

**The Home of *fashion***

**FTV GYM EQUIPMENT**



# FTV GYM EQUIPMENT

- ✦ A gym includes many high-performance sports activities and equipment that can have many objectives and different useful purposes. There is a very thriving and increasingly innovative industry within the gym and sports activity, so choosing perfect gym equipment, whether for personal use or for professional use has become a tough task, the best brand of machines is considered on the basis of two factors: **QUALITY AND UTILITY.**
- ✦ In the case of gym machines, quality is much more critical factor, because what is being put at risk is your body itself. Instead of benefiting your health, poor quality equipment can give you a serious lifetime injury. So, whether it is a gym or home workout set, good quality tools and machines are must.



# FTV GYM EQUIPMENT

- ✦ When setting up a gym, you need to choose from a wide hash of gym equipment differing in price or quality.
- ✦ But once you check out FTV's brand new fitness line, your search will end here, as we provide an extensive variety of gym equipment of unrivaled quality and usability, making sure that you can set up a holistic space either for your at home workouts or to setup your dream gym.
- ✦ Be it cardio or strength training, FashionTV has everything you are looking for to level up your training and actualize your health goals while also offering the best price and services.



# FTV GYM EQUIPMENT PHILOSOPHY

## VISION

We look forward to becoming world-class suppliers to support the successful delivery of quality equipment to transform the nation's fitness standards.

## MISSION

To encourage and motivate masses for pursuing a fitness routine and build a healthy and energetic country.

## AIM

To effectuate a revolution of health and fitness by providing unparalleled variety and quality of fitness equipment.



# 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 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 hits per month.
- ✦ FashionTV App gets **500K SUBSCRIBERS** & 35K installation 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 LICENCE 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
- ✦ Staff extensive training and execution.



# 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**

 **LINKEDIN**

# SOCIAL ENGAGEMENT

 **INSTAGRAM UPLOADS**

**FACEBOOK CHECK-INS** 

 **TWITTER POSTINGS**

**LINKEDIN POSTS** 

 **FACEBOOK UPLOADS**

**YOUTUBE VIDEOS** 

 **INSTAGRAM CHECK-INS**

**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.



# 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 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**



# FTV GYM EQUIPMENTS LICENCE PREREQUISITES

## LOCATION

FTV Gym Equipments must be sold in the most buzzworthy areas, where it can meet the perfect market with a higher customer base. Being second to none in the industry, FTV GYMS will also exclusively utilise FTV Gym equipments.

## STRONG FINANCIAL BACKINGS

All affiliates must be able to show solid financial support to ensure the success of the business and set a standard in the fitness industry.

## LICENCE INDUSTRY ATTRACTION

All affiliates must have the interest and enthusiasm towards the fitness industry with a fervour to learn, explore and strive to succeed with no exceptions.

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

# FTV GYM EQUIPMENTS LICENCE RATE:

**LICENCE FEES : RS 10 LAKHS**

**MANUFACTURING COSTS : ON ACTUALS**



GYM  
EQUIPMENT