

SOMG

Sales Kit
2026

The F School of Modeling & Grooming by FTV

The F School of Modeling & Grooming by

FTV is a specialized academy that brings together **Professional** modeling techniques and holistic grooming practices. It functions as an educational institute where students are prepared to embody **Confidence** and **Sophistication** in every sphere of life.

F School of Modeling & Grooming:

- Aims to build one of a kind, **Versatile** modelling and grooming academy.
- Has a knowledge-**Rich** learning experience.
- Prepares **Aspirants** for further opportunities in the fashion & entertainment industry.
- Helps students become the best version of themselves with **Confidence**, **Style**, and **Presence**.
- Bestows specially designed courses with tailor-made **Curriculum**.
- Provides the **Best** learning experience.

Graduating from F School of Modeling & Grooming, has helped numerous students with remarkable changes in:

Appearance
Body language
Etiquettes
Communication skills
Personality

ABOUT





VISION

Our vision is to transform modelling through **Seamless Collaboration** and establish a world class grooming academy that empowers individuals to excel in their personal life and career.

02

AIM

Our aim is to provide models and professionals with **Opportunities** to work with global brands, while leading the industry by setting high standards in personal and corporate grooming education.

MISSION

To create India's most sought-after modelling & grooming agency, setting industry standards, while helping individuals refine their grooming, talents, and personalities for a more **Confident** and **Accomplished** life.

03

Modeling & Grooming Education in India

Growing Industry:

Rising Demand for models in fashion, advertising, films & digital media.

Market Potential:

Grooming market valued at **\$674M** in 2025 **\$1.99B** by 2030 (**CAGR 19.7%**).

Industry Growth Drivers:

Evolving definitions of beauty, expanding scope into acting, digitalization, and rising demand for **Professional** institutes.

Skill Development:

Focus on **Appearance**, communication, etiquette; corporate grooming workshops

Higher Education Trend:

Modeling is highly sought-after due to glamour, fame, and career **Opportunities**.

What is FashionTV?

World's Largest Fashion &
Lifestyle Television Channel

2+ Billion Viewers Worldwide

196 Countries Presence

500+ Million Households

30th Year Counting Since 1997

01

A **Global** franchise eco-system by FashionTV, the world's largest fashion & lifestyle television channel in **196** countries.

02

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

03

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

04

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

05

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

WHAT IS f·FRANCHISE BY FTV?

01

Premium Franchise Options across the education space (Schools of Beauty, Hospitality, Modeling & Grooming, Performing Arts, Fashion Designing, Fitness)

02

Multiple Premium Educational Institutes in India and more in the making

03

Trusted by **100K+ Students** Nationwide

04

Celebrity-Endorsed launches, expert-driven education, global FashionTV aura

05

Highly Scalable Franchise Model with Multi-City/State & Multi-Format Expansion Plan

WHAT IS f·EDUCATION BY FTV?

01

Backed by FashionTV, the
**World's Largest Fashion &
Lifestyle Television
Channel In 196 Countries**

02

Specialized courses in
**Modelling, Ramp-Walk,
Portfolio, Styling &
Grooming**

03

Direct Exposure to
FashionTV shoots, events
& fashion weeks

WHAT IS f SCHOOL OF MODELING & GROOMING BY FTV?

04

Launchpad for **Careers In
Modelling, Entertainment
& Luxury Branding**

05

Powered by **30 Years Of
FashionTV Legacy** with
global credibility

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**

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

WHY f·FRANCHISE BY FTV?

04

High Aspirational Value –

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

05

Cross-Promotion

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

01

A **Global Education Ecosystem** powered by **FashionTV's Fashion-Luxury Legacy**

02

Blending Fashion With Education, every institute reflects **FTV's Signature Luxury**

03

Expert-Designed Curriculum delivering world-class fashion & lifestyle education

WHY f·EDUCATION BY FTV?

04

Anchored in **FashionTV's International Recognition and Prestige**

05

Designed for **Ambitious, Aspiration-Driven Learners** seeking exclusive, world-class training

01

High-return model delivering
Yearly ROI across scalable
formats

02

360° Franchise Support
covering location,
interiors, recruitment,
training, PR, and marketing

03

Direct **Access To The**
Industry's Elite –
top influencers, celebrities and
Fashion- Forward Networks

WHY f. SCHOOL OF MODELING & GROOMING BY FTV?

04

Access to **Multiple**
Revenue Streams –
courses, certifications,
workshops & events
Under One Franchise
Model

05

Global Visibility powered by
FashionTV's Media
Network, events, and digital
channels



OUR REACH

- **12 Channels - 24/7** dedicated to Fashion & Lifestyle

- **UHD 4K and 8K 24 Hours** channels

- Available on **Leading OTT Platforms** all over the world

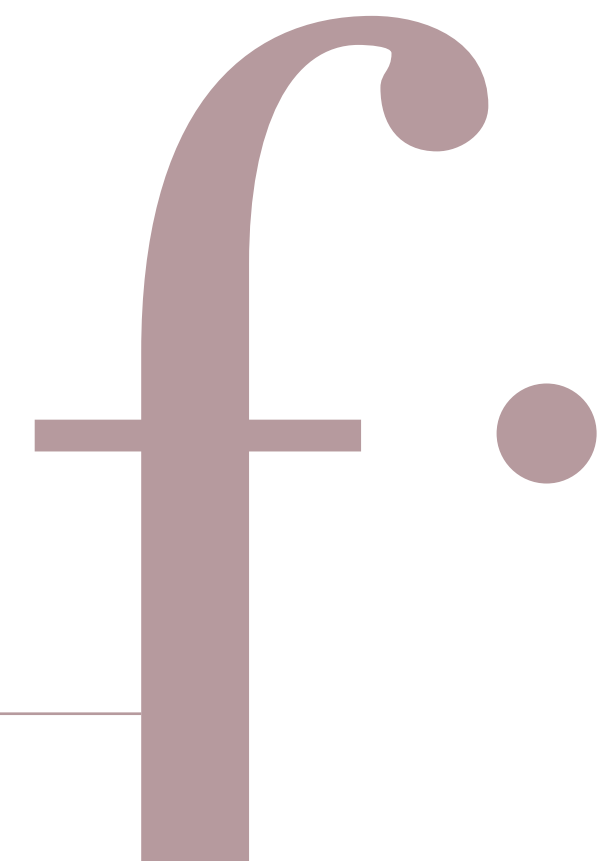
- **100 Plus Hours** of new fashion and lifestyle content every week

- FashionTV App gets **500K** subscribers & **35K** installation per Month

- Viewed on **10 Million** Public TV Sets

- Available on **250** Global Cable Satellites

FashionTV / FTV is truly an **authority in Fashion**



- **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



Benefits

f•ranchise



- **Be The VIP** of every Invitee List of your City Events
- Become the **Respected Player** in your city's fashion industry
- Be seen and surrounded with the **Who's Who Of Your City**
- Use the FTV visiting card as your **Power Currency**



360° 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**.

360° PARTNERSHIP SUPPORT

02 Launch Support

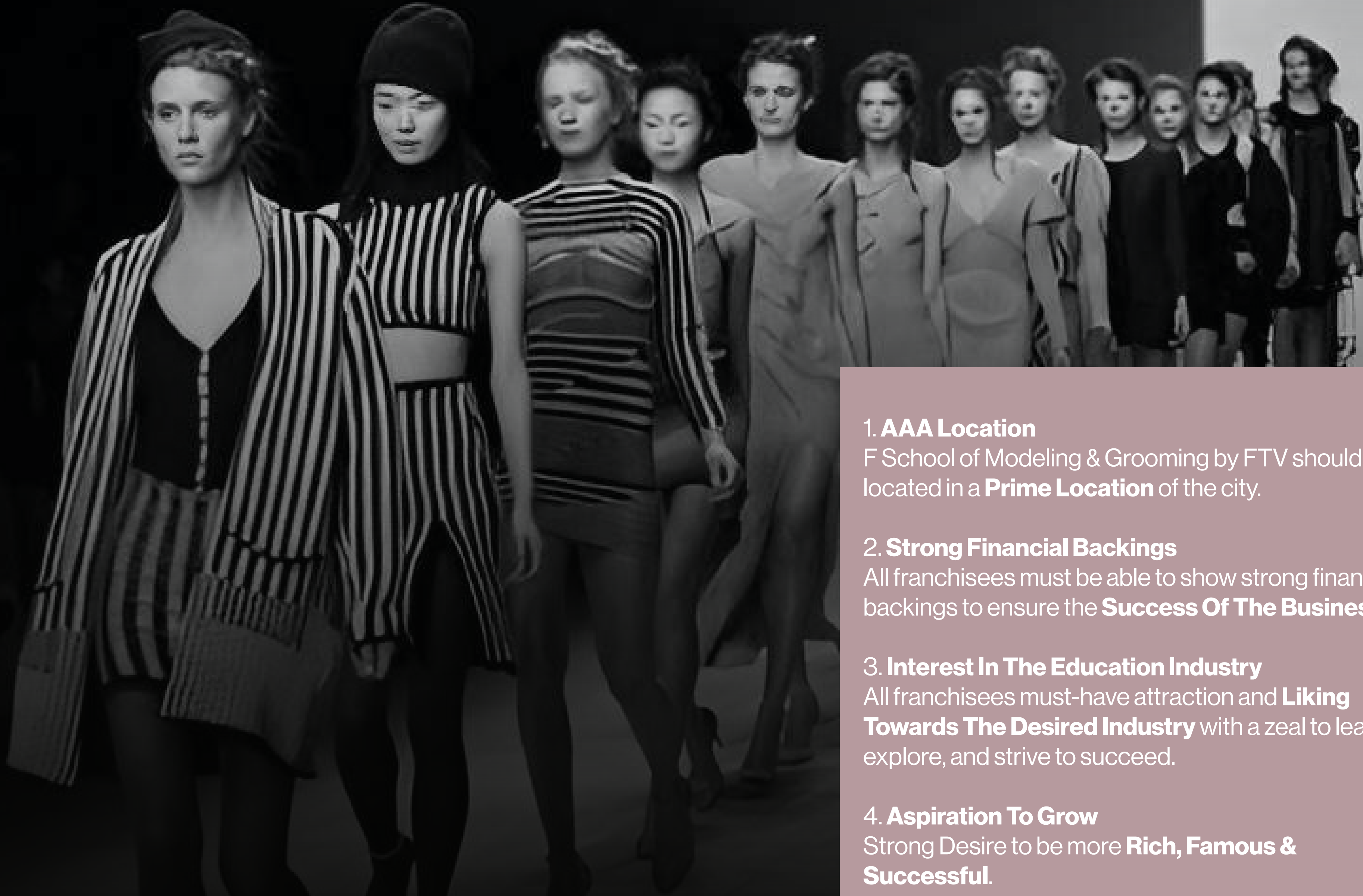
1. **Planning** and Execution.
2. Launch Plan in **SMM** and **PR**.
3. **Promotions**.
4. Cross **Marketing**.

03 Post Opening Support

360° PARTNERSHIP SUPPORT

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

Franchise Basic Requirements



1. AAA Location

F School of Modeling & Grooming by FTV should be located in a **Prime Location** of the city.

2. Strong Financial Backings

All franchisees must be able to show strong financial backings to ensure the **Success Of The Business**.

3. 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.

4. Aspiration To Grow

Strong Desire to be more **Rich, Famous & Successful**.

COURSES OFFERED

Modelling Course		Grooming and Image Transformation Course		Pageant Coaching
	Advanced Pageant Coaching		Personality Development Course	
2 Days of Workshops		Kids Fashion Grooming Course		Personal Coaching



↓ USP's

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.

↘ USP_s

FashionTV
**PROPRIETARY
PRODUCTS**

- FashionTV T-shirts
- FashionTV Bags
- FashionTV Styling Products
- FashionTV Stationary
- FashionTV Accessories
- FashionTV Sprays
- FashionTV Grooming Kits
- FashionTV Coffee Mugs
- Fashion TV Apparel

FTV Branded Merchandise

↘ USP's

FashionTV's Unique Diamond-Inspired Design

↘ **FashionTV**
Ceilings and walls

↘ **FashionTV Furniture**
Tables, Chairs
Blackboards

↘ **FashionTV**
Flyers / Printouts

↘ USP_s

SPECIAL EVENTS *And* FASHION SHOWS

A **fashion runway** is an integral feature across every **luxury FashionTV** franchise vertical.

Local Fashion Shows –

Showcasing talent, confidence, and presentation skills.

Exclusive Lifestyle Events –

Elevating student visibility while connecting them to industry leaders.

In-House Student-Led & Modeling Shows –

Providing hands-on brand collaboration opportunities.

Dedicated social media handles for:

SOCIAL MEDIA
MARKETING &
ENGAGEMENT



Instagram	Twitter (X)
LinkedIn	YouTube
Snapchat	Pinterest
Facebook	Threads

SOCIAL ENGAGEMENTS STATISTICS

Thanks to FashionTV's massive brand appeal and our Modeling & Grooming 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 STATISTICS

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

**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 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.