

f.BAR

By FASHIONTV



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*Luxury Nightlife. Social Lifestyle. Experience.
Redefining India's Premium Bar and nightlife culture.*

BRAND POWER

Backed By FashionTV, The World's
Largest Fashion & Lifestyle
Television Channel

2B+ Viewers worldwide
196 countries
500M+ households
30th year of legacy

WHY f·BAR *By* FTV?

*A luxury **Lifestyle Bar** where fashion,
music and social energy converge.*

Fashion-
inspired interiors

Premium service
& seamless
experience

Signature
cocktails &
gourmet bites

Live FashionTV
content

MARKET OPPORTUNITY

India's Organised Nightlife Market Is Booming:

USD 6-7B in 2025 USD 10-12B by 2033

Premium bar segment CAGR 9-11%

Youth-led, experience-driven growth

Rising demand for branded, lifestyle bars

WHY f·BAR *By* FTV STANDS OUT?

FashionTV global recall

Elite, visually iconic spaces

Socially shareable & lifestyle-focused

*Not just a bar, **A Luxury Nightlife Destination.***



Scalable, High-Margin, Repeat-Driven:

Revenue: bar, proprietary drinks, events, private bookings

Premium pricing, flexible formats

Strong ROI potential

**BUSINESS
MODEL**

01

PRE-LAUNCH SUPPORT

- *Location & feasibility guidance*
- *Luxury interior planning*
- *Vendor sourcing & proprietary products*
- *Staff recruitment & training*

 fashiontv

02

LAUNCH SUPPORT

- Influencer & PR-led openings
- Digital campaigns & cross-platform promotions
- Brand-aligned launch events

02

POST-LAUNCH SUPPORT

- *Loyalty & repeat strategies*
- *Operational audits & performance optimization*
- *Promotions & seasonal refreshes*
- *Local digital marketing*

IDEAL PARTNER

*Hospitality &
nightlife **Entrepreneurs***

*Mall & real estate
Developers*

*Lifestyle & entertainment
Investors*

*Growth-oriented
Visionaries*

FRANCHISE REQUIREMENTS

AAA location, **High Footfall**

Strong **Financial** backing

Passion for **Nightlife** & lifestyle

Scalable **Growth** mindset



OUR OUTLETS GLIMPSE









Kashiff Khan -

*Managing Director, FashionTV.
Driving premium franchise expansion.*



Michel Adam Lisowski

*Founder, FashionTV
Global luxury visionary.*

THANK YOU