

**The Home of** *fashion*

**PERFUMES**



# FTV Perfumes In India

The fragrance market in India is foreseen to reach INR 139.44 Billion by 2024, expanding at a compound annual growth rate (CAGR) of 15.93% during the forecast period, from its 2019 value of INR 66.58 Billion.

## REASONS FOR THE MARKET GROWTH:

- With rising awareness regarding personal hygiene, people are intrigued into spending more on perfumes, thereby propelling the growth of the market.
- Introduction of new trends and beliefs are also influencing the Indian market towards the importance and essence of perfumes in their daily life.

Worldwide, approximately 300 important natural fragrant raw materials are in use. Out of these, there are 31 for which India is well known globally. Moreover, India is making a global impact by providing consumers with essential oils made up of Menthol mint, Sandalwood, Jasmine, Tuberose and spices, and many more.



# FTV Perfumes

In today's times, perfume has become an essential fashion accessory, and can be often seen as an extension of someone's personality and aesthetic.

If you are someone who has an appreciation for finer things and have a prolonged love towards divine scents, then FTV Perfumes is waiting to adorn you with their exotic range of products.

- FashionTV is a luxury brand and FTV Perfumes is our newest work of art, a beautiful amalgamation of style, leisure and elegance.
- We are certain enough to rule the hearts of the consumers with our exotic range of perfumes, comprising of heavenly fragrances extracted from vanilla, verbena, oak-moss, and fruity whiffs to some woody notes from sandalwood, and bergamot.
- Moreover, FTV Perfumes will help you explore more of your personality and will make you feel and look good throughout the day.

# Ftv Perfume Philosophy

## VISION

FTV Perfume looks into the success of the luxury fragrance industry across the country with a healthy outcome for our brand as well as investors.

## MISSION

India being the leading country in the world with its rich diversity in flora and fauna, produces organic fragrant raw materials which has great demand in the market. FTV Perfume will utilise these beautiful organic resources for the development and distinction of the brand and the customers signature scent as well.

## AIM

FTV Perfumes aims to grow & offer the best range of fragrances and numerous selections for our buyers and provide them with the prerogative of divine aroma.

# Why Affiliate With Ftv ?

Aside of being the **LARGEST** FashionTV 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 Fashiontv 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 Degree Licence Support

## PRE-OPENING SUPPORT:

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **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's 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 FashionTV 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'S 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's 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's Of Fashiontv

## SPECIAL EVENTS.

A special runway will be 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).



Dedicated Social Media Marketing Handles:



**LINKEDIN**



**FACEBOOK**



**YOUTUBE**



**INSTAGRAM**

**SOCIAL  
MEDIA  
MARKETING**



**TWITTER**

# Social Engagement



INSTAGRAM UPLOAD



FACEBOOK CHECK-INS



TWITTER POSTINGS



LINKEDIN POSTS



FACEBOOK UPLOADS



YOUTUBE VIDEOS



INSTAGRAM CHECK-INS



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 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 based AD's
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**



# Ftv Perfumes Licence Basic Requirements

## AAA Location

FTV Perfume must be sold in a prime triple-A location, high-end malls, top personal care stores as well as online stores so as to become a part of our customers daily regime.

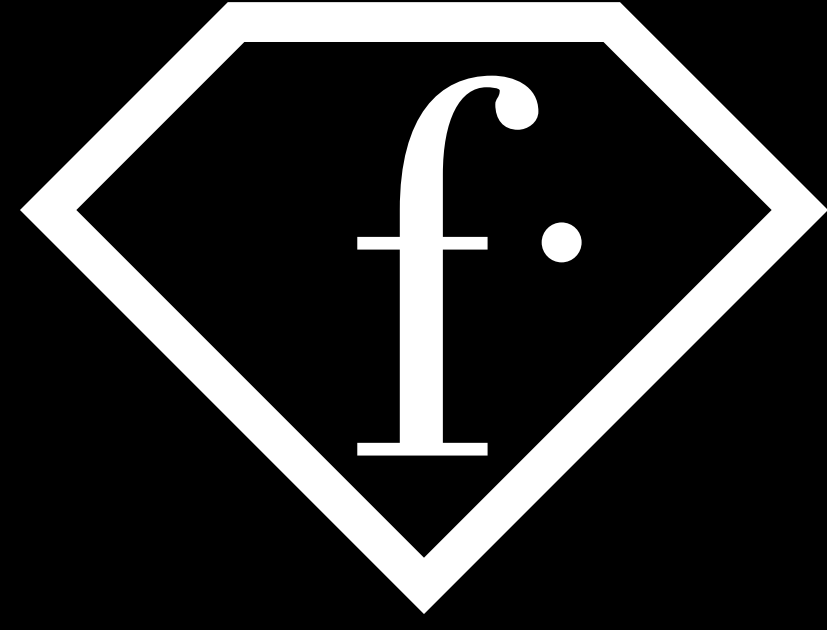
## Strong Financial Backings

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

## Licence Industry Attraction:c

All affiliates should have an affinity for the elegance and style that comes with FTV Perfumes along with a strong desire to provide our customers with the best fragrances in the market.

**Strong Desire to be more:** Rich, Famous & Successful



PERFUMES