

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.

INDEX

INDUSTRY OVERVIEW	01
ABOUT F LOUNGE BY FTV	02
F LOUNGE BY FTV PHILOSOPHY	04
WHY FRANCHISE FTV?	05
FRANCHISE SUPPORT	08
FTV'S UNIQUE SELLING POINTS (USPS)	09
SOCIAL MEDIA & DIGITAL MARKETING	11
MENU & OFFERINGS	13
FINANCIALS & INVESTMENT	14
WHO CAN FRANCHISE?	16
LEGAL & AGREEMENTS	17
GROWTH & SCALABILITY	19
EVENTS & PROMOTIONS	20

INDEX

GETTING STARTED

21

INDUSTRY OVERVIEW

01 | WHAT IS THE CURRENT TREND IN INDIA'S F&B INDUSTRY?

India's food and beverage industry is growing rapidly, with increasing demand for luxury experiences.

02 | WHAT IS THE PROJECTED MARKET GROWTH FOR BARS & LOUNGES IN INDIA?

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 | WHAT ARE THE KEY DRIVERS OF THIS GROWTH?

Key drivers of this growth include **high disposable income**, **media influence**, **consumer goods penetration**, and the rapid adoption of an **urban lifestyle**.

ABOUT F LOUNGE BY FTV

04 | WHAT IS F LOUNGE BY FTV?

A luxurious bar lounge experience created by FashionTV that blends food, fashion, and lifestyle.

05 | WHO OWNS F LOUNGE BY FTV?

FashionTV, the world's largest fashion and lifestyle media brand.

06 | WHERE ARE F LOUNGE BY FTVS LOCATED?

Across key global and Indian cities in AAA locations.

07 | WHAT MAKES F LOUNGE BY FTV DIFFERENT FROM A NIGHTCLUB?

Lounges offer a more intimate, relaxed experience with an emphasis on fine food, drinks, and ambiance rather than high-energy partying.

08 | WHAT FEATURES DEFINE F LOUNGE BY FTV?

F Lounge by FTV is defined by its **lavish interiors, premium food and beverages,** and a **fashion-infused ambiance** that creates a luxurious and stylish experience.

F LOUNGE BY FTV PHILOSOPHY

09 | WHAT IS THE BRAND'S VISION?

To bring India up to international lounge standards and make it an evening entertainment hub.

10 | WHAT IS ITS MISSION?

To deliver a luxurious, sophisticated lounge experience in every city.

11 | WHAT IS ITS AIM?

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

WHY FRANCHISE FTV?

12 | WHAT IS FASHIONTV (FTV)?

FTV is the world's largest fashion & lifestyle television channel with media, events, and lifestyle ventures.

13 | HOW LONG HAS FTV EXISTED?

FTV has been in business since the last two decades.

14 | HOW MANY VIEWERS DOES FTV REACH?

2+ billion viewers and 500+ million households globally.

15 | WHAT ARE FTV'S MEDIA ASSETS?

FTV's media assets include **12 fashion and lifestyle channels**, **UHD 4K/8K content**, presence on **OTT platforms**, and a strong digital footprint across **YouTube, Facebook, and Instagram**.

16 | HOW MANY COUNTRIES IS FTV PRESENT IN?

FTV is present in 196 countries.

17 | IS THIS A RECOGNIZED BRAND IN INDIA?

Yes, with high social media engagement and brand recall among luxury consumers.

18 | WHAT VALUE DOES THE FTV OFFER TO FRANCHISEES?

FTV offers franchisees instant trust, premium clientele, fashion network access, and global exposure for a strong market presence.

FRANCHISE SUPPORT

19 | WHAT PRE-OPENING SUPPORT IS PROVIDED?

Pre-opening support includes **location analysis, design layout, staff recruitment, product supply, strategy planning, training, and billing/security system setup** to ensure a smooth and successful launch.

20 | WHAT LAUNCH SUPPORT IS OFFERED?

Launch support includes **PR and media planning, influencer and celebrity-driven promotions, and social media and digital campaign rollouts** to create strong brand visibility and excitement.

21 | WHAT POST-OPENING SUPPORT IS INCLUDED?

Post-opening support includes **sales strategies, offers and promotions, loyalty program setup, and online listings** to drive growth and customer engagement.

FTV'S UNIQUE SELLING POINTS (USPS)

22 | WHAT VISUAL ELEMENTS ENHANCE THE LOUNGE?

Visual elements that enhance the lounge include **8K video walls, live FTV streams, 3D animated floors, and celebrity promos**, creating an immersive and glamorous atmosphere.

23 | WHAT PROPRIETARY PRODUCTS ARE USED?

Proprietary products include **FTV Vodka, FTV Champagne, FTV Beer Mugs, and FTV Water, Energy Drinks**, and more, adding a unique signature touch to the brand experience.

24 | WHAT IS THE “DIAMOND-INSPIRED” DESIGN?

Luxurious interiors using FTV-branded crockery, glassware, furniture, upholstery, and décor.

25 | ARE THERE FASHION SHOWS AT F LOUNGE BY FTV?

Yes, local and international designer shows, beverage promos, and curated events.

26 | IS F LOUNGE BY FTV JUST ABOUT DRINKS?

No, it's a full luxury experience: dining, entertainment, and fashion.

SOCIAL MEDIA & DIGITAL MARKETING

27 | WHAT PLATFORMS DOES FTV USE?

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

28 | WHAT IS FTV'S SOCIAL REACH?

FTV's social reach includes **3M+ Facebook fans**, **300K Instagram followers**, **15M monthly YouTube views**, and **500K monthly website visits**, showcasing its strong global digital presence.

29 | WHAT KIND OF CONTENT IS SHARED?

FTV shares diverse content, including **stories**, **reels**, **live events**, **celebrity promotions**, and **behind-the-scenes footage**, keeping audiences engaged and connected to the brand.

30 | HOW DOES FTV SUPPORT LOCAL FRANCHISE VISIBILITY?

Through geo-targeted ads, SEO/SEM, local listings, and influencer collaboration.

31 | WHAT'S THE AVERAGE SOCIAL ENGAGEMENT?

300+ user-generated and brand-generated stories per day.

MENU & OFFERINGS

32 | WHAT BEVERAGES ARE AVAILABLE?

F Lounge offers a wide range of **beverages, including premium international liquor, IMFL, exclusive FTV-branded drinks**, and a variety of **cocktails and mocktails**, catering to both classic and contemporary tastes.

33 | WHAT FOOD IS SERVED?

F Lounge serves a **multi-cuisine menu with Indian, Chinese, Japanese, Italian, Lebanese, American, French, and Spanish dishes**, offering a global dining experience for diverse tastes.

34 | ARE DESSERTS SERVED?

Yes, brownies, ice creams, and other premium sweets.

FINANCIALS & INVESTMENT

35 | WHAT ARE THE FRANCHISE FEES?

Tier 1 City: ₹90L

Tier 2 City: ₹75L

Tier 3 City: ₹60L

36 | WHAT'S THE ROYALTY RATE?

10% of gross revenue.

37 | WHAT IS THE EXPECTED ROI?

The expected ROI is **85%** within approximately one year, offering strong potential for profitable returns.

38 | ARE THE COSTS INCLUSIVE OF TAXES AND WORKING CAPITAL?

No, those are additional and vary by location.

WHO CAN FRANCHISE?

39 | WHO IS ELIGIBLE TO OWN AN F LOUNGE BY FTV?

Business-minded individuals with strong financial backing and an affinity for luxury lifestyle and hospitality.

40 | IS PRIOR F&B EXPERIENCE MANDATORY?

Preferred but not required. Zeal to succeed is key.

41 | CAN I OWN MULTIPLE OUTLETS?

Yes, multi-unit franchise partnerships are welcome.

LEGAL & AGREEMENTS

42 | WHAT IS THE FRANCHISE TENURE?

Typically 5–10 years with renewal options.

43 | WHAT DOCUMENTATION IS REQUIRED?

Required documentation includes **financial proofs**, **business registration**, and **KYC documents** to complete the franchise setup process.

44 | IS THERE A LEGAL AGREEMENT?

Yes, comprehensive franchise agreement and NDA.

45 | CAN I SELL OR TRANSFER THE FRANCHISE?

Only with FashionTV's approval as per agreement.

GROWTH & SCALABILITY

46 | CAN I EXPAND INTO NEARBY CITIES?

Yes, based on performance and territory rights.

47 | DOES FTV SUPPORT EXPANSION PLANS?

Yes, location suggestions, investment support, and branding.

EVENTS & PROMOTIONS

48 | ARE CELEBRITY EVENTS ORGANIZED?

Yes, FTV often organizes celebrity nights and fashion parties.

49 | CAN I HOST PRIVATE EVENTS?

Yes, corporate events, launches, and social parties are encouraged.

GETTING STARTED

50 | HOW DO I APPLY FOR AN F LOUNGE BY FTV FRANCHISE?

Contact via email/call/message as listed in the sales kit.

51 | WHAT IS THE FRANCHISE ONBOARDING PROCESS?

The franchise onboarding process includes **expression of interest**, **brand presentation**, **agreement signing**, **site finalization**, and comprehensive **launch support** to ensure a smooth start.

52 | CAN I VISIT EXISTING LOUNGES BEFORE SIGNING?

Yes, site visits can be arranged.

53 | HOW LONG DOES THE SETUP TAKE?

Approx. 4–6 months post location finalization.

54 | IS THERE A DEDICATED FRANCHISE TEAM?

Yes, FashionTV has a specialized franchise development and support team.