

f·TALENTS

By FashionTV

S A L E S K I T 2 0 2 6

ABOUT

F Talents By FTV is a premium talent management and representation platform powered by **FashionTV**, designed to discover, groom, manage, and **Promote Top Talent** across fashion, lifestyle, media and entertainment industries.

- **Talent Discovery**, grooming & global exposure
- **Representation** across fashion, films, digital & lifestyle sectors
- **Brand Endorsements**, campaigns & events
- **Global Visibility** through FashionTV's media ecosystem

PHILOS OPHY

Vision

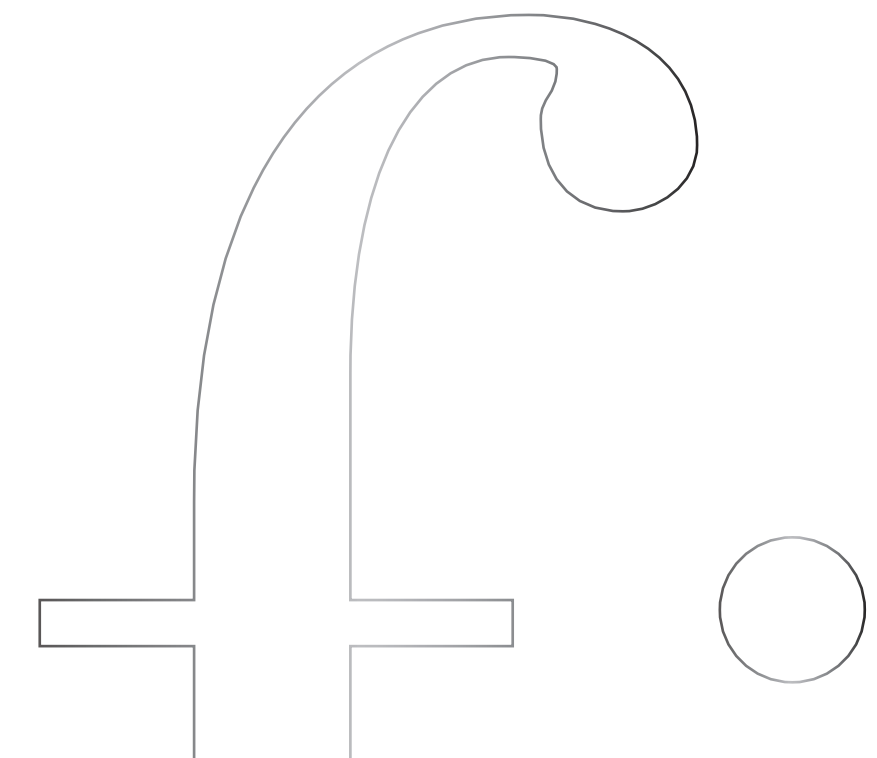
To create enduring connections
with our customers while
**Showcasing The Latest Fashion
Trends** infused with glamour.

Mission

To identify, nurture, and position
talent on global platforms through
Structured Management and
International Exposure.

AIM

To create a nationwide
network of FTV-powered
talent agencies **Shaping
Future Icons.**



TALENT INDUSTRY IN INDIA

India's fashion, media & influencer economy is witnessing **Explosive Growth** driven by digital content, brand marketing and global collaborations.

01

India's creator & talent economy projected to exceed **\$5B** by 2030

03

Strong Demand for professional talent agencies & representation

02

Rapid Rise in fashion models, influencers, actors & lifestyle creators

04

Brands increasingly prefer **Curated, Managed Talent Over Freelancers**

This positions India as a **Global Sourcing Hub** for fashion & lifestyle talent.

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

f. FRANCHISE

BY FTV?

What is

A **Global Franchise Ecosystem** by FashionTV offering premium business formats across **Luxury Lifestyle Verticals**.

50+ luxury franchise
concepts worldwide

360° franchise
support model

**Global Media &
Brand Visibility**

Backed by **30th Year**
of fashion authority

WHAT IS f. TALENTS *By* FashionTV

A **Structured Talent Management Franchise**
offering representation and career
development for:

Fashion Models

Actors & Performers

Influencers & Digital Creators

Stylists, Makeup Artists & Designers

Hosts, DJs & Lifestyle Personalities



- Talent scouting & onboarding
- Grooming, styling & portfolio development
- Brand endorsements & campaign placements

WHAT DOES f·TALENTS *By* FashionTV Offer?

- Fashion Shows, Events & Runway Opportunities
- Digital Content & Influencer Collaborations
- International Exposure Via FTV Platform

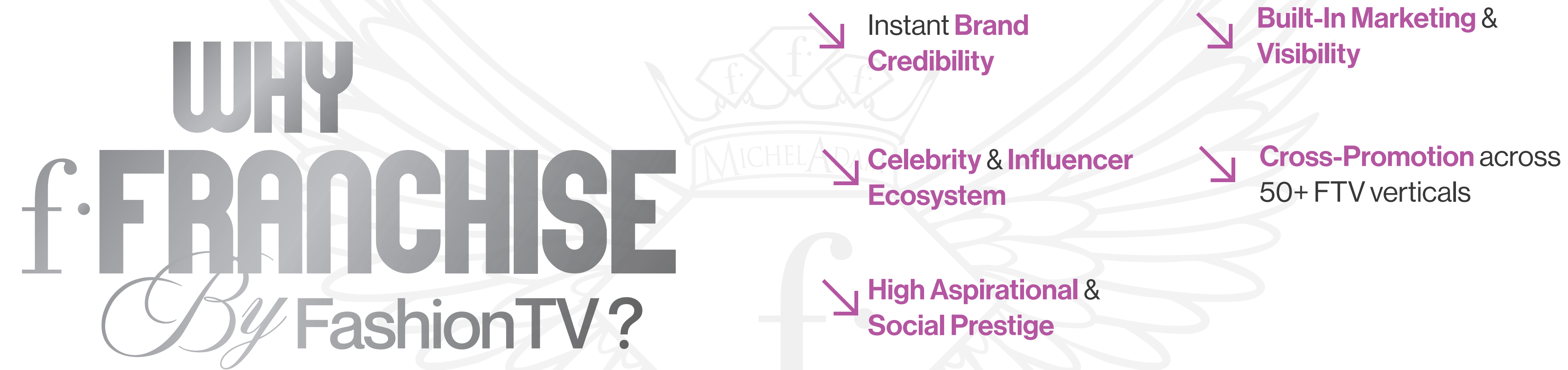
World's **Most Recognized** fashion Television
brand

Global Authority in fashion & lifestyle

Live TV, OTT & **Digital Dominance**

**International Fashion Shows & Luxury
Events**

WHY FASHIONTV?



WHY f·TALENTS *By* FashionTV?

01

FashionTV Backed **Talent Agency Model**

02

Direct Access to fashion weeks, events & brand campaigns

03

Monetization across endorsements, shows & content

04

Structured, scalable & **High-Margin Business**

BUSINESS

Advantage

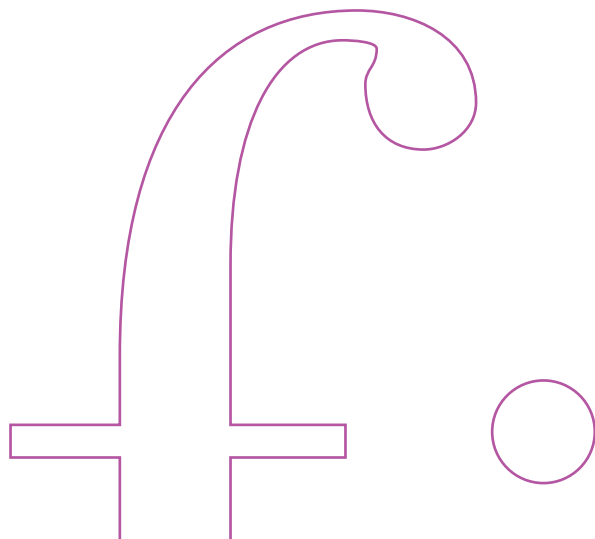
High-Return, asset-light
franchise model

Multiple Revenue
streams

Strong Demand from
brands & creators

Low operational risk
with **Strong Brand Pull**

- 12 FashionTV Channels – **24/7**
- **UHD 4K & 8K** Broadcast
- **OTT & Global Digital Platforms**
- **100+ Hours** of Weekly Content
- **250** Global Satellites
- **10 Million** Public Screens
- FTV App: **500K+** Users



OUR REACH



BENEFITS

Association With FashionTV

Premium Business Positioning

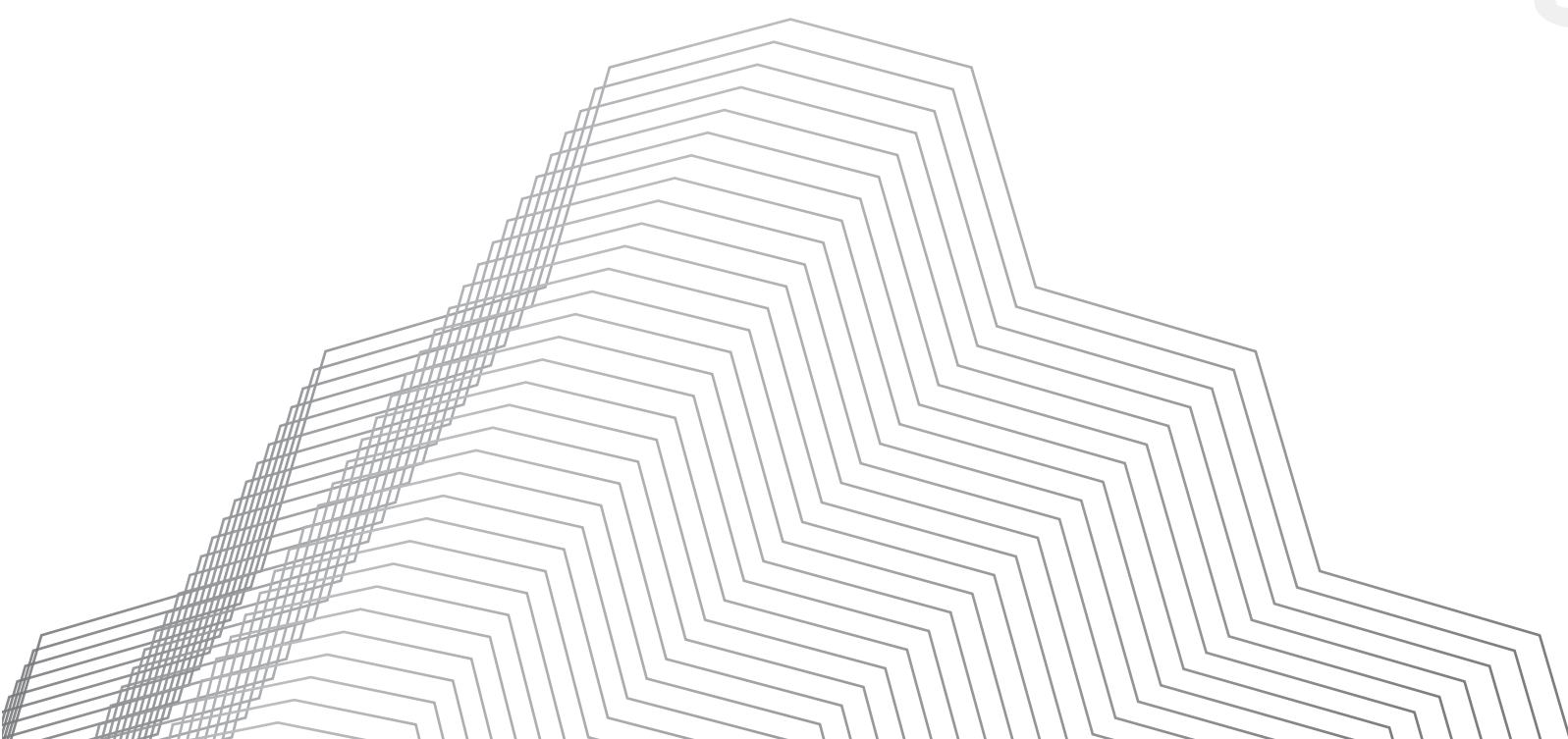
Strong Influencer & Brand Networks

Leadership Status In Your City

Entry Into Elite Fashion & Lifestyle Circles

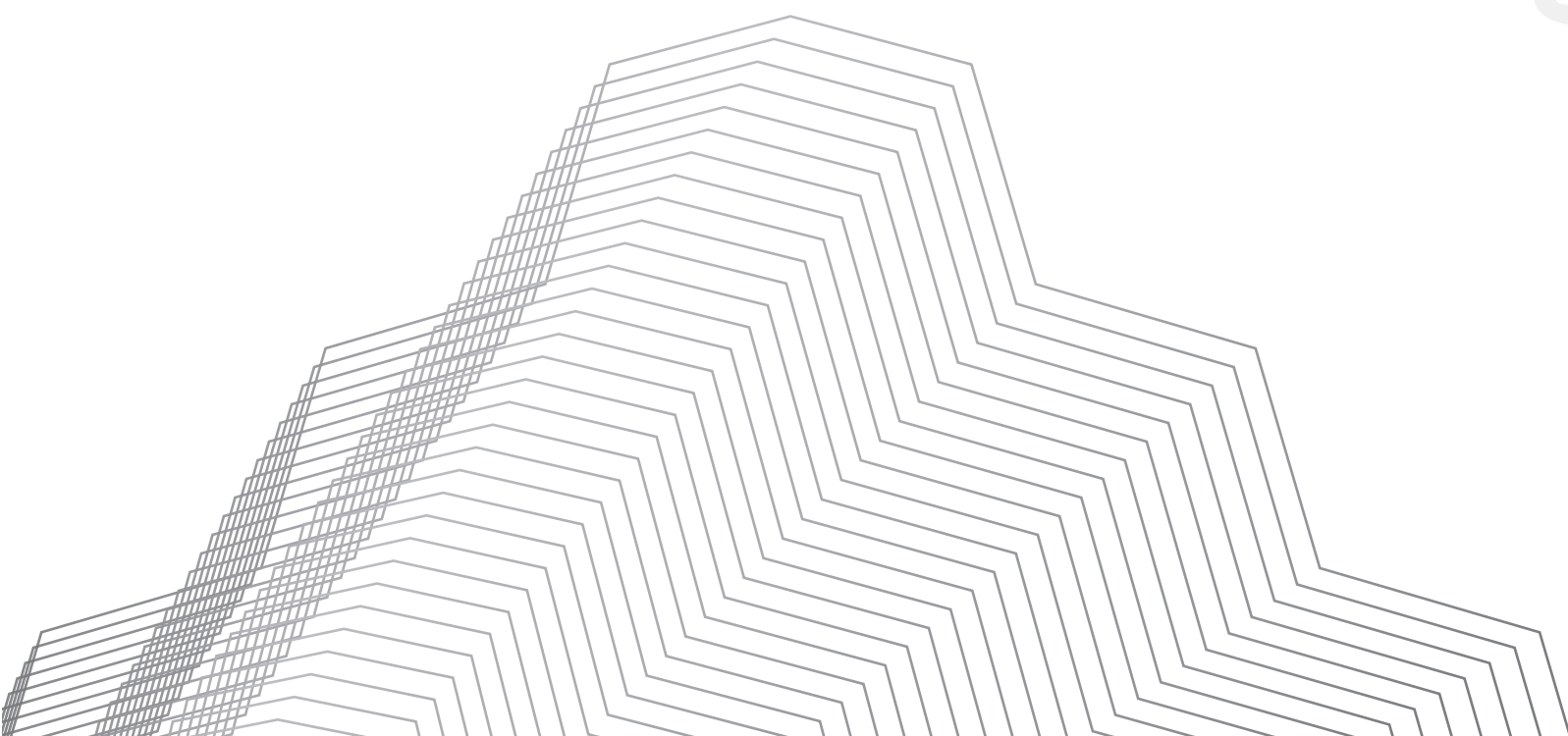
01 PRE OPENING SUPPORT

- Location & market analysis
- Agency setup & branding
- Recruitment & onboarding framework
- Talent scouting guidelines
- Staff training & SOPs



02 LAUNCH & POST-LAUNCH SUPPORT

- PR & influencer launch
- Digital & social media promotions
- Brand tie-ups & event placements
- Ongoing talent placements
- Audits & growth strategies



FRANCHISE REQUIREMENTS



**AAA Prime
Location InThe City**



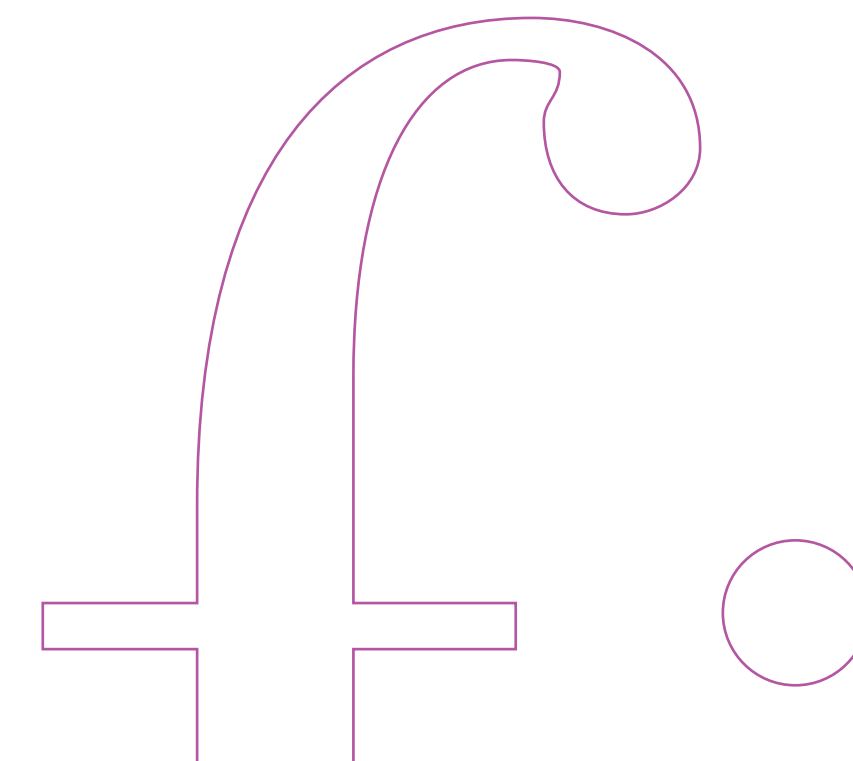
**Strong Financial
Capability**



**Passion For Fashion,
Media & Talent Management**



**Growth-Oriented
Mindset**



TALENT CATEGORIES

Fashion & Runway Models

Commercial & Print Models

Actors & Performers

Influencers & Content Creators

Stylists, MUAs & Designers

Hosts, DJs & Lifestyle Artists

USPs

- FashionTV **Global Media Exposure**
- Celebrity & designer **Collaborations**
- Fashion weeks & luxury **Events Access**
- Structured talent **Monetization**
- International **Brand Credibility**

USPs

01

**FashionTV Proprietary
Promotions**

02

**Brand-Led Talent
Visibility**

03

**Global Event
Participation**

04

**Multi-Platform
Talent Amplification**

USPs

 **Diamond-Inspired
FashionTV Interiors**

 **Premium
Agency Branding**

 **FashionTV
Merchandise & Collateral**

 **Signature
Luxury Aesthetics**

USPs

- Talent grooming shows
- FashionTV casting events
- Brand showcases & auditions
- Industry networking platforms

SOCIAL MEDIA MARKETING

Instagram

Twitter (X)

LinkedIn

YouTube

Snapchat

Pinterest

Facebook

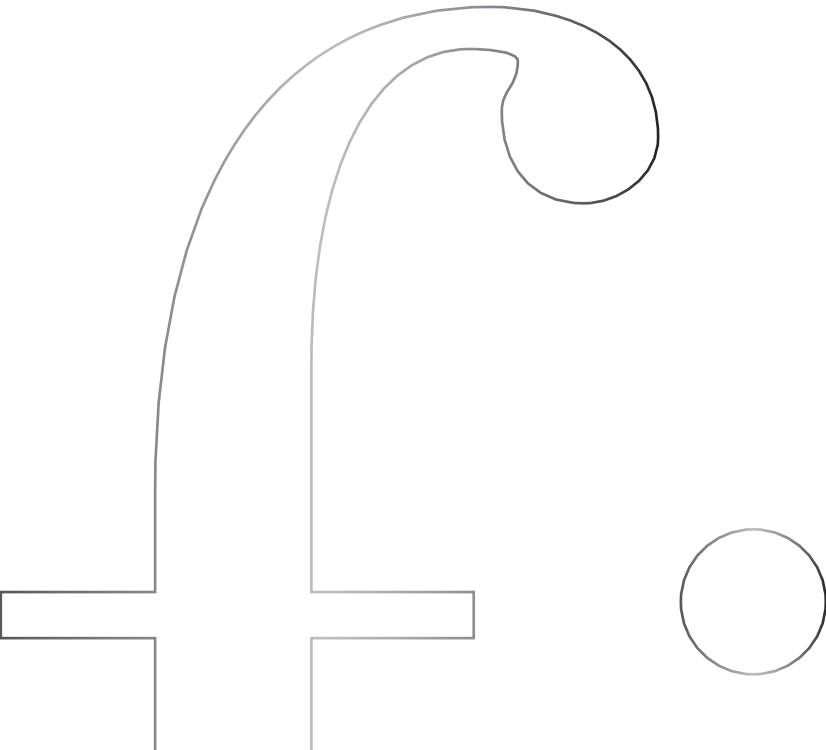
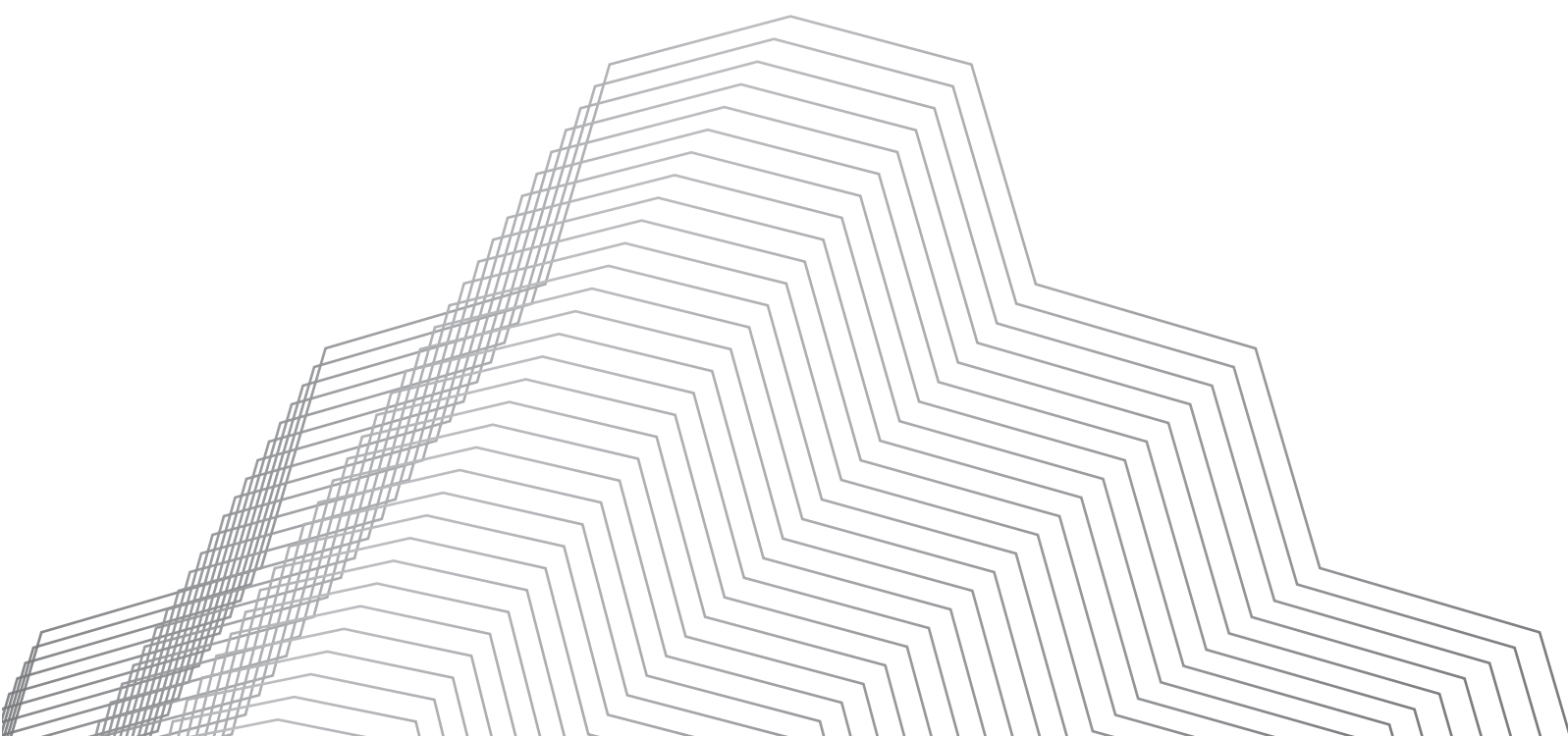
Threads

SOCIAL ENGAGEMENT

**300+ Daily Stories
& Tags**

**Strong Organic
Reach**

**High Brand &
Talent Virality**



NEW MEDIA STATISTICS



3+ Million fans
on Facebook



500K monthly
website visits



Average of **1.5 Million**
monthly website impressions



1 Million subscriber
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 PROMOTIONS

- Google & Facebook Ads
- Influencer Campaigns
- GPS & Local Listings
- SEO & SEM Marketing
- Analytics & Reporting

innovation

FashionTV invites visionary entrepreneurs to become part of its global talent ecosystem.
If you're passionate about fashion, lifestyle, and building iconic careers F Talent by FTV is your
gateway to global influence.

Connect with us to explore partnership opportunities.