

fAQ

QUESTIONS

The FAQ's will give you a glimpse into what FTV Franchise Brand Licensing is all about and how does it give you an extra edge over market competition.

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INDUSTRY OVERVIEW

01 | WHAT IS THE CURRENT STATE OF THE NIGHTLIFE INDUSTRY IN INDIA?

India's nightlife industry is booming, driven by rising disposable income, urbanization, IT/BPO sector growth, and a shift towards an ultra-modern lifestyle.

02 | HOW SIGNIFICANT IS THE NIGHTLIFE SECTOR IN INDIA'S ECONOMY?

Clubs, bars and luxury dining collectively account for approximately 12-13% of India's food service industry, and this segment is projected to grow at a 8% CAGR through 2028.

03 | WHY IS THERE A GROWING DEMAND FOR LUXURY NIGHTCLUBS?

Urban youth with exposure to global culture seek sophisticated, high-energy nightlife experiences.

ABOUT FTV NITE CLUB

04 | WHAT IS F CLUB BY FTV?

A luxury nightlife experience by FashionTV offering premium ambiance, drinks, live music, and fashion-centric parties.

05 | WHAT SETS F CLUB BY FTV APART FROM OTHERS?

Glamorous interiors, global fashion integration, celebrity-endorsed branding, and elite clientele.

06 | WHAT EXPERIENCE DOES THE CLUB AIM TO PROVIDE?

Lavish social settings, stylish ambiance, live DJs, branded drinks, and elite fashion events.

BRAND PHILOSOPHY

07 | WHAT IS THE VISION OF F CLUB BY FTV?

To be the ultimate luxury nightlife destination people crave across the world.

08 | WHAT IS ITS MISSION?

To deliver an unparalleled party experience that sets the standard in the nightlife industry.

09 | WHAT IS ITS AIM?

To become India's most fashionable and influential club brand.

WHY FRANCHISE WITH FTV?

10 | WHAT MAKES FASHIONTV A TRUSTED BRAND?

28 years in the global fashion industry, with a presence in 196 countries.

11 | HOW MANY PEOPLE DOES FASHIONTV REACH?

Over 2 billion viewers globally across platforms and satellite channels.

12 | WHAT TYPE OF CONTENT DOES FTV BROADCAST?

Fashion shows, lifestyle content, global events, music, and celebrity endorsements.

13 | WHAT'S THE BENEFIT OF ALIGNING WITH FTV AS A BRAND?

Immediate brand recognition, high-end clientele, access to media, and massive exposure.

14 | IS FASHIONTV AVAILABLE ON OTT PLATFORMS?

Yes, including multiple UHD 4K and 8K 24-hour channels.

FRANCHISE SUPPORT

15 | WHAT KIND OF SUPPORT DOES FTV PROVIDE BEFORE LAUNCH?

FTV provides pre-launch support including location analysis, architecture/design, staff hiring, strategic planning, proprietary product supply, training and more.

16 | WHAT IS INCLUDED IN THE LAUNCH SUPPORT?

FTV's launch support includes PR and social media campaigns, cross-brand marketing, promotional events, influencer collaborations and more.

17 | WHAT POST-OPENING SUPPORT IS PROVIDED?

FTV supports its franchisees post launch through sales growth strategies, audits and performance reviews, loyalty programs, online listing and SEO and more.

UNIQUE SELLING PROPOSITIONS (USPS)

18 | WHAT ARE THE VISUAL EXPERIENCES OFFERED?

8K video walls, 3D fashion floors, and global live FashionTV show streaming.

19 | ARE THERE IN-HOUSE EVENTS?

Yes, regular FTV-themed fashion shows, beverage promotions, and celebrity-hosted nights.

20 | WHAT PROPRIETARY PRODUCTS ARE AVAILABLE?

Some of the proprietary FashionTV-branded products include Vodka, Champagne, Beer Mugs, Bubbly Wine, Energy Drinks, Water, Glassware and Crockery.

21 | HOW ARE THE CLUB INTERIORS DESIGNED?

Diamond-inspired design for ceilings, walls, upholstery, tables, and crockery.

22 | WHAT IS THE FASHION RUNWAY CONCEPT?

Each luxury F Club by FTV includes a dedicated runway for live fashion shows.

DIGITAL MARKETING & SOCIAL MEDIA

23 | WHICH PLATFORMS ARE USED FOR MARKETING?

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

24 | WHAT IS THE FTV'S SOCIAL MEDIA REACH?

Over the decades, FTV has grown into 3M+ Facebook fans, 500K website hits/month, 1M YouTube subscribers, 15M+ YouTube monthly views, 300K+ Instagram followers.

25 | HOW MANY STORIES ARE SHARED DAILY?

Over 300+ customer-generated and brand-generated stories every day.

26 | WHAT LOCAL PROMOTIONS ARE USED?

Promotions include GPS ads, sponsored Google listings, social media campaigns, SEO & SEM, YouTube boosts

27 | DO FRANCHISEES GET CUSTOM MARKETING SUPPORT?

Yes, including creatives, analytics reports, and launch-specific campaigns.

FRANCHISE REQUIREMENTS

28 | WHAT LOCATION IS IDEAL FOR A FRANCHISE?

AAA prime location with high visibility and footfall.

29 | WHAT FINANCIAL STRENGTH IS NEEDED?

Franchisees must show robust financials to support capital-intensive operations.

30 | IS F&B EXPERIENCE NECESSARY?

Preferred but not mandatory, interest and passion in nightlife/hospitality are crucial.

31 | WHAT PERSONAL QUALITIES SHOULD A FRANCHISEE HAVE?

Desire to be rich, famous, and socially influential—aligned with the FTV lifestyle.

INVESTMENT & ROI

32 | WHAT ARE THE FRANCHISE FEES?

Tier 1 City: ₹1.25 CR

Tier 2 City: ₹1 CR

Tier 3 City: ₹75L

33 | WHAT IS THE ROYALTY RATE?

10% on gross revenue for all models.

34 | WHAT ROI CAN BE EXPECTED?

Average 90% yearly ROI depending on location and execution.

MENU & OFFERINGS

35 | WHAT TYPES OF ALCOHOL ARE SERVED?

Alcohol served include whiskey, vodka, gin, rum, tequila, wine, beer, and champagne, along with international spirits.

36 | WHAT COCKTAILS ARE OFFERED?

A curated list of classic, exotic, and signature cocktails.

37 | ARE MOCKTAILS AVAILABLE?

Yes, variety of refreshing non-alcoholic drinks.

38 | IS FOOD SERVED AS WELL?

Yes, global entrees, appetizers, platters, and desserts.

EVENTS & EXPERIENCE

39 | WHAT KIND OF EVENTS ARE HOSTED?

Events like Fashion shows, DJ nights, FTV parties, themed nights, celebrity and influencer appearances are hosted at the F Club by FTV.

40 | CAN THE CLUB HOST PRIVATE EVENTS?

Yes, VIP bookings, private parties, and corporate events are welcomed.

41 | DO FTV GLOBAL EVENTS INFLUENCE THE CLUB?

Yes, global content and themes are often synchronized across franchises.

DIGITAL & TECH SUPPORT

42 | IS GOOGLE LISTING HANDLED BY FTV?

Yes, SEO, Google Ads, and online visibility are part of the support provided by FTV.

LEGAL & AGREEMENTS

43 | WHAT IS THE FRANCHISE TERM?

Typically 5–10 years, renewable upon mutual agreement.

44 | WHO OWNS THE IP AND BRANDING?

FashionTV retains full rights; franchisees are licensed users.

GROWTH & SCALABILITY

45 | CAN ONE INVESTOR OWN MULTIPLE CLUBS?

Yes, multi-unit opportunities are encouraged for qualified partners.

46 | ARE TIER-2 CITIES VIABLE?

Yes, FTV is expanding into fast-growing smaller cities with nightlife potential.

47 | ARE POP-UP OR SEASONAL CLUBS POSSIBLE?

Under special terms and conditions, with brand approval.

48 | WHAT SUPPORT IS OFFERED FOR EXPANSIONS?

Market studies, media exposure, and investor introductions.

PRESTIGE & NETWORKING

49 | WHAT LIFESTYLE BENEFITS COME WITH BEING AN FTV PARTNER?

VIP access to fashion events, media features, influencer connections and association with a luxury global brand.

50 | IS BEING PART OF FTV SOCIALLY VALUABLE?

Yes, it elevates personal brand and connects you to elite circles.

NEXT STEPS

51 | HOW CAN I APPLY FOR A FRANCHISE?

Contact via call/email/message using the details provided.

52 | WHAT HAPPENS AFTER I SHOW INTEREST?

A discovery call followed by proposal review and due diligence.

52 | DO I NEED TO VISIT AN FTV CLUB BEFORE APPLYING?

Recommended for better brand understanding.

53 | CAN I SPEAK TO EXISTING FRANCHISEES?

Yes, subject to confidentiality and permission.