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## ABOUT F TALENTS BY FTV

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

F Talents by FTV is a premium talent management and representation platform under FashionTV, focused on discovering, grooming, managing, and promoting fashion, lifestyle, and media talent.

### 02 | WHO OWNS F TALENTS BY FTV?

F Talents by FTV is a vertical under FashionTV, the world's largest fashion and lifestyle media brand.

### 03 | WHAT MAKES F TALENTS BY FTV UNIQUE?

It combines professional talent management with global fashion exposure, media visibility, and structured career development.

## 04 | IS F TALENTS BY FTV A FRANCHISE OR A LICENSE?

F Talents by FTV operates on a franchise model, allowing partners to run FashionTV-branded talent agencies.

## 05 | IS PRIOR EXPERIENCE IN TALENT MANAGEMENT REQUIRED?

No. Prior experience is helpful but not mandatory. Structured training and operational support are provided.

## TALENT INDUSTRY & MARKET OPPORTUNITY

### 06 | WHY IS INDIA A STRONG MARKET FOR TALENT AGENCIES?

India's fashion, influencer, and digital creator economy is growing rapidly, with increasing demand for professionally managed talent.

### 07 | WHAT TYPES OF TALENT DOES THE AGENCY REPRESENT?

Models, actors, influencers, digital creators, stylists, makeup artists, designers, hosts, DJs, and lifestyle personalities

### 08 | WHO ARE THE END CLIENTS FOR TALENT PLACEMENTS?

Brands, fashion houses, event organizers, production houses, agencies, OTT platforms, and advertisers.

## 09 | HOW IS DEMAND DIFFERENT FROM FREELANCE TALENT PLATFORMS?

Brands prefer curated, managed talent with professional representation, reliability, and brand alignment.

## 10 | IS THIS A SCALABLE BUSINESS MODEL?

Yes. The model supports city-level, multi-city, and multi-unit expansion.

## BRAND STRENGTH

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

FashionTV reaches over 2+ billion viewers across 196 countries and 500+ million households worldwide.

### 12 | HOW DOES FASHIONTV SUPPORT TALENT VISIBILITY?

Through global media platforms, digital channels, fashion events, and lifestyle content distribution.

### 13 | DOES FASHIONTV OPERATE ON TV AND DIGITAL PLATFORMS?

Yes. FashionTV is available across television, OTT platforms, social media, and digital screens.

## 14 | DOES F TALENTS BY FTV BENEFIT FROM FASHIONTV EVENTS?

Yes. Talent gains access to fashion shows, casting events, brand activations, and lifestyle experiences.



## FRANCHISE OPPORTUNITY

### 15 | WHAT DOES THE F TALENTS BY FTV FRANCHISE OFFER?

A ready-to-operate talent agency model with branding, systems, training, and ongoing support.

### 16 | WHAT ARE THE PRIMARY REVENUE STREAMS?

Talent commissions, brand endorsements, campaigns, events, fashion shows, and digital collaborations.

### 17 | IS THIS AN ASSET-LIGHT BUSINESS?

Yes. The model requires limited physical infrastructure and focuses on talent and brand relationships

# 18 | CAN A FRANCHISEE OPERATE MULTIPLE LOCATIONS?

Yes. Multi-city and multi-unit expansion options are available.

## SUPPORT & TRAINING

### 19 | WHAT PRE-LAUNCH SUPPORT IS PROVIDED?

Location guidance, agency setup, branding, recruitment framework, and SOPs.

### 20 | IS TALENT SCOUTING SUPPORT PROVIDED?

Yes. Structured guidelines for scouting, onboarding, and talent evaluation are included.

### 21 | IS STAFF AND MANAGEMENT TRAINING INCLUDED?

Yes. Training covers talent management, branding, operations, and client handling.

## 22 | DOES FASHIONTV ASSIST WITH LAUNCHES?

Yes. PR, influencer outreach, digital promotions, and launch visibility are supported.

## OPERATIONS & MARKETING

### 23 | WHO HANDLES DAY-TO-DAY OPERATIONS?

The franchise partner manages operations with continuous guidance from the FashionTV team

### 24 | HOW IS SOCIAL MEDIA MANAGED?

Dedicated branding and content frameworks are provided for Instagram, Facebook, YouTube, LinkedIn, and other platforms.

### 25 | ARE INFLUENCER AND BRAND CAMPAIGNS SUPPORTED?

Yes. Brand tie-ups, campaign placements, and talent collaborations are facilitated.

## 26 | DOES F TALENTS BY FTV SUPPORT DIGITAL CONTENT CREATION?

Yes. Talent-focused digital content, collaborations, and influencer growth strategies are encouraged.

## FRANCHISE REQUIREMENTS & GETTING STARTED

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

A professional office space in a prime city or lifestyle-centric area is preferred.

### 28 | WHAT QUALITIES ARE EXPECTED FROM FRANCHISE PARTNERS?

Passion for fashion, media, people management, and long-term business growth

### 29 | ARE THERE ONGOING FEES?

Yes. Royalty and brand support fees apply as per the franchise agreement.

# 30 | HOW CAN I APPLY FOR F TALENTS BY FTV?

You can connect through the official FashionTV franchise channels to begin the evaluation process.