



Own the  
Master License

*for*

# f·Pageants

*by* FashionTV

for Your City

# f·Pageants

by FashionTV

Own the Master License for  
F Beauty Pageants by FTV  
Be the Most Influential Name in Your City.

- ✧ A premier multi-title pageant **Platform** celebrating **Talent, Beauty** and **Poise**.
- ✧ India's most aspirational **License** bringing international **Prestige** and glamorous **Opportunities**.

# What is FashionTV?

Backed by **FashionTV**, the global authority in **Luxury Fashion**.

Reaches **2B+ Viewers** worldwide, across **196 Countries**.

Present in **500M+** Households with premium global Visibility.

**30th Year** of sustained fashion & lifestyle Leadership.

# What Is f·Pageants by FashionTV



A **Multi-Title** city-level Beauty pageant license with structured event Formats.

Global media **Exposure** ensures participant recognition.

Covers 14 categories for **Kids, Teens, Men** and **Women**.

Empowers contestants with **Confidence**, stage **Presence** and career **Opportunities**.

Includes professional **Auditions**, grooming, mentoring, and **Grand Finale** shows.



# What is a Master License for f·Pageants *by* FashionTV

A Master License lets you exclusively run and grow city pageants under the global FashionTV brand.

## Key Benefits

- ✧ **Exclusive city rights** to host F Beauty Pageants
- ✧ **All 14 titles** across age and gender categories
- ✧ **Complete ecosystem** from auditions to finales
- ✧ **Stronger sponsorship and media appeal**
- ✧ **Repeatable format** for recurring revenue and expansion

# Pageants Titles



Miss FTV

PAGEANT TITLE 01

# Miss FTV

**AGE: 20-39 YEARS**

For women who embody confidence,  
elegance, and modern ambition.

P A G E A N T T I T L E 0 2

# Mr. FTV

**AGE: 20-39 YEARS**

For men who represent presence,  
charisma, and leadership.

PAGEANT TITLE 03

# Mrs. FTV

**MARRIED | AGE: 20-39 YEARS**

For women who balance grace, strength, and individuality.

PAGEANT TITLE 04

# Mr. FTV Right

**MARRIED | AGE: 20-39 YEARS**

For Men who carry responsibility with style and confidence.

PAGEANT TITLE 05

# Miss FTV Teen

**AGE: 13-19 YEARS**

For young women building confidence, expression and ambition.

PAGEANT TITLE 06

# Mr. FTV Teen

**AGE: 13-19 YEARS**

For young men shaping personality, discipline and stage presence.

PAGEANT TITLE 07

# FTV Princess

**AGE: 6-12 YEARS**

A joyful platform to nurture confidence and communication.

PAGEANT TITLE 08

# FTV Prince

AGE: 6-12 YEARS

A confident first step into personality and leadership.



PAGEANT TITLE 09

# Miss FTV Junior

**AGE: 3-5 YEARS**

A safe and memorable introduction to stage presence.

A SAFE AND MEMORABLE  
INTRODUCTION TO STAGE  
PRESENCE.

PAGEANT TITLE 10

# Mr. FTV Junior

**AGE: 3-5 YEARS**

A playful beginning to confidence and expression.

A PLAYFUL BEGINNING  
TO CONFIDENCE AND  
EXPRESSION.

PAGEANT TITLE 11

# Miss FTV 40s

**Age: 40–49 Years**

For women redefining glamour with maturity and influence.

PAGEANT TITLE 12

# Mr. FTV 40s

**AGE: 40-49 YEARS**

For men who lead with experience and refined presence.

PAGEANT TITLE 13

# Miss FTV Senior

**AGE: 50-75 YEARS**

For women whose journey reflects wisdom, grace, and strength.

PAGEANT TITLE 14

# Mr. FTV Senior

**AGE: 50-75 YEARS**

For men who carry legacy, leadership, and lasting impact.

- ✧ India's beauty pageantry & lifestyle **Industry** is growing rapidly.
- ✧ Influencer-driven fashion and talent **Culture** fuels participation.

- ✧ Rising demand for structured, **Multi-Age** competitions.
- ✧ Strong sponsorship and brand **Activation** potential.
- ✧ Youth and aspirational audiences ensure high **Engagement.**

# Market Opportunity

# 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 f·P Pageants by FashionTV Stand Out

Leverages global **Brand Recognition** through FashionTV.

Multi-age, multi-title license increases **Registrations** and **Reach**.

High-glamour, professionally staged **Events** attract elite **Audiences**.

Celebrity, influencer, and sponsor **Magnet** enhances **Visibility**.

Not just a competition a premium **Talent Showcase**.

# Why become a Master Licensee for f·Pageants *by* FashionTV

## Key Benefits

- ✦ **Pioneer advantage** as the first mover in your city
- ✦ **Premium personal brand** in fashion and lifestyle space
- ✦ **Elite network access** to sponsors and industry leaders
- ✦ **Revenue opportunities** through events and media
- ✦ **Profit with prestige** backed by FashionTV brand value

Revenue from participant **Registrations** and sponsorships.

Brand **Integrations** and strategic collaborations boost **Value**.

Media rights and promotional **Partnerships** expand **Reach**.

Scalable license model for **Multi-City** operations.

Repeatable formats ensure recurring **Revenue Streams**.

# License Model

## f·Pageants

by FashionTV

# Pre Launch *support*

Brand **Onboarding** & license orientation to ensure complete understanding of FTV standards.

Official brand kit & usage **Guidelines** for consistent visibility.

**Standardized** pageant format & title framework for repeatable execution.

Event **Planning** roadmap & operational checklist to minimize setup errors.

**Revenue** planning template to forecast and optimize profitability.

- ✧ **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.**

# Launch *support*

fashiontv



# Post Event *support*

Content **Amplification**  
across digital platforms.

Performance **Reviews**  
and media **Analytics**.

Winner **Spotlight** and brand  
**Visibility**.

Future event planning & repeat  
edition **Guidance**.

# Revenue Streams

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

- ✧ Event entrepreneurs and pageant **Organizers.**
- ✧ Talent management agencies and **Grooming Academies.**
- ✧ Lifestyle, fashion, and luxury brand **Owners.**
- ✧ Partners with growth-focused **Entertainment Vision.**

# Ideal *licensee*



# License *requirements*



✧ **Performance** review & feedback session for evaluating ROI and operations.

✧ **Quality** assessment to maintain FashionTV standards.

✧ **Guidance** for next edition scaling strategy to grow revenue and footprint.

✧ Repeat edition planning & calendar structuring for consistent annual **Events**.

✧ **Content** sharing & recap positioning support across social channels.

# USP'S

- **Global Content Access:** Use FashionTV content library for promotions and visuals, lowering marketing costs with a premium look.
- **Influencer Visibility:** Celebrity and influencer presence, as available, to boost credibility and sponsor interest.
- **Branded Stage Setup:** Signature ramp, podium, and backdrops ensuring global brand consistency.
- **Luxury Aesthetic:** Diamond inspired stage design that elevates event appeal and differentiation.
- **Ready Marketing Collaterals:** Banners and digital creatives for cohesive campaigns.
- **Strong Brand Presence:** Premium identity that drives registrations, sponsors, and media.

# USPs

## Proprietary Products

- **Exclusive Merchandise:** Gowns, crowns, sashes, apparel, footwear.
- **Lifestyle Lines:** Fragrances and styling products for aspirational value.
- **Travel and Vanity Gear:** Branded accessories for participants.

## Special Events

- **Runway Experiences:** High engagement and sponsor visibility.
- **Luxury Showcases:** Monetizable brand display slots.
- **Top Model Appearances:** Higher ticket and sponsor value.
- **Brand Activations:** Stalls and photo zones for extra revenue.

# Marketing & Visibility

Google Local and GPS Ads

Drives auditions and ticket traffic

Social Media Campaigns

Boosts hype and sponsor visibility

SEM and SEO

Captures pageant searches

Analytics

Tracks registrations and engagement

# Social Media Presence & Reach

Instagram  
Facebook

X  
LinkedIn

YouTube  
Threads

Pinterest  
Snapchat

# Reach Snapshot

4M+ Facebook followers

300K+ Instagram followers

Millions of YouTube views

High organic engagement





12 Channels, 24/7 Broadcast delivering continuous global visibility across fashion and lifestyle via FashionTV.

OTT Platform Presence expanding reach to digital and mobile audiences.

100+ Hours of Weekly Content ensuring fresh programming.

Distribution n 250+ Networks for strong global coverage.

10M+ Public Screens across hospitality and retail spaces.

Dedicated app with 500K+ Subscribers enabling direct engagement.

UHD 4K and 8K Content maintaining premium broadcast

# Our Reach

# Our Board

KASHIFF KHAN  
Managing Director



MICHEL ADAM  
Founder



— thank you —