



FSP | Franchise Sales Partner

Sales Kit 2026

About us

The world's largest fashion and lifestyle
Television channel, reaching over 2+ Billion
viewers across 196 countries.

With 28 years of global presence, we hold
unmatched credibility in fashion and luxury.

We are the **ultimate platform** for showcasing
fashion, beauty, trends and aspirational living.

More than just a channel, we **represent a
global lifestyle and culture** and are trusted by
top designers, celebrities, and luxury brands
worldwide.

12 CHANNELS | 24X7 BROADCASTING | 500+ MILLION HOUSEHOLDS | 100+ HOURS OF NEW CONTENT

OUR
**Philo-
sophy**

Vision

To build a global ecosystem of lifestyle experiences where every franchise vertical reflects the attitude, elegance, and edge of FashionTV.

Mission

To empower entrepreneurs with future-forward formats that fuse fashion, culture and commerce into high-performing, high-desire businesses.

Aim

To position FashionTV Franchises as the gold standard for trend-led, cross-industry ventures, setting the pace across beauty, wellness, dining, retail, fitness and education.





Franchise Sales Partnership





What It Is?

A Franchise Sales Partnership is a strategic role where you represent a brand to help grow its franchise network.



Your Role

Identify, introduce, and help close deals with potential franchisees in your region or network.



No Ownership Required

You don't run a franchise, but act as a bridge between the brand and prospective business owners.



What You Earn?

Receive a fixed commission for every successful franchise signed through your efforts.



Why It Matters?

You become part of FashionTV's elite expansion strategy while using your business acumen and social capital.



The Advantage

Ideal for individuals with strong networks, good city knowledge, and a passion for luxury, fashion, and business.

Global Franchise Market



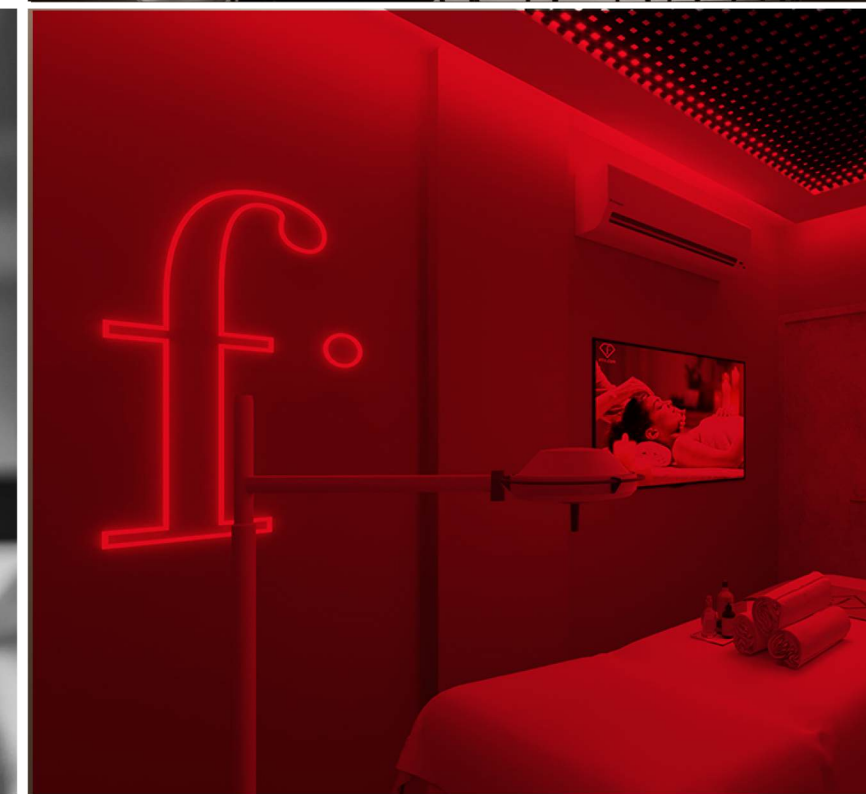
With over 19 million franchise units operating worldwide, franchising is a proven model of scale and success.



The global franchise industry commands a staggering 4.7 trillion US Dollars in economic value.



Luxury and lifestyle franchise formats are projected to grow at a 14% CAGR by 2030, making them among the fastest-growing categories in the franchise space.



The wellness franchise sector alone is valued at 50+ billion US Dollars globally, driven by rising demand for salons, aesthetics, and fitness.

Indian

Franchise Market

The Indian franchise industry is currently valued at INR 6.64 Lakh Crore.

It is growing rapidly at 30–35% annually, with INR 11.62-12.45 Lakh Crores projected within 5 years.

The franchise sector contributes ~2% of India's GDP and supports ~8-12 Crore jobs.

Over 35% of franchise models in India belong to the lifestyle sector, aligning closely with wellness, retail and lifestyle formats.

~~Why~~ Become a Franchise Partner

A powerful platform to build high-visibility, trend-led franchise businesses- franchising with us means instant brand recall, aspirational value, and market distinction.

Get selling rights to develop and sell verticals of FTV franchises and events in India and abroad.

Represent one of the world's most iconic lifestyle brands across all verticals in your region.

Drive regional business growth across all existing verticals, from salons to cafes to luxury lounges.

Benefit from every franchise format launched within your territory.

Get full backing on branding, marketing, design, training, and operational systems from our HQ.

Leverage our international influence among your city's audience.

Franchise List

Hospitality

- Diner
- Bar
- Lounge
- Club

Beauty

- Salon
- Nail Studio
- Aesthetics

Wellness

- Gym
- Spa

Education

- School of Beauty
- School of Hospitality
- School of Fashion Designing
- School of Modelling & Grooming
- School of Performing Arts

Retail

- Made to Measure
- Multi Designer Store

Misc

- Talents



F BAR



F LOUNGE



F CAFE & DINER



F CLUB

Hospitality

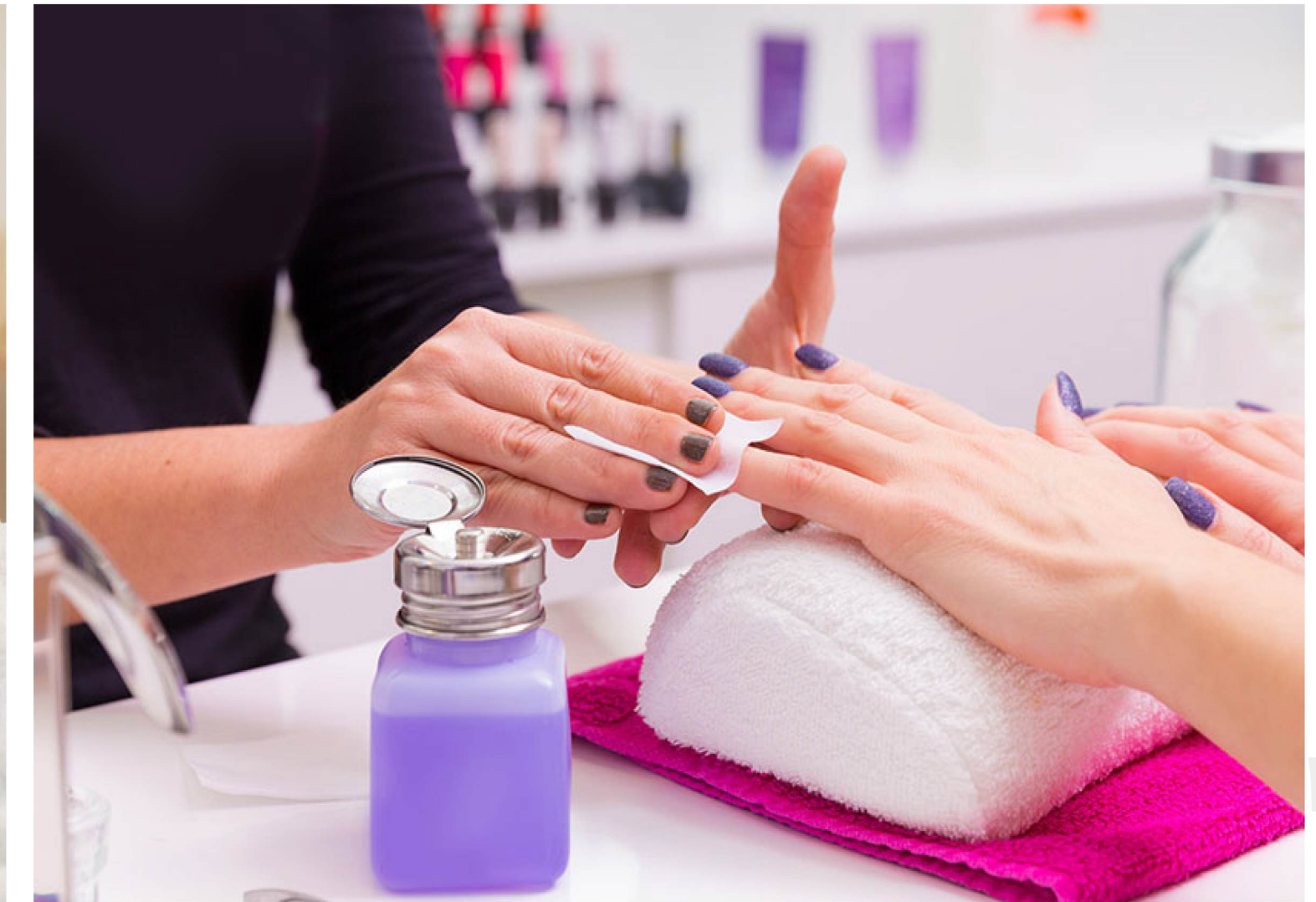
F Hospitality by FTV seamlessly blends dining, nightlife and luxury with a touch of fashion. Each concept is crafted to deliver high-energy, fashionable experiences that appeal to premium audiences and set benchmarks in modern hospitality. For our partners, this vertical represents a proven business opportunity with strong brand pull, aspirational positioning and the ability to transform spaces into high-demand lifestyle destinations.



F SALON



F AESTHETICS



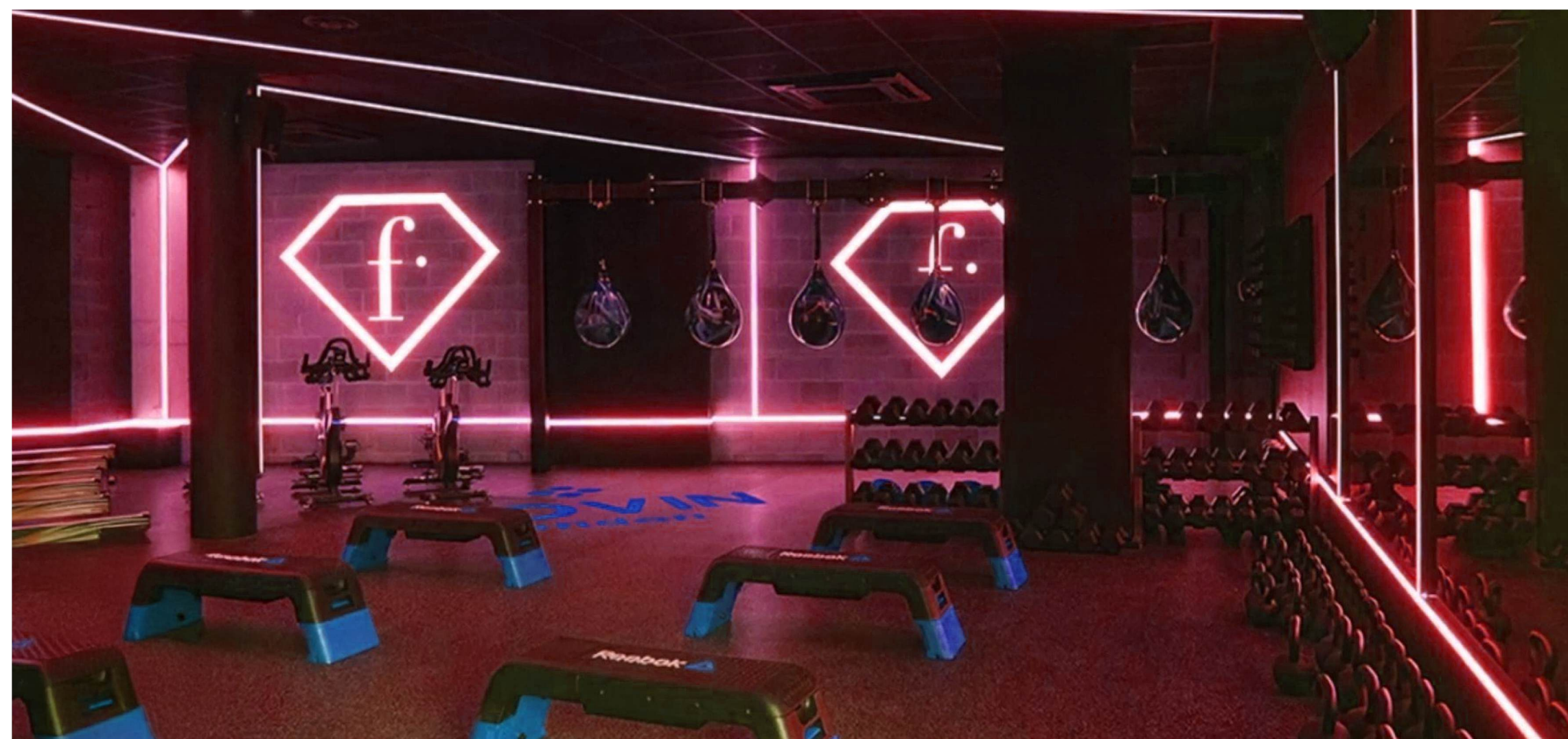
F NAIL STUDIO

Beauty

F Beauty by FTV comprises the exclusive FashionTV Salons, Aesthetics and Nail Studios. Each concept is designed to meet the growing demand for premium grooming, skincare and beauty services, while creating aspirational destinations that resonate with today's luxury-conscious clientele. For our partners, this vertical offers a scalable business opportunity with strong brand equity, differentiated positioning and consistent consumer appeal.



F SPA



F GYM

Wellness

F Wellness by FTV brings together the signature FashionTV Spa and Gym experiences, offering a balance of rejuvenation in premium lifestyle settings. Each concept is built to cater to the growing demand for luxury wellness and fitness experiences. For our partners, this vertical delivers a high-value business proposition with strong customer loyalty, aspirational positioning and the power to establish destinations that stand apart in the market.



SOB



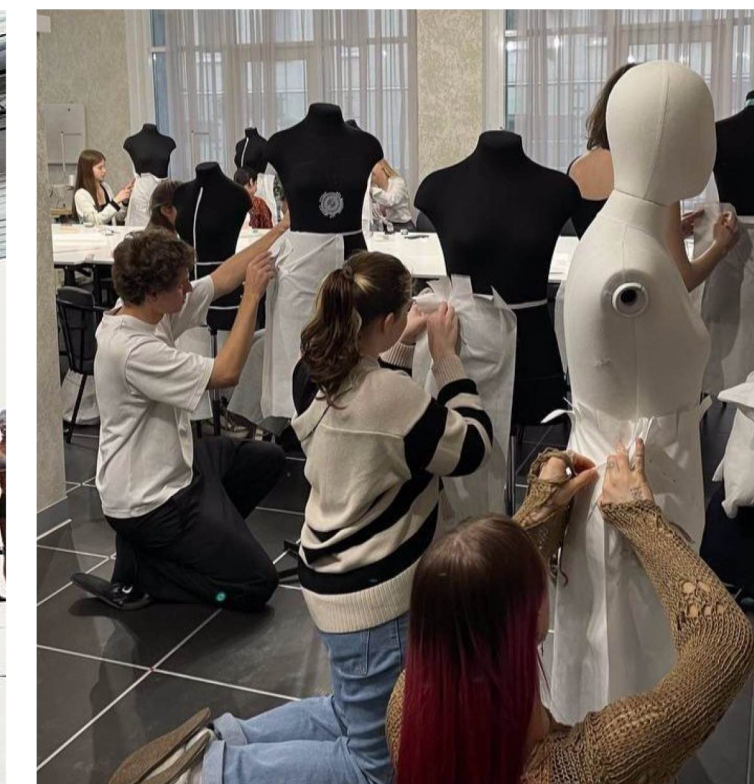
SOH



SOMG



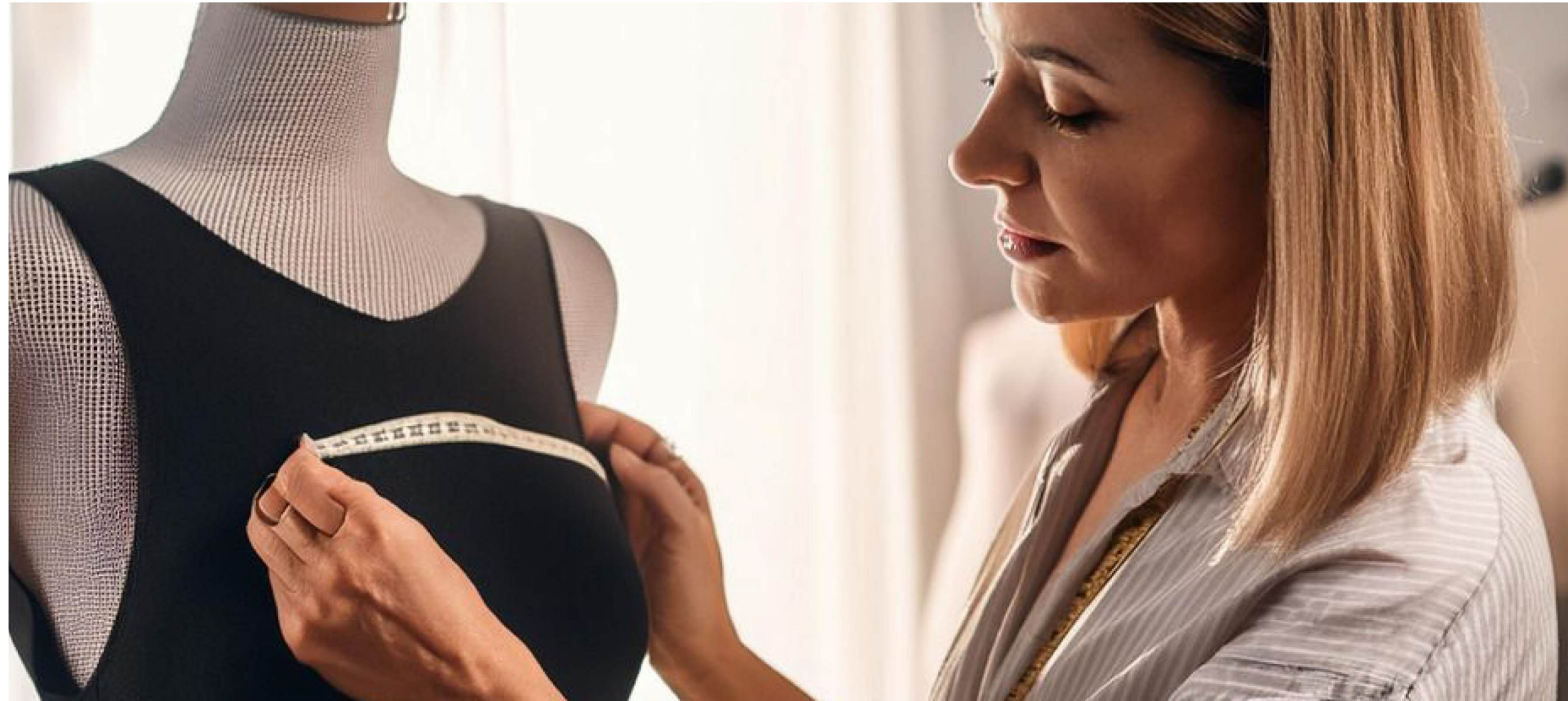
SOPA



SOFD

Education

FTV's Education vertical shapes the future of talent and creativity through its specialized institutions for Beauty, Hospitality, Modelling & Grooming, Performing Arts and Fashion Designing. Each school is designed to nurture skill, confidence, and professionalism while reflecting FashionTV's global lifestyle identity. For our partners, this vertical represents a high-impact business opportunity that combines aspirational education with strong market demand ensuring sustainable growth and long-term value.



MADE TO MEASURE



MULTI DESIGNER STORE

Retail

F Retail by FTV brings fashion and lifestyle to the forefront through its specialized designer stores. Each concept is curated to deliver exclusivity, personalization and access to global trends, creating destinations that resonate with style-conscious audiences. For our partners, this vertical presents a premium business opportunity backed by strong brand credibility, aspirational positioning and the ability to tap into the growing demand for luxury retail experiences.



F TALENTS

Misc

A dedicated platform for discovering, nurturing and showcasing individuals across fashion, lifestyle, and entertainment. Built on FTV's global reach and influence, it opens doors for aspiring talents to connect with industry opportunities and recognition. For our partners, this vertical represents a unique business opportunity to engage with the talent ecosystem, strengthen brand presence and create value through aspirational community building.

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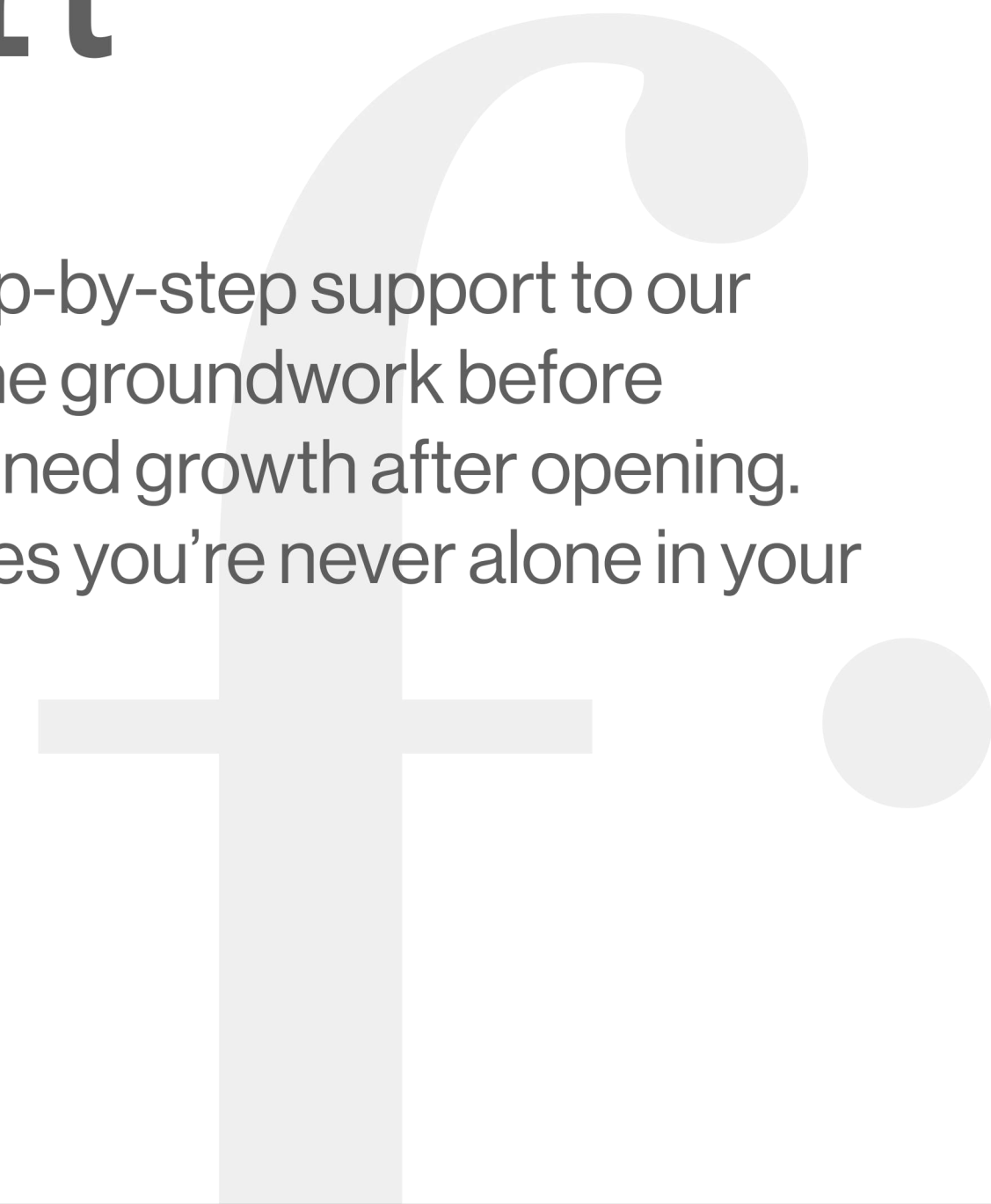
 FSP
by fashiontv



 5+ franchise
verticals

360° Business Support

We offer complete, step-by-step support to our partners, from laying the groundwork before launch to driving sustained growth after opening. Our 360° model ensures you're never alone in your brand journey!



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The House of Fashion

A vertical panel with a dark red, abstract, textured background. At the bottom, there is a silhouette of a crowd with their arms raised. On the right side, large, bold, red letters spell out 'CSC'. In the center, a list of items is displayed in white text.

- Welcome Kit
- Extensive Training
- Certificate
- Visiting card
- Email ID
- Sales Kit per Vertical
- Brand Support



Franchise Fees



Partner Investment
₹15 Lakhs

Inclusions

- Official Partner Authorization
- Certificate of Partnership
- Dedicated SIM card & Branded Email ID
- Personalized One-on-One Training
- Flat 10% Commission on Every Deal

FOC (Free of Cost) Partnership Terms

- Entitled to a 5% commission on successful deals
- Cannot upgrade to an Authorized Partner once enrolled as FOC
- FOC status is final and non-transferable

Requirements to Partner

We seek bold, business-minded individuals with local insight and the ambition to build standout ventures under our brand name.

Proficiency in English

Clear and confident communication in English, essential for a premium international brand.

Good Business Network

Well-connected individuals who can open doors and build strong local partnerships.

Knowledge of our Channel

Awareness of the brand's legacy, content style and global influence is a key advantage.

Knowledge of our Channel

An insider's understanding of your city's geography, trends, hotspots, and consumer behaviour.

Educational Qualification Minimum Graduation

A formal education builds the foundation; business sense takes it further.

Educational Qualification Minimum Graduation

We're looking for those who dream big, and are driven to make it real.

Events

Our exclusive events are curated experiences, where luxury meets influence. From fashion weeks to pool parties, every event is a statement of style, exclusivity and global flair.

Glamour-Focused Experiences

A formal education builds the foundation; business sense takes it further.

High-Profile Launches

From celebrity-studded unveilings to exclusive openings, each event is a headline moment.

Elite Guest Lists

Curated for industry leaders, fashion influencers and tastemakers of the city.

Immersive Brand Presence

Events are designed to embody the bold, aspirational statement of the channel.

Unmatched Style Statement

Every detail, from décor to entertainment reflects global fashion culture.

Events

Our Signature



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 **5+** franchise
verticals



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Parties

MODEL NIGHTS | BARNIGHTS | POOL PARTIES | SPECIAL NIGHTS

 **FSP**
by fashiontv

The House of Fashion

Fashion Week

FASHION WEEKS
FASHION EXPOS
FASHION CARNIVAL



Hunts

Recognizing top talent across fashion and lifestyle!

Mr. FTV

Ms. FTV

Age Criteria: Up to 35

Mr. Teen

Ms. Teen

Age Criteria: Teenage

Prince

Princess

Age Criteria: Up to 10

Mrs. FTV

Mr. Right

Age Criteria: Male - 21

Female - 18

Up to age 45

TOP 100 FOR THE

Recognizing top talent across
fashion and lifestyle!

- TOP 100
- TOP 100 **Models**
- TOP 100 **Designers**
- TOP 100 **Photographers**
- TOP 100 **Hairstylist**
- TOP 100 **Makeup Artist**
- TOP 100 **Influencers**
- TOP 100 **Fashion Stylist**

Awards

Honouring excellence in fashion,
beauty and lifestyle.



Reach

Our powerful digital presence engages millions of viewers worldwide every month, reinforcing its position as a leading luxury lifestyle media channel.



Facebook

Instagram

LinkedIn

YouTube

X

Snapchat

Pinterest

- Viewed on 10 million public TV screens
- 500K app subscribers
- 35K app installations per month
- 90M YouTube viewership per month
- 4.5M plus likes on Facebook
- 12M views per week
- 300K followers on Instagram
- 125k organic reach per month



 fashiontv

3M+ Followers

on Facebook, driving unmatched social engagement

500K Monthly Visitors

on our website; fashiontv.com

1.5M Impressions

on fashiontv.com attracting new visitors

1M Subscribers

on our YouTube channel

15M Monthly Views

on YouTube showcasing premium content

500K Monthly Views

on Dailymotion; expanding global visibility

Social Engagement Statistics

The channel's iconic appeal inspires visitors to share their experiences online, creating daily check-ins, tags, and stories that amplify the brand's reach through authentic, organic promotion.

More than 300 new stories per day!

Our global popularity drives strong emotional connection with audiences. Visitors and residents actively engage at every touchpoint. This organic engagement fuels our vibrant social presence. On average, 300+ stories are generated daily across platforms. Each story serves as authentic word-of-mouth advertising. Reinforces the brand's aspirational lifestyle image at no added marketing cost.

 150+ New Stories

 200+ New Stories

 50+ New Stories

Sponsored Local Listings

Sponsored

Paid placements on various digital platforms to increase visibility and reach specific target audiences.

Google Local

Appear in Google's local search results and map listings for relevant searches near your business.

Local Listings

Presence on directories like Google My Business to improve visibility in local searches.

GPS-Based Ads

Location-targeted advertising that shows your business to users based on their real-time GPS location.

Facebook Local

Targeted ads shown to users in your city or area through Facebook's local promotion tools.

Digital Promotions

Facebook Ads

Boosted posts and promotional campaigns to increase engagement and grow followers on your Facebook page.

Google AdWords

Text and display ads that appear on Google search and partner websites, targeted by keywords and location.

Instagram Ads

Promotional content to increase visibility, engagement and followers on Instagram through sponsored posts and story ads.

SEO & SEM

Improving your website's search engine ranking organically through content optimization, technical SEO and paid ad campaigns.

Analytics & Reports

Detailed performance reports and insights on user engagement, ad effectiveness and overall digital strategy.

YouTube Promotions

Paid campaigns to increase views, reach, and engagement for your brand's video content on YouTube.

Invitation

FashionTV seeks dynamic, well-established, business-minded individuals with a flair for global fashion and lifestyle.

If you
resonate with

Our brand values
FashionTV's global presence
The support structure we offer...

And you're excited by the opportunity to collaborate,

we'd love to connect.