

The Home of *fashion*



FTV SCHOOL OF GROOMING IN INDIA

- ONE'S **PERSONALITY** IS OF THE ESSENCE!
- UNIQUE AND STRONG ETIQUETTE, PERSONAL GROOMING, COMMUNICATION SKILLS, BODY LANGUAGE MAKE YOU STAND OUT FROM THE REST.
- RISING **GLOBAL** EXPOSURE, EVOLVING WORK
- CULTURES, PERSONAL AND PROFESSIONAL GROOMING LED TO TRAINING INSTITUTES
- ONE CAN ACQUIRE VARIOUS SKILLS AND BEHAVIORS TO GROOM THEMSELVES.



FTV SCHOOL OF GROOMING

- GROOMING IS ALL ABOUT BEING THE BEST VERSION OF YOURSELF.
- IT HAS NUMEROUS BENEFITS IN YOUR DAILY LIFE AND CAREER.
- GROOMING WILL HELP YOU TO LOOK GOOD, CONFIDENT AND LIVE A LONG-LASTING IMPRESSION.
- KEEPING THIS MIND FTV SCHOOL OF GROOMING GUIDES TO ACQUIRES THE BEST GROOMING PRACTICES.
- FOR YOU TO EXCEL IN YOUR CAREER AND PERSONAL LIFE AS WELL.
- THE FTV SCHOOL OF GROOMING BESTOWS SPECIALLY DESIGNED COURSES WITH TAILOR-MADE CURRICULUM.
- IT GIVES YOU THE BEST LEARNING EXPERIENCE.
- OUR GROOMING EXPERTS ARE HIGHLY QUALIFIED TO HELP YOU LEARN FROM THE BEST.
- ONCE YOU GRADUATE FROM FTV SCHOOL OF GROOMING, YOU WILL NOTICE A REMARKABLE CHANGE IN YOUR APPEARANCE, BODY LANGUAGE, ETIQUETTES, COMMUNICATION SKILLS, PERSONALITY.



FTV SCHOOL OF GROOMING PHILOSOPHY

VISION

TO ESTABLISH A WORLD-CLASS GROOMING ACADEMY IN INDIA TO HELP PEOPLE EXCEL IN THEIR PERSONAL LIFE AND CAREER.

MISSION

TO HELP PEOPLE ACQUIRE AND POLISH THEIR GROOMING SKILLS, TALENTS, AND PERSONALITIES FOR A BETTER LIFE.

AIM

TO BECOME A LEADER IN THE INDUSTRY BY SETTING THE HIGH STANDARDS OF EDUCATION IN PERSONAL AND CORPORATE GROOMING

WHY FRANCHISE FTV ??

FASHIONTV /FTV IS THE WORLD'S **LARGEST** FASHION NETWORK !!!

SOME FASHIONTV **KEY FACTS**:-

- * 12 CHANNELS OF 24 HRS DEDICATED TO FASHION & LIFESTYLE CHANNELS.
- * 23 **YEARS** OF EXISTENCE.
- * 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.
- * 2 **BILLION** WORLDWIDE VIEWERS.
- * AVAILABLE ON 250 GLOBAL CABLE SATELLITES.
- * PRESENCE IN 193 **COUNTRIES**.
- * REACHING 500 MILLION HOUSEHOLDS.

SOME FASHIONTV KEY FACTS:

- * VIEWED ON **10 MILLION** PUBLIC TV SETS IN PUBLIC PLACES.
- * **5M** WEBSITE HITS PER MONTH.
- * FASHIONTV APP GETS **500K SUBSCRIBERS** & **35K** INSTALLATION PER MONTH.
- * FASHIONTV YOUTUBE CHANNEL HAS **65M** VIEWS.
- * FASHIONTV YOUTUBE CHANNEL HAS **90M** VIEWERSHIP PER MONTH.
- * **4.5M** PLUS LIKES ON FACEBOOK.
- * **12M** VIEWS PER WEEK.
- * **300K FOLLOWERS** ON INSTAGRAM
- * **125K** ORGANIC REACH PER MONTH.

BACKED WITH MOST VIEWED, PROVEN AND STABLE **HIGH-END** LUXURY FASHION AND LIFESTYLE MEDIA HOUSE.

WWW.FASHIONTV.COM

FASHIONTV 360 DEGREE FRANCHISE 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.

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.

USP OF FASHIONTV

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.
- 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 OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV BRANDED MERCHANDISE LIKE:-

- FASHIONTV T-SHIRTS
- FASHIONTV BAGS
- FASHIONTV STYLING PRODUCTS
- FASHIONTV STATIONARY
- FASHIONTV SPRAYS
- FASHIONTV GROOMING KITS
- FASHIONTV COFFEE MUGS



USP OF FASHIONTV

FASHIONTV UNIQUE **DIAMOND** INSPIRED DESIGN

- FASHIONTV CEILINGS AND WALLS
- FASHIONTV
 - FURNITURE
 - TABLES
 - CHAIRS
 - BLACKBOARDS
- FASHIONTV FLYERS / PRINTOUTS

 fashiontv

USP OF FASHIONTV

SPECIAL **EVENTS** AND FASHION SHOWS




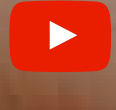

A FASHION RUNWAY IS ALWAYS PLACED IN EVERY LUXURY FASHIONTV FRANCHISE VERTICAL.

LOCAL DESIGNER FASHION SHOWS
SPECIAL EVENTS OTHER PRODUCTS
PROMOTIONAL SHOW.

IN-HOUSE STUDENTS FASHION SHOWS

SOCIAL MEDIA MARKETING

DEDICATED SOCIAL MEDIA MARKETING HANDLES

- FACEBOOK 
- INSTAGRAM 
- TWITTER 
- YOUTUBE 
- LINKEDIN 

SOCIAL ENGAGEMENT

- INSTAGRAM **UPLOADS**
- TWITTER POSTINGS
- FACEBOOK UPLOADS
- INSTAGRAM CHECK-INS
- FACEBOOK CHECK-INS
- LINKEDIN POSTS
- YOUTUBE VIDEOS
- GOOGLE **AD'S**

SOCIAL ENGAGEMENTS STATISTICS

- 150 NEW STORIES (FACEBOOK)
- 200 NEW STORIES (INSTAGRAM)
- 50 NEW STORIES (TWITTER)

MORE THAN 300 NEW STORIES PER DAY!

DUE TO FASHIONTV'S BRAND POPULARITY AND OUR CUSTOMERS LOVE TO POST, LIKE, SHARE, COMMENT, CHECK-IN, TAKE PICTURES, SHOOT VIDEOS, TAG, AND MORE IN ALL OF OUR LOCATIONS!

THE SOCIAL ENGAGEMENT WITHIN F CAFÉS NETWORK IS AN EXCITING AVERAGE OF 300 STORIES PER DAY – EVERY STORY IS FREE – WORD OF MOUTH – ADVERTISEMENT.

NEW MEDIA STATISTICS

- FACEBOOK: 3,000,000+ **FANS**
- FASHIONTV.COM: AVERAGE OF 500,000 MONTHLY VISITS.
- FASHIONTV.COM: AVERAGE OF 1,500,000 MONTHLY IMP.
- YOUTUBE CHANNELS: 1,000,000 **SUBSCRIBERS**
- YOUTUBE: AVERAGE OF 15,000,000 MONTHLY VIEWS.
- DAILY MOTION: AVERAGE OF 500,000 MONTHLY VIEWS.
- DAILY MOTION: AVERAGE OF 500,000 MONTHLY VIEWS.

SPONSORED LOCAL LISTINGS

- FACEBOOK LOCAL
- GOOGLE LOCAL
- GPS BASED AD'S
- FACEBOOK ADS POST AND LIKES CAMPAIGN
- GOOGLE ADS WORDS CAMPAIGN
- INSTAGRAM AD AND LIKES
- SEO MARKETING
- SEM MARKETING
- ANALYTICS AND REPORTS
- YOUTUBE PROMOTIONS AND VIDEO BOOST



FRANCHISE BASIC REQUIREMENTS:-

- 1. AAA LOCATION.**
FASHIONTV / FTV CAFE SHOULD BE LOCATED IN A PRIME **TRIPLE A** 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. FRANCHISE FNB INDUSTRY ATTRACTION.**
ALL FRANCHISEES MUST-HAVE ATTRACTION AND LIKING TOWARDS THE **DESIRED** INDUSTRY WITH A ZEAL TO LEARN, EXPLORE AND STRIVE TO SUCCEED.
- 4. STRONG DESIRE TO BE MORE: RICH, FAMOUS & SUCCESSFUL.**

FASHIONTV FRANCHISE FINANCIALS

Module	Luxury	Regular	Lite
Franchising Fee	Rs. 45 Lac	Rs. 30 Lac	Rs. 15 Lac
Area Up to	1000 Sq. Ft.	5000 Sq. Ft.	2500 Sq. Ft.
Outlet Setup	Rs. 1.5 Cr	Rs. 1 Crore	Rs. 60 Lac
Royalty	20%	20%	20%
Average ROI in 3 Yrs.	90%	90%	90%

NOTES:

THESE ARE APPROX. FIGURES BASED ON WORLDWIDE STORES. THE ACTUAL COST WILL VARY AS PER THE LOCATION. TAXES AS APPLICABLE. SHOP COST & WORKING CAPITAL EXTRA ON ACTUAL.

FASHIONTV SCHOOL OF GROOMING COURSES CONSIST OF:-

UNIVERSITY

GROOMING AND IMAGE **TRANSFORMATION**

ADVANCED IMAGE TRANSFORMATION

WELLNESS COURSE

ADVANCED WELLNESS TRAINING

KIDS GROOMING

ADVANCED KIDS GROOMING AND IMAGE TRANSFORMATION

CRASH COURSE ON ADVANCED COURSES (IMAGE / WELLNESS, KIDS)

WORKSHOPS- 1 OR 2 DAY WORKSHOP

INDIVIDUAL PERSONALIZED COURSES (CUSTOMIZED PACKAGE)

CERTIFICATE COURSES

FASHIONTV SCHOOL OF GROOMING COURSES CONSIST OF:-

SCHOOL

GROOMING AND IMAGE TRANSFORMATION
WELLNESS COURSE
KIDS IMAGE TRANSFORMATION
WORKSHOPS- 1 OR 2 DAY WORKSHOP
CERTIFICATE COURSES
WORKSHOPS- 1 OR 2 DAY WORKSHOP

INSTITUTE

GROOMING AND IMAGE TRANSFORMATION
WELLNESS COURSE
KIDS IMAGE TRANSFORMATION
CERTIFICATE COURSES
WORKSHOPS- 1 OR 2 DAY WORKSHOP

FTV FRANCHISE BENEFITS:-

- ASSOCIATION WITH WORLD'S **LARGEST** FASHION BRAND
- GREAT BUSINESS OPPORTUNITY WITH **GREATER** RETURNS
- DEVELOP A HUGE FRUITFUL CIRCLE OF BUSINESS NETWORK
- BECOME A LEADER IN FASHION AND LIFESTYLE IN YOUR CITY
- CREAM SOCIETY
- 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

FASHIONTV FRANCHISE - AN 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 KNOW ABOUT INTERNATIONAL FASHION AND LIFESTYLE MIND-SET.

IF YOU FIND THE:-

1. BASIC BRAND REQUIREMENTS
2. FASHIONTV FACTS
3. BRAND SUPPORT

EXCITING AND **INTERESTING** ENOUGH TO PARTNER AND ASSOCIATE WITH US, THEN FOR FURTHER INFORMATION AND DISCUSSION PLEASE CALL /MESSAGE/EMAIL US.

EMAIL ID - **FRANCHISE@FTV.IND.IN**
PHONE - **+91 9833833930**