



f:School *of* Hospitality *by* FASHIONTV

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.



01 VISION

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

Philosophy

02 MISSION

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

03 AIM

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

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.

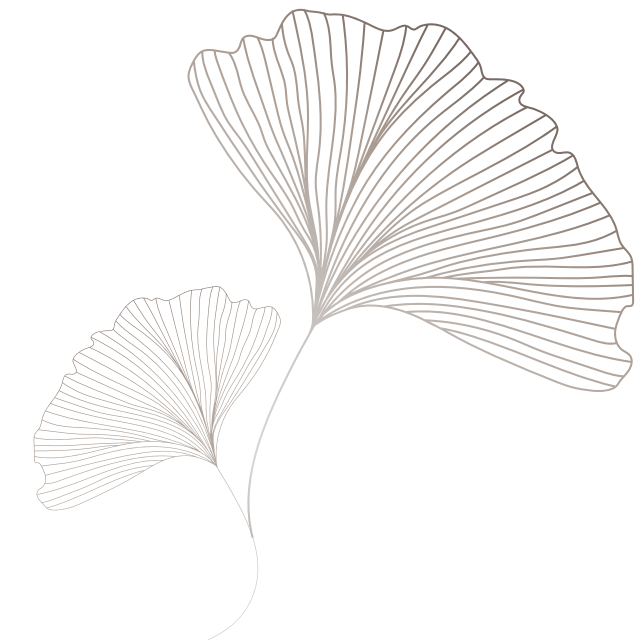
This momentum positions India as a **hub for world-class hospitality education and training opportunities**.

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

- 01 **Unmatched Brand Recall** – FashionTV is a globally recognized luxury authority, instantly elevating the credibility of any business.
- 02 **Built-in Marketing Power** – Access to FashionTV's media ecosystem ensures constant visibility through digital, events & social media.
- 03 **Celebrity & Influencer Connect** – FTV franchises get exclusive association with models, influencers & luxury events, boosting aspirational appeal.
- 04 **Cross-Promotion Advantage** – Franchisees benefit from FashionTV's synergy across 50+ verticals (beauty, fitness, fashion, nightlife, education, retail).
- 05 **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

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- 01 AAA Location**
F School of Hospitality by FTV should be located in a prime location of the city
 - 02 Strong Financial Backing**
All franchisees must be able to show strong financial backings to ensure the success of the business.
 - 03 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.
 - 04 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:



SPONSORED LOCAL LISTINGS



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.