

REAL ESTATE

Channel Partner

♥ The **World's Largest Fashion & Lifestyle Television Channel**, reaching **2+ billion viewers** across **196 countries**.

♥ We are the ultimate platform for showcasing **fashion, beauty, trends** and **aspirational living**.

♥ With **28 years** of global presence, we hold unmatched credibility in fashion and luxury.

♥ More than just a channel, we represent a **global lifestyle** and culture and are **trusted** by top designers, celebrities, and luxury brands worldwide.

About Us

12 Channels | 24x7 Broadcasting | 500+ Million Households | 100+ Hours of New Content



Phi lo so phy

Vision

To establish FashionTV-branded residences that seamlessly blend fashion, lifestyle and real estate, setting new benchmarks for aspirational living.

Mission

To empower real estate channel partners with the prestige of the FashionTV brand, world-class marketing support and exclusive buyer experiences, driving sales, elevating project value and building iconic addresses.

Aim

To collaborate with select real estate visionaries who can represent FashionTV's luxury values, expand its footprint in premium markets, and deliver projects that resonate with global style.

What is a

Channel Partner?

Represents the Brand

Acts as FTV's local face in the domestic and global real estate market.

Connects Buyers and Properties

Links high-end buyers to FashionTV branded residences.

Promotes Projects

Showcases and markets properties using the brand's established prestige.

Builds Relationships

Maintains strong ties with developers, investors and clients.

Drives Property Demand

Leverages the FashionTV name to make projects more desirable in the market.

Earns from Sales

Receives commissions or incentives for successful property deals



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 6 trillion US Dollars 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.

Why Is It Booming?

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

Luxury buyers seek lifestyle-driven brands.



Real Estate in India

Market Size & Growth

India's real estate market is worth ₹2.4-2.5 lakh crores

Projected to reach ₹3.9-4.2 lakh crores

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.

Emerging Trend

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

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

Represent F Real Estate in
your city's most talked-about
addresses

Get the authority to become a
Channel Partner globally

Every project becomes a
piece of luxury living, not just
real estate

Offer buyers the prime attraction
of fashion aesthetics in everyday
living

Attract high-net-worth buyers
who live for exclusivity and
style

FashionTV's global name
instantly elevates property
value and desirability

From amenities to ambience,
pitch projects with the
brand's signature luxury

Why
Become an

**Channel
Partner**

Benefits

As our partner, you get

**Your Official
Authorization
Certificate**

Proof of
credibility that opens doors

**Training
Sessions**

Equipping you
to crack deals from day one

**Hands-On
Assistance**

We assist you
through the closure of deals











Part ner ship Sup port

We offer complete, step-by-step support to our partners. Our 360° model ensures you're never alone in your journey!

Welcome Kit

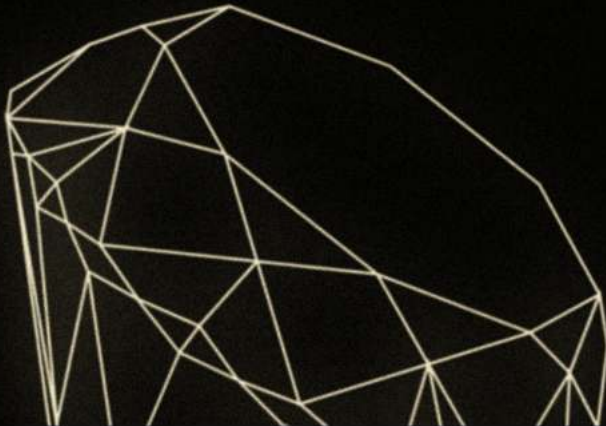
Certificate

Visiting Card

Extensive Training

Sales Kit
per Vertical

Direct Indirect
Brand Support



Invest ment to Join as a Channel Partner

Partner
Investment

| 15 Lakhs

Terms & Inclusions:

First 100 Days - Absolutely Free of Cost

Prove your potential by closing a deal and secure your Channel Partner status

Acquire exclusive access to sell FTV rights at a global level

8K Video Wall, Fashion Shows and VJ

3D FashionTV "Floor" stunning luxury fashion animations

Live FashionTV Channel with FashionTV shows from across the globe

A continuous flow of live FashionTV from various Fashion Hubs

Promotional Videos of FashionTV Parties from across the globe

Promotional content through celebrities, endorsing the brand from across the globe

USP

At the Project / Lobby / Club House /
Sales Office

USP

FTV 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 Design Artifacts & Sculptures

Bespoke art pieces, sculptures,
and curated decor elements

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

FTV Smart Home Kits

Co-branded intelligent home
automation systems

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

Custom Scent Profiles

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

Curated by international fragrance houses to enhance brand identity

USP

FTV Signature
Products in Residences

FTV Premium Toiletries

In-house branded luxury
soaps

In-house branded sham-
poo, body lotions, bath
salts

FTV Premium Bathware

Custom fragrance diffusers
and scented candles

Branded bathrobes, towels,
and high-end bath fittings

FTV Home Decor Line

Fashion-forward furnishings,
cushions, curtains, and bed-
ding

Exclusive artwork and pho-
tography inspired by global
fashion capitals

FTV Kitchen by Celebrity Chefs

Fully furnished modular kit-
chens curated with insights
from international culinary
icons

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

US2P

Versatile Fashion & Lifestyle Businesses

Expands into a complete round the clock lifestyle business opportunity.

50+ Franchise Opportunities within the sectors of Beauty, Fitness, FNB, Education, Retail and more.

100+ License Opportunities into various product lines of Apparel, Cosmetics, Accessories, Beverages, White Goods, etc.

30+ Events like Fashion Weeks, Fashion Expos, Fashion Parties, Pageants, Awards and more

Requirements to Partner

We seek **bold, business-minded individuals** with local insight and the ambition to **build standout ventures under the our brand name**.

Connection with builders

Access to projects and smoother deals through developer relationships.

Real Estate Industry Knowledge

Understanding market trends, pricing, and buyer behaviour.

Should be RERA registered

Ensures credibility and legal compliance.

Good Business Network

Well-connected individuals who can open doors and build strong local partnerships.

Knowledge of the City

Insider understanding of neighborhoods, trends, hotspots and consumer preferences.

Proven sales track record

Demonstrated ability to close deals successfully.

Our Social Media Reach

Viewed on 10 million
public TV screens

500K app
subscribers

35K app installations
per month

90M YouTube
viewership per month

4.5M plus likes
on Facebook

12M views per
week

300K followers
on Instagram

125k organic reach
per month

Our **Social Media** Reach

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



Face
book



Insta
gram



Linke
din



You
Tube



X



Snap
Chat



Pin
terest

With millions of monthly viewers across platforms like YouTube, Facebook, and the website, the brand commands a **global audience** deeply engaged with fashion, beauty, and luxury lifestyle content.

**Over 3 Million
Followers on Facebook**

Our channel drives massive organic engagement on Facebook, keeping global audiences constantly connected to fashion, beauty, and lifestyle content.

**500,000
Monthly Website
Visitors**

Our website attracts half a million monthly users actively seeking premium fashion and lifestyle updates, events, and brand stories.

**1.5 Million
Monthly Website
Impressions**

With high visibility and repeat traffic, our web presence keeps the brand top-of-mind for fashion-savvy audiences.

**1 Million+
YouTube Subscribers**

A loyal digital community tuned into curated, premium lifestyle content, elevating brand influence and viewer retention.



**15 Million
Monthly Views on
YouTube**

Massive monthly viewership showcases the global appeal and high entertainment value across video platforms.

**500,000
Monthly Views on
Dailymotion**

Additional reach through Dailymotion enhances global exposure, expanding visibility beyond mainstream platforms.



S o c i a l Engagement

Social Engagement Statistics

The channel's iconic appeal inspires visitors to share their experiences online, creating daily check-ins, tags, and stories that amplify the brand's reach through authentic, organic promotion.

More than 300 new stories per day!

Our global popularity drives strong emotional connection with audiences.

- Visitors and residents actively engage at every touchpoint.
- This organic engagement fuels our vibrant 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.



150+ NEW STORIES



200+ NEW STORIES



50+ NEW STORIES

Invitation



FashionTV seeks dynamic, well-established, business-minded individuals with a flair for global fashion and lifestyle.

If you resonate with:

Our brand values
FTV's global presence
The support structure we offer...

And you're excited by the opportunity to collaborate, we'd love to connect.