

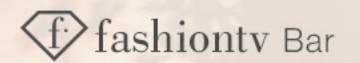


FTV a platform to elevate your bar standard

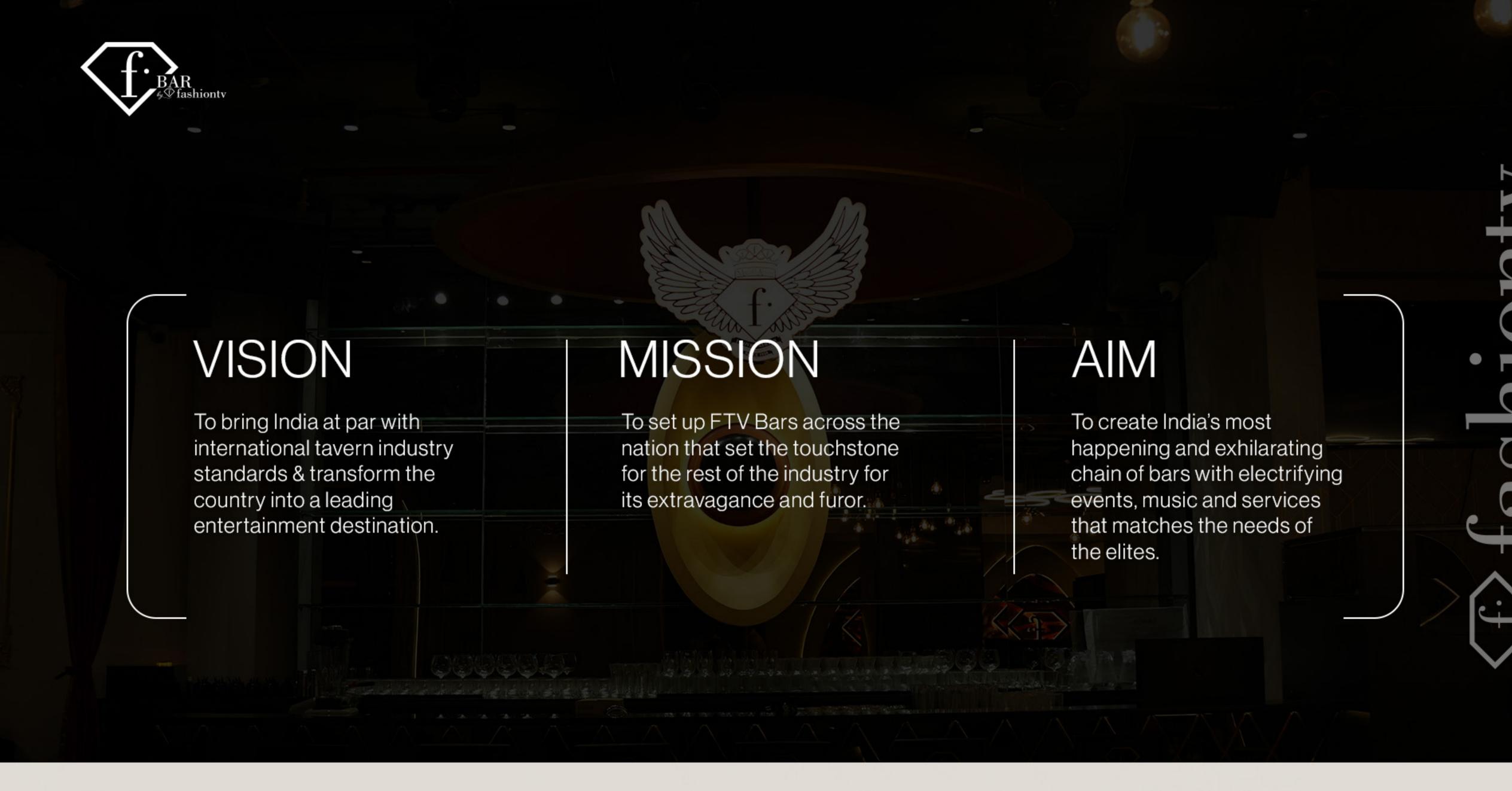
FashionTV (FTV) is a luxury media house with a global presence in over 196 countries and has an expanding audience of over 2 billion.

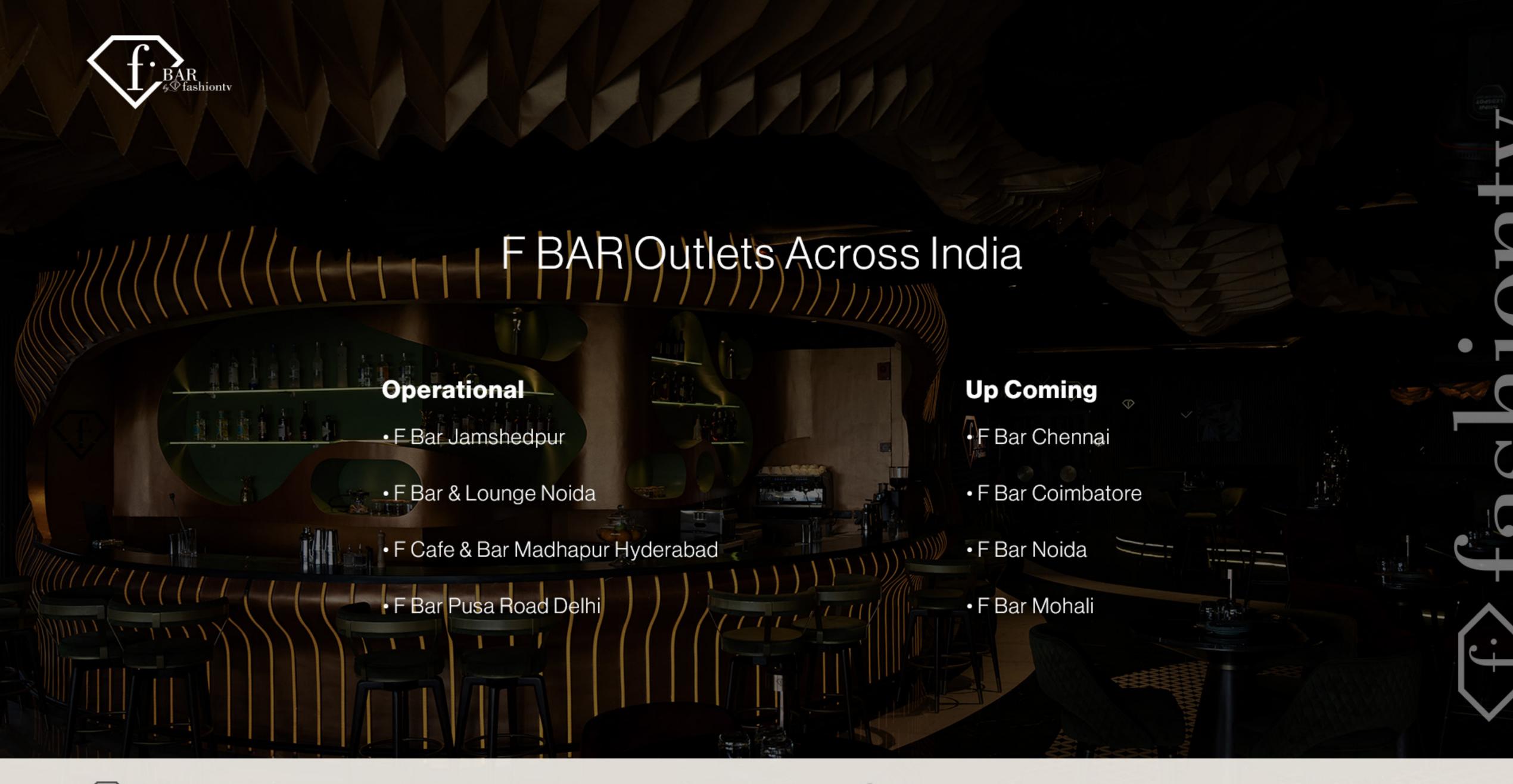
Leveraging our 27 years of legacy and expertise in the fashion and business world, we present a franchise opportunity to transform your bar business to the next level and make it the premium entertainment destination for partygoers.

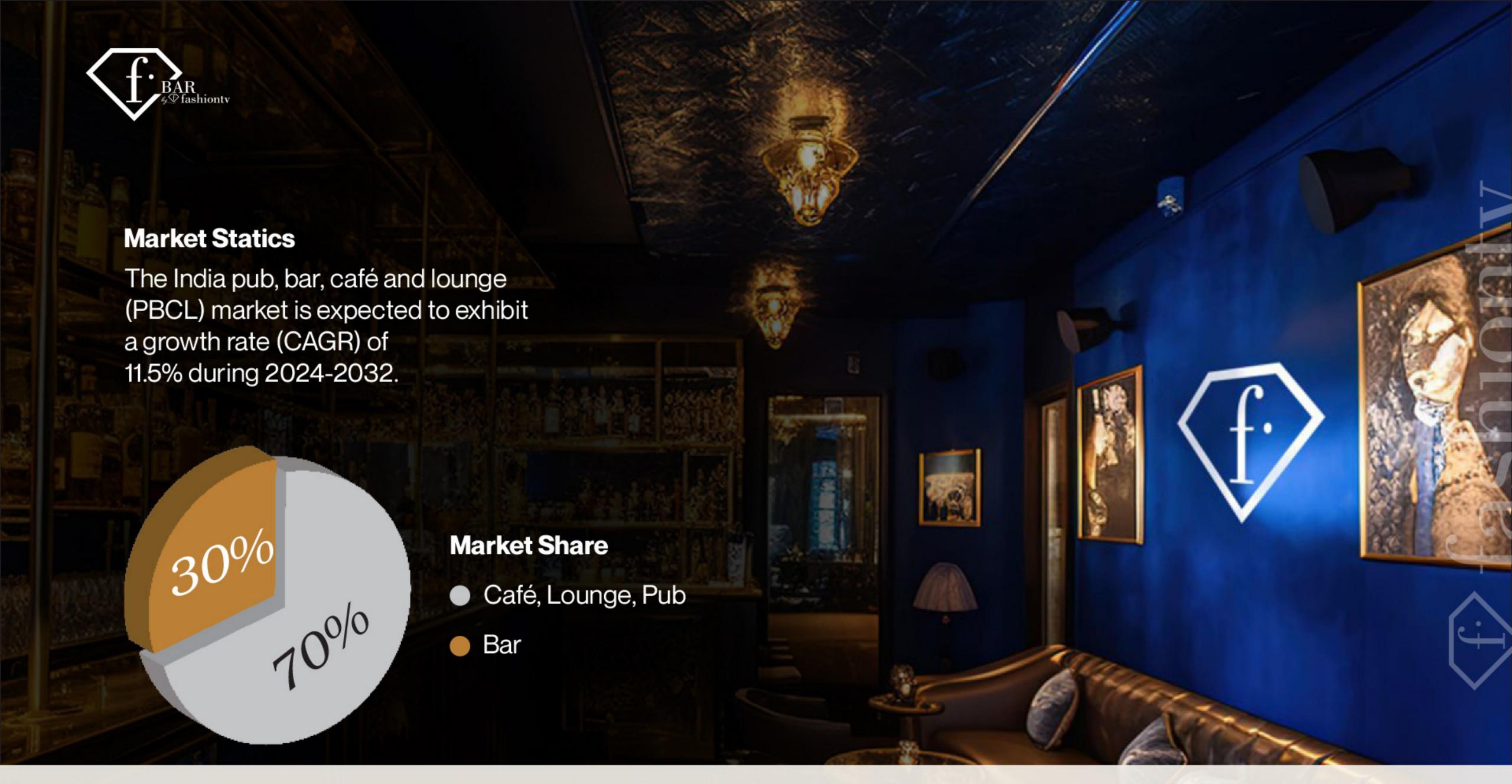


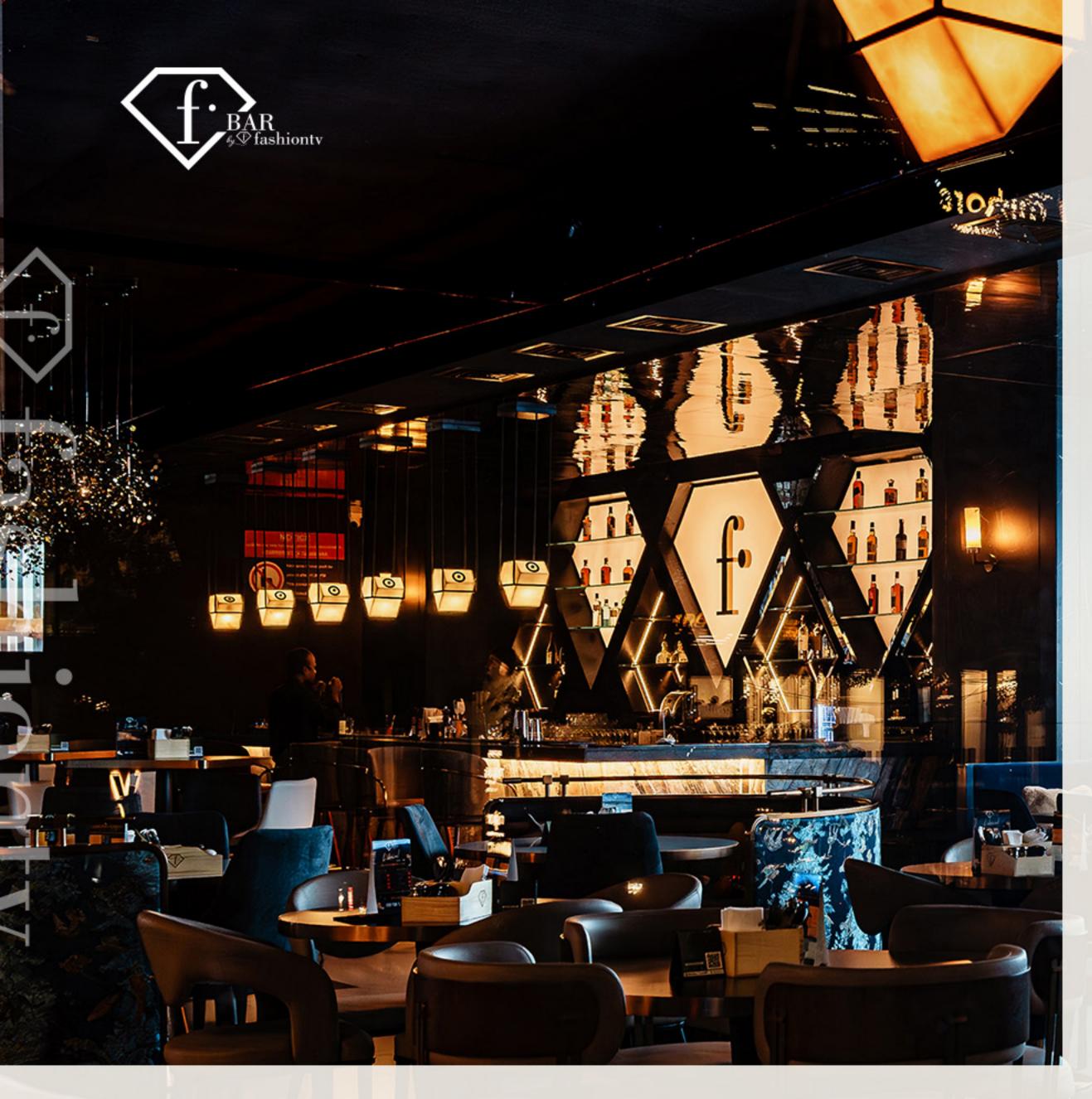












FashionTV Franchise

With our vast experience and enduring legacy, we've devised an innovation to serve as the hallmark for businesses seeking to boost their business and customer traffic through integrating a company's business model, brand name and the product for a specific time with some partnership fees in return.

As FTV has already solidified its mark in the market and garnered a dedicated customer base, the F Franchise serves as the gateway to your business success.

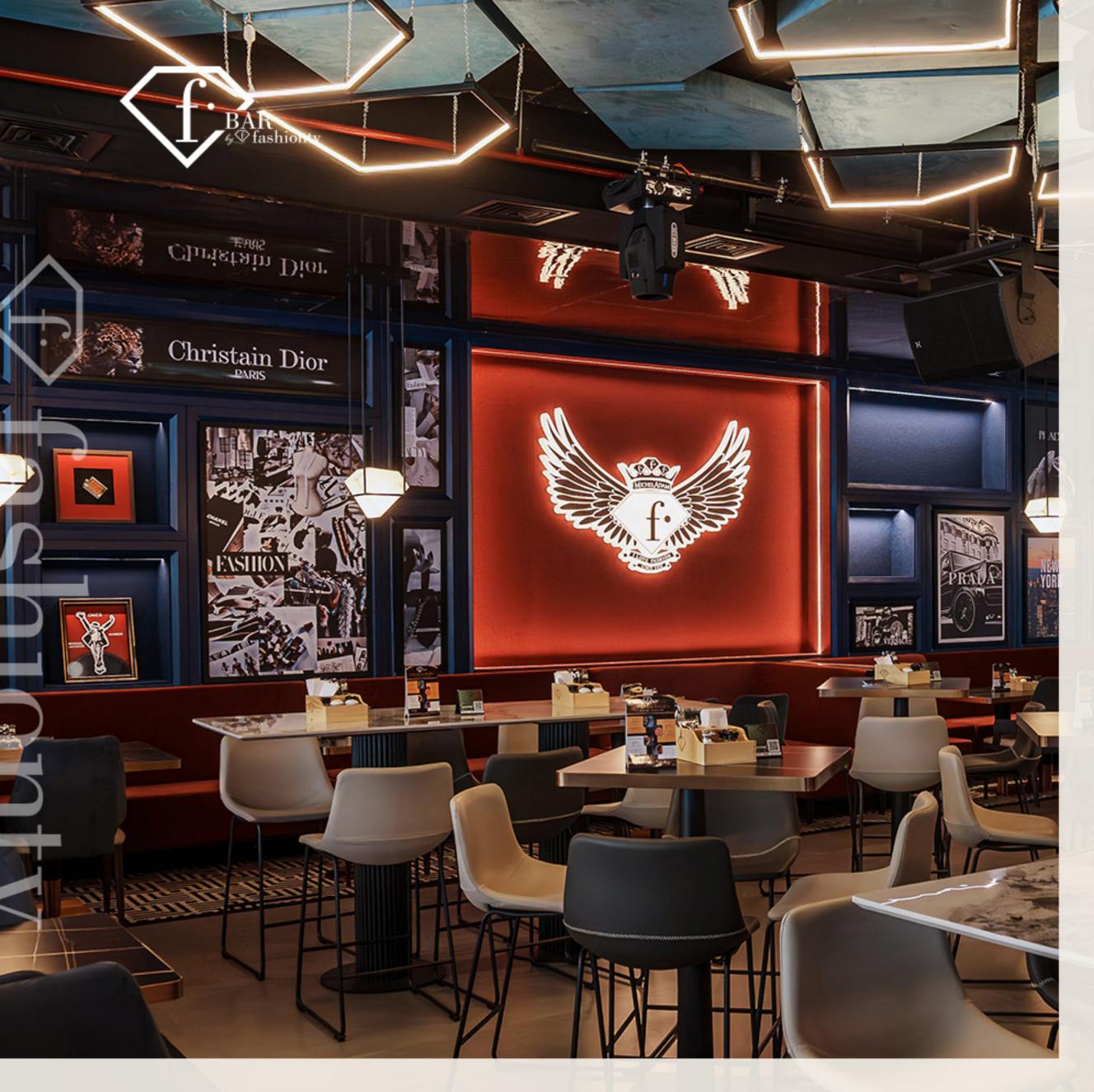


Introducing FTV's Bar Franchise opportunity

As a premier brand, F Franchise presents an opportunity to bar businesses to enhance their reach and revenue. Whether it's a party or a casual get-together, let your bar become the preferred choice of the discerning clientele.

Let's join forces and create a bar that seamlessly blends contemporary art with an ambience that offers a feast for the senses, featuring dazzling decor, a diverse range of cuisines, exotic beverage offerings, and top-notch entertainment.





Bar Industry In India

Bars have always appealed to the younger crowds and early to mid 30s demographics which suggests the need for living a high and exciting life inclusive of great food, ambience, music and variety of liquors.

The Indian Pub and Bars market has reached a value of over US 2.4 Billion Dollars in 2020.

The IMARC Group expects the market to grow at a CAGR of 12.2% during the period of 2021-2026.

The bar industry's continuous growth is driving increased sales of alcohol products and beverages, a trend expected to continue in the years ahead.



Why You Should Franchise with FTV

We Prioritize Your Vision

We place your vision at the forefront, dedicated to realizing your business's potential and guiding it towards global recognition.

Comprehensive Business Support

Our comprehensive support covers pre-launch, launch, post-launch strategies, promotions, sales techniques, loyalty programs, social media marketing, cross-marketing, and strategic planning, ensuring business success and efficient deal.

Service Innovation Support

Our seasoned experts will guide you through innovating your services, ensuring successful outcomes, and providing invaluable market insights and new innovative ideas to set your place as a premium party destination.





Why You Should Franchise with FTV

Branding With FTV Logo

Collaborating with FTV elevates your brand image to elite status, ensuring global recognition. Embrace our iconic logo for enhanced brand loyalty and visibility through strategic promotional campaigns.

Credibility and Trust

Associating with a well-known brand can enhance the credibility and trustworthiness of a product or service in the eyes of consumers, leading to increased sales and customer loyalty.

Digital Marketing

Boost brand distinctiveness and engage your target audience with our compelling marketing campaigns, Google and website listings and expert social media marketing across Instagram, Facebook, LinkedIn, and Twitter.







Extensive Media Presence

12 Channels

25 Years

Cutting-Edge Technology

Global Reach

Massive Audience

24/7 fashion and lifestyle content.

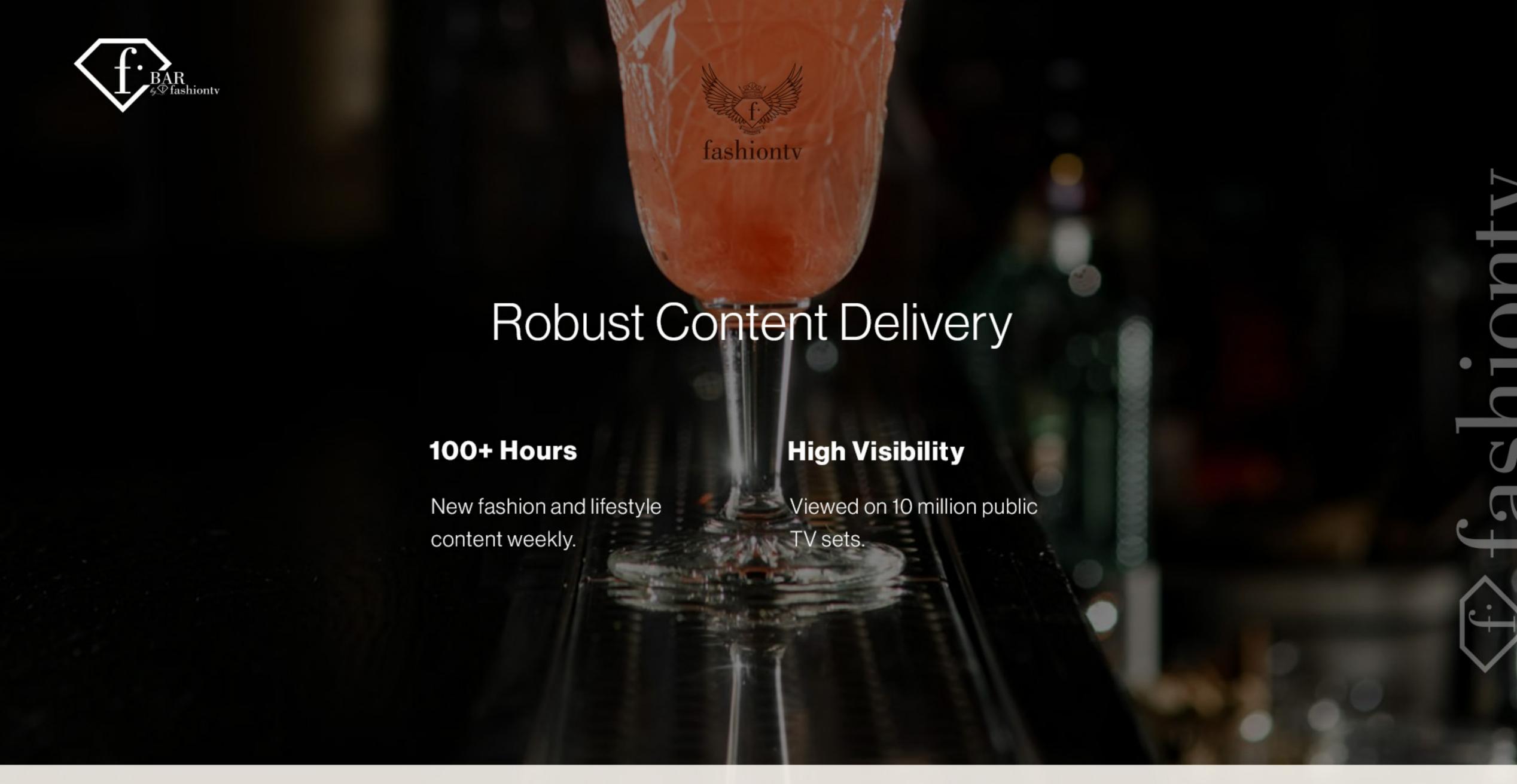
A legacy of success.

UHD 4K and 8K channels broadcasting 24/7.

Available 250+ global cable satellites.

2 billion worldwide viewers, reaching 500+ million households in 196+ countries.







Digital and Social Media Footprint

Website Traffic

5 million monthly visits.

App Engagement

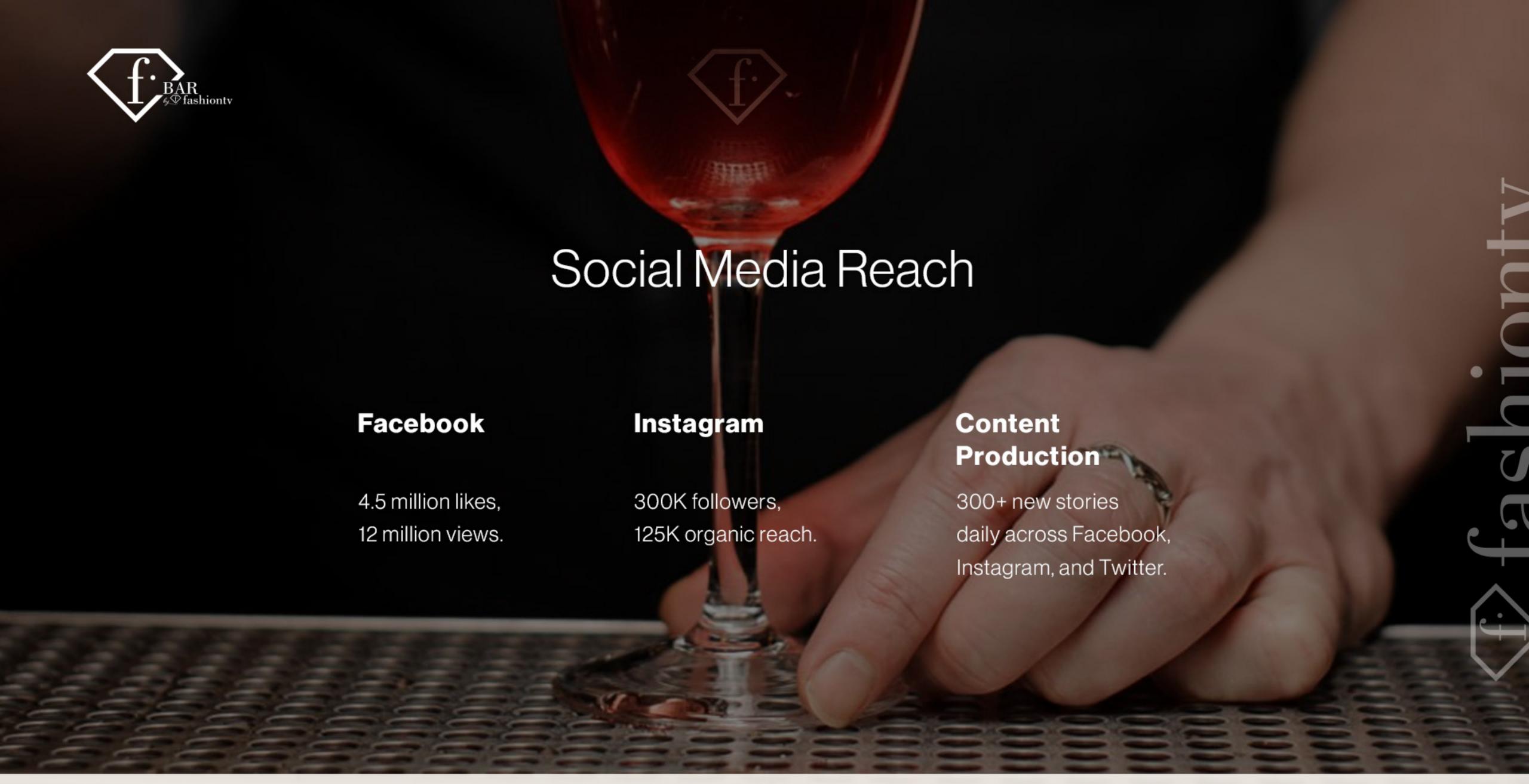
500K subscribers, 35K monthly installations.

Video Platform Views

500K monthly views on DailyMotion.

YouTube

65 million views, 90 million subscribers monthly.





Marketing and Engagement

Dedicated Social Media

Handles on Facebook, Instagram, Twitter, YouTube, and LinkedIn.

Comprehensive Social Engagement

Regular uploads, postings, and check-ins across platforms.

Advertising

Local and GPS-based ads on Facebook, Instagram, Google, and YouTube.

SEO and SEM

Advanced marketing strategies with analytics and reporting for effective campaign management.

Franchising with FashionTV provides an unparalleled opportunity to leverage its vast network, cutting-edge technology, and extensive social media presence to drive success and growth.



Our 360 Degree Support

We have your back throughout your pre-production, launch, and post-launch.



Pre-launch support	Launch support	Post-launch support
Location analysis and approval.	Planning and execution	Business Planning & Operations
Architecture, designs, layouts.	Launch plan in SMM and	Audits and Ideas
Diamond inspired Logo.	PR promotions	Marketing
Staff recruitment	Cross marketing	Training
FashionTV proprietary products supply.		Promotional offers
Other products and vendor tie-ups.		FashionTV sponsorship opportunities
Strategic planning		Google and website listing
Staff extensive training and execution.		



Franchise Model

F Bar	Light	Regular	Luxury
Franchise Fees	30 Lacs + GST	50 Lacs + GST	60 Lacs + GST
Carpet Area	2000 Sq.ft	3500 Sq.ft	5000 Sq.ft
Total Investment	1.4 Cr	2.4 Cr	3.1 Cr
Royalty	10%	10%	10%
ROI	70%	74%	81%
Break Even	18 Months	15-18 Months	12-15 Months
	CONTRACTOR OF STREET		



Franchise Basic Requirements

Location

FTV Bars must be located in prime locations in upscale residential, business and commercial centres across all the major metropolises in the nation.

Strong Financial **Backings**

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

Franchise Industry Attraction.

All franchises must have attractions and likings towards the Nightlife Industry along with profound knowledge and expertise of the make and take of the business.

Strong Desire to be more

Rich, Famous & Successful.



