

SALES KIT – 2026



GLOBAL

REAL ESTATE

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%**





GLOBAL
**f· 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

REAL ESTATE IN INDIA



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



BRAND LICENSING

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

STRATEGIC PARTNERSHIP

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)

MISSION

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

fashiontv REAL ESTATE BRAND LICENSING PHILOSOPHY



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.



fashiontv

World's Largest Fashion & Lifestyle Media Channel.

KEY FACTS

12 Channels

28 years of existence

UHD 4K and 8K channels

24 hrs dedicated to fashion & lifestyle

500K app subscribers

35K app installations per month

65M views on the YouTube channel

90M YouTube viewership per month

Presence in 196 countries

5M website hits per month

Reaching 500M households

Viewed on 10 million public TV sets

2B+ worldwide viewers

Available on 250 global cable satellites

On leading OTT platforms all over the world

100+ hours of new fashion & lifestyle content

12M views per week

4.5M plus likes on Facebook

300K followers on Instagram

125k organic reach per month

www.frealestatebyftv.in

WHY LICENSE WITH

fashiontv

- ◊ Global media promotion
- ◊ 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 IS THE WORLD'S
LARGEST FASHION & LIFESTYLE
MEDIA CHANNEL.

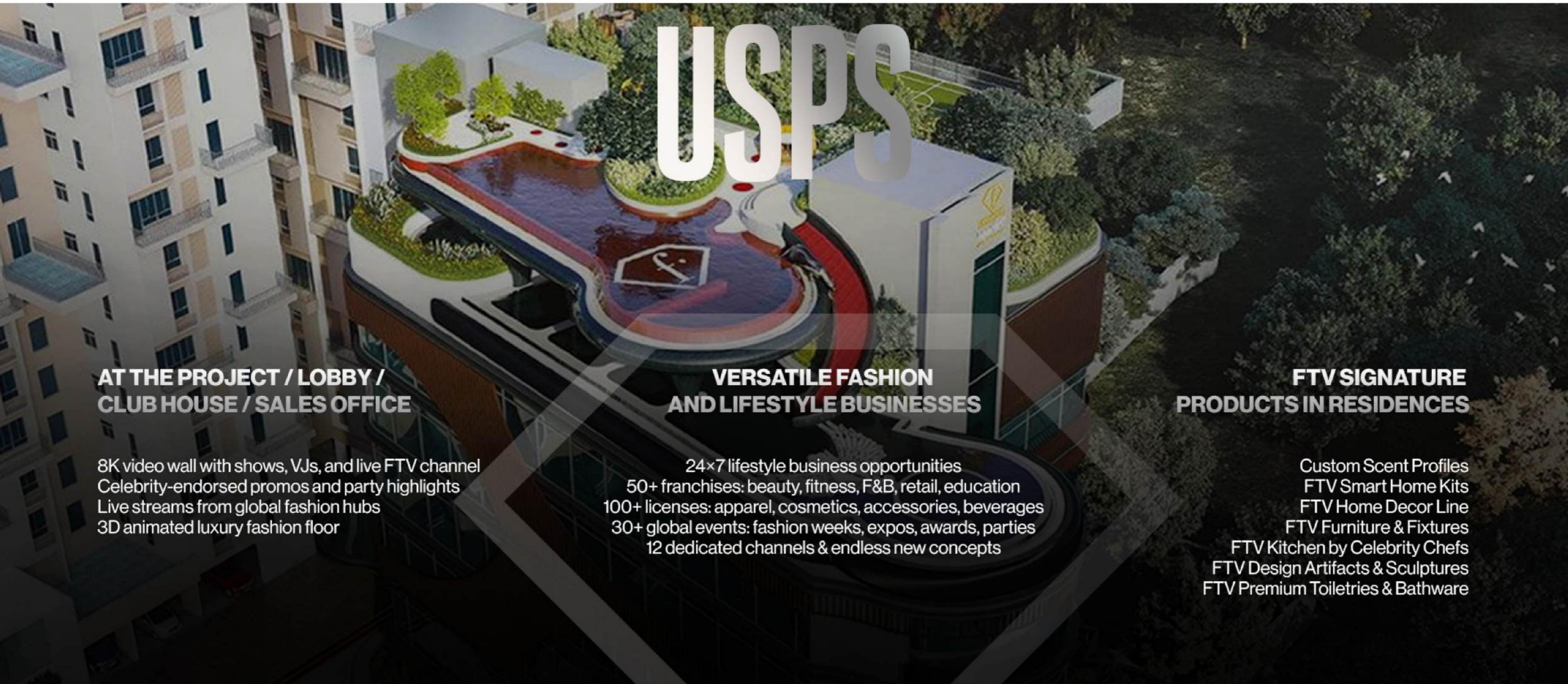
FTV REAL ESTATE BRAND LICENSING STRATEGIC PARTNERSHIP SUPPORT

PAYMENT TERMS

SUBJECT TO DISCUSSION

- ◊ 360° Support
- ◊ Launch Support
- ◊ Marketing Support
- ◊ Brand Logo Usage
- ◊ Branded Amenities
- ◊ Website Integration
- ◊ Global Recognition
- ◊ PAN-India Promotion
- ◊ Black Diamond Card
- ◊ Celebrity Endorsements
- ◊ Design & Architecture Support





AT THE PROJECT / LOBBY / CLUB HOUSE / SALES OFFICE

8K video wall with shows, VJs, and live FTV channel
Celebrity-endorsed promos and party highlights
Live streams from global fashion hubs
3D animated luxury fashion floor

VERSATILE FASHION AND LIFESTYLE BUSINESSES

24x7 lifestyle business opportunities
50+ franchises: beauty, fitness, F&B, retail, education
100+ licenses: apparel, cosmetics, accessories, beverages
30+ global events: fashion weeks, expos, awards, parties
12 dedicated channels & endless new concepts

FTV SIGNATURE PRODUCTS IN RESIDENCES

Custom Scent Profiles
FTV Smart Home Kits
FTV Home Decor Line
FTV Furniture & Fixtures
FTV Kitchen by Celebrity Chefs
FTV Design Artifacts & Sculptures
FTV Premium Toiletries & Bathware



STRATEGIC CONTENT & CAMPAIGNS

- Multi-platform reach
- Global + local trend integration
- Measurable, optimized campaigns
- Buzz-worthy campaigns that drive leads
- Regular updates on events & experiences
- Consistent, premium brand-aligned content
- Creative storytelling with aspirational appeal
- Visuals & Videos for HNIs & aspirational buyers





SOCIAL MEDIA ENGAGEMENT



Instagram Check-ins

Facebook Uploads

Instagram Uploads

Twitter Postings

Facebook Check-Ins

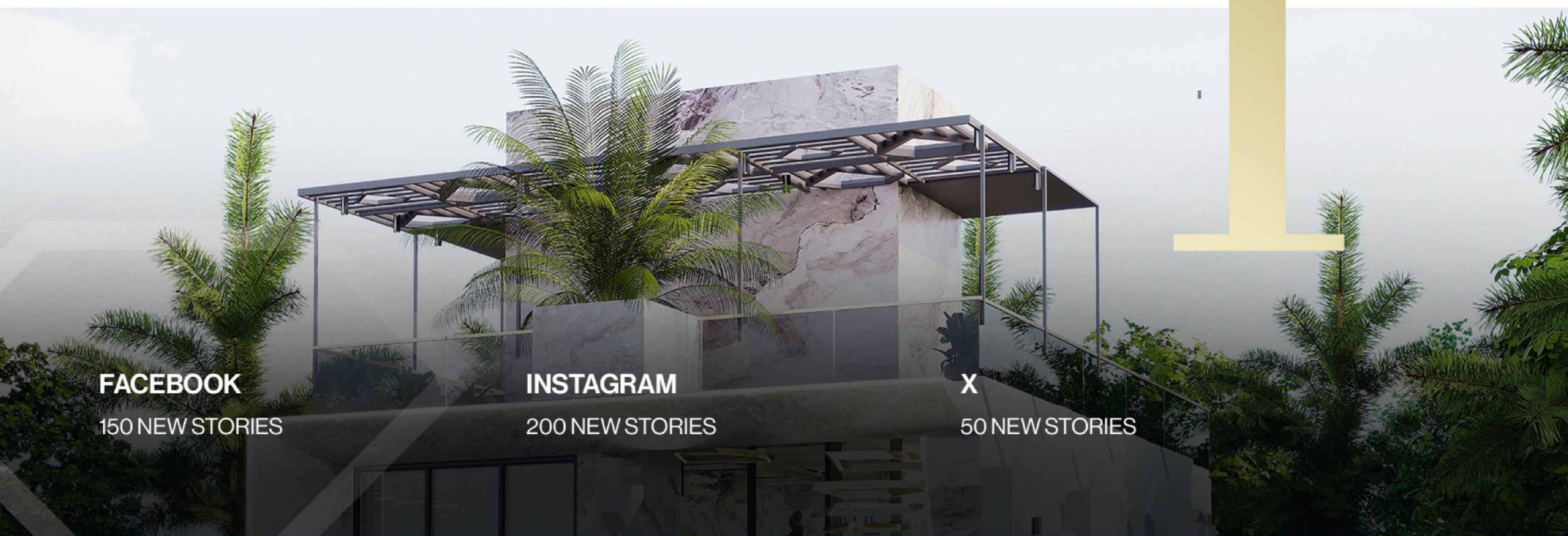
YouTube Videos

LinkedIn Posts

Google Ads

SOCIAL ENGAGEMENT STATS

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





MEDIA REACH

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



FACEBOOK
3M+ Followers



DAILYMOTION
500K Monthly views



WEBSITE
500K Monthly visitors & 1.5M impressions



YOUTUBE
1M subscribers & 15M monthly views



fashiontv

Drives premium visibility
and engagement through
powerful digital campaigns.

Facebook Ads
GPS Based Ads
Facebook Campaigns
Google AdWords Campaigns



SEO Marketing
SEM Marketing
Analytics & Reports
Instagram Ads & Likes
YouTube Promotions & Video Boost



L I C E N S E

BASIC REQUIREMENTS



Prime Project



Passion for the
Real Estate
Industry



Robust Financial
Capability



Ambition to
Achieve More

PRODUCT LIST



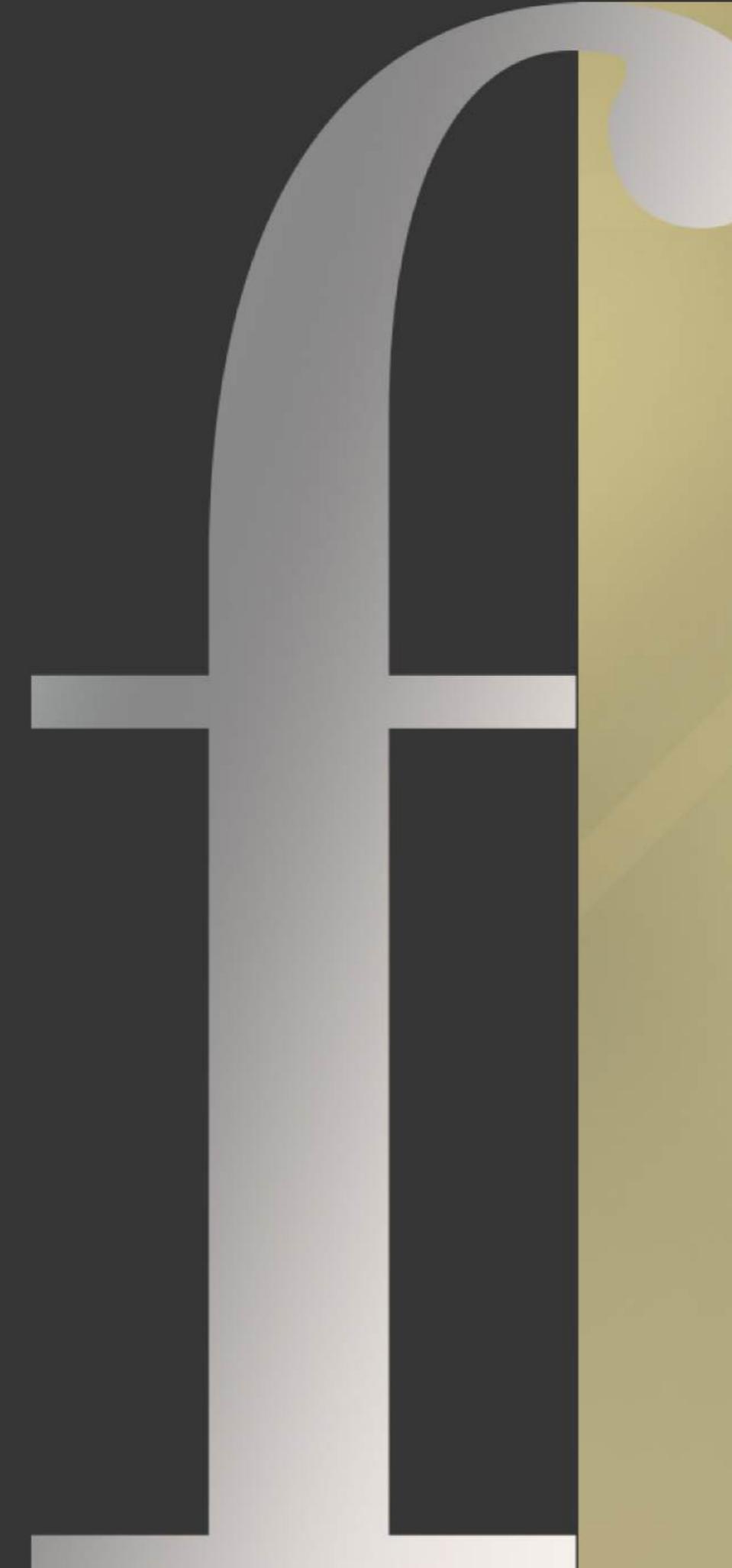
A PREMIUM BLEND OF HOMES,
HOSPITALITY, BUSINESS, AND
RETAIL WITH FASHIONTV'S
SIGNATURE LUXURY.

WWW.FREALESTATEBYFTV.IN



fashiontv REAL ESTATE

LICENSE KEY BENEFITS

Global Brand Prestige

Territorial Exclusivity

NRI & International Appeal

Higher Pricing & ROI

Developer Tools & Support

Marketing & Promotion Boost

Sales Acceleration



INVITATION

We invite dynamic business-savvy leaders who value **international fashion and luxury**.

Let's create something **Iconic Together!**

7873566666

enquiry@ftv.ind.in

www.frealestatebyftv.in

If you resonate with our:
Brand Vision & Requirements
FTV Legacy & Facts
Comprehensive Brand Support

excited to explore this prestigious opportunity, we'd love to hear from you!