

# SOPA

Sales kit  
2026



F School Of Performing Arts By FTV

**F School of Performing Arts by FTV** is more than an academy, it is a launchpad to the global stage. Backed by the legacy of the **World's Largest Fashion & Lifestyle Television Channel**, it offers a powerful blend of creative training and real-world industry exposure.

#### **F School of Performing Arts by FTV**

- A premier institute where creativity meets industry excellence.
- Learning powered by global expertise and FTV's network.
- Preparing students for careers in fashion, luxury, and entertainment.
- Shaping confident, original talent with a global outlook.
- Bespoke courses aligned with industry trends.
- Top-tier environment with real-world exposure.

Graduating from **F School of Performing Arts by FTV**,  
Has Helped Numerous Students With Remarkable  
Changes In:

- Inspiring original expression
- Building strong technical skills
- Training sharp attention to detail
- Fusing performance with modern learning
- Preparing talent for global stages

# PHILO SOPHY

## VISION

To nurture **World-Class Performing Artists** in India, aligned with global standards, and position the nation as a creative leader.

## MISSION

To build India's leading performing arts institute, nurturing talent across entertainment and creative industries through **Globally Recognized Programs**.

## AIM

To equip graduates with nationally and **Internationally Recognized Certifications**, ensuring their skills are valued across global performing arts and entertainment industries.

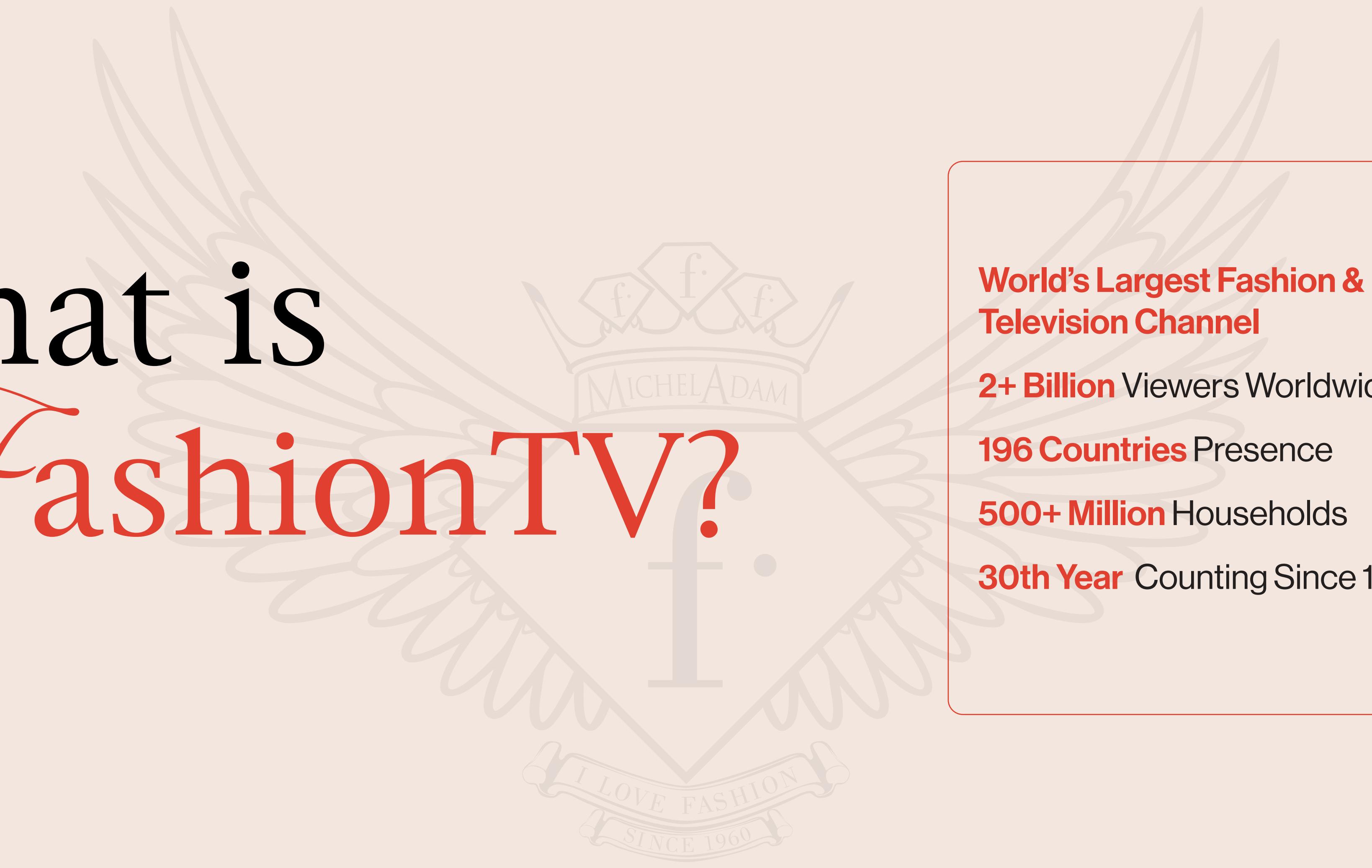
# PERFORMING ARTS EDUCATION IN INDIA

**Performing Rights Royalties:** The Indian Performing Right Society (IPRS) reported an income of **₹700 crores** (approximately **\$81.5 Million USD**) for the 2024-25 fiscal year.

**Performing Arts Market Size:** Valued at **\$3.8 Billion** in 2025, with projections to grow to **\$7 Billion** by 2030.

**Live Entertainment Market:** Expected to reach **\$1.7 Billion** by 2030, driven by increased disposable incomes and improved infrastructure.

# 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 Ecosystem**  
By **FashionTV**, the world's largest  
fashion & lifestyle television channel  
present in 196 countries.

03

Provides **360° Franchise Support** from  
location selection, interiors, recruitment,  
training, PR, to digital marketing.

05

30th Year of global fashion authority,  
making it one of the **Most Prestigious**  
and **Profitable Luxury Franchise Models**  
**Worldwide.**

02

**World's Largest Franchise Bouquet**, offers  
**50+ Luxury Franchise Opportunities**  
across Beauty, F&B, Wellness,  
Education & Retail.

04

**Connects Entrepreneurs to FashionTV's**  
**Global Network** of 2B+ viewers & 500M+  
households, ensuring aspirational  
positioning.



# WHAT IS f· FRANCHISE BY FTV?

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

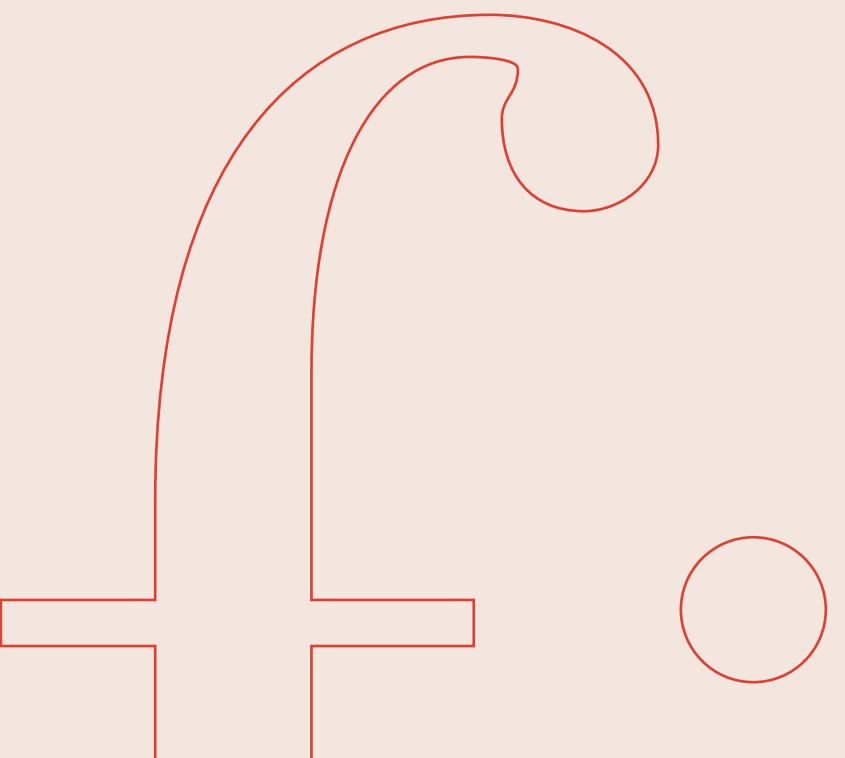
Multiple **Premium Educational Institutes** in India and more in the making

# WHAT IS f·EDUCATION BY FTV?

Trusted by **100K+ Students**  
Nationwide

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

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



01

A world-class institute for creative arts, powered by **FashionTV**.

02

Offers **Specialized Programs** in cinema, photography, event management, advertisement & PR, fashion management, and personality development.

03

Provides **Global-Standard Training** with direct exposure to FashionTV's shoots, shows, events & international media network.

04

Creates career pathways in **Film, Fashion, Media, Entertainment & Luxury Lifestyle Industries**.

05

Ensures **Strong Credibility**, aspirational positioning & industry networking.



# WHAT IS f·SCHOOL OF PERFORMING ARTS BY FTV?

# 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**

**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 Connect –**

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).

**High Aspirational Value –**

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



# WHY f·FRANCHISE BY FTV?

# WHY f EDUCATION BY FTV?

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

04

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

05

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



# WHY fSCHOOL OF PERFORMING ARTS BY FTV?

**High-Return Model** delivering yearly ROI across scalable formats

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

**Global Visibility** powered by FashionTV's media network, events, and digital channels

**Direct Access to the Industry's Elite** – top influencers, celebrities and fashion-forward networks

Access to **Multiple Revenue Streams** – courses, certifications, workshops & events under one franchise model

# OUR REACH



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

**UHD 4K** and **8K 24**  
hours channels

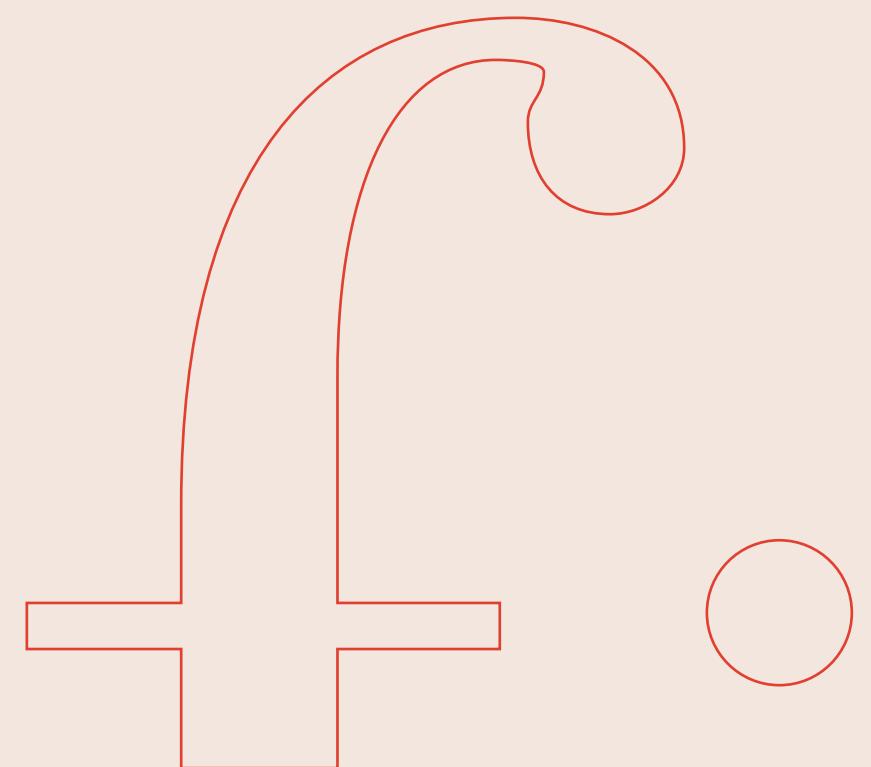
Available on leading  
**OTT Platforms** all over  
the world

**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



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

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



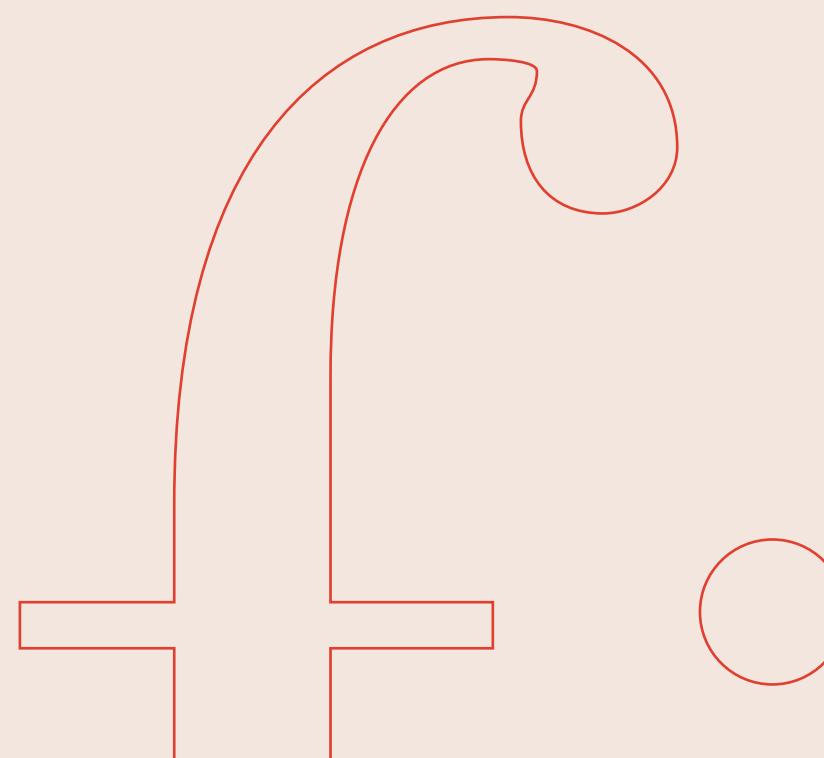
360°  
**PARTNERSHIP  
SUPPORT**

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

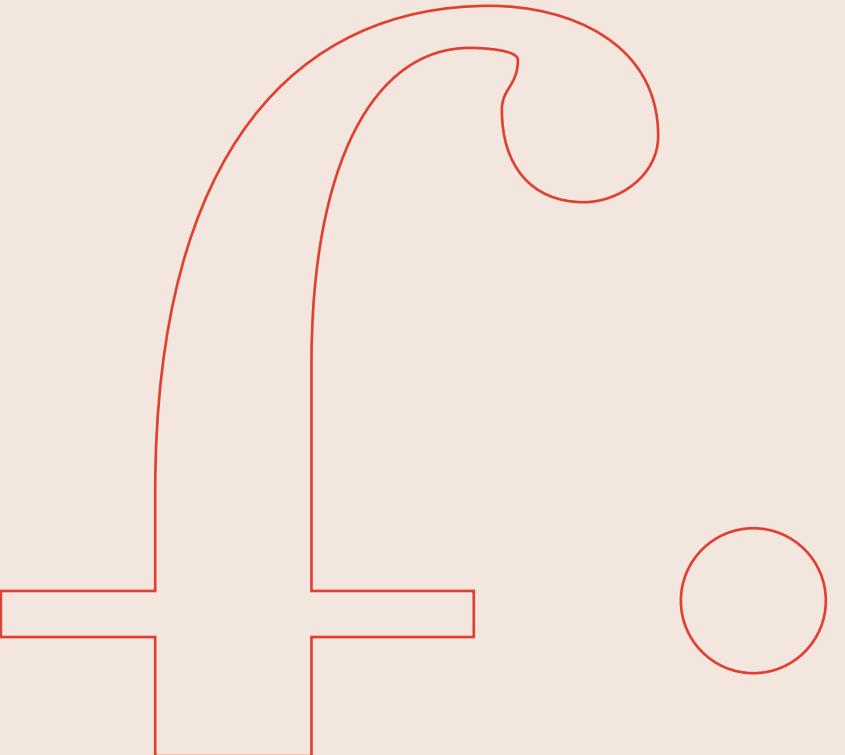
1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotions.
4. Cross Marketing.

360°  
PARTNERSHIP  
SUPPORT

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 Requirement

## → **AAA Location**

F School of Performing Arts by FTV should be located in a prime location of the city.

## → **Strong Financial Backing**

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 an 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.

# COURSES OFFERED

**Cinema & Acting:**  
Courses focusing on film and television acting, theater, and OTT platform performances.

**Photography:** Training in professional photography techniques and practices.

**Event Management:**  
Skills development for organizing and managing events.

**Advertisement & Public Relations (PR):** Courses covering advertising strategies and public relations management.

**Fashion Management:**  
Training in the business and management aspects of the fashion industry.

**Fashion Personality Development:** Programs aimed at enhancing personal style and grooming for the fashion industry.

# 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

# FashionTV PROPRIETARY PRODUCTS

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

FTV Branded Merchandise

# ↓USPs

## FASHIONTV'S UNIQUE *Diamond*-INSPIRED *Design*

### FashionTV

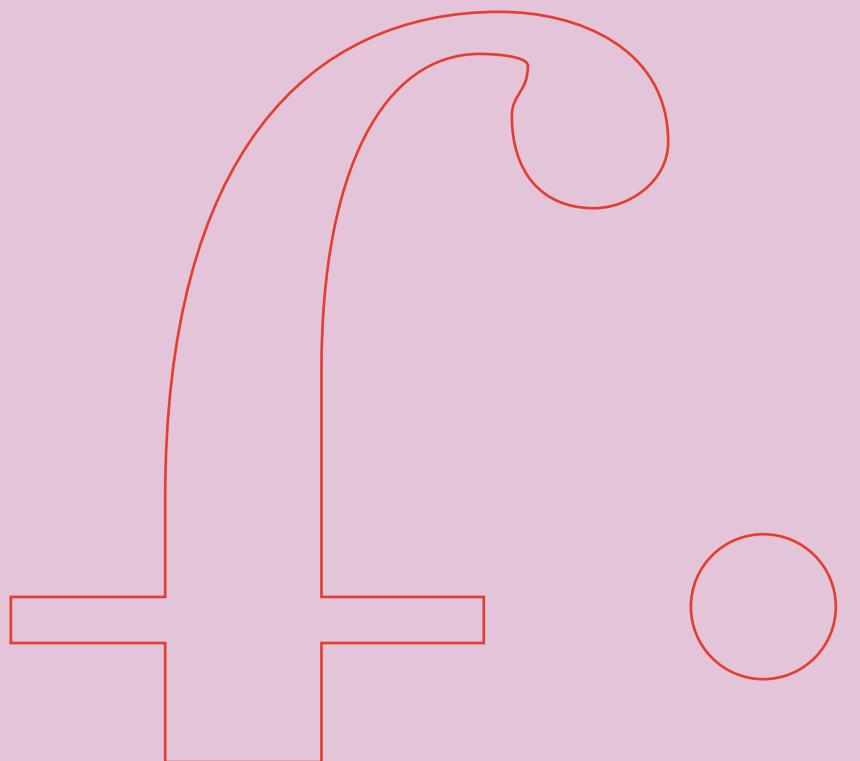
Ceilings and walls

### FashionTV

Flyers / Printouts

### FashionTV Furniture

Tables, Chairs  
Blackboards



# ↓ USPs

## SPECIAL EVENTS *And* FASHION SHOWS

**A Fashion Runway** is an integral feature across every **Luxury FashionTV** franchise vertical.



**Local Designer Fashion Shows** – Showcasing talent, confidence, and presentation skills.

**Exclusive Lifestyle Events** – Elevating student visibility while connecting them to industry leaders.

**In-House Student-Led Fashion Shows** – Providing hands-on brand collaboration opportunities.

Dedicated social media handles for:

## SOCIAL MEDIA MARKETING & ENGAGEMENT

Instagram

LinkedIn

Snapchat

Facebook

Twitter (X)

YouTube

Pinterest

Threads

# SOCIAL ENGAGEMENT

## *Statistics*

A black and white photograph of a woman sitting at a desk, wearing headphones and looking at a laptop screen. The scene is dimly lit by a desk lamp, creating a focused atmosphere.

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!

A large, abstract graphic in the bottom left corner consisting of many red, overlapping, wavy lines that form a shape resembling a mountain or a stylized 'f'.

# NEW MEDIA

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

- ↓ 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
- ↓ **1 Million** subscribers on YouTube
- ↓ **3+ Million** fans on Facebook
- ↓ Average of **500K Monthly** website visits
- ↓ Average of **1.5 Million** monthly website impressions

# STATISTICS

# 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 / F 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

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.

fashiontv

W W W . F A S H I O N T V . I N