

**The Home of *fashion***

# FASHIONTV YACHTS

# YACHTS IN INDIA

- The global Yacht Industry is expected to be valued at \$8.15 billion in 2020. From 2021 to 2028, it is expected to grow at a compound annual growth rate (CAGR) of 5.2 percent.
- The rise of the yachting culture in India did not happen overnight. India, on the other hand, has traditionally had a penchant for luxury yachts. We've always been captivated by leisure yachts, whether it's the Shikaras on Dal Lake in Kashmir or the houseboats on the Alleppey backwaters.
- Yacht demand has progressively increased in recent years as people's disposable income has risen in tandem with their desire for leisure or recreational activities.
- Aside from the rise in income, the younger generation is also more health-conscious and adventurous. The idea of a weekend escape on a personal yacht is highly appealing. Yachts are quickly becoming a popular alternative for the younger generation, whether it's for fishing, sailing, or for leisure purposes.
- India's growing number of wealthy individuals has produced a voracious demand for luxury boats in the last five years or so, fast converting the country into a yachting hotspot.

# FTV YACHTS

- FashionTV, the world's largest fashion and lifestyle media brand, has a renowned name for finessing lifestyles around the world by infusing timeless style and elegance with luxury, therefore, we are delighted to introduce you to FTV Yachts.
- The luxury yacht industry's rise is aided by the fact that more individuals are chartering yachts for private and commercial occasions than ever before making FTV Yacht an ideal destination for every celebration with its serene yet spectacular ambience along with stunning and aesthetic designs.
- FTV Yacht embodies contemporary and creativity. With its spectacular framework and expertise, as well as modern comprehension of its development and structure, this perennial efficiency can be enhanced for decades to come, retaining integrity and lasting desirability while utilising cutting-edge materials and technology.
- Furthermore, FTV Yachts delve into views and ideas that are far beyond conventional. With the utmost excellent architecture possible, engineered for next-generation control and incredible sustainability and efficiency, and constructed for pure entertainment and leisure.



# FTV YACHTS PHILOSOPHY

## VISION

We aspire to be India's most exquisite and finest boat providers, delivering optimal solace and catering to the country's elite's desideratum.

## MISSION

To revolutionise the Yachting Industry standards by offering incredible experiences through innovation and inspiration.

## AIM

We strive to provide our clients with unrivalled levels of opulence and to guarantee that they have a wonderful experience each and every time they board FTV Yachts.

# WHY AFFILIATE 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 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 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'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**



**YOUTUBE**



**LINKDIN**

# SOCIAL ENGAGEMENT

 **INSTAGRAM UPLOADS**

 **FACEBOOK CHECK-INS**

 **TWITTER POSTINGS**

 **LINKEDIN POSTS**

 **FACEBOOK UPLOADS**

 **YOUTUBE VIDEOS**

 **INSTAGRAM CHECK-INS**

 **GOOGLE ADS**

# 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 based AD's
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**



# FTV YACHTS LICENSE BASIC REQUIREMENTS

## **LOCATION:**

FTV Yachts will be sold in all the metropolitan cities and tropical regions of the nation where the masses lean towards a lifestyle of luxury and panache.

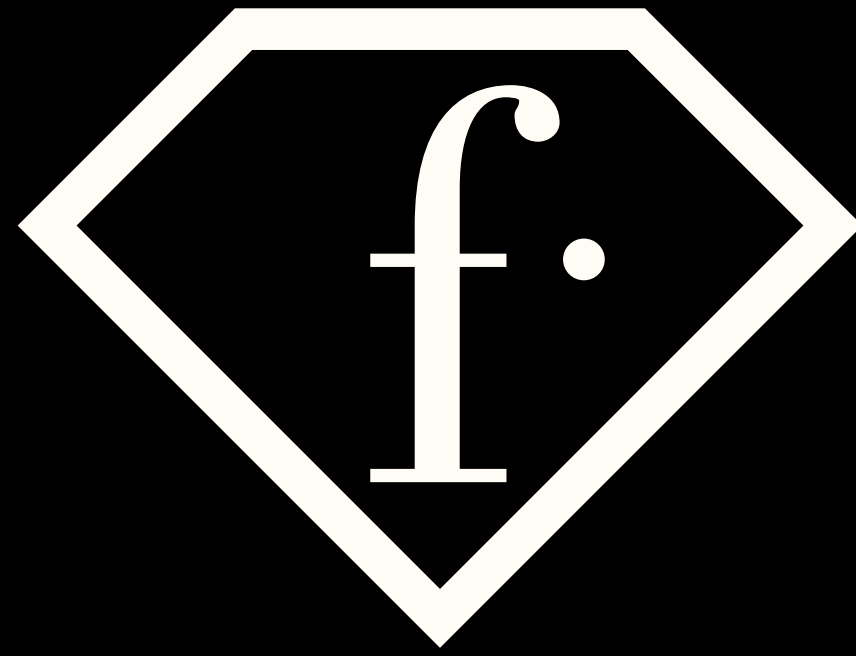
## **STRONG FINANCIAL BACKINGS**

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

## **LICENSE INDUSTRY ATTRACTION:**

All affiliates must have a liking towards the Yachting Industry along with a profound knowledge in the make and take of the business.

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



YACHTS