

FASHIONTV Water
The Home of *fashion*



f.

FTV WATER

01

FTV water is well refined water that goes through several steps of filtration process which removes far more particulates than other filtration processes, that makes it the purest water conceivable.

02

FTV water gives you number of health benefits with magnesium sulfate, potassium chloride, salt and many more good minerals.

03

FTV water is made with advanced technology that keeps it safe from any external pollution by multiple layering of the package.

04

The taste of water gives you refreshing and rejuvenating mind and body.

05

FTV water is aware about the minerals we get from the water is very important and can not be neglected, so the advanced technology of water filtration removes the unwanted and unhealthy particles and leave the important minerals like iron, potassium, sodium, etc behind.



POTENTIAL

- ▶ FTV water is loaded with minerals and the electrolyte level is on highdrive which makes it very hydrating.
- ▶ FTV water continuously watch out of advancement and association of modern innovations in our servings, that can match with modern choices of customers.
- ▶ FTV water is gaining a good grip in the worldwide market because of their well known highly advanced technology of preparing the product that can actually be a great platform to invest on.



FTV PHILOSOPHY



► We are guided by our vision on becoming a leading company in the sustainable design, development and marketing of safe, healthy and refreshing packaged water.



► Our mission as a company is to produce hygienic and refreshing water that will satisfy the new generation of consumers that demand more, exuberate more hydration and need more refreshing sip of water.



► To continually better our organization by striving to improve sustainability of product and packaging with a rambunctious design for the eyes.

WHY FRANCHISE FTV ?

Aside Of Being The Largest Fashion Tv Network,
The Reasons Are Many But Some Of Them Are:

- ▶ 12 Channels Of 24 Hrs Dedicated To Fashion & Lifestyle Channels.
- ▶ 23 Years 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 FACTORS

- ▶ 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.

FASHION 360 DEGREE FRANCHISE SUPPORT

1. Location Analysis And Approval
2. Architect, Design, Layout, Etc.
3. Diamond Inspired Design (Walls, Ceilings, Furniture, Etc)
4. Staff Recruitment
5. Fashion Proprietary Products Supply.
6. Other Products And Vendor Tie-ups.
7. Strategic Planning
8. Staff Executive Training And Execution

LAUNCH SUPPORT :

1. Planning And Execution.
2. Launch Plan In Smm And Pr.
3. Cross Marketing

POST OPENING SUPPORT:

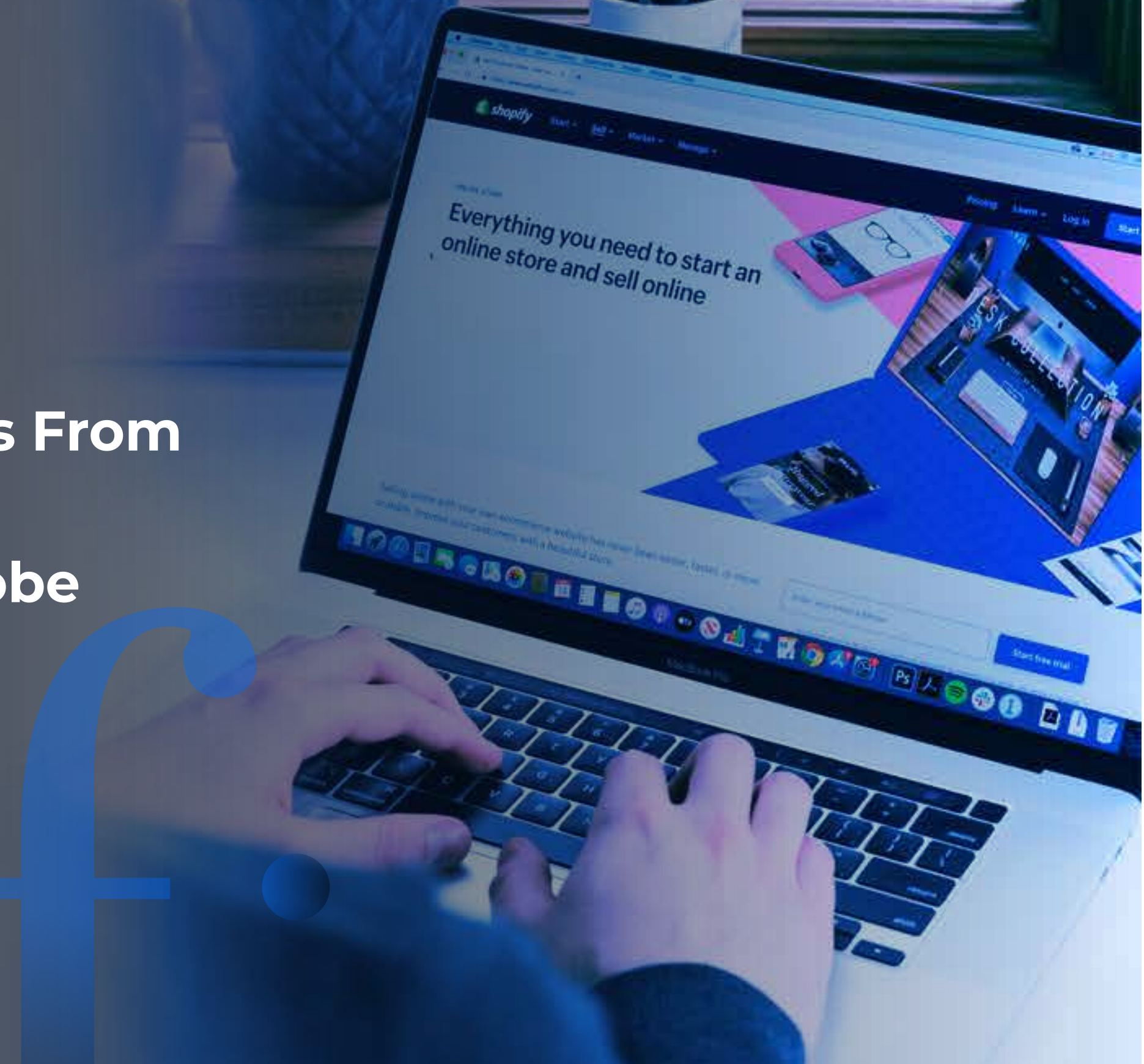
1. Audits And Ideas
3. Promotional Offers.
4. Fashiontv Sponsorship Opportunities
5. Google And Website Listing.



USP OF FASHIONTV

8k Video Wall Fashion Show And Vj

- ▶ Projections Of Fashiontv Shown By Top Designers.
- ▶ **3d Fashiontv** “Floor” Stunning Luxury Fashion Animation
- ▶ Live Fashion Tv Channel Shows From Across The Globe Shows From Across The Globe
- ▶ Promotional Videos Of Fashiontv Parties From Across The Globe
- ▶ Promotional Content Through Celebrities
- ▶ Endorsing Brand From Across The Globe



USP OF FASHIONTV

Fashiontv Proprietary Products | Ftv Branded Merchandise Like:-

FASHION TV BEVERAGES

FASHION TV APPARELS

FASHION TV COSMETICS

FASHION TV LINGERIE

FASHION TV EYEWEAR

FASHION TV ART JEWELLRY

FASHION TV ACCESSORIES

FASHION TV FOOTWEAR

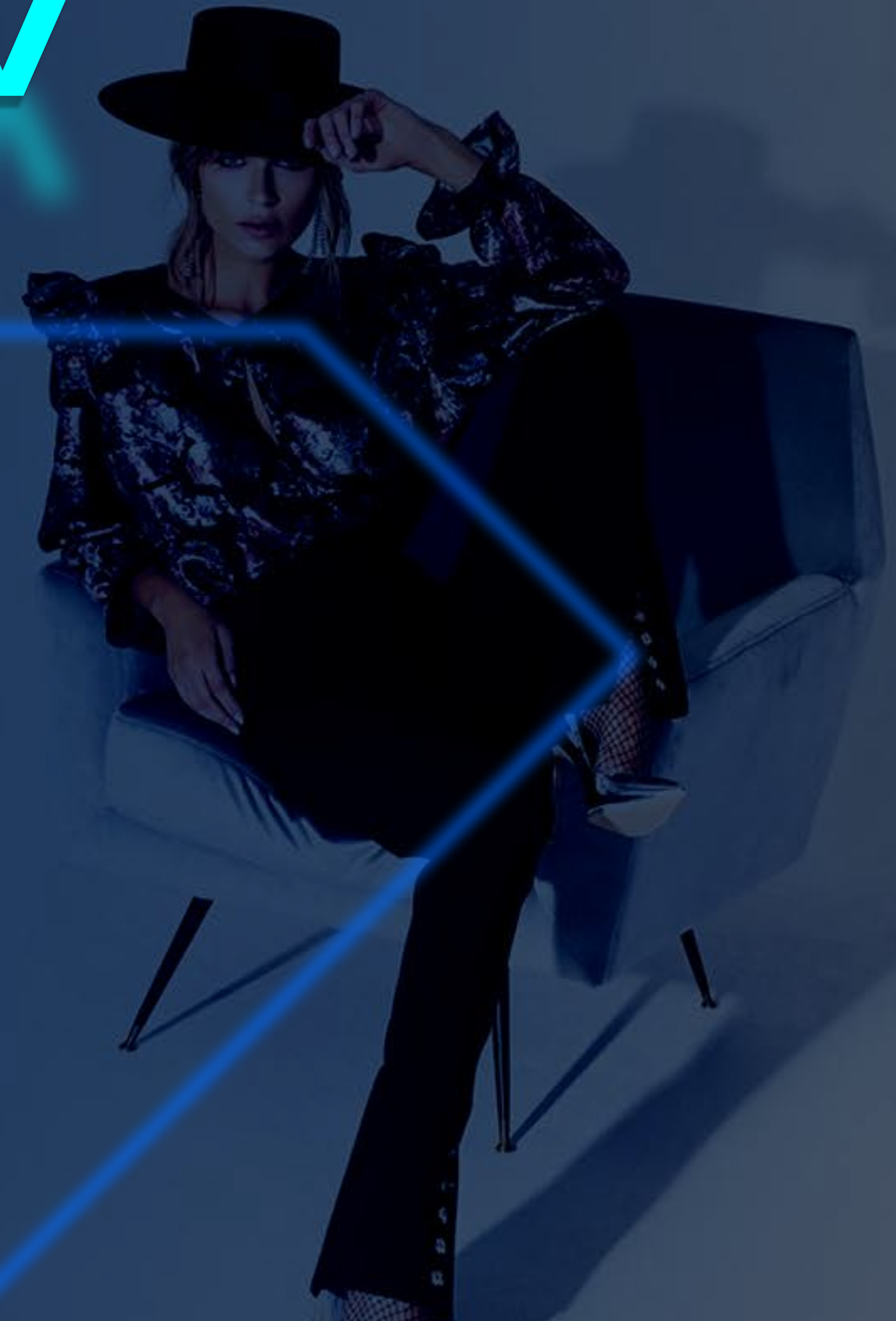
FASHION TV BAGS

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



SOCIAL ENGAGEMENT



INSTAGRAM
UPLOADS

TWITTER
POSTINGS

FACEBOOK
UPLOADS

INSTAGRAM
CHECK-INS

YOUTUBE
VIDEOS

LINKEDIN
POSTS

FACEBOOK
CHECK-INS

YOUTUBE
VIDEOS

GOOGLE
AD'S

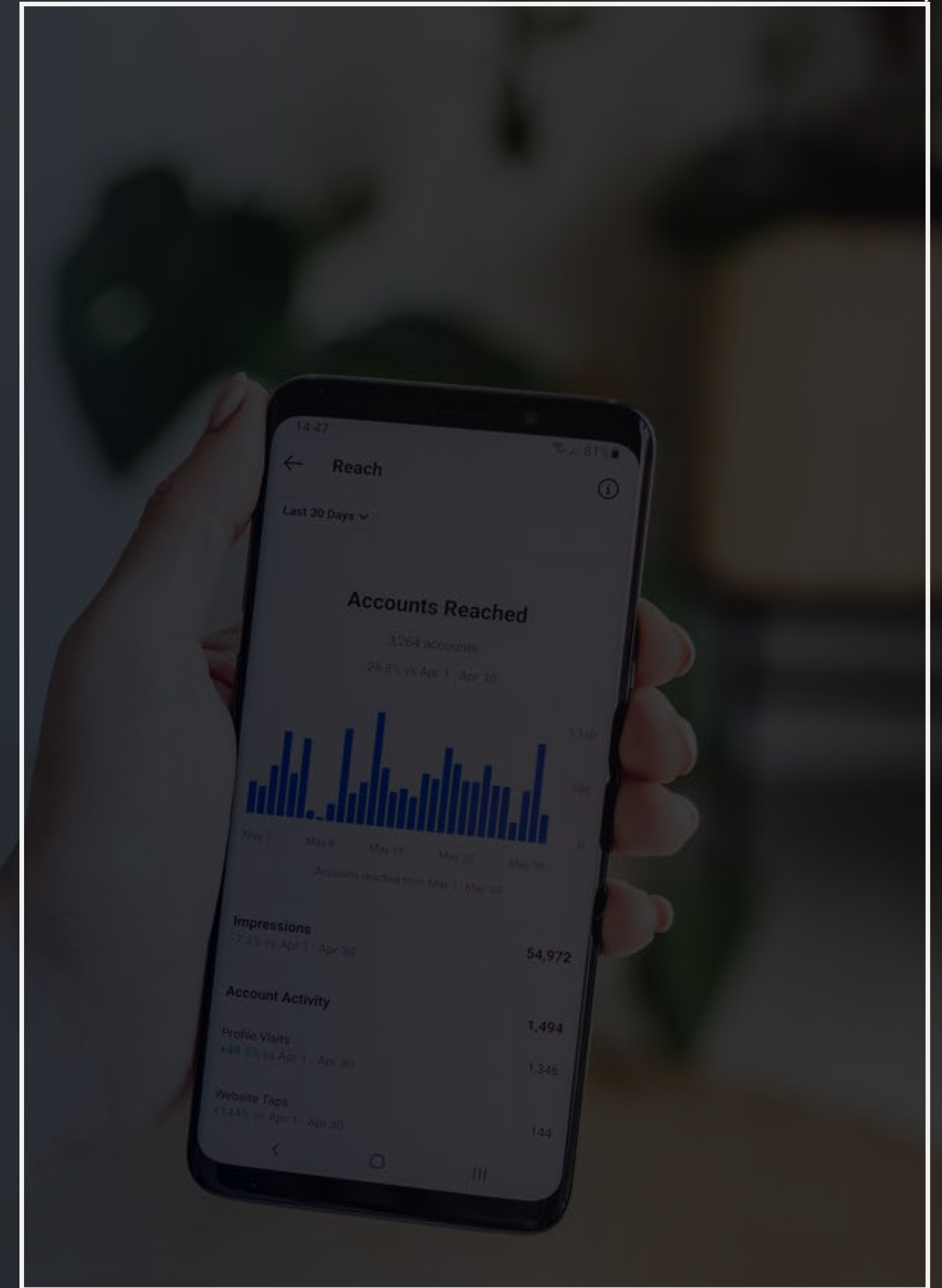


SOCIAL ENGAGEMENT STATISTICS

- ▶ 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 LISTING

- ▶ Facebook Local
- ▶ Google Local
- ▶ **GPS** Location Based Ad's
- ▶ Facebook Ads Post And Like Campaigns
- ▶ Instagram Ad And Likes
- ▶ **SEO** Marketing
- ▶ **SEM** Marketing
- ▶ **Analytics** And Reports
- ▶ Youtube Promotions And Video Boost



FRANCHISE BASIC REQUIREMENTS

1. AAA Location

FashionTV water will be sold in high usage locations, at malls, hotels, restaurants.

2. Strong Financial Backings

All franchisers that purchase this FTV WATER franchise must be able to show strong financial backings to ensure the success of the business.

3. FRANCHISE Industry Attraction.

All franchisees must- have attraction and liking towards the desired industry that is of water, must have a unique eye for the demographic that enjoys this product and must be passionate about the usage of the product and move the product around with zeal to learn, explore and strive to succeed.

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



FASHION TV FRANCHISE FINANCIAL

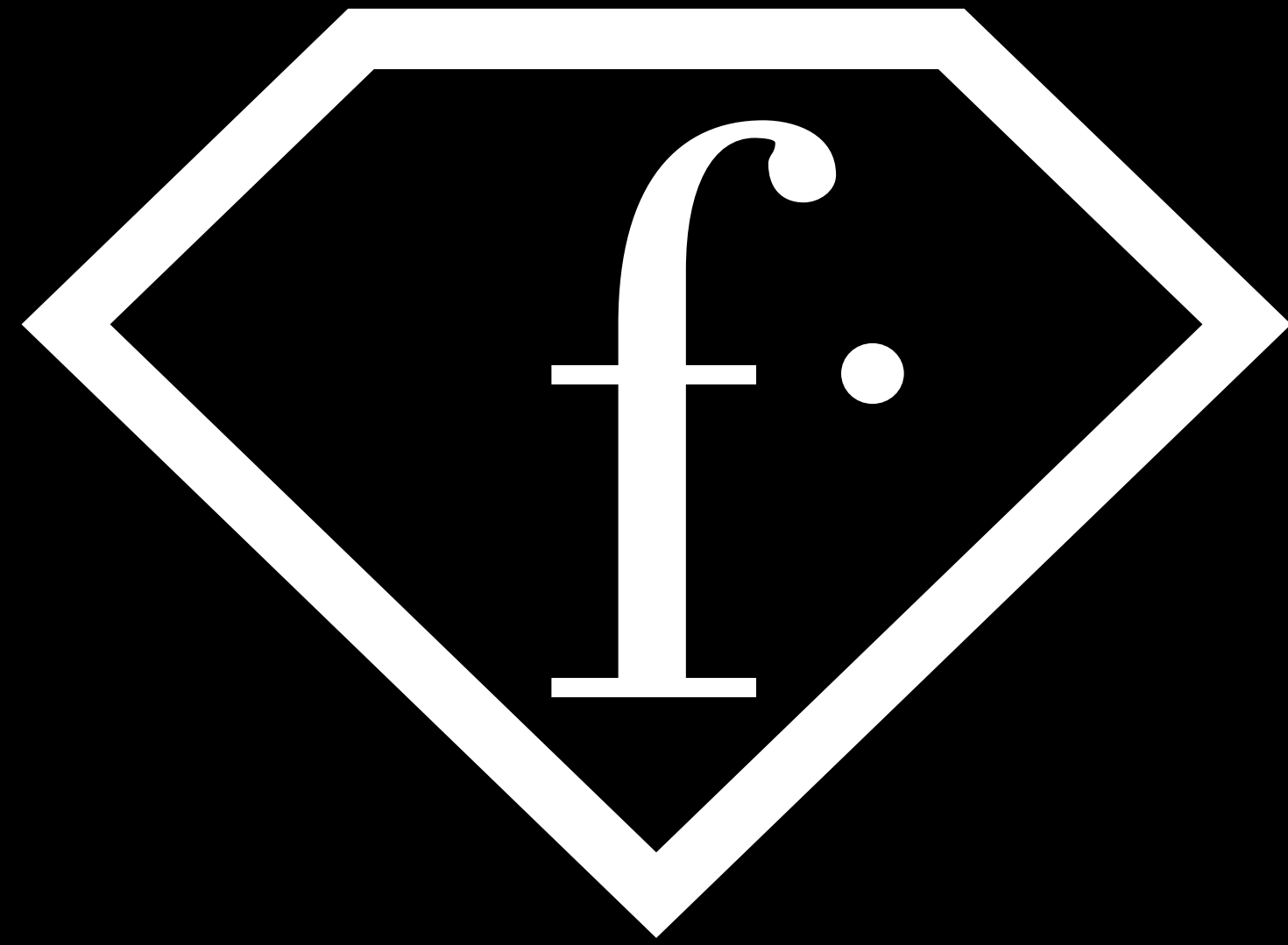
LICENSE FINANCIALS : 37.5 LACS

MANUFACTURING COSTS : ON ACTUALS



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WATER