

fAq

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GENERAL FAQs

01 | WHAT IS F BAR BY FTV?

F Bar by FTV is a premium bar concept by FashionTV, combining luxury hospitality with global fashion experiences.

02 | WHO OWNS F BAR BY FTV?

F Bar by FTV is a vertical under FashionTV, the world's largest fashion & lifestyle television channel.

03 | WHAT MAKES F BAR BY FTV UNIQUE?

F Bar by FTV blends international fashion, ultra-modern luxury, and nightlife, offering a distinct social and entertainment experience.

04 | WHERE ARE F BAR BY FTV OUTLETS CURRENTLY LOCATED?

F Bar by FTV are operational in major metro cities and are now expanding Tier 2 and Tier 3 cities.

05 | IS FASHIONTV A RECOGNIZED BRAND?

Yes. FashionTV is present in 196 countries, reaching 500+ Million households with over 2+ billion viewers worldwide.

MARKET OPPORTUNITY

06 | WHY IS INDIA A GOOD MARKET FOR F BAR BY FTV?

India's growing working population, rising disposable income, nightlife culture, and demand for luxury experiences make it ideal.

07 | WHAT IS THE TARGET AUDIENCE FOR F BAR BY FTV?

Urban professionals, affluent individuals, celebrities, fashion influencers, socialites and lifestyle seekers.

08 | HOW IS THE BAR INDUSTRY PERFORMING IN INDIA?

Bars and restaurants form the majority of India's food & beverage service industry, showing significant growth year-on-year.

09 | WHAT ARE THE KEY TRENDS FUELING BAR GROWTH?

Mid-week parties, premium nightlife, rising income, and global exposure among Indian consumers.

BRAND STRENGTH

10 | HOW OLD IS FASHIONTV?

FashionTV has entered it's 30th year of global presence.

11 | HOW MANY PLATFORMS IS FASHIONTV AVAILABLE ON?

Available on 250+ global cable satellites, OTT platforms, and smart TV channels.

12 | HOW MANY SOCIAL MEDIA FOLLOWERS DOES FASHIONTV HAVE?

Over 3M fans on Facebook, 300K on Instagram, and millions of monthly impressions across platforms.

13 | IS THERE A FASHIONTV MOBILE APP?

Yes, the FTV app has over 500K subscribers and 35K installs per month.

14 | DOES FASHIONTV HAVE EXCLUSIVE CONTENT?

Yes, including 100+ hours of fashion and lifestyle content added every week.

FRANCHISE OPPORTUNITY

15 | WHAT IS THE FRANCHISING FEE?

Tier 1 City: ₹50L

Tier 2 City: ₹40L

Tier 3 City: ₹30L

16 | WHAT IS THE REQUIRED AREA?

Up to 4000 Sq. ft. for Tier 1, Tier 2 and Tier 3 cities.

17 | WHAT IS THE ESTIMATED INVESTMENT RATE?

Up to ₹3CR for Tier 1, Tier 2 and Tier 3 cities.

18 | WHAT IS THE ROYALTY PERCENTAGE?

10% royalty.

19 | WHAT IS THE EXPECTED ROI?

Average 70% yearly ROI.

20 | WHAT TYPE OF LOCATION IS NEEDED?

A prime AAA location is mandatory.

SUPPORT & TRAINING

21 | DOES F BAR BY FTV PROVIDE PRE-OPENING SUPPORT?

Yes. From location analysis to vendor tie-ups and staff recruitment.

22 | DOES FTV ASSIST WITH ARCHITECTURAL DESIGN?

Yes. FashionTV provides diamond-inspired design, layout, and branding support.

23 | IS STAFF TRAINING INCLUDED?

Yes. Comprehensive pre-opening and ongoing training are provided.

LAUNCH & MARKETING

24 | DOES FTV HELP WITH THE BAR LAUNCH?

Yes. Including SMM, PR, and launch event planning.

25 | ARE PROMOTIONS MANAGED BY FTV?

Yes. Through cross-marketing and SMM.

26 | IS THERE POST-OPENING SUPPORT?

Yes. Includes sales strategies, loyalty programs, and marketing.

29 | WHAT DIGITAL MARKETING CHANNELS ARE USED?

Facebook, Instagram, LinkedIn, YouTube, and Google Ads.

30 | HOW MUCH SOCIAL MEDIA ENGAGEMENT DO YOU GET?

An average of 300+ new stories/posts per day.

31 | DO YOU RUN INFLUENCER CAMPAIGNS?

Yes. Celebrity and influencer tie-ins are an integral part of FTV's branding.

PRODUCTS & MENU

32 | WHAT IS SERVED AT F BAR BY FTV?

Wide range of international and premium liquors, cocktails, mocktails, and global cuisines.

33 | DOES THE F BAR BY FTV SERVE FOOD AS WELL?

Yes. Includes salads, appetizers, entrees (veg & non-veg), desserts, and more.

34 | IS THERE LOCAL CUSTOMIZATION AVAILABLE?

Yes. Menus can include locally customized "Specials."

35 | ARE FTV-BRANDED BEVERAGES AVAILABLE?

Yes. Includes FTV Vodka, Champagne, Water, Energy Drinks, etc.

DESIGN & EXPERIENCE

36 | WHAT IS THE “DIAMOND INSPIRED DESIGN”?

Unique FTV design philosophy inspired by diamond aesthetics – applied to walls, ceilings, tables, and interiors.

37 | IS THERE A FASHION RUNWAY IN EVERY BAR?

Yes. For fashion events and product launches.

38 | ARE LIVE FASHIONTV SHOWS SCREENED?

Yes. Continuous fashion content, 8K walls, and VJ projections are part of the ambience.

39 | WHAT TYPE OF EVENTS ARE HOSTED?

Fashion shows, product promotions, celebrity events, etc.

MEDIA & PROMOTION

40 | HOW IS SOCIAL MEDIA HANDLED?

Dedicated marketing teams manage Instagram, Facebook, YouTube, etc.

41 | IS THERE LOCAL ADVERTISING SUPPORT?

Yes. Through GPS-based ads, SEO, SEM, and targeted campaigns.

42 | WHAT KIND OF VIDEO CONTENT IS USED?

Fashion shows, party recaps, celebrity endorsements, and FTV exclusives.

ENGAGEMENT & VISIBILITY

43 | WHAT IS THE AVERAGE DAILY ONLINE VISIBILITY?

Over 300+ stories/posts from customers daily.

44 | HOW ACTIVE ARE CUSTOMERS IN TAGGING AND CHECK-INS?

Very active. Instagram & Facebook check-ins are part of the FTV experience.

45 | ARE INFLUENCERS INVITED TO EVENTS?

Yes. Local and national influencers are frequently involved.

OPERATIONS

46 | WHO HANDLES DAY-TO-DAY OPERATIONS?

The franchisee manages daily operations with ongoing support from FTV.

47 | WHAT STAFF ROLES ARE REQUIRED?

Bartenders, chefs, floor managers, DJs, service staff, etc.

48 | CAN I HAVE MULTIPLE LOCATIONS?

Yes. Multi-unit franchise opportunities are available upon discussion.

FRANCHISE REQUIREMENTS

49 | DO I NEED EXPERIENCE IN HOSPITALITY?

Not mandatory, but a passion for hospitality, nightlife, or fashion is preferred.

50 | WHAT KIND OF INVESTOR ARE YOU LOOKING FOR?

Business-minded, financially stable individuals with a desire to build a premium lifestyle brand.

51 | WHAT ARE THE PERSONALITY TRAITS REQUIRED?

Charisma, ambition, social connect, and a zeal to explore the lifestyle industry.

52 | IS IT NECESSARY TO BE FAMILIAR WITH FASHION?

Yes. Familiarity with international fashion and lifestyle is beneficial.

FINANCE

53 | DO YOU OFFER FINANCING?

FTV does not provide direct financing but can assist with planning and documentation.

54 | ARE THERE RECURRING FEES?

Yes. Royalty (5%) and ongoing marketing contributions may apply.

55 | WHAT ONGOING COSTS SHOULD I EXPECT?

Staff salaries, inventory, maintenance, marketing, and royalty.

GETTING STARTED

56 | HOW CAN I APPLY FOR A FRANCHISE?

Reach out via email, phone, or the official FTV website.

57 | WHAT DOCUMENTS ARE NEEDED INITIALLY?

Proof of identity, business background, financial capability, and proposed location details.

58 | IS THIS FRANCHISE SCALABLE?

Yes. You can scale to multiple units or upgrade formats based on performance.