

# f. REAL ESTATE

by  fashiontv

Sales Kit  
2025



GLOBAL

# REAL ESTATE



## ▼ MARKET SIZE

The global real estate market was valued at 4.3 trillion US Dollars in 2024.

It is projected to grow at a CAGR of ~5.4%, reaching USD 6.0 trillion by 2030.

## ▼ LUXURY & BRANDED RESIDENCES

Branded residential projects grew 230% in the last decade.

Expected to grow 6–7% annually through 2030.  
Growing faster than traditional luxury housing.



GLOBAL

# REAL ESTATE BRAND LICENSING

## WHAT IS IT?

Developers license a renowned global brand for a fee or royalty.  
Gain rights to use the brand's name, design, and marketing power.  
Create premium, differentiated real estate projects.  
Achieve faster sales and command higher prices.

# WHY IS IT BOOMING?

Developers license a renowned global brand for a fee or royalty.

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# REAL ESTATE IN INDIA

## ▼ MARKET SIZE & GROWTH

India's real estate market is worth ₹2.4–2.5 lakh crore (2024).

Projected to reach ₹3.9–4.2 lakh crore (2034).

Growing at ~5–6% CAGR.

Among the largest employers in India.

Major contributor to India's GDP.

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## ▼ LUXURY & BRANDED SEGMENT

Demand for premium and branded residences is increasing.

Key drivers: urbanization, higher incomes, and a young, aspirational middle class.

Branded projects in India sell at a 15–25% price premium.

They also achieve faster absorption rates than non-branded projects.

# REAL ESTATE BRAND LICENSING IN INDIA

## ▼ WHAT IS IT?

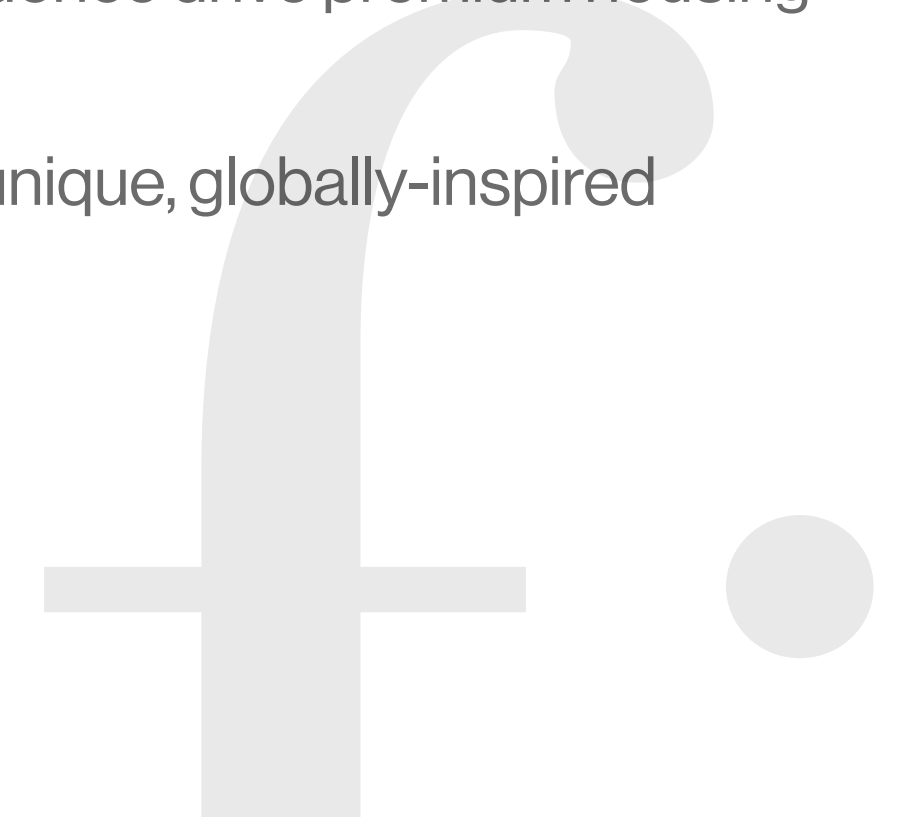
Developers use brand licensing to stand out in India's competitive market.

Urban buyers are brand-conscious, seeking lifestyle, prestige and trust.

## ▼ WHY INDIA?

Urban growth and affluence drive premium housing demand.

Young buyers prefer unique, globally-inspired lifestyles.







# FTV REAL ESTATE BRAND LICENSING







## STRATEGIC PARTNERSHIP OPPORTUNITY

### GLOBAL BRAND LEVERAGE

Partner with the world's leading fashion and lifestyle channel.  
Immediate access to FashionTV's global recognition and aspirational value

### INSTANT MARKET DIFFERENTIATION

Stand out in a saturated market with a high-fashion, luxury lifestyle brand.  
Elevate project visibility and appeal to premium clientele.

### ENTRY INTO PREMIUM SEGMENT

Tap into high-end markets without investing years into brand-building.  
Benefit from FashionTV's established trust, equity, and global presence.

### REDUCED GO-TO-MARKET TIME

Fast-track project positioning using FashionTV's brand credibility.  
Minimize marketing overhead while maximizing reach and conversion.

## UNMATCHED BRAND STRENGTH & GLOBAL PRESENCE

### WORLD'S LARGEST BRAND LICENSING BOUQUET

Covers lifestyle, real estate, hospitality, fashion, nightlife,  
wellness & more.

### 22+ PROJECTS LAUNCHED / COMPLETED / DELIVERED

Demonstrated success across various  
global markets.

### 1.5 BILLION+ **US Dollars** IN REAL ESTATE SALES

Cumulative sales across FashionTV-branded real  
estate developments.

### 5000+ UNITS SOLD WORLDWIDE

Thousands of satisfied customers across residential and  
commercial spaces.

### PRESENCE IN 10+ COUNTRIES (AND GROWING)





# FTV REAL ESTATE BRAND LICENSING PHILOSOPHY



## VISION

To set new standards in luxury living by fusing global fashion with branded real estate.

## MISSION

To help developers create premium, differentiated projects using the FashionTV brand.

## AIM

To establish FashionTV as a leading luxury brand in India's real estate market.





# WHY LICENSE FTV

FashionTV is the World's  
LARGEST Fashion &  
Lifestyle Media Channel.

## SOME KEY FACTS

- ◆ 12 Channels of 24 hrs dedicated to Fashion & Lifestyle.
- ◆ 28 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 content every week.
- ◆ 2 BILLION Worldwide Viewers.
- ◆ Available on 250 Global Cable Satellites.
- ◆ Presence in 196 COUNTRIES.
- ◆ Reaching 500 Million Households.

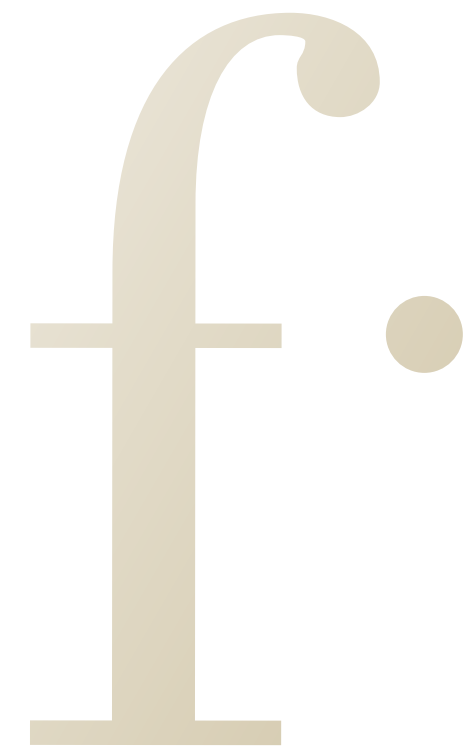






**BACKED WITH MOST VIEWED,  
PROVEN, AND STABLE HIGH-END  
LUXURY FASHION AND LIFESTYLE  
MEDIA HOUSE.**

[www.fashiontv.com](http://www.fashiontv.com)



- ▼ 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.





## FTV REAL ESTATE BRAND LICENSING

# STRATEGIC PARTNERSHIP SUPPORT



- ▼ **BRAND LOGO USAGE**
  - Exclusive rights to the iconic FashionTV branding
  - Use across signage, marketing, amenities, and digital assets
  - Enhance premium positioning with global recognition
- ▼ **DESIGN & ARCHITECTURE SUPPORT**
  - Architect , Designs , Layout , Etc
  - Diamond Inspired Designs (Walls , Ceilings , Furniture , Etc.)
  - Fashion TV proprietary products and its supply
- ▼ **BRANDED AMENITIES**
  - Conceptualize world-class, FTV-branded amenities
  - Include lounges, spas, gyms, rooftop bars, and more
  - Craft unique lifestyle experiences to set your project apart



# WHY LICENSE WITH US?

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- ◆ Align with the world's top luxury lifestyle brand.
- ◆ Trusted globally as a symbol of style and prestige.
- ◆ Make your project a true aspirational destination.
- ◆ Stand out with unmatched global recognition.
- ◆ Promote through FTV's global media channels.
- ◆ Reach HNIs and brand-conscious buyers.
- ◆ Add FTV's luxury amenities and experiences.
- ◆ Launch with celebrities, fashion shows, and buzz.
- ◆ Achieve faster sales and premium pricing
- ◆ Build equity with a respected global name.
- ◆ Gain international and local visibility.
- ◆ Get end-to-end strategic and promotional support.





## ▼ MARKETING SUPPORT

End-to-end marketing support with FTV branding

High-quality digital campaigns and creative assets

Strategic planning and promotions to attract premium buyers and boost visibility

## ▼ WEBSITE INTEGRATION

Feature your project on FashionTV's global digital platforms

Reach millions of viewers worldwide

Build credibility through association with FTV's trusted presence

## ▼ LAUNCH SUPPORT

Planning and execution of a glamorous launch event

Includes live fashion show, celebrity appearances, and media coverage

Deliver an unforgettable guest experience in true FTV style





FTV REAL ESTATE  
BRAND LICENSING

# STRATEGIC PARTNERSHIP SUPPORT



## ▼ GLOBAL RECOGNITION

Showcase your project on an international stage

Leverage FashionTV's worldwide media network for promotions

Gain unmatched visibility among global audiences

Position your project in premium international markets

## ▼ PAN-INDIA PROMOTION

Targeted, nationwide marketing campaigns

Engage affluent and aspirational buyers across India

Focus on key cities and premium regions

Position your project as a benchmark of luxury

## ▼ BLACK DIAMOND CARD

Offer residents the exclusive FashionTV Black Diamond Card

Provide privileged access to FTV Cafés, Clubs, Lounges, and Salons

Unlock special benefits at branded lifestyle destinations worldwide

Enhance the ownership experience with added luxury and exclusivity





## ▼ 360° SUPPORT

Enjoy comprehensive strategic and creative guidance at every stage

Support from concept development to design and launch

Continued assistance with ongoing marketing efforts

Ensure seamless execution aligned with FashionTV's brand ethos

## ▼ CELEBRITY ENDORSEMENTS

Elevate your project's glamour quotient

Feature high-profile celebrity appearances at the launch

Gain endorsements that add prestige and appeal

Create buzz and leave a lasting impression on your audience

PAYMENT TERMS  
SUBJECT TO DISCUSSION



# USPs

## AT THE PROJECT / LOBBY CLUB HOUSE / SALES OFFICE

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### BRANDED AMENITIES

- ◆ 8K Video Wall , Fashion Shows and VJ
- ◆ 3D “Floor” stunning luxury fashion animations
- ◆ Live Fashion TV Channel with Fashion TV shows from across the globe
- ◆ A continuous flow of live Fashion TV from various Fashion Hub
- ◆ Promotional Videos of Fashion TV Parties from across the globe
- ◆ Promotional content through Celebrities endorsing the brand from across the globe





# USPs

## FASHIONTV SIGNATURE PRODUCTS IN RESIDENCES

### FTV FURNITURE & FIXTURES

Premium, fashion-forward furniture collections

Designer fixtures that reflect the elegance, sophistication, and modernity of the FashionTV brand

### FTV PREMIUM BATHWARE

Custom fragrance diffusers and scented candles

Branded bathrobes, towels, and high-end bath fittings

### FTV DESIGN ARTIFACTS & SCULPTURES

Bespoke art pieces, sculptures, and curated decor elements

Handpicked or co-created by global design tastemakers exclusively for the project

### CUSTOM SCENT PROFILES

Signature ambient scent developed for the project lobby, corridors, and private spaces

Curated by international fragrance houses to enhance brand identity

### FTV PREMIUM TOILETRIE

In-house branded luxury soaps

In-house branded shampoos, body lotions, bath salts

### FTV SMART HOME KITS

Co-branded intelligent home automation systems

Features: voice-controlled lighting, automated climate control, smart locks, and advanced security





## FTV HOME DECOR LINE

Fashion-forward furnishings, cushions, curtains, and bedding

Exclusive artwork and photography inspired by global fashion capitals

## FTV KITCHEN BY CELEBRITY CHEFS

Fully furnished modular kitchens curated with insights from international culinary icons

Branded kitchen appliances, cooktops, chimneys, and built-in ovens

# USPs | VERSATILE FASHION AND LIFESTYLE BUSINESSES

- ◆ Expands into a complete round the clock lifestyle business opportunities
- ◆ 50 + Franchise Opportunities into the sectors of Beauty , Fitness , FNB , Education , Retail ,etc
- ◆ 100+ License Opportunities into various product lines of Apparels , Cosmetics , Accessories , Beverages , White Goods , Etc
- ◆ 30+ Events like Fashion Weeks , Fashion Expos , Fashion Parties , Pageants , Awards , etc
- ◆ 12 Channels
- ◆ Indefinite new concepts which keep floating





# SOCIAL MEDIA MARKETING



FASHIONTV COMMANDS AN  
EXCLUSIVE PRESENCE ACROSS  
SOCIAL MEDIA PLATFORMS.



FACEBOOK  
INSTAGRAM  
LINKEDIN  
YOUTUBE  
X  
SNAPCHAT  
PINTEREST



# STRATEGIC CONTENT & CAMPAIGN EXCELLENCE

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- ▼ Consistent, premium content aligned with FashionTV's global image
- ▼ Campaigns designed to build buzz, drive inquiries, and showcase lifestyle
- ▼ Creative storytelling that highlights the project's exclusivity and aspirational appeal
- ▼ Engaging visuals and videos crafted to resonate with high-net-worth and aspirational buyers
- ▼ Regular updates on progress, events, and resident experiences to sustain interest
- ▼ Integration of global and local trends to keep content fresh and relevant





# SOCIAL MEDIA ENGAGEMENT



## INSTAGRAM UPLOADS

Posts of premium photos & videos of lifestyle, design, and events.

Inspire followers with an aspirational brand image.



## TWITTER POSTINGS

Quick updates, announcements, and highlights.

Engage a trend-conscious, fast-moving audience.



## FACEBOOK UPLOADS

Regular images, stories & videos of milestones and events.

Foster community engagement and visibility.



## INSTAGRAM CHECK-INS

Encouragement to visitors & influencers to tag the location.

Build organic buzz and social proof through UGC.



## FACEBOOK CHECK-INS

Guests check in and share visits.

Expand reach through their personal networks.



## LINKEDIN POSTS

Quick updates, announcements, and highlights.

Engage a trend-conscious, fast-moving audience.



## YOUTUBE VIDEOS

Videos of launches, walkthroughs & lifestyle stories.

Reach a wider, visually-driven audience.



## GOOGLE ADS

Targeted search and display campaigns.

Reach high-intent buyers looking for premium projects.

## NEW AGE MEDIA FACTS

# SOCIAL ENGAGEMENT STATISTICS

FashionTV's strong brand appeal inspires customers and visitors to actively engage across social media platforms. Through posts, tags, check-ins, and shares, they organically amplify the brand's presence and showcase its aspirational lifestyle to wider audiences.

- ▼ 300+ daily stories across Instagram, Facebook, and X
- ▼ Driven by customers posting, tagging, and sharing their experiences
- ▼ Creating constant organic visibility for the brand



FACEBOOK  
150+ NEW STORIES



200+ NEW STORIES  
150+ NEW STORIES



X  
50+ NEW STORIES



# SOCIAL ENGAGEMENT STATISTICS

Strong brand appeal inspires customers and visitors to actively engage across social media platforms. Through posts, tags, check-ins, and shares, they organically amplify the brand's presence and showcase its aspirational lifestyle to wider audiences.

## MORE THAN 300 NEW STORIES PER DAY!

- ◆ Global popularity drives strong emotional connection with audiences.
- ◆ Visitors and residents actively engage at every touchpoint.
- ◆ Customers love to post, like, share, comment, and check-in at FTV locations.
- ◆ They take photos, shoot videos, tag the brand, and showcase their experiences online.
- ◆ This organic engagement fuels the vibrant FTV Real Estate social presence.
- ◆ On average, 300+ stories are generated daily across platforms.
- ◆ Each story serves as authentic word-of-mouth advertising.
- ◆ Reinforces the brand's aspirational lifestyle image at no added marketing cost.

# MEDIA REACH

Powerful digital presence engages millions of viewers worldwide every month, reinforcing its position as a leading luxury lifestyle media channel.

3M+ FOLLOWERS

on Facebook, driving unmatched social engagement

500K MONTHLY VISITORS

on our website, fashiontv.com

1.5M IMPRESSIONS

on fashiontv.com attracting new visitors

1M SUBSCRIBERS

on our YouTube channel

15M MONTHLY VIEWS

on YouTube showcasing premium content

500K MONTHLY VIEWS

on Dailymotion, expanding global visibility



# SPONSORED LOCAL LISTINGS & DIGITAL PROMOTIONS

Digital marketing solutions boost your project's visibility and engagement through Instagram, SEO, SEM, analytics, and YouTube campaigns, driving premium audiences and measurable results.



## FACEBOOK LOCAL

Run targeted listings on Facebook's local marketplace.

Reach nearby audiences actively searching for real estate and lifestyle options.

Connect with high-intent, location-specific buyers effectively.



## GOOGLE LOCAL

Optimize Google My Business profile.

Enhance visibility on Google Maps and local search results.

Attract more local, high-intent prospects to your project.



## GPS BASED ADS

Run hyperlocal, location-aware digital ads.

Target potential customers near your project or lounge.

Drive footfall and interest from nearby audiences.



## FACEBOOK CAMPG

Run sponsored posts to increase visibility.

Launch likes campaigns to grow page engagement.

Use audience-targeted ads to generate qualified leads.



## ADWORDS CAMPG

Run strategic search ads on Google.

Use display ads to boost brand visibility.

Capture and convert high-intent buyers effectively.

# SPONSORED LOCAL LISTINGS & DIGITAL PROMOTIONS



## INSTAGRAM ADS

Sponsored posts and engagement campaigns on Instagram.

Build buzz and grow your audience with visually impactful content.



## SEO MARKETING

Optimized online presence for better search engine rankings.

Attract more organic traffic and potential customers.



## SEM MARKETING

Paid search campaigns to enhance visibility.

Complement organic SEO efforts for broader reach.



## ANALYTICS

Tracking of campaign performance with detailed analytics and insights.

Optimize spends and measure ROI effectively.



## YOUTUBE PROMOTIONS

Run strategic search ads on Google.

Use display ads to boost brand visibility.

Capture and convert high-intent buyers effectively.



# LICENSE BASIC REQUIREMENTS

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## PRIME PROJECT

Located in a prime, high - potential area.

Developed by a visionary, credible builder.

Designed to meet premium quality standards.

## ROBUST FINANCIAL CAPABILITY

Demonstrate strong financial capability to back the project.

Ensure timely completion and sustained quality delivery.

## PASSION FOR THE REAL ESTATE

Show genuine passion for the luxury real estate segment.

Bring drive to learn, innovate, and achieve excellence.

## AMBITION TO ACHIEVE MORE

Strong ambition to create an iconic presence.

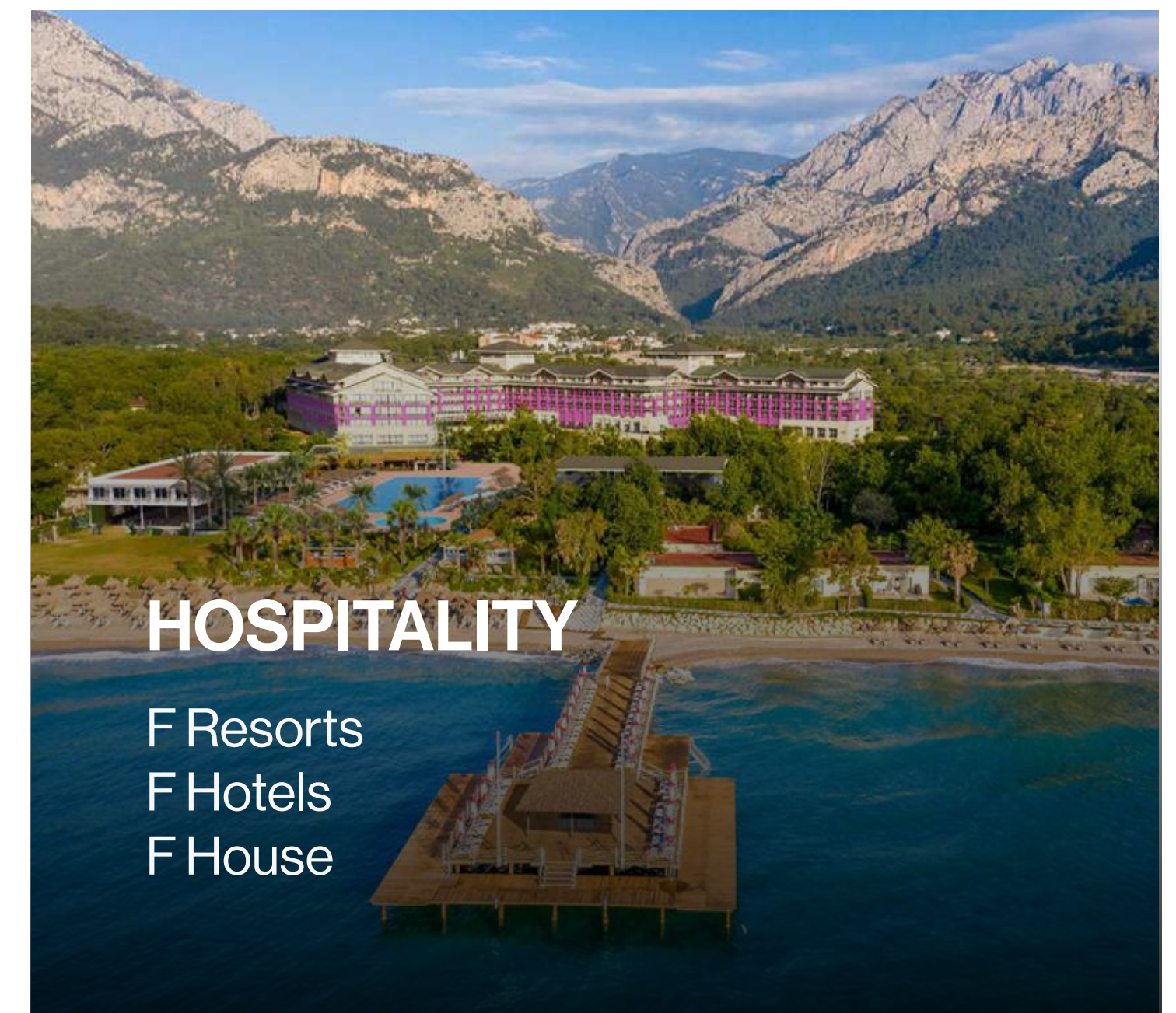
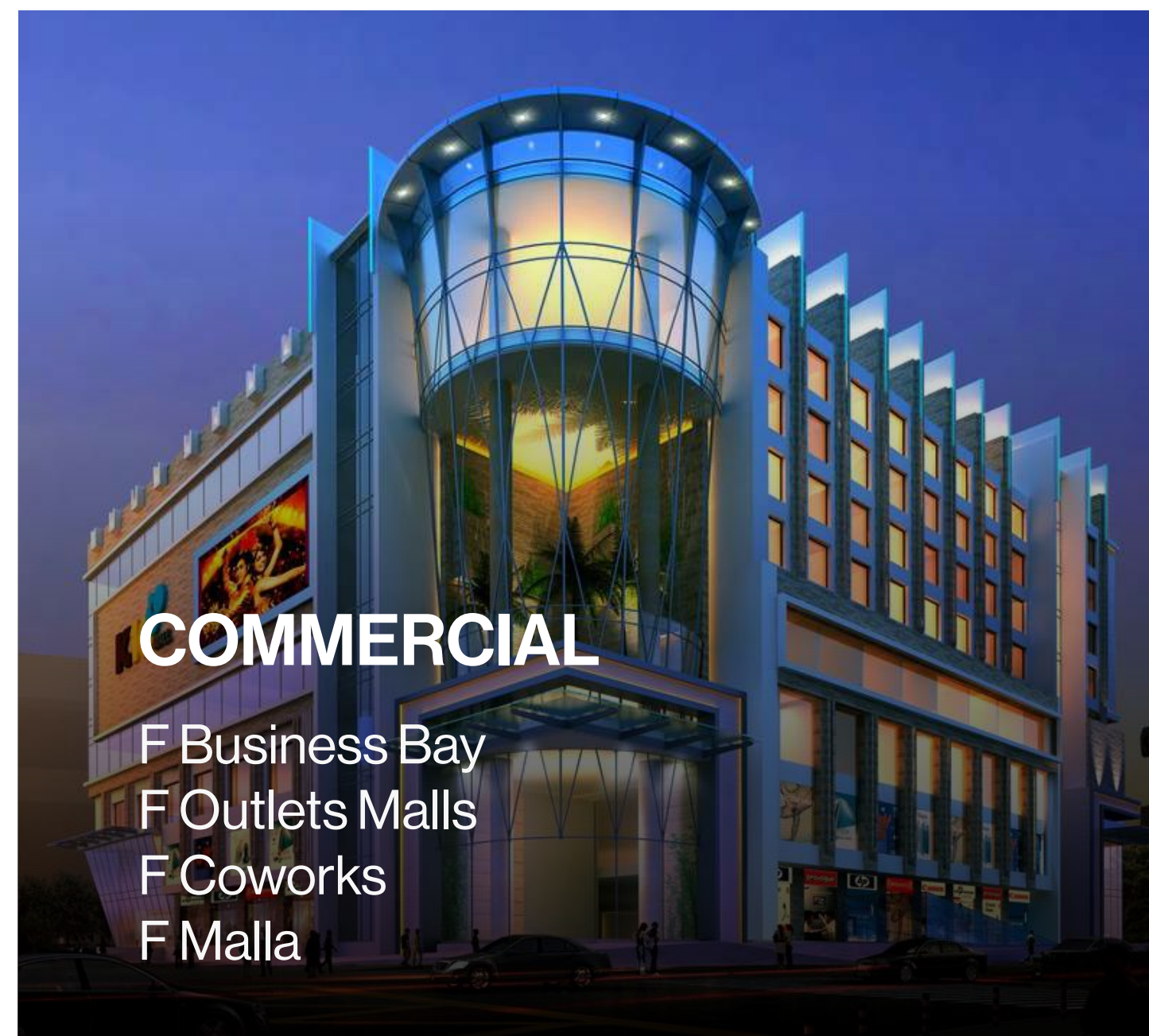
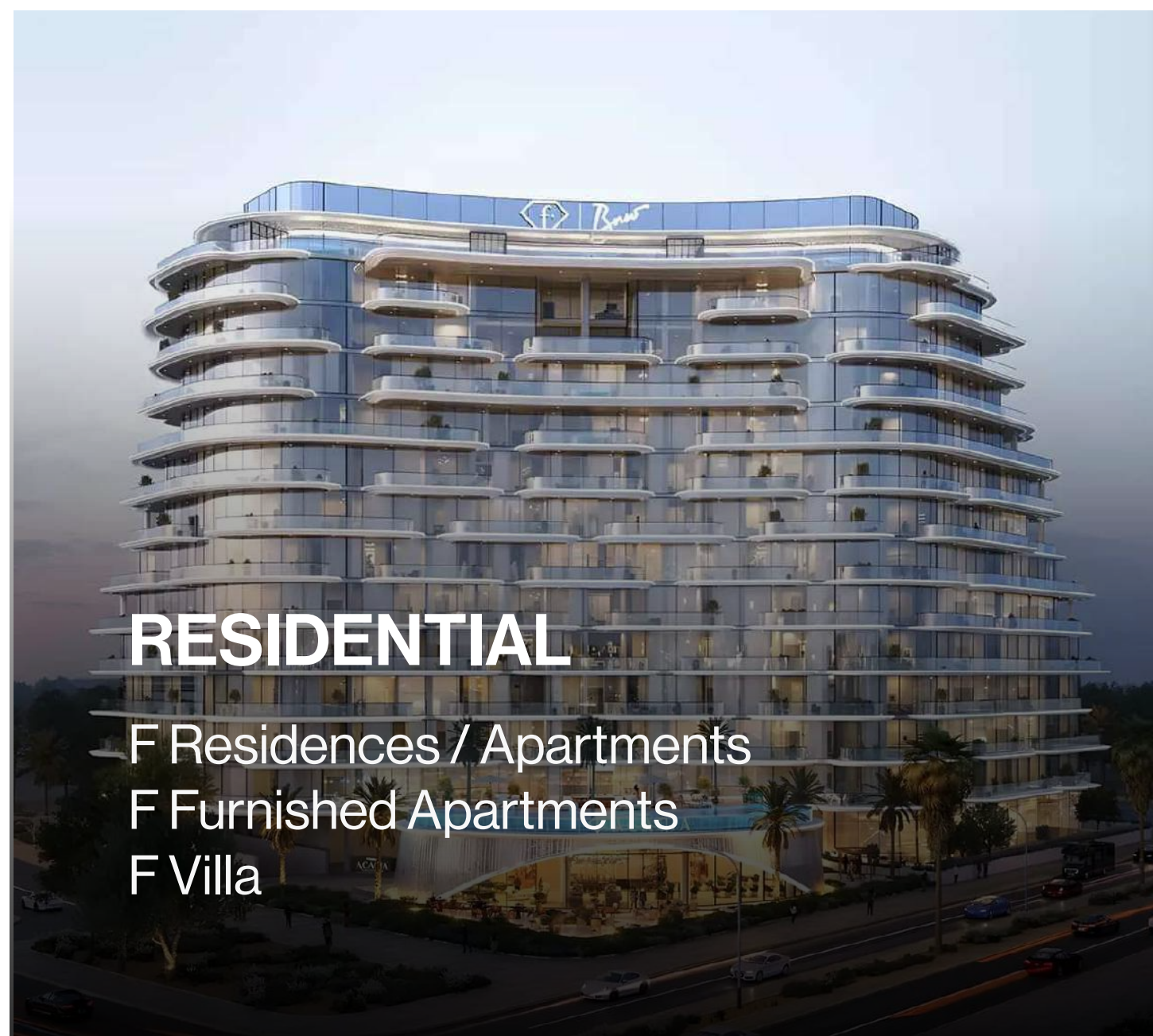
Commitment to exclusivity and premium positioning.

Desire to stand out as part of the FashionTV brand.



# PRODUCT LIST

A premium mix of branded homes, hospitality, business, and retail spaces, each crafted to reflect FashionTV's signature luxury and lifestyle.





# RATE CARD | RESIDENTIAL

	F RESIDENCES / APT	F VILLAS	F FURNISHED APT
LICENSE FEE	4% of saleable project cost (min. Project value: 100CR)	4% of saleable project cost (min. Project value: 100CR)	4% of saleable project cost (min. Project value: 100CR)
TENURE	Lifetime	Lifetime	Lifetime
ROYALTY	3-5% on sales support	3-5% on sales support	3-5% on sales support

# RATE CARD | COMMERCIAL

	F BUSINESS BAY	F COWORKS	F MALLS	F OUTLETS MALLS
LICENSE FEE	4% of saleable project cost(mi. Project value: 100CR)	4% of saleable project cost....	4% of saleable project cost....	4% of saleable project cost....
TENURE	Lifetime	5 Years	5+5* Years	5 Years
ROYALTY	-	3-5% on sales support	-	5%



# RATE CARD | HOSPITALITY

	F HOTELS	F RESORTS	F HOUSE
LICENSE FEE	2.5 Cr* + GST	2 Cr* + GST	1.5 Cr* + GST
TENURE	5 Years	5 Years	5 Years
ROYALTY	5%	5%	5%



FTV  
REAL ESTATE  
LICENSE

# KEY BENEFITS

## HIGHER PRICING & ROI

Allows 20–30% premium pricing.

Boosts project profitability and quicker return on investment.

Enhances resale and rental values for buyers and investors.

## GLOBAL BRAND PRESTIGE

Association with FashionTV, the world's largest fashion and lifestyle media brand.

Presence in 196 countries with global recognition.

Enhances project image with a luxury lifestyle aura.

## SALES ACCELERATION

Branded properties see 30–40% faster sales than non-branded ones.

Increases buyer trust and credibility.

Attracts aspirational buyers, NRIs, HNIs, and celebrities.

Enables faster lead conversion and shorter sales cycles.





## TERRITORIAL EXCLUSIVITY

Option for exclusive rights in a particular city, region, or category.

Protection against local competition using the same brand.

Segment-specific exclusivity available (residential, commercial, hospitality, etc.).

## DEVELOPER TOOLS & SUPPORT

Branding toolkit: logos, pitch decks, brochures, sales materials, creatives.

Sales team training on how to present and sell a branded luxury residence.

Project naming rights and branding advisory (e.g., FTV Luxe Towers, FTV Grand Homes).

Guidance on positioning, marketing strategy, and launch planning.

## NRI & INTERNATIONAL APPEAL

Strong pull among NRI and global buyers familiar with FashionTV.

Enhances confidence and ease of international marketing.

Option to participate in global expos and NRI promotions.

## MARKETING & PROMOTION BOOST

Leverage FashionTV's international media platforms.

Access to influencer marketing, celebrity activations, red carpet events.

Full use of FashionTV branding on hoardings, brochures, show flats, and digital creatives.

Support for project launch events, PR, and social media campaigns.

# INVITATION

FashionTV invites visionary developers to co-create iconic, globally-branded real estate. If you value aspirational living and the impact of international branding, let's build landmarks that stand out in a crowded market.

**If you resonate with our:**

BRAND VISION  
& GLOBAL AESTHETIC

FASHIONTV LEGACY &  
WORLDWIDE RECOGNITION

ROBUST BRAND SUPPORT,  
MARKETING & SALES ECOSYSTEM

... and are looking to elevate your upcoming or existing projects through a prestigious global lifestyle brand, we'd love to collaborate with you.

Let's transform your development into a fashion-forward, high-value destination.

TOGETHER, WE CAN BUILD SOMETHING ICONIC.

