

# f.BAR

By FASHIONTV



# Redefining Luxury Since 1997

## About FashionTV

*Founded in 1997 by Michel Adam Lisowski in France, FashionTV has become the world's leading luxury fashion and lifestyle media brand. World's Largest Fashion & Lifestyle Television Channel 196 countries , we bring unmatched prestige to every venture. With 28+ years of expertise, FashionTV now offers premium franchising opportunities, redefining the hospitality landscape worldwide*





# Elevate Your Business

## India's Booming Bar Industry

*India's bar industry is experiencing rapid growth, driven by urbanization and rising disposable incomes. As social and night life cultures expand, more consumers are seeking premium experiences, fueling demand for high-end bars and lounges. In 2023, the Indian bar market was valued at ₹60,000 crore, reflecting its strong potential. The PBCL (Pub, Bar, Cafe, and Lounge) sector is expected to grow at an impressive CAGR of 11.5% from 2024 to 2032, highlighting the industry's long-term expansion. With increasing demand for premium bars, investors and entrepreneurs have multiple revenue opportunities. The market presents a lucrative space for growth, innovation and profitability in India's evolving hospitality sector.*





# Introducing F Bar By FTV



## **F Bar Franchise Opportunity – Elevate Your Bar Business**

### **Leverage FTV's Luxury Brand Identity –**

*Gain Instant Recognition With FashionTV's  
Globally Renowned Brand Presence.*

### **Prestigious Positioning –**

*Establish Your Bar As A Luxury & Lifestyle Hub Backed  
By FTV's Brand Legacy.*

### **Unparalleled Growth Potential –**

*Transform Your Business Into A Luxury Nightlife Destination.*

### **Premium Franchise Advantage –**

*Attract Elite Clientele And Drive Business Success.*

# Why f. Franchise by FTV?

**Global Presence** – *Leverage FashionTV's Global Reputation For Credibility And Trust.*

**Luxury Identity** – *Attract High-End Clientele By Associating With A Premium Brand.*

**Trend Forecasting & Strategy** – *Stay Ahead With Expert Insights Into Luxury And Nightlife Trends.*

**Service Innovation Support – Get Industry-** *Leading Guidance On Bar Management And Branding.*

**Digital Marketing** – *Drive Engagement With Strategic Online Campaigns.*



# Our Philosophy

## VISION:

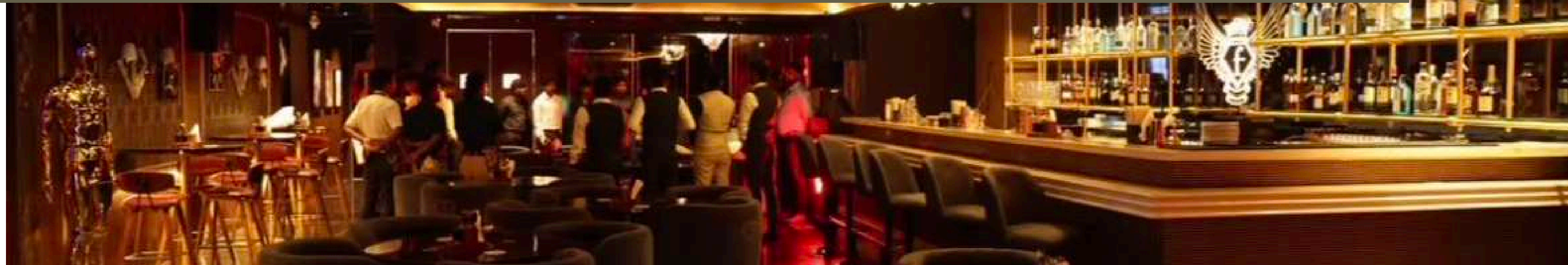
*To establish India's most sophisticated and luxurious bar franchise, setting a new benchmark in the nightlife industry.*

## MISSION:

*To launch premium F Bar outlets nationwide, bringing FashionTV's luxury brand identity to India's growing nightlife scenario.*

## AIM:

*To create India's most luxurious & opulent bar destinations with exquisite cocktails, vibrant music and elite experiences.*



# Our End-To-End Business Support

**We Are With You  
Every Step of the Way**

## **Pre-Launch Support:**

*Location Analysis and Approval  
Architectural Design and Branding Elements  
Strategic Planning and Staff Recruitment*

## **Launch Support:**

*Planning and Execution  
Social Media and PR Promotions  
Cross-Marketing Strategies*

## **Post-Launch Support:**

*Business Operations and Audits  
Marketing and Promotional Campaigns  
FTV Sponsorship Opportunities*

# Franchise Requirements



## What It Takes to Join the F Bar Family

### Prime Location:

*Upscale commercial or residential areas with high foot traffic.*

### Financial Strength:

*A solid financial base to ensure long-term success.*

### Industry Passion:

*A strong interest in the global luxury hospitality industry is essential.*

### Ambition:

*Drive to succeed and partner with FashionTV's premium brand for unmatched luxury status.*



# Franchise Cost

	Franchise Fees	Royalty	Carpet Area	ID Fees @200	Investment @6500
Tier 1	60 Lakhs	3 Lakhs	4,000 sq. ft	8 Lakhs	2.6 Cr
Tier 2	50 Lakhs	2.5 Lakhs	4,000 sq. ft	8 Lakhs	2.6 Cr
Tier 3	40 Lakhs	2 Lakhs	4,000 sq. ft	8 Lakhs	2.6 Cr

# Our F Outlets





## Operational Locations

*F Bar Jamshedpur*

*F Bar Coimbatore*

*F Bar Chennai*

*F Bar Noida*

*F Bar Kanpur*

*F Bar Gorakhpur*

*F Bar & Lounge Gurugram*



### Upcoming Locations:

*F Bar & Cafe Raipur*

*F Bar Bangalore*

*F Bar Lucknow*

*F Bar Indore*

*F Bar Ambala*

*F Bar Barnala*

*F Bar Panipat*

*F Bar Pune*



# Meet the Visionaries



**Michel Adam Lisowski -**  
Founder & Chairman, FashionTV

*Michel Adam, the mastermind behind FashionTV, revolutionized the fashion, luxury and lifestyle industry. His vision turned FashionTV into a global luxury & lifestyle platform influencing millions.*



## **Kashiff Khan -**

**Managing Director, FashionTV**

*A business mogul and visionary, Kashiff is a leading figure in brand development, startup mentorship and luxury fashion business management in India.*



# FashionTV Digital Power

<i>5M+</i> Monthly Website Visits		<i>500K+</i> Daily Video Views		<i>12M</i> Facebook Views	
	<i>500K+</i> App Subscribers		<i>65M</i> YouTube Views, 90M Subscribers		<i>300+</i> Daily News Stories

Boost your brand visibility with FashionTV’s unparalleled global reach.  
Engage and connect with an audience of millions.



# Diverse Revenue Streams

## Generate revenue through:

*VIP parties & exclusive events*  
*Fashion shows & themed nights*  
*Celebrity & influencer engagements*  
*Merchandising & sponsorships*  
*Live DJ performances & artist collaborations*





# Join The F Bar Revolution!

**With FashionTV, It's Not Just About Owning a Business—It's About Living Luxury.**

*Thank you for exploring this opportunity. We're excited to partner with you and bring the world's most luxurious bar experience to life in your city.*