



f. Gym
By FashionTV

Sales Kit
2026

F GYM BY FASHION

- **Luxury Fitness.** Performance. Lifestyle.
- **A Global Brand Redefining** how India works out.

Backed By The World's Largest
Fashion & lifestyle Television
Channel

BRAND POWER

Brand trust Faster
Premium Acceptance.

- **2+ billion** viewers worldwide
- Presence in **196 countries**
- **500+ million** households
- **30th Year** of global brand authority

WHAT IS F GYM BY FTV?

A premium fitness destination blending
Performance, Wellness and Luxury.

- World-class training formats
- High-end equipment & facilities
- Certified trainers & coaching
- Fashion-inspired workout environment

Fitness Becomes A Lifestyle Choice.

India's fitness market is at an early growth stage.

- Industry revenue crossed **USD 1.15 Billion**
- Growing at **16%+ CAGR**
- **Strong Demand** for branded, premium gyms

MARKET OPPORTUNITY

WHY F GYM BY FTV STANDS OUT

- FashionTV brand recall
- Premium membership pricing
- Lifestyle-driven repeat users
- Strong aspirational appeal

THE BUSINESS MODEL

Membership + **Personal Training**
Revenue

Add-ons: **Wellness, Nutrition & Cafe**

Multiple format adaptability

Strong margins with **Recurring**
Income

01

PRE-LAUNCH SUPPORT

- Location & feasibility guidance
- Gym layout & luxury interiors
- Equipment planning & sourcing
- Trainer recruiting & Training

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02

LAUNCH SUPPORT

- Influencer & PR-led launch
- Digital & social campaigns
- FashionTV ecosystem promotion
- Brand-aligned opening events



03 POST-LAUNCH SUPPORT

- Membership growth strategies
- Loyalty & retention programs
- Local digital visibility

IDEAL PARTNER

- Fitness entrepreneurs
- Wellness investors
- Hotel & mixed-use developers.

FRANCHISE REQUIREMENT

↘ AAA Prime location
in the city

↘ Interest in fitness & wellness

↘ Strong financial backing

↘ Growth-oriented mindset

GLIMPSE OF OUR OUTLET





LEADERSHIP

Kashiff Khan

Managing Director,
FashionTV.
Driving premium
franchise expansion.



Michel Adam

Founder, FashionTV
Global luxury visionary.

THANK YOU