

f Nail Studio
By FTV

Sales kit 2026





About *Nail Studio* By FTV

F Nail Studio by FTV is a luxury nail and beauty destination, offering world-class manicure, pedicure, and nail artistry. It fuses high-end care with fashion-forward design, turning everyday nail grooming into a statement lifestyle experience.

- 01** Globally inspired nail care techniques & artistry.
- 02** Trendsetting styles and celebrity-inspired nail designs
- 03** Luxury studio design reflecting FashionTV's global aesthetics.
- 04** Uncompromised focus on hygiene, safety & professional precision
- 05** Positioned as a fashion lifestyle destination, not just a nail salon



Philosophy

Vision

To redefine nail and beauty culture in India by blending global fashion trends with advanced care, creating lifestyle destinations where style meets precision.

Mission

To merge global fashion trends with advanced nail care, delivering personalized and luxurious beauty experiences.

Aim

To become India's leading lifestyle destination for nail and beauty care, setting new benchmarks in luxury, creativity, and client-focused experiences.



Nail Studio in India

01 Projected Growth
Expected to reach \$1.04 billion by 2030, growing at a 10% CAGR from 2025 to 2030.

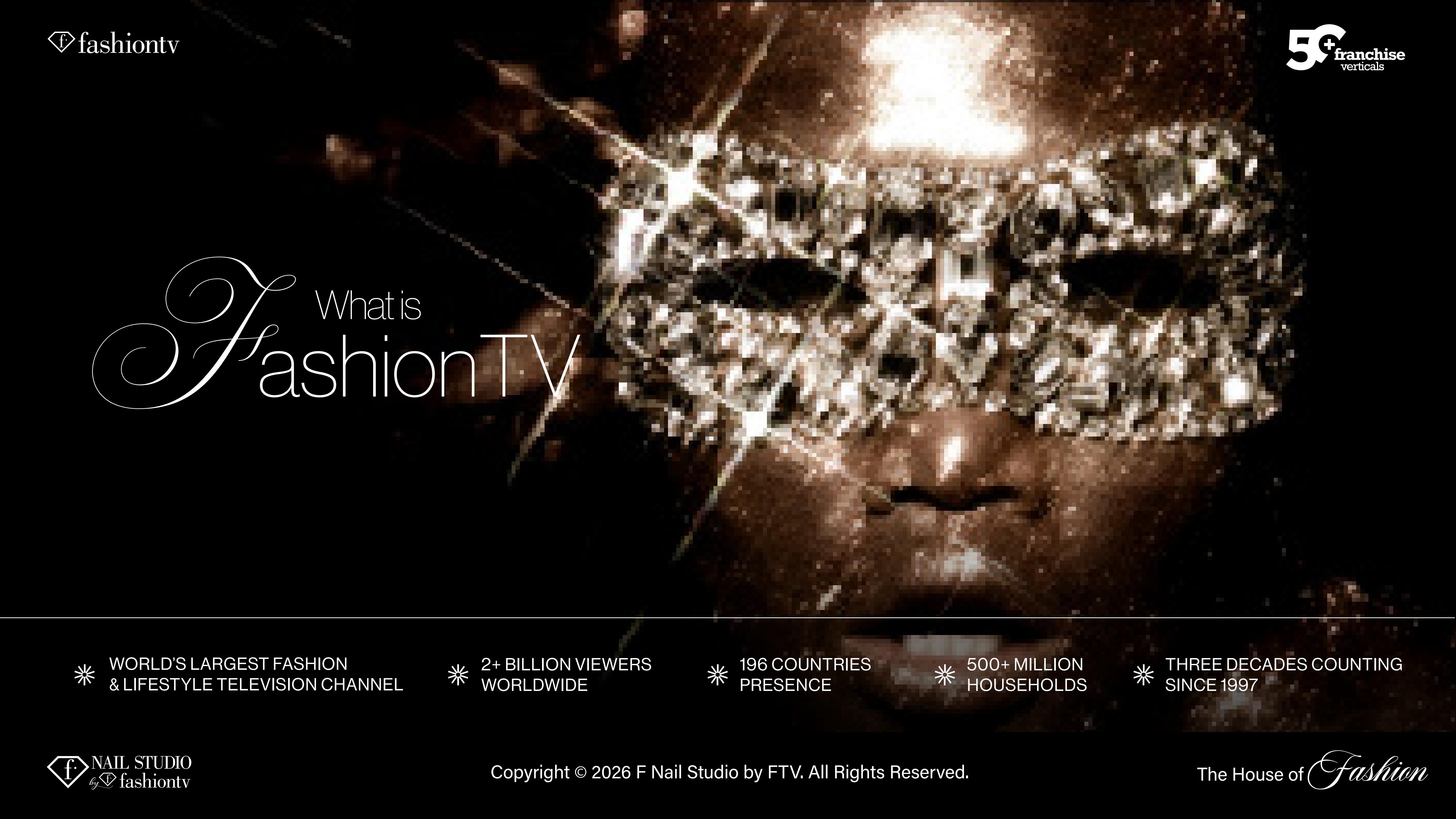
02 Market Share
India accounted for 4.5% of the global nail salon market in 2025.

03 Fastest Growing Segment
UV Gel Overlays and Extensions are experiencing the fastest growth during the forecast period.

04 Demographics
The Indian market is driven by a large, young population, including Millennials and Generation Z, who are increasingly conscious of personal grooming.

05 Emerging Markets
Tier 2 and Tier 3 cities are witnessing a rise in nail salons, indicating a broadening of the market beyond traditional urban centers.

06 Urban Dominance
Major metropolitan areas like Mumbai, Delhi, Bengaluru and more are key hubs for nail salons, driven by higher disposable incomes and exposure to global beauty trends.



What is Fashion TV

* WORLD'S LARGEST FASHION
& LIFESTYLE TELEVISION CHANNEL

* 2+ BILLION VIEWERS
WORLDWIDE

* 196 COUNTRIES
PRESENCE

* 500+ MILLION
HOUSEHOLDS

* THREE DECADES COUNTING
SINCE 1997



What is Franchise

By FTV

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

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

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

Backed by three decades of global fashion authority, making it one of the **most prestigious and profitable luxury franchise models worldwide**.

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



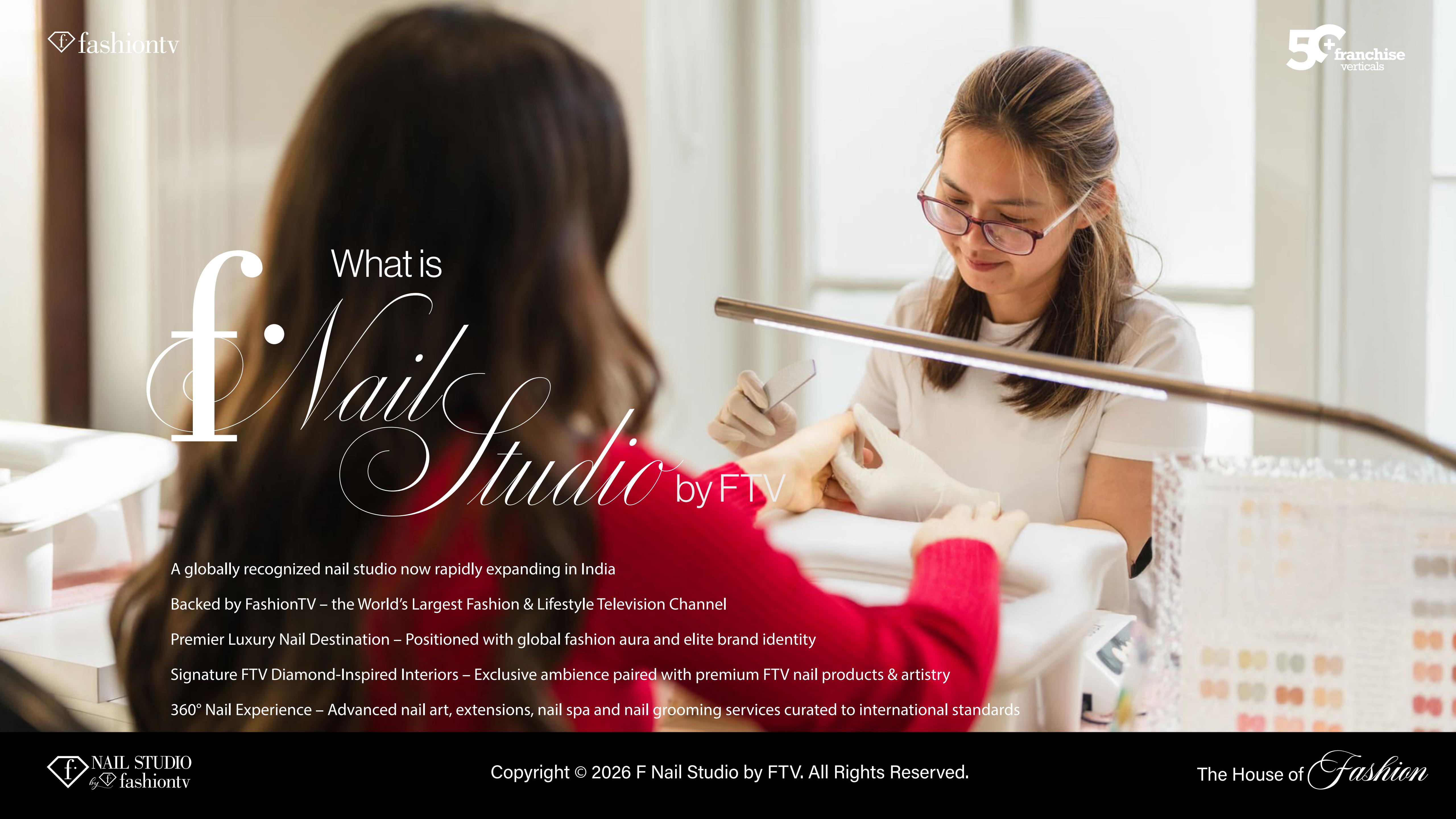
Premium franchise options across the beauty industry (Salon, Aesthetics, Nail Studio)

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 Plan



What is *f Nail Studio* by FTV

A globally recognized nail studio now rapidly expanding in India

Backed by FashionTV – the World's Largest Fashion & Lifestyle Television Channel

Premier Luxury Nail Destination – Positioned with global fashion aura and elite brand identity

Signature FTV Diamond-Inspired Interiors – Exclusive ambience paired with premium FTV nail products & artistry

360° Nail Experience – Advanced nail art, extensions, nail spa and nail grooming services curated to international standards



Why Fashion

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

HIGH ASPIRATIONAL VALUE

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

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.

CELEBRITY & INFLUENCER

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

CROSS - PROMOTION ADVANTAGE

Franchisees benefit from FashionTV's synergy across 50+ verticals (beauty, fitness, fashion, nightlife, education, retail).



Why
Franchise by FTV



Why *Beauty* by FTV

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



- 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

Great Business
Opportunity with
Greater Returns

Develop a huge
fruitful circle of a
business network

01

02

03

Become a leader in
fashion and lifestyle
in your city

BENEFITS

04

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

08



*Partnership
Support*



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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 **REQUIREMENTS**

- **AAA Location**
F Nail Studio by FTV should be located in a prime location of the city.
- **Strong Financial Backings**
All franchisees must be able to show strong financial backing 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.

USPS



- 8K Video Wall Fashion Shows and V.J.
- 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

F A S H I O N T V

UNIQUE *Diamond* INSPIRED DESIGN

FashionTV Ceilings and Walls
FashionTV Flyers / Printouts



SOCIAL MEDIA MARKETING *ENGAGEMENT*

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 subscribers
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



SEM & SEO Marketing



Google Local



Google Ad Campaigns



Analytics and Reports



GPS Based ADs



Instagram Ads



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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