



GLOBAL

5.4%

CAGR

Projected Growth

GLOBAL MARKET SIZE

2024: **4.3 Trillion US Dollars** 2030: **6.0 Trillion US Dollars**

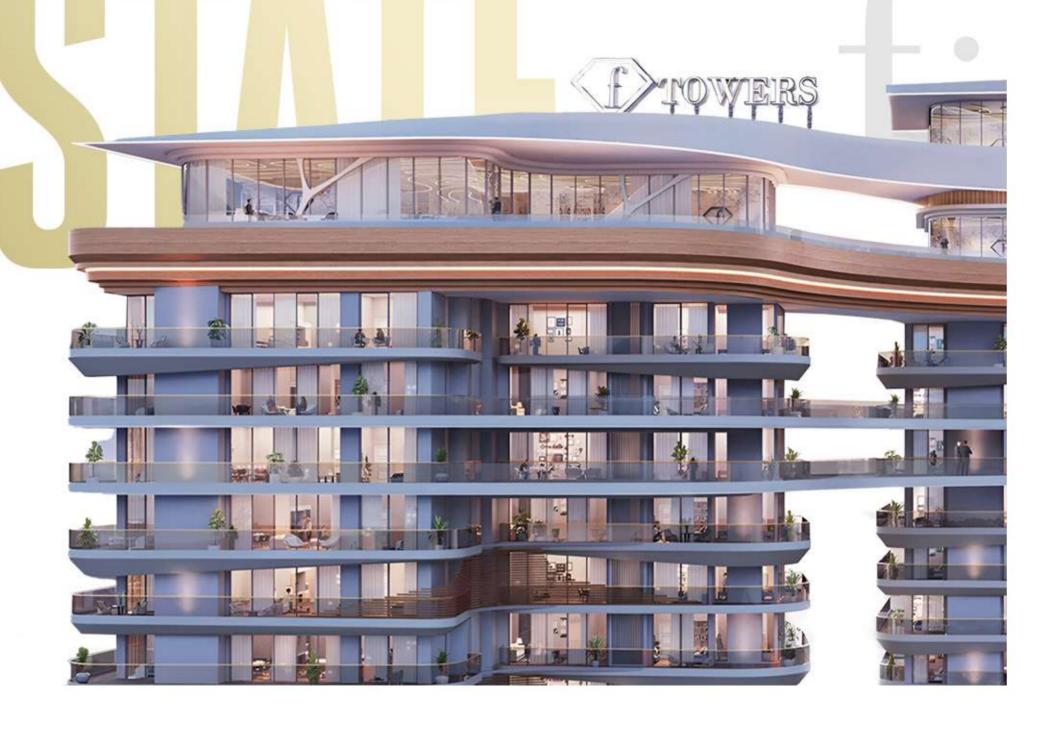
6.5%

CAGR

Projected Growth

LUXURY & BRANDED RESIDENCES

2014 - 2024 : **230**% 2030: **6% - 7**%





REAL ESTATE BRAND LICENSING

WHY IS IT BOOMING?

20–30% faster premium sales
Better resale
Sought by luxury buyers
Instant prestige to developers

WHAT IS IT?

Developers license a renowned global brand Pay a licensing fee or royalty

GAIN RIGHTS TO USE

Brand Name Design Ethos Marketing Power

WHY DEVELOPERS CHOOSE LICENSING?

Create premium, differentiated projects Achieve faster sales Command higher prices



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MARKET SIZE & GROWTH

Market worth: INR 2.4–2.5 lakh crore (2024)
Projected growth: INR 3.9–4.2 lakh crore (2034)
Major contributor to India's GDP

LUXURY & BRANDED SEGMENT

Rising demand for premium residences

Driven by:

Urbanization

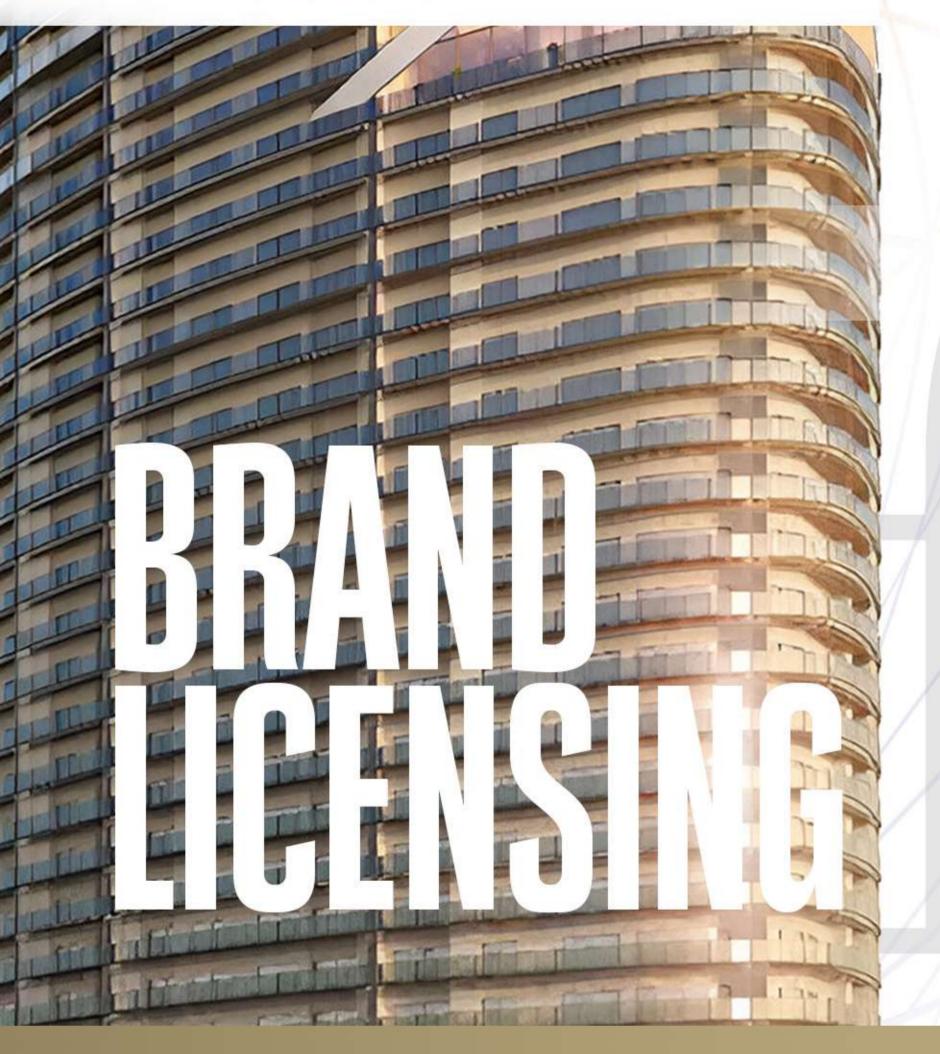
Higher incomes

Buyer aspiration

SELL AT 15-25% PREMIUM

Absorb faster than non-branded





WHY INDIA?

Urban growth fuels premium housing demand young buyers want unique, global-inspired lifestyles

EMERGING TREND

Developers use licensing to stand out.

Urban buyers seek:

Lifestyle

Prestige

Trust





STRATEGICPARTNERSHIP

STRATEGIC PARTNERSHIP OPPORTUNITY

Global Brand Leverage

Instant Market Differentiation

Entry into Premium Segment

Reduced Go-To-Market Time



UNMATCHED BRAND STRENGTH & GLOBAL PRESENCE

World's Largest Brand Licensing Bouquet

22+ Projects Launched / Completed / Delivered

\$1.5 Billion+ in Real Estate Sales

5000+ Units Sold Worldwide

Presence in 10+ Countries (and growing)

Fashionty REAL ESTATE BRAND LICENSING PHILOSOPHY

MISSION

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



VISION

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

AIM

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





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WHY LICENSE WITH

- Symbol of style & prestige
- Reach HNIs & brand buyers
- Align with a global luxury icon
- Unmatched global recognition
- Make your projects aspirational

- Build brand equity
- ∇ Full strategic support
- Global & Local visibility
- Add Luxury amenities
- Celebrity-studded launch
- ∇ Faster sales, premium prices



FTV REAL ESTATE BRAND LICENSING STRATEGIC PARTNERSHIP SUPPORT

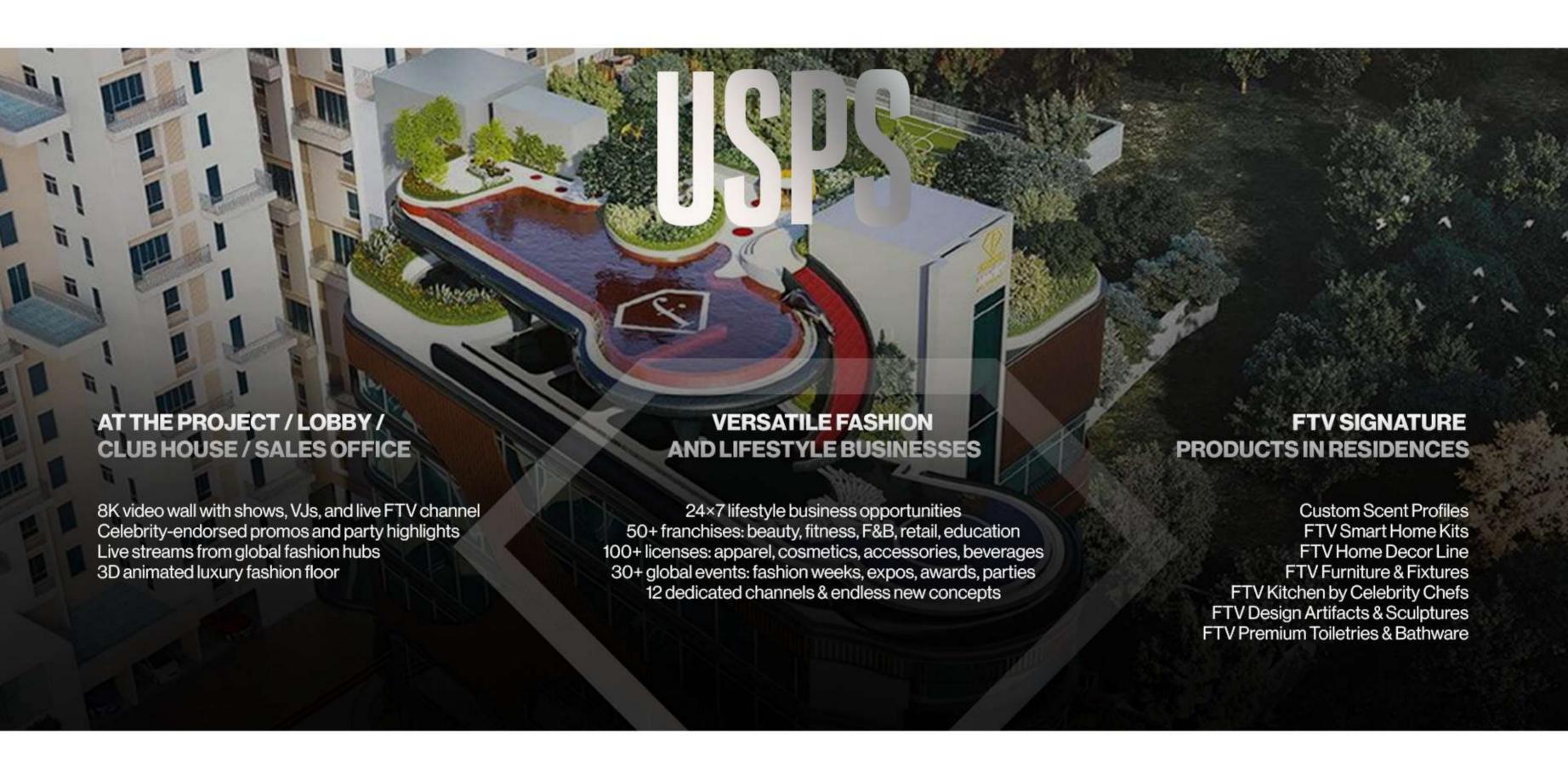
PAYMENT TERMS

SUBJECT TO DISCUSSION

- Launch Support
- Marketing Support
- Brand Logo Usage
- Branded Amenities
- Website Integration
- Global Recognition
- PAN-India Promotion
- Black Diamond Card
- Celebrity Endorsements
- Design & Architecture Support

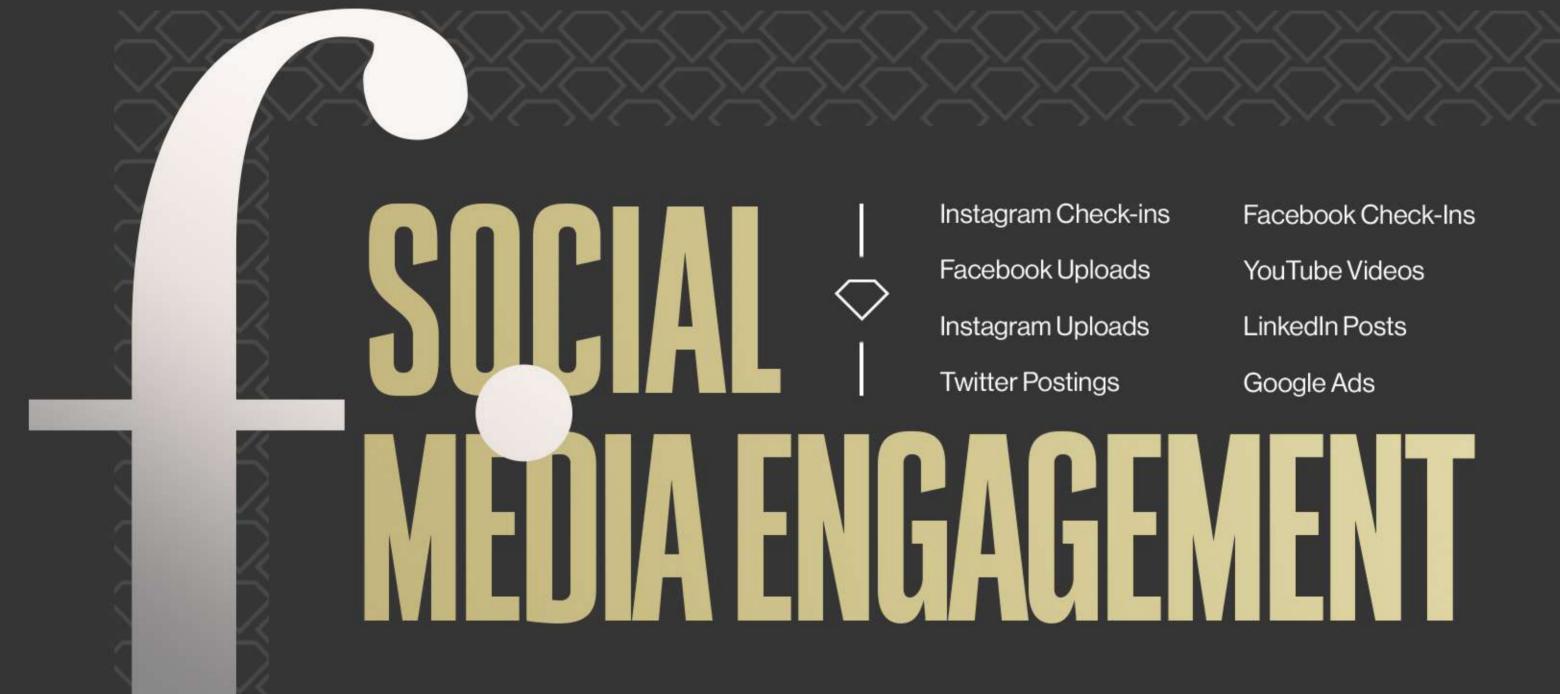








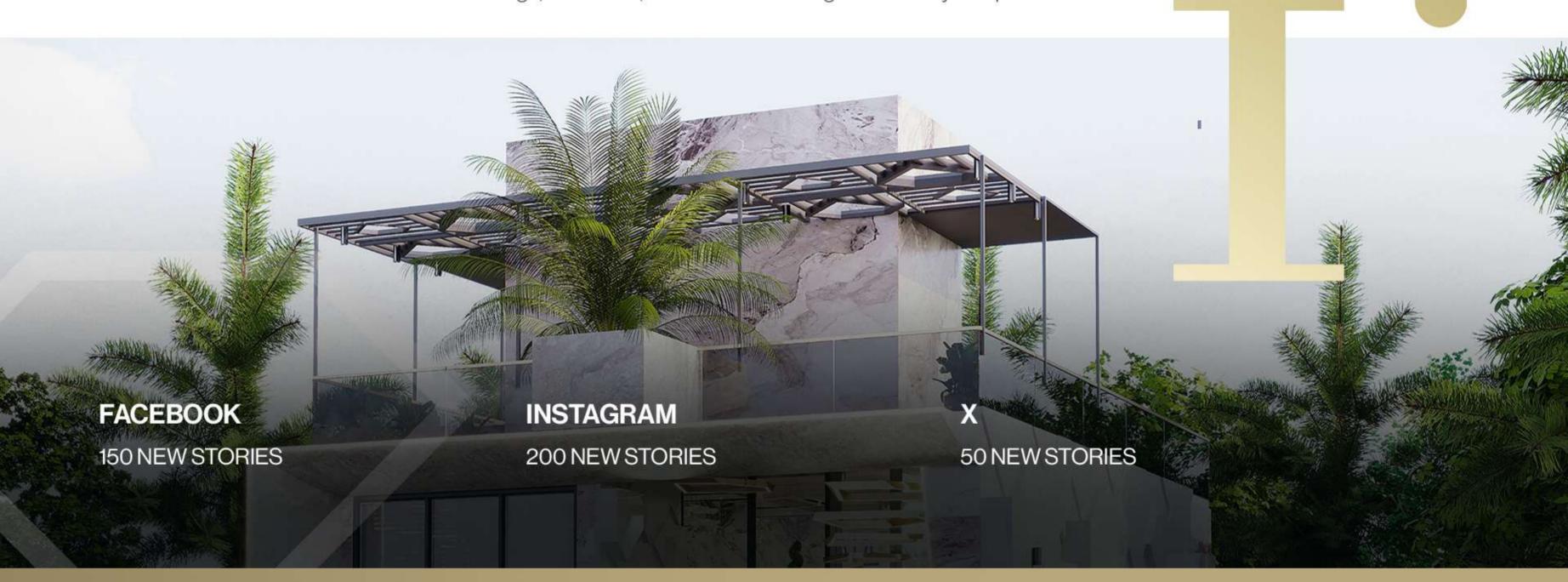
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300+ Daily stories on Instagram, Facebook, X. Driven by customer posts, tags, check-ins, shares constant organic visibility & aspirational buzz.





tashiontv MEDIA REACH Powerful digital presence

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





WEBSITE 500K Monthly visitors & 1.5M impressions

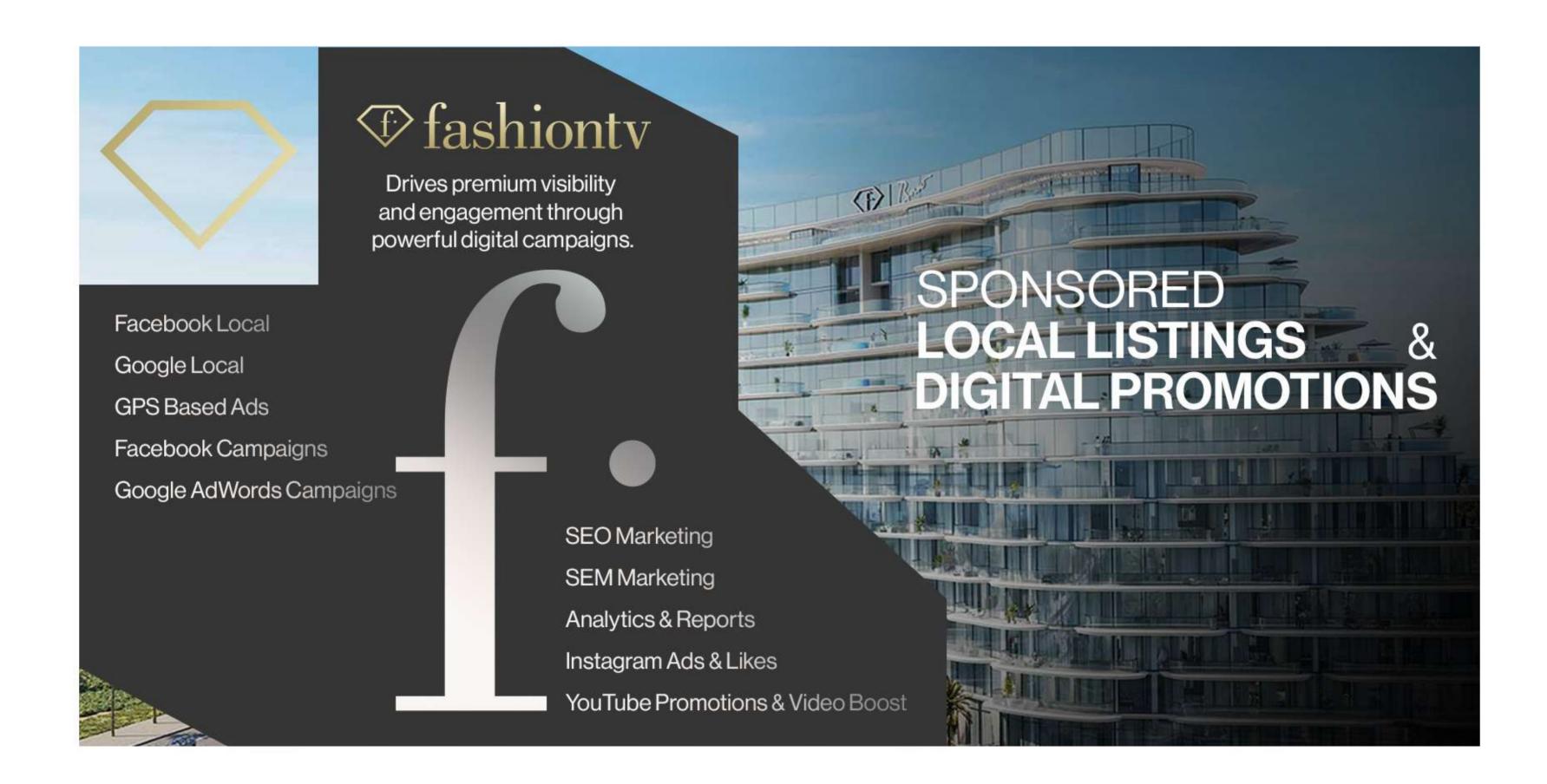


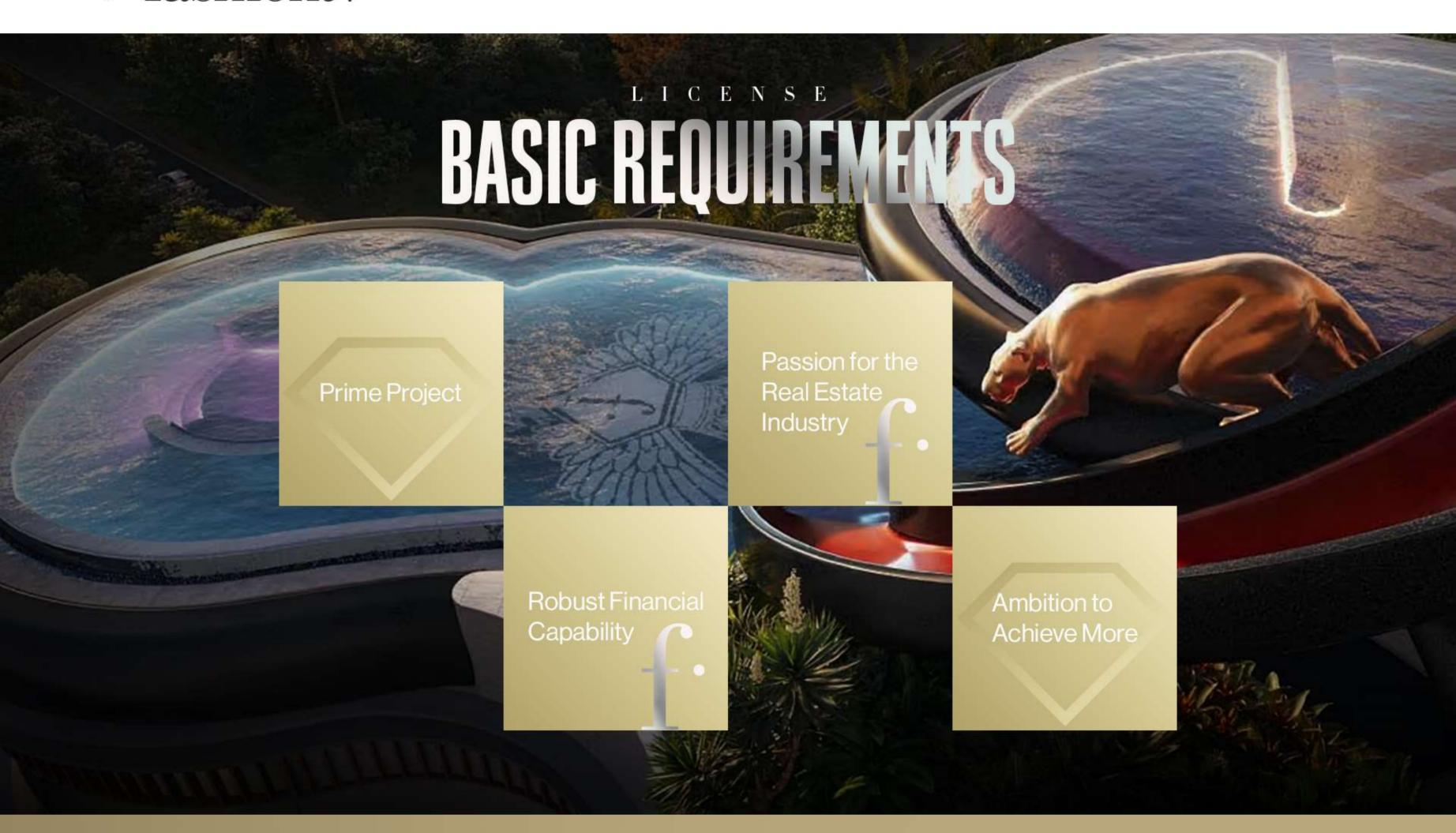


YOUTUBE 1M subscribers & 15M monthly views













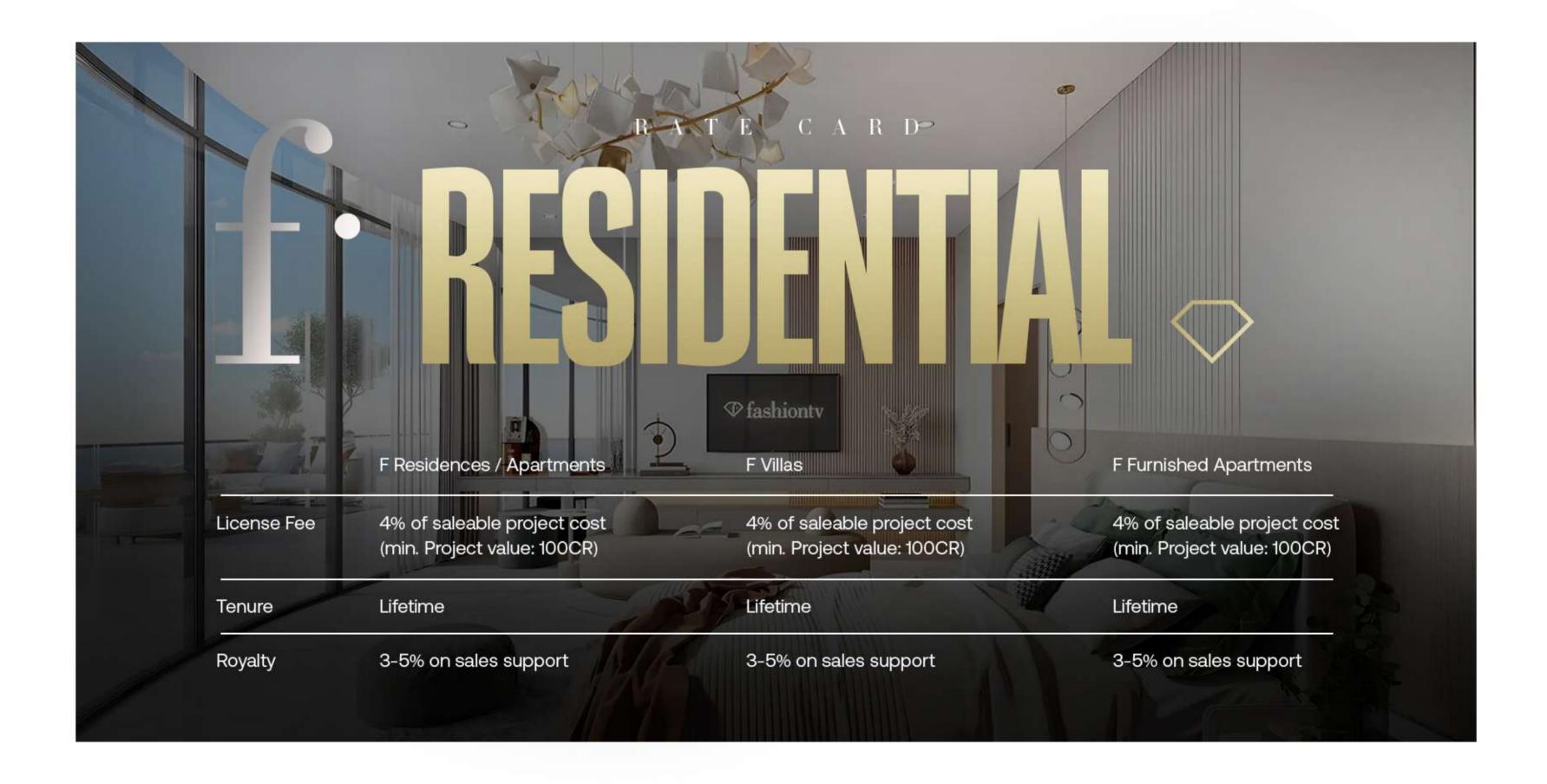
PRODUCT LIST f

A PREMIUM BLEND OF HOMES, HOSPITALITY, BUSINESS, AND RETAIL WITH FASHIONTV'S SIGNATURE LUXURY.

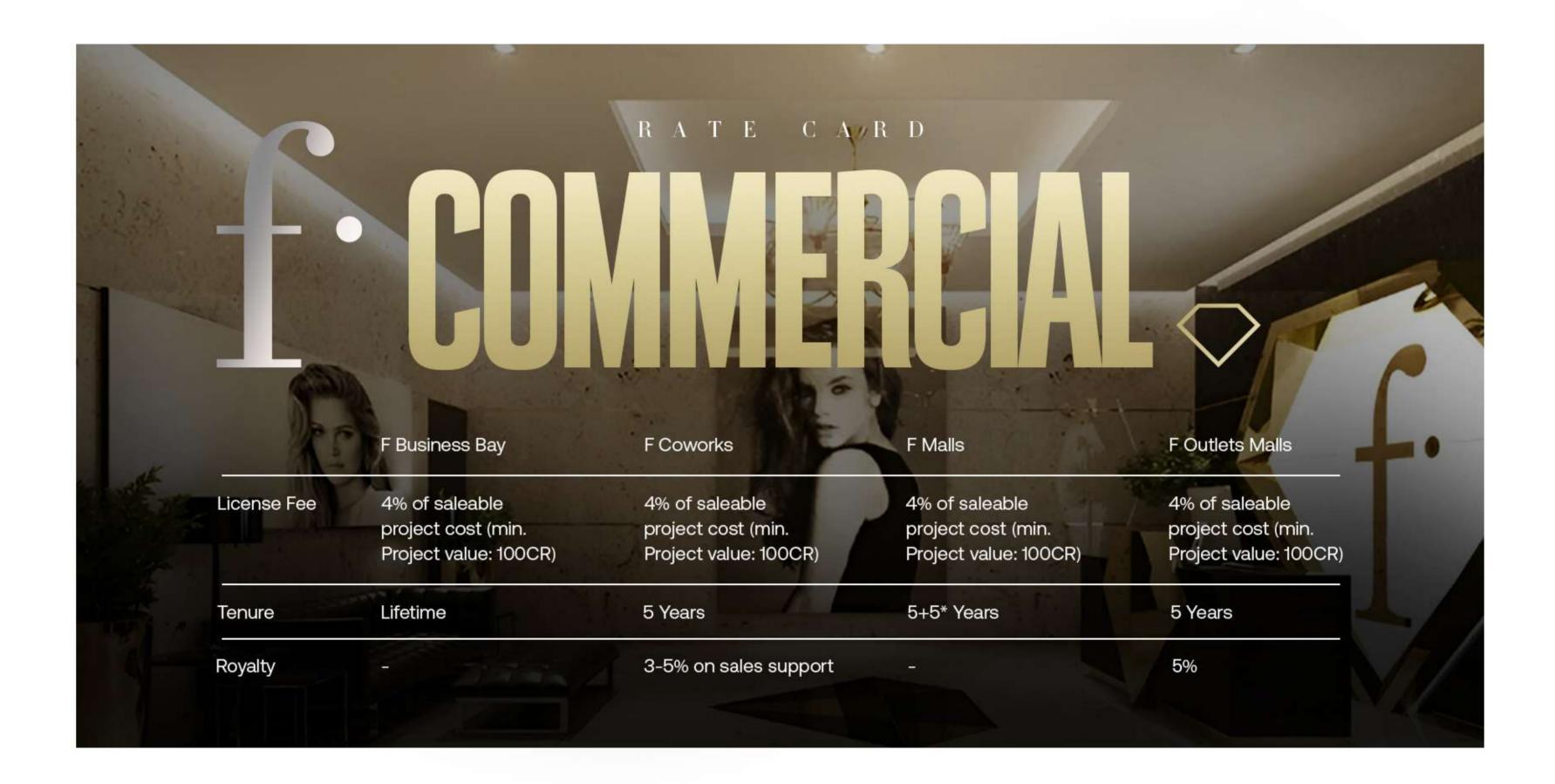
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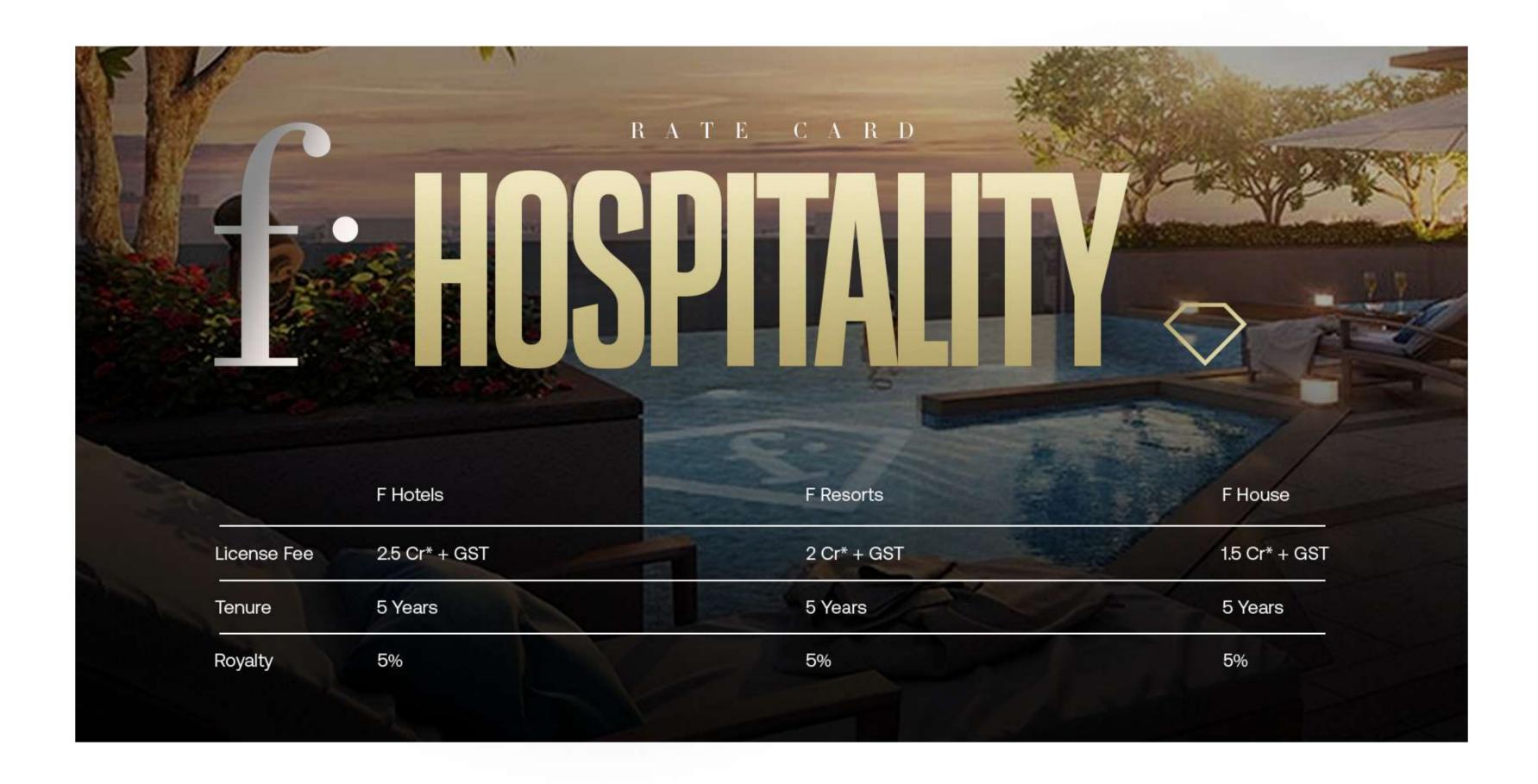












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Fashionty REAL ESTATE

LICENSE KEYBERESTS

Global Brand Prestige

Territorial Exclusivity

NRI & International Appeal

Higher Pricing & ROI

Developer Tools & Support

Marketing & Promotion Boost

Sales Acceleration



