

FASHIONTV Watches  
**The Home of** *fashion*



# FTV WATCH

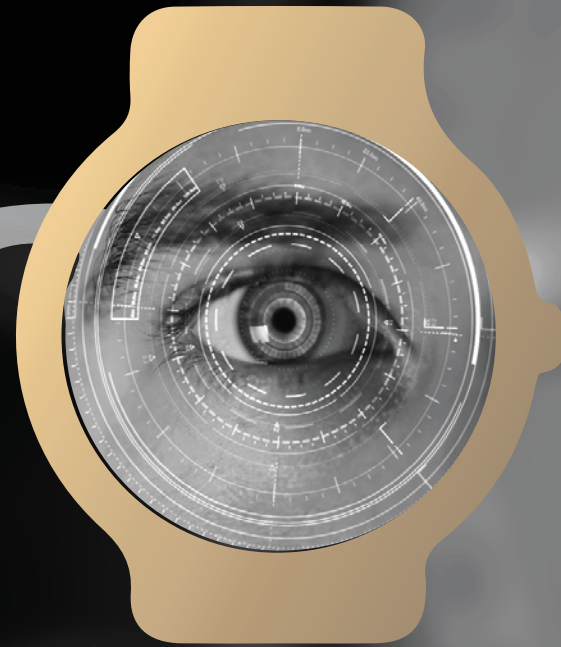
# FTV WATCHES

- The epitome of fashion and luxury, FashionTV, introduces FTV Watches, an inevitable accessory that is classy, sophisticated, as well as chic.
- FTV Watches feature a contemporary and stylish design along with a wide range of digital, analog, and chronological watches that will meet the individual taste, preferences and requirements of our customers.
- FTV Watches are a must-have fashion accessory that, like timeless pieces of art, sets the tone for your entire demeanor.
- Moreover, FTV Watches is passionate about delivering groundbreaking fabrications all inspired by the desire to provide people with the highest-quality watches, with the help of skilled craftsmen from all over the world.

# FTV WATCHES in India

- The wrist watch market in India was worth **INR 94.55 billion** in 2018, and is predicted to reach **INR 192.74 billion** by 2024, growing at a **CAGR of 13.21** percent over the forecast period (2019-2024).
- Approximately **80%** of the Indian timepiece market is constituted of wrist watches.
- Two key factors that have contributed to the market's quick expansion have been a substantial increase in demand along with appeal in recent years of Smartwatches and premium watches.
- Slashed goods and services tax (GST) rates on luxury watches, as well as rising consumer fashion awareness, have propelled industry growth.
- Additionally, the need for stylish, trendy and innovative watches has boosted the wrist watch market's expansion and growth potential. This helps FTV Watches to showcase itself across the globe with a plethora of options in the watch industry.

# FTV WATCHES PHILOSOPHY



## VISION

With unrivaled vigilance, innovation, and expertise, we strive to improve people's living with sophistication, opulence, and elegance.



## MISSION

To ensure that FTV Watches is the sole purveyor of exquisite watches by assuring that our products are of the highest quality possible that the masses would choose to accessorize with across the country



## AIM

To be spurred by creativity and organizational excellence for product innovation and brand creation, and to infuse it all into our spectacular range of FTV Watches.

# WHY LICENCE 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.

# SOME 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.



### 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

## FTV 360<sup>o</sup> Licence Support



### 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.

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!!

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



LINKEDIN



# SOCIAL ENGAGEMENT

 Instagram uploads

 Facebook check-ins

 Twitter postings

 LinkedIn posts

 Facebook uploads

 Youtube videos

 Instagram check-ins

 Google ADs



# 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 WATCHES LICENCE

## BASIC REQUIREMENTS

### 1. AAA Location

FTV Watches will be sold at prime and momentous areas, posh commercial and shopping locales, malls and high-end markets where the masses incessantly lean towards luxury products.

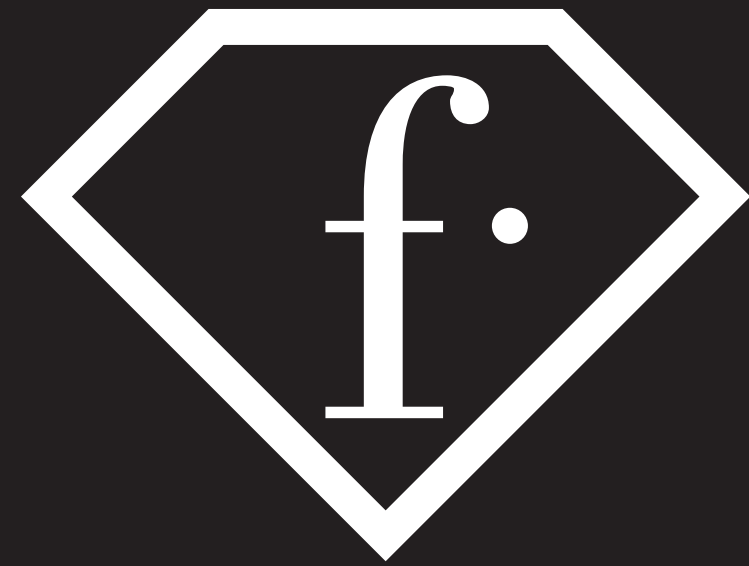
### 2. Strong Financial Backings

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

### 3. Licence Industry Attraction.

All affiliates must have attractions and likings towards the Watches industry, along with understanding the importance of the sector.

### 4. Strong Desire to be more: Rich, Famous & Successful.



WATCHES