

**The Home of *fashion***

# Beauty Product



# FTV Beauty Products in India

- Globally, the beauty industry, which constitutes an endless variety of skincare, makeup and hair products, amounts to a staggering USD 511 billion, and it is projected to reach USD 716.6 billion by 2025.
- Two of the world's biggest markets are the United States, with USD 62.46 billion, and China with USD 69.4 billion.
- The Indian beauty industry may be catching up as well, jumping from a mere USD 11 billion in 2017 and is expected to close USD 30 billion by 2025.
- FashionTV's exquisite range of beauty products will seal the deal in the beauty market with its extensive variety and top quality of products.



# FTV Beauty Products

- FTV has been synonymous with fashion and beauty for over two decades and has always been a curious and resolute brand that continually looks for ways to enhance our products and services by keeping up with latest trends and requirements of our customers.
- A comprehensive assortment of skin care, hair care and cosmetics that are suitable for every skin type and the needs of every single customer that do not limit to a single gender.
- Moreover, with FTV Beauty Products you can add a glamorous touch to your life without blowing your budget.
- We also take immense pride in being a compassionate beauty brand, which is why we do not believe or support testing on animals.



# FTV Beauty Products Philosophy



## Vision

With a desire of providing our clients with nothing but the best, FashionTV has a vision of becoming the world's leading brand of the finest cosmetics through ideation, diligence, and technology.



## Mission

To create a brand of beauty products with quality and refinement that is unrivaled, and offering the masses an array of products that match their beauty standards.



## Aim

FTV always aims to provide their customers with excellence through synergy, hard work, and ingenuity to create an unprecedented brand of cosmetics.

# Why Affiliate 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 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 gets **500K SUBSCRIBERS** & 35K installation 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



## 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's 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'S OF FASHIONTV

FashionTV proprietary **PRODUCTS.**

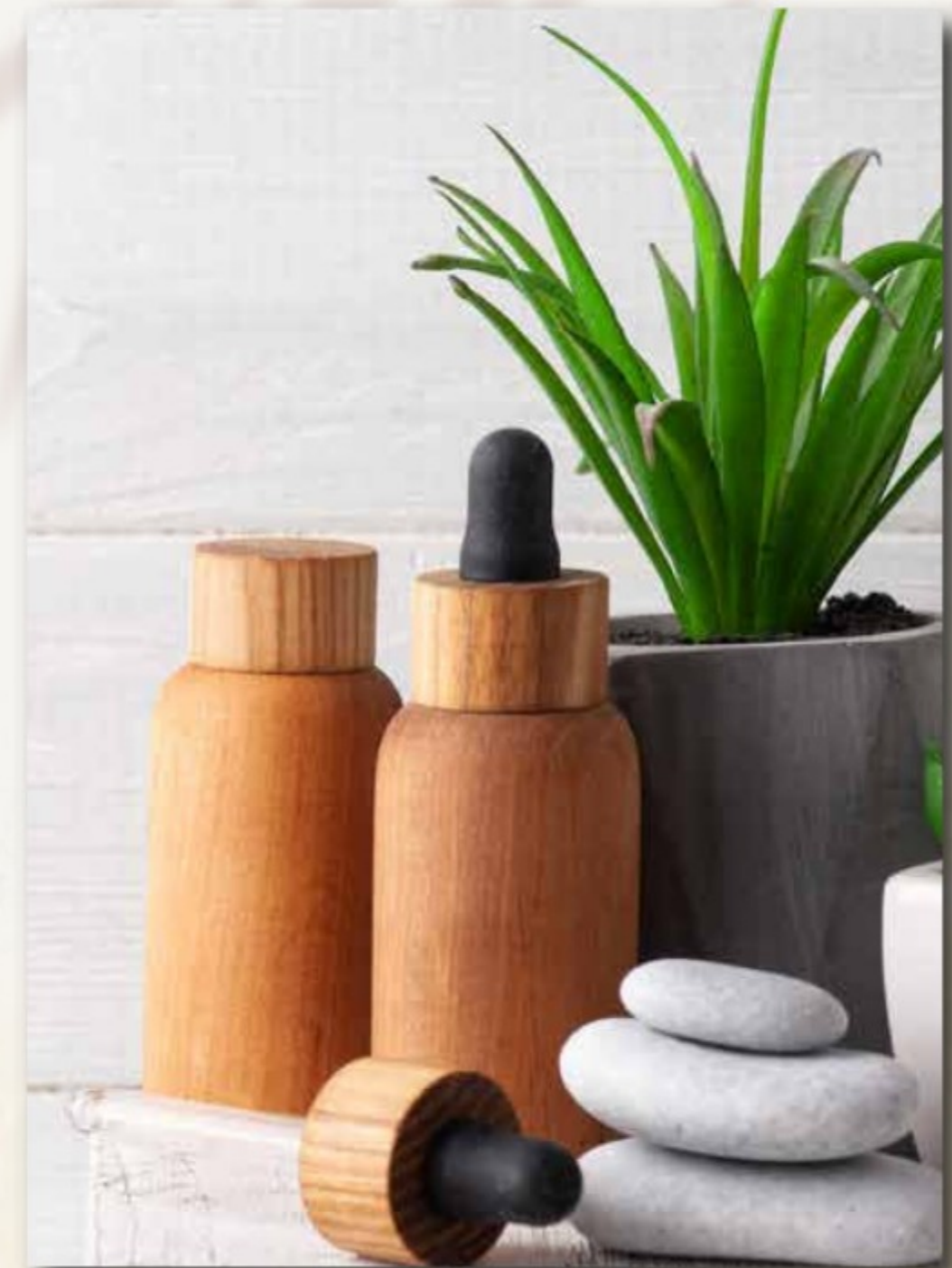
- FTV branded merchandise:
- FashionTV beverages
- FashionTV apparels
- FashionTV lingerie
- FashionTV cosmetics
- FashionTV accessories
- FashionTV art jewellery
- FashionTV eyewear
- FashionTV footwear
- FashionTV bags
- AND MORE!!**



# Usp'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**

 **Twitter**

 **Instagram**

 **Linkedin**

 **Youtube**

# 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 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 Beauty Products Licence Basic Requirements

## **AAA LOCATION**

FTV Cosmetics must be sold at buzz worthy and momentous locations, personal care stores, beauty stores, online stores as well as posh commercial, residential and shopping areas where the crowds may tend to seek out beauty, fashion and leisure products.

## **STRONG FINANCIAL BACKINGS**

All licences purchasing the FTV Cosmetics must be able to show strong financial backings to ensure the success of the business and profound knowledge of the industry for optimal results.

## **LICENCES INDUSTRY ATTRACTION.**

All licences must have an immense liking towards the beauty industry with a strong desire to provide people with the best products possible for personal care, grooming and beautification.

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

# Fashiontv Beauty Products Licence Financials

**LICENCE FEES: 25 LAKHS**  
**MANUFACTURING COSTS ON ACTUALS**



BEAUTY  
PRODUCT