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QUESTIONS

The FAQ's will give you a glimpse into what FTV Real Estate Brand Licensing is all about and how does it give you an extra edge over market competition.



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ABOUT

01 | WHAT IS FASHIONTV?

FashionTV is the world's leading fashion and lifestyle media channel, reaching 196 countries and over 2 billion viewers globally. Renowned for its trendsetting influence and luxury appeal, it connects brands to aspirational, style-conscious audiences through unparalleled global visibility, making it an iconic platform for premium lifestyle and real estate ventures.

02 | WHY DID FASHIONTV ENTER REAL ESTATE?

FashionTV aims to extend its aspirational lifestyle and global prestige beyond media, creating iconic residential, commercial, and hospitality developments. By bringing its signature luxury, style, and international appeal to real estate, it transforms properties into high-value, lifestyle-driven destinations that resonate with today's discerning, brand-conscious buyers and investors worldwide.



03 | HOW DOES THE BRAND'S MEDIA PRESENCE HELP REAL ESTATE PROJECTS?

FashionTV offers unparalleled international recognition, combining its global media presence with aspirational celebrity appeal to captivate premium, brand-conscious audiences. Its strong lifestyle positioning and iconic status elevate projects, ensuring they stand out with maximum visibility, attract affluent buyers, and embody the exclusivity and prestige associated with world-class luxury brands.

04 | HAS FASHIONTV DEMONSTRATED SUCCESS IN REAL ESTATE BEFORE?

Yes, FashionTV's proven success in branded real estate is demonstrated by over 20 projects launched globally, generating more than \$1.5 billion in sales and selling over 5000 units across 10+ countries. This track record highlights the brand's strong market acceptance and ability to drive premium sales worldwide.



PROJECT ELIGIBILITY & REQUIREMENTS

05 | WHO CAN PARTNER WITH FASHIONTV?

FashionTV seeks visionary, well-established developers who share its commitment to excellence, bringing premium-quality projects to life in high-potential locations. Partners must demonstrate a forward-thinking approach, credibility, and a passion for creating iconic developments that align with FashionTV's luxury lifestyle ethos, ensuring each project resonates with aspirational, global-minded audiences.

06 | ARE THERE MINIMUM PROJECT REQUIREMENTS?

Yes, partnering with FashionTV typically requires a minimum project value of ₹100 crore for most segments, reflecting the premium nature of the brand. Additionally, projects must adhere to stringent quality standards, ensuring they embody the luxury, sophistication, and exclusivity that define the FashionTV lifestyle and appeal to discerning buyers.



07 | WHAT KIND OF LOCATIONS ARE PREFERRED?

FashionTV projects are ideally situated in prime urban hubs or exclusive luxury destinations with strong market potential. Such locations amplify the brand's aspirational appeal, attract high-net-worth buyers, and ensure maximum visibility, making them perfect backdrops for creating iconic, lifestyle-driven developments that reflect FashionTV's global prestige and premium positioning.

08 | HAS FASHIONTV DEMONSTRATED SUCCESS IN REAL ESTATE BEFORE?

FashionTV looks for partners who demonstrate credibility, proven financial strength, and a genuine passion for luxury real estate. Developers must share the ambition to create iconic, world-class projects that embody the FashionTV lifestyle, ensuring each development delivers unmatched prestige, exclusivity, and value to premium, aspirational buyers and investors.



09 | CAN EXISTING PROJECTS APPLY FOR LICENSING?

Yes, existing projects can also be branded with FashionTV, provided they align with the brand's premium positioning and stringent quality standards. Each development is carefully evaluated to ensure it reflects the luxury, sophistication, and aspirational lifestyle that define the FashionTV ethos, maintaining consistency with its global reputation and appeal.

10 | CAN I GET EXCLUSIVITY FOR MY CITY OR REGION?

Yes, FashionTV offers territorial or segment-specific exclusivity to safeguard your competitive advantage. This ensures your project is the sole bearer of the prestigious FashionTV brand within the agreed market or category, protecting your positioning and allowing you to fully capitalize on the brand's global recognition and aspirational lifestyle appeal.



FINANCIALS & ROI

11 | WHAT LICENSE FEES APPLY TO RESIDENTIAL PROJECTS?

FashionTV charges a licensing fee equivalent to 4% of the saleable project cost, offering developers lifetime tenure for residential segments. This structure ensures long-term brand association, allowing developers to continually benefit from FashionTV's global prestige and luxury positioning throughout the life of the project without recurring licensing renewals.

12 | WHAT IS THE TYPICAL ROYALTY?

For residential and select commercial projects, FashionTV applies a royalty of 3–5% as part of its comprehensive sales support. This ensures ongoing engagement, premium marketing efforts, and sustained brand alignment, helping developers maintain the project's luxury appeal and achieve consistent, high-value sales over the course of its lifecycle.



13 | HOW ARE HOSPITALITY PROJECTS PRICED?

For hospitality projects, FashionTV offers a fixed licensing structure with fees starting at ₹1.5 crore plus GST, alongside a 5% royalty. This model provides developers access to FashionTV's global brand prestige, tailored marketing, and luxury positioning, ensuring their hotels, resorts, or F House properties stand out in competitive premium markets.

14 | DO BRANDED PROJECTS SELL FASTER?

Yes, FashionTV-branded projects typically achieve 30–40% faster sales compared to non-branded developments. This is driven by the brand's strong aspirational appeal, global recognition, and buyer trust, which accelerate decision-making and enhance desirability among high-net-worth individuals, NRIs, and premium buyers seeking distinctive, lifestyle-driven real estate investments.



15 | WHAT PREMIUM PRICING CAN I EXPECT?

FashionTV-branded developments generally command a premium of 20–30% over comparable non-branded projects. This pricing advantage reflects the added value of global brand prestige, aspirational lifestyle positioning, and unique buyer appeal, allowing developers to maximize profitability while offering customers a distinctive, high-status property that stands out in the luxury market.

16 | DOES BRANDING IMPROVE RESALE AND RENTAL VALUE?

Yes, buyers and investors perceive branded developments like FashionTV's as having superior resale and rental potential. The association with a globally recognized luxury brand enhances long-term value, marketability, and demand, making such properties attractive investment opportunities with sustained premium positioning in competitive real estate and rental markets.



PRODUCT OFFERINGS

17 | WHAT TYPES OF RESIDENTIAL PRODUCTS ARE AVAILABLE?

FashionTV offers a luxurious portfolio of residential products, including F Residences, F Villas, and F Furnished Apartments. Each is designed to embody the brand's signature style, sophistication, and premium lifestyle, providing discerning buyers with exclusive living spaces that reflect global fashion trends and the aspirational essence of the FashionTV name.

18 | WHAT COMMERCIAL PRODUCTS ARE AVAILABLE?

FashionTV's commercial offerings include F Business Bay, F Coworks, F Malls, and F Outlet Malls — each tailored to deliver a premium, fashion-forward environment. These spaces combine functionality with the brand's luxury lifestyle appeal, attracting high-end clientele and elevating commercial real estate with unmatched style, exclusivity, and global recognition.



19 | WHAT HOSPITALITY PRODUCTS ARE OFFERED?

FashionTV's hospitality portfolio features F Hotels, F Resorts, and F House — each crafted to deliver an unforgettable luxury lifestyle experience. Infused with the brand's signature glamour and global appeal, these properties redefine hospitality by offering guests exclusive amenities, stylish design, and the aspirational essence of the FashionTV brand.

20 | CAN MIXED-USE PROJECTS BE BRANDED?

Yes, FashionTV welcomes projects that combine residential, commercial, and hospitality components into a cohesive, mixed-use development. Such integrated projects align well with the brand's versatile lifestyle ecosystem, creating iconic destinations that offer residents, visitors, and businesses a seamless, fashion-forward experience rooted in luxury, exclusivity, and global recognition.



21 | WHAT BENEFITS DO BUYERS SEE IN BRANDED RESIDENCES?

Buyers view branded residences as more prestigious and lifestyle-centric compared to unbranded luxury homes. The association with a renowned brand enhances trust and exclusivity, making these properties highly desirable for long-term value appreciation, superior resale potential, and a unique living experience that aligns with sophisticated, aspirational lifestyles.



SALES & MARKETING SUPPORT

22 | WHAT MARKETING SUPPORT DOES FASHIONTV PROVIDE?

FashionTV provides a comprehensive suite of support tools, including branding guidelines, creative assets, high-impact marketing campaigns, public relations outreach, celebrity endorsements, and meticulous launch event planning. This end-to-end support ensures your project captures maximum attention, aligns seamlessly with the brand's luxury ethos, and appeals to premium, aspirational audiences.

23 | WILL MY PROJECT BE PROMOTED INTERNATIONALLY?

Yes, your project benefits from extensive promotion through FashionTV's powerful global media network, spanning television channels, digital platforms, social media, and high-profile events. This multi-channel exposure ensures your development gains unparalleled international visibility, connects with premium audiences, and reinforces its positioning as an iconic, aspirational lifestyle destination.



24 | IS SALES TEAM TRAINING PROVIDED?

Yes, FashionTV provides dedicated training for your sales team, equipping them with the skills and knowledge to effectively present and sell a branded luxury property. From articulating the brand's value proposition to showcasing lifestyle-driven features, this training ensures a premium buyer experience aligned with FashionTV's global standards.

25 | WILL MY PROJECT BE FEATURED ON FASHIONTV'S WEBSITE AND PLATFORMS?

Yes, your project is prominently featured across FashionTV's digital ecosystem, including the official website fashiontv.com, global social media channels, and select international marketing campaigns. This visibility strengthens your project's prestige, reaches millions of aspirational followers worldwide, and positions it as a standout luxury destination within the global real estate market.



26 | DOES FASHIONTV HELP WITH PROJECT NAMING?

Yes, FashionTV provides expert advisory on project naming rights and brand-consistent positioning. This ensures your development carries a name and identity that reflect the FashionTV luxury ethos, resonate with premium audiences, and strengthen market appeal, while maintaining alignment with the brand's globally recognized standards of style and sophistication.



DIGITAL & SOCIAL MEDIA

27 | DOES FASHIONTV RUN SOCIAL MEDIA CAMPAIGNS FOR MY PROJECT?

Yes, FashionTV promotes your project extensively across major digital platforms, including Instagram, Facebook, LinkedIn, YouTube, and more. This multi-platform approach ensures maximum reach, engaging both aspirational buyers and industry professionals, while reinforcing your project's luxury positioning and connecting with premium, brand-conscious audiences worldwide through consistent, high-quality content.

28 | IS ORGANIC ENGAGEMENT PART OF THE BENEFIT?

Yes, visitors and residents actively engage with FashionTV-branded spaces, generating over 300 daily stories through tags, check-ins, and posts. This organic, user-generated content creates authentic word-of-mouth visibility, amplifies the brand's aspirational image, and fosters a vibrant, socially-driven presence that resonates with premium audiences at no added marketing cost.



29 | DOES FASHIONTV USE PAID DIGITAL CAMPAIGNS?

Yes, FashionTV supports your project with a full spectrum of digital marketing solutions, including SEO, SEM, Google Ads, Instagram and Facebook sponsored campaigns, and hyperlocal GPS-based ads. These targeted initiatives enhance visibility, engage high-intent premium buyers, and drive measurable results by aligning with the brand's luxury lifestyle positioning.

30 | WILL I GET ANALYTICS AND REPORTS?

Yes, all campaigns are closely monitored, and performance is tracked with detailed analytics and actionable insights. This data-driven approach helps optimize spending, refine strategies, and maximize ROI, ensuring your project consistently achieves strong engagement, premium positioning, and measurable results aligned with FashionTV's global luxury brand standards.



DIFFERENTIATORS & BENEFITS

31 | WHAT ARE BRANDED RESIDENCES, AND HOW FAST ARE THEY GROWING?

Branded residences are upscale homes developed in collaboration with prestigious global brands, combining luxury living with aspirational lifestyle appeal. Experiencing a remarkable 230% growth over the past decade, this segment is projected to grow 6–7% annually through 2030, significantly outpacing traditional luxury housing in demand and value.

32 | HOW DOES FASHIONTV MAKE MY PROJECT STAND OUT?

FashionTV enhances your project with unmatched global recognition, celebrity-backed visibility, and a distinctive luxury lifestyle aura. This powerful combination elevates your development above competitors, captivates premium, aspirational buyers, and establishes your property as an iconic destination synonymous with sophistication, exclusivity, and the globally renowned FashionTV brand experience.



33 | DOES FASHIONTV ATTRACT PREMIUM BUYERS?

Yes, the FashionTV brand naturally appeals to high-net-worth individuals (HNIs), non-resident Indians (NRIs), celebrities, and aspirational buyers. Its global prestige, luxury lifestyle positioning, and iconic status resonate with discerning audiences who value exclusivity, sophistication, and the aspirational experience of owning or investing in a FashionTV-branded development.

34 | WHY IS FASHIONTV BETTER THAN GENERIC LUXURY BRANDING?

FashionTV uniquely combines its global media dominance, deep lifestyle expertise, and unmatched aspirational value with tailored, real estate-specific support. This powerful synergy ensures your development benefits from world-class branding, luxury positioning, and targeted marketing while delivering the premium experience today's discerning buyers expect from iconic lifestyle-driven projects.



35 | DO BRANDED RESIDENTIAL PROJECTS REALLY SELL AT HIGHER PRICES IN INDIA?

Yes, branded real estate projects in India typically command a 15–25% price premium over comparable unbranded homes. This premium reflects enhanced perceived value, exclusivity, and lifestyle appeal, contributing to faster sales velocity and higher buyer confidence, positioning these developments as attractive investments in the competitive Indian market.

36 | DOES FASHIONTV BRANDING HELP WITH INTERNATIONAL BUYERS?

Yes, NRIs and international investors widely trust and recognize the FashionTV brand. Its global presence across 196 countries and association with luxury living make it a familiar and credible choice for overseas buyers, enhancing confidence, driving demand, and increasing the appeal of your project to a worldwide premium audience.



LAUNCH & EVENTS

37 | DOES FASHIONTV ORGANIZE LAUNCH EVENTS?

Yes, FashionTV organizes glamorous launch events featuring live fashion shows, celebrity appearances, extensive media coverage, and unforgettable guest experiences. These high-profile events generate buzz, elevate your project's prestige, and create lasting impressions, perfectly showcasing the luxury, sophistication, and aspirational lifestyle that define the FashionTV brand.

38 | ARE CELEBRITY ENDORSEMENTS INCLUDED?

Yes, FashionTV facilitates the presence of high-profile celebrities at your project's events and promotional campaigns to amplify buzz and enhance visibility. Their association adds glamour, prestige, and aspirational appeal, attracting media attention and strengthening your development's positioning as a premium, lifestyle-driven destination aligned with the FashionTV brand.



39 | ARE FASHION SHOWS AND RED CARPET EVENTS PART OF THE PACKAGE?

Yes, FashionTV integrates such signature experiences—like live shows, curated amenities, and luxury activations—into your project to enhance its lifestyle image. These elements create a distinctive, aspirational atmosphere that aligns with the brand’s global ethos, elevating the overall experience for residents, guests, and buyers while differentiating your development from competitors.



AMENITIES & DESIGN

40 | ARE FTV-BRANDED AMENITIES INCLUDED?

Yes, FashionTV conceptualizes and delivers exclusive lifestyle amenities such as luxurious lounges, designer spas, state-of-the-art gyms, chic rooftop bars, and more—all styled in the signature FTV aesthetic. These spaces embody the brand's glamour and sophistication, offering residents and guests an elevated, fashion-forward living experience unique to FashionTV developments.

41 | DOES FASHIONTV HELP WITH DESIGN?

Yes, FashionTV provides architectural advisory, incorporating its signature diamond-inspired designs into walls, ceilings, and interiors, alongside branded fixtures and finishes. This ensures every detail of your project reflects the elegance, sophistication, and luxury synonymous with the FashionTV brand, creating a truly iconic and aspirational environment for premium buyers.



42 | ARE SIGNATURE PRODUCTS INCLUDED IN RESIDENCES?

FashionTV offers optional premium enhancements including fashion-forward furniture collections, bespoke art pieces, smart home automation kits, branded luxury bathware, and kitchens curated by celebrity chefs. These elements elevate the living experience, adding layers of sophistication and exclusivity that embody the brand's aspirational lifestyle and resonate with discerning buyers.

43 | CAN MY LOBBY AND CLUBHOUSE HAVE FTV FEATURES?

Yes, FashionTV brings its signature touch to projects with immersive 8K video walls, live-streamed fashion shows from global runways, and VJ-curated experiences. These dynamic elements infuse common areas with energy and glamour, reinforcing the brand's identity and offering residents and visitors a truly unique, fashion-forward lifestyle environment.



PROCESS & NEXT STEPS

44 | HOW DO I APPLY FOR A LICENSE?

You can initiate the process by submitting your project details to the FashionTV licensing team for evaluation. The team assesses alignment with the brand's premium standards, market potential, and positioning. Once approved, they guide you through the partnership process to transform your development into a globally branded lifestyle destination.

45 | WHAT IS THE REVIEW PROCESS?

The FashionTV team conducts a thorough evaluation before granting approval, assessing key factors such as the project's location, construction quality, developer's credibility, and overall fit with the brand's luxury ethos. This ensures every partnered development upholds FashionTV's global standards, delivering an authentic, aspirational lifestyle experience to premium audiences.



46 | HOW LONG DOES IT TAKE TO FINALIZE A LICENSE?

The approval and onboarding process typically takes a few weeks, depending on the completion of due diligence, evaluation of the project, and finalization of the licensing agreement. The timeline ensures all details align with FashionTV's premium standards, setting the stage for a successful, globally branded real estate partnership.

47 | IS THERE ONGOING SUPPORT AFTER LAUNCH?

Yes, FashionTV offers continuous marketing, advisory, and branding support throughout the project lifecycle. From initial concept through sales and beyond, developers receive expert guidance to maintain brand consistency, maximize visibility, and sustain buyer engagement—ensuring the project's long-term success as a prestigious, FashionTV-branded luxury destination.



GLOBAL ECOSYSTEM

48 | WHAT MAKES FASHIONTV DIFFERENT FROM OTHER LUXURY BRANDS?

FashionTV's strength lies in its massive global media reach, established lifestyle authority, and unique capability to combine aspirational branding with measurable sales impact. This powerful mix enables developers to elevate project visibility, attract premium buyers, and achieve significant ROI by leveraging a globally recognized, trusted luxury lifestyle brand.

49 | HOW MANY FTV-BRANDED REAL ESTATE PROJECTS EXIST TODAY?

FashionTV has a proven track record with over 22 real estate projects launched, completed, or delivered worldwide. These developments have successfully sold thousands of units, demonstrating the brand's strong market acceptance, ability to drive premium sales, and effectiveness in elevating properties to iconic lifestyle destinations across diverse global markets.



50 | WHAT IS THE TOTAL VALUE OF FTV REAL ESTATE SALES SO FAR?

FashionTV-branded real estate projects have collectively generated over \$1.5 billion in worldwide sales. This impressive figure underscores the brand's strong market demand, premium positioning, and ability to attract high-value buyers. It reflects FashionTV's global appeal and proven success in driving profitable, luxury lifestyle developments.

51 | IS THE BRAND ACTIVE IN HOSPITALITY, RETAIL, AND NIGHTLIFE TOO?

Yes, FashionTV's licensing portfolio spans diverse lifestyle sectors including nightlife, wellness, education, retail, and more. This expansive brand ecosystem offers developers versatile partnership opportunities beyond real estate, enabling integrated luxury experiences and creating synergistic environments that amplify the FashionTV lifestyle, appeal to varied audiences, and enhance overall project value.



WHY PARTNER NOW?

52 | WHY IS NOW THE RIGHT TIME TO PARTNER WITH FASHIONTV?

With increasing demand for branded residences and lifestyle-focused environments, the real estate market is ripe for aspirational and differentiated projects. Buyers seek unique, luxury living experiences that go beyond traditional housing, favoring developments that offer exclusivity, prestige, and immersive brand-driven lifestyles, aligning perfectly with FashionTV's value proposition.

53 | DOES PARTNERING WITH FTV FUTURE- PROOF MY PROJECT?

Yes, FashionTV's enduring global relevance and ongoing innovation guarantee that your project stays aspirational and competitive in the luxury real estate market. By continuously evolving with trends and audience expectations, the brand helps maintain fresh appeal, ensuring sustained interest, premium positioning, and long-term value for your development.



54 | WHAT'S THE ULTIMATE GOAL OF AN FTV PARTNERSHIP?

FashionTV's mission is to transform your development into an iconic, high-value destination that stands out amid today's competitive real estate landscape. By leveraging its globally recognized luxury brand, FashionTV elevates your project's appeal, drives premium buyer interest, and positions it as a trendsetting lifestyle landmark with lasting market impact.

