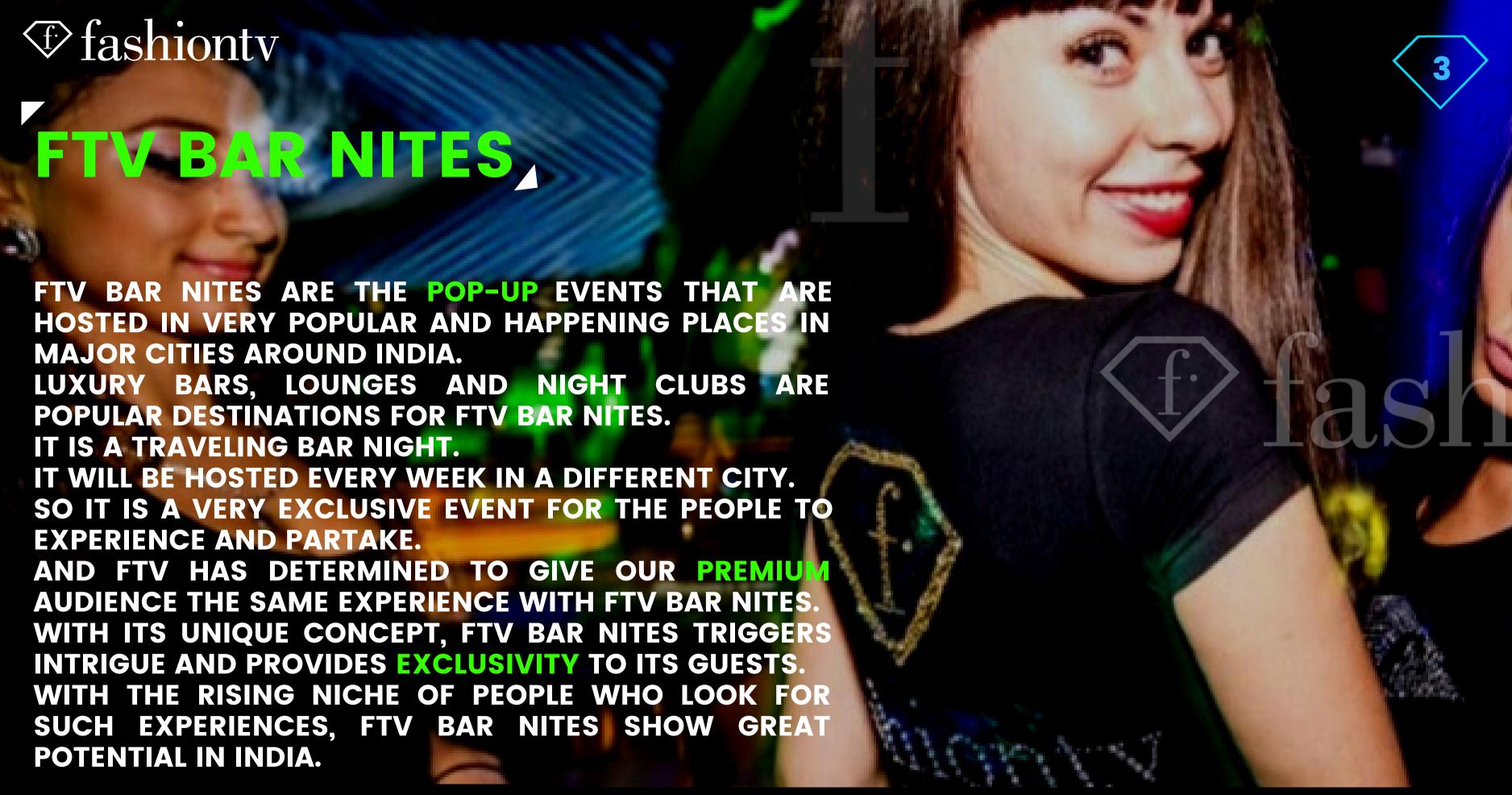


fashiontv*bar nites* 

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# FTV BAR NITES PHILOSOPHY

### **VISION**

TO BRING INDIA AT PAR WITH INTERNATIONAL POP UP EVENTS STANDARDS & TRANSFORMING THE COUNTRY INTO A LEADING ENTERTAINMENT DESTINATION.

### **MISSION**

TO HOST FTV BAR NITES IN MAJOR CITIES ACROSS INDIA TO PROVIDE A ONE OF KIND POP UP EVENT EXTERISMENT

#### AIM

TO CREATE INDIA'S MOST INFLUENTIAL AND FASHIONABLE POP UP EVENT BRAND WHICH SETS THE BENCHMARK FOR THE REST OF THE INDUSTRY.





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- \* UHD 4K AND 8K 24 HOURS CHANNELS.
- \* AVAILABLE ON LEADING OTT PLATFORMS ALL OVER THE WORLD.
- \* 100 PLUS HOURS OF NEW FASHION AND LIFESTYLE CONTENT **EVERY WEEK.**
- \* 2 BILLION WORLDWIDE VIEWERS.
- \* AVAILABLE ON 250 GLOBAL CABLE SATELLITES.
- \* PRESENCE IN 193 COUNTRIES.
- \* REACHING 500 MILLION HOUSEHOLDS.



### 6

# SOME FASHIONTV KEY FACTS:-

- \* VIEWED ON 10 MILLION PUBLIC TV SETS IN PUBLIC PLACES.
- \* 5M WEBSITE HITS PER MONTH.
- \* FASHIONTV APP GETS 500K SUBSCRIBERS & 35K INSTALLATION PER MONTH.
- \* FASHIONTV YOUTUBE CHANNEL HAS 65M VIEWS.
- \* FASHIONTV YOUTUBE CHANNEL HAS 90M VIEWERSHIP PER MONTH.
- \* 4.5M PLUS LIKES ON FACEBOOK.
- \* 12M VIEWS PER WEEK.
- \* 300K FOLLOWERS ON INSTAGRAM
- \* 125K ORGANIC REACH PER MONTH.

BACKED WITH MOST VIEWED, PROVEN AND STABLE HIGH-END LUXURY FASHION AND LIFESTYLE MEDIA HOUSE.

WWW.FASHIONTV.COM









# LAUNCH SUPPORT:

- 1. PLANNING AND EXECUTION.
- 2. LAUNCH
- PLAN IN SMM AND PR.
- 3. PROMOTIONS.
- 4. CROSS MARKETING.

### POST OPENING SUPPORT:

- 1. AUDITS AND IDEAS.
- 2. PROMOTIONAL OFFERS.
- 3. FASHIONTV SPONSORSHIP OPPORTUNITY.
- 4. GOOGLE AND WEBSITE LISTING.





# USP OF FASHIONTV

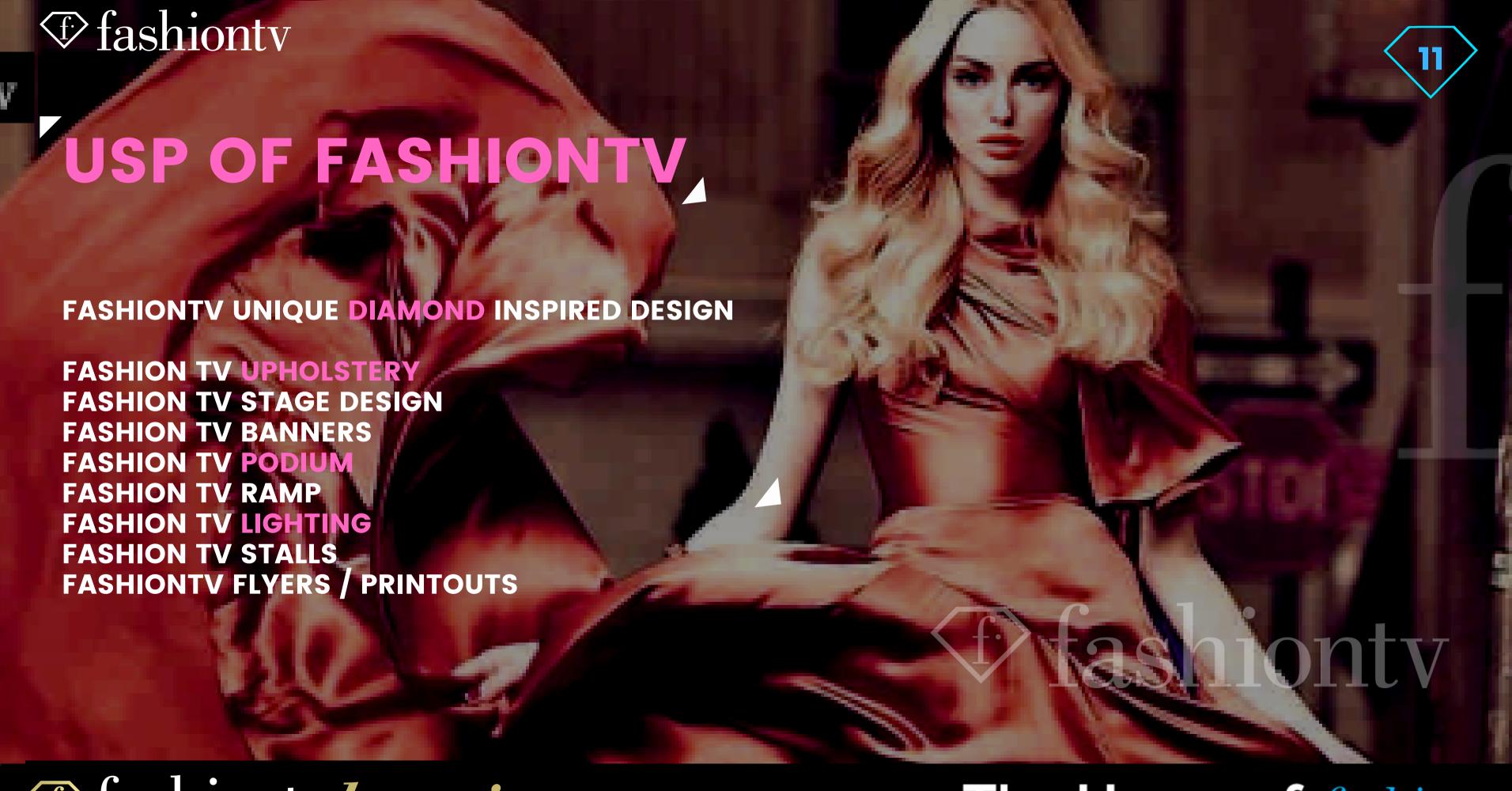
**8K VIDEO WALL FASHION SHOWS AND VJ** 

- PROJECTIONS OF FASHIONTV SHOWS BY TOP DESIGNERS.
- 3D FASHIONTV "FLOOR "STUNNING LUXURY FASHION ANIMATIONS.
- LIVE FASHIONTV CHANNEL WITH FASHIONTV
- SHOWS FROM ACROSS THE GLOBE.
- CONTINUOUS FLOW OF LIVE FASHIONTV FROM VARIOUS
- FASHION HUBS.
- PROMOTIONAL VIDEOS OF FASHIONTV PARTIES
- FROM ACROSS THE GLOBE
- PROMOTIONAL CONTENT THROUGH CELEBRITIES
- ENDORSING THE BRAND FROM ACROSS THE GLOBE.















# SOCIAL MEDIA MARKETING

DEDICATED SOCIAL MEDIA MARKETING HANDLES

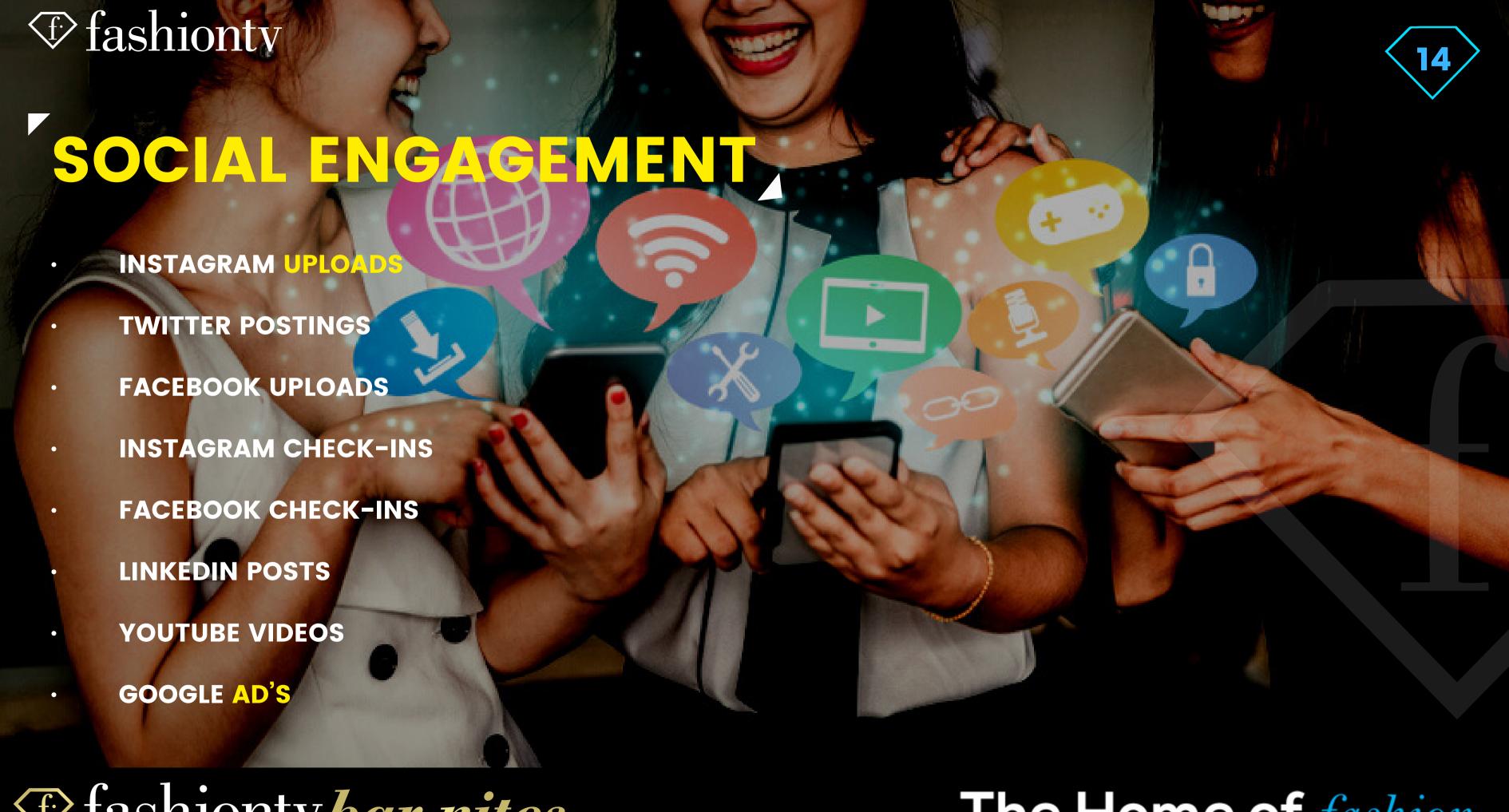
- FACEBOOK
- INSTAGRAM
- TWITTER
- YOUTUBE
- LINKEDIN

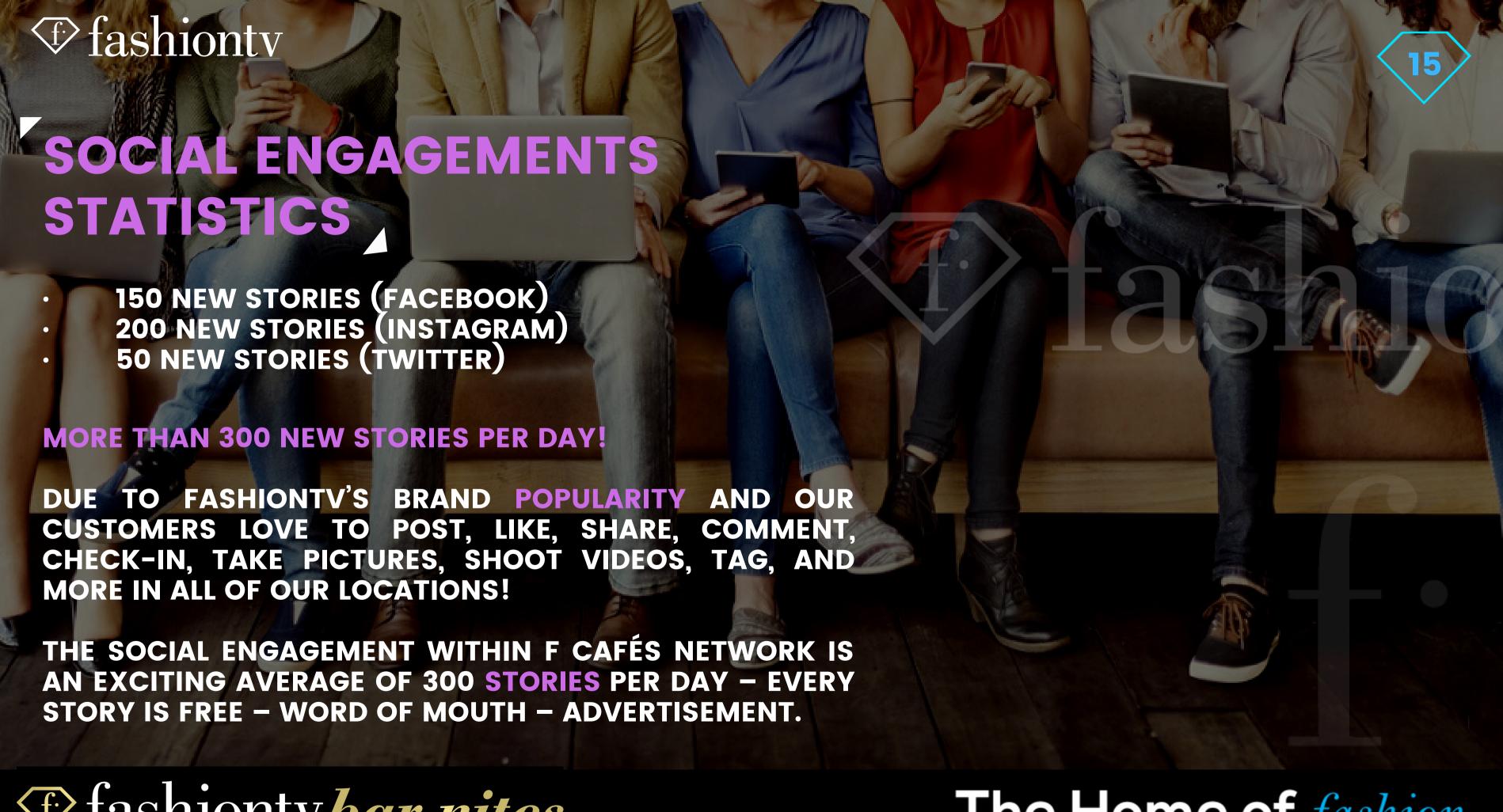






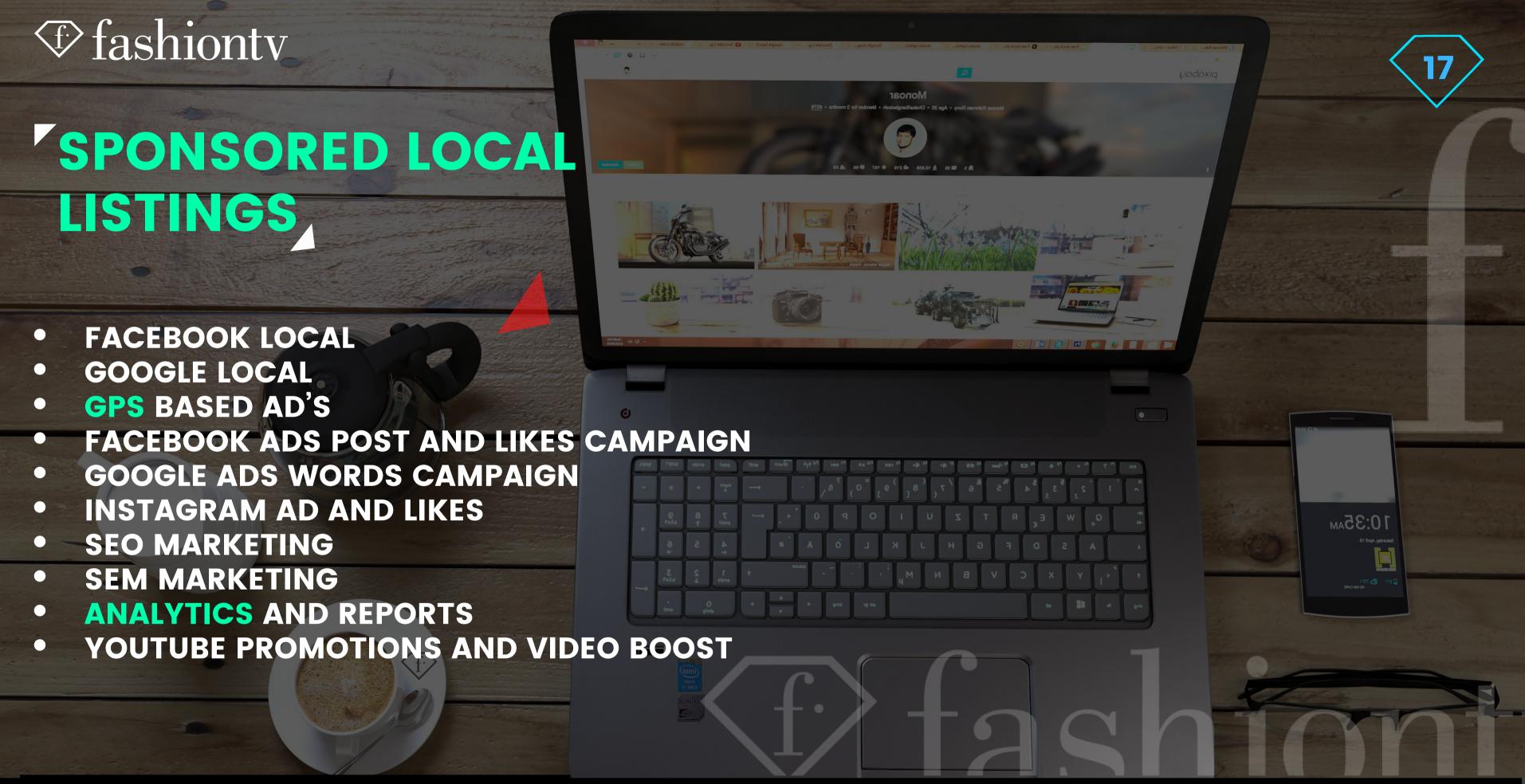




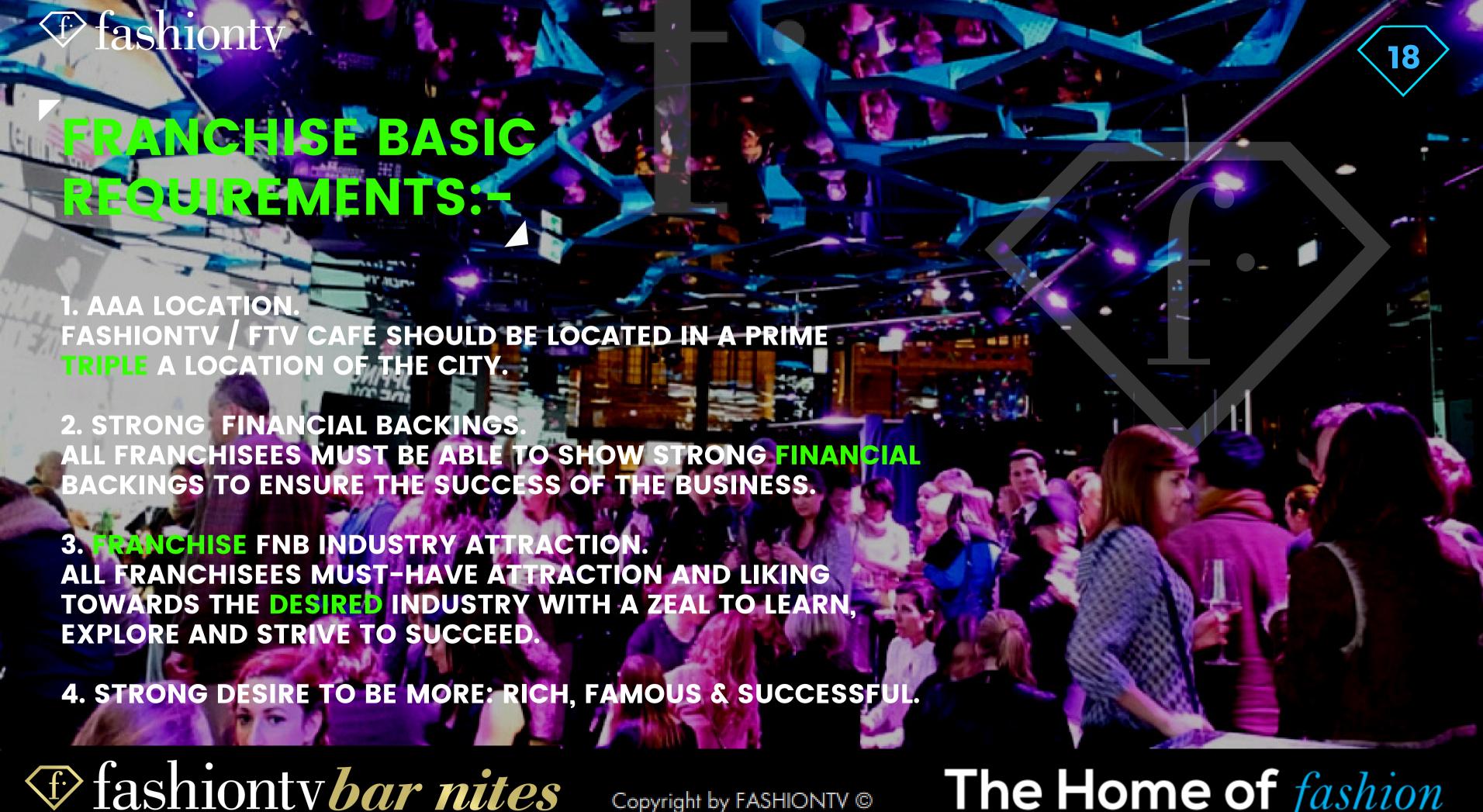












### **fashionty**

# FASHIONTV FRANCHISE FINANCIALS

Module	Category A	Category B	Category C
Franchising Fee	1,12,50,000	75,00,000	37,50,000
Office	Basic	Basic	Basic
Approx. Investment	15000000	10000000	6000000
Royalty %	10%	10%	10%
ROI	150%	150%	150%

#### **NOTES:**

THESE ARE APPROX. FIGURES BASED ON WORLDWIDE STORES. THE ACTUAL COST WILL VARY AS PER THE LOCATION. TAXES AS APPLICABLE. SHOP COST & WORKING CAPITAL EXTRA ON ACTUAL.





FTV BAR NITES WILL BE STUDDED WITH LUXURIOUS BARS, MUSIC, PARTY, DANCE EVENTS THAT WILL TAKE YOUR BREATH AWAY.

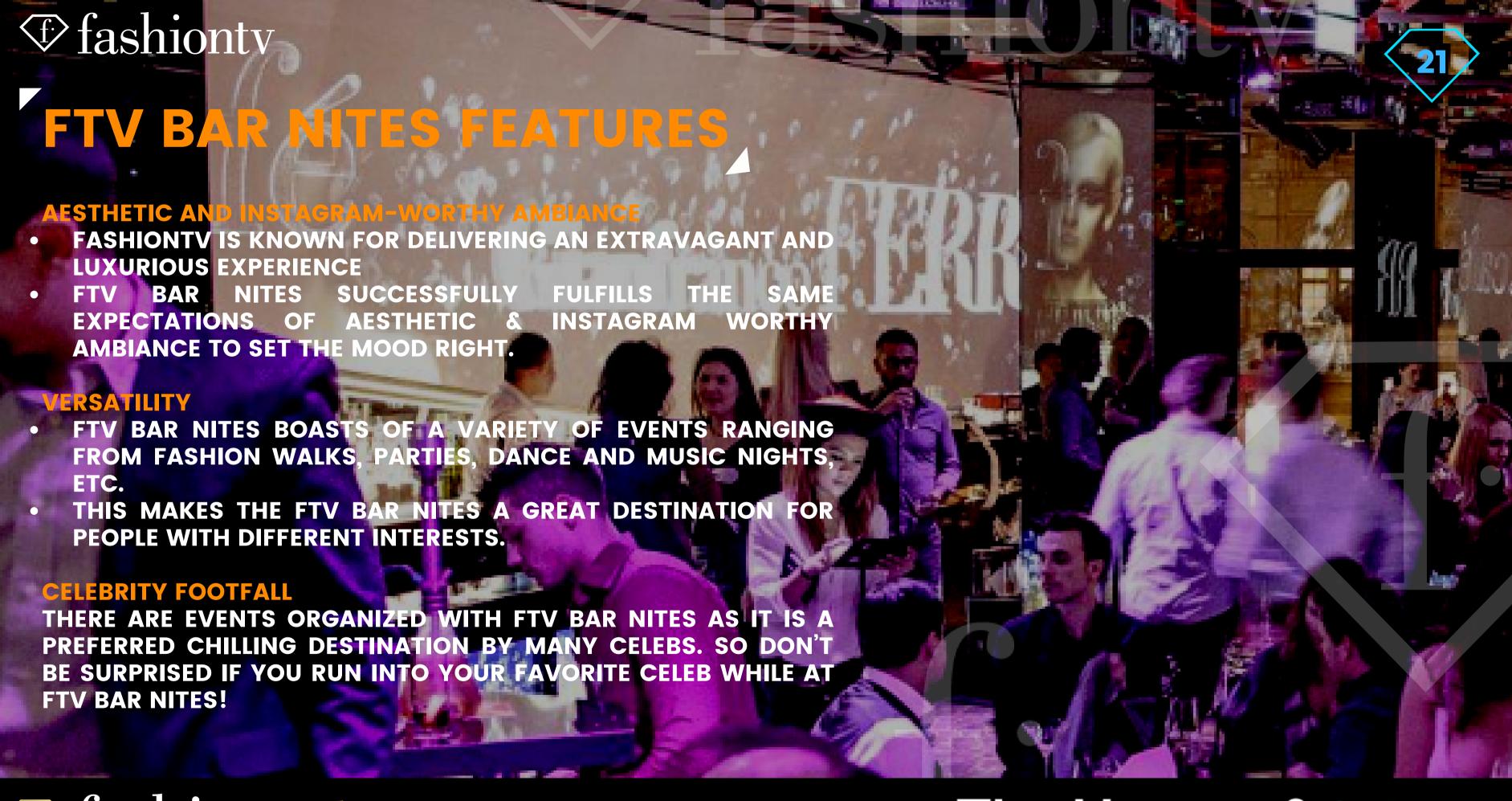
FOLLOWING ARE SOME OF THE FEATURES OF FTV BAR NITES:

#### HIGHLY INTRIGUING

- FTV BAR NITES IS A POP EVENT WHICH IS HOSTED AT VARIOUS POPULAR PLACES GLOBALLY.
- THE BRIEF LIFESPAN OF THE EVENT MAKES FTV BAR NITES MORE INTRIGUING & FASCINATING FOR THE PEOPLE TO ATTEND AND ENJOY.









## FTV FRANCHISE BENEFITS:

- ASSOCIATION WITH WORLD'S LARGEST FASHION BRAND
- GREAT BUSINESS OPPORTUNITY WITH GREATER RETURNS
- DEVELOP A HUGE FRUITFUL CIRCLE OF BUSINESS
  NETWORK
- BECOME A LEADER IN FASHION AND LIFESTYLE IN YOUR CITY

  CDEANA COCIETY
  - **CREAM SOCIETY**
- GET TO BE THE NEXT VIP JET SETTER
- BE ON THE VIP LIST OF EVERY INVITEE LIST OF YOUR CITY EVENTS
- BECOME THE RESPECTED PLAYER IN YOUR CITY FASHION INDUSTRY
- BE SEEN AND SURROUNDED WITH THE WHO'S WHO OF YOUR CITY
- MEET THE MOST BEAUTIFUL AND FASHIONABLE PEOPLE
- USE THE FTV VISITING CARD AS YOUR POWER CURRENCY



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