

fAQ

## INDEX

ABOUT F NAIL STUDIO BY FTV	01
BRAND PHILOSOPHY	03
NAIL SALON INDUSTRY IN INDIA	05
WHAT IS FASHIONTV?	07
WHAT IS F FRANCHISE BY FTV?	09
WHAT IS F BEAUTY BY FTV	11
WHAT IS F NAIL STUDIO BY FTV	13
FRANCHISE MODEL: WHY FRANCHISE WITH FTV	15
GLOBAL MEDIA REACH	17
FRANCHISE BENEFITS	19
360° FRANCHISE SUPPORT	20
PRE-OPENING SUPPORT	22
POST-LAUNCH SUPPORT	24

## INDEX

FRANCHISE REQUIREMENTS	26
USPS	27
SOCIAL MEDIA & DIGITAL ENGAGEMENT	29

## ABOUT F NAIL STUDIO BY FTV

### 01 | WHAT IS F NAIL STUDIO BY FTV?

A luxury nail and beauty destination offering premium nail care services infused with global fashion trends.

### 02 | HOW IS IT DIFFERENT FROM REGULAR NAIL SALONS?

It offers a fashion lifestyle experience, combining high-end care with top-notch nail artistry.

### 03 | WHAT TYPES OF SERVICES ARE OFFERED?

World-class manicure, pedicure, nail extensions, nail spa, and nail art with a global edge.

## 04 | HOW DOES F NAIL STUDIO STAY AHEAD OF NAIL FASHION TRENDS?

Our team collaborates closely with international fashion weeks, designers, and trend forecasters to bring the latest styles directly to clients.

## 05 | WHAT MAKES THE STUDIO DESIGN SPECIAL?

Signature interiors inspired by FashionTV's global aesthetics and diamond-inspired luxury.

## BRAND PHILOSOPHY

### 06 | WHAT IS THE VISION OF F NAIL STUDIO BY FTV?

To redefine India's nail and beauty culture with a fusion of global fashion and precision care.

### 07 | WHAT IS THE MISSION?

To provide luxurious, personalized beauty experiences rooted in global trends and advanced techniques.

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

To lead the Indian beauty industry as the top lifestyle destination for nails and grooming.

## 09 | WHAT MAKES THE BRAND PHILOSOPHY UNIQUE?

It integrates lifestyle, fashion, and precision into every beauty service offered.

## NAIL SALON INDUSTRY IN INDIA

### 10 | WHAT IS THE MARKET FORECAST FOR NAIL STUDIOS IN INDIA?

The market is expected to reach \$1.04 billion by 2030, growing at a 10% CAGR.

### 11 | WHAT IS INDIA'S MARKET SHARE IN THE GLOBAL NAIL SALON INDUSTRY?

India held 4.5% of the global market share in 2023.

### 12 | WHICH SEGMENT IS GROWING THE FASTEST?

UV gel overlays and extensions are currently the fastest-growing segment.



## 13 | WHAT DEMOGRAPHIC DRIVES THE MARKET?

Millennials and Gen Z, who are increasingly beauty-conscious and trend-driven.

## 14 | ARE TIER 2 AND 3 CITIES EMERGING IN THIS SECTOR?

Yes, these cities are witnessing rapid salon expansion beyond traditional metros.

## WHAT IS FASHIONTV?

### 15 | WHAT IS FASHIONTV?

FashionTV is the world's largest fashion & lifestyle television channel, present in 196 countries, with a large viewership and reputation as an authority in fashion.

### 16 | HOW LARGE IS FASHIONTV'S REACH?

It reaches more than 2 billion viewers worldwide and 500+ million households, operating in many regions globally.

### 17 | HOW LONG HAS FTV BEEN OPERATING?

Since 1997, i.e. over two decades of presence in fashion & lifestyle broadcasting.

## 18 | WHAT TYPES OF CONTENT DOES FASHIONTV DELIVER?

Global fashion shows, lifestyle content, runway events, coverage of luxury and party scenes, as well as fashion-centric videos and programs.

## 19 | WHY PARTNER WITH FASHIONTV FOR A BEAUTY FRANCHISE?

Because its branding, prestige, audience reach, and authority in fashion provide built-in credibility, aspirational value, and marketing power to franchisees.

## WHAT IS F FRANCHISE BY FTV?

### 20 | WHAT DOES F FRANCHISE BY FTV INCLUDE?

It is a global franchise ecosystem under FashionTV offering 50+ luxury franchise opportunities in areas like Beauty, F&B, Wellness, Fitness, Fashion, Education & Retail.

### 21 | WHAT KIND OF SUPPORT IS PROVIDED TO FRANCHISEES?

360° support: location selection, interior design, recruitment, training, PR, digital marketing, etc.

### 22 | HOW WIDESPREAD IS THE NETWORK?

It spans many verticals, and is backed by FashionTV's global network with billions of viewers and households.

## 23 | WHAT MAKES THE F FRANCHISE PRESTIGIOUS?

Its association with FashionTV's global fashion authority, celebrity fashion events, and the prestige of being part of an elite luxury brand ecosystem.

## 24 | WHAT ARE THE BENEFITS OF JOINING THE F FRANCHISE?

Brand recall, built-in marketing, influencer/celebrity connect, cross-promotion, aspirational positioning and strong visibility.

## WHAT IS F BEAUTY BY FTV

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

A premium franchise option under the FashionTV umbrella focusing on beauty services: salons, aesthetics, nails, etc.

### 26 | HOW MANY BEAUTY LOCATIONS DOES F BEAUTY CURRENTLY HAVE IN INDIA?

Over 30 locations in India, with 50+ in the making.

### 27 | HOW MANY CLIENTS HAVE THEY SERVED?

Trusted by 100,000+ premium clients nationwide.

## 28 | WHAT MAKES F BEAUTY APPEALING IN TERMS OF EXPANSION?

The model is highly scalable, with plans for multi-city, multi-state, and multi-format expansion.

## WHAT IS F NAIL STUDIO BY FTV?

### 29 | HOW IS F NAIL STUDIO BY FTV POSITIONED IN INDIA?

As a globally recognized nail studio rapidly expanding, backed by FashionTV, offering luxury, fashion aura, elite brand identity.

### 30 | WHAT IS THE EXPERIENCE OFFERED?

A 360° nail experience: advanced nail art, extensions, nail spa and grooming services at international standards.

### 31 | WHAT INTERIOR & BRANDING FEATURES ARE SIGNATURE TO F NAIL STUDIO?

Diamond-inspired interiors, premium FTV nail products & artistry, exclusive ambience aligned with FashionTV aesthetics.



## 32 | WHAT TYPES OF NAIL ART TRENDS ARE FEATURED AT F NAIL STUDIO?

Cutting-edge, runway-inspired nail art reflecting global fashion trends, seasonal themes, and exclusive FTV collaborations.

## 33 | WHAT MAKES IT DIFFERENT FROM A REGULAR NAIL SALON?

It's not just service; it's luxury, artistry, ambience, branding and fashion integration, offering a boutique lifestyle destination.

## FRANCHISE MODEL: WHY FRANCHISE WITH FTV?

### 34 | WHAT KIND OF RETURNS CAN FRANCHISEES EXPECT?

The model promises high returns, reportedly 90% yearly ROI across scalable formats.

### 35 | 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.

### 36 | 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.

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

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

## GLOBAL MEDIA REACH

### 38 | WHAT IS THE GLOBAL MEDIA PRESENCE OF FASHIONTV?

Available in 196 countries, reaching 2+ billion viewers and 500M+ households.

### 39 | IS THE CONTENT AVAILABLE IN UHD?

Yes, 12 dedicated UHD 4K and 8K channels operate 24/7.

### 40 | IS IT AVAILABLE ON OTT PLATFORMS?

Yes, FashionTV is available on leading OTT platforms globally.

## 41 | HOW MUCH NEW CONTENT IS PRODUCED?

Over 100 hours of new fashion and lifestyle content every week.

## 42 | HOW WIDE IS THE CABLE AND SATELLITE COVERAGE?

It's broadcast on 250+ global satellite networks and 10 million public TVs.

## FRANCHISE BENEFITS

### 43 | WHAT MAKES THIS FRANCHISE PRESTIGIOUS?

It's backed by the world's largest fashion & lifestyle television channel and associated with elite events.

### 44 | WHAT'S THE BUSINESS POTENTIAL?

High ROI, strong market presence, and the scope of long-term growth.

### 45 | DOES THE BRAND OFFER NETWORKING BENEFITS?

Yes, franchisees are introduced to a powerful circle of influencers and professionals.

## 360° FRANCHISE SUPPORT

### 46 | WHAT IS INCLUDED IN PRE-OPENING SUPPORT?

Location analysis & approval; architectural & layout designs; diamond-inspired interiors; staff recruitment; product supply; vendor tie-ups; strategic planning; staff training; billing & security platform.

### 47 | WHAT LAUNCH SUPPORT IS PROVIDED?

Support including planning and execution of launch; social media marketing & PR; promotions; cross-marketing initiatives are provided.

### 48 | WHAT DOES POST-OPENING SUPPORT ENCOMPASS?

Sales incremental strategies; audits; ongoing promotional offers; loyalty membership programs; Google/website listing and ongoing digital support.

# 49 | HOW IS STAFF TRAINED FOR QUALITY AND CONSISTENCY?

Through extensive training prior to opening, ongoing execution reviews, and adherence to global best practices and style standards.



## PRE-OPENING SUPPORT

### 50 | WILL I GET HELP CHOOSING A LOCATION?

Yes, location analysis and approval are part of the onboarding process.

### 51 | WHO DESIGNS THE INTERIORS?

FashionTV provides architect layouts with exclusive diamond-inspired designs.

### 52 | DOES THE BRAND HELP IN RECRUITMENT?

Yes, complete staff recruitment support is provided.

## 53 | ARE PRODUCTS SOURCED THROUGH FTV?

Yes, FashionTV proprietary products and vendor tie-ups are included.

## 54 | WHAT ABOUT STAFF TRAINING?

Extensive training is given to ensure service matches international standards.

## POST-LAUNCH SUPPORT

### 55 | WILL I GET HELP WITH THE LAUNCH EVENT?

Yes, a full social media and PR launch plan is provided.

### 56 | ARE THERE PROMOTIONS POST-LAUNCH?

Yes, cross-marketing and promotional offers help boost footfall.

### 57 | WILL THERE BE SALES SUPPORT?

Yes, strategic plans and loyalty programs help increase customer retention.

## 58 | WHAT KIND OF PROMOTIONAL OFFERS CAN I EXPECT POST-OPENING?

Exclusive seasonal offers, referral discounts, and event-based promotions are rolled out to attract and retain customers.

## 59 | HOW IS CUSTOMER FEEDBACK COLLECTED AND USED?

We implement structured feedback systems via surveys and digital platforms to continuously improve service quality.

## FRANCHISE REQUIREMENTS

### 60 | WHAT KIND OF LOCATION IS REQUIRED?

An AAA-grade location in a prime area of your city.

### 61 | ARE THERE FINANCIAL PREREQUISITES?

Yes, strong financial backing is necessary for success

### 62 | DO I NEED BEAUTY INDUSTRY EXPERIENCE?

No, but a passion for beauty and fashion is essential.

USPS

## 63 | WHAT MAKES THE VISUAL EXPERIENCE AT F NAIL STUDIO BY FTV UNIQUE?

The studio features immersive 8K video walls, live FashionTV runway content, 3D fashion animations, and promotional footage from global FTV parties, creating a luxurious, fashion-driven ambiance.

## 64 | WHAT IS THE DIAMOND-INSPIRED DESIGN CONCEPT?

The interiors are themed around diamonds, with bespoke furniture, branded mirrors, and ambient lighting—all reflecting FashionTV's elite aesthetic.

## 65 | DOES FTV PROVIDE INTERIOR AND BRANDING SUPPORT?

Yes, franchisees receive a complete design package including architectural layouts, decor themes, furniture designs, and branding guidelines.

## 66 | WHAT PROPRIETARY PRODUCTS ARE USED AND SOLD?

Services use premium FTV-branded scrubs, anti-fungal solutions, mani-pedi salts, and cosmetics, all of which are also available for retail, adding extra revenue potential.

## 67 | HOW DO THESE UNIQUE ELEMENTS ADD VALUE TO THE FRANCHISE?

They create a high-end, fashion-forward atmosphere that attracts elite clientele, boosts brand prestige, and differentiates the studio from conventional salons.

## SOCIAL MEDIA & DIGITAL ENGAGEMENT

### 68 | WHICH SOCIAL MEDIA PLATFORMS DOES F NAIL STUDIO BY FTV USE?

The brand maintains a strong presence on Instagram, Facebook, Twitter (X), LinkedIn, YouTube, Snapchat, and Pinterest to engage a diverse audience.

### 69 | WHAT KIND OF CONTENT IS SHARED ONLINE?

Content includes service highlights, influencer collaborations, behind-the-scenes, client stories, and FashionTV event promotions—curated to reflect luxury and trend.

### 70 | HOW ACTIVE IS CLIENT ENGAGEMENT ON SOCIAL MEDIA?

Studios see 300+ daily client-generated stories and tags, turning every visit into organic, buzz-worthy marketing.



## 71 | WHAT STRATEGIES BOOST ONLINE VISIBILITY AND TRENDS?

FashionTV ensures visibility through viral reels, frequent content updates, influencer marketing, and Instagrammable studio designs.

## 72 | DO FRANCHISEES GET SUPPORT FOR SOCIAL MEDIA?

Yes, each outlet receives ongoing support in content creation, influencer integration, and social media training to maximize digital impact.