

# franchise sales partner



Let's go  
complete  
a ritual

game  
day

2024.13.09

desbook



# Beauty



The **World's Largest Fashion and Lifestyle Television Channel**, reaching **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.

# 01 VISION

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

# 03 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.

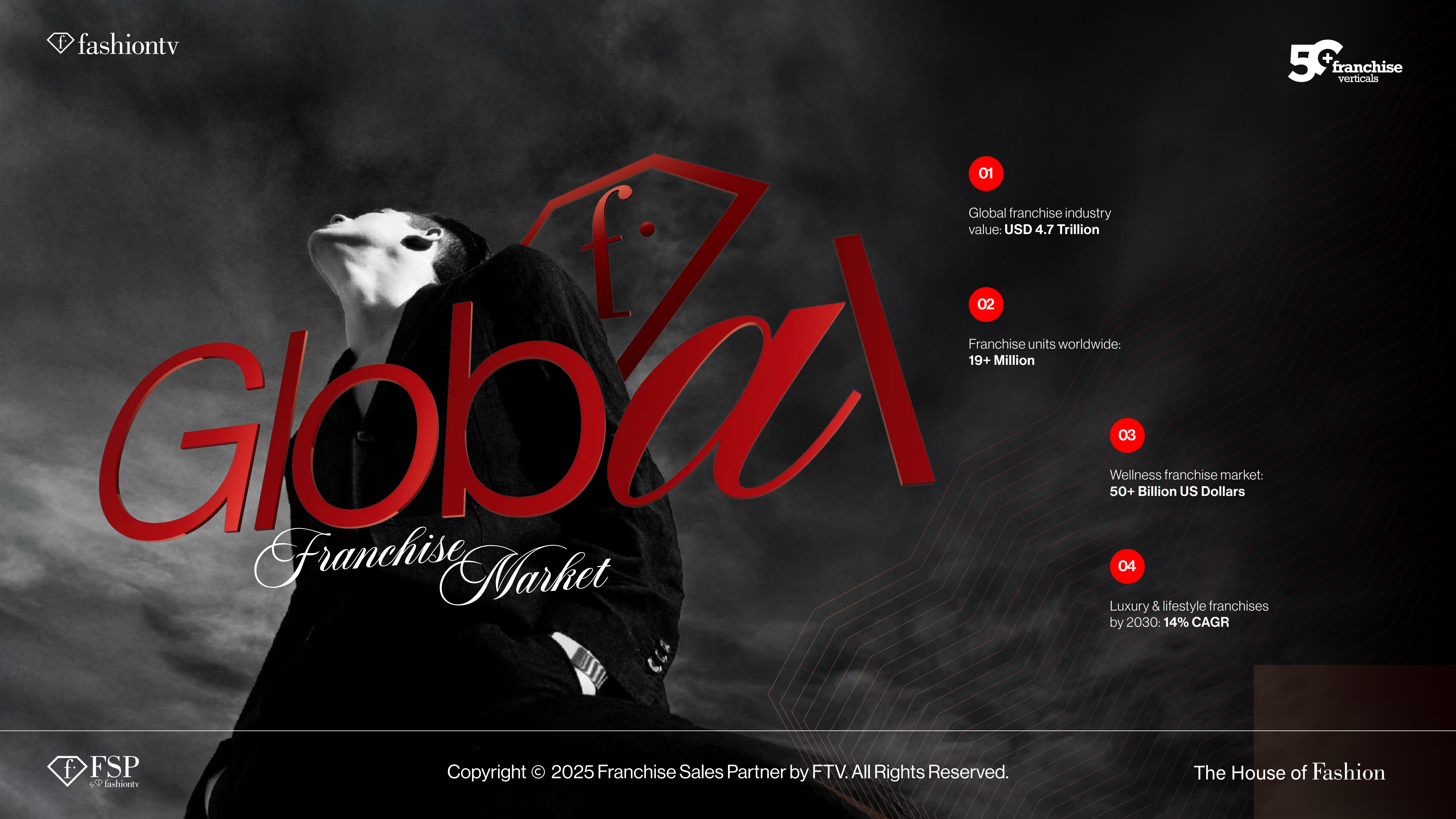
# 02 MISSION

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

# PHOTOSOPHIA

# franchise sales partner

As a Franchise Sales Partner, you help expand the brand by connecting potential buyers to franchise opportunities. You don't invest or operate, just refer and earn. It's a high-reward role for those with strong networks, business sense and a passion for fashion and luxury.



# Global

*Franchise Market*

01

Global franchise industry  
value: **USD 4.7 Trillion**

02

Franchise units worldwide:  
**19+ Million**

03

Wellness franchise market:  
**50+ Billion US Dollars**

04

Luxury & lifestyle franchises  
by 2030: **14% CAGR**

Current valuation of India's  
franchise industry: **INR 66.4  
Lakh Crore**

Projected 5-Year Growth:  
30–35% annually

Estimated Market Size  
2030: 11.6–12.45 Lakh Crore

Contribution to  
India's GDP: **2%**

Employment  
Generation: **10–15  
Lakh jobs**

Franchises in  
lifestyle sectors:  
**Over 35%**

*Indian Franchise*

# Market



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

City-exclusive franchise rights

You become the "FashionTV" of your city

Own and expand locally

Revenue share across all formats

Comprehensive brand support

Global brand, local power

Backed by the FashionTV HQ

*Power*

**Verticals**



f:Salon *By* fashiontv



f:Nail Studio *By* fashiontv



f:Aesthetics *By* fashiontv



f:Gym *By* fashiontv



f:Spa *By* fashiontv



f:Cafe *By* fashiontv



f:Bar *By* fashiontv



f:Club *By* fashiontv



f:Lounge *By* fashiontv



f School of Beauty *By* fashiontv



f School of Hospitality *By* fashiontv



f School of Fashion Designing *By* fashiontv



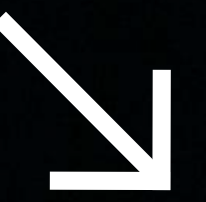
f School of Modelling & Grooming *By* fashiontv



f School of Performing Arts *By* fashiontv



**360° Partnership  
Support**



# 360° Partnership Support

## 01

### Pre-Launch Support

1. Welcome Kit
2. Extensive Training
3. Certificate
4. Company Registered
5. Official Contact Number
6. Visiting card
7. Email ID
8. Sales Kit per Vertical
9. Direct and Indirect Brand Support



# 02

## Launch Support

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotions.
4. Cross Marketing.

Franchise  
Sales Partner



# 03

## Launch Support

1. Lead Support
2. Sales Incremental Strategies
3. Audits
4. HQ Back office Support
5. Promotional Offers
6. Google and Website Listing

# PARTNERSHIP REQUIREMENTS

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

- Proficiency in English
- Awareness of industry and business trends
- Minimum educational qualification: Graduate
- Knowledge of the city and its market trends
- Understanding of FashionTV brand and operations
- Established business network and local HNI contacts
- Strong business acumen and entrepreneurial mindset
- Ambitious, self-driven, and passionate about success



# EVENTS

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

↘ Glamour Focused Experiences

↘ High-Profile Launches

↘ Elite Guest Lists

↘ Unmatched Style Statement

↘ Talk of the Town

↘ Strategic Branding Opportunity

*Our*  
Signature  
Events



f: Parties *By* fashiontv



f: Weeks *By* fashiontv



f: Hunts *By* fashiontv



f: Top 100 *By* fashiontv



f: Awards *By* fashiontv

# SOCIAL MEDIA MARKETING & ENGAGEMENTS

Dedicated  
handles on:



- User generated content through over **300 stories** per day
- Massive organic reach via FTV fan community
- High shareability = strong word-of-mouth marketing

# SPONSORED LOCAL LISTING



Facebook Local



Facebook Ad Campaigns



SEM & SEO Marketing



Google Local



Google Ad Campaigns



Analytics and Reports



GPS Based ADs



Instagram Ads



YouTube Promotions & Video Boost

# WMTATATION

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.

Reach out to us via call, message or email for more details.



W W W . F A S H I O N T V . I N