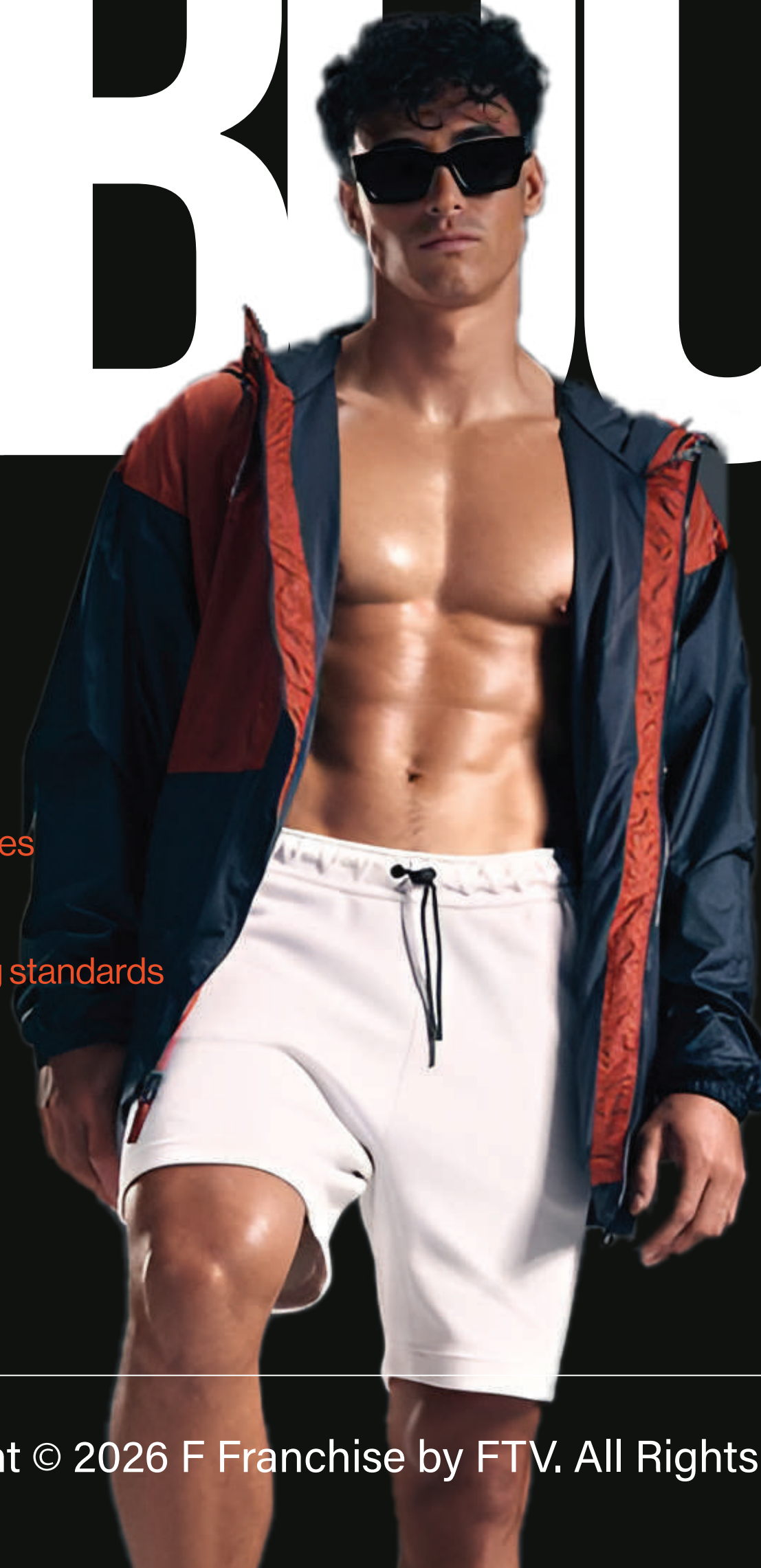


f. GYM BY FTV

**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.

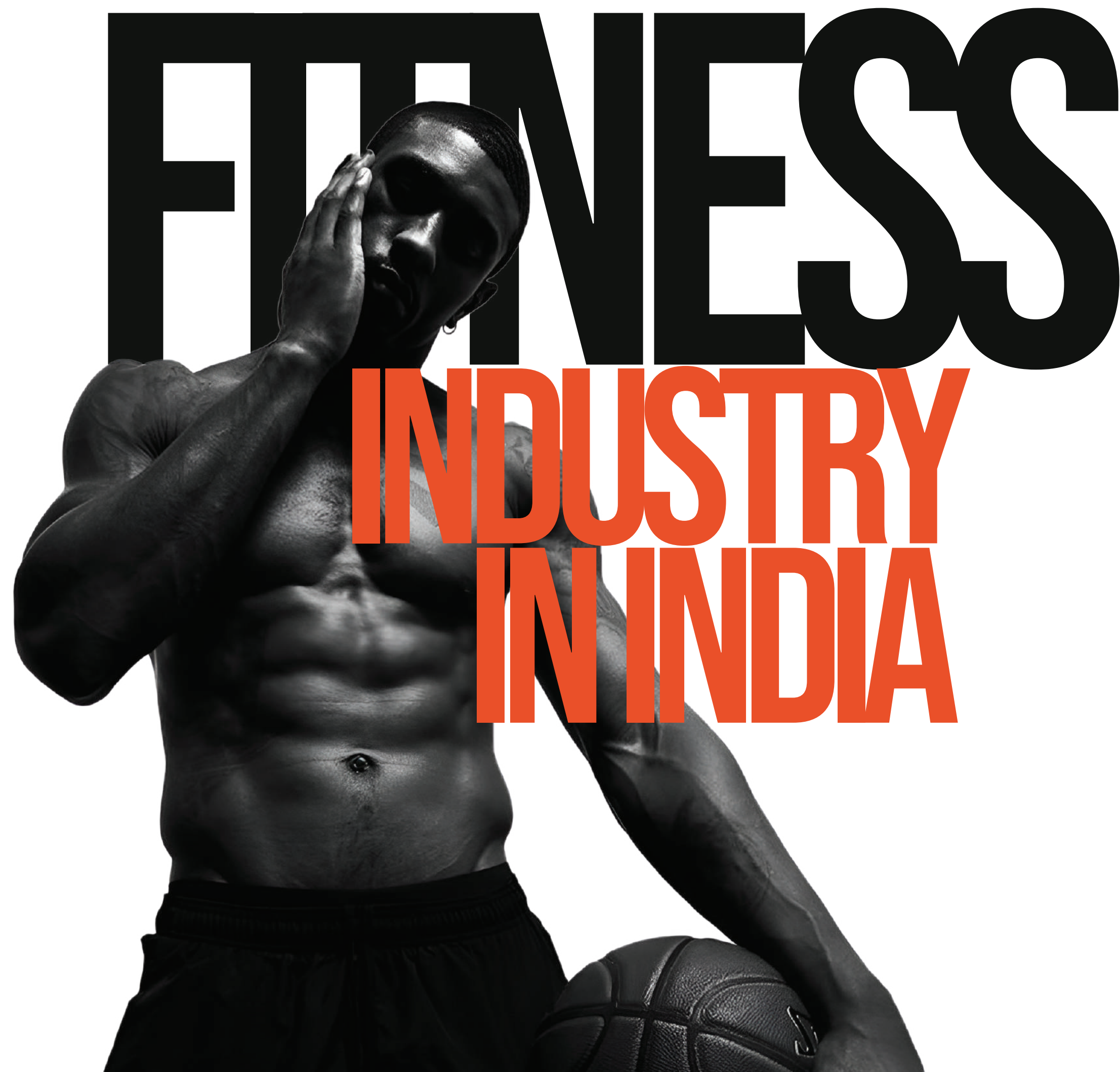
02 MISSION

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

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.





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.

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



■ **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 & Life-style Television Channel in 196 countries.

02

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

03

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

04

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

05

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

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



↙ 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

OUR REACH

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

06

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

07

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 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.

MMA



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.

HEALTH CAFE

Members can recharge with a range of delicious, nutritious beverages and snacks.

All food and drinks are carefully crafted to be healthy and wholesome, with calorie content thoughtfully considered.

LOUNGE AREA

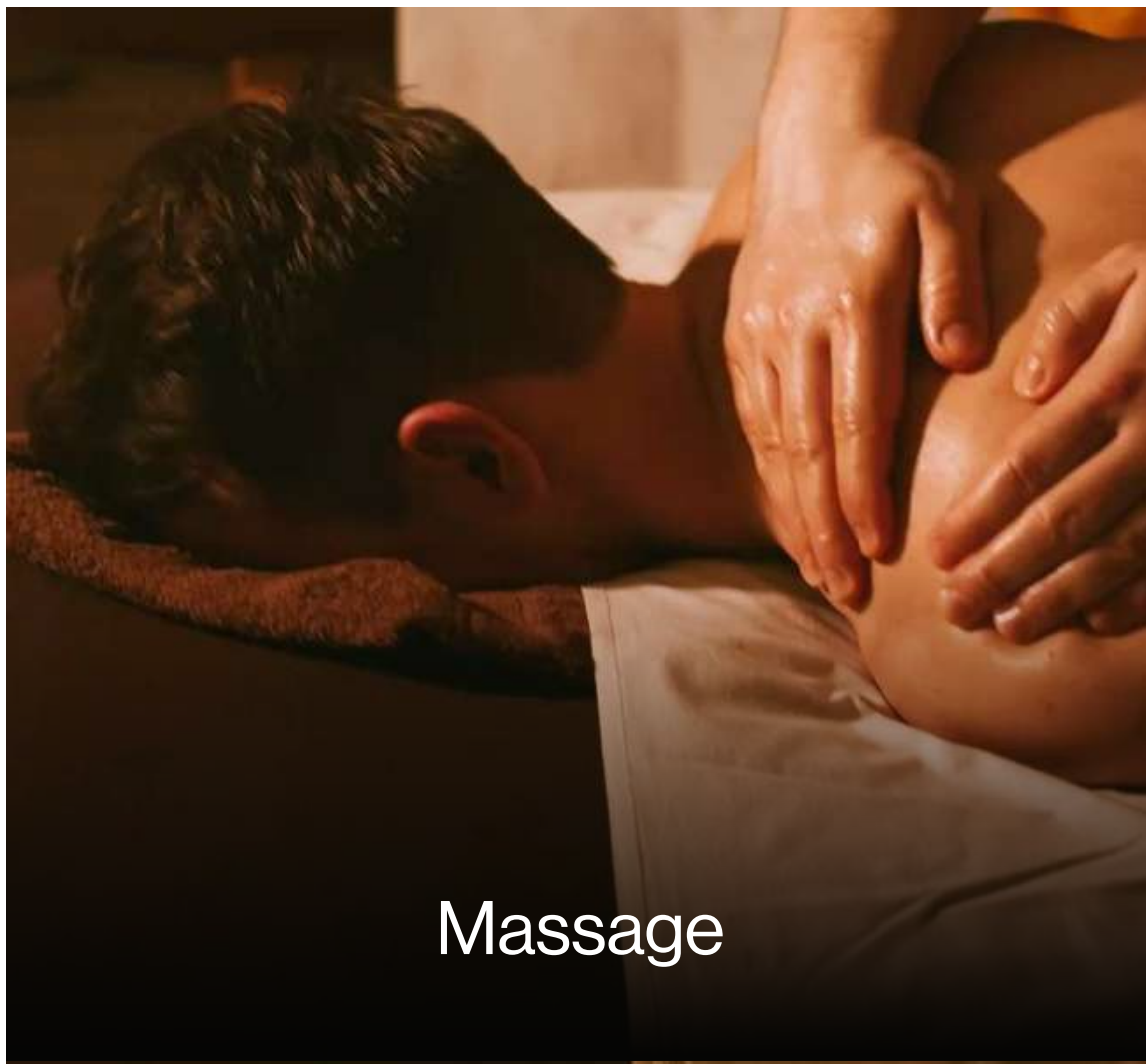
Providing members a space to unwind, recharge, and rejuvenate after an intense workout.

Offering access to state-of-the-art performance software, advanced combat training, world-class equipment, and premium infrastructure.

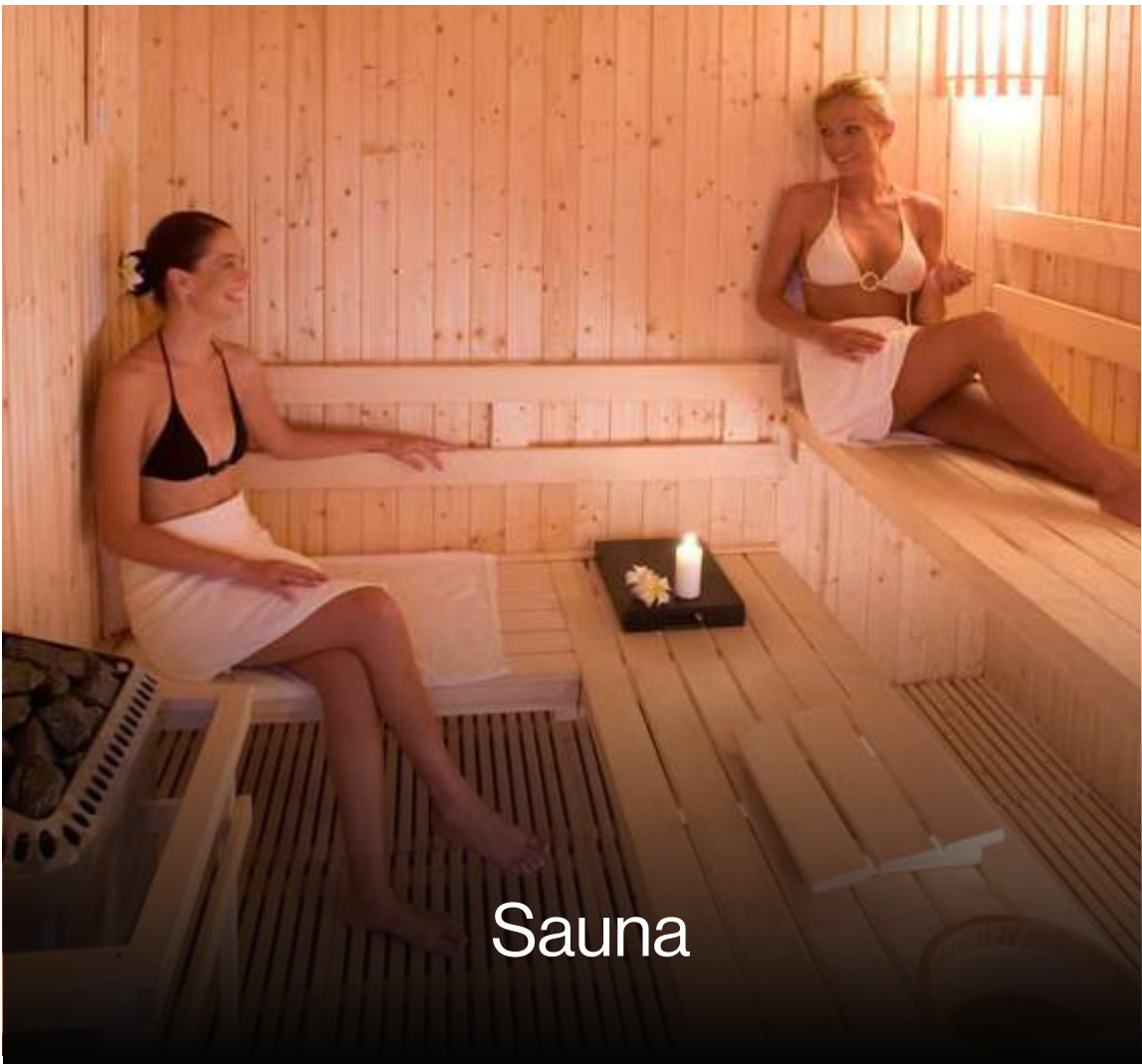
PERSONAL TRAINING

A dedicated personal trainer delivers comprehensive, tailored workouts.

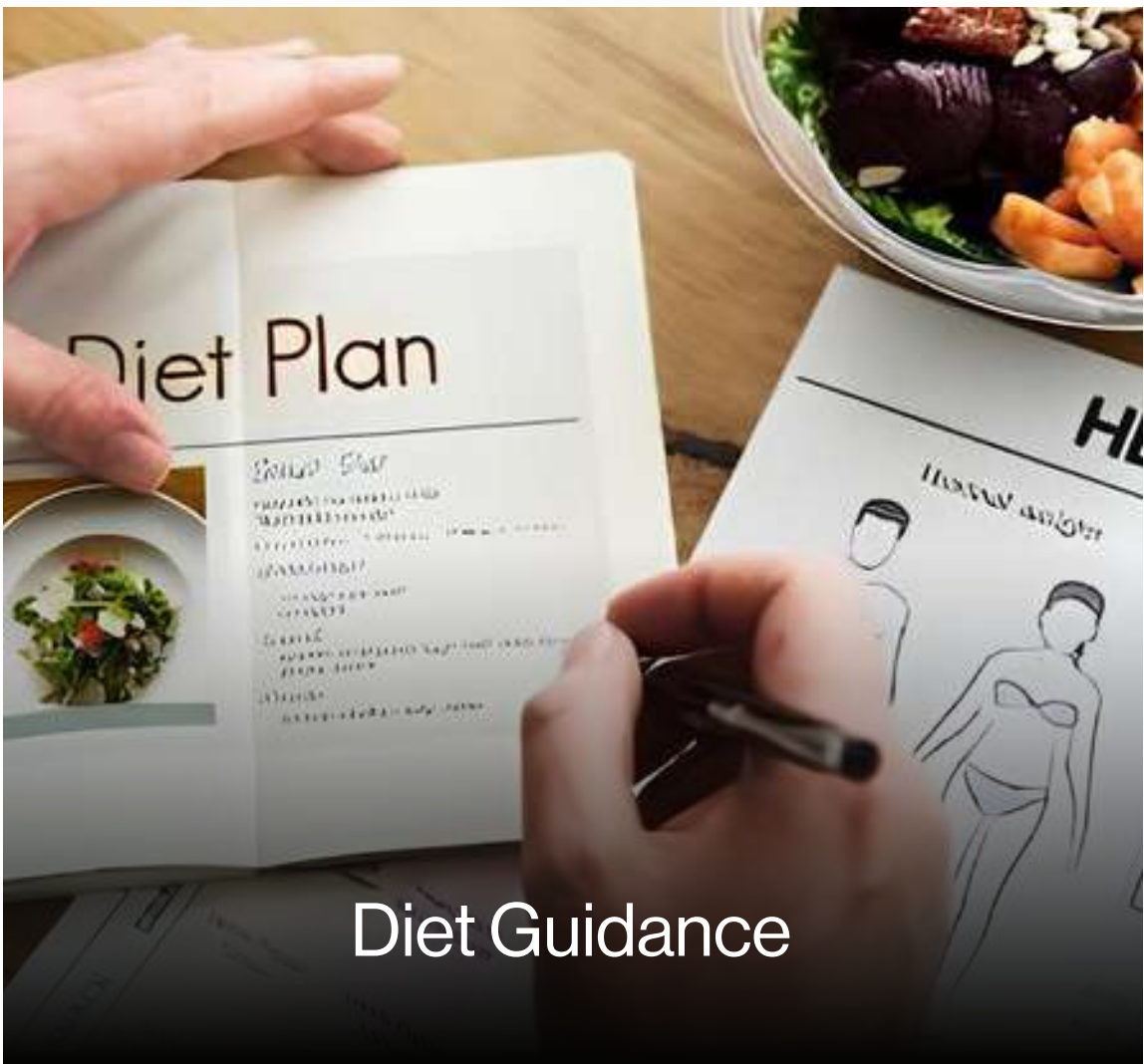
The trainer closely monitors progress and provides guidance to help members achieve fitness goals



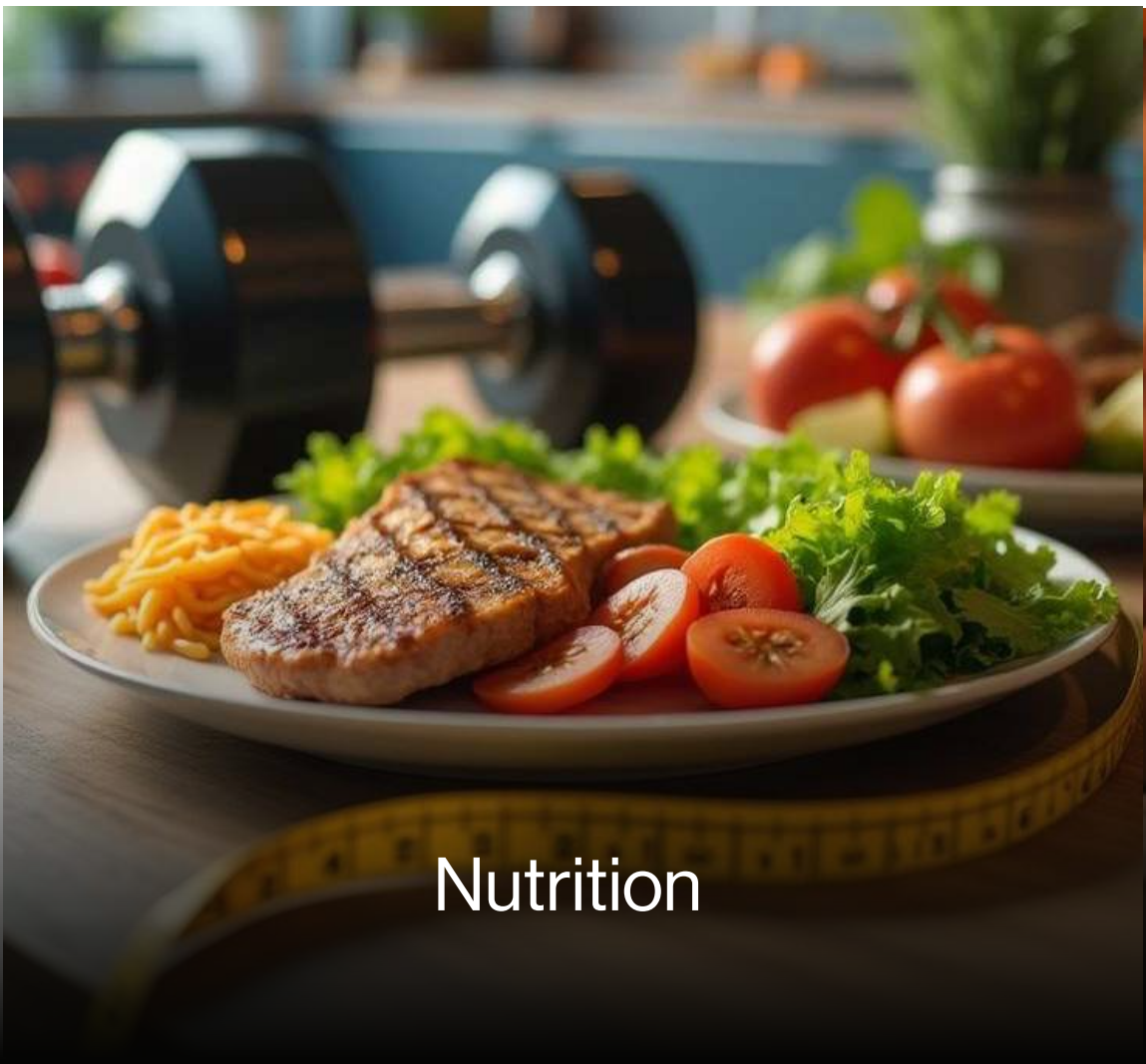
Massage



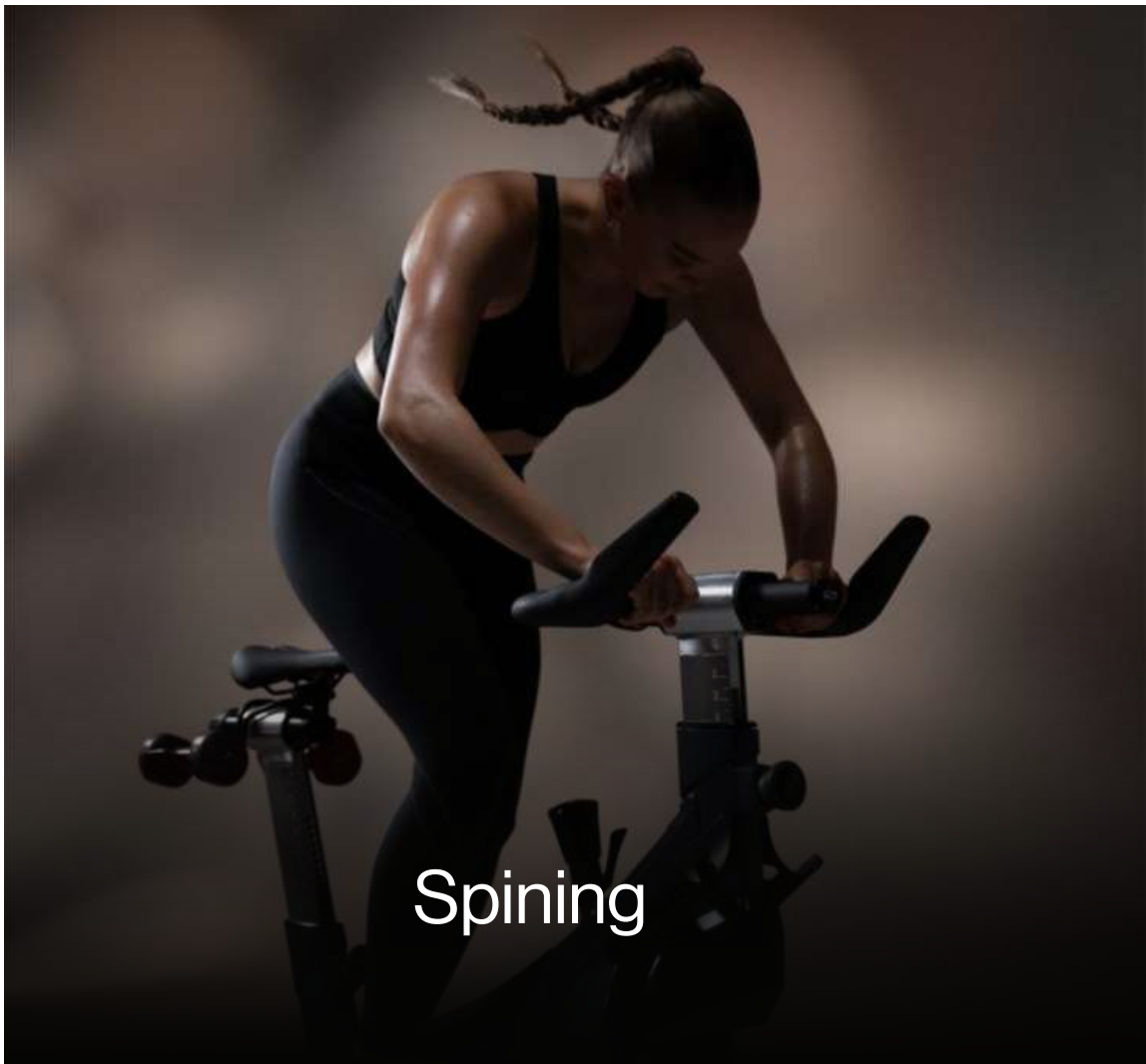
Sauna



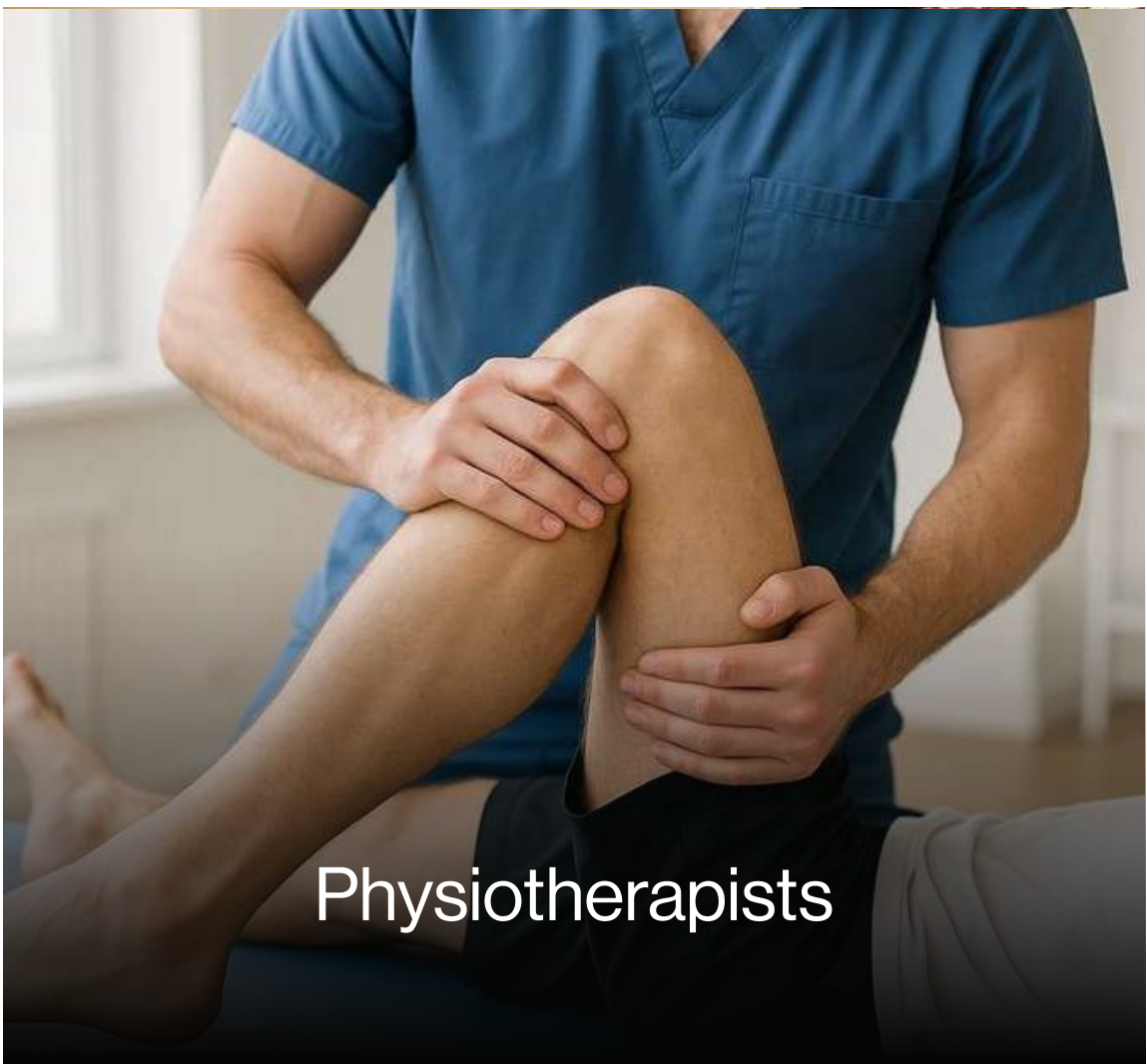
Diet Guidance



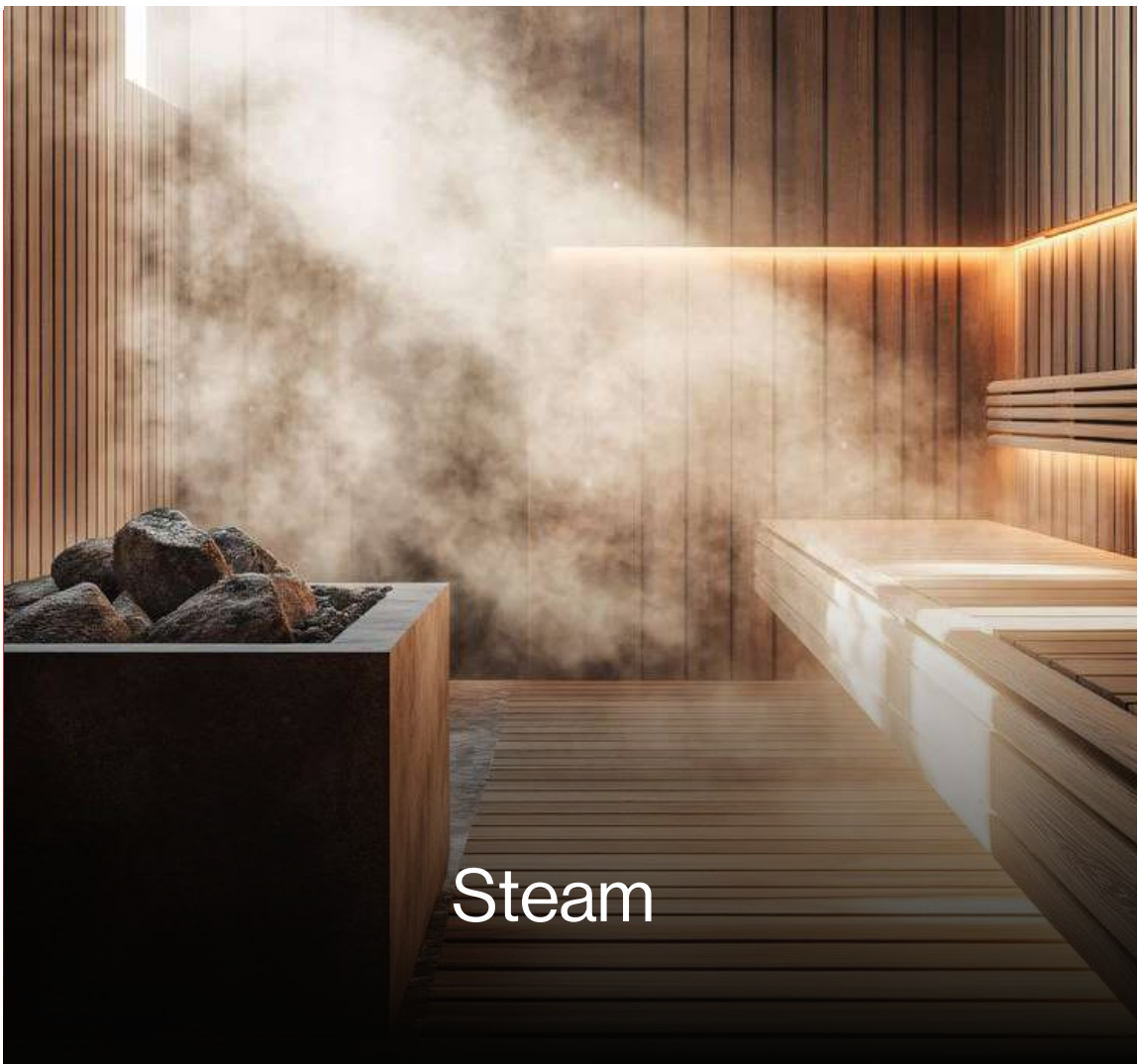
Nutrition



Spining



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.



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 Furniture
Tables, Chairs
Blackboards



FashionTV
Flyers / Printouts



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

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!

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.