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ABOUT F SCHOOL OF PERFORMING ARTS

01 | WHAT IS F SCHOOL OF PERFORMING ARTS BY FTV?

It's a premium performing arts institute backed by FashionTV, combining global creative education with real-world industry exposure.

02 | WHAT MAKES F SCHOOL DIFFERENT FROM OTHER INSTITUTES?

It integrates training with access to FashionTV's shoots, shows, celebrity events, and a global media network.

03 | IS THE CURRICULUM GLOBALLY RECOGNIZED?

Yes, the courses are aligned with international standards and industry requirements, ensuring global employability.

PHILOSOPHY

04 | WHAT IS THE VISION OF THE F SCHOOL OF PERFORMING ARTS BY FTV?

To nurture world-class performing artists in India, aligned with global standards.

05 | WHAT IS THE MISSION OF THE SCHOOL?

To be India's leading performing arts institute with globally recognized programs across entertainment industries.

06 | WHAT IS THE AIM OF THE SCHOOL?

To ensure graduates have certifications valued both nationally and internationally.

FTV & GLOBAL LEGACY

07 | WHAT IS FASHIONTV?

It's the World's Largest Fashion & Lifestyle Television Channel with over 2 billion viewers across 196 countries.

08 | HOW OLD IS FASHIONTV?

FashionTV has been a global fashion authority since its launch in 1997.

09 | WHAT MAKES FTV UNIQUE IN THE MEDIA WORLD?

Its 24/7 luxury content, global events, fashion shows, and unmatched brand visibility.

FRANCHISE OPPORTUNITY

10 | WHAT IS F FRANCHISE BY FTV?

It's a global luxury franchise bouquet with 50+ verticals including education, wellness, fashion, and entertainment.

11 | CAN I OPEN AN F SCHOOL OF PERFORMING ARTS BY FTV FRANCHISE?

Yes, eligible partners can launch a franchise in Tier 1, 2, or 3 cities with FashionTV's full support.

12 | WHAT SUPPORT DOES FTV PROVIDE TO FRANCHISEES?

360° support including location, interiors, recruitment, PR, digital marketing, and ongoing operations.

13 | IS IT A PROFITABLE BUSINESS MODEL?

Yes, it's a high ROI model with strong aspirational value, branding, and multiple revenue streams.

PERFORMING ARTS EDUCATION IN INDIA

14 | WHAT IS THE CURRENT SIZE OF THE INDIAN PERFORMING ARTS MARKET?

Valued at \$3.8 billion in 2022, projected to reach \$7 billion by 2027.

15 | IS LIVE ENTERTAINMENT GROWING IN INDIA?

Yes, it's expected to reach \$1.7 billion by 2026, driven by rising incomes and infrastructure.

16 | WHAT IS MUSIC TOURISM WORTH?

Music tourism in India is projected to grow to \$13.36 billion by 2033.

17 | HOW IS PERFORMANCE ROYALTY INCOME EVOLVING?

IPRS reported ₹700 crore income for 2025, showing strong growth.

WHAT IS F EDUCATION BY FTV?

18 | WHAT IS F EDUCATION BY FTV?

FashionTV's premium education franchise vertical across beauty, hospitality, performing arts, fashion, and more.

19 | HOW MANY STUDENTS HAVE TRUSTED F EDUCATION BY FTV?

Over 100,000 students across India have enrolled in various programs.

20 | IS THE FRANCHISE MODEL SCALABLE?

Yes, it supports multi-city, multi-format expansion plans.

21 | ARE COURSES CELEBRITY-ENDORSED?

Yes, many institutes are launched or promoted by celebrities, adding to their aspirational value.

22 | WHAT TYPE OF LEARNERS IS IT DESIGNED FOR?

Ambitious individuals seeking world-class, fashion-oriented education.

F SCHOOL OF PERFORMING ARTS BY FTV

23 | WHAT COURSES DOES THE INSTITUTE SPECIALIZE IN?

Cinema, photography, event management, advertising & PR, fashion management, personality development.

24 | WHAT GLOBAL EXPOSURE DOES THE SCHOOL OFFER?

Students participate in FTV shoots, global events, and have access to international networks.

25 | WHAT INDUSTRIES DOES IT CONNECT STUDENTS TO?

Film, fashion, media, luxury, and entertainment.

26 | IS THE CURRICULUM ALIGNED WITH INDUSTRY TRENDS?

Yes, all programs are designed to meet current and emerging industry demands.

27 | WHAT'S THE BRAND ADVANTAGE HERE?

Being powered by FashionTV, it ensures prestige, credibility, and media reach.

WHY FASHIONTV?

28 | WHY CHOOSE FASHIONTV AS A FRANCHISOR?

It's globally recognized, stable, and synonymous with luxury and fashion authority.

29 | WHAT MEDIA DOES FTV OFFER ACCESS TO?

Live TV, fashion shows, promotional videos, and exclusive global events.

30 | WHAT TYPE OF EVENTS DOES FTV COVER?

Global fashion shows, parties, brand promotions, and elite lifestyle events.

31 | HOW DOES FTV DRIVE BRAND VISIBILITY?

Through global channel access, influencer tie-ins, and high-visibility marketing.

WHY F SCHOOL OF PERFORMING ARTS BY FTV?

32 | WHAT KIND OF RETURNS CAN FRANCHISEES EXPECT?

It's a high-ROI model with consistent yearly returns and strong profitability across formats.

33 | WHAT KIND OF FRANCHISE SUPPORT IS PROVIDED?

360° support including location, setup, recruitment, training, PR, and ongoing marketing.

34 | DO FRANCHISEES GET ACCESS TO CELEBRITIES AND INFLUENCERS?

Yes, FTV offers exclusive networking with top industry personalities and influencers.

35 | HOW DOES FTV HELP WITH GLOBAL VISIBILITY?

Through its international events, live shows, and digital media platforms.

MEDIA & CHANNEL REACH

36 | HOW MANY CHANNELS DOES FASHIONTV OPERATE?

FTV has 12 dedicated fashion and lifestyle channels running 24/7.

37 | IS THE CONTENT AVAILABLE IN HIGH-DEFINITION?

Yes, UHD 4K and 8K content is broadcast around the clock.

38 | WHICH PLATFORMS AIR FTV CONTENT?

FashionTV is available on OTT platforms, global cable satellites, and public TV sets.

39 | HOW MUCH NEW CONTENT IS PRODUCED WEEKLY?

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

FRANCHISE BENEFITS

40 | WHAT IS THE BIGGEST BENEFIT OF THIS FRANCHISE?

Association with FashionTV's global brand gives instant credibility and visibility.

41 | CAN THIS BUSINESS ENHANCE LOCAL INFLUENCE?

Yes, franchisees often become key figures in their city's fashion and lifestyle scene.

42 | DOES THE FRANCHISE HELP BUILD STRONG BUSINESS NETWORKS?

Absolutely. It connects you with influential circles, brands, and events.

43 | WHAT SOCIAL BENEFITS COME WITH OWNING A FRANCHISE?

Franchisees gain VIP access to city events and become trendsetters in their regions.

PRE-OPENING SUPPORT

44 | DO FRANCHISEES RECEIVE HELP WITH LOCATION SELECTION?

Yes, FTV helps with location analysis and final approval.

45 | WHO HANDLES THE INTERIOR DESIGN?

FashionTV provides diamond-inspired design plans for interiors, including furniture and layout.

46 | IS STAFF RECRUITMENT SUPPORTED?

Yes, FTV assists in hiring qualified staff suited to your institute's format.

47 | ARE THERE PRODUCT SUPPLY TIE-UPS?

Yes, FTV provides proprietary products and connects you with trusted vendors.

48 | WILL THE STAFF RECEIVE TRAINING?

Extensive pre-opening staff training is included as part of the support system.

POST-OPENING & LAUNCH SUPPORT

49 | IS THERE SUPPORT FOR LAUNCH EVENTS?

Yes, FTV provides launch planning, PR support, and digital promotions.

50 | DOES FTV HELP WITH PROMOTIONAL CAMPAIGNS?

Yes, cross-marketing and special offers are crafted for each launch.

51 | ARE THERE CONTINUED SALES STRATEGIES POST-LAUNCH?

Yes, franchisees receive ongoing strategies for increasing sales and visibility.

52 | WHAT TYPE OF AUDITS ARE CONDUCTED?

Regular business and performance audits ensure quality and compliance.

FRANCHISE REQUIREMENTS

53 | WHERE SHOULD THE FRANCHISE BE LOCATED?

It must be in a prime AAA location in the city for visibility and accessibility.

54 | WHAT FINANCIAL REQUIREMENTS ARE EXPECTED?

Franchisees need to show strong financial backing to meet startup and operational costs.

55 | DO I NEED EXPERIENCE IN EDUCATION?

Not necessarily, but a passion for the performing arts and education is important.

56 | IS ENTREPRENEURIAL AMBITION IMPORTANT?

Yes, the model suits those with aspirations for fame, success, and societal impact.

57 | CAN MULTIPLE FRANCHISES BE OWNED?

Yes, multi-city and multi-format ownership is encouraged under this model.

FRANCHISE FINANCIALS

58 | WHAT ARE THE FRANCHISE FEES?

The franchise fees for F School of Performing Arts are as follows:

Tier 1 - 30,00,000

Tier 2 - 25,00,000

Tier 3 - 20,00,000

59 | WHAT IS THE EXPECTED CAPITAL EXPENDITURE?

Capex is around ₹1.5 Cr for all tiers.

60 | WHAT IS THE CARPET AREA REQUIREMENT?

Carpet area should be 2500 sq. ft for all tiers.

UNIQUE SELLING PROPOSITIONS (USPS)

61 | WHAT TECH FEATURES DOES THE INSTITUTE OFFER?

8K video walls, 3D fashion animations, and live streaming from global FTV shows.

62 | WHAT KIND OF LIVE CONTENT IS AVAILABLE?

Live FashionTV coverage from top global fashion weeks and designer shows.

63 | ARE THERE PROPRIETARY BRANDED PRODUCTS?

Yes, like FTV mugs, stationery, T-shirts, bags, and more.

64 | WHAT'S UNIQUE ABOUT FTV'S INFRASTRUCTURE DESIGN?

Diamond-inspired interiors including walls, ceilings, and exclusive furniture.

DIGITAL MARKETING & SOCIAL MEDIA ENGAGEMENT

65 | WHAT SOCIAL PLATFORMS ARE USED?

Instagram, Facebook, LinkedIn, X (Twitter), YouTube, Snapchat, and Pinterest.

66 | IS THERE DAILY SOCIAL ENGAGEMENT?

Yes, over 300 stories and posts are generated daily from the global FTV community.

67 | HOW STRONG IS THE ONLINE PRESENCE?

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

68 | ARE SPONSORED LISTINGS PART OF THE STRATEGY?

Yes, listings include Facebook, Google, GPS-based ads, SEM, and SEO marketing.