

# f.BAR

By FASHIONTV



**F Bar by FTV** is a premium lifestyle bar crafted for stylish socializing, elevated nightlife, and refined indulgence. Blending high-energy ambiance, signature mixology, and **FashionTV's global lifestyle influence**, it offers a vibrant destination where fashion, music, and luxury come together.

# PHILOSOPHY

01

## VISION

To become **India's leading luxury bar brand**, celebrated for high-energy social experiences, iconic ambience, and **world-class nightlife** inspired by global bar and entertainment standards.

02

## MISSION

To expand **F Bar by FTV** across key cities in India, creating vibrant bar destinations that deliver signature mixology, **exceptional service**, and an immersive nightlife atmosphere.

03

## AIM

To establish **iconic bar spaces** where music, fashion, and premium indulgence converge, setting new benchmarks in **luxury nightlife** and contemporary social culture.

# MARKET VALUE



## Market Value

India's organised bars, pubs, and nightlife market is valued at approximately **USD 6–7 billion in 2025** and is projected to reach **USD 10–12 billion by 2033**, driven by urbanisation, premium alcohol consumption, and experience-led nightlife culture.



## Growing Outlet Base

India has **12,000+ organised bars and pubs**, with rapid expansion across metro cities, tier-1 markets, and emerging tier-2 nightlife hubs.



## Premium Bar Segment

The premium bar and nightlife segment is expected to grow at a **CAGR of 9–11%** from 2026 onwards, supported by rising demand for signature cocktails, luxury bar environments, live entertainment, and social nightlife experiences.



## Nightlife & Social Trends

With increasing disposable incomes, a young working population, and growing global exposure to nightlife culture, demand for stylish bars, premium beverages, and high-energy social destinations continues to rise positioning bars as one of the **fastest-growing segments in India's F&B industry**.

# WHAT IS FASHIONTV

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

**2+ Billion** Viewers Worldwide

**196 Countries** Presence

**500+ Million** Households

**30th Year** Counting Since 1997

# WHAT IS f·FRANCHISE

*By* FTV

- 01 A **global franchise ecosystem** by **FashionTV**, the world's largest fashion and lifestyle television channel with presence across **196 countries**
- 02 The world's largest luxury franchise bouquet, offering **50+ franchise opportunities** across Beauty, F&B, Wellness, Fashion, Nightlife, Education, and Retail
- 03 Comprehensive **360° franchise support**, covering location selection, interior design, recruitment, training, PR, and digital marketing
- 04 Direct access to **FashionTV's global audience of 2B+ viewers and 500M+ households**, ensuring strong aspirational branding and visibility
- 05 Backed by **three decades of global fashion authority**, making it one of the most prestigious and scalable luxury franchise models worldwide

01

Premium franchise opportunities across the hospitality sector, including **Cafés, Bars, Lounges, and Clubs**

02

**20+ operational F&B outlets in India, with 30+ additional locations under development**

03

Trusted by **200,000+ guests nationwide**, reflecting strong brand acceptance and repeat patronage

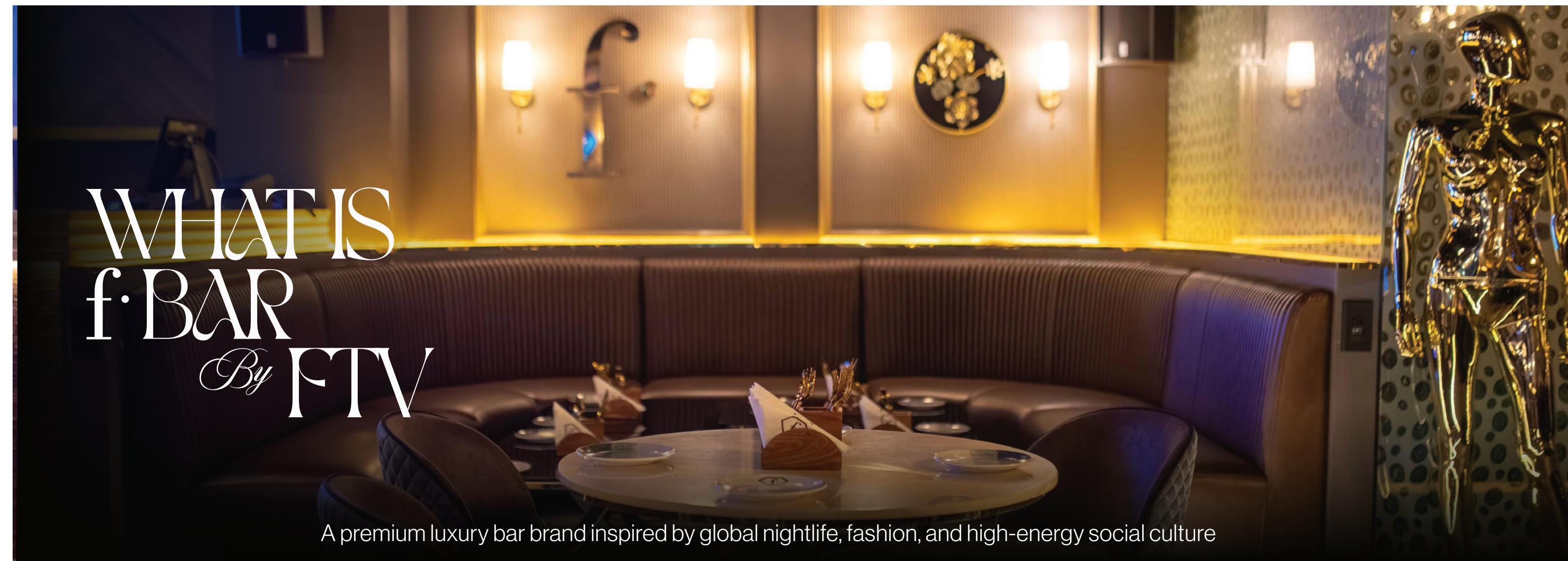


04

**Celebrity-endorsed and influencer-driven life-style destinations**, enhancing aspirational appeal and visibility

05

**A highly scalable franchise model** designed for multi-city, multi-state, and multi-format expansion



- Backed by **FashionTV** – the world's largest fashion & lifestyle television channel with presence in 196 countries
- Offers a **360° nightlife experience** featuring signature cocktails, curated spirits, live music, DJ performances, and stylish social gatherings
- Positioned as an elite bar destination offering refined nightlife experiences, **premium beverages**, and a **vibrant social atmosphere**
- Backed by **three decades of FashionTV's global fashion & lifestyle legacy**, delivering strong brand recall, aspirational value, and worldwide credibility
- Designed with signature **FTV diamond-inspired interiors**, reflecting bold luxury, glamour, and international aesthetics

# WHY FASHIONTV

- Backed with the **Most Viewed, Proven & Stable High-end Luxury Fashion & Lifestyle** Television Channel
- FashionTV / FTV is truly an **Authority in Fashion**
- Live FashionTV channel with **FashionTV shows from across the globe**
- Promotional videos of **FashionTV parties from across the globe**
- Special promotional events and **exclusive fashion shows**

# WHY f·FRANCHISE *By* FTV

- 01 Instant Brand Elevation – FashionTV's global recognition immediately enhances bar credibility
- 02 Built-in Global Marketing – Continuous visibility via FashionTV's media, digital, and social platforms
- 03 Influencer & Elite Access – Strong association with models, influencers, entrepreneurs, and tastemakers
- 04 Cross-Brand Synergy – Benefits from FashionTV's 50+ luxury verticals including fashion, beauty, F&B, wellness, and nightlife
- 05 High Aspirational Value – Ownership represents social status, prestige, and lifestyle leadership

# WHY f·HOSPITALITY

*By* FTV

- A global hospitality ecosystem driven by **FashionTV's luxury and lifestyle legacy**
- Every space **integrates fashion, design, and hospitality** seamlessly
- Expert-curated **café, diner, bar, lounge, and nightlife** formats
- Designed for premium clientele seeking **comfort, exclusivity, and social relevance**
- **Strong global brand recognition** under the FashionTV hospitality umbrella

01

**High-Return Bar Model** – Scalable formats designed to deliver strong yearly ROI across premium nightlife setups

02

**360° Franchise Support** – Comprehensive assistance covering location selection, interior design, staffing, training, PR, and marketing

03

**Premium Clientele Access** – Attracts elite patrons, influencers, professionals, and the fashion-forward nightlife crowd

04

**Global Media Visibility** – Leveraging FashionTV's worldwide channels, exclusive events, and digital ecosystem for unmatched brand exposure

05

**Organic Marketing Advantage** – Continuous buzz created through guest stories, social media check-ins, live events, and influencer engage-

# WHY f·BAR *By* FTV



# OUR REACH

- 12 Channels  
24/7 dedicated to  
Fashion & Lifestyle
- Available on leading  
OTT platforms all  
over the world
- 100+ HOURS of new  
fashion and lifestyle  
content every week
- UHD 4K and 8K  
24 hours channels
- Available on 250 Global  
Cable Satellites
- Viewed on 10 MILLION  
Public TV Sets
- FashionTV App gets 500  
subscribers & 35K installation  
per Month

# FRANCHISE BENEFITS

- Association with the **world's largest fashion & lifestyle brand**
- A **premium hospitality business** with strong growth potential
- Entry into an **influential global entrepreneur and lifestyle network**
- Become a **leader in fashion and lifestyle in your city**
- **VIP access** to elite social, fashion, and business events
- **Elevated personal brand value** and social standing
- Be surrounded by the city's **elite, influencers, and decision-makers**
- Leverage the **FTV name as a powerful status symbol**

# 360° PARTNERSHIP SUPPORT

## O1 PRE OPENING SUPPORT

1. Location analysis and approval.
2. Architect, Designs, Layout, etc.
3. Diamond Inspired Designs
4. Staff Recruitment.
5. FashionTV Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. Strategic Planning.
8. Staff extensive training and execution.
9. FashionTV Billing & Security Platform.



## 02 Launch Support

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

## 03 POST OPENING SUPPORT

1. Sales Incremental Strategies.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty Membership programs.
5. Google and Website Listing.

# FRANCHISE REQUIREMENTS

- **AAA Location**  
F Bar by FTV must be located in a prime, high-footfall city location.
- **Strong Financial Backings**  
All franchise partners must demonstrate strong financial capability.
- **Industry Attraction**  
Affiliates should have an interest in hospitality, lounges, and lifestyle-driven businesses.
- **Aspiration to Grow**  
A strong desire to become more successful, influential, and socially recognized.

# BAR MENU

Signature Cocktails  
(Non-Alcoholic Variants Available)

Classic & Timeless Mixes

Luxury Mocktails

Wines & Sparkling Collection

Beers & Crafted Brews

CaGourmet Bar Bites

# USPS



- 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.
- A 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.

# USPS

FashionTV  
**PROPRIETARY  
PRODUCTS**



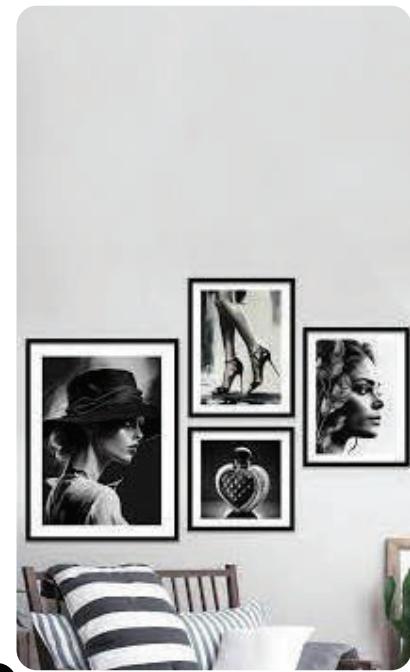
Beer Mugs



Vodka



Water



Frames



Champagne



Bubbly Wine



Energy Drinks

# USPs



# USPs

## Special Events & Nightlife Experiences

**A dedicated lifestyle zone in every F Bar by FTV for:**

Local & international mixology & designer showcases

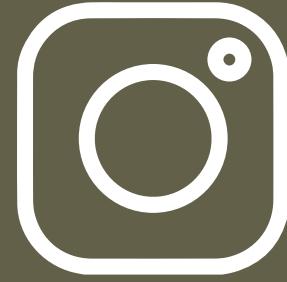
F – Beverages promotional events

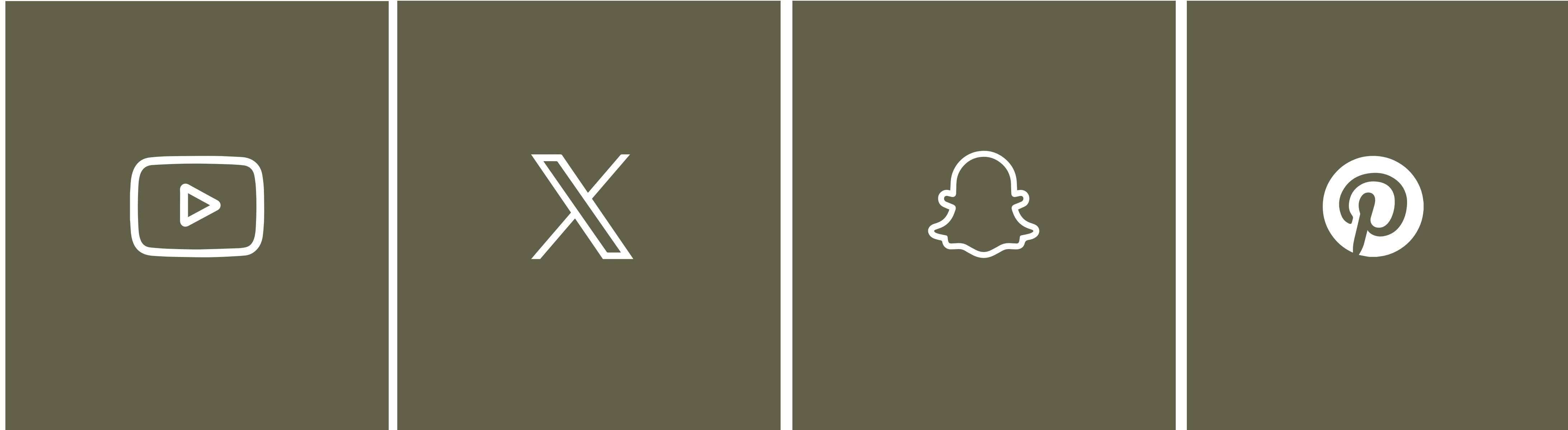
Brand launches, VIP parties & networking evenings

(Transforming the bar into a social, nightlife, and fashion-led destination)

# SOCIAL MEDIA MARKETING & ENGAGEMENT

Dedicated FashionTV-managed social media across:





(Ensuring consistent global-brand storytelling and local audience engagement)

# SOCIAL ENGAGEMENT & STATISTICS

User generated content through over **300 stories** per day

FashionTV's aspirational brand ensures every  
**F Bar by FTV becomes a social hotspot**

Guests actively post, tag, check in, and share  
experiences creating continuous **organic  
visibility and word-of-mouth marketing**

# NEW MEDIA STATISTICS

→ **3+ Million** fans  
on Facebook

→ Average of **500K**  
monthly website visits

→ Average of **1.5 Million**  
monthly website impressions

→ **1 Million** subscriber  
on YouTube

→ Average of **15 Million**  
monthly views on YouTube

→ Average of **500K monthly**  
views on Daily Motion

→ **300K+ followers** **125k** organic  
reach per month on Instagram

# SPONSORED LOCAL LISTING



Facebook Local



Facebook Ad Campaigns



Google Local



Google Ad Campaigns



GPS Based ADs



Instagram Ads



SEM & SEO Marketing



Analytics and Reports



Youtube Promotions & Video Boost

# FASHION BAR

FashionTV / FTV invites partnerships with well-established, business-driven, and nightlife-oriented entrepreneurs who understand **premium hospitality**, bar culture, and **global fashion sensibilities**.

If **FashionTV's brand strength**, F Bar concept, and partnership support resonate with you, we would be delighted to connect.

For **detailed discussions and next steps**, feel free to call, message, or email us.



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The House of *Fashion*