

F Aesthetics By FTV

Sales Kit
2025

About f·Aesthetics By FTV

F Aesthetics by FTV is a premium aesthetics & wellness brand, delivering international-level skin, hair and body treatments. It blends medical expertise with fashion glamour, transforming clinical beauty into a lifestyle experience.

Globally inspired fitness programs & training techniques

Trendsetting workout styles and celebrity-inspired fitness routines

Luxury gym design reflecting FashionTV's global aesthetics

Uncompromised focus on hygiene, safety & professional training standards

Positioned as a fashion-lifestyle fitness destination



Philosophy

VISION

To redefine beauty and wellness in India by blending global fashion standards with advanced medical aesthetics, creating lifestyle destinations where science meets glamour.

MISSION

To combine global fashion standards with advanced medical aesthetics, delivering personalized, luxurious experiences.

AIM

To become India's leading lifestyle destination for aesthetics and wellness, setting new benchmarks in luxury, innovation, and client-centric care.

Aesthetics Centres in *India*

Market Value:

The Indian medical aesthetics market was valued at \$598 million in 2024 and is projected to reach \$1.272 billion by 2033, growing at a CAGR of 8.7% from 2025 to 2033.

Total Procedures:

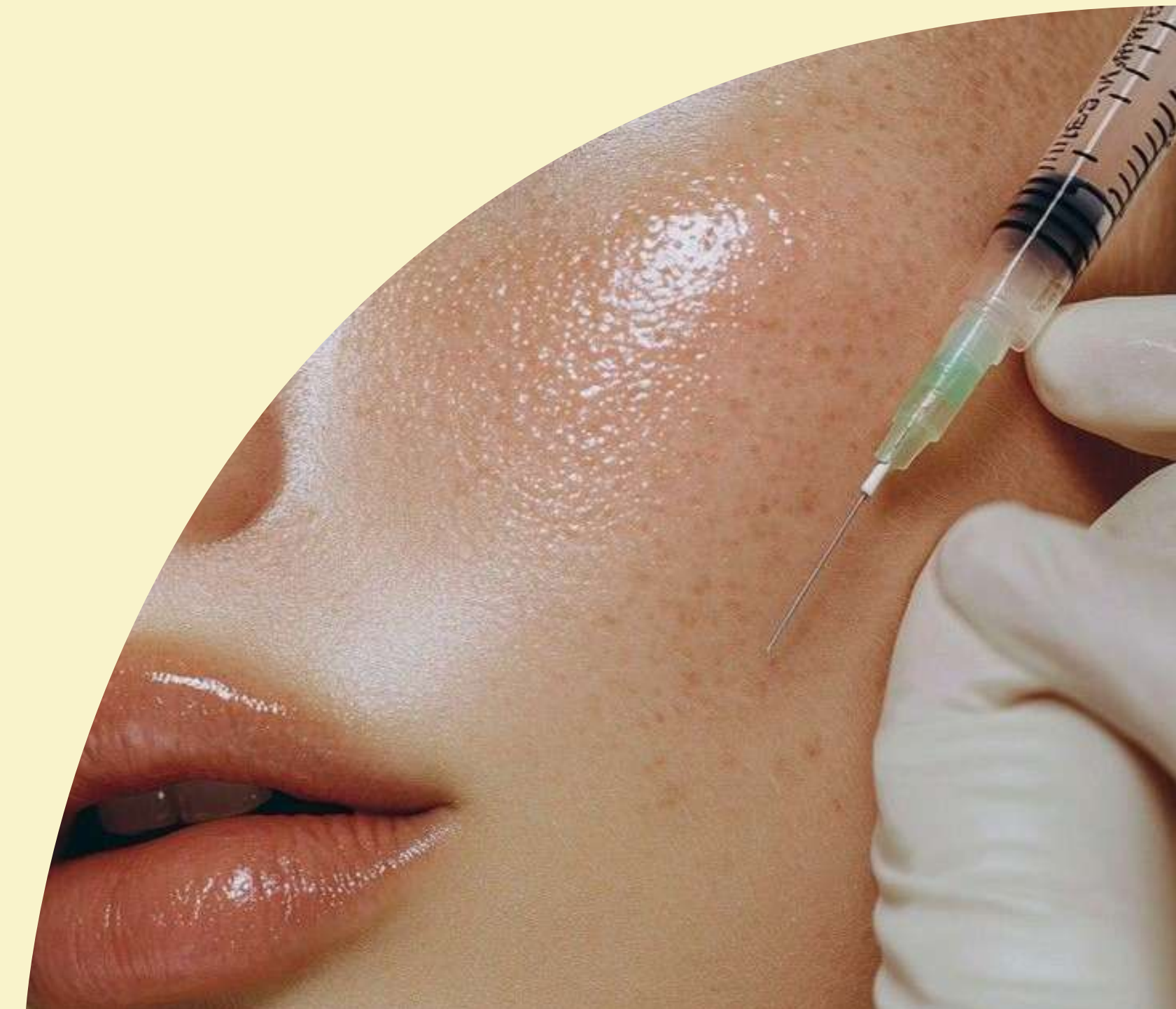
India recorded 1.29 million aesthetic procedures in 2024, reflecting a growing acceptance and demand for cosmetic enhancements.

Non-Invasive Treatments:

The non-invasive aesthetic treatment market generated \$1.907 billion in 2023 and is expected to reach \$6.512 billion by 2030, growing at a CAGR of 19.2% from 2024 to 2030.

Popular Treatments:

Procedures like Botox and Hydra-Facials are gaining massive popularity, driven by social media and anti-aging trends.



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**

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

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

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

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

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

What is
f·Franchise by FTV

Premium franchise options
across the beauty industry
(Salon, Aesthetics, Nails)

30+ Beauty Locations in
India and **50+ in the**
making

Trusted by 100K+
Premium Clients
Nationwide

Celebrity-Endorsed,
Influencer-Driven
Beauty Destinations

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

What is f·Beauty by FTV

01

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

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What is f·Aesthetics by FTV


Why *FashionTV*




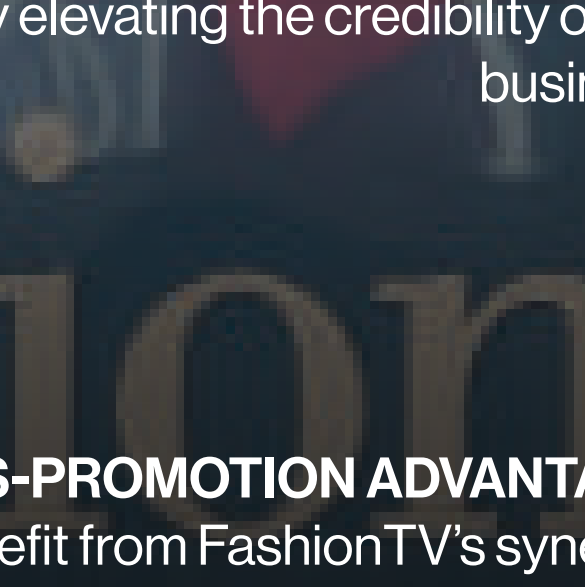
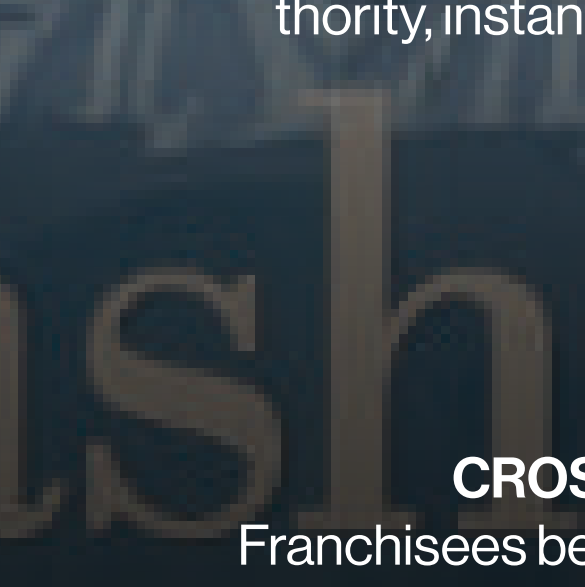
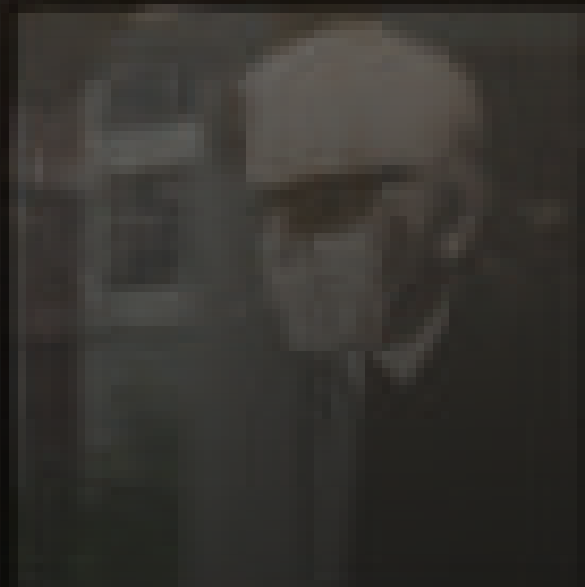
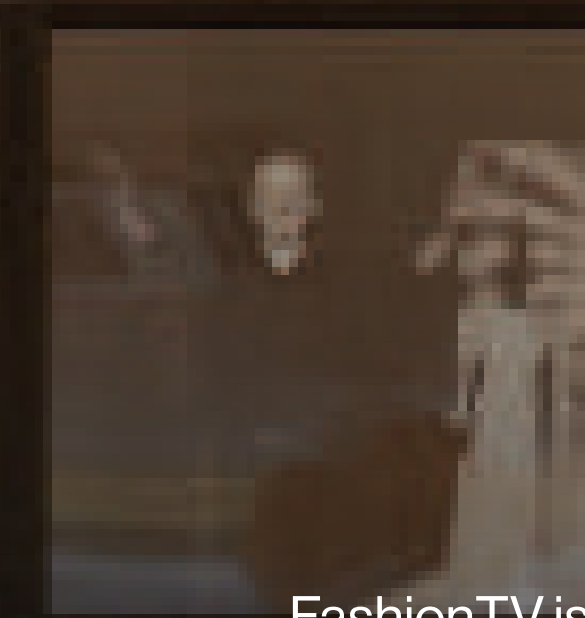
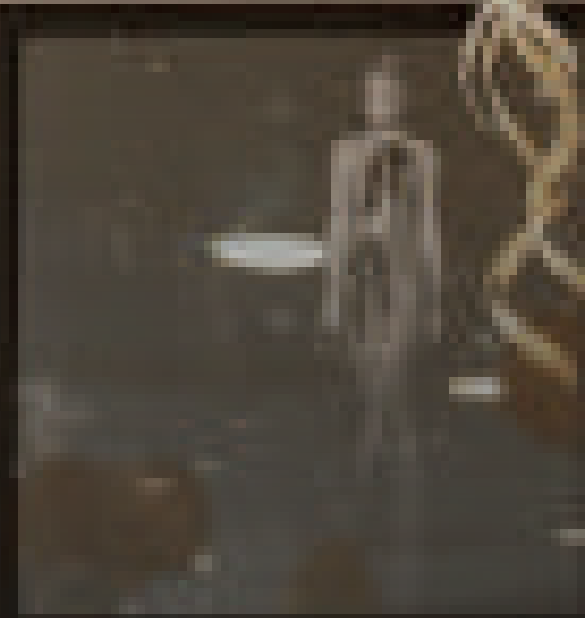
 Backed with the **Most Viewed, Proven & Stable High-end** Luxury Fashion & Lifestyle Television Channel

 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**



UNMATCHED BRAND RECALL

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

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, night-life, education, retail).

CELEBRITY & INFLUENCER CONNECT

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

Why f·Franchise by FTV

HIGH ASPIRATIONAL VALUE

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

A global beauty ecosystem **backed by FTV's legacy in fashion, luxury & lifestyle**

Designed to merge fashion & beauty, every outlet carries the **signature FTV luxury touch**

Services curated by industry experts to **deliver premium experiences** in grooming, nails & aesthetics

Targets premium, style-conscious clientele that seeks exclusivity and high-quality results

Strong brand recognition as part of FashionTV's global network


Why f· Beauty by FTV




High-return model delivering
75% yearly ROI across scalable
formats



360° Franchise Support
covering location, interi-
ors, recruitment, training,
PR, and marketing



**Direct access to premi-
um clientele;** the city's
elite, influencers, and
fashion-forward society



Global visibility powered by
**FashionTV's media net-
work,** events, and digital
channels

Why f· Aesthetics by FTV



- 12 Channels - 24/7 dedicated to Fashion & Lifestyle
- UHD 4K and 8K 24 hours channels
- Available on leading OTT platforms all over the world
- 100 plus HOURS of new fashion and lifestyle content every week
- FashionTV App gets 500K subscribers & 35K installation per Month
- Viewed on 10 MILLION Public TV Sets
- Available on 250 Global Cable Satellites

Association with the
World's Largest Fashion &
Lifestyle Television Channel

01

Great Business Opportunity
with Greater Returns

02

Develop a huge fruitful circle
of a business network

03

Become a leader in fashion
and lifestyle in your city

Benefits

Be on the VIP list of every
Invitee List of your City
Events

03

Become the respected
player in your city fashion
industry

01

Be seen and surrounded
with the who's who of your
City

02

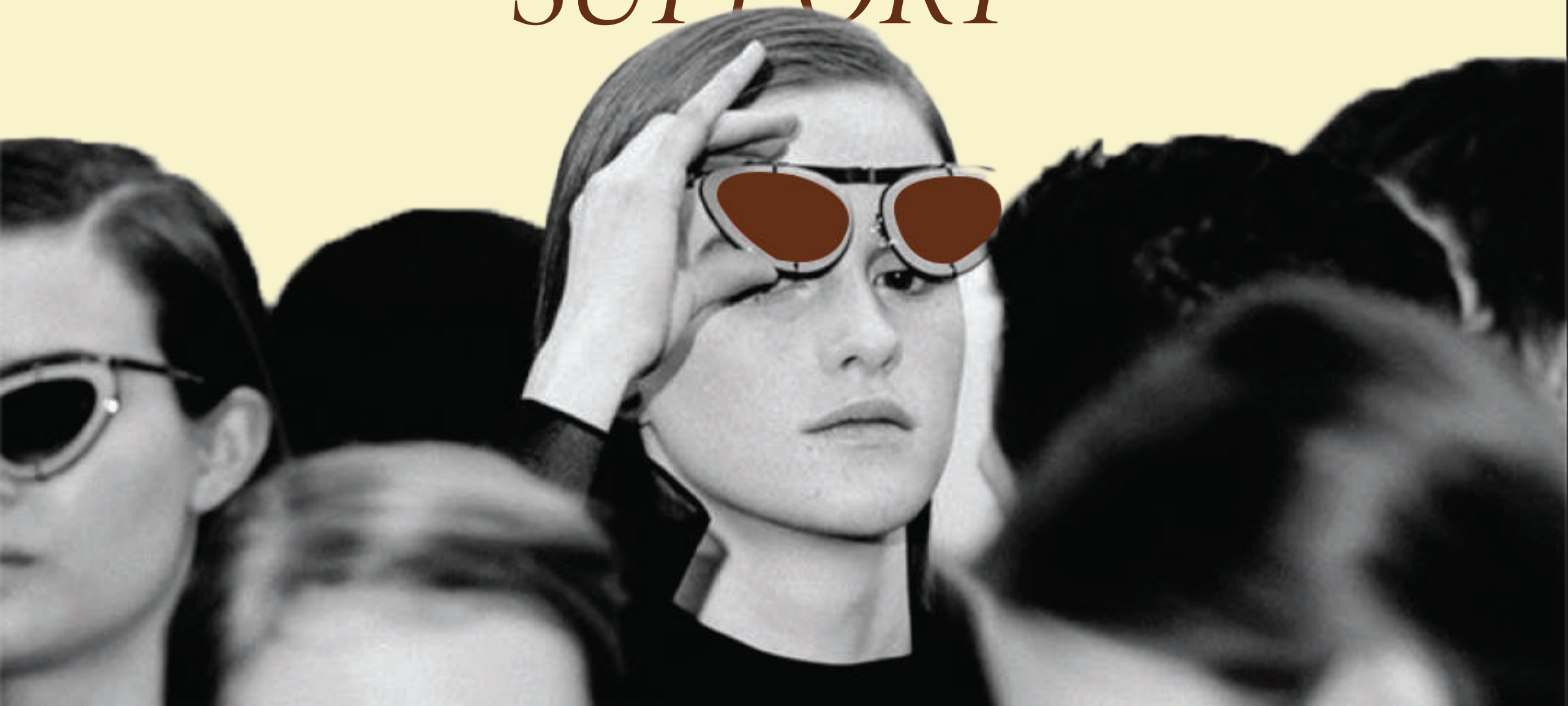
Use the FTV visiting card
as your power currency

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

360° *PARTNERSHIP SUPPORT*

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotions.
4. Cross Marketing.

03

Post Opening Support

360° PARTNERSHIP SUPPORT

1. Sales Incremental Strategies.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty Membership programs.
5. Google and Website Listing.

FRANCHISE

Basic Requirement

↘ **AAA Location**

AAA Location

F Aesthetics 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

↘ **Interest in the Education Industry**

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

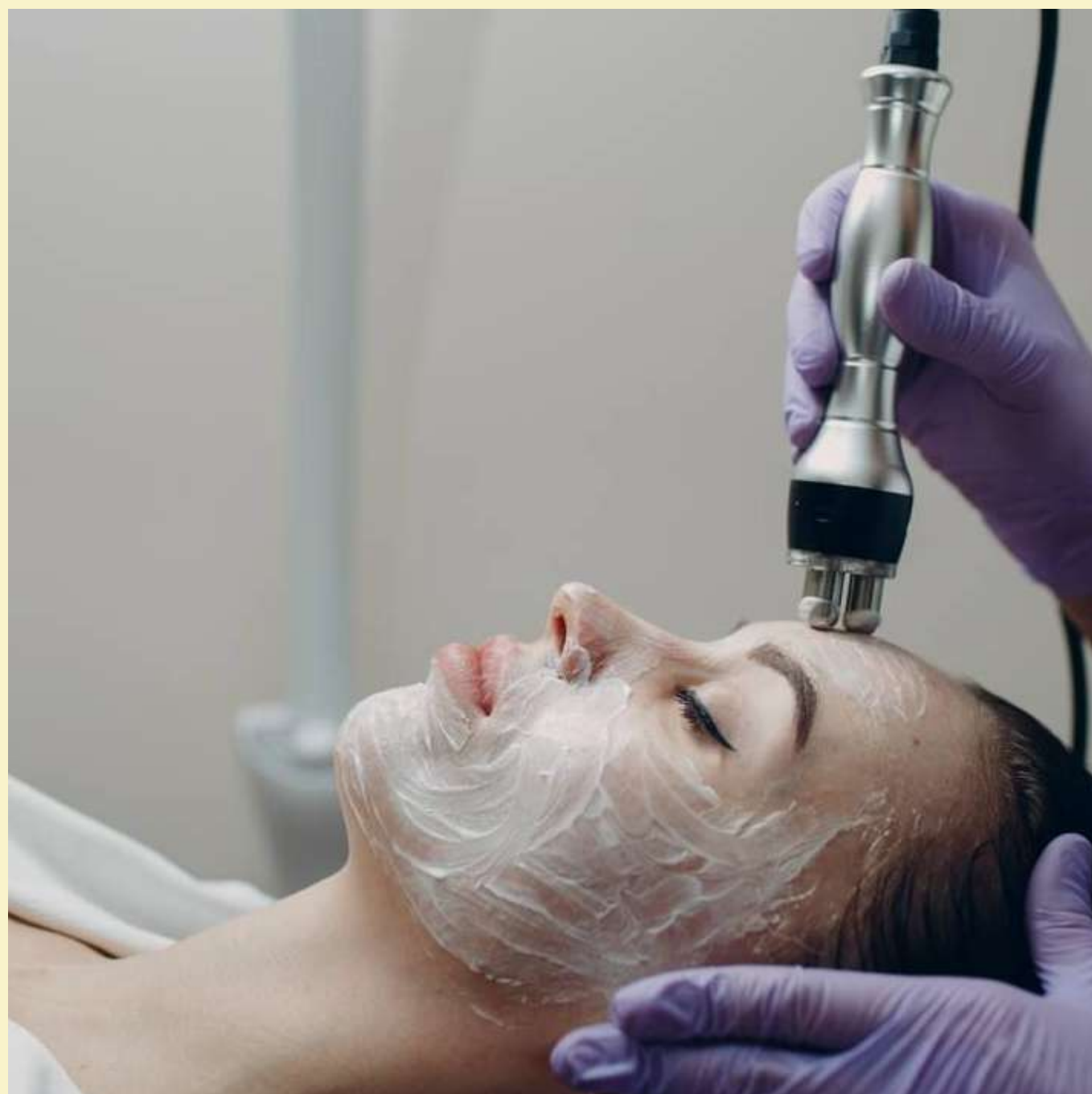
↘ **Aspiration to Grow**

Strong Desire to be more Rich, Famous & Successful.

F AESTHETICS BY FTV

City Type	Franchise Fees	Royalty	Carpet Area	ID Fees @200	Capex @ 4000
Tier 1	35 Lakhs	175000	3000	60 Lakhs	1.65 Cr
Tier 2	25 Lakhs	125000	2000	40 Lakhs	1.10 Cr
Tier 3	15 Lakhs	75000	1000	20 Lakhs	55 Lakhs

Aesthetics *Menu*



HydraFacial

A non-invasive facial that deeply cleanses, exfoliates, and hydrates the skin for an instant glow.



Skin Brightening Treatment

Targets pigmentation and dullness to reveal a more radiant, even-toned complexion.



Tattoo Renewal

Enhances or refreshes faded tattoos for improved color and definition.



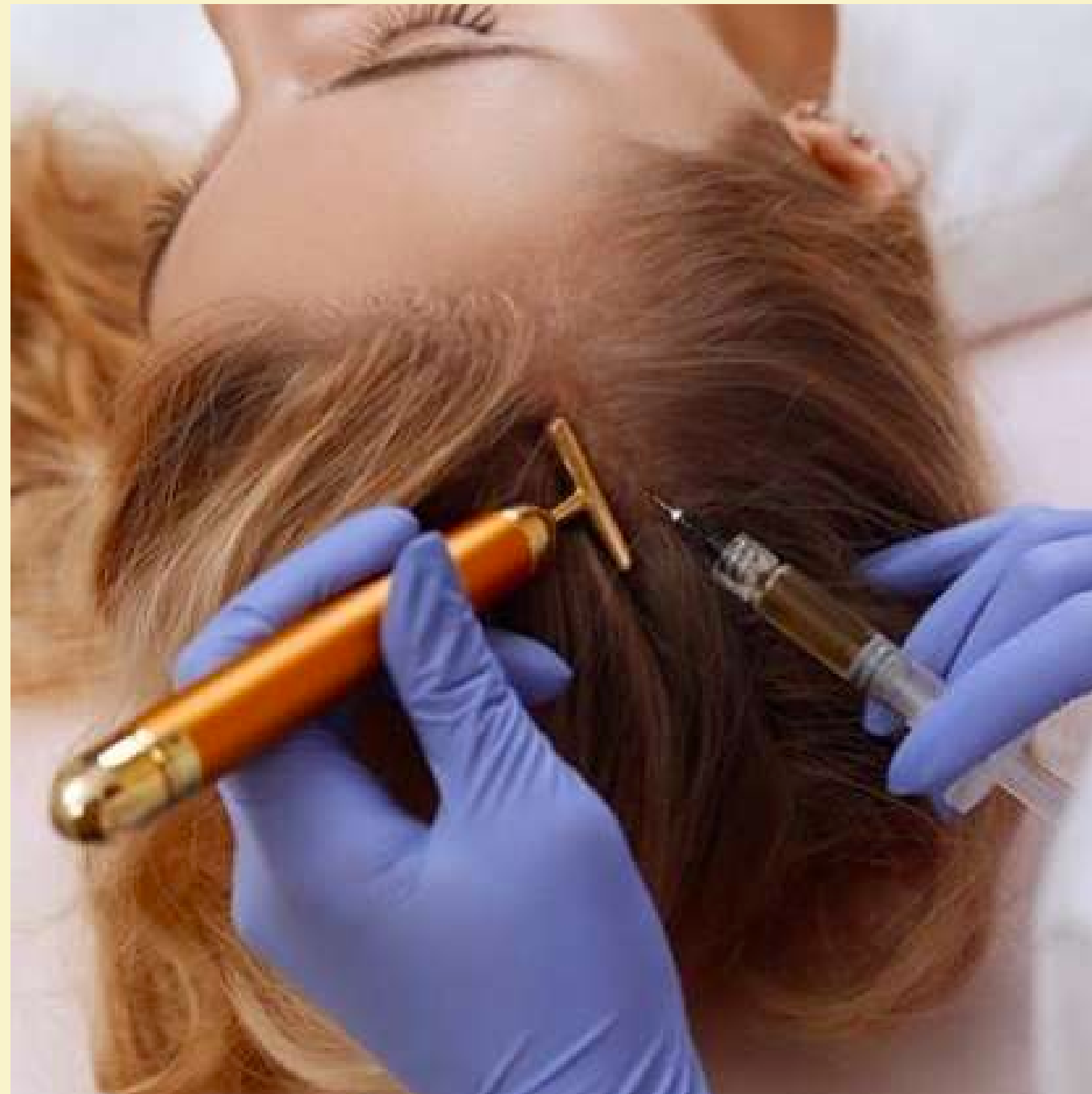
Skin Resurfacing
Uses advanced techniques to smooth texture, reduce scars, and improve skin clarity.



Laser Hair Removal
Permanently reduces unwanted hair using precise laser technology.



Anti-Aging Treatment
Combats fine lines, wrinkles, and sagging skin to restore a youthful appearance.



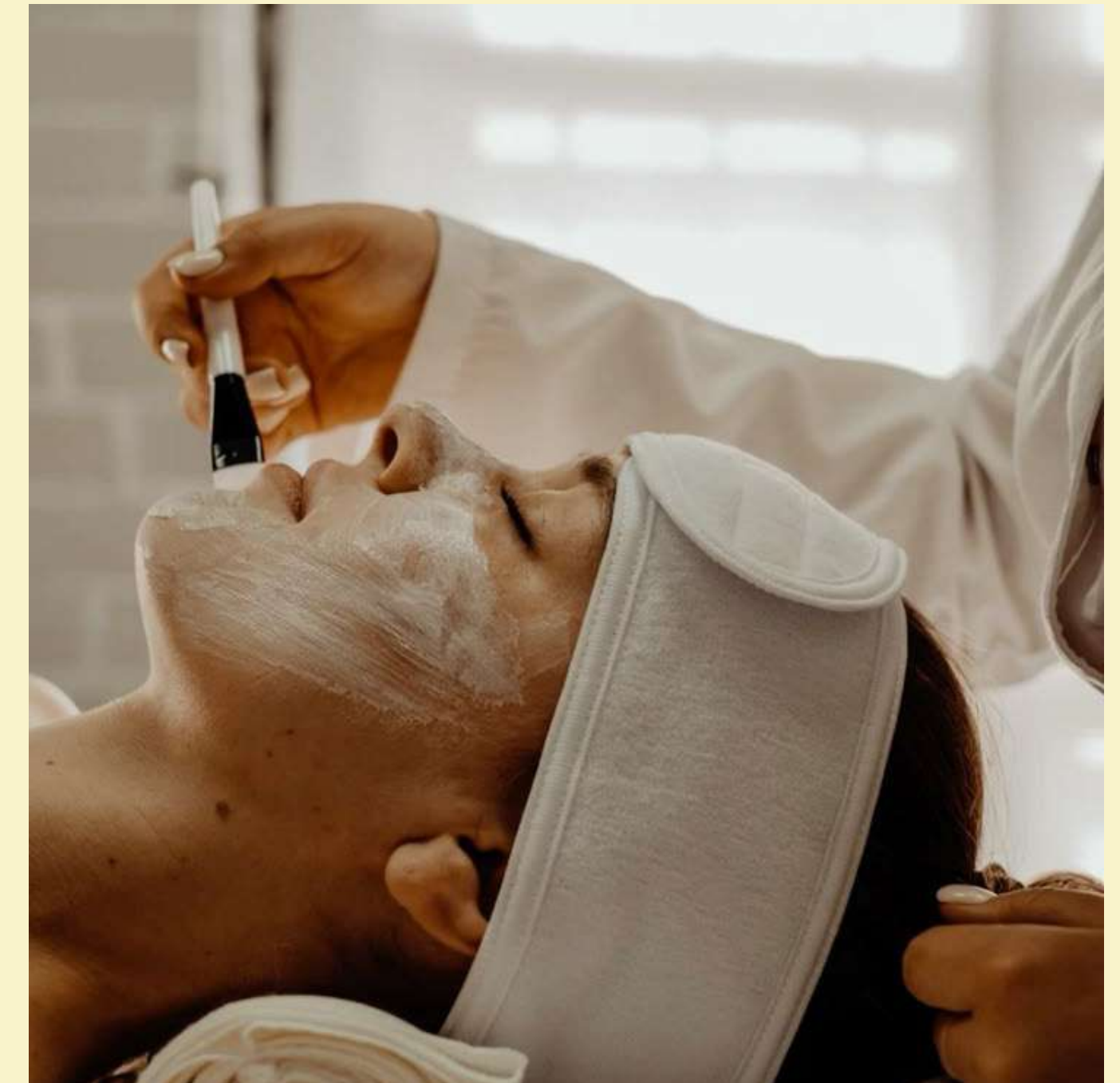
Hair Regrowth Treatment

Stimulates the scalp to encourage natural hair regrowth and prevent thinning.



IV Therapy

Delivers essential vitamins and nutrients directly into the bloodstream for overall wellness and energy.



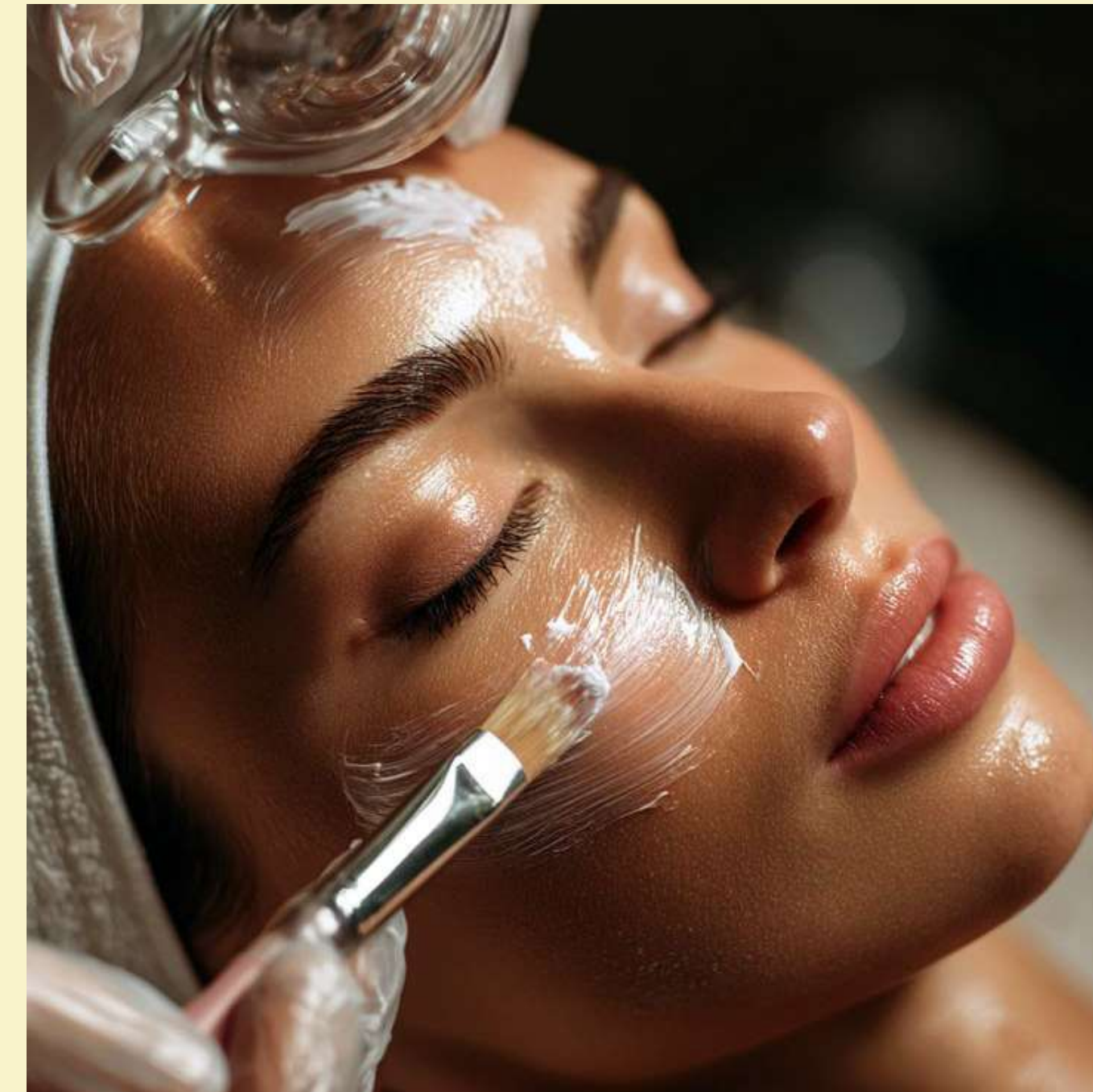
Medi Facials

Medical-grade facials tailored to treat specific skin concerns using advanced



Vampire Facelifts

A regenerative facial using PRP (Platelet-Rich Plasma) to rejuvenate and tighten skin.



Instaglow Facials

Quick, glow-boosting facials designed for instant radiance and freshness.

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.

F A S H I O N T V

Unique *Diamond* Inspired Design

FashionTV Ceilings and walls
FashionTV Furniture
Chairs
Mirrors
Tables

FashionTV Upholstery
FashionTV Flyers / Printouts

Dedicated social media handles for:

SOCIAL MEDIA
MARKETING &
ENGAGEMENT



Instagram	Twitter (X)
LinkedIn	YouTube
Snapchat	Pinterest
Facebook	



SOCIAL ENGAGEMENTS *Statistics*

Thanks to FashionTV's massive brand appeal and our guests' love for posting, sharing, checking in, and tagging, every F Aesthetics 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

 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

 1 Million subscribers on YouTube

 3+ Million fans on Facebook

 Average of 500K monthly website visits

 Average of 1.5 Million monthly website impressions

SPONSORED *Local* LISTINGS



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

INVITATION

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.



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