

f.GYM BY FTV



SALES
KIT
2026

ABOUT



F Gym by FTV is a premium fitness destination, combining world-class training, cutting-edge equipment, and wellness expertise. Bringing luxury and performance together, it offers a fashion-forward fitness experience that elevates everyday workouts into a lifestyle choice.

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

01 VISION

To redefine the Indian fitness landscape through innovation; inspiring and empowering everyone to elevate their health, performance, and lifestyle.

03 AIM

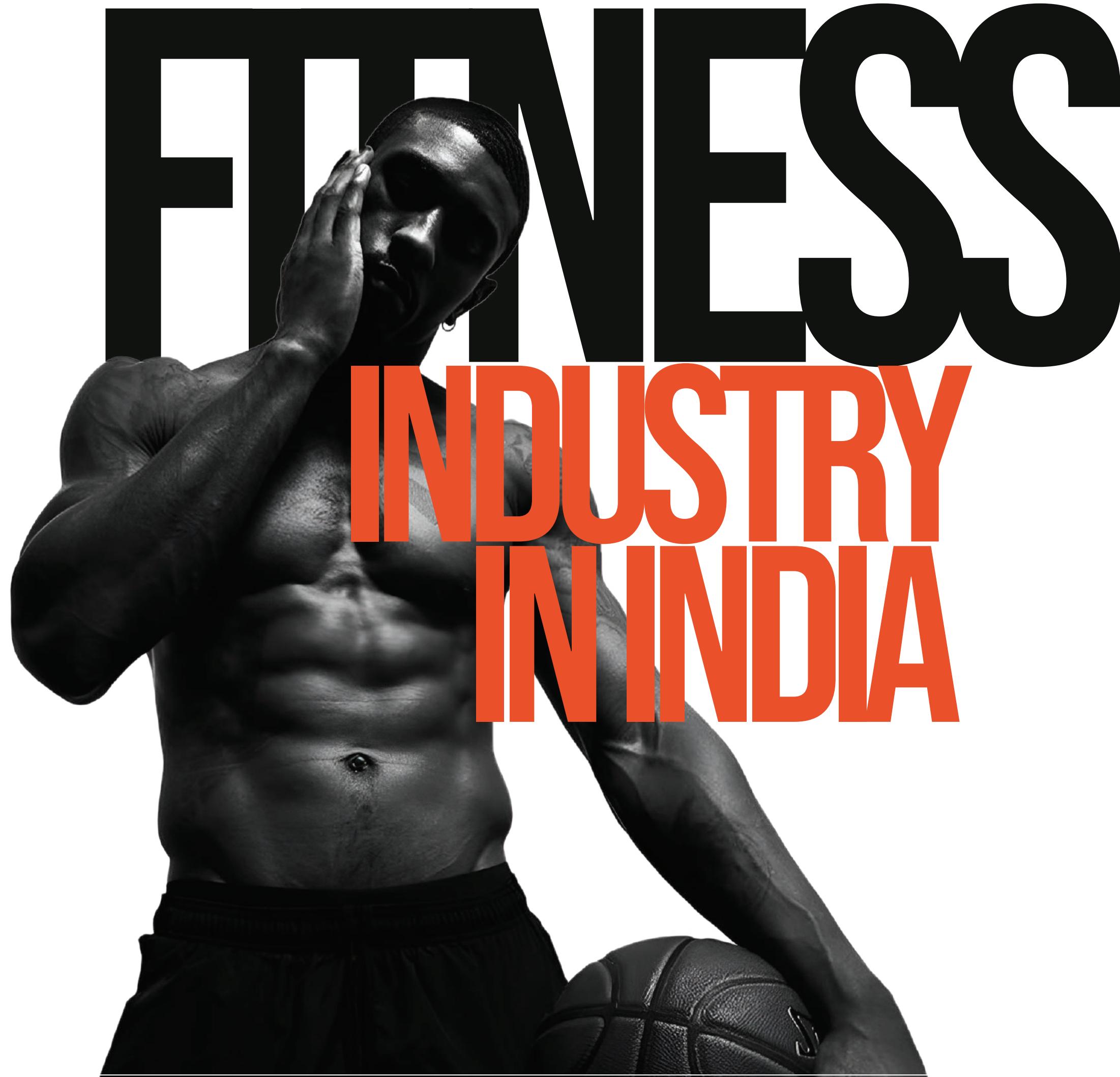
To grow F Gym by FTV into a one-of-a-kind fitness brand with a worldwide presence, bringing our philosophy of health, wellness, and luxury fitness to every city.

02 MISSION

Drive India toward the “Stay Healthy for a Fitter India” mission by nurturing physical fitness and mental wellness.

PHYSICAL
FITNESS



**Business Revenue:**

The Indian gym industry generated USD 1.15 billion in 2023.

Projected Growth:

The market is expected to grow at a CAGR of 16.8% from 2024 to 2028, reaching USD 2.5 billion by 2028.

Ownership Breakdown:

Franchise and chain gyms account for 3.8% of India's total gyms, around 3,635 locations.

Membership Rate:

Approximately 0.2% of India's population holds a gym membership, indicating significant growth potential.

**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 FASHIONTV

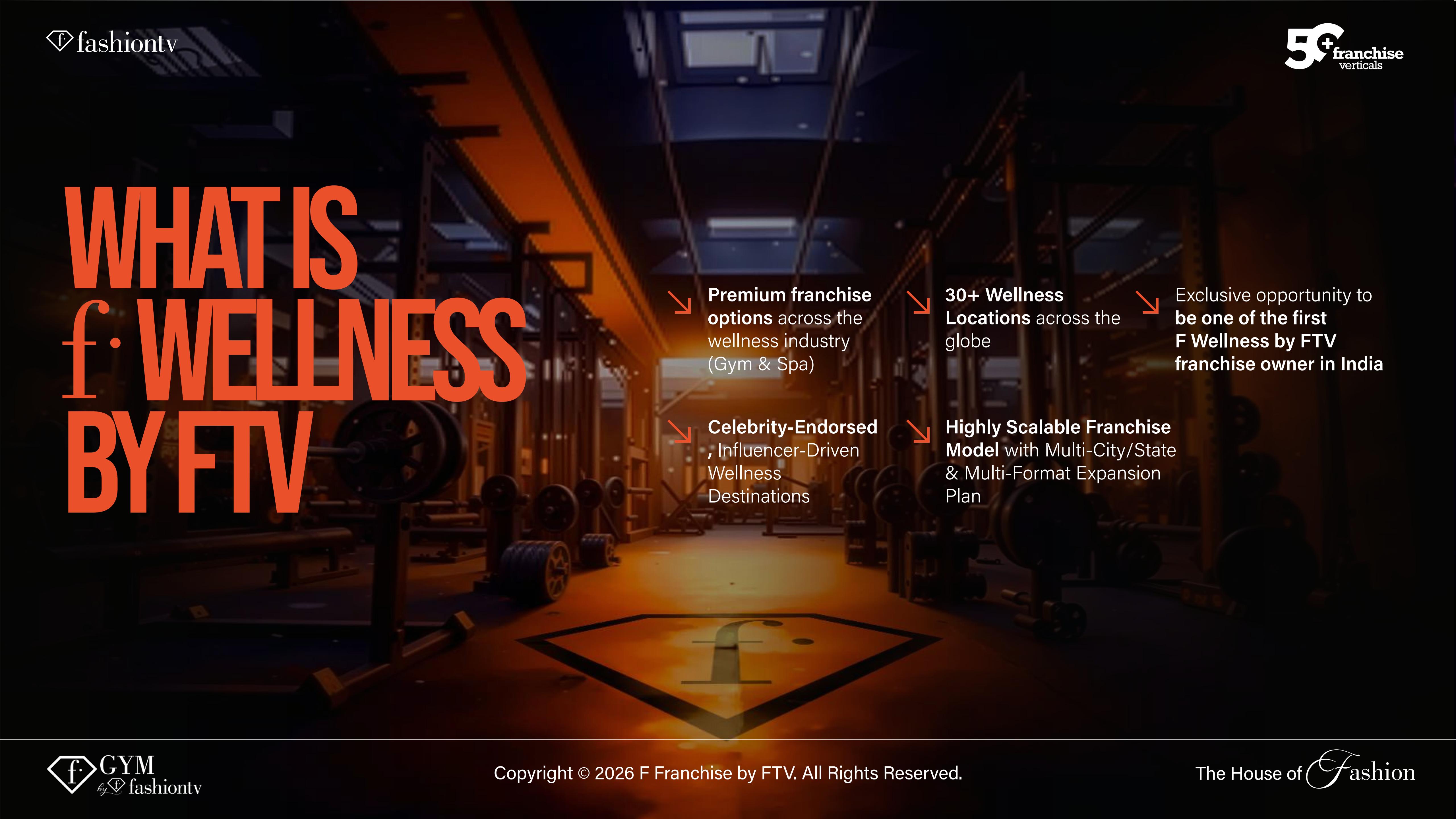


WHAT IS f. FRANCHISE BY FTV



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

WHAT IS f· WELLNESS BY FTV



- Premium franchise options across the wellness industry (Gym & Spa)
- 30+ Wellness Locations across the globe
- Exclusive opportunity to be one of the first F Wellness by FTV franchise owner in India
- Celebrity-Endorsed, Influencer-Driven Wellness Destinations
- Highly Scalable Franchise Model with Multi-City/State & Multi-Format Expansion Plan

WHAT IS f. GYM BY FTV

01

A premium fitness & lifestyle vertical by FashionTV, the World's Largest Fashion & Lifestyle Television Channel in 196 countries.

03

Provides specialized programs- strength training, functional fitness, pilates, yoga, HIIT & personal coaching.

05

Backed by 28 years of FashionTV's global lifestyle authority, ensuring aspirational positioning & high brand trust.

02

Offers state-of-the-art gyms & fitness studios equipped with advanced technology, global trainers & luxury amenities.

04

Designed with **fashion-in-spired interiors** to create a luxury workout experience for elite clientele.

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 FASHIONTV



WHY f·WELLNESS BY FTV

- A global wellness network **shaped by FTV's fashion-luxury legacy**
- Where **fashion meets wellness**, each destination carries FTV's signature of luxury
- **Expert-curated services** delivering premium gym & spa experiences
- Catering to **premium, style-savvy clients** seeking exclusivity and top-quality results
- Backed by **FashionTV's worldwide influence** and credibility

WHY IS f.FRANCHISE BY FTV

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, nightlife, education, retail).

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

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

WHY f·GYM BY FTV



- 01 High-return model delivering **70% yearly ROI** across scalable formats
- 02 **360° Franchise Support** covering location, interiors, recruitment, training, PR, and marketing
- 03 **Direct access to premium clientele;** the city's elite, influencers, and fashion-forward society
- 04 **Global visibility** powered by FashionTV's media network, events, and digital channels
- 05 Built-in **organic marketing with 300+ daily customer stories** across F Wellness by FTV amplifying reach and create instant buzz



OUR REACH

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

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

04

BENEFITS

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

05

Become the respected
player in your city
fashion industry

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

Use the FTV visiting
card as your power
currency

06

07

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.

fashiontv

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 REQUIREMENT

- **AAA Location**
F Gym 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.

SERVICES

The services at F Gym by FTV include:

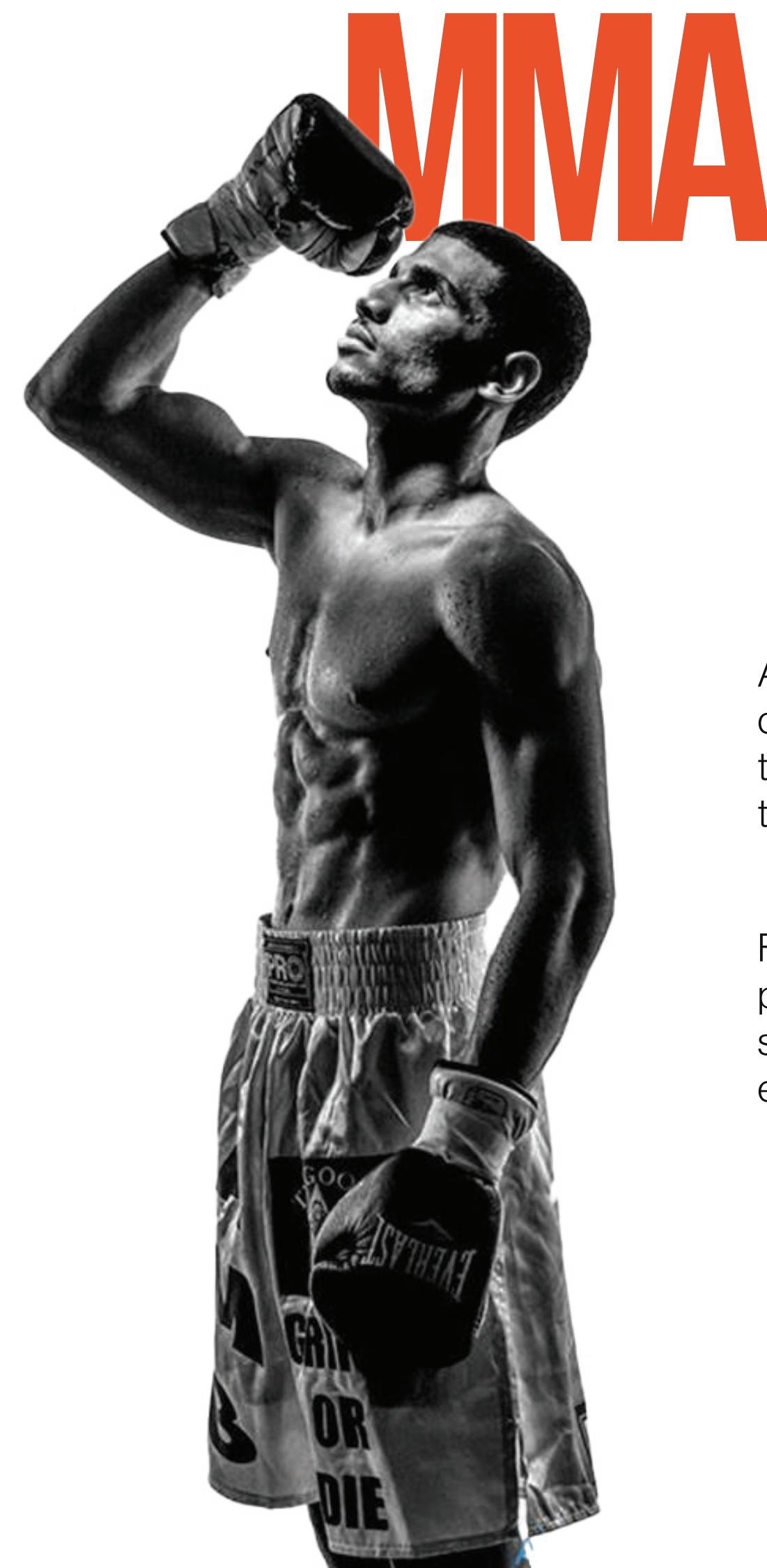
FUNCTIONAL TRAINING



A curated set of exercises targeting multiple muscle groups to build strength and endurance.

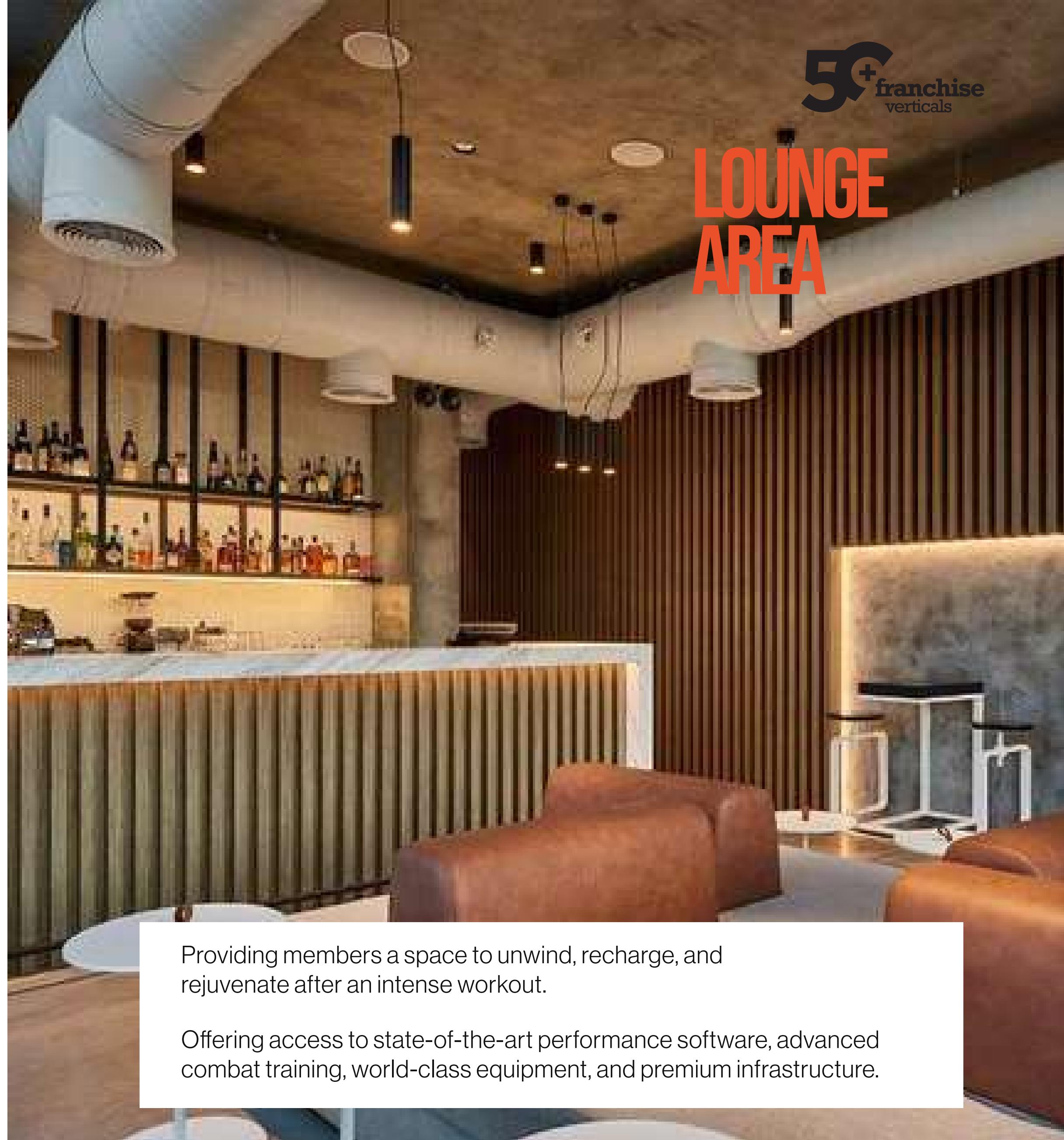
Simple yet highly efficient routines designed to improve overall fitness and body

Our certified trainers provide personalized support, ensuring every member reaches their fitness goals safely and effectively.

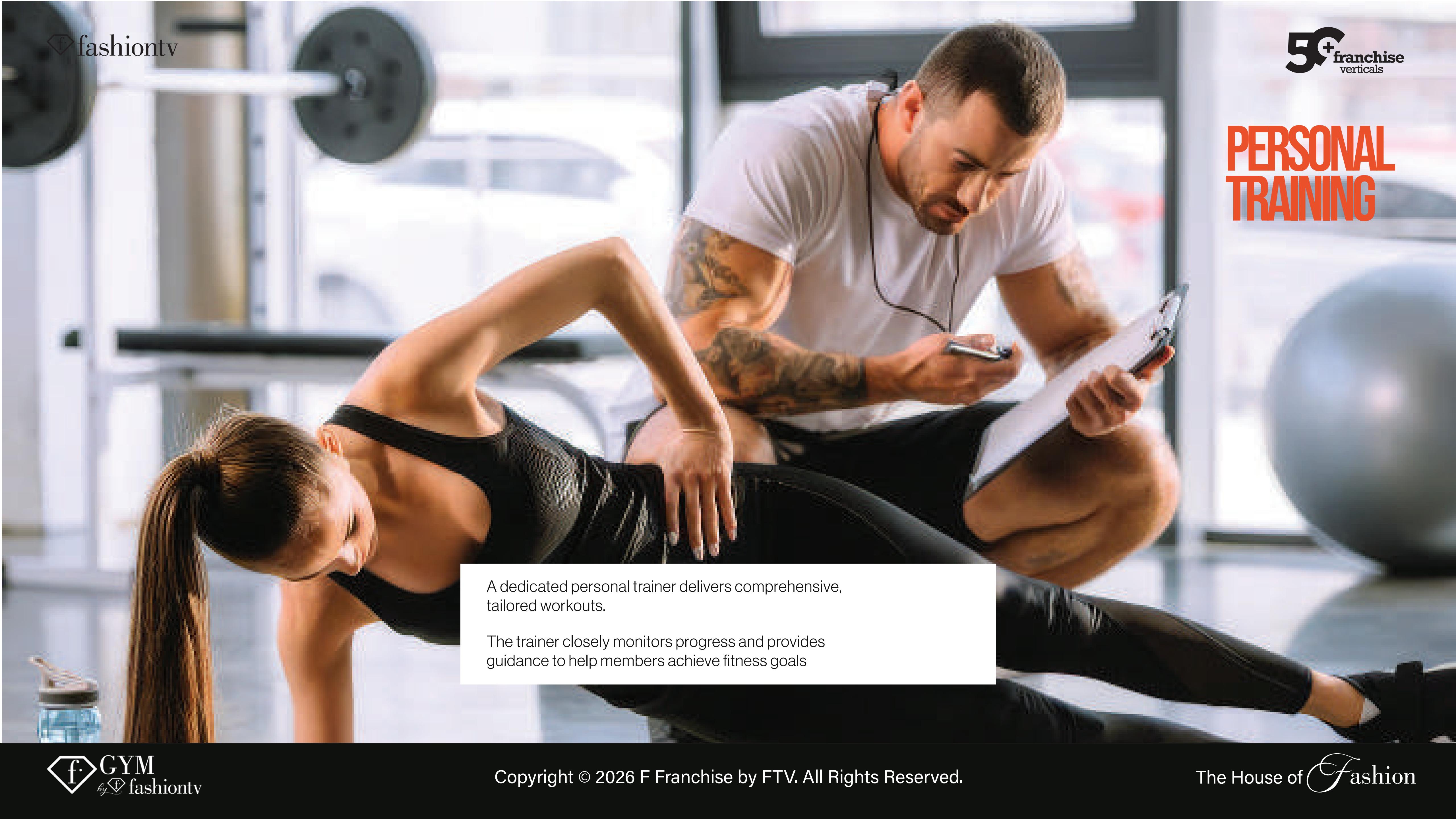


A one-of-a-kind service that combines the advantages of a traditional gym with the dynamic training of Mixed Martial Arts (MMA).

For members, MMA offers a complete package: improved fitness, mastery of self-defense, and the capability to ensure personal safety.

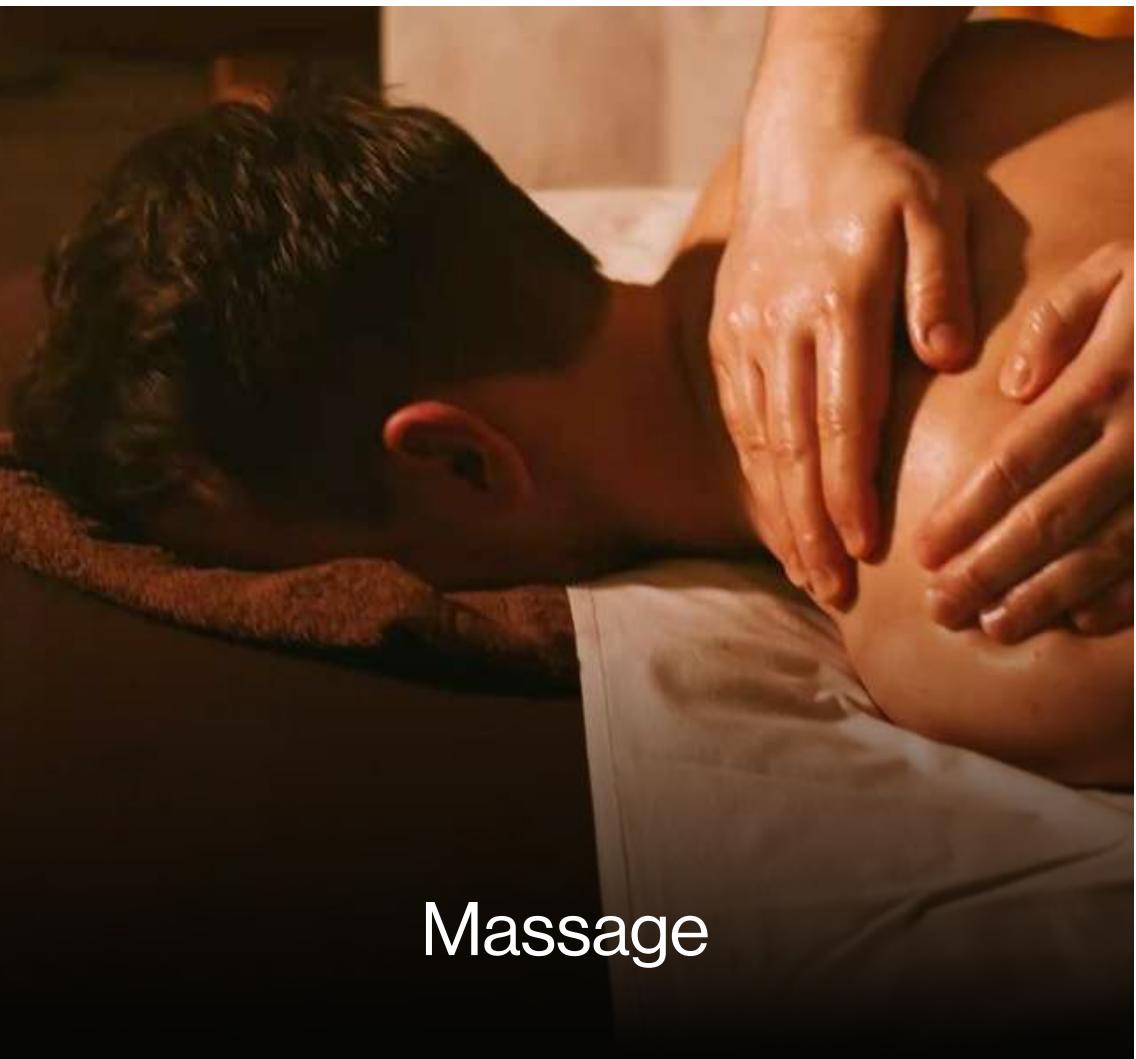


PERSONAL TRAINING



A dedicated personal trainer delivers comprehensive, tailored workouts.

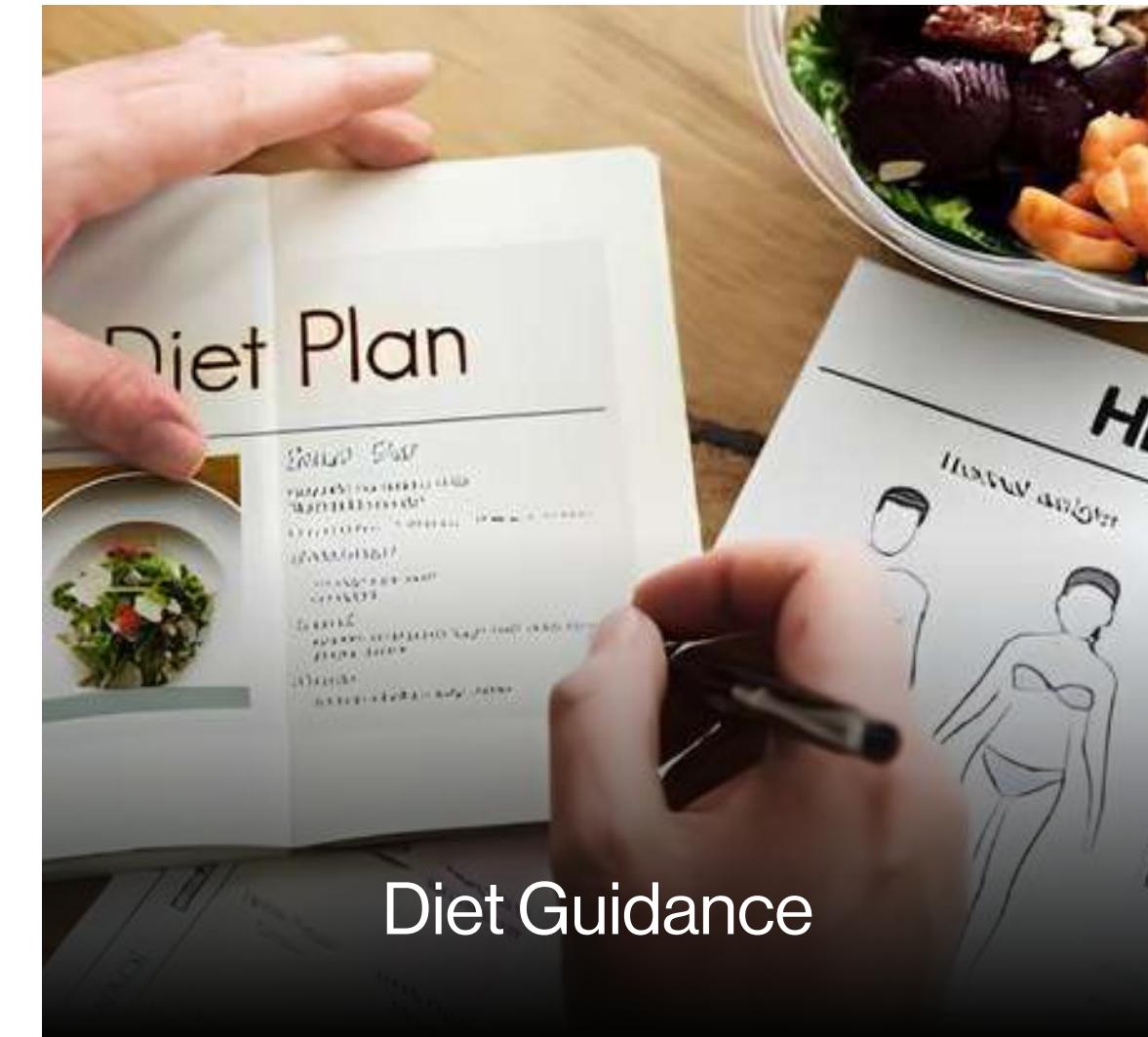
The trainer closely monitors progress and provides guidance to help members achieve fitness goals



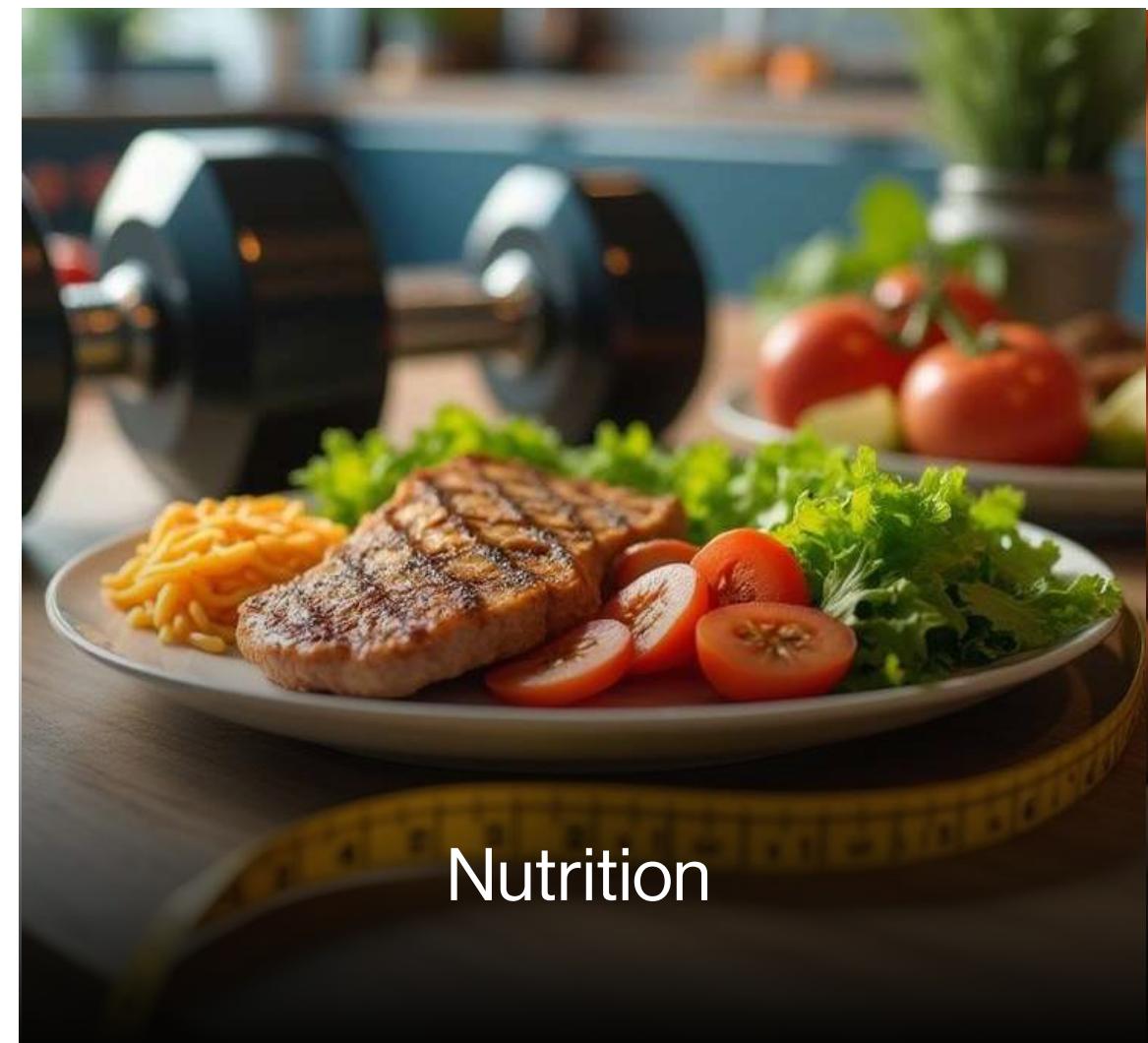
Massage



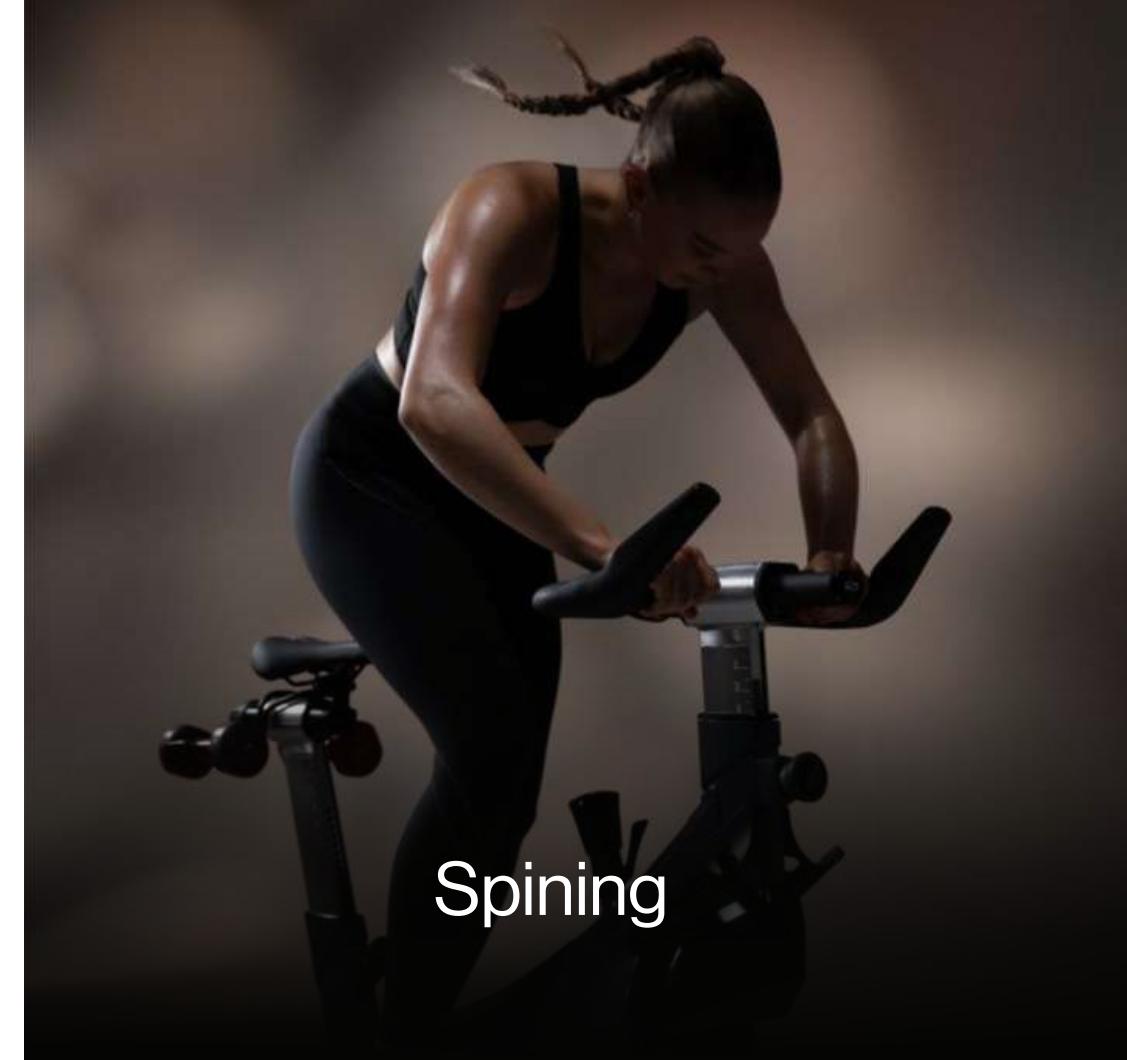
Sauna



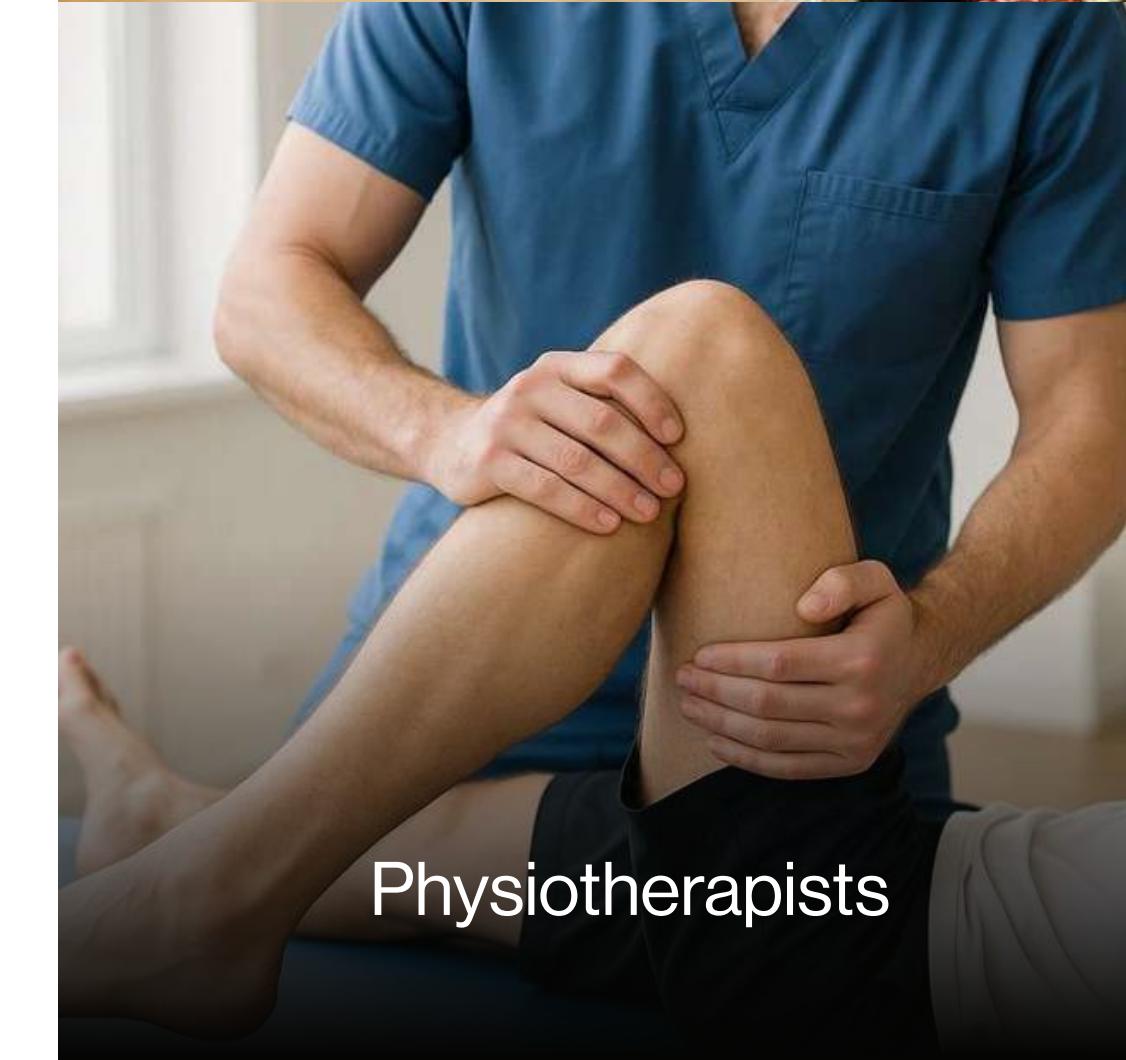
Diet Guidance



Nutrition



Spinning



Physiotherapists



Steam

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**

- FashionTV Jerseys
- FashionTV Whey
- FashionTV Protein Shake
- FashionTV Shaker
- FashionTV Sweat Towel
- FashionTV Sportswear
- FashionTV Duffle Bag

FASHIONTV'S UNIQUE DIAMOND-INSPIRED DESIGN

↓ **FashionTV**
Ceilings and walls

↓ **FashionTV**
Flyers / Printouts

↓ **FashionTV Furniture**
Tables, Chairs
Blackboards

→ **USPs**

SPECIAL EVENTS *And* FASHION SHOWS

A **fashion runway** is an integral feature across every luxury FashionTV franchise vertical.

Local fitness
experts shows

F Gym promotional
shows

Special events other
products promotional
programs

Dedicated social media handles for:

SOCIAL MEDIA MARKETING & ENGAGEMENT

Instagram

Twitter (X)

LinkedIn

YouTube

Snapchat

Pinterest

Facebook





SOCIAL MEDIA MARKETING & STATISTICS

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

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

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



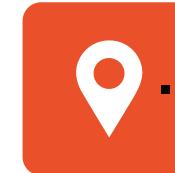
Facebook Ad Campaigns



Google Local



Google Ad Campaigns



GPS Based ADs



Instagram Ads



SEM & SEO Marketing



Analytics and Reports



Youtube Promotions & Video Boost

INVESTMENT

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.