



COSMETICS

# FashionTV Cosmetics





# FTV Cosmetics

FashionTV presents an entire range of premium cosmetics products most suited to meet out the daily needs of the modern working woman. We present an exotic range of cosmetics, easy to use, long lasting and the most natural in quality. Blended with the essence of soothing natural ingredients with ultimate finesse to bring out the best in you ! Launching an exclusive collection that's meant for the divas of today !





# FTV Cosmetics For You

## **Premium Quality**

Presenting an entire range of natural cosmetics that include everything from essentials like lipsticks, pancakes, foundations, eyeliners to concealers, mascaras, kajals & much more. Convenient to use : FTV Cosmetics are easily applicable & long lasting, formulated to protect your skin & enrich its tone as well.

## **Modern Day Essential**

FashionTV has launched premium cosmetics suitable for those having a busy schedule & are laced with the benefits of UV rays protection.

## **Safe on Skin**

FTV Cosmetics are well suited for use on your skin even for longer durations & enrich it by nourishing the skin with micro nutrients & vitamins.



# FTV Cosmetics in India

The Global Cosmetics Industry is expected to exceed USD 182 Billion by the year 2027 owing to a huge demand in skincare & makeup products especially from the mid 30's to 40's consumer segment. As self-care & wellness becomes an increasing trend, the cosmetics industry will continue to evolve & expand even further.

The estimated revenue of the cosmetics industry is approximately 93.05 billion dollars & is expected to rise even more due to a growing demand & consumption of makeup and beauty products.

Cosmetics have become an essential part of modern lives. Woman have become consciously aware of their roles & choices in lives and their lifestyle is particularly reflective of that.





# FashionTV Cosmetics Philosophy



## Vision

FashionTV Cosmetics aspires to shape the future of cosmetics, set new standards and embrace the cutting edge elegance.



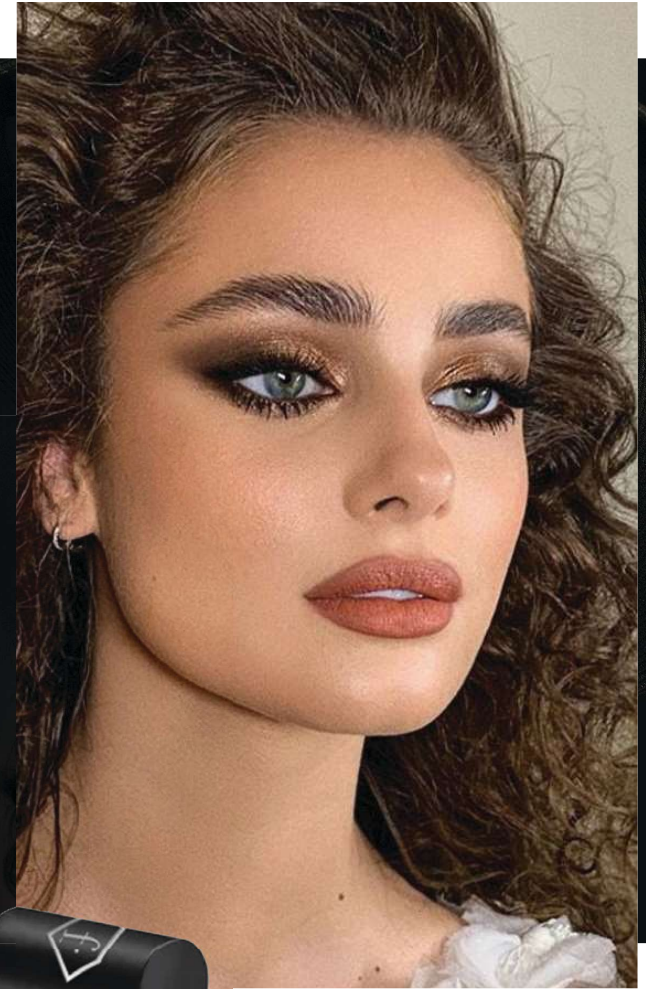
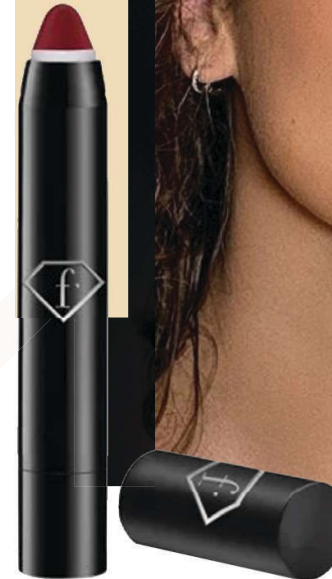
## Mission

FashionTV Cosmetics aims to deliver an unparalleled standard of consistent profitable growth profit that addresses the industry's needs and propels to reach new heights.



## Aim

To establish FashionTV Cosmetics on a platform where it exceeds customer expectations and meets market demands.





# Why Licence With 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 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.





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# Some FashionTV Key Facts



- 01 Viewed on 10 million public TV sets in public places.
- 02 5M website visits every month
- 03 FashionTV app has over 500K subscribers & 35K installations per month.
- 04 65M views on FTV youtube channel
- 05 90M subscribers per month on the channel.
- 06 Facebook garners over 4.5M likes and 12M VIEWS.
- 07 The number of followers on instagram is over 300K an 125K is organic reach.

# Launch Support



Planning and Execution.



Cross Marketing.



Launch Plan in SMM and PR PROMOTIONS.

# Post Opening Support



Audits and Ideas



Promotional Offers.



FashionTV sponsorship opportunities



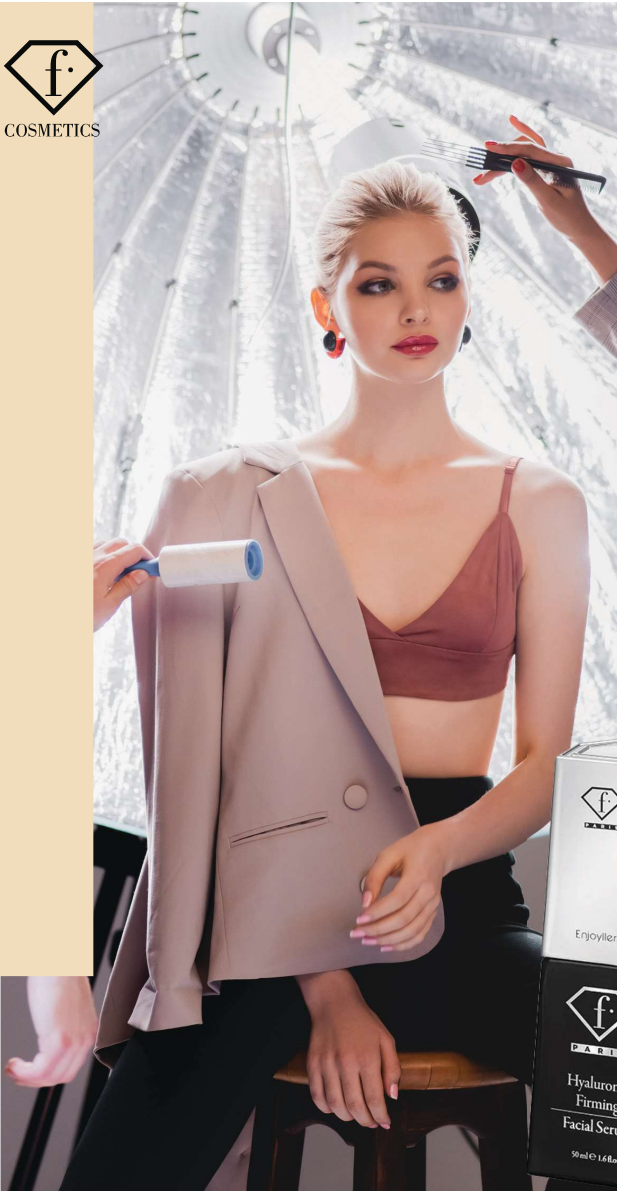
Google and Website Listing.







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# USPs of FashionTV

FTV branded merchandise





# USPs of FashionTV

FashionTV Proprietary PRODUCTS

- ◇ FashionTV unique DIAMOND Inspired Design
- ◇ FashionTV Upholstery
- ◇ FashionTV STAGE DESIGN
- ◇ FashionTV banners
- ◇ FashionTV podium
- ◇ FashionTV RAMP
- ◇ FashionTV lighting
- ◇ FashionTV stalls
- ◇ FashionTV printouts





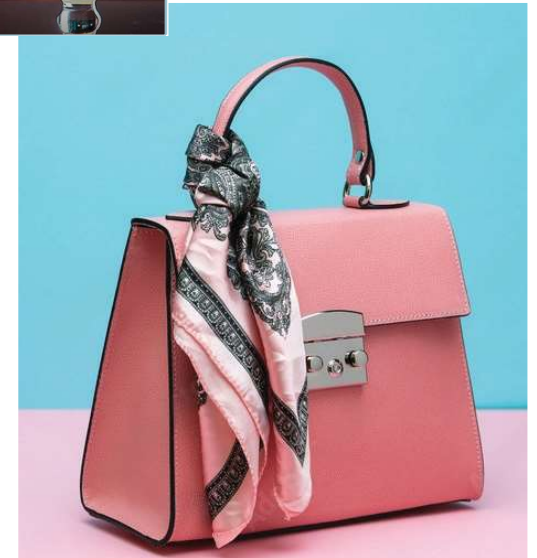
# USPs of FashionTV

## 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
- ◇ Cosmetics
- ◇ Accessories
- ◇ Footwear
- ◇ Apparels
- ◇ Eyewear
- ◇ Art jewellery
- ◇ Bags



# Social Media Marketing

Dedicated Social Media Marketing Handles



FACEBOOK



INSTAGRAM



TWITTER



YOUTUBE



LINKEDIN



# Social Engagement



Instagram Uploads



YouTube Videos



Twitter Postings



Facebook Uploads



LinkedIn Posts



Facebook Check-Ins



Instagram Check-Ins



# Sponsored Local Listings

Instagram Ad and likes

Facebook Local

GOOGLE LOCAL

GPS location based ADs

Facebook ads post and likes campaign

SEO marketing

SEM marketing

Analytics and reports

YouTube promotions and video BOOST



# Licence Basic Requirements

## AAA LOCATION

FTV Cosmetic range will be featured at malls & stores in metro-cities around the country. FTV Cosmetics will soon become indispensable for your regular daily routine.

## STRONG FINANCIAL BACKINGS

All licences must be able to show strong financial backings to guarantee the success of the business.

## LICENCE INDUSTRY ATTRACTION.

All licenses must have attraction towards the Cosmetic Industry and intentions to maintain the quality and standard of brand FashionTV by putting the demand and choices of customers first.





Thank You

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