

FashionTV Beach Resorts

THE HOME OF *fashion*

BEACH RESORTS

FTV BEACH RESORTS

Fashion TV, the world's biggest fashion media brand, aspires to transform the lifestyle of people all over the globe.

FTV beach resorts are yet another fantastic addition to the ever growing FTV empire.

With FTV Beach Resorts, indulge yourself in a relaxing, soothing and luxurious experience with its incomparable serenity as well as extravagance designed to spoil you and let you have out of this world experience.

FTV Beach resorts provide a cozy ambience along with futuristic design and plush amenities and everything you'd need to have the best vacay ever!

POTENTIAL IN INDIA

India's rapidly growing economy along with its extremely fast pace of life. The hospitality industry in India is expected to reach a value of INR 1,210.87 Billion by the end of 2023, expanding at a compound annual growth rate (CAGR) of 13% in the span of five years (2018 to 2023), owing to the high arrival rate of foreign tourists and business delegates along with the consistently growing middle class, rising levels of their disposable income, increasing interest among millennials to travel around in their home country. Moreover, the breathtaking designs and ambience as well as services that FTV Beach Resorts offer are second to none.



FTV HOTELS PHILOSOPHY

VISION: To bring India at par with the International Hospitality Industry standards by transforming the country into a leading destination for all types of stays that would suit and match the purpose of the elite.

MISSION: To create a stay experience that oozes luxury and sophistication in every inch of its construction.








AIM: To create India's most fashionable Resort Brand that starts to establish itself as a benchmark in the Hospitality Industry.

WHY FRANCHISE 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.


FASHIONTV KEY FACTS

-  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.



FASHIONTV 360 DEGREE FRANCHISE 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 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 OF FASHIONTV

-  FashionTV proprietary products.
-  FTV branded merchandise:
-  FashionTV beverages
-  FashionTV apparels
-  FashionTV lingerie
-  FashionTV bags

-  FashionTV cosmetics
 -  FashionTV accessories
 -  FashionTV art jewellery
 -  FashionTV eyewear
 -  FashionTV footwear
- 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

fashiontv

PROF

al events.

cial runway will placed at all events.

atch models ramp walking in state-




art fashion proprietary products

ages, apparels, cosmetics,

ories, art jewellery, eyewear,









SOCIAL MEDIA

Dedicated social media marketing handles

-  FACEBOOK
-  INSTAGRAM
-  TWITTER
-  YOUTUBE
- 



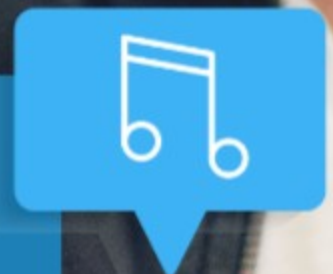
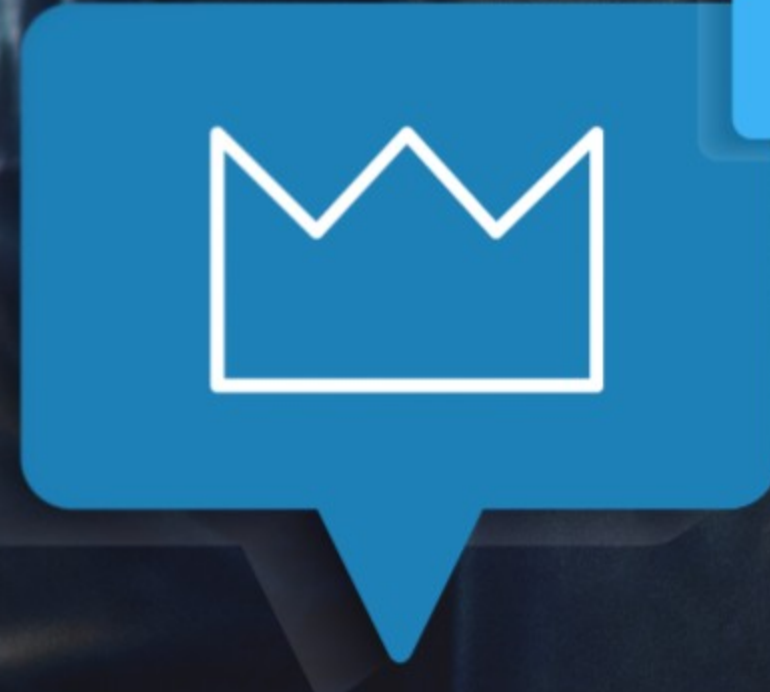
SOCIAL ENGAGEMENTS

-  Instagram uploads
-  Twitter postings
-  Facebook uploads
-  Instagram check-ins
-  Facebook check-ins
-  LinkedIn posts
-  Youtube videos
-  Google ADs

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MANAGEMENT





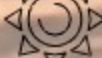
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fashiontv NEW MEDIA STATISTICS

- The most viewed video on YouTube has over 3,000,000 views.
- FashionTV.com has an average 500,000 monthly visits.
- The most subscribed YouTube channel has 1,000,000 subscribers and an average of 15,000,000 monthly views.
- The most popular platform DailyMotion has an average of 500,000 monthly views.



SPONSORED LOCAL

-  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

LICENCE BASIC REQUIREMENTS

1. AAA Location

FTV Beach Resorts are located in prime and buzz worthy as well as tropical locations where aesthetics matters, convenience and luxury being the emphasis of the origin of FTV Beach Resorts, these are establishments that aim to please guests for days.

2. Strong Financial Backing

They must be able to show strong financial backings to ensure the success of the business.

3. Licence Industry Attraction.

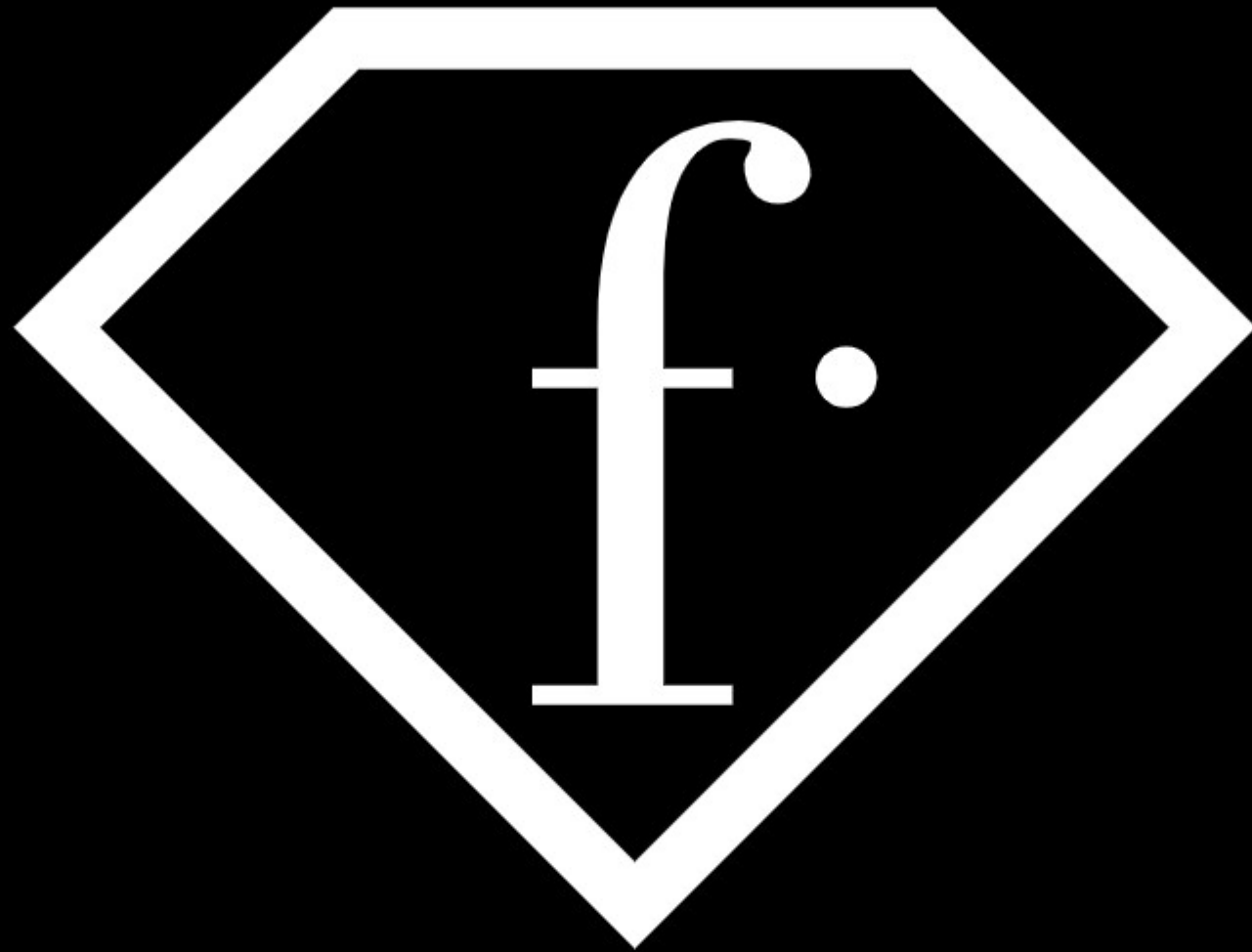
They must have attractions and likings towards the desired industry of convenience and luxury and a love for providing guests with the lifestyle they buy into.

4. Strong Desire to be more:

Rich, Famous & Successful.



 fashiontv



BEACH
RESORTS