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## ABOUT F GYM BY FTV

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

A premium fitness brand combining fashion, luxury, and fitness. It brings FashionTV's global aesthetics to the fitness industry. Designed for elite, style-conscious fitness enthusiasts.

### 02 | WHAT MAKES F GYM UNIQUE?

It offers trendsetting workouts, luxury interiors, and celebrity-inspired fitness programs. F Gym blends fashion and fitness seamlessly. It's more than a gym it's a lifestyle destination.

### 03 | IS F GYM CONNECTED TO FASHIONTV?

Yes, it is a vertical under FashionTV, the world's largest fashion & lifestyle television channel. It reflects FTV's elite and global brand image. This ensures high aspirational and brand recall value.

## 04 | WHO IS THE TARGET AUDIENCE OF F GYM?

Urban, premium clientele including influencers, fashion-forward individuals, and fitness lovers. Those looking for an exclusive workout environment.

## VISION, MISSION & PHILOSOPHY

### 05 | WHAT IS F GYM'S VISION?

To redefine India's fitness landscape through innovation. It focuses on combining luxury, performance, and wellness. The goal is to inspire healthier lifestyles.

### 06 | WHAT IS THE MISSION OF F GYM?

To contribute to a fitter India by nurturing both physical fitness and mental wellness. It aims to empower people to live better.

### 07 | WHAT IS THE BRAND'S LONG-TERM AIM?

To grow into a globally recognized luxury fitness brand. F Gym aims to bring wellness, luxury, and fashion to every city.

## 08 | HOW DOES F GYM VIEW WELLNESS?

As a holistic concept combining physical, mental, and aesthetic well-being. It includes curated training, spa services, and expert-led programs.

## INDIAN FITNESS INDUSTRY

### 09 | WHAT WAS THE GYM INDUSTRY REVENUE IN 2025?

It generated approximately \$1.15 billion.

### 10 | HOW IS THE FITNESS MARKET PROJECTED TO GROW?

It's expected to reach \$2.5 billion by 2028 with a CAGR of 16.8%.

### 11 | HOW MANY FRANCHISE/CHAIN GYMS ARE IN INDIA?

About 3,635 gyms, representing 3.8% of total gyms.



# 12 | WHAT IS INDIA'S GYM MEMBERSHIP RATE?

Only 0.2% of the population holds memberships, indicating vast potential.

## ABOUT FASHIONTV

### 13 | WHAT IS FASHIONTV?

The world's largest fashion and lifestyle television channel. Broadcasts in 196 countries with 2B+ viewers globally.

### 14 | HOW LONG HAS FASHIONTV EXISTED?

Established in 1997, FashionTV has over three decades of brand heritage. It is a well-known authority in fashion media.

### 15 | WHAT MAKES FASHIONTV INFLUENTIAL?

Massive global media reach and celebrity endorsements. It hosts luxury events and broadcasts premium fashion content.

## 16 | WHERE CAN YOU WATCH FASHIONTV?

Available on cable, satellite, OTT platforms, and the FashionTV app. Viewed in over 500 million households.

## 17 | WHY DOES ASSOCIATION WITH FASHIONTV MATTER?

It gives immediate aspirational value and brand credibility. Perfect for luxury-focused businesses like the F Gym.

## F FRANCHISE BY FTV

# 18 | WHAT IS THE F FRANCHISE ECOSYSTEM?

A global luxury franchise model powered by FashionTV. Includes 50+ verticals in fitness, fashion, F&B, wellness, and more.

# 19 | WHAT SUPPORT DOES F FRANCHISE PROVIDE?

360° support including location, interiors, training, PR, marketing, and tech. Ensures easy setup and operational efficiency.

# 20 | WHAT IS ITS MARKET PRESENCE?

Present across 196 countries with access to FTV's global viewer base. Highly respected in fashion-lifestyle sectors.

## 21 | IS THE F FRANCHISE PROFITABLE?

Known for high ROI and elite brand positioning the F Franchise has strong margins in aspirational markets.

## 22 | WHO CAN BECOME A FRANCHISEE?

Business-minded individuals with strong financial backing and passion for the fitness and fashion industry.

## F WELLNESS BY FTV

### 23 | WHAT DOES F WELLNESS INCLUDE?

Premium fitness and spa franchise options under FashionTV. Combines luxury wellness services with global branding.

### 24 | IS THIS AVAILABLE IN INDIA?

Yes, F Wellness is expanding in India. Early franchisees have a first-mover advantage.

### 25 | WHAT SERVICES ARE PART OF F WELLNESS?

Gyms, spas, personal training, celebrity-endorsed wellness solutions. Tailored for premium audiences.

## 26 | HOW SCALABLE IS THE MODEL?

Highly scalable with multi-city, multi-format expansion plans. Backed by FTV's global network.

## 27 | WHY CHOOSE F WELLNESS?

F Wellness merges the worlds of wellness and fashion with high consumer appeal. Ideal for wellness-savvy, health-conscious clientele.

## WHY CHOOSE FASHIONTV?

### 28 | WHY PARTNER WITH FASHIONTV?

FashionTV provides unmatched global brand recognition and luxury positioning.

### 29 | WHAT MARKETING BENEFITS DOES FTV OFFER?

Franchisees gain access to FTV shows, celebrity features, and international fashion events.

### 30 | WHAT'S THE MEDIA ADVANTAGE?

FTV ensures high visibility through its global media network and lifestyle content.



## 31 | DOES IT IMPROVE BUSINESS REPUTATION?

Yes, aligning with FTV instantly elevates brand credibility and public perception.

## 32 | HOW DOES FTV CONTENT HELP?

It drives aspirational value and organic reach through stylish, engaging content.

## FRANCHISE SUPPORT – PRE-OPENING

### 33 | WHAT SUPPORT IS PROVIDED BEFORE LAUNCH?

Complete support with location selection, interior design, and brand guidelines. Every detail follows FashionTV's diamond-inspired luxury aesthetics.

### 34 | DO FRANCHISEES GET DESIGN HELP?

Yes, FTV provides architects and layout designs that reflect the brand's premium identity.

### 35 | IS RECRUITMENT HANDLED BY FTV?

Yes, staff hiring and training are supported to ensure top-tier service standards.

## 36 | ARE EQUIPMENT AND PRODUCT SUPPLIES INCLUDED?

Proprietary FTV products and vendor tie-ups are arranged by the brand for uniformity.

## 37 | DOES TRAINING COME INCLUDED?

It drives aspirational value and organic reach through stylish, engaging content.

## FRANCHISE SUPPORT – LAUNCH

### 38 | WHAT HAPPENS DURING THE LAUNCH PHASE?

FashionTV helps plan and execute a high-profile brand launch. This includes social media, PR, and influencer marketing.

### 39 | ARE THERE PROMOTIONAL EVENTS AT LAUNCH?

Yes, FTV hosts launch events and fashion shows for visibility and buzz creation.

### 40 | HOW IS SOCIAL MEDIA HANDLED?

The franchise is supported with social media marketing campaigns across platforms like Instagram and YouTube.

## 41 | IS PR SUPPORT PROVIDED?

Yes, FTV provides press coverage, invites, and celebrity participation depending on the plan.

## 42 | IS THERE CROSS-PROMOTION DURING LAUNCH?

Yes, franchises benefit from cross-promotion across other F verticals and events.

## FRANCHISE SUPPORT – POST-OPENING

### 43 | IS MARKETING SUPPORT ONGOING?

Yes, FTV continues to support seasonal campaigns, offers, and event promotions.

### 44 | ARE AUDITS CONDUCTED?

Yes, regular audits ensure quality control, brand alignment, and service standards.

### 45 | WHAT SALES STRATEGIES ARE SHARED?

Proven business growth strategies are shared with each partner. Includes customer retention plans.

## F GYM SERVICES

### 46 | WHAT TYPES OF FITNESS AND WELLNESS SERVICES ARE AVAILABLE AT F GYM?

F Gym offers functional training, strength training, HIIT, yoga, Pilates, MMA, steam, sauna, massage, and physiotherapy—all under one luxury roof.

### 47 | IS PERSONAL TRAINING OFFERED?

Yes, certified personal trainers provide customized workout plans and one-on-one coaching to help members reach their specific fitness goals.

### 48 | WHAT IS FUNCTIONAL TRAINING, AND HOW IS IT DIFFERENT?

It focuses on real-world movements, improving strength, balance, and endurance by targeting multiple muscle groups at once.

## 49 | DOES F GYM OFFER RECOVERY AND REHABILITATION SERVICES?

Absolutely—members have access to physiotherapists, recovery tools, and premium spa treatments to aid in healing and relaxation.

## 50 | IS NUTRITIONAL OR DIETARY GUIDANCE PROVIDED?

Yes, members receive personalized diet plans and expert nutrition advice to complement their fitness programs for holistic well-being.



## F GYM DESIGN & INTERIORS

### 51 | WHAT IS THE GYM'S DESIGN THEME?

Inspired by diamonds, luxury, and fashion — reflecting FashionTV's global image.

### 52 | ARE INTERIORS STANDARDIZED?

Yes, FTV ensures each franchise follows the brand's luxury design code strictly.

### 53 | WHAT ARE DIAMOND-INSPIRED DESIGNS?

Unique wall art, furniture, ceilings, and decor reflect diamond aesthetics.

## 54 | IS FURNITURE BRANDED?

Yes, FTV provides branded mirrors, chairs, tables, and upholstery.

## 55 | CAN FRANCHISEES MODIFY DESIGNS?

Only within brand-approved templates to maintain consistency.

## FTV PROPRIETARY PRODUCTS

### 56 | WHAT ARE FTV PROPRIETARY PRODUCTS?

Branded gym merchandise including whey protein, jerseys, duffle bags, and more.

### 57 | ARE THESE AVAILABLE IN ALL GYMS?

Yes, all franchises must stock and sell FTV branded products.

### 58 | WHAT'S THE BENEFIT OF THESE PRODUCTS?

High-quality, fashion-forward products that elevate brand identity and revenue.

## 59 | CAN MEMBERS BUY THESE PRODUCTS?

Yes, they are available for purchase at each F Gym location.

## 60 | ARE PRODUCTS UPDATED?

Yes, the product line is frequently refreshed to reflect trends.

## FTV MEDIA REACH

### 61 | HOW WIDE IS FTV'S MEDIA REACH?

Broadcasts in 196 countries, 12 channels, OTT, app, and cable — globally unmatched.

### 62 | WHAT IS THE FASHIONTV APP'S REACH?

500K subscribers with 35K new installs per month.

### 63 | HOW MUCH CONTENT IS PRODUCED WEEKLY?

Over 100 hours of fresh fashion & lifestyle content every week.

## DIGITAL & SOCIAL MEDIA ENGAGEMENT

### 64 | IS F GYM ACTIVE ON SOCIAL MEDIA PLATFORMS?

Yes, F Gym by FTV has a strong presence on Instagram, Facebook, YouTube, LinkedIn, and more, with professionally managed accounts showcasing workouts, events, and member experiences.

### 65 | HOW FREQUENTLY IS CONTENT SHARED?

Content is posted daily, with over 300 user-generated stories shared across F Wellness franchises, creating constant visibility and engagement.

### 66 | DO MEMBERS CONTRIBUTE TO ONLINE VISIBILITY?

Yes, members actively tag, post, and share their experiences, turning every visit into a free promotional opportunity and word-of-mouth marketing.

# 67 | ARE INFLUENCERS AND CELEBRITIES INVOLVED?

Absolutely—FTV collaborates with influencers and celebrities to amplify reach, enhance brand perception, and attract premium clientele.

## DIGITAL REACH & LOCAL ADVERTISING SUPPORT

### 68 | WHAT KIND OF DIGITAL PRESENCE DOES FASHIONTV OFFER FOR F GYM?

FashionTV boasts over 3M Facebook fans, 1M YouTube subscribers with 15M+ monthly views, 500K monthly website visits, and a fast-growing Instagram with 300K+ followers—ensuring massive global exposure.

### 69 | HOW DOES THIS DIGITAL PRESENCE BENEFIT F GYM FRANCHISEES?

It instantly elevates brand credibility, attracts aspirational clientele, and positions each franchise as a premium lifestyle destination.

### 70 | HOW DO SPONSORED LOCAL LISTINGS HELP THE BRAND?

They boost local discoverability, attract nearby audiences, and drive more traffic to both online and physical locations.