

 fashiontv

FASHIONTV FURNITURE

**The Home of *fashion***



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# CROCKERY

 *fashiontv crockery*

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**The Home of *fashion***



# FTV CROCKERIES

- A good set of dinnerware is much more than just pretty plates and bowls, it's the elegance and pride of your dining table.
- FTV Crockeries are timeless pieces of art, as precious as collector's items that set the tone for your at-home dining experience, express your personal style, and complement your sumptuous meals.
- Nobody blends craftsmanship and exquisite style as well as FTV Crockeries that go well with individual tastes and preferences, ranging from fine china to bone china, vitrified earthenware to porcelain and stoneware, that befit every mood and occasion, whether for formal settings and elegant dinner parties or simple designs for everyday use.



# FTV CROCKERIES IN INDIA

- The global tableware market size was valued at USD 40.1 billion in 2018 and is expected to expand at a CAGR of 6.0% over the forecast period.
- Economic growth in emerging countries and development of attractive tableware are the primary factors driving this industry.
- Additionally, rising disposable income, improving lifestyle, and increased indulgence in leisure products and activities are driving the demand for the product over the past few years and are expected to propel the market growth in the forecast period.
- Moreover, with the stunning pieces and extensive variety that FTV Crockeries offers are enough to get our customers' attention.



# FTV CROCKERIES PHILOSOPHY

## VISION

To establish the most stunning brand of crockeries through matchless diligence, ideation and technology.

## MISSION

To make certain that FTV Crockeries is the one and only brand of elegant tableware used across the nation by maximizing quality production of our products.

## AIM

To be driven by ingenuity and entrepreneurial excellence along with our passion for product innovation and brand creation and pouring it all in our brand new range of premium FTV Crockeries.



# 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 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 POINTS

- 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** and **125K** is organic reach.





# FASHIONTV 360 DEGREE EVENT 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  
Beverages

 FashionTV  
Apparels

 FashionTV  
Lingerie

 FashionTV  
Cosmetics

 FashionTV  
Accessories

 FashionTV  
Art Jewellery

 FashionTV  
Eyewear

 FashionTV  
Footwear

 FashionTV  
Bags

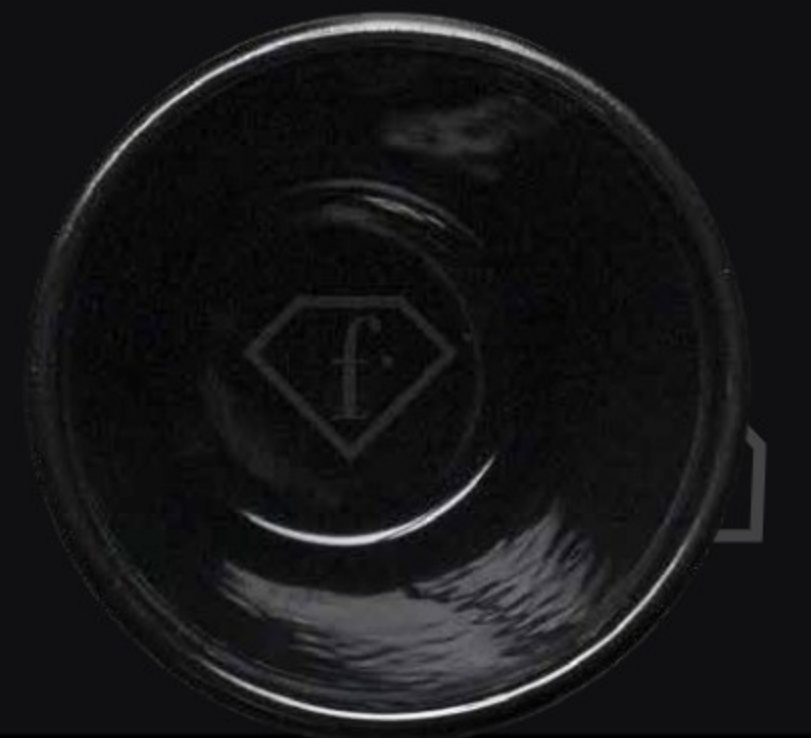
 And More!!



# 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

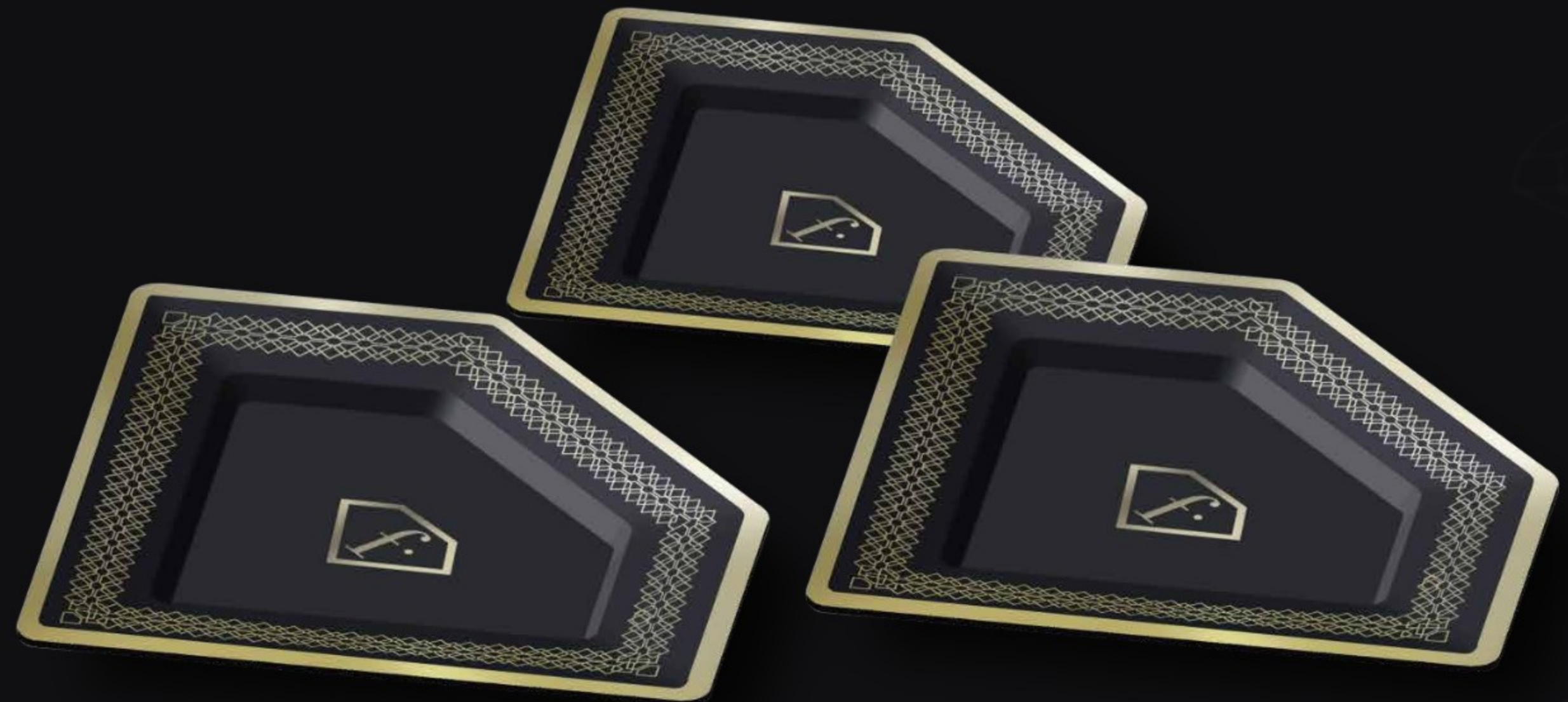
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# USP OF FASHION TV

- 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

f FACEBOOK

in LINKEDIN

Instagram INSTAGRAM

Twitter TWITTER

YouTube YOUTUBE



# SOCIAL ENGAGEMENTS

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



# SOCIAL ENGAGEMENT 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 LISTING

- Facebook local
- Google local
- GPS location based ADs
- Facebook ADs post and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video boost



# FTV CROCKERIES LICENCE BASIC REQUIREMENTS

- **AAA LOCATION**  
FTV Crockeries will be sold at prime and momentous areas, posh commercial, residential and shopping locales, malls and high-end markets where the masses incessantly lean towards luxury items and activities
- **STRONG FINANCIAL BACKINGS**  
All affiliates must be able to show strong financial backings to guarantee the success of the business
- **LICENCE INDUSTRY ATTRACTION**  
All licences must have attractions and likings towards the F&B industry, along with understanding the importance of aesthetic tableware, whether in the hospitality sector or the masses at-home folksy meals.
- **STRONG DESIRE TO BE MORE**  
Rich, Famous & Successful

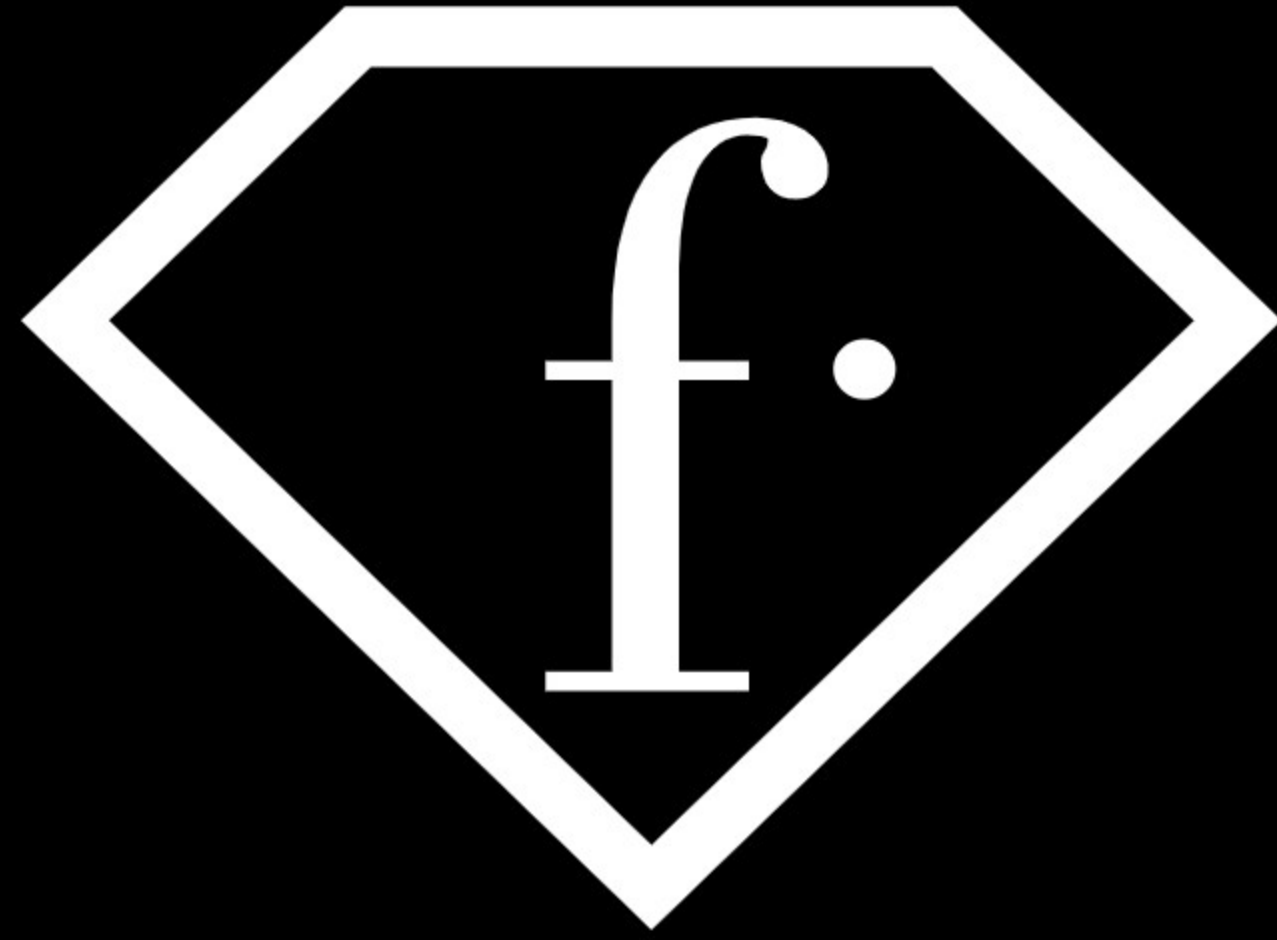


# FASHIONTV CROCKERIES LICENCE FINANCIALS

LICENCE FEES: RS 10 LAKHS

MANUFACTURING COSTS : ON ACTUALS





CROCKERY