



100+
license
products

f·REAL ESTATE

by fashiontv

Sales Kit
2026



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The House of Fashion

GLOBAL

REAL ESTATE



▼ MARKET SIZE

The global real estate market was valued at **4.3 Trillion US Dollars** in 2025.

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**.



20–30% premium,
faster sales, better resale.

Luxury Buyers seek
lifestyle-driven brands.

Licensing gives developers
Instant Prestige.

REAL ESTATE IN INDIA

▼ MARKET SIZE & GROWTH

India's real estate Market is Worth **Rs. 2.4 – 2.5 Lakh Crore** (2025).

Projected to Reach **Rs. 3.9 – 4.2 Lakh Crore** (2034).

Growing at **5 – 6% CAGR**.

Among the **Largest Employers in India**.

Major Contributor to India's **GDP**.

▼ 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

▼ EMERGING TREND

- 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 & Lifestyle Television 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**.



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 the **Real Estate** market.

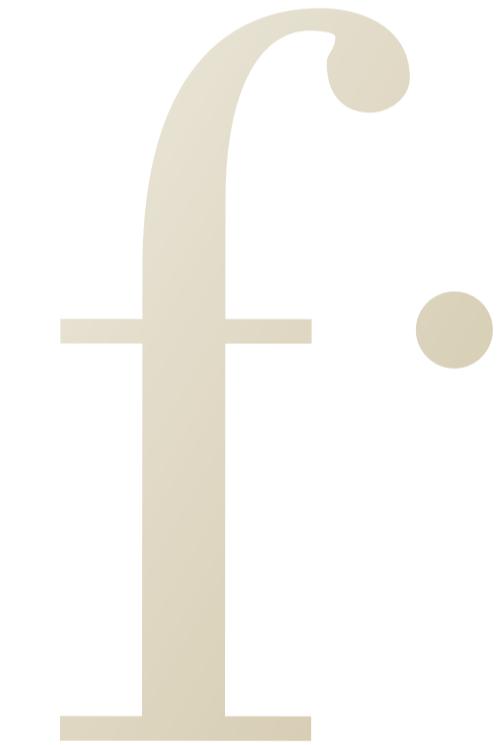
WHY LICENSE FTV

SOME KEY FACTS

- ▼ **12 Channels of 24 Hours** dedicated to **Fashion & Lifestyle**.
- ▼ **30th Year** 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

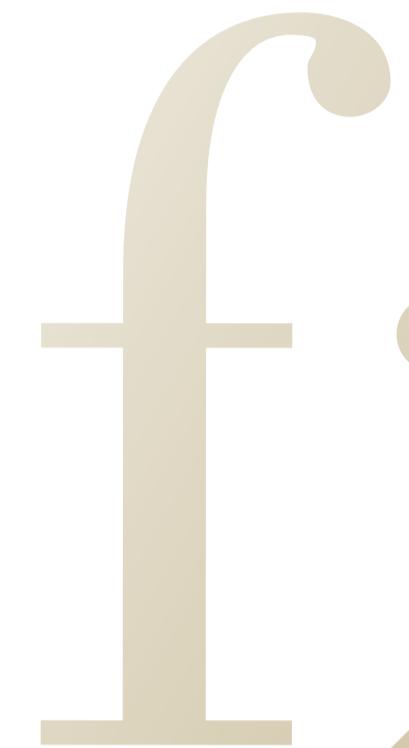


- ▼ Viewed on **10 Million** Public TV Sets in Public Places.
- ▼ **5 Million** website hits per month.
- ▼ **FashionTV App** gets **500K Subscribers & 35K Installations** per Month.
- ▼ **FashionTV YouTube Channel** has **65 Million Views**.
- ▼ **FashionTV YouTube Channel** has **90 Million Viewership** per month.
- ▼ **4.5+ Million** likes on **Facebook**.
- ▼ **12 Million 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.



▼ 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**.

WHY LICENSE WITH US?

- ▼ 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 **HNI's 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**.

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**.

▼ GLOBAL PROMOTION

Targeted, nationwide **Marketing Campaigns**.

Engage **Affluent** and **Aspirational** buyers across the world.

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

BRANDED AMENITIES

- ▼ **8K Video Wall , Fashion Shows and VJ.**
- ▼ **3D “Floor” stunning Luxury Fashion animations.**
- ▼ **Live Fashion TV Channel with FashionTV Shows from across the globe.**
- ▼ **A continuous flow of live FashionTV from various Fashion Hub.**
- ▼ **Promotional Videos of FashionTV 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 TOILETRIES

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
THREADS

STRATEGIC CONTENT & CAMPAIGN EXCELLENCE

- ▼ 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 CAMPAIGN

Run sponsored posts to **Increase Visibility**.

Launch likes campaigns **To Grow Page Engagement**.

Use audience-targeted ads to **Generate Qualified Leads**.



ADWORDS CAMPAIGN

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

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

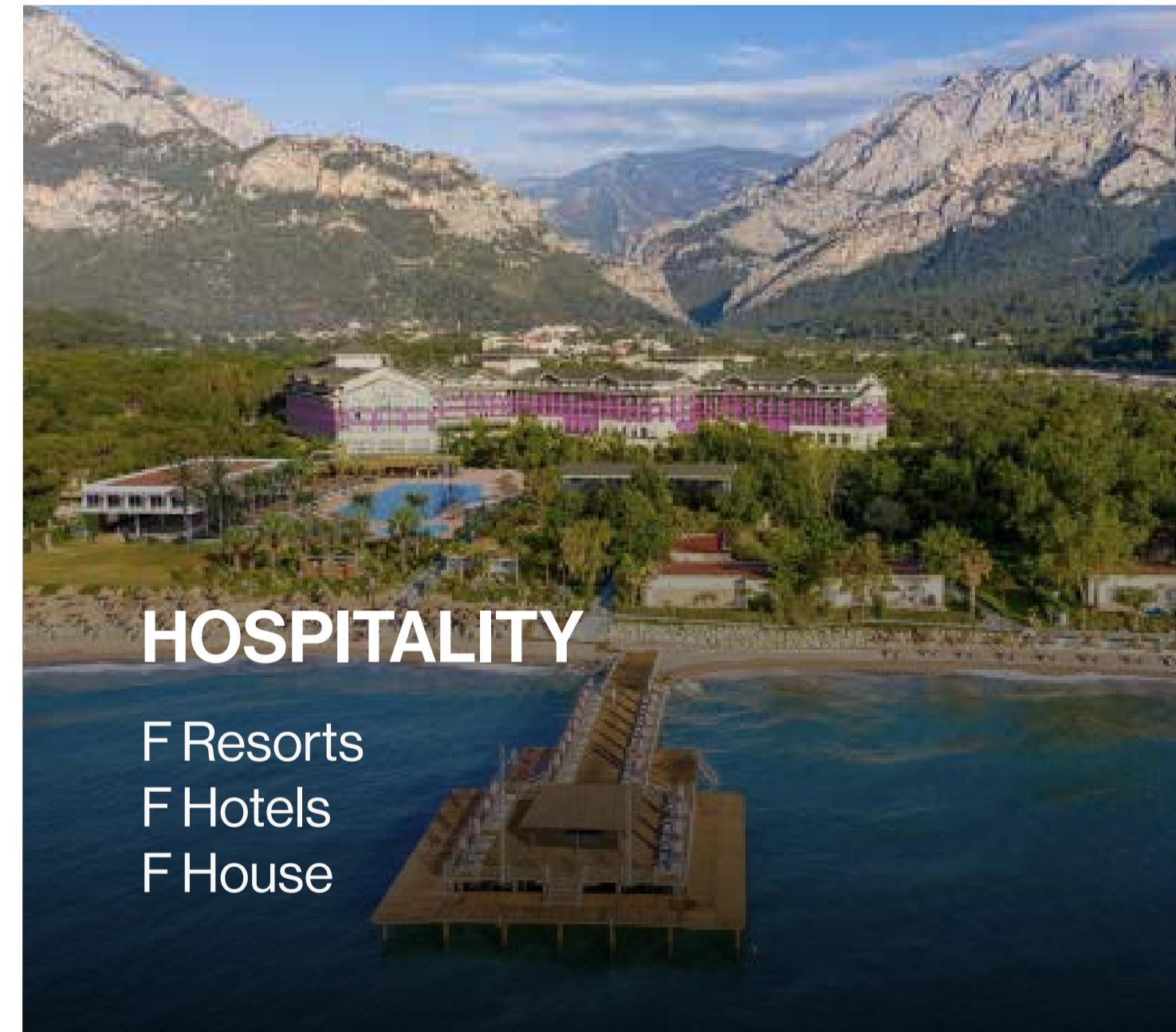
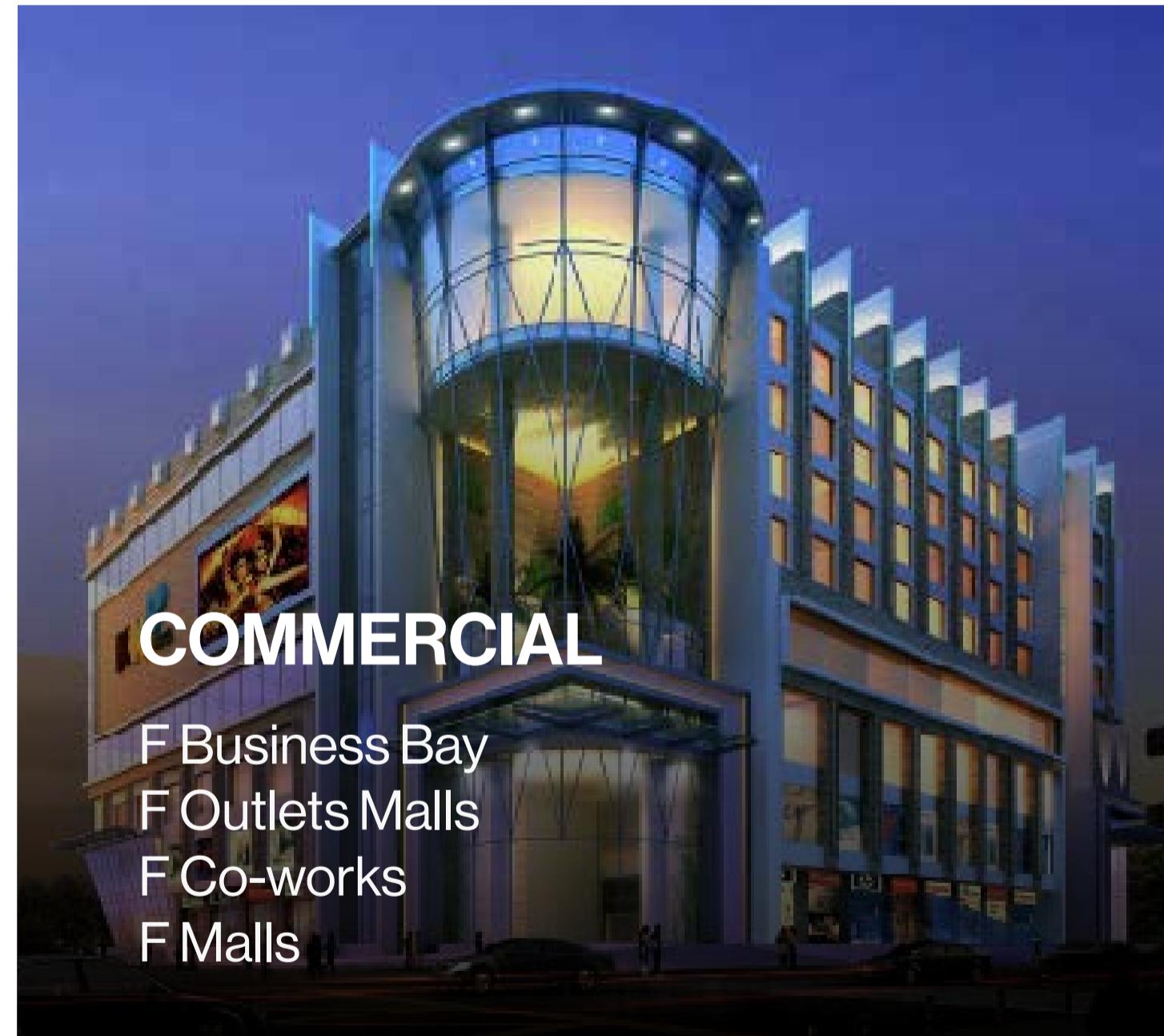
Show **Genuine Passion** for the **Luxury Real Estate Segment**.
Bring **Drive to Learn, Innovate** and **Achieve Excellence**.

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.**



FTV
REAL ESTATE
LICENSE

KEY BENEFITS

HIGHER PRICING & ROI

Allows **20–30% Premium Pricing**.
Boosts **Project Profitability** and quicker **Return on Investment**.
Enhances **Re-sale** and **Rental Values** for buyers and investors.

GLOBAL BRAND PRESTIGE

Association with **FashionTV**, the **World's Largest Fashion and Lifestyle Television Channel**.
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.