



f. Pageants by FTV

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ABOUT

F Pageants by FashionTV

F Beauty Pageants By FTV celebrates **Beauty, Talent, and Elegance** on a global stage. From prestigious competitions to dazzling coronation nights, each pageant is designed to **Inspire, Empower and Captivate**.

- Hosts internationally acclaimed **Beauty, Talent & Title Competitions**.
- Highlights exceptional achievements in **Fashion, Poise and Personality**.
- Features **Celebrity Judges, Expert Mentors** and **Special Guests**.
- Showcases events across **Television, Digital Platforms and Social Media**.

Philosophy



VISION

Celebrate **Beauty, Talent, and Individuality**, establishing India as a hub for **Pageantry, Elegance and Style**.



MISSION

Deliver India's premier platform for **Pageantry, Talent Grooming and Luxury Experiences**.



AIM

Nurture India's brightest talent, showcasing **Confidence, Poise and Charisma** on the world stage.

Potential of Beauty Pageants in India



Internet penetration and exposure to global **Trends** are fueling the popularity of pageants.



Pageants offer strong **Career** appeal, opening doors in **Fashion**, modeling, and entertainment.



Growing exposure to international fashion helps contestants refine **Style**, grooming and **Stage Presence**.



Pageant winner brings **Fame**, recognition, and **Credibility**, enhancing personal and professional brands.

What is FashionTV?

World's **Largest** Fashion & Lifestyle Television Channel



2+ Billion Viewers Worldwide



Presence across **196 Countries**



Reaching **500+** Million Households



30th Year and counting since 1997

Market Opportunity



India's pageantry & lifestyle **Industry** is growing rapidly.



Strong sponsorship and brand **Activation** scope.



Growing demand for structured, **Multi-Age** competitions.



Youth-led, aspirational audience ensures high **Engagement**.



Influencer **Culture** driving fashion & talent participation.



Exponential Growth in India for Live events.

What is a Master License for F Pageants by FTV?

The **Master License** for F Beauty Pageants by FTV gives you exclusive rights to operate and scale city-level pageants under the global FashionTV brand.

- **OWN YOUR CITY**
 Be the **Sole Operator** of F Beauty Pageants by FTV in your city, establishing a premier local presence.
- **STRUCTURED PAGEANT ECOSYSTEM**
 Run **Auditions**, grooming sessions, mentoring programs and **Grand Finales** professionally and profitably.
- **SCALABLE & REPEATABLE**
Standardized city-level format allows multiple editions, recurring revenue and growth across the region.
- **ACCESS ALL 14 TITLES**
Host the complete range of pageant categories – Kids, Teens, Men, Women, Married and Senior participants.
- **HIGH-VALUE SPONSORSHIPS**
Leverage FashionTV’s global brand for media visibility, premium sponsorships and networking opportunities.



What is F Beauty Pageants by FTV?

Monetize Fashion & Lifestyle in Your City with F Pageants by FTV.



Operated as a city-level event with strong local **Participation** for consistent engagement.



Structured format includes **Auditions**, grooming rounds, mentoring and **Grand Finale** shows.



Biggest **City-Level** pageant hunt powered by **FashionTV**.



Hosts **14 Pageant** Titles for kids, teens, men and women across age groups.



Each pageant emphasizes **Confidence**, personality, grooming and **Stage Presence**.





Pageant Titles

MISS FTV

Miss FTV represents modern elegance, ambition, and global stage presence. Designed for women aspiring to build careers in fashion, media, and entertainment, this title blends glamour with structure. It offers professional grooming, personality development and high-visibility exposure within a premium format.

ELIGIBILITY CRITERIA:

- **Age:** 20–39 years
- **Marital Status:** Unmarried / Not Engaged
- **Height:** Minimum 5'5" Preferred
- **Nationality:** Indian (Valid Government ID Required)

MISS FTV WILL BE A WOMAN WHO IS:

- **Confident:** Commands attention with poise and self-belief.
- **Intelligent:** Expresses ideas with clarity and awareness.
- **Graceful:** Carries elegance in attitude and presentation.
- **Purpose-Driven:** Uses her voice with meaning and responsibility.

- **Physically Fit & Well-Groomed**
- **Confident Personality & Stage Presence**
- **Good Moral Character**
- **Strong Communication Skills**
- **Available** for Grooming Sessions & Grand Finale Commitments

MR. FTV

Mr. FTV represents Confidence, Character and Contemporary Masculinity. This platform is designed for men who carry Presence with Purpose and are ready to compete at a professionally structured, high-visibility stage.

ELIGIBILITY CRITERIA:

- **Age:** 20 to 39 years
- **Marital Status:** Unmarried / Not Engaged
- **Height:** Minimum 5'7" (173 cm Preferred)
- **Nationality:** Indian (Valid Government ID Required)
- **Personality:** Confident, Well-Spoken & Stage-Ready
- **Character:** Of Good Moral Standing & Sound Mind

MR. FTV WILL BE A MAN WHO IS:

- **Socially Responsible:** A good heart is always an asset.
- **Charming:** Style and charisma go hand in hand.
- **Intellectual:** Presence backed by awareness and clarity.
- **Hardworking:** Success follows discipline and effort.

- **Values:** Socially Responsible with Leadership Qualities
- **Commitment:** Available for Grooming Sessions & Rehearsals
- **Charming:** Style and charisma go hand in hand.
- **Intellectual:** Presence backed by awareness and clarity.
- **Hardworking:** Success follows discipline and effort.
- **Fitness:** Well-Groomed, Physically Fit & Disciplined

MRS. FTV

Mrs. FTV honors married women who balance grace with individuality. The platform enhances personality, confidence and public visibility while offering structured grooming. It opens pathways for lifestyle recognition and brand collaborations.

ELIGIBILITY CRITERIA:

- **Age:** 20–39 years
- **Marital Status:** Married
- **Nationality:** Indian (Valid ID Required)
- **Well-Presented** & Confident Personality

MRS. FTV WILL BE A WOMAN WHO IS:

- **Confident:** Balances individuality with grace.
- **Inspiring:** Leads by example in her personal and social life.
- **Articulate:** Communicates with clarity and strength.
- **Ambitious:** Continues to evolve beyond boundaries.

- **Strong Communication Skills**
- **Good Moral Conduct**
- **Physically Fit & Well-Groomed**
- **Family Support** Encouraged
- **Available** for Grooming & Finale Participation

MR. FTV RIGHT

Mr. FTV Right recognizes married men who demonstrate responsibility, confidence, and style. The platform highlights personality, leadership and disciplined presentation. It offers structured exposure within a premium event environment.

ELIGIBILITY CRITERIA:

- **Age:** 20–39 years
- **Marital Status:** Married
- **Nationality:** Indian
- **Well-Groomed** Appearance

MR. FTV RIGHT WILL BE A MAN WHO IS:

- **Responsible:** Leads with integrity and maturity.
- **Stylish:** Represents refined masculinity.
- **Grounded:** Values family, community and ethics.
- **Driven:** Pursues excellence in every sphere of life.

- Strong Stage **Confidence**
- **Leadership** & Responsible Persona
- Good **Public Conduct**
- Physically **Fit**
- **Available** for All Official Commitments

MISS FTV TEEN

Miss FTV Teen nurtures emerging talent through mentorship and structured grooming. It builds confidence, communication and individuality for future opportunities in fashion and media. The environment remains professional, guided and development-focused.

MISS FTV TEEN WILL BE A YOUNG GIRL WHO IS:

- **Creative:** Expresses individuality with confidence.
- **Disciplined:** Balances ambition with education.
- **Expressive:** Communicates with positivity and clarity.
- **Confident:** Comfortable learning and growing on stage.

ELIGIBILITY CRITERIA:

- **Age:** 13–19 years
- **Parental Consent** Mandatory
- **Nationality:** Indian
- **Presentable** & Confident Personality

- **Good** Academic Conduct
- **Strong** Communication Potential
- **Comfortable** on Stage
- **School** Compatibility Clearance (If Required)
- **Commitment** to Grooming & Training Sessions

MR. FTV TEEN

Mr. FTV Teen shapes future male fashion personalities through structured training. The program refines stage presence, grooming discipline, and communication skills. It prepares participants for long-term growth in media and fashion platforms.

MR. FTV TEEN WILL BE A YOUNG BOY WHO IS:

- **Confident:** Comfortable in his individuality.
- **Focused:** Dedicated to personal growth.
- **Presentable:** Understands grooming and self-discipline.
- **Ambitious:** Aspires to build a strong future presence.

ELIGIBILITY CRITERIA:

- **Age:** 13–19 years
- **Parental Consent** Mandatory
- **Nationality:** Indian
- **Physically Fit** & Well-Groomed

- **Strong Interest** in Fashion/Media
- Good **Academic** Standing
- **Comfortable** in Public Settings
- **School Approval** (If Required)
- **Participation** in All Training Rounds

FTV PRINCESS

FTV Princess encourages early confidence and creative expression in young girls. The platform is structured, safe and development-oriented. Focus remains on positive participation and stage comfort.

FTV PRINCESS WILL BE A YOUNG GIRL WHO IS:

- **Expressive:** Loves to shine with confidence.
- **Positive:** Radiates joy and enthusiasm.
- **Curious:** Eager to learn and explore.
- **Respectful:** Values guidance and teamwork.

ELIGIBILITY CRITERIA:

- **Age:** 6–12 years
- **Parental Consent** Mandatory
- **Nationality:** Indian
- **Confident & Expressive** Personality

- **Comfortable** on Stage
- **Guardian Supervision** Required
- **Participation** in Rehearsals
- **School** Compatibility Preferred
- **Positive & Cooperative** Attitude

FTV PRINCE

FTV Prince introduces young boys to confidence-building and structured grooming activities. The environment is encouraging, safe and growth-focused. It builds early comfort with public presentation.

FTV PRINCE WILL BE A YOUNG BOY WHO IS:

- **Energetic:** Brings excitement to the stage.
- **Confident:** Comfortable expressing himself.
- **Respectful:** Listens and learns with enthusiasm.
- **Team-Oriented:** Enjoys positive participation.

ELIGIBILITY CRITERIA:

- **Age:** 6–12 years
- **Parental Consent** Mandatory
- **Nationality:** Indian
- **Energetic & Confident** Personality

- **Comfortable** in Public Settings
- **Guardian** Supervision Required
- **Participation** in Rehearsals
- **School Compatibility** Preferred
- Positive Participation **Attitude**

MISS FTV JUNIOR

Miss FTV JUNIOR provides a supervised introduction to stage presence and expression. The focus remains on joyful participation and confidence building. It is structured with limited engagement hours for child comfort.

MISS JUNIOR WILL BE A LITTLE STAR WHO IS:

- **Playful:** Enjoys fun and expression.
- **Expressive:** Comfortable smiling and interacting.
- **Cheerful:** Radiates positivity.
- **Supported:** Guided with loving supervision.

ELIGIBILITY CRITERIA:

- **Age:** 3–5 years
- **Parental** Consent Mandatory
- **Nationality:** Indian
- **Comfortable** in Stage Environment

- **Friendly** & Expressive Nature
- **Guardian** Presence Required
- **Limited** Participation Hours
- **Positive** Social Interaction
- **Compliance** with Child Safety Guidelines

MR. FTV JUNIOR

Mr. FTV JUNIOR offers a playful and supportive environment for early confidence development. The platform encourages social interaction and stage comfort in a controlled format. Participation remains light and supervised.

ELIGIBILITY CRITERIA:

- **Age:** 3–5 years
- **Parental Consent** Mandatory
- **Nationality:** Indian
- **Comfortable** in Group Settings

MR. JUNIOR WILL BE A LITTLE CHAMPION WHO IS:

- **Playful:** Loves joyful participation.
- **Confident:** Comfortable in a safe stage setting.
- **Friendly:** Enjoys interacting with others.
- **Supported:** Always accompanied by guardians.

- **Friendly & Expressive Personality**
- **Guardian Supervision** Required
- Limited Rehearsal **Participation**
- **Positive** Participation Attitude
- **Compliance** with Child Safety Norms

MISS FTV 40s

Miss FTV 40s celebrates elegance, experience and continued ambition. It offers visibility for women redefining confidence and public presence beyond traditional age brackets. The format remains structured and professionally curated.

ELIGIBILITY CRITERIA:

- **Age:** 40–49 years
- **Nationality:** Indian
- **Well-Groomed** & Confident Personality
- Strong **Communication** Presence

SHE WILL BE A WOMAN WHO IS:

- **Elegant:** Carries timeless grace.
- **Experienced:** Confident in her journey.
- **Inspiring:** Motivates others through presence.
- **Self-Assured:** Owns her individuality proudly.

- **Good Moral** Standing
- Physically **Fit & Active**
- **Comfortable** on Stage
- **Available** for Grooming & Finale
- **Compliance** with Event Code of Conduct

MR. FTV 40s

Mr. FTV 40s recognizes refined confidence and professional presence. It highlights leadership, personality, and disciplined presentation at an accomplished stage of life. The platform emphasizes dignity and stage command.

ELIGIBILITY CRITERIA:

- **Age:** 40–49 years
- **Nationality:** Indian
- **Well-Presented** Appearance
- Strong **Stage Confidence**

HE WILL BE A MAN WHO IS:

- **Distinguished:** Commands respect naturally.
- **Composed:** Balanced in thought and action.
- **Confident:** Comfortable in leadership roles.
- **Refined:** Represents maturity with style.

- **Good Moral** Standing
- Physically **Active**
- **Leadership** Qualities
- **Public Conduct** Compliance
- **Commitment** to Event Participation

MISS FTV SENIOR

Miss FTV Senior honors grace, wisdom, and timeless elegance. It empowers senior women to embrace visibility and influence within fashion and lifestyle platforms. The stage celebrates confidence at every age.

ELIGIBILITY CRITERIA:

- **Age:** 50–75 years
- **Nationality:** Indian
- **Confident** Personality
- **Comfortable** on Stage

SHE WILL BE A WOMAN WHO IS:

- **Graceful:** Embraces elegance at every age.
- **Wise:** Shares experience with dignity.
- **Confident:** Comfortable in her presence.
- **Empowering:** Inspires the next generation.

- **Good Health** Condition
- **Well-Groomed** Appearance
- Strong **Communication** Presence
- **Available** for Finale Participation
- **Compliance** with Event Standards

MR. FTV SENIOR

Mr. FTV Senior celebrates experience, leadership, and charisma. It provides a dignified platform for recognition and engagement. The format values confidence, discipline and refined presentation.

HE WILL BE A MAN WHO IS:

- **Respected:** Known for integrity and strength.
- **Charismatic:** Commands attention naturally.
- **Experienced:** Leads with wisdom.
- **Influential:** Represents dignity and presence.

ELIGIBILITY CRITERIA:

- **Age:** 50–75 years
- **Nationality:** Indian
- **Well-Groomed & Confident**
- **Good Health** Condition

- **Comfortable** with Public Speaking
- Strong Personal **Presence**
- **Leadership & Integrity**
- **Participation** in Rehearsals
- **Compliance** with Event Standards

Why FashionTV?



Brand Equity
ensures instant recognition and trust.



Global Reach
enhances sponsorship value.



Premium Positioning
attracts high-end partners.



Content Library
reduces marketing costs.



Network Access
enables global collaborations.



Why become a Master Licensee of F Beauty Pageants by FTV?

Becoming a Master Licensor of F Beauty Pageants by FTV puts you at the forefront of India's premier pageant ecosystem.

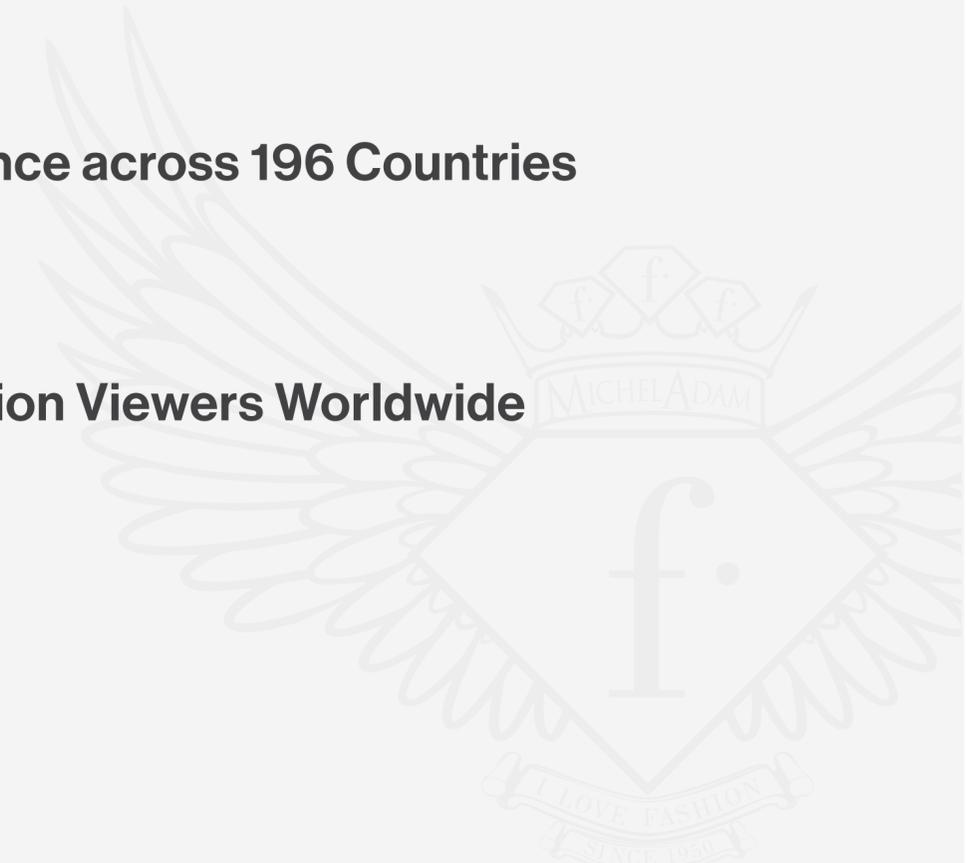
KEY ADVANTAGES INCLUDE

- **BE THE FIRST IN YOUR CITY**
Secure the exclusive Master License and establish yourself as the pioneer of F Pageants by FTV locally.
- **BECOME THE MOST INFLUENTIAL NAME**
Build a premium reputation as the go-to figure in fashion, lifestyle and entertainment in your city.
- **ACCESS ELITE NETWORKING**
Connect with top sponsors, celebrities, industry leaders and high-value partners.
- **MONETIZE FASHION & LIFESTYLE**
Turn events, pageants and media visibility into high-revenue business opportunities.
- **GROW WEALTH & PRESTIGE**
Combine profitability with prestige while leading a recognized global brand in your city.

Why F Pageants by FTV

High-Value, Scalable, Profitable.

- **Multi-Age Market** maximizes registrations.
- **Media Exposure** drives premium monetization.
- **Repeatable Editions** create multiple revenue cycles.
- **Mentorship Programs** elevate event prestige.
- **Brand Authority** ensures trust and participation.
- **Presence across 196 Countries**
- **Reaching 500+ Million**
- **2+ Billion Viewers Worldwide**
- **30th Year and counting since 1997**



Our Reach

FashionTV / FTV is a true Authority in Fashion.

Global Impact

- **500M+** households reached worldwide
- **2B+** viewers across TV and digital

Digital and Social Scale

- **5M+** Facebook followers
- **12M+** weekly Facebook views
- **65M+** monthly YouTube views
- **300K+** Instagram followers
- **125K** monthly Instagram reach
- **5M+** monthly website visits
- **500K+** app subscribers

Broadcast Power

- **12 channels** streaming 24 by 7
- Available on **250** global networks
- **10M** public TV screens visibility
- **100+** hours of weekly content
- UHD **4K** and **8K** production quality
- Presence on leading **OTT** platforms

Master Licensee Benefits

- **Brand Association** with FashionTV
- **Powerful** Business Network
- **VIP Social Access**
- **FTV Brand Power Currency**
- **High-Return Business Opportunity**
- **Leadership** in city fashion ecosystem
- Strong **Industry Credibility**



Revenue Streams

- Participant Registration Fees
- Sponsorship & Category Partnerships
- Ticket Sales & VIP Experiences
- Brand Integrations & Product Placement
- Merchandise & Licensed Product Sales



360° Support

Pre-Opening

- **Brand Onboarding** and license orientation to ensure clear understanding of FashionTV standards
- Official **Brand Kit** and usage guidelines for consistent visibility
- Standardized **Pageant Format** and title framework for repeatable execution
- Event planning roadmap and **Operational Checklist** to reduce setup errors
- Revenue **Planning Template** to forecast and optimize profitability
- Marketing **Promotions** support with launch campaigns and visibility planning
- Advertising **Assistance** across digital and on-ground channels
- **Digital Presence** setup including social media alignment and online branding support



Launch Support

- **Creative Approvals** & brand compliance checks to maintain FashionTV quality.
- Digital **Marketing Direction** & content alignment for consistent city-wide promotion.
- Social media **Strategy Framework** to maximize engagement and contestant visibility.
- Event branding standards for stage, venue and **Participant Experience**.
- Structured **Review Calls** before grand finale to ensure flawless execution.



Licensee Basic Requirements

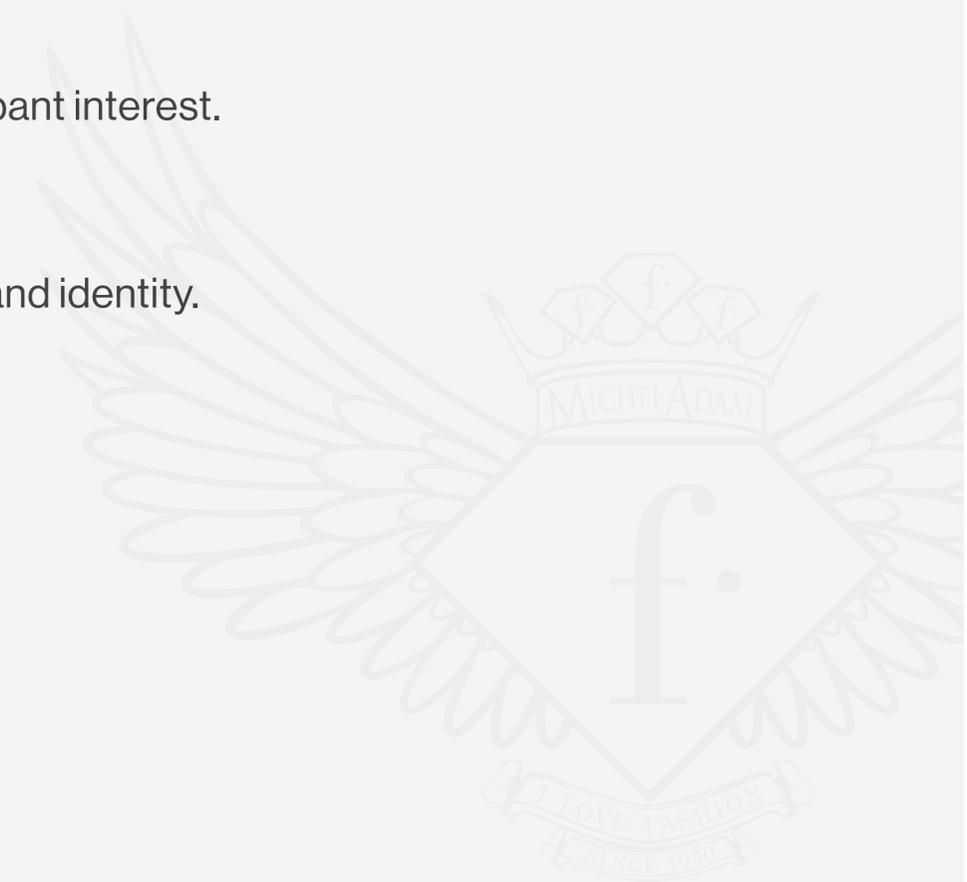
• Licensee Requirements:

- Strong **Financial** Backing
- Ability to invest in event production, marketing, and operations to deliver **Premium** pageant experiences.
- **Passion** for Fashion & Lifestyle
- Genuine interest in fashion, grooming and lifestyle industries to drive **Authentic** brand representation.
- Growth Oriented **Mindset**
- Focus on scaling editions, increasing participation and building **Long Term** business value.
- **Leadership** Ability
- Capability to **Manage** teams, partners and vendors while leading city level executions confidently.
- **Commitment** to Brand Standards
- **Dedication** to maintaining global quality benchmarks and brand guidelines set by FashionTV.
- Experience in **Event Production**
- Practical knowledge of organizing **Large Format** events for smooth planning and execution.
- **Pageant Business** Understanding
- **Familiarity** with grooming formats, auditions and finale structures.
- Strong **Local Reputation**
- **Recognized** name or credibility within the city to attract participants and sponsors.
- Fashion Event **Experience**
- **Exposure** to fashion shows, lifestyle events, or similar premium formats.
- Industry **Connections**
- **Network** within the fashion and lifestyle ecosystem to unlock sponsors, partners and media opportunities.



USPs

- Access to Global FashionTV **Content Library**
- Leverage a **Vast Repository** of fashion, lifestyle and pageantry content for promotions, event visuals and digital campaigns.
- Reduces marketing costs while maintaining a premium, **High-Quality** look for every city-level pageant.
- **Celebrity** & Influencer-Led Promotions (as per availability)
- Opportunities to feature **Recognized Personalities** in campaigns or events, boosting credibility and participant interest.
- Drives higher sponsor engagement and audience attention through **High-Profile Endorsements**.
- FashionTV Branded **Stage Elements** – Ramp, Podium & Backdrops
- Professionally designed stage assets enhance event production and create a consistent, **Recognizable** brand identity.
- Ensures each pageant aligns with **Global** FashionTV standards.
- Signature **Diamond-Inspired** Stage Design Aesthetic
- **Unique Design** creates a premium, luxurious feel for participants, guests and media coverage.
- Differentiates F Pageants from other local events, adding **Aspirational Value**.
- Exclusive FashionTV Branding **Collaterals** – Banners, Flyers & Visual Assets
- Ready-to-use, professionally designed marketing assets ensure cohesive **City-Wide** campaigns.
- Strengthens **Brand Visibility** in both offline and digital channels.
- Strong On-Ground **Brand Presence** & Premium Identity
- Consistent brand messaging and high-quality production create a perception of **Prestige** in the city.
- Encourages **Higher** participant registrations, sponsor trust, and media attention.



USPs (Proprietary Products)

- **Exclusive FashionTV Merchandise** – Access to a curated range of branded products, from gowns and crowns to sashes, apparel and footwear, elevating event prestige.
- **Lifestyle & Fragrance Lines** – Extend the FashionTV experience with fragrances, styling products, and innerwear, creating aspirational value for participants and audiences.
- **Travel & Vanity Gear** – Offer premium branded accessories that complement pageant participation and enhance overall brand association.
- **Consistent Brand Identity** – Proprietary products maintain a cohesive FashionTV luxury aesthetic across all city-level pageants.
- **Revenue Opportunities** – Merchandise can generate additional income through sales, sponsorship tie-ins, or participant packages.

USPs (Special Events)

- **Runway-Centric Experiences** – Core pageant activity that drives audience engagement, enhances sponsor visibility and attracts designer participation.
- **Luxury Product Showcases** – Opportunity for brands to display or launch products during grooming sessions or finale, creating monetizable brand slots.
- **Top Model Presentations** – Celebrity or top model appearances increase perceived event value, boosting ticket sales and premium sponsorship opportunities.
- **High-Profile Brand Activations** – On-ground stalls, experience zones, and photo booths generate additional sponsorship revenue while enhancing attendee engagement.

Social Media Marketing of your city

DEDICATED HANDLES ON



Instagram



Facebook



Twitter (X)



LinkedIn



Snapchat



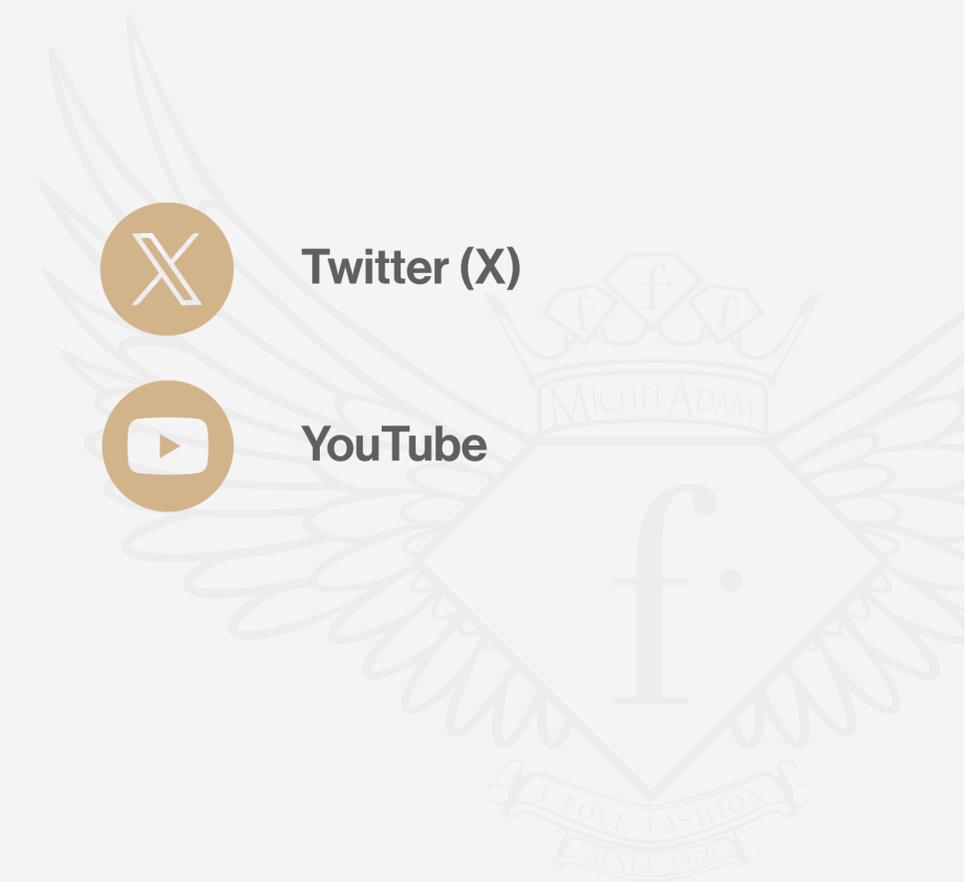
YouTube



Threads



Pinterest



Social Engagement Statistics

- OVER 300 STORIES DAILY
- HIGH ORGANIC ENGAGEMENT
- STRONG WORD-OF-MOUTH VISIBILITY



New Media Statistics

 3+ Million Facebook Fans

 500K Monthly Website Visits

 1.5 Million Monthly Impressions

 1 Million YouTube Subscribers

 15 Million Monthly Views

 300K+ Instagram Followers

Sponsored Local Listings

 Facebook Local

 Google Local

 GPS Based ADs

 Facebook Ad Campaigns

 Google Ad Campaigns

 Instagram Ads

 SEM & SEO Marketing

 Analytics and Reports

 Youtube Promotions & Video Boost



Invitation

FashionTV / FTV invites **Visionary Partners & Event Organisers** with international fashion and lifestyle sensibilities. If you find our brand, support, and opportunity exciting, let's **Connect, Collaborate** and **Build**.



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