



f·School  
of Hospitality  
*by* FASHION TV

# ABOUT

**F School of Hospitality by FTV** is a pioneering institute where global service standards, luxury-driven learning, and innovative experience design converge with the opportunities of India's rapidly expanding hospitality sector.

**International Curriculum** inspired by global best practices.  
**Experiential Learning** through real-world hospitality projects and events.  
**FTV Brand Edge** ensuring aspirational value and industry recognition.  
**Career Pathways** in premium hospitality, F&B, wellness, and lifestyle management.



# Philosophy

## O3 AIM

To establish India's premier luxury hospitality education brand, renowned for innovation, quality, and developing leaders who redefine industry standards.

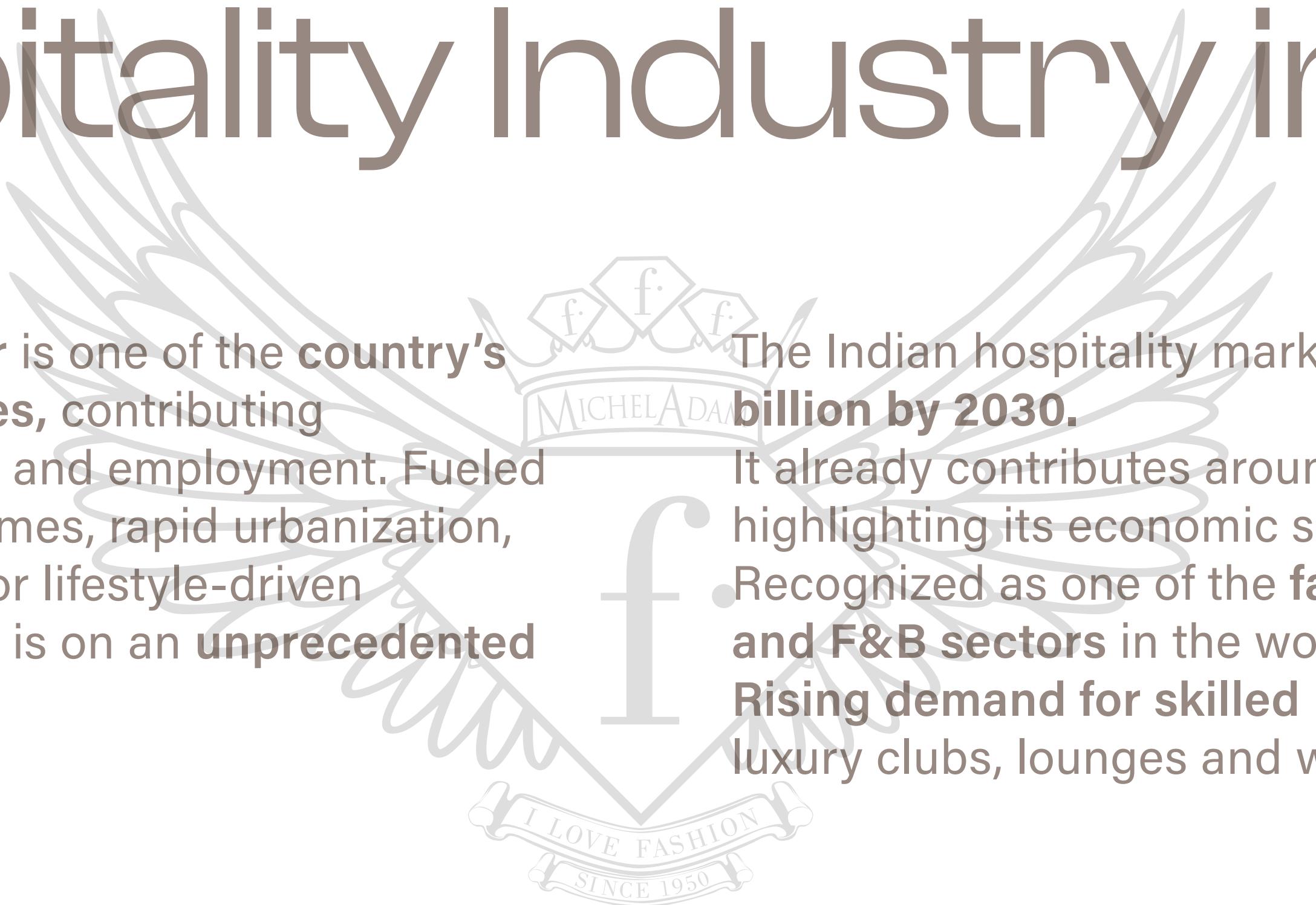
## O1 VISION

To build India's premier luxury-driven hospitality education franchise, setting new benchmarks of excellence in the industry.

## O2 MISSION

To deliver luxury-focused hospitality education, providing practical skills, industry insights, and excellence to shape globally competitive, future-ready professionals

# Hospitality Industry in India



India's hospitality sector is one of the country's strongest growth engines, contributing significantly to both GDP and employment. Fueled by rising disposable incomes, rapid urbanization, and a growing appetite for lifestyle-driven experiences, the industry is on an unprecedented upward curve.

The Indian hospitality market is projected to reach **\$24 billion by 2030**.

It already contributes around **9% to India's GDP**, highlighting its economic significance.

Recognized as one of the **fastest-growing hospitality and F&B sectors** in the world.

**Rising demand for skilled professionals** across hotels, luxury clubs, lounges and wellness destinations.

This momentum positions India as a hub for world-class hospitality education and training opportunities.

# What is FASHIONTV

**World's Largest Fashion & Lifestyle Television Channel**

**2+ Billion Viewers Worldwide**

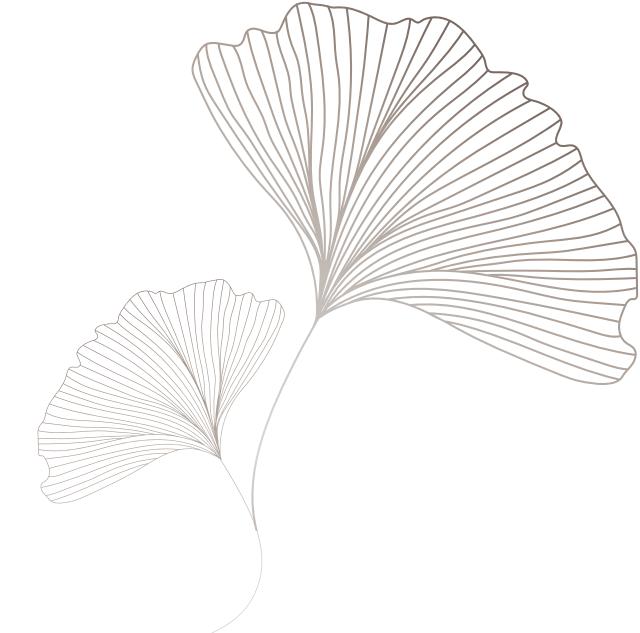
**196 Countries Presence**

**500+ Million Households**

**30th year and Counting Since 1997**



# What is f·Franchise by FTV



**A global franchise ecosystem by FashionTV**, the world's largest fashion & lifestyle network 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.

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

Backed by 30th year of global fashion authority, making it **one of the most prestigious and profitable luxury franchise models worldwide**.



# WHAT IS F EDUCATION BY FTV

- Premium franchise options across the education space (Schools of Beauty, Hospitality, Modeling & Grooming, Performing Arts, Fashion Designing, Fitness)
- Multiple Premium Educational Institutes in India and more in the making
- Trusted by 100K+ Students Nationwide
- Celebrity-endorsed launches, expert-driven education, global FashionTV aura

# What is f· School of hospitality by FTV

A **premium hospitality training institute** powered by FashionTV, the world's largest fashion & lifestyle network in 196 countries

Provides **global-standard certifications** with exposure to FashionTV's network of clubs, lounges, resorts & lifestyle events.

**Backed by 30th year of FashionTV's global luxury legacy**, ensuring high brand recall, aspirational value & industry trust.

- Offers **specialized courses** in hotel management, culinary arts, luxury service, event management & customer experience.
- **Creates career pathways** in luxury hotels, fine dining, airlines, event management & international hospitality brands.



# WHY FASHIONTV

- 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 f·Franchise by FTV

**O1 Unmatched Brand Recall** – FashionTV is a globally recognized luxury authority, instantly elevating the credibility of any business.

**O2 Built-in Marketing Power** – Access to FashionTV's media ecosystem ensures constant visibility through digital, events & social media.

**O3 Celebrity & Influencer Connect** – FTV franchises get exclusive association with models, influencers & luxury events, boosting aspirational appeal.

**O4 Cross-Promotion Advantage** – Franchisees benefit from FashionTV's synergy across 50+ verticals (beauty, fitness, fashion, nightlife, education, retail).

**O5 High Aspirational Value** – Owning an FTV franchise places you among the elite circles of fashion & lifestyle, giving social prestige beyond business returns.

# Why f· Education by FTV

A global education ecosystem powered by FashionTV's fashion-luxury legacy

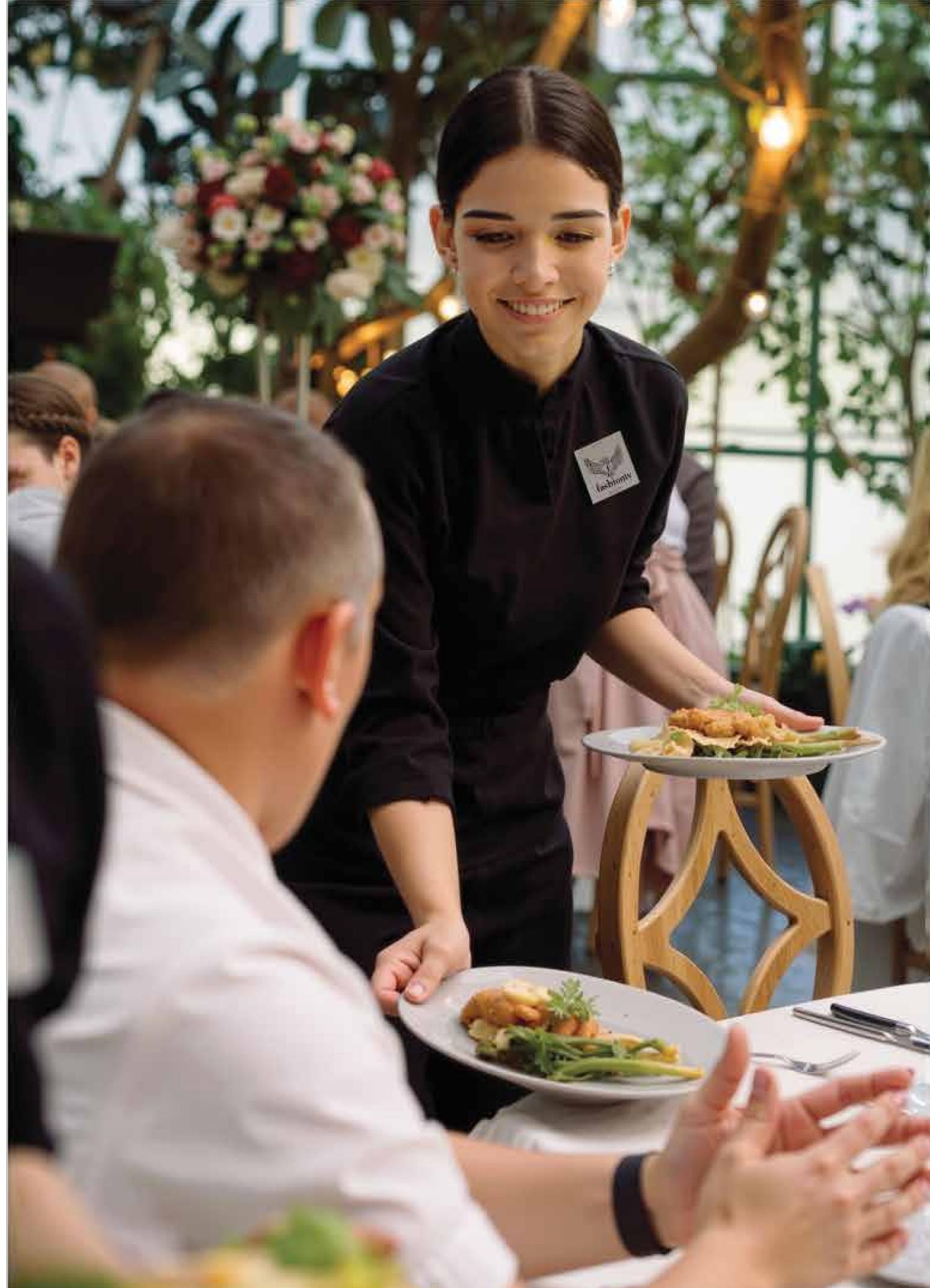
Blending fashion with education, every institute reflects FTV's signature luxury

Expert-designed curriculum delivering world-class fashion & lifestyle education

Designed for ambitious, aspiration-driven learners seeking exclusive, world-class training

Anchored in FashionTV's international recognition and prestige





# Why F School of Hospitality by FTV

- High-return model delivering 90% yearly ROI across scalable formats
- 360° Franchise Support covering location, interiors, recruitment, training, PR, and marketing
- Direct access to the industry's elite – top influencers, celebrities and fashion-forward networks
- Global visibility powered by FashionTV's media network, events, and digital channels
- Access to multiple revenue streams – courses, certifications, workshops & events under one franchise model

# O U R R E A C H

- 12 Channels - 24/7 dedicated to Fashion & Lifestyle
- UHD 4K and 8K 24 hours channels
- 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

# Franchise Benefits

- 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
- Become a leader in fashion and lifestyle in your city
- Get to be the next VIP jet setter
- Be on the VIP list of every Invitee List of your City Events
- Become the respected player in your city fashion industry
- Be seen and surrounded with the who's who of your City
- Meet the most beautiful and fashionable people
- Use the FTV visiting card as your power currency



# 360° Partnership support

## Pre Opening Support

1. Location analysis and approval.
2. Architect, Designs, Layout, etc.
3. Diamond Inspired Designs (Walls, Ceilings, Furniture, etc).
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.

# 360° Partnership support

## Launch Support

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotions.
4. Cross Marketing.

## 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

O1 AAA Location  
F School of Hospitality by FTV should be located in a prime location of the city

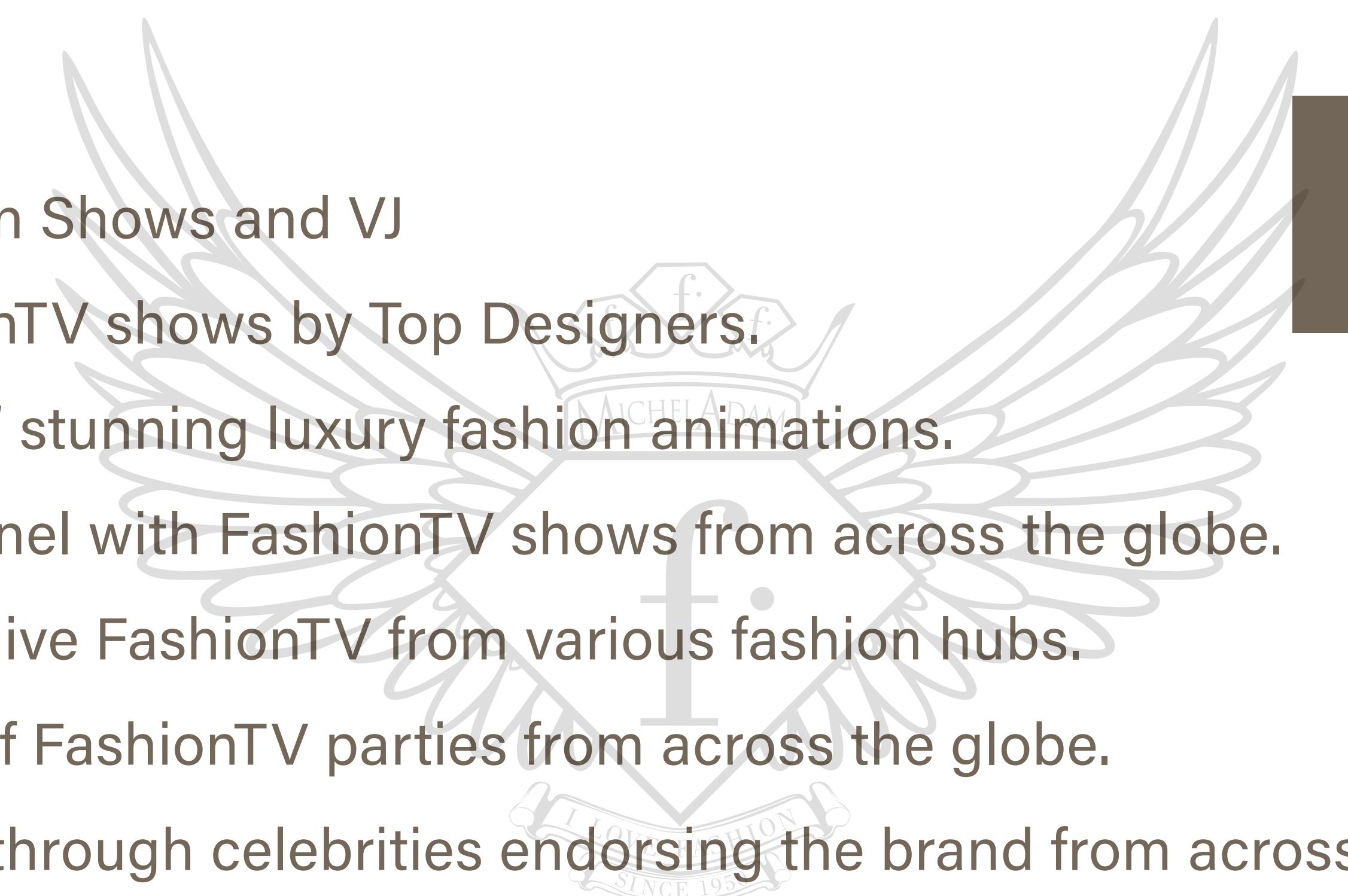
O3 Interest in the Education Industry  
All franchisees must-have attraction and liking towards the desired industry with a zeal to learn, explore, and strive to succeed.

O2 Strong Financial Backing  
All franchisees must be able to show strong financial backings to ensure the success of the business.

O4 Aspiration to Grow  
Strong Desire to be more Rich, Famous & Successful.

# COURSES OFFERED

- Food & Beverage Management
  - Culinary Arts / Kitchen Management
- Restaurant Operations & General Management
  - Customer Service & Guest Relations
- Hospitality Accounting & Finance
  - Luxury & Boutique Restaurant Management
- Bar & Beverage Management
  - Hospitality IT & Property Management Systems (PMS)
- Premium Restaurant Law & Ethics



- 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

## FASHIONTV PROPRIETARY PRODUCTS

### FTV branded Merchandise:

- FashionTV Beer Mugs
- FashionTV Vodka
- FashionTV Champagne
- FashionTV Bubbly Wine
- FashionTV Water
- FashionTV Energy Drinks
- FashionTV Photo Frames



USPs



## FASHIONTV'S UNIQUE DIAMOND INSPIRED DESIGN

- FashionTV Ceilings and walls

## FASHIONTV FURNITURE

- Tables
- Chairs
- Blackboards

## FASHIONTV SERVING OPTIONS

- FashionTV Upholstery and Tables
- FashionTV Flyers / Printouts



USPs



## SPECIAL EVENTS

- Exclusive Hospitality & Lifestyle Events – Elevating student visibility while connecting them to industry leaders.
- Brand Showcases & Promotional Experiences – Providing hands-on event management and luxury brand collaboration opportunities.



## USPs



# Social Media Marketing & Engagement

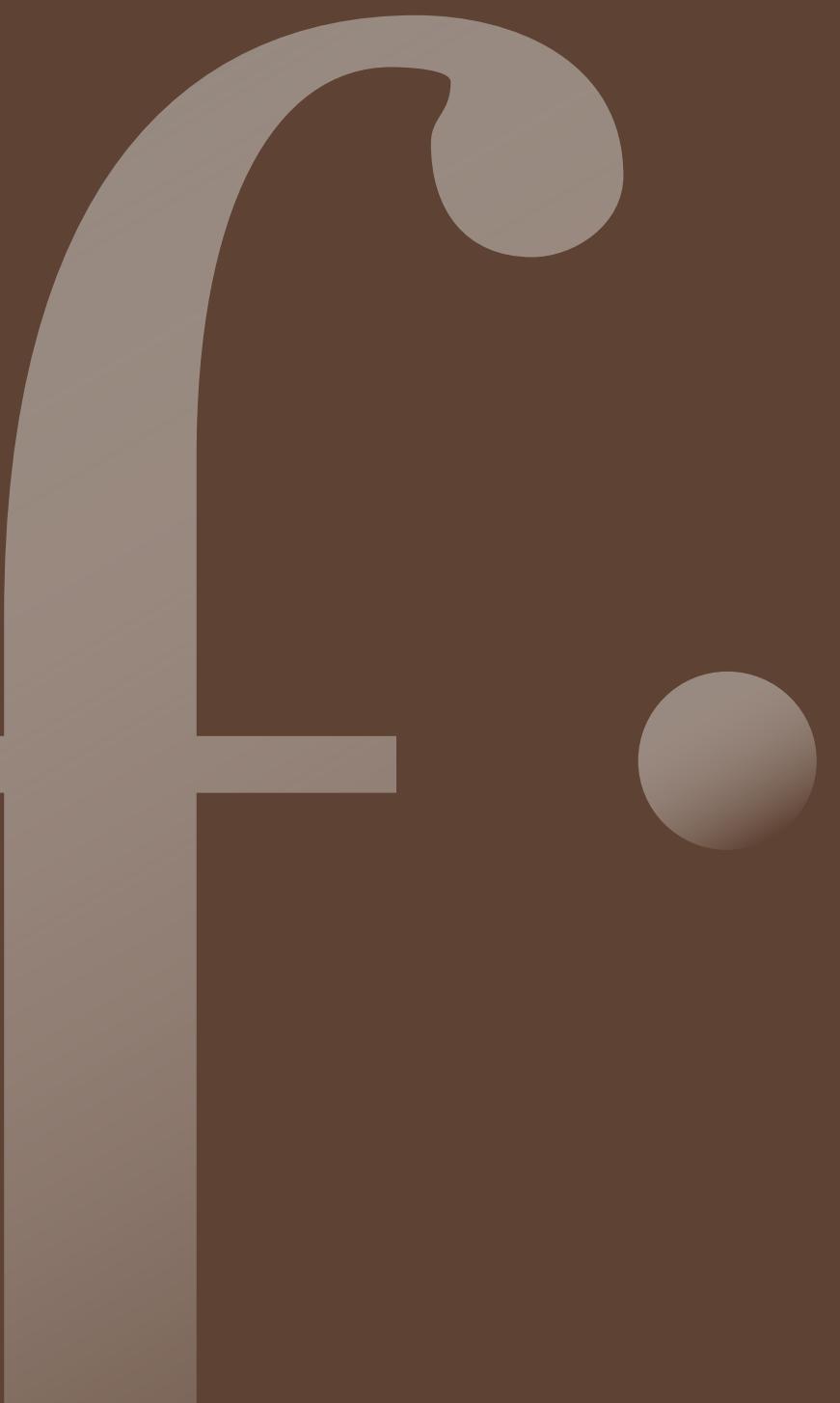


|           |             |
|-----------|-------------|
| Instagram | Twitter (X) |
| LinkedIn  | YouTube     |
| Snapchat  | Pinterest   |
| Facebook  | Threads     |

# SOCIAL ENGAGEMENTS STATISTICS

**User generated content through over 300 stories per day**

Thanks to FashionTV's massive brand appeal and our guests' love for posting, sharing, checking in, and tagging, every F Club by FTV becomes a social media hotspot, each engagement activity a powerful, free word-of-mouth advertisement!



# NEW MEDIA STATISTICS

FashionTV's legacy and royal audiences have helped us reach:

- 3+ Million fans on Facebook
- Average of 1.5 Million monthly website impressions
- Average of 15 Million monthly views on YouTube
- 300K+ followers 125k organic reach per month on Instagram
- Average of 500K monthly website visits
- 1 Million subscribers on YouTube
- Average of 500K monthly views on Daily Motion

# SPONSORED LOCAL LISTINGS



Facebook Local



Facebook Ad Campaigns



Google Local



Google Ad Campaigns



GPS Based ADs



Instagram Ads



SEM & SEO Marketing

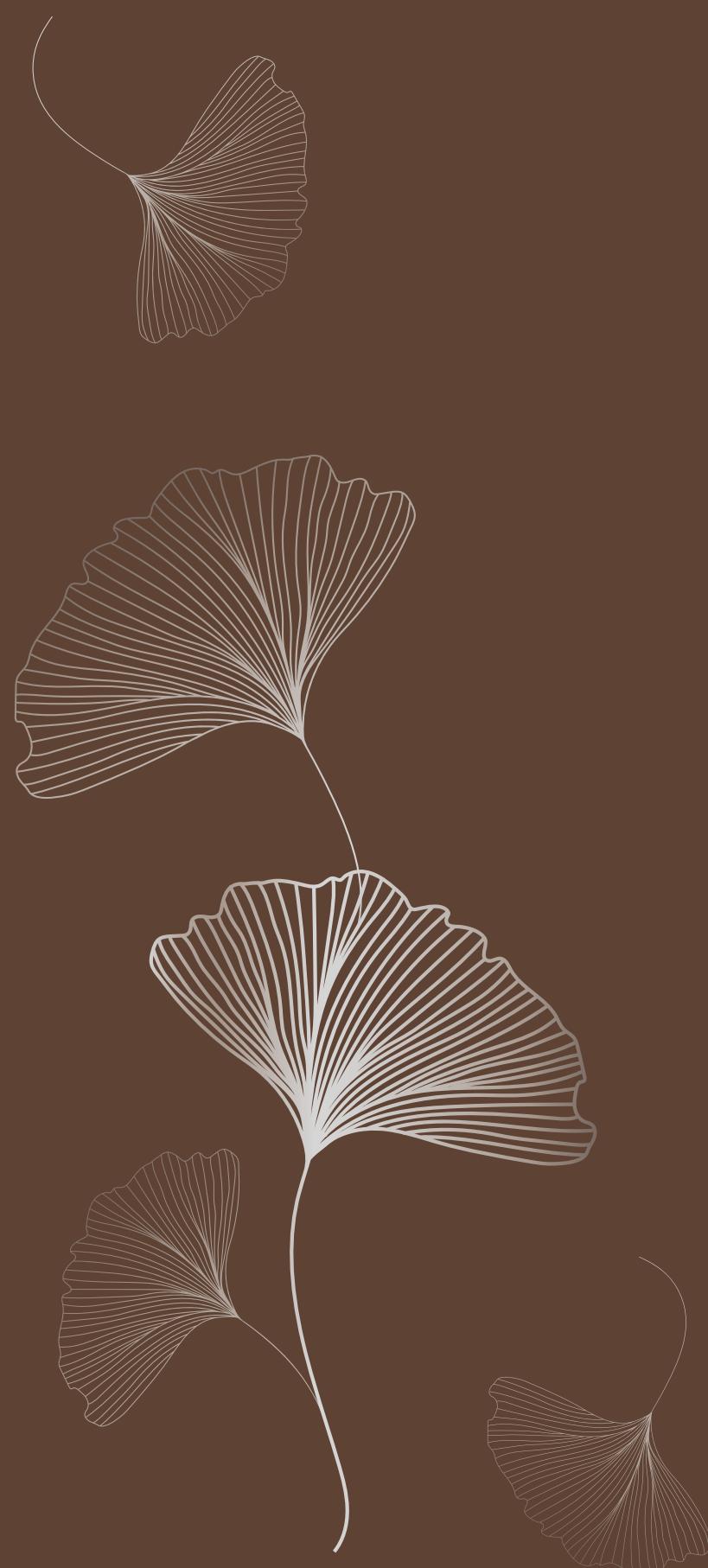


Analytics and Reports



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.