

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 launch-pad 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

ABOUT US

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.

02

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

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

WHAT IS f·FRANCHISE BY FTV?

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

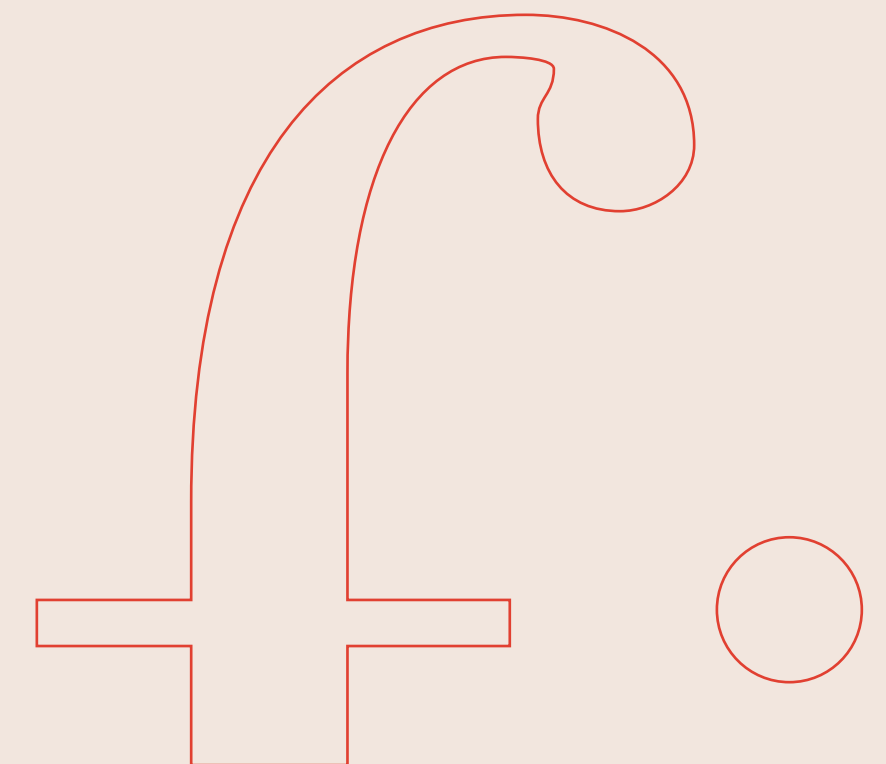
Trusted by **100K+ Students**
Nationwide

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

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

WHAT IS f·EDUCATION BY FTV?

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?

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

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

05

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

High-Return Model delivering
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

WHY f·SCHOOL OF PERFORMING ARTS BY FTV?

OUR REACH



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

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

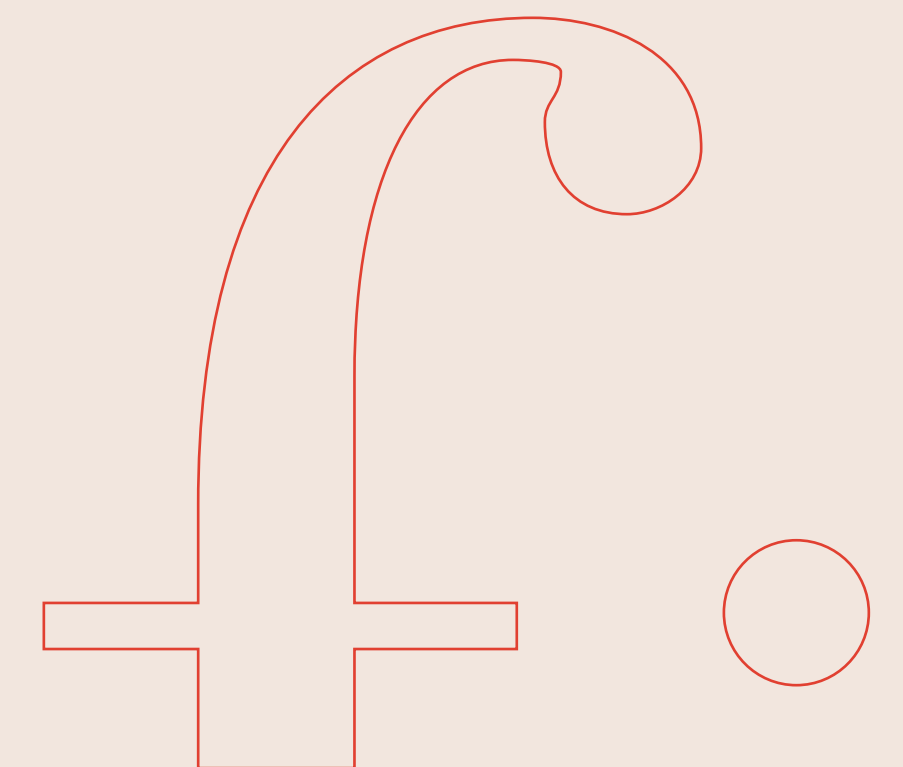
Available on leading
OTT Platforms all over
the world

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



01

Association with the
World's Largest Fashion &
Lifestyle Television Channel

02

Great Business Opportunity
with Greater Returns

03

Develop a huge fruitful circle
of a business network

04

Become a leader in fashion
and lifestyle in your city

BENEFITS

05

Be on the VIP list of every
Invitee List of your City
Events

06

Become the respected
player in your city fashion
industry

07

Be seen and surrounded
with the who's who of your
City

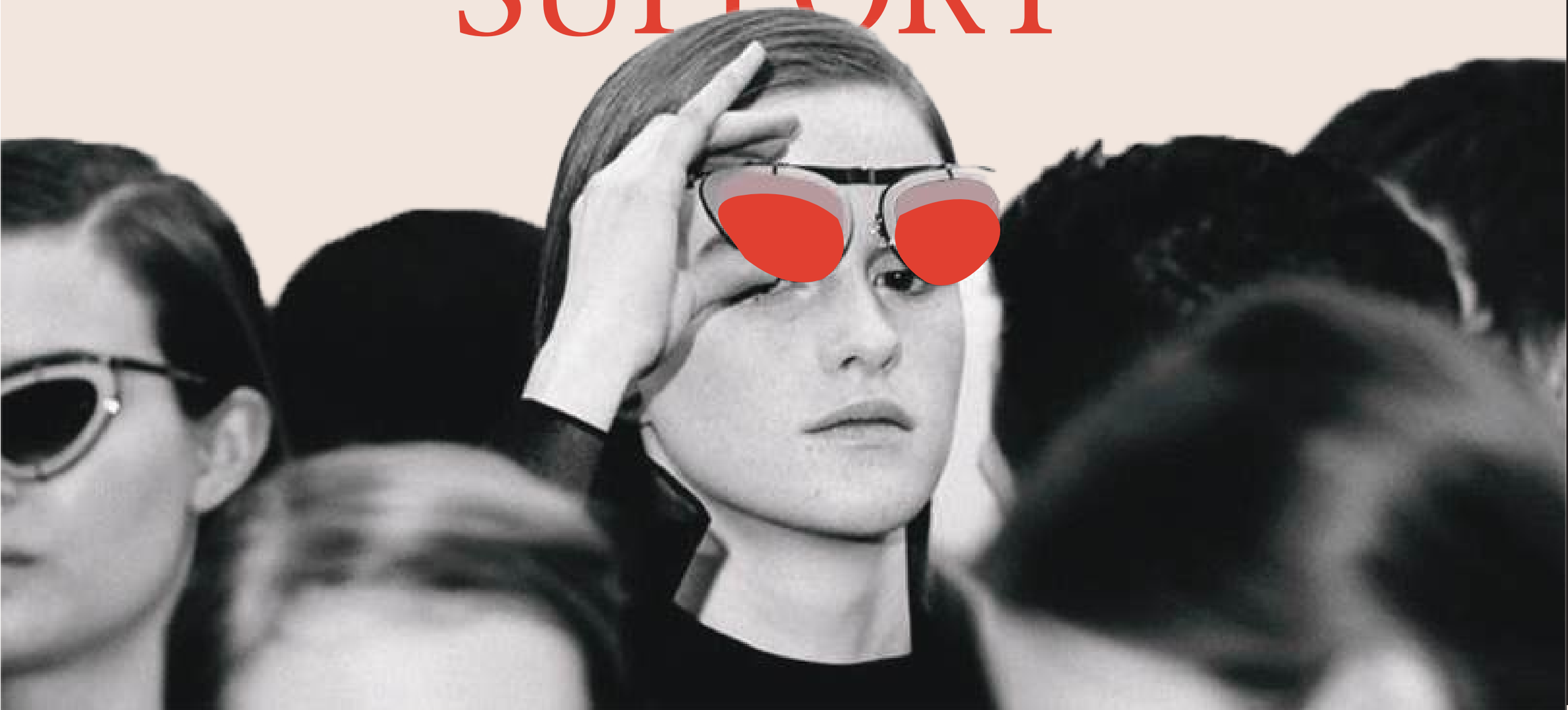
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Use the FTV visiting card
as your power currency

01 Pre Opening Support

360° PARTNERSHIP 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.

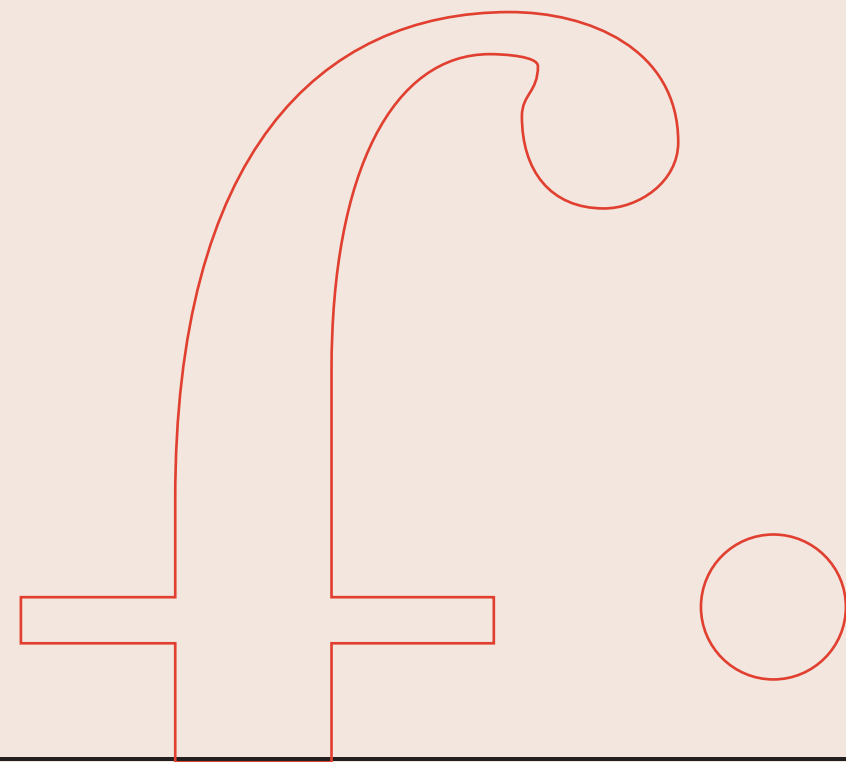


360° PARTNERSHIP SUPPORT

02

Launch Support

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

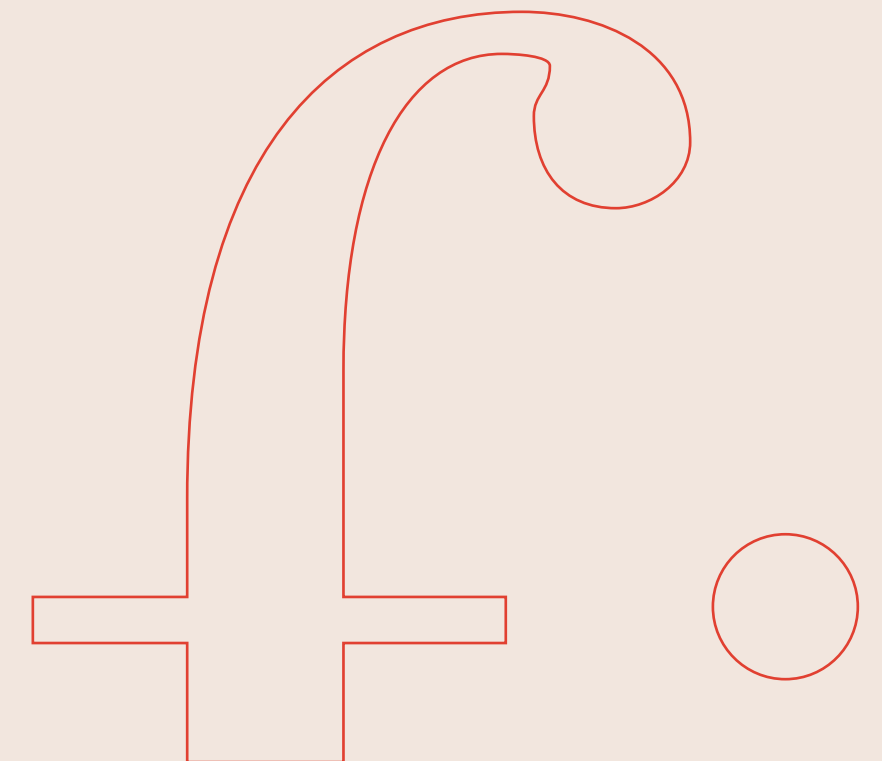


03

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 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

↘ USP's

F A S H I O N T V ' S UNIQUE *Diamond*-INSPIRED *Design*

FashionTV

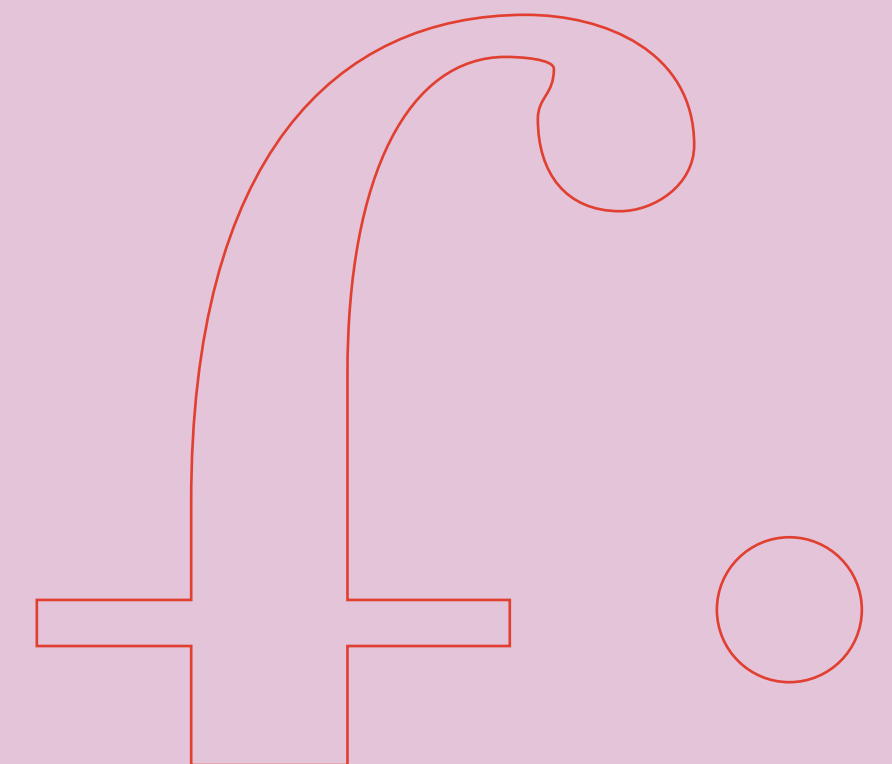
Ceilings and walls

FashionTV Furniture

Tables, Chairs
Blackboards

FashionTV

Flyers / Printouts



↓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	Twitter (X)
LinkedIn	YouTube
Snapchat	Pinterest
Facebook	Threads



SOCIAL ENGAGEMENT *Statistics*

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

➤ 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

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 / 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.



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