

f.BAR

By FASHIONTV





f·BAR

By FASHIONTV

*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



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WHY f·BAR *By* FTV?

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

Signature cocktails & gourmet bites

Fashion-inspired interiors

Live FashionTV content

Premium service & seamless experience

5+ franchise verticals



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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*



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



50+
franchise
verticals

IDEAL PARTNER

*Hospitality &
nightlife Entrepreneurs*

*Mall & real estate
Developers*

*Lifestyle & entertainment
Investors*

*Growth-oriented
Visionaries*



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FRANCHISE REQUIREMENTS

AAA location, High Footfall

Strong Financial backing

Passion for Nightlife & lifestyle

Scalable Growth mindset



OUR OUTLETS GLIMPSE

 fashiontv

50+
franchise
verticals



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fashiontv

5+
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Kashiff Khan -

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



**Michel Adam Lisowski**

*Founder, FashionTV
Global luxury visionary.*



A large, stylized graphic element consisting of a light gray 'C' shape and a light orange 'F' shape, which together form the word 'THANK YOU'.

THANK YOU



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