

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.

GENERAL OVERVIEW

01 | WHAT IS FASHIONTV CAFÉ & DINER?

FashionTV Café & Diner 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 & DINER BY FTV UNIQUE?

F Café & Diner 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 & DINER BY FTV ORIGINATE?

F Café & Diner 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 & DINER 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 & DINER BY FTV?

To create the world's ultimate café & diner 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 & DINER 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 & DINER SUITABLE FOR TIER-2 AND TIER-3 CITIES?

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

09 | WHAT AGE GROUP DOES F CAFÉ & DINER PRIMARILY TARGET?

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

10 | WHAT KIND OF ATMOSPHERE DOES F CAFÉ & DINER 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 28 years.

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?

Diamond-inspired walls, furniture, ceilings, and luxury designs.

20 | WHAT IS THE FRANCHISE FEE?

Tier 1 City: ₹30L

Tier 2 City: ₹25L

Tier 3 City: ₹20L

21 | WHAT IS THE INVESTMENT RATE?

₹1.1CR 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 & DINER 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 A AAA LOCATION?

A prime, high-footfall area in a 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 CAFE 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 pre-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 CAFÉS-DINER 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 & DINER 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 & diner features a runway for fashion shows and special events.

37 | WHAT TYPES OF EVENTS CAN BE HOSTED?

F café & diner 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 & DINER BY FTV?

F Café & Diner by FTV serves a variety of beverages, light bites, global cuisines, and desserts like pancakes and waffles, 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 & DINER 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 & DINER'S 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 | WHAT IS THE TENURE OF THE FRANCHISE AGREEMENT?

Typically 5-10 years, renewable upon mutual agreement.

47 | CAN I SELL MY FRANCHISE LATER?

Yes, with prior approval from FashionTV.

48 | ARE THERE EXCLUSIVITY RIGHTS FOR TERRITORIES?

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

TECHNOLOGY & BILLING

49 | WHAT BILLING SYSTEMS ARE PROVIDED?

FashionTV provides a secure, branded billing and POS system.

GROWTH & EXPANSION

50 | HOW MANY F CAFÉS & DINERS ARE CURRENTLY OPERATIONAL?

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

51 | CAN I OPEN MULTIPLE UNITS IN ONE CITY?

Yes, based on demand and approval.

52 | DOES FASHIONTV PLAN TO EXPAND INTERNATIONALLY?

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

CUSTOMER ENGAGEMENT & LOYALTY

53 | DOES F CAFÉ & DINER BY FTV OFFER A LOYALTY PROGRAM?

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

54 | HOW DOES F CAFÉ & DINER BY FTV ENGAGE WITH CUSTOMERS?

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

55 | CAN CUSTOMERS HOST PRIVATE PARTIES AT F CAFÉ & DINER BY FTV?

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

FRANCHISE BENEFITS

56 | WHAT ARE THE BENEFITS OF OWNING AN F CAFÉ & DINER BY FTV FRANCHISE?

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

57 | 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

58 | IS ONGOING TRAINING PROVIDED?

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

MARKETING & PROMOTION

59 | DOES F CAFÉ & DINER BY FTV COLLABORATE WITH INFLUENCERS?

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

60 | CAN FRANCHISEES RUN LOCAL MARKETING CAMPAIGNS?

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

61 | ARE THERE SEASONAL PROMOTIONS?

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

EXPANSION & GROWTH

62 | HOW QUICKLY CAN A NEW OUTLET BE LAUNCHED?

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

63 | 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

64 | WHAT MAKES THE F CAFÉ & DINER BY FTV CUSTOMER EXPERIENCE UNIQUE?

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

65 | HOW ARE FASHION SHOWS INTEGRATED INTO THE CAFÉ & DINER?

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

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

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