

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.

v

What is FashionTV

* WORLD'S LARGEST FASHION
& LIFESTYLE TELEVISION CHANNEL

* 2+ BILLION VIEWERS
WORLDWIDE

* 196 COUNTRIES
PRESENCE

* 500+ MILLION
HOUSEHOLDS

* THREE DECADES COUNTING
SINCE 1997

f. *Franchise*

What is

By FTV

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

World's Largest Franchise Bouque , 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.



What is

by FTV

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 TV

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).


f Why *Franchise* by FTV

F 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

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

08



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

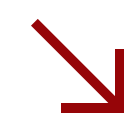
1. Sales Incremental Strategies.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty Membership programs.
5. Google and Website Listing.

Franchise BASIC REQUIREMENTS



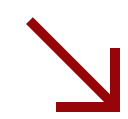
AAA Location

F Nail Studio by FTV should be located in a prime location of the city.



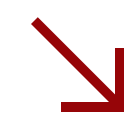
Strong Financial Backings

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 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

F A S H I O N T V

UNIQUE

Diamond

INSPIRED DESIGN

FashionTV Ceilings and Walls
FashionTV Flyers / Printouts

SOCIAL MEDIA MARKETING & ENGAGEMENT

Thanks to FashionTV's massive brand appeal and our networks' love for posting, sharing and tagging, 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 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



Google Local



GPS Based ADs



Facebook Ad Campaigns



Google Ad Campaigns



Instagram Ads



SEM & SEO Marketing



Analytics and Reports



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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