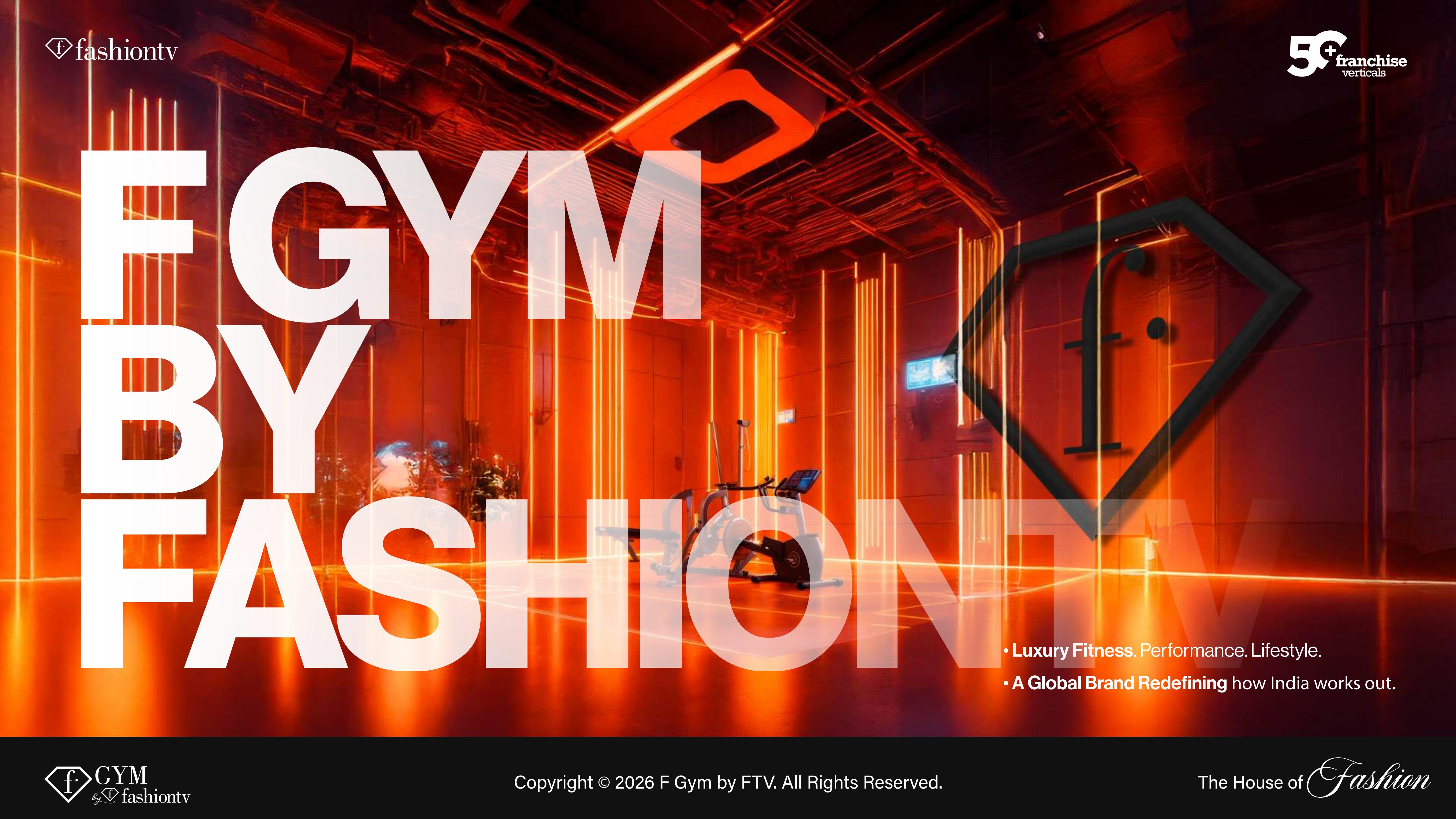




f. **Gym**
By FashionTV

Sales Kit
2026

F GYM BY FASHION

A photograph of a modern gym interior. The walls and ceiling are illuminated with a warm, red-orange light. In the foreground, a stationary bike is visible. In the background, there are rows of treadmills and other gym equipment. The overall atmosphere is energetic and contemporary.

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

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

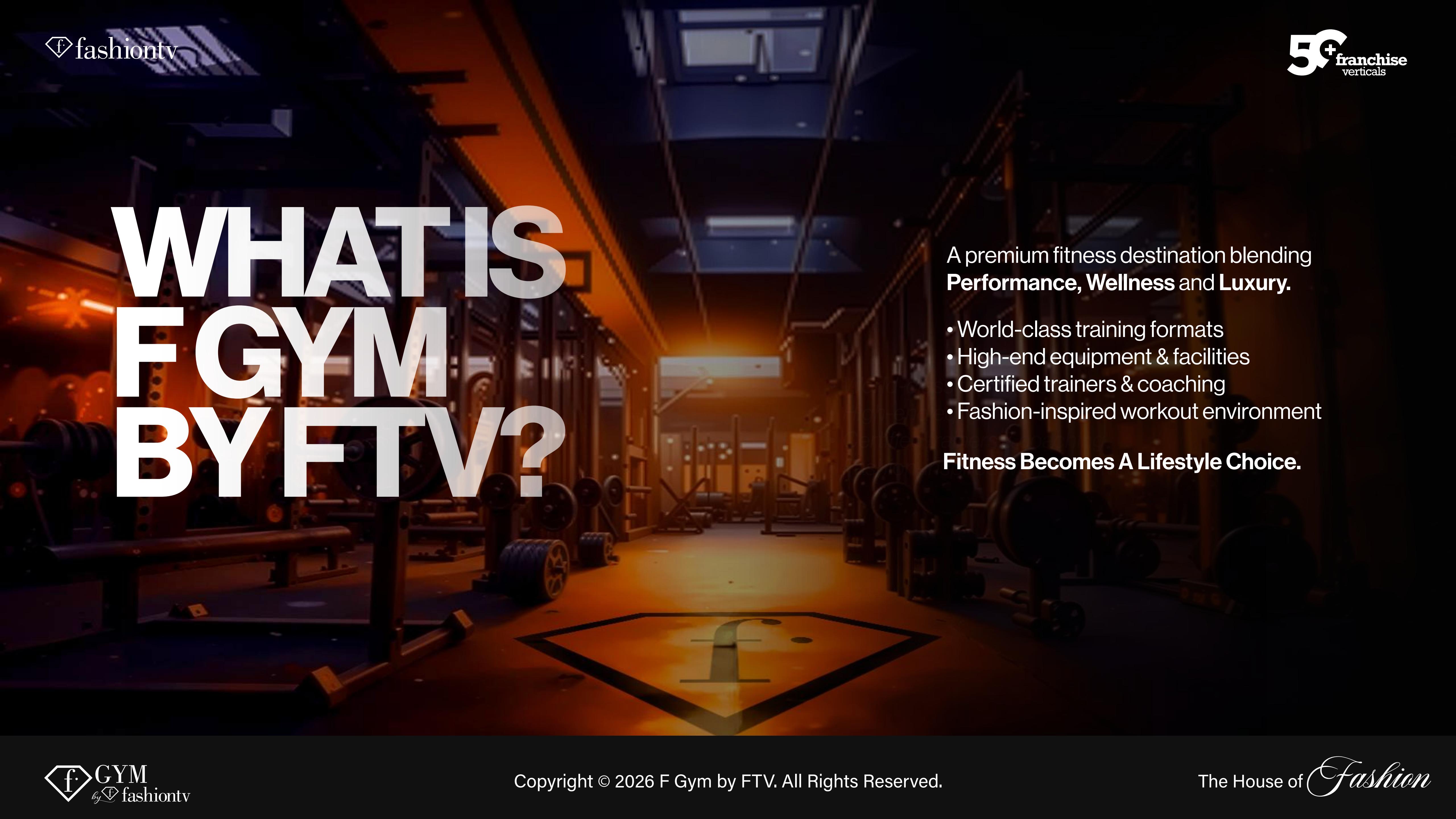
BRAND POWER

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.

MARKET OPPORTUNITY

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

WHY FGYM 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



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