

Exclusive City Partner

R O I

50+ franchise
verticals

3+ event
categories

12+ real estate
products

10+ license
products

12+ media
24 hours

6+ concept
ideas

Brand Partnership Fees

FRANCHISE INVESTMENT STRUCTURE	
Tier	Amount
Tier 1	₹30,00,000
Tier 2	₹20,00,000
Tier 3	₹10,00,000

- One-time Brand Partnership Fee
- Become the official Fashion TV partner in your city

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FTV Office Cost Structure

FRANCHISE INVESTMENT STRUCTURE						
Tier	Office Space	Rent / Sq Ft	Monthly Rent	Security Deposit	Agent Commission (15 Days Rent)	Leave & License Registration Fees
Tier 1	1500 SqFt	₹200	₹30,00,00	₹9,00,000	₹1,50,000	₹75,000
Tier 2	1500 SqFt	₹150	₹1,50,000	₹4,50,000	₹75,000	₹50,000
Tier 3	500 SqFt	₹100	₹50,000	₹1,50,000	₹25,000	₹25,000

- Prime commercial office locations
- Flexible office size based on selected tier
- All setup costs structured for clarity

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Office Fit-Out Cost (Capex)

INFRASTRUCTURE INVESTMENT	
Tier	Amount
Tier 1	₹45,00,000
Tier 2	₹30,00,000
Tier 3	₹15,00,000

- Based on ₹3,000 per sq ft
- Includes interiors, branding, furniture & IT setup
- One-time capital investment
- As per FTV-approved brand design and interiors

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Operational Expenses (OPEX)

MONTHLY STAFFING COST			
Tier	No.of Staff	Salary per staff	Total Amount Salary
Tier 1	₹45,00,000	₹35,000	₹4,20,000
Tier 2	₹30,00,000	₹35,000	₹2,80,000
Tier 3	₹15,00,000	₹35,000	₹1,40,000

- Dedicated and trained team structure
- Optimized for operational efficiency
- Covers sales, operations, and admin

TEAM STRUCTURE	
Tier	
Tier 1	1 FBC + 1 Manager + 2 Callers + 1 Admin cum HR + 1 Office Boy
Tier 2	1 FBC + 1 Manager + 1 Caller + 1 Admin cum HR + 1 Office Boy
Tier 3	1 FBC + 1 Manager cum Caller + 1 Admin cum HR + 1 Office Boy



Marketing Investment

DIGITAL MARKETING BUDGET	
Tier	Amount / Month
Tier 1	₹3,00,000
Tier 2	₹2,00,000
Tier 3	₹1,00,000

- Strong digital presence and lead generation
- Performance-driven marketing campaigns
- Central + local marketing support

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Franchise Business Show (FBS)

Monthly Business Activity

- Minimum 1 Franchise Business Show (FBS) every month
- Direct brand-to-customer interaction
- Improves conversion rates
- Builds strong brand visibility in the city
- Creates a consistent franchise sales pipeline

FBS Cost Breakdown:

- Marketing & Branding (Hoardings, Standees, Promotions): ₹75,000
- Food & Beverage (F&B): ₹25,000

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ROI & City Expansion Potential

Return on Investment & Growth Strategy

- ROI depends on execution of the business plan

Key Drivers :

- Number of verticals activated
- Number of outlets launched
- Business categories introduced
- Speed of expansion in the city

City Expansion Opportunity

- Multiple verticals can be launched within one city
- Cluster-based franchise expansion model
- Highly scalable across multiple categories

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Business Flow Chart

- FTV + FCP
- FTV City JV
- Revenue Inflow (X)
- 50% of initial revenue allocated towards operational costs of the office

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