

BEVERAGES



BEVERAGES *In INDIA*

Indian beverages, both alcoholic and otherwise, are as wide – ranging as its people, swayed by the country's vast geography and the weather that comes with it.

- ◆ The beverage industry in India accounts for 8–10% of the total food and grocery (F&G) market. Beverage makers in India are estimated to generate more than \$13.1 billion in sales by 2024.
- ◆ Hot beverages had the largest per capita consumption of beverages in India in 2021. During the same time period, this was around 70 litres per capita, whereas alcohol consumption was around 4 litres per capita.
- ◆ Because of factors such as increased disposable income, urbanisation, and changing lifestyles, the global beverage sector is booming.
- ◆ Each beverage category has substantial growth prospects over the next years, owing to India's population being skewed towards millennials.

FTV BEVERAGES

During the scorching heat, a refreshing drink or a hot beverage on a nippy day would be an ideal way to unwind and relax. FashionTV has got it all in our exquisite new range of FTV Beverages with a million mouth watering options.



FTV Beverages are made with love, fervour, and originality, giving them a unique taste and a broad selection of delectable flavours.



We provide a variety of beverages, each topped with a decadent swirl of just about everything that's great making it impossible for you to resist the allure of our drinks.



Furthermore, we are aware of our customers desideratum, and with the continued popularity of varied preferences in beverages, we seek to provide an excellent balance of flavour and texture while also offering healthier options.

FTV PHILOSOPHY



VISION

With research, ideation, and improved technology, FTV Beverages strives to become the top brand in the country, launching and producing the finest quality beverages accessible in the Indian market.



MISSION

To become the world's premier beverage purveyor, with unrivalled flavour and quality that keeps our consumers coming back for more.



AIM


FTV Beverages' aim is to deliver the finest products possible to our consumers by combining synergy, hard work, and prowess to build a new brand of beverages that meets the demands of modern India.

Why Affiliate with FTV?

Aside of being the **LARGEST** Fashion TV Network, the reasons are many but some of them are:

 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.

 23 GLORIOUS YEARS of success.

 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.



FTV *KEY FACTS*

Viewed on **10 million** public TV sets in public places.

5M website visits every month

FashionTV app has over **500K subscribers** & 35K installations per month.

65M views on FTV youtube channel.

90M subscribers per month on the channel.

Facebook garners over 4.5M likes and 12M views.

The number of followers on instagram is over **300K** an **125K** is organic reach.

FASHIONTV 360 LICENSE SUPPORT

PRE-OPENING SUPPORT

- Location analysis and approval.
- Architecture, designs, layouts.
- Diamond inspired designs.
- Staff recruitment
- FashionTV proprietary products supply.
- Other products and vendor tie-ups
- Strategic planning

LAUNCH SUPPORT

- Planning and execution
- Launch plan in SMM and PR promotions
- Cross marketing

POST-OPENING SUPPORT

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing

USP OF FASHIONTV

8K video wall fashion shows and VJ during the event.

Projections of FashionTV shows by top designers.

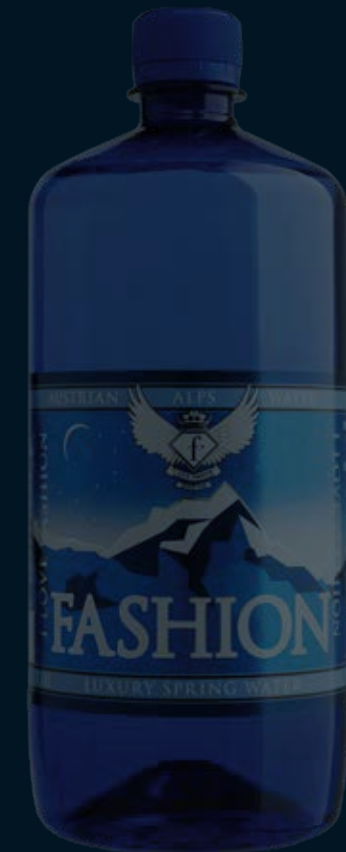
3D FashionTV "floor", stunning luxury fashion animations.

Live FashionTV channel with shows from across the globe.

Promotional videos of FashionTV parties from across the world.

Promotional content through celebrities.

Endorsing the brand from across the globe.



USP of FASHIONTV

FashionTV proprietary products. | FTV branded merchandise:

- FashionTV beverages
- FashionTV apparels
- FashionTV lingerie
- FashionTV cosmetics
- FashionTV accessories
- FashionTV art jewellery
- FashionTV eyewear
- FashionTV footwear
- FashionTV bags

AND MORE!!



USP OF FASHIONTV

FashionTV unique diamond inspired design.

FashionTV upholstery

FashionTV stage design

FashionTV banners

FashionTV podium

FashionTV ramp

FashionTV lighting

FashionTV stalls

FashionTV flyers/printouts



USP OF FASHIONTV

SPECIAL EVENTS

A special runway will placed at all events.

Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).

SOCIAL MEDIA MARKETING

Dedicated social media marketing handles

INSTAGRAM



FACEBOOK

TWITTER



YOUTUBE

in
LINKEDIN



 Instagram Uploads

 Facebook Check-ins

 Google AD's

 Youtube Videos

 Twitter postings

 LinkedIn posts

 Facebook Uploads

 Instagram Check-ins

SOCIAL ENGAGEMENT

SOCIAL ENGAGEMENT 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 social media engagement from
our beloved customers and
influencers all the platforms are
engaged from every locations.



New Media Statistics

Facebook has over 3,000,000 views.

The fashiontv.com has an average 500,000 monthly visits.

The youtube channel has 1,000,000 subscribers and an average of 15,000,000 monthly views.

The video platform DailyMotion has an average of 500,000 monthly views.

SPONSORED LOCAL LISTINGS

Facebook local

Google local

GPS location based ADS

Facebook AD posts and likes campaigning

Instagram AD and likes

SEO marketing

SEM marketing

Analytics and reports

Youtube promotions and video boost

FTV Beverage License Basic Requirements

1. Location:

FTV Beverages will be available across the country at high-end outlets, stores and supermarkets, wine shops, malls, as well as online stores. FTV F&B verticals, Events, Parties, and Conferences will all use FTV Beverages withal.

2. Strong Financial Backings:

All affiliates must be able to show strong financial backings to guarantee the success of the business.

3. License Industry Attraction:

All affiliates must have a deep liking and understanding of our brand and its values along with a profound knowledge of the make and take of the business.

4. Strong Desire to be more:

Rich, Famous & Successful 