

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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QUESTION

What is F Real Estate by Fashion TV?

F Real Estate is the real estate vertical of Fashion TV, the world's largest fashion and lifestyle media brand. We offer builders and developers the opportunity to license the Fashion TV brand across selected real estate projects, including residential, commercial, and hospitality categories, adding brand value, differentiation, and premium market positioning.



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QUESTION

How does the FTV licensing model work for builders?

As a builder, you can acquire a project-based license that allows you to use the Fashion TV name, branding assets, and marketing framework throughout your selected real estate project. This includes on-site branding, online promotions, and co-branded marketing campaigns. The license is granted on a one-time fee basis, and there is no royalty structure.



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QUESTION

What types of real estate projects qualify for licensing?

Projects must align with premium or luxury positioning and should have:

- Clear land ownership/title
- RERA registration (if applicable)
- A minimum project scale
- High aesthetic standards or openness to brand-enhanced design

Qualified verticals include:

- F Residences
- F Villas
- F Hotels / Resorts
- F Furnished Apartments
- F Coworking & Commercial Spaces
- F Outlet Malls & Retail
- F House (multi-concept spaces)



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QUESTION

What are the deliverables provided by F Real Estate?

Upon licensing approval, you receive:

- Legal rights to use the Fashion TV brand in the project
- 90+ digital creatives for social and print
- Co-branded landing page or website
- 3D render & design suggestions (if required)
- Pre- and post-launch marketing assistance
- Access to FTV events, models, stylists, influencers
- Visual brand integration: Signage, hoardings, brochures



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QUESTION

What are the benefits of branding my project with Fashion TV?

- Premium Positioning: Fashion TV enhances perceived value and attracts high-end buyers
- Sales Acceleration: Projects see faster sales velocity due to global branding
- Market Differentiation: Unique value proposition compared to unbranded developments
- Media Leverage: Access to FTV's digital, social, and event network
- Visual Luxury: Aesthetics, elegance, and brand appeal embedded in design



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QUESTION

What is the licensing fee structure?

The licensing fee is determined based on:

- Project type (residential, commercial, hospitality, etc.)
- Total saleable area and valuation
- Project location and scope

Each vertical has a different starting price or percentage-based model. Exact pricing is customized post-profiling. Please contact the licensing manager for a quote specific to your project.



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QUESTION

Is there any ongoing royalty or profit-sharing model involved?

No. The F Real Estate model is based purely on a one-time licensing fee. Once the license is granted, there are no revenue-sharing or royalty obligations.



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QUESTION

What is the duration of the license?

Licensing durations vary depending on the vertical:

- Lifetime License: For most residential and commercial categories
- 5-Year Term (renewable): For hospitality, coworking, and concept-based verticals

Exact tenure will be specified in the proposal document.



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QUESTION

What support will I receive during and after the licensing?

F Real Estate provides:

- Branding guidance and visual asset usage
- Marketing launch strategy
- Sales alignment materials
- FTV branding integration kit
- Post-launch digital and offline support



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QUESTION

What is the process to get started?

Step 1: Submit your Builder Application Form

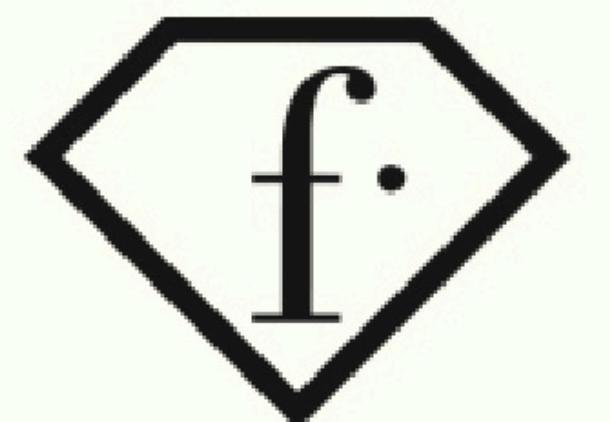
Step 2: Share your DPR and project profile

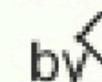
Step 3: Internal profiling and review

Step 4: Receive a customized licensing proposal

Step 5: Sign agreement and initiate brand integration



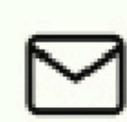


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