

SALES KIT

f CLUB

By  fashiontv

2025

FashionTV always sets its eyes on **achieving the best in class luxury**, no matter which field it is.

Fuelled by this determination, FashionTV launched F Club by FTV to bestow an **unforeseen, grand nightlife experience** to people across the world.

F Club by FTV is a fashionable leisure place to unwind, relax, and socialize with new people. F Club by FTV is a grand night club, spangled with luxury.

Devoted to luxury,
F Club by FTV bestows
a lavish experience including

- Grand Ambience which OOOZES Luxury
- A Variety of **BRANDED DRINKS** & Savoury Appetizers
- **GLITZY** Party Vibes
- Wide **DANCE FLOORS**
- **GROOVY** Live Music by Talented DJs
- Aesthetic **INTERIORS**
- A Perfect Place for **MEETUPS, DRINKS & DANCE**

PHILOSOPHY



To be the **ultimate getaway** that the patrons crave for, from the house of the World's Largest Fashion & Lifestyle Television Channel.



To create an **unparalleled nightlife experience** and to be the most sought after destination to party.



To create India's most influential and fashionable club brand which **sets the benchmark** for the rest of the industry.

CLUBS

India is witnessing
a growth in numbers of bars
and night clubs owing to

Clubs, bars and luxury dining collectively account for approximately 12-13% of India's food service industry, and this segment is projected to grow at a 8% CAGR through 2028.

Indians are shifting to an ultra-modern lifestyle and they are always looking for TOP CLASS night clubs. The nightlife industry in India is one of the largest REVENUE GENERATORS in the service sector.

↓ The rising IT and BPO industry in India

↓ Change and upgradation in lifestyle

↓ Rising disposable income in the hands of the younger generation

↓ Increased exposure to the global culture

WHAT IS FASHIONTV

World's Largest Fashion &
Lifestyle Television Channel

2+ Billion Viewers Worldwide

196 Countries Presence

500+ Million Households

28 Years and Counting Since 1997

WHAT IS f·FRANCHISE *By* FTV

World's Largest Franchise Bouquet , offers 50+ luxury franchise opportunities across Beauty, F&B, Wellness, Fitness, Fashion, Nightlife, Education & Retail.

Connects entrepreneurs to FashionTV's global network of 2B+ viewers & 500M+ households, ensuring aspirational positioning.

A global franchise ecosystem by FashionTV, the world's largest fashion & lifestyle network in 196 countries.

Provides 360° franchise support – from location selection, interiors, recruitment, training, PR, to digital marketing.

Backed by 28+ years of global fashion authority, making it one of the most prestigious and profitable luxury franchise models worldwide.

WHAT IS f·HOSPITALITY *By* FTV

20+ F&B Outlets in
India and 30+ in
the making

Celebrity-Endorsed,
Influencer-Driven
Lifestyle
Destinations

Premium franchise
options across the
hospitality industry
(Cafe/Diner, Bar,
Lounge, Club)

Trusted by 200K+
Guests Nationwide

Highly Scalable
Franchise Model
with Multi-City/State
& Multi-Format
Expansion Plan

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WHAT IS f·CLUB *By* FTV

Backed by
FashionTV – the
World's Largest
Fashion & Lifestyle
Television Channel

Exquisite FTV
Diamond-Inspired
Interiors, crafted
to deliver the
unmistakable FTV
elegance

A world-renowned
luxury club brand
with over 20 years
of legacy

Premier Luxury Club
Destination –
Positioned with
global fashion aura
and elite brand
identity

360° Luxury Brand
Experience –
Premium mixology,
electrifying music,
world-class events
and an unforgettable
ambiance

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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

Built-in Marketing Power – Access to FashionTV's media ecosystem ensures constant visibility through digital, events & social media.

Cross-Promotion Advantage – Franchisees benefit from FashionTV's synergy across 50+ verticals (beauty, fitness, fashion, nightlife, education, retail).

Unmatched Brand Recall – FashionTV is a globally recognized luxury authority, instantly elevating the credibility of any business.

Celebrity & Influencer Connect – FTV franchises get exclusive association with models, influencers & luxury events, boosting aspirational appeal.

High Aspirational Value – Owning an FTV franchise places you among the elite circles of fashion & lifestyle, giving social prestige beyond business returns.

WHY f·HOSPITALITY *By* FTV

Every space fuses
fashion and hospitality
with FTV's signature
luxury

Expert-curated
services delivering
premium café, diner,
bar, lounge & club
experiences

A global F&B network
powered by FTV's
heritage in luxury,
hospitality, and
lifestyle

Designed for
premium clientele
who value exclusivity
and top-tier quality

Strong brand
recognition as part
of FashionTV's
global network

WHY f·CLUB By FTV

360° Franchise
Support –
Comprehensive
guidance across
location, interiors,
recruitment, training,
PR & marketing

Global Media
Backing – Powered
by FashionTV's
worldwide channels,
events, and digital
ecosystem for
unmatched visibility

High-Return Model
– Achieve up to 90%
yearly ROI through
scalable club &
nightlife formats

Elite Clientele
Access – Position
your club as the city's
ultimate hotspot for
trendsetters,
influencers & luxury
party seekers

Organic Marketing
Edge: 1000+ daily
F&B stories create
buzz, exclusivity & a
viral brand presence

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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 Television Channel
- Great Business Opportunity with Greater Returns
- Develop a huge fruitful circle of a business network
- Become a leader in fashion and lifestyle in your city
- Get to be the next VIP jet setter
- Be on the VIP list of every Invitee List of your City Events
- Become the respected player in your city fashion industry
- Be seen and surrounded with the who's who of your City
- Meet the most beautiful and fashionable people
- Use the FTV visiting card as your power currency

360° PARTNERSHIP SUPPORT

01

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 BASIC REQUIREMENTS



AAA Location

F Club by FTV should be located in a prime location of the city.



Strong Financial Backings

All franchisees must be able to show strong financial backings to ensure the success of the business.



Industry Attraction

All franchisees must have attraction and liking towards the desired industry with a zeal to learn, explore, and strive to succeed.



Aspiration to Grow

Strong Desire to be more Rich, Famous & Successful.

FRANCHISE FINANCIALS

CITY TYPE	FRANCHISE FEES	ROYALTY	CARPET AREA	ID FEES @200	INVESTMENT @7500
TIER 1	1,25,00,000	6,25,000	10000	20,00,000	7,50,00,000
TIER 2	1,00,00,000	5,00,000	8000	16,00,000	6,00,00,000
TIER 3	75,00,000	3,75,00	6000	9,00,000	4,50,00,000

CLUB MENU

Casual dining

Bar bites

Signature cocktails

Classic cocktails

World class shooters & shots

Premium international spirits

Signature cocktails

Selected range of premium - IMFL

Curated range of signature mocktails

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



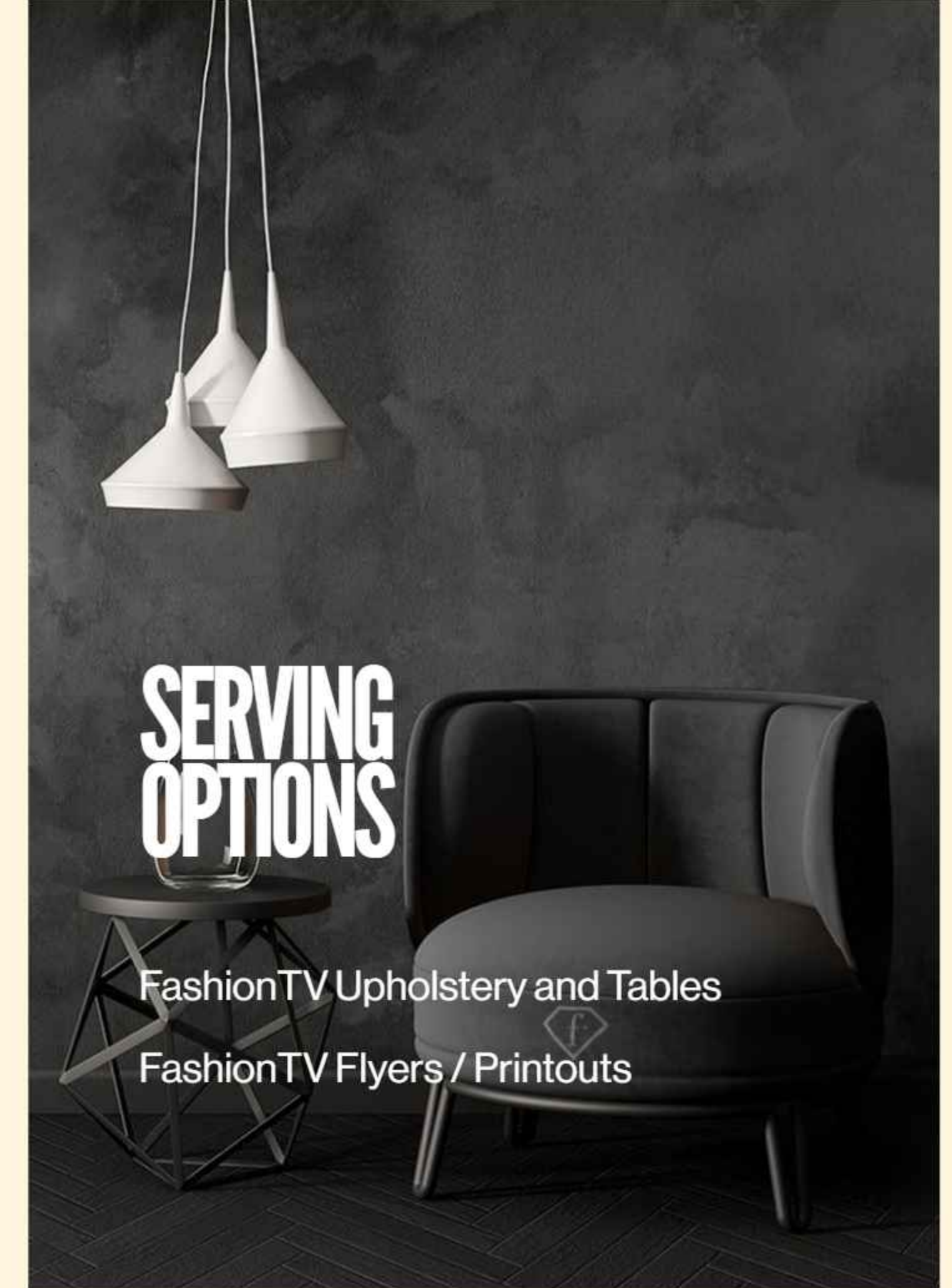
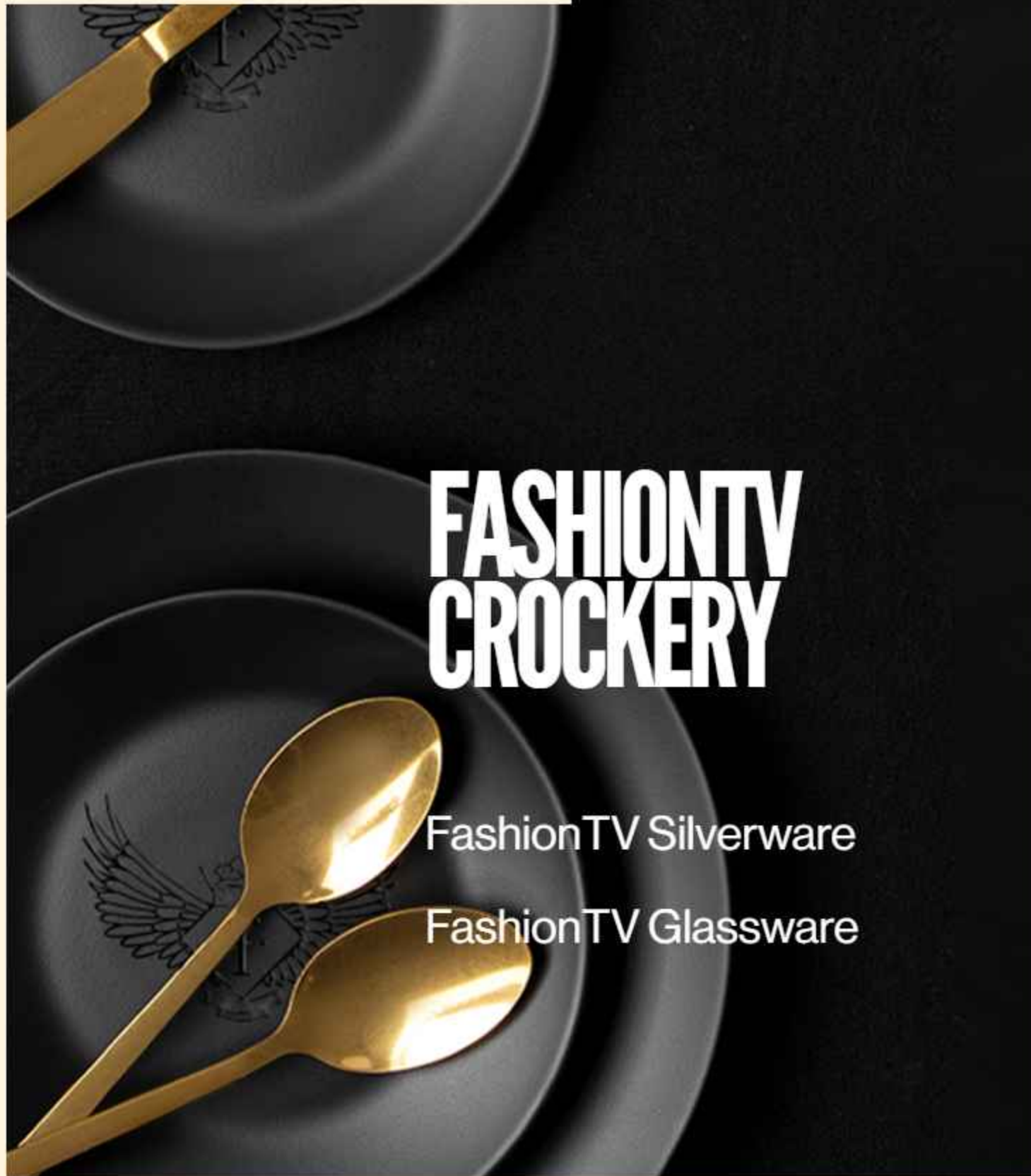
Bubbly Wine



Energy Drinks

FTV branded Merchandise

USPs



↘ USPs

SPECIAL EVENTS *And* FASHION SHOWS

A **fashion runway** is always placed in every luxury FashionTV Franchise vertical for:

Local designer
fashion shows

F – Beverages
promotional shows

Special Events other
products promotional shows

SOCIAL MEDIA MARKETING & ENGAGEMENTS

Thanks to FashionTV's massive brand appeal and our guests' love for posting, sharing, checking in, and tagging, every F Club by FTV becomes a social media hotspot, each engagement activity a powerful, free word-of-mouth advertisement!

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

NEW MEDIA

FashionTV's legacy and royal audiences have helped us reach:

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



Google Local



GPS Based ADs



Facebook Ad Campaigns



Google Ad Campaigns



Instagram Ads



SEM & SEO Marketing



Analytics and Reports



Youtube Promotions & Video Boost

POTENTIAL

FashionTV / FTV is looking to partner with sound well-settled business-minded and experienced persons like you. We also expect our POTENTIAL partners to have knowledge of international fashion and lifestyle mind-sets.

If you find FashionTV's brand facts, requirements, and support exciting, we'd love to connect. For more details and discussions, feel free to call, message, or email us.