

fAQ

INDEX

GENERAL OVERVIEW	01
FASHIONTV BRAND STRENGTH	05
FRANCHISE BASICS	08
FRANCHISE REQUIREMENTS	10
FRANCHISE SUPPORT	12
MARKETING & BRANDING	13
OPERATIONS	15
DESIGN & INTERIORS	17
FINANCIALS & ROI	18
FRANCHISE AGREEMENT	19
TECHNOLOGY & BILLING	20
GROWTH & EXPANSION	21
CUSTOMER ENGAGEMENT LOYALTY	22

INDEX

FRANCHISE BENEFITS	23
STAFF & TRAINING	24
MARKETING & PROMOTION	25
EXPANSION & GROWTH	26
BRAND EXPERIENCE	27

GENERAL OVERVIEW

01 | WHAT IS F CAFÉ BY FTV?

FashionTV Café is a luxury concept by FashionTV, offering premium coffee, gourmet food, and a glamorous ambience inspired by global fashion trends.

02 | WHAT MAKES F CAFÉ BY FTV UNIQUE?

F Café by FTV combines the World's Largest Fashion & Lifestyle Television Channel with an exclusive lifestyle experience, featuring diamond-inspired interiors, live fashion show screenings, and proprietary FashionTV products.

03 | WHERE DID F CAFÉ BY FTV ORIGINATE?

F Café by FTV is part of the global FashionTV name, which has a presence in over 196 countries worldwide.

04 | WHAT IS THE VISION OF F CAFÉ BY FTV?

The vision is to revolutionize India's cafe and luxury dining culture, creating a fashionable space for people to socialize and indulge in premium culinary experiences.

05 | WHAT IS THE MISSION OF F CAFÉ BY FTV?

To create the world's ultimate café experience through the global legacy of FashionTV, the world's largest fashion & lifestyle television channel, offering unmatched luxury.

06 | WHY IS INDIA A GREAT MARKET FOR F CAFÉ BY FTV?

India's rising disposable income, growing youth workforce, and exposure to global culture have led to a demand for premium lifestyle experiences.

07 | HOW BIG IS INDIA'S FOOD AND BEVERAGE MARKET?

The Indian F&B market is valued at around \$332 billion in 2023 and is projected to reach \$691 billion by 2030. The organized food service sector, including cafés and restaurants, was valued at \$49.8 billion in 2024 and is expected to grow to \$116.8 billion by 2033.

08 | IS F CAFÉ SUITABLE FOR TIER-2 AND TIER-3 CITIES?

Yes, provided the location meets the AAA criteria and there is demand for premium lifestyle cafés.

09 | WHAT AGE GROUP DOES F CAFÉ PRIMARILY TARGET?

Primarily young professionals, fashion enthusiasts, and millennials who seek luxury experiences.

10 | WHAT KIND OF ATMOSPHERE DOES F CAFÉ OFFER?

A chic, glamorous, and ultra-comfortable environment perfect for meetups, business discussions, and social gatherings.

FASHIONTV BRAND STRENGTH

11 | WHAT IS FASHIONTV?

FashionTV is the world's largest fashion and lifestyle television channel, broadcasting fashion-related content 24/7 globally.

12 | HOW LONG HAS FASHIONTV BEEN OPERATING?

FashionTV has been a leading authority in the industry for over three decades.

13 | HOW MANY COUNTRIES DOES FASHIONTV OPERATE IN?

FashionTV operates in 196 countries, reaching 500+ million households.

14 | HOW MANY PEOPLE WATCH FASHIONTV WORLDWIDE?

FashionTV has 2+ billion worldwide viewers.

15 | ON WHICH PLATFORMS IS FASHIONTV AVAILABLE?

FashionTV is available on Cable TV, OTT platforms, YouTube, social media, and public screens globally.

16 | HOW OFTEN DOES FASHIONTV RELEASE NEW CONTENT?

More than 100 hours of new fashion and lifestyle content are released every week.

17 | WHAT ARE FASHIONTV'S SOCIAL MEDIA STATISTICS?

4.5M+ Facebook likes

300K Instagram followers

65M+ YouTube views

18 | WHY IS FASHIONTV CONSIDERED AN AUTHORITY IN FASHION?

FashionTV covers major global fashion weeks, top designer shows, luxury brand launches, and has unparalleled reach and influence.

FRANCHISE BASICS

19 | WHAT IS THE MINIMUM AREA REQUIREMENT?

A minimum carpet area of 2,000 sq. ft. is required.

20 | WHAT IS THE FRANCHISE FEE?

Tier 1 City: ₹30L

Tier 2 City: ₹25L

Tier 3 City: ₹20L

21 | WHAT IS THE INVESTMENT RATE?

Up to ₹1.5 CR for Tier 1, Tier 2 & Tier 3 Cities

22 | WHAT IS THE EXPECTED ROI?

Average 80% yearly ROI.

23 | ARE TAXES INCLUDED IN THESE COSTS?

No, taxes are applicable separately.

24 | DO I NEED WORKING CAPITAL APART FROM SETUP COSTS?

Yes, working capital and shop rental costs are extra and depend on the location.

FRANCHISE REQUIREMENTS

25 | WHAT ARE THE BASIC REQUIREMENTS TO OPEN AN F CAFÉ BY FTV FRANCHISE?

AAA location in a prime city area.

Strong financial backing.

Passion for the F&B and lifestyle industry.

Desire to grow and succeed as a luxury brand owner.

26 | WHAT IS AN AAA LOCATION?

A prime, high-footfall area in the city such as malls, business districts, or luxury shopping zones.

27 | DO I NEED PRIOR EXPERIENCE IN THE FOOD INDUSTRY?

It is not mandatory, but having F&B experience is a plus.

28 | CAN MULTIPLE OUTLETS BE OWNED BY A SINGLE FRANCHISEE?

Yes, multi-unit ownership is allowed and encouraged.

FRANCHISE SUPPORT

29 | WHAT KIND OF PRE-OPENING SUPPORT WILL I GET?

FashionTV offers pre-opening support with location analysis, design, staffing, vendor tie-ups, planning, and security setup to ensure smooth operations and a successful launch.

30 | WHAT LAUNCH SUPPORT DOES F CAFÉ BY FTV OFFER?

F cafe by FTV offers launch support through social media marketing, PR and promotions, event planning, and cross-marketing initiatives to ensure a seamless opening and strong brand visibility.

31 | WHAT POST-OPENING SUPPORT WILL BE PROVIDED?

FashionTV provides post-opening support with location analysis, design, staffing, vendor tie-ups, planning, and security setup for a smooth, successful launch.

MARKETING & BRANDING

32 | HOW DOES FASHIONTV PROMOTE ITS CAFÉ CHAINS?

Through social media campaigns, influencer tie-ups, PR events, and fashion shows.

33 | WHICH SOCIAL MEDIA PLATFORMS ARE USED FOR MARKETING?

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

34 | HOW MANY SOCIAL MEDIA STORIES ARE GENERATED DAILY?

An average of 300 new stories per day across the network.

35 | DOES F CAFÉ BY FTV OFFER LOCAL ADVERTISING SUPPORT?

Yes, including Facebook local ads, Google ads, SEO, SEM, and GPS-based marketing.

36 | WILL MY CAFÉ HOST FASHION EVENTS?

Yes, every café features a runway for fashion shows and special events.

37 | WHAT TYPES OF EVENTS CAN BE HOSTED?

F Café by FTV is a versatile venue ideal for designer showcases, beverage promotions, and VIP events, offering a stylish and sophisticated space for diverse gatherings.

OPERATIONS

38 | WHAT MENU ITEMS ARE SERVED AT F CAFÉ BY FTV?

F Café by FTV serves a variety of beverages, light bites, global cuisines, and desserts, perfect for casual meetups or indulgent treats.

39 | WHO MANAGES VENDOR TIE-UPS FOR INGREDIENTS?

FashionTV helps establish reliable supplier partnerships for consistency.

40 | DOES F CAFÉ BY FTV USE PROPRIETARY PRODUCTS?

Yes, including FTV-branded coffee, beverages, energy drinks and more.

41 | IS TRAINING PROVIDED FOR MY STAFF?

Yes, comprehensive training is included for front-end and back-end teams.

DESIGN & INTERIORS

42 | WHAT MAKES THE F CAFÉ DESIGN UNIQUE?

Diamond-inspired luxury interiors, including custom furniture, crockery, silverware, and serving options.

43 | WHO HANDLES THE DESIGN AND LAYOUT?

FashionTV provides architectural support and exclusive design concepts.

44 | CAN THE INTERIOR DESIGN BE MODIFIED LOCALLY?

Minor adjustments are allowed, but core brand aesthetics must be maintained.

FINANCIALS & ROI

45 | WHAT ARE THE POTENTIAL PROFIT MARGINS?

Profit margins vary but are expected to be high due to premium pricing and strong brand positioning.

FRANCHISE AGREEMENT

46 | ARE THERE EXCLUSIVITY RIGHTS FOR TERRITORIES?

Yes, exclusivity is granted for specific locations to avoid competition between franchisees.

TECHNOLOGY & BILLING

47 | WHAT BILLING SYSTEMS ARE PROVIDED?

FashionTV provides a secure, branded billing and POS system.

GROWTH & EXPANSION

48 | HOW MANY F CAFÉS ARE CURRENTLY OPERATIONAL?

FashionTV is expanding rapidly with multiple outlets worldwide and in India.

49 | CAN I OPEN MULTIPLE UNITS IN ONE CITY?

Yes, based on demand and approval.

50 | DOES FASHIONTV PLAN TO EXPAND INTERNATIONALLY?

Yes, F Café by FTV are being launched globally alongside India.

CUSTOMER ENGAGEMENT & LOYALTY

51 | DOES F CAFÉ BY FTV OFFER A LOYALTY PROGRAM?

Yes, F Café by FTV offers a loyalty membership program with exclusive benefits, discounts, and access to special events.

52 | HOW DOES F CAFÉ BY FTV ENGAGE WITH CUSTOMERS?

Through social media interactions, surveys, personalized offers, exclusive fashion events, and enhancing brand-customer relationships.

53 | CAN CUSTOMERS HOST PRIVATE PARTIES AT F CAFÉ BY FTV?

Yes, the café offers customizable packages for private parties, birthdays, corporate gatherings, and fashion events.

FRANCHISE BENEFITS

54 | WHAT ARE THE BENEFITS OF OWNING AN F CAFÉ BY FTV FRANCHISE?

Benefits include global brand recognition, high ROI potential, comprehensive support, exclusive FTV products, and marketing expertise.

55 | WHAT KIND OF OPERATIONAL FREEDOM DO FRANCHISEES HAVE?

Franchisees can manage daily operations independently while following FashionTV's guidelines for branding and quality.

STAFF & TRAINING

56 | IS ONGOING TRAINING PROVIDED?

Yes, FashionTV provides updated training modules regularly to maintain excellence.

MARKETING & PROMOTION

57 | DOES F CAFÉ BY FTV COLLABORATE WITH INFLUENCERS?

Yes, influencer collaborations are a key part of the marketing strategy to boost brand visibility and attract premium customers.

58 | CAN FRANCHISEES RUN LOCAL MARKETING CAMPAIGNS?

Yes, local marketing campaigns are encouraged, with FashionTV's guidance and resources to ensure brand consistency.

59 | ARE THERE SEASONAL PROMOTIONS?

Yes, F Café by FTV runs seasonal promotions and limited-time offers to keep the menu exciting and drive sales.

EXPANSION & GROWTH

60 | HOW QUICKLY CAN A NEW OUTLET BE LAUNCHED?

On average, a new F Café by FTV outlet takes 90-120 days from signing the agreement to the grand opening.

61 | DOES FASHIONTV ASSIST WITH SITE SELECTION?

Yes, FashionTV's team conducts location analysis to ensure the site meets the brand's AAA criteria.

BRAND EXPERIENCE

62 | WHAT MAKES THE F CAFÉ BY FTV CUSTOMER EXPERIENCE UNIQUE?

A fusion of fashion and dining, including live fashion screenings, glamorous interiors, signature drinks, and exclusive events.

63 | HOW ARE FASHION SHOWS INTEGRATED INTO THE CAFÉ?

Each café chain features a runway and display screens to host live fashion events and stream global FashionTV content.