

# 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



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 fashiontv

50+  
franchise  
verticals



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**Kashiff Khan -**

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



**Michel Adam Lisowski**

*Founder, FashionTV  
Global luxury visionary.*



A large, stylized 'thank you' is centered on the page. The word 'thank' is in a dark brown serif font, and 'you' is in a lighter, rounded brown font. The letters are partially obscured by a large, light gray, abstract shape that looks like a stylized 'C' or a ribbon. The background of the page features light beige curved lines that wrap around the text and the abstract shape.

THANK YOU



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