

The Home of *fashion*

 fashiontv

VILLAS

FTV VILLAS

- Fashion TV has established itself as the go-to source for refined lifestyles all over the world.
- FTV villas are yet another fantastic and unparalleled addition to the company's many transcending projects across the country. FTV is all about providing you with an unforgettable experience of style, luxury, and space, as well as comfort.
- It's the perfect blend of elegance and vogue, with breathtaking interiors and stunning modernistic designs. Since its inception, the Fashion TV villa venture has seen consistent growth and has been praised as a cutting-edge creation.

FTV Villas are now a must-see, must-have attraction globally, with the FTV logo shadow towering over its head. FTV Residences is bound to redefine the idea of living a luxurious lifestyle for the masses in the world and is the first choice for HNIs and millennials who wish to live an opulent lifestyle

- With intricate designs, stunning ambience, high media exposure and investments, FTV villas are confident in delivering a high ROI.

FTV VILLA POTENTIAL

- India is the sixth largest economy in the world and is exponentially growing. Indians are now leaning towards investing in better living standards and want nothing but the best. Fashion TV is an enterprise that offers luxurious as well as homely abodes.
- Top property developers in western and northern India are experimenting with the concept of "second homes" in a variety of locations.
- A prolonged Covid-19 pandemic, combined with increased disposable income, has fueled demand for such properties.
- The market is currently worth USD 1.394 billion and is expected to grow to USD 4.021 billion by 2026.
- According to 360 Realtors, the retirement and second home market segment in India is expected to grow at a CAGR of 23.63% over the next five years.

FTV VILLAS PHILOSOPHY

VISION

To bring India to par with the International residential industry standards by remaking the country into a leading second home destination that would suit and match the pursuit of the elite.

MISSION

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

AIM

To create India's most fashionable residential brand that starts to establish itself as a benchmark in the Real Estate residential Industry.

WHY License 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.

SOME 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 License SUPPORT

FashionTV gives 360-degree support to all our license owners. We help in all aspects ranging from design, architecture, and to PR launch plans, social media marketing, auditing, cross-marketing and more. Strategic planning which is very important for the success of any business is worked on extensively by our team and license owners.

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 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:

- FACEBOOK
- INSTAGRAM
- TWITTER
- YOUTUBE
- LINKEDIN

SOCIAL ENGAGEMENT

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's

SOCIAL ENGAGEMENTS STATISTICS

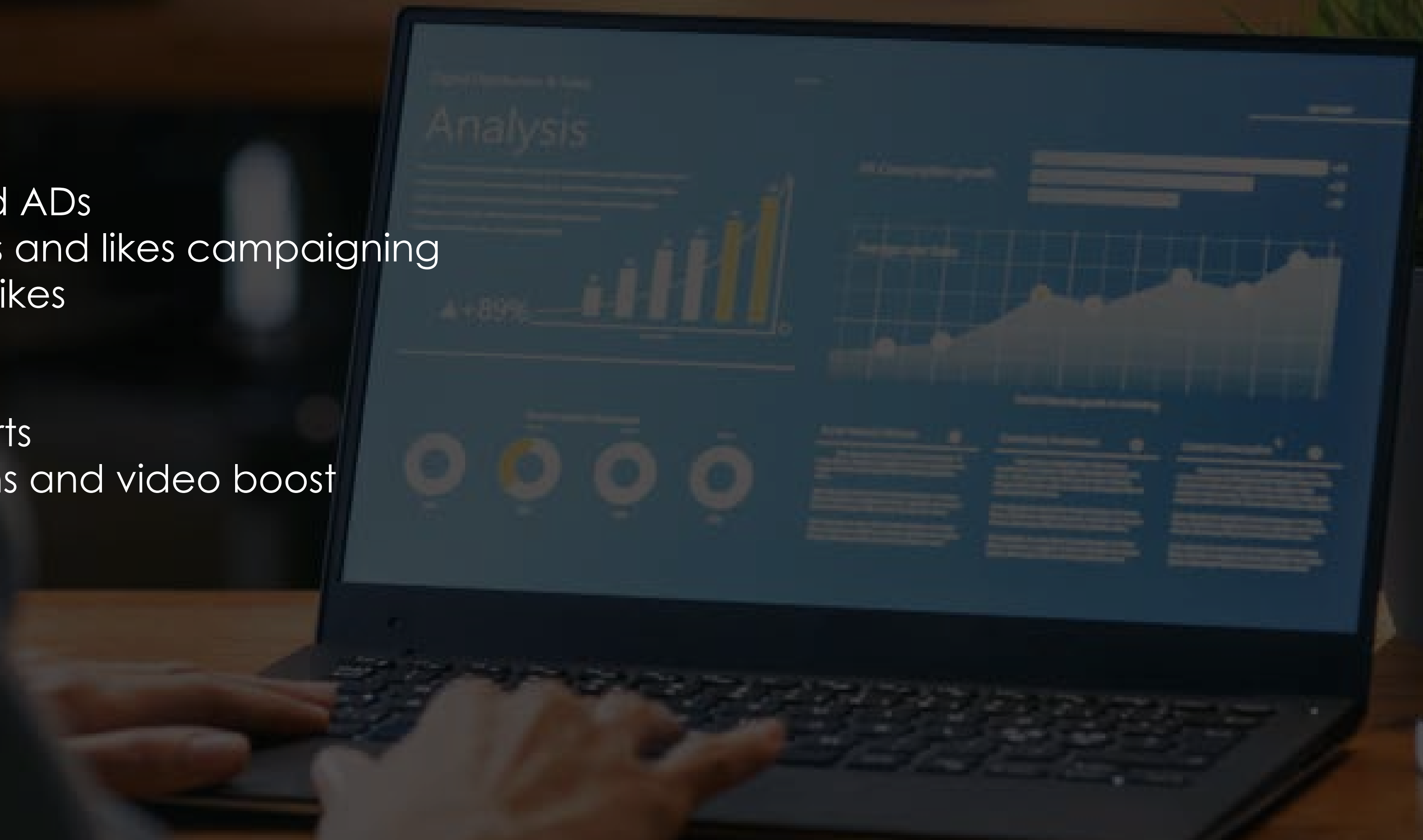
- 150 New stories (Facebook)
- 200 New Stories (Instagram)
- 50 New Stories (Twitter)

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.

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



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.

LICENCE BASIC REQUIREMENTS

- **AAA Location**

FTV Residences are located in prime and commodious locations where aesthetics matters, convenience and luxury being the emphasis of the origin of FTV Residencies, these are establishments that aim to clients for a lifetime.

- **Strong Financial Backings**

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

- **LICENCE Industry Attraction**

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

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