

# 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.

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# SALON INDUSTRY IN INDIA

## 01 | HOW BIG IS THE SALON INDUSTRY IN INDIA?

The salon industry in India is expected to reach \$190 billion by 2024.

## 02 | AT WHAT RATE IS THE SALON INDUSTRY GROWING ANNUALLY?

It is growing at 15–20% every year.

## 03 | WHAT FACTORS ARE DRIVING THIS GROWTH?

Rising disposable income, youth focus on grooming, digitization, and demand for premium services.

## 04 | WHY IS NOW THE RIGHT TIME TO INVEST IN A SALON BUSINESS?

Consumer demand is at an all-time high, making salons a high-growth, recession-resistant industry.

## 05 | WHERE DOES INDIA STAND IN GLOBAL SALON CONSUMPTION?

India is among the fastest-growing salon and grooming markets worldwide.

## ABOUT FTV SALON

### 06 | WHAT MAKES F SALON BY FTV UNIQUE?

It combines luxury, fashion, and grooming with global FTV branding.

### 07 | WHAT SERVICES DOES F SALON BY FTV PROVIDE?

Hair, skin, beauty, nails, spa, styling, and exclusive luxury grooming services.

### 08 | WHAT IS THE PHILOSOPHY OF F SALON BY FTV?

To give exclusivity, global fashion grooming standards, and transform India into a fashion destination.

## 09 | WHO IS THE TARGET AUDIENCE OF F SALON BY FTV?

Urban professionals, trend-conscious youth, celebrities, and luxury lifestyle seekers.

## 10 | WHAT IS THE LONG-TERM AIM OF F SALON BY FTV?

To become India's most influential fashion grooming brand.

## WHY FRANCHISE WITH FTV

### 11 | WHAT IS FASHIONTV'S GLOBAL PRESENCE?

FTV is present in 196 countries, reaching 500+ Million Households with 2+ Billion Viewers.

### 12 | HOW LONG HAS FASHIONTV BEEN IN EXISTENCE?

More than 27 years.

### 13 | WHAT CONTENT DOES FTV PRODUCE?

Over 100 hours of new luxury fashion and lifestyle content weekly.

## 14 | WHY IS FASHIONTV CONSIDERED AN AUTHORITY IN FASHION?

It runs 12 dedicated fashion channels, live global shows, and has unmatched brand visibility.

## 15 | HOW DOES FTV'S MEDIA PRESENCE BENEFIT A SALON FRANCHISE?

Built-in publicity, association with global glamour, and stronger consumer trust.

## FRANCHISE SUPPORT

### 16 | WHAT PRE-OPENING SUPPORT IS PROVIDED?

Location analysis, design, staff recruitment, training, vendor tie-ups, and billing system setup.

### 17 | DOES FTV HELP WITH SALON DESIGN?

Yes, with proprietary diamond-inspired luxury interiors.

### 18 | IS RECRUITMENT SUPPORT PROVIDED?

Yes, from hiring to training and execution.

## 19 | WHAT LAUNCH SUPPORT IS OFFERED?

Social media campaigns, PR, promotions, and cross-marketing.

## 20 | WHAT POST-OPENING SUPPORT DO FRANCHISEES GET?

Audits, sales strategies, loyalty programs, offers, and digital presence support.

USPS

## 21 | WHAT MAKES THE SALON INTERIORS DIFFERENT?

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

## 22 | DOES THE FRANCHISE INCLUDE EXCLUSIVE EVENTS?

Yes, every salon includes fashion runways and grooming events.

## 23 | HOW DOES FTV INTEGRATE GLOBAL FASHION INTO SALONS?

Through 8K video walls streaming live fashion shows worldwide.

## 24 | ARE PROPRIETARY FTV GROOMING PRODUCTS AVAILABLE?

Yes, including shampoos, conditioners, sprays, and treatments.

## 25 | DO SALONS FEATURE CELEBRITY ENDORSEMENTS?

Yes, via FashionTV's global network of celebrities and events.

## SOCIAL MEDIA & MARKETING

### 26 | WILL FRANCHISEES GET DEDICATED SOCIAL MEDIA HANDLES?

Yes, on Instagram and Facebook.

### 27 | WHAT TYPE OF SOCIAL ENGAGEMENT IS EXPECTED?

300+ customer-generated stories daily across platforms.

### 28 | WHAT ARE FTV'S DIGITAL STATS?

3M+ Facebook fans, 1M YouTube subscribers, 15M monthly YouTube views.

## 29 | DOES FTV PROVIDE PAID MEDIA SUPPORT?

Yes, through Google ads, Facebook ads, SEO, SEM, and YouTube boosts.

## 30 | HOW DOES SOCIAL ENGAGEMENT HELP FRANCHISEES?

Every story, tag, and check-in creates free advertising.

## FRANCHISE REQUIREMENTS

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

AAA (prime) city locations.

### 32 | WHAT IS THE REQUIRED FINANCIAL BACKGROUND?

Franchisees must have strong financial backing.

### 33 | IS INDUSTRY EXPERIENCE MANDATORY?

Not mandatory, but passion for beauty, fashion, and lifestyle is essential.

## 34 | WHAT QUALITIES DOES FTV LOOK FOR IN FRANCHISE PARTNERS?

Ambition, financial stability, and desire to be rich, famous, and successful.

## 35 | CAN MULTIPLE FRANCHISES BE TAKEN BY ONE PARTNER?

Yes, subject to approval and performance.

## FINANCIALS

### 36 | WHAT IS THE FRANCHISE FEE FOR DIFFERENT MODULES?

Tier 1 City: ₹30L

Tier 2 City: ₹25L

Tier 3 City: ₹20L

### 37 | WHAT IS THE INVESTMENT RATE?

₹1.1CR for Tier 1, Tier 2 & Tier 3 Cities

### 38 | WHAT IS THE ROYALTY CHARGED?

Tier 1 City: ₹15L

Tier 2 City: ₹1.25L

Tier 2 City: ₹1L

# 39 | WHAT IS THE AVERAGE ROI?

Approx. 85% yearly.

# 40 | DO COSTS VARY BY LOCATION?

Yes, actual costs depend on real estate and city.

## SERVICES OFFERED

### 41 | WHAT HAIR SERVICES ARE PROVIDED?

Cutting, coloring, styling, treatments, extensions, and bond strengthening.

### 42 | WHAT BEAUTY SERVICES ARE OFFERED?

Facials, body care, waxing, threading, and premium rituals.

### 43 | WHAT SKINCARE TREATMENTS ARE AVAILABLE?

Eye, lip, argan treatments, body detox, de-tan, bleach, and rituals.

## 44 | WHAT NAIL SERVICES ARE INCLUDED?

Manicure, pedicure, nail art, extensions, gel, acrylic, refills, removals.

## 45 | WHAT SPA SERVICES ARE OFFERED?

Massages, aromatherapy, reflexology, chakra healing, and prenatal therapies.

## BENEFITS OF ASSOCIATION

### 46 | WHAT ARE THE MAIN BENEFITS OF OWNING AN F SALON BY FTV?

Luxury brand association, higher returns, elite networking, and prestige.

### 47 | WILL FRANCHISE OWNERS GAIN ACCESS TO VIP CIRCLES?

Yes, through exclusive FashionTV events and invitations.

### 48 | HOW DOES THE FRANCHISE BOOST PERSONAL BRANDING?

FTV visiting cards act as a “power currency” in elite networks.

## 49 | DOES FTV PROVIDE GLOBAL BRAND RECOGNITION?

Yes, partners are part of the World's Largest Fashion & Lifestyle Television Channel.

## 50 | CAN FRANCHISEES LEVERAGE FASHIONTV MEDIA FOR PROMOTION?

Yes, via live shows, events, celebrity tie-ups, and social media reach.

## OPERATIONS

### 51 | IS THERE A STANDARD OPERATING PROCEDURE (SOP)?

Yes, FTV provides SOPs for salon operations.

### 52 | WILL BILLING AND SECURITY PLATFORMS BE PROVIDED?

Yes, a proprietary FTV system is installed.

### 53 | HOW IS QUALITY MAINTAINED ACROSS SALONS?

Through audits, training, and standard service protocols.

## 54 | ARE PRODUCTS SUPPLIED BY FTV?

Yes, proprietary grooming products are provided.

## 55 | HOW OFTEN IS TRAINING CONDUCTED?

Regularly, before launch and ongoing post-launch.

## EVENTS & PROMOTIONS

### 56 | WHAT KIND OF EVENTS HAPPEN IN SALONS?

Local grooming shows, runway events, promotional showcases.

### 57 | ARE FRANCHISEES ALLOWED TO HOST PRIVATE EVENTS?

Yes, subject to FTV guidelines.

### 58 | HOW DO EVENTS BENEFIT BUSINESS?

They attract media coverage, influencers, and footfall.

## 59 | DOES FTV HELP IN CROSS-MARKETING?

Yes, with brand tie-ups and promotions.

## 60 | CAN FRANCHISEES ACCESS FASHIONTV'S CELEBRITY NETWORK?

Yes, through curated global and local campaigns.

## PARTNERSHIP & NEXT STEPS

### 61 | WHO CAN APPLY FOR A FRANCHISE?

Business-minded, financially sound individuals with interest in fashion and lifestyle.

### 62 | HOW DO I START THE PROCESS?

Contact the F Salon by FTV franchise team for discussion and evaluation.

### 63 | IS AN NDA OR AGREEMENT REQUIRED?

Yes, before the final confirmation.

## 64 | CAN INTERNATIONAL INVESTORS APPLY?

Yes, subject to FTV approvals.

## 65 | WILL FTV PROVIDE CONTINUED CONSULTATION?

Yes, via dedicated franchise support managers.