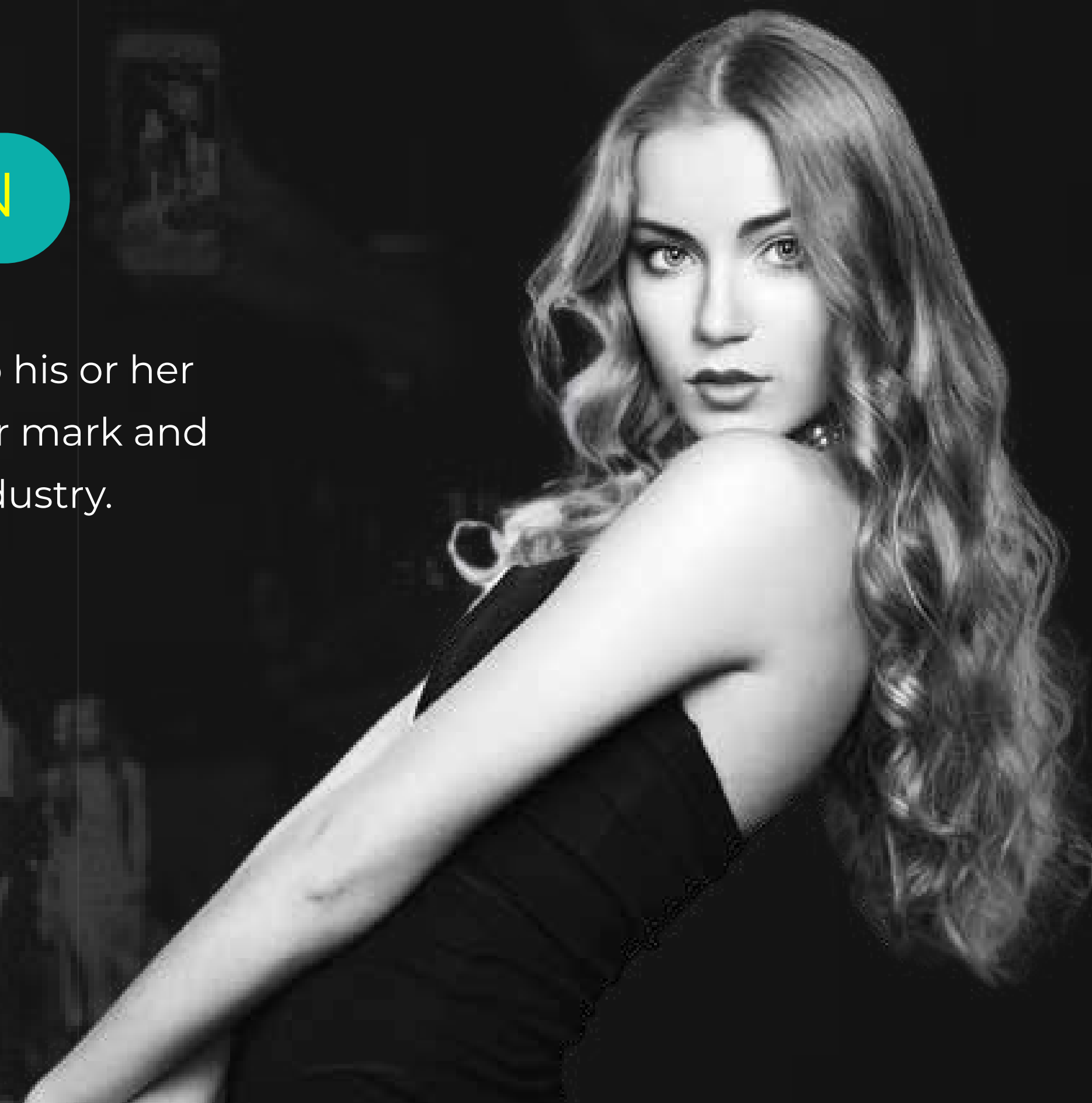
The beautiful talents that emerge from FTV Models will represent the spirit of FashionTV; bold, glamorous and drop-dead gorgeous.

MISSION

To help a model develop his or her brand notably make their mark and revolutionize the industry.

AIM

To become the nation's prime entity of transfiguring the modelling industry by introducing the future supermodels to the world.



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.
- 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.

FASHIONTV

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.



MODELS

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.
- 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

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).

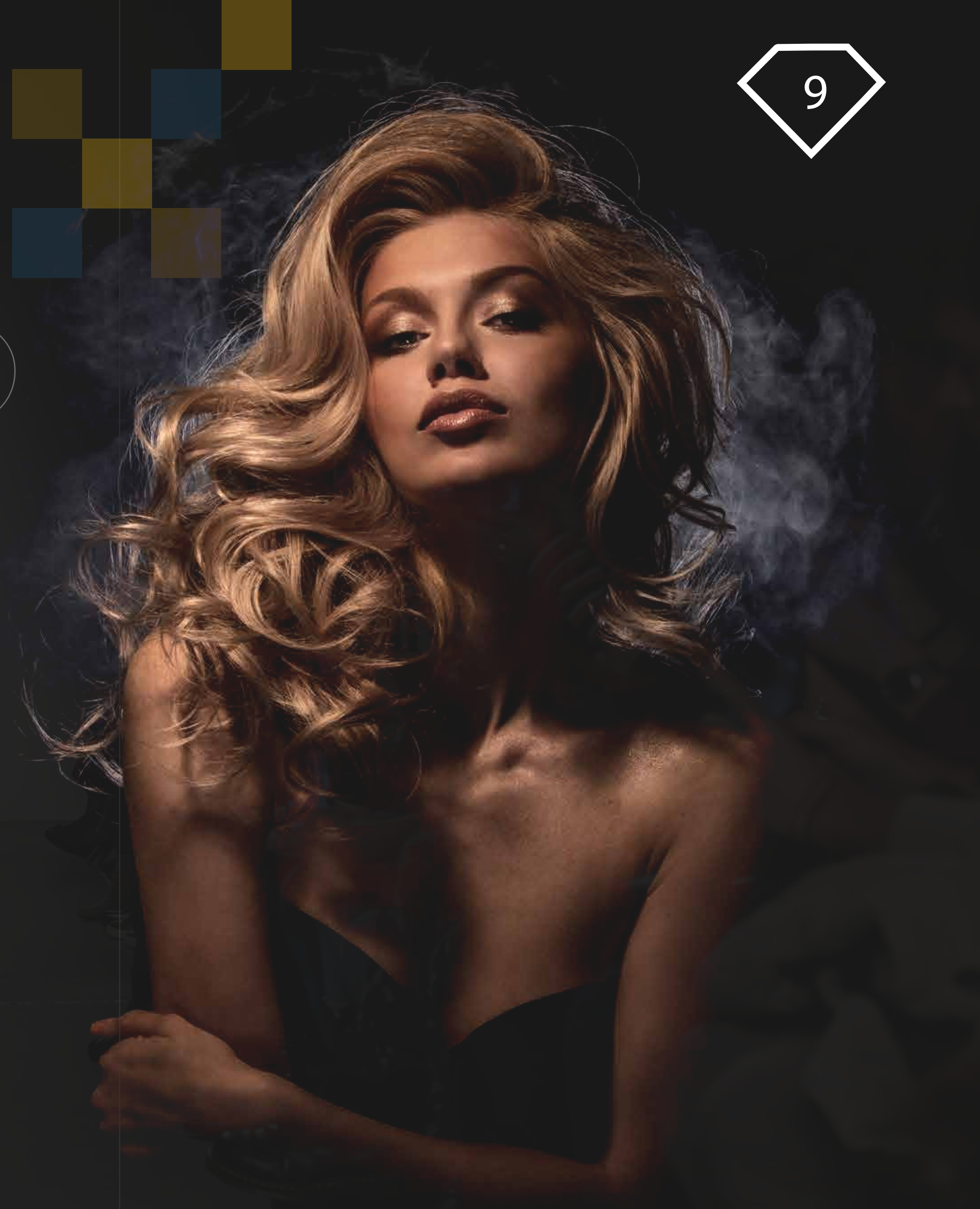


MODELS

USP OF FASHIONTV

**FASHIONTV PROPRIETARY PRODUCTS.
FTV BRANDED MERCHANDISE:**

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



SOCIAL MEDIA STATISTICS

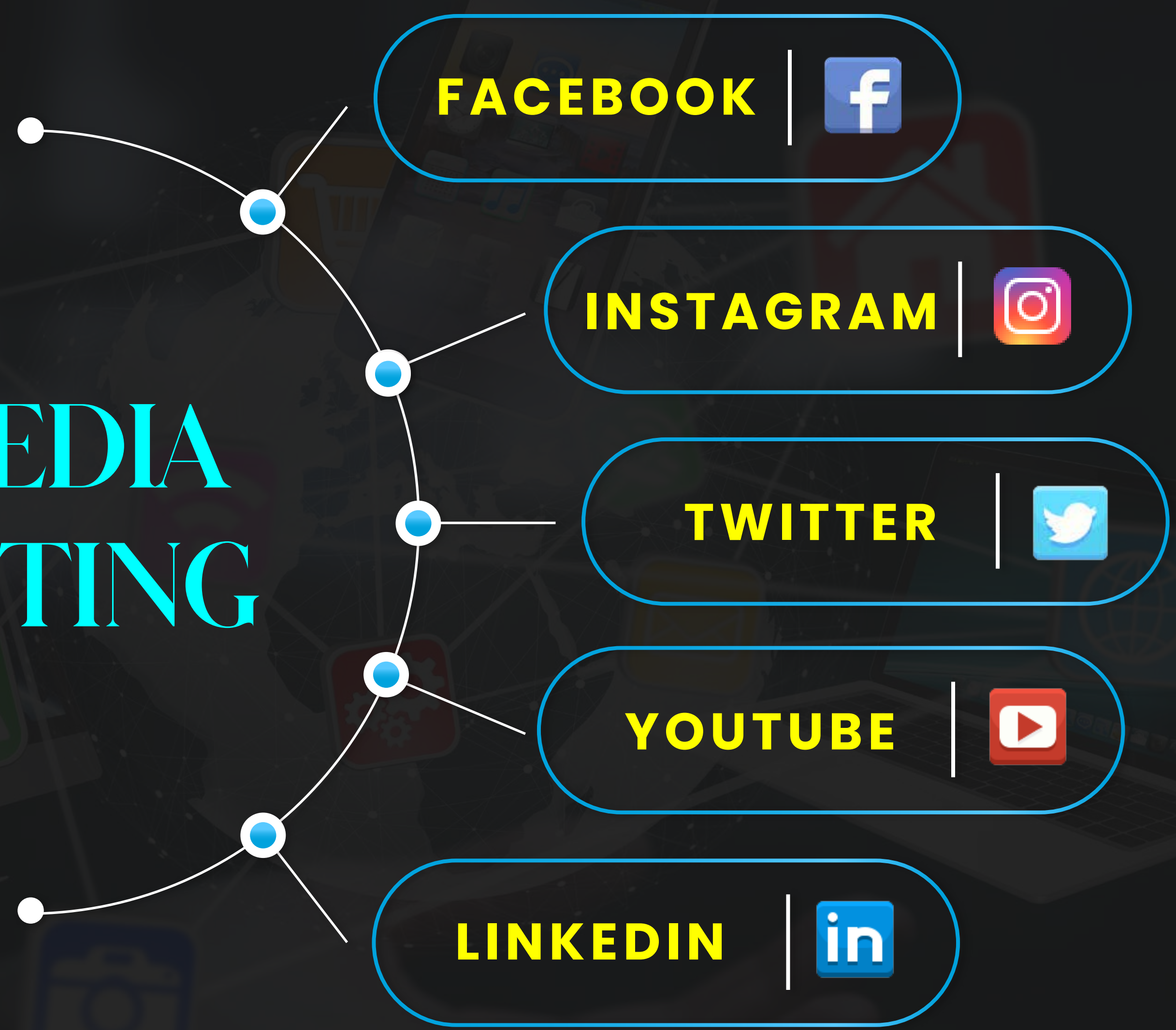
- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)

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





FASHIONTV

SOCIAL ENGAGEMENTS

Instagram uploads | 


Instagram uploads | 


Instagram uploads | 

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Instagram uploads | 

Instagram uploads | 

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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



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.
- Staff extensive Training and execution.
- FashionTV Billing & Security Platform.



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

BENEFITS

- Association with the World's LARGEST Fashion and lifestyle media Brand with a strong presence in 196+ countries and 2 billion viewers worldwide.
- Great Business Opportunity with GREATER Returns.
- Develop a huge fruitful circle of a business network.
- Become a leader in fashion and lifestyle industries in your city cream society.
- Get to be the next VIP jet setter being on the VIP list of every exhilarating event in your city.
- Become a respected player in the industry and be seen and surrounded with the elite of your City.
- Get to use the FTV visiting card as your power currency



F-TALENT AGENCY FRANCHISE

BASIC REQUIREMENTS

- **LOCATION**

F-Talent Agency Franchises will be located in prime and buzz-worthy areas throughout all major metropolitan cities, making them easily accessible to the masses.

- **STRONG FINANCIAL BACKINGS**

All franchises purchasing the F-Talent Agency must be able to show strong financial backings to ensure the success of the business.

- **FRANCHISE INDUSTRY ATTRACTION**

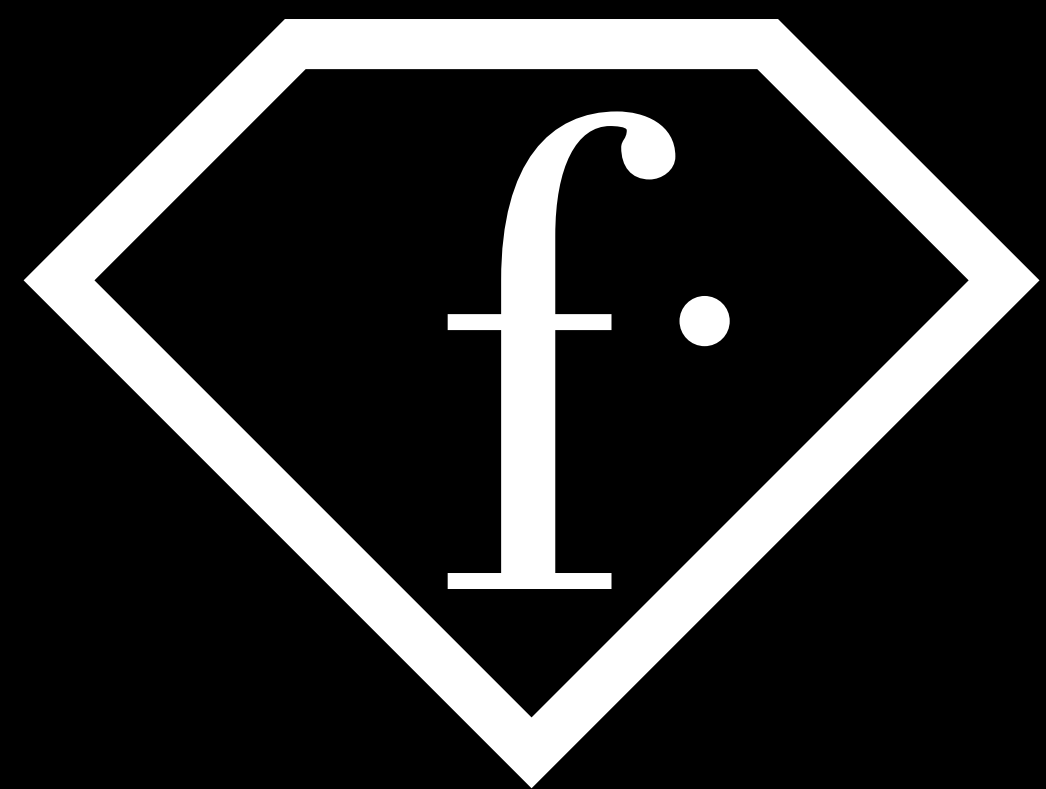
All franchises must have a genuine passion and expertise of the targeted industry, as well as a strong drive to hone and inspire the nation's extraordinary talent.

- **STRONG DESIRE TO BE MORE** : Rich, Famous & Successful.

FASHIONTV

FTV Models FINANCIALS

MODULE	XXXXXX
FRANCHISE FEE	XXXXXX
OFFICE SET UP	XXXXXX
APPROX INVESTMENT	XXXXXXXX
ROYALTY	XXXXXX
AVERAGE ROI	XXXXXXXX



MODELS