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## ABOUT F AESTHETICS BY FTV

### 01 | WHAT IS F AESTHETICS BY FTV?

F Aesthetics is a luxury aesthetic & wellness clinic backed by FashionTV. It merges medical science with glamour. Clients enjoy celebrity-level treatments in a premium lifestyle setting.

### 02 | WHAT SERVICES ARE OFFERED?

We offer global-standard treatments for skin, hair, and body. These include facials, anti-aging, laser, IV therapy, and more. All services are non-invasive or minimally invasive.

### 03 | WHAT MAKES F AESTHETICS DIFFERENT?

It's more than a clinic, it's a fashion-luxury experience. Signature interiors, global equipment, and high safety standards define us. The brand combines fashion influence with medical expertise.

## 04 | WHERE IS IT LOCATED?

F Aesthetics centres are expanding across India. Clinics are located in prime urban areas targeting elite clientele. Franchise opportunities are available in Tier 1, 2, and 3 cities.

## 05 | IS F AESTHETICS SAFE AND CERTIFIED?

Yes, safety and hygiene are core principles. Treatments are performed by certified professionals using globally benchmarked equipment. Compliance with medical standards is strictly maintained.

## PHILOSOPHY & VISION

### 06 | WHAT IS THE BRAND'S VISION?

To redefine beauty and wellness in India by blending fashion and medical aesthetics. We aim to transform beauty into a lifestyle. Every clinic is a destination, not just a service point.

### 07 | WHAT IS THE BRAND'S MISSION?

To deliver personalized, luxury aesthetics using international fashion and beauty trends. We focus on customer-centric care and top-tier experiences. Innovation and safety drive our mission.

### 08 | WHAT IS THE BRAND'S AIM?

To become India's leading lifestyle destination in aesthetics. We aim to set new benchmarks in luxury, innovation, and client engagement.

## 09 | HOW DOES F AESTHETICS EMBODY THIS PHILOSOPHY?

Through its globally inspired clinic design, exclusive treatments, and elite clientele focus. Every detail from equipment to customer care reflects our luxury philosophy.

# AESTHETICS INDUSTRY IN INDIA

## 10 | HOW BIG IS THE INDIAN AESTHETICS MARKET?

It was valued at \$598 million in 2024 and is expected to reach \$1.27 billion by 2033. This shows strong market . The CAGR is 8.7% from 2025–2033.

## 11 | WHAT'S THE FUTURE OUTLOOK?

Non-invasive aesthetics are booming with a 19.2% CAGR till 2030. Demand is fueled by youth, social media, and anti-aging trends. The industry is primed for expansion.

## 12 | ARE PEOPLE IN INDIA OPEN TO AESTHETICS?

Yes, over 1.29 million procedures were recorded in 2024. Acceptance is increasing across age groups. People are seeking confidence and convenience through modern treatments.



# 13 | WHAT TREATMENTS ARE MOST POPULAR?

HydraFacials, Botox, and skin brightening are trending. Quick, visible results with minimal downtime are preferred. Social media and influencer culture play a major role.

## ABOUT FASHIONTV (FTV)

### 14 | WHAT IS FASHIONTV?

FashionTV is the world's largest fashion and lifestyle TV channel. It reaches over 2 billion viewers across 196 countries. It has been the global fashion authority since 1997.

### 15 | HOW MANY PEOPLE WATCH FTV?

FTV reaches 500+ million households globally. It's available on satellite, cable, OTT platforms, and more. Its daily fashion content keeps global audiences engaged.

### 16 | HOW OLD IS FASHIONTV?

FashionTV has been in operation for over 28 years since its founding in 1997. It has maintained its prestige and relevance in luxury media.

## 17 | WHAT CONTENT DOES FASHIONTV OFFER?

It streams global fashion shows, parties, beauty events, and lifestyle content 24/7. This includes top designer showcases and behind-the-scenes celebrity moments.

## 18 | WHY IS FTV'S BACKING IMPORTANT?

Being backed by FashionTV gives unmatched aspirational value. It lends credibility, global access, and brand magnetism to every franchise.

## F FRANCHISE ECOSYSTEM

### 19 | WHAT IS F FRANCHISE BY FTV?

F Franchise is FashionTV's global franchise model. It spans 50+ luxury categories, including beauty, wellness, fashion, and nightlife. It's a one-stop luxury franchise system.

### 20 | WHAT'S UNIQUE ABOUT IT?

It offers 360° support and instant global brand recognition. Entrepreneurs plug into the FTV ecosystem for fast-track growth.

### 21 | WHAT SECTORS DOES IT COVER?

Beauty, aesthetics, nails, salons, F&B, nightlife, fashion education, fitness, and more. Every vertical is luxury-focused and scalable.

## 22 | WHAT SUPPORT DO FRANCHISEES GET?

Support includes location help, interiors, recruitment, training, PR, and marketing. The model is turnkey-ready for quick launch.

## 23 | WHY CHOOSE F FRANCHISE?

It's backed by a media powerhouse with unmatched brand recall. You gain credibility, celebrity connections, and a global lifestyle appeal.

## ABOUT F BEAUTY BY FTV

### 24 | WHAT IS F BEAUTY BY FTV?

It's a premium beauty franchise model under FashionTV. It includes salons, aesthetics, and nail studios. All outlets carry FTV's luxury signature and brand presence.

### 25 | WHERE IS IT AVAILABLE?

30+ locations are operational across India with 50+ in the pipeline. These cater to high-end clientele in top cities.

### 26 | WHO ARE THE CUSTOMERS?

Premium, style-conscious clients seeking exclusivity and quality. It's celebrity-endorsed and influencer-driven.

## 27 | WHAT MAKES IT SCALABLE?

Multi-format and multi-city expansion plans allow rapid scale. Strong SOPs and branding support the growth.

## 28 | HOW IS IT DIFFERENT FROM REGULAR SALONS?

It blends fashion, beauty, and lifestyle. Every service and design element reflects global fashion trends and luxury appeal.

## WHY FASHIONTV

### 29 | WHY TRUST FASHIONTV IN BUSINESS?

FTV has 28 years of brand authority in fashion and luxury. It's globally trusted and highly aspirational.

### 30 | HOW IMPORTANT IS BRAND VISIBILITY IN THIS MODEL?

Very high—franchisees gain access to FashionTV's massive media network, events, digital channels and built-in marketing.

### 31 | WHAT SORT OF SUPPORT IS PROVIDED IN FRANCHISE SETUP?

360° support including location choice, interiors, recruitment and training, vendor tie-ups, product supply, platform support.



## 32 | WHAT KIND OF CLIENTS DOES THIS ATTRACT?

Premium clients: the city's elite, influencers, fashion-forward consumers who seek exclusivity and luxury experiences.

## WHY F FRANCHISE

### 33 | WHAT MAKES THE F FRANCHISE UNIQUE?

Global branding, elite positioning, and 360° operational support. It's luxury franchising simplified and scaled.

### 34 | WHAT ARE CROSS-PROMOTION BENEFITS?

Franchisees can benefit from brand synergy across beauty, nightlife, fitness, and fashion. This widens visibility.

### 35 | IS CELEBRITY ACCESS INCLUDED?

Yes, you gain access to models, influencers, and FashionTV events. This boosts your brand's aspirational appeal.

# 36 | HOW DOES THE F FRANCHISE IMPROVE SOCIAL STATUS?

Owning a franchise connects you with elite circles. You're seen as a key player in your city's fashion ecosystem.

## WHY F BEAUTY

### 37 | WHAT SETS F BEAUTY APART?

It brings FashionTV's legacy into the beauty industry. Outlets reflect fashion-world aesthetics and services.

### 38 | WHAT CLIENTELE DOES IT SERVE?

Upscale, fashion-savvy individuals looking for high-end grooming and beauty care. The service and ambience reflect exclusivity.

### 39 | ARE TREATMENTS STANDARDIZED?

Yes, all services are curated by industry experts and follow global standards. Quality and consistency are ensured.

# 40 | HOW DOES THE OUTLET LOOK?

All outlets carry the signature FTV design, diamond-inspired interiors and luxe materials.

## WHY F AESTHETICS

### 41 | WHAT IS THE ROI OF F AESTHETICS?

It delivers up to 75% yearly ROI. The business model is proven and high-return.

### 42 | WHO SUPPORTS THE FRANCHISE LAUNCH?

FashionTV provides full pre-launch, launch, and post-launch support. From design to PR, everything is covered.

### 43 | WHAT KIND OF CLIENTELE CAN I EXPECT?

Elite professionals, influencers, celebrities, and beauty-conscious clients. It attracts high-value customers.

# 44 | HOW IS IT MARKETED?

FTV's massive global media reach and influencer posts ensure visibility. Daily organic content drives engagement.

## MEDIA REACH

### 45 | HOW MANY CHANNELS DOES FTV RUN?

12 channels focused on fashion and lifestyle. Includes UHD 4K and 8K channels broadcasting 24/7.

### 46 | WHERE CAN I WATCH FTV?

On major OTT platforms, cable networks, and public TVs globally. Also via the FashionTV app.

### 47 | HOW MUCH CONTENT IS PRODUCED?

Over 100 hours of fresh content is created every week. This includes shows, parties, and runway coverage.



# 48 | WHAT IS THE APP'S REACH?

FashionTV App gets over 35,000 installs and 500,000 subscribers monthly.

## FRANCHISE SETUP & LAUNCH SUPPORT

### 49 | DO YOU HELP WITH LOCATION AND INTERIORS?

Yes, we assist in selecting prime AAA locations and provide diamond-inspired interior designs. The layout, furniture, and ambience reflect FashionTV's global luxury aesthetic.

### 50 | IS STAFF HIRING AND TRAINING INCLUDED?

Absolutely. We support recruitment and provide comprehensive training on services, client handling, and FTV standards. This ensures your team is fully prepared from day one.

### 51 | WHAT KIND OF LAUNCH SUPPORT IS OFFERED?

We handle your launch plan, social media campaigns, PR coverage, and influencer outreach. Your opening is designed to create a powerful local buzz.

## 52 | WHAT POST-LAUNCH SUPPORT DO I RECEIVE?

Post-opening, we provide sales strategies, audits, promotional campaigns, loyalty programs, and digital listings. Our support ensures ongoing business growth and visibility.

## FRANCHISE INVESTMENT & FINANCIALS

### 53 | WHAT IS THE FRANCHISE FEE FOR TIER 1 CITIES?

₹35 Lakhs, with a ₹1.75 Lakh royalty per month. Carpet area required is 3000 sq. ft.

### 54 | WHAT'S THE INVESTMENT IN TIER 1 CITIES?

Approx. ₹1.65 Crores including interiors, setup, and operational costs. ID fee is ₹6 Lakhs.

### 55 | WHAT'S THE COST FOR TIER 2 CITIES?

₹25 Lakhs franchise fee, ₹1.25 Lakh royalty, and around ₹1.1 Cr investment. Area needed is 2000 sq. ft.

## 56 | WHAT ARE TIER 3 CITY REQUIREMENTS?

₹15 Lakhs franchise fee, ₹75K royalty, with ₹55 Lakhs total investment. Minimum 1000 sq. ft. area required.

## 57 | ARE THESE ESTIMATES OR FIXED?

These are standard estimates. Final costs may vary slightly based on location and customization.

## AESTHETICS TREATMENT MENU

### 58 | WHAT IS A HYDRAFACIAL?

A non-invasive treatment that cleanses, exfoliates, and hydrates the skin. It gives instant radiance and glow.

### 59 | WHAT IS A VAMPIRE FACELIFT?

Uses PRP (Platelet-Rich Plasma) to rejuvenate skin. Enhances elasticity and youthfulness.

### 60 | DO YOU OFFER ANTI-AGING TREATMENTS?

Yes, we use advanced methods to reduce wrinkles and sagging. Results are natural and long-lasting.

## 61 | IS LASER HAIR REMOVAL OFFERED?

Yes, precise laser technology is used for permanent hair reduction. Safe and effective for all skin types

## 62 | WHAT IS IV THERAPY?

It delivers essential nutrients and vitamins directly to the bloodstream. Boosts immunity, energy, and skin glow.

## BRAND EXPERIENCE & DESIGN

### 63 | WHAT MAKES THE FTV CLINIC INTERIORS UNIQUE?

All clinics feature diamond-inspired designs with branded walls, ceilings, and FTV furniture. The luxurious setting reflects FashionTV's global image and high-fashion aesthetic.

### 64 | WHAT IS THE 8K FASHION VIDEO WALL AND 3D FLOOR?

The 8K video wall showcases live global fashion shows, while the 3D FTV floor adds animated luxury visuals. Together, they create a stunning, immersive environment.

### 65 | DO YOU PROVIDE BRANDED MATERIALS AND FURNITURE?

Yes, FTV provides all key furniture items like mirrors, chairs, and tables, along with printed marketing materials. This ensures consistent branding and a premium feel.



## 66 | IS THE BRAND IDENTITY CONSISTENT ACROSS ALL OUTLETS?

Absolutely. Every F Aesthetics clinic follows the same design language, creating uniformity and reinforcing the FashionTV brand across all locations.

## DIGITAL MARKETING & SOCIAL MEDIA

### 67 | WHAT SOCIAL MEDIA PLATFORMS DOES FTV USE FOR PROMOTION?

FashionTV is active on Instagram, Facebook, YouTube, LinkedIn, Twitter, Pinterest, and Snapchat. Each outlet can also have its own local pages for personalized engagement.

### 68 | IS INFLUENCER AND CUSTOMER-DRIVEN CONTENT PART OF THE STRATEGY?

Yes, influencer marketing is a core component, alongside 300+ daily customer stories. This generates organic reach, social proof, and viral buzz for each outlet.

### 69 | HOW STRONG IS FTV'S DIGITAL PRESENCE?

FTV has 3M+ Facebook fans, 1M YouTube subscribers, and over 500K monthly site visits. The brand enjoys massive impressions and high engagement across all platforms.

## 70 | DO YOU RUN LOCAL AD CAMPAIGNS?

Yes, geo-targeted Facebook, Google, Instagram, and YouTube ads are included. These drive local footfall and visibility, managed by FTV's expert digital team.

## 71 | IS SEO AND ANALYTICS SUPPORT PROVIDED?

Absolutely. FTV provides SEM, SEO, and analytics reports to optimize online presence. Franchisees benefit from detailed performance tracking and data-driven strategies.