

FashionTV City Partner



5+ franchise
verticals

3+ event
categories

12+ real estate
products

10+ license
products

12+ media
24 hours

6+ concept
ideas

ABOUT

FASHIONTV

World's Largest Fashion & Lifestyle
Television Channel

2+ Billion
Viewers Worldwide

FashionTV **connects with an audience** of over two billion viewers, making it one of the most widely watched lifestyle channels globally.

Presence Across
196 Countries

Broadcast and digital distribution **across 196 countries** ensures unmatched international reach and global brand visibility.

Available in Households
500+ Million

FashionTV reaches more than **500 million households** through cable, satellite, OTT platforms and digital networks.

30th Year of global fashion leadership

For nearly **three decades**, **FashionTV** has consistently influenced fashion culture, luxury trends and lifestyle experiences worldwide.

WHY FASHIONTV?

1 Global authority in fashion, luxury & aspirational lifestyle

Recognized worldwide as a leading platform shaping fashion, luxury culture and premium lifestyle experiences.

4 FashionTV parties and premium social gatherings worldwide

Hosting iconic FashionTV parties, celebrity gatherings, and elite social events across leading global destinations.

2 Continuous broadcast of international fashion weeks

Showcasing major global fashion weeks and designer collections from fashion capitals including Paris, Milan, New York and London.

5 A brand associated with prestige, influence and glamour

FashionTV represents style, aspiration and modern luxury, making it one of the most recognizable lifestyle brands worldwide.

3 Coverage of luxury events and lifestyle experiences

Featuring exclusive coverage of high-end events, luxury brands and global lifestyle showcases.

GLOBAL MEDIA NETWORK

- 12 FashionTV channels broadcasting **24/7 fashion & lifestyle content**
- UHD **4K & 8K** broadcast channels
- Presence across leading **OTT platforms** worldwide
- Available on **250+ global** cable & satellite networks
- **100+ hours** of fresh fashion & lifestyle content weekly

SOCIAL ENGAGEMENT & DIGITAL MARKETING

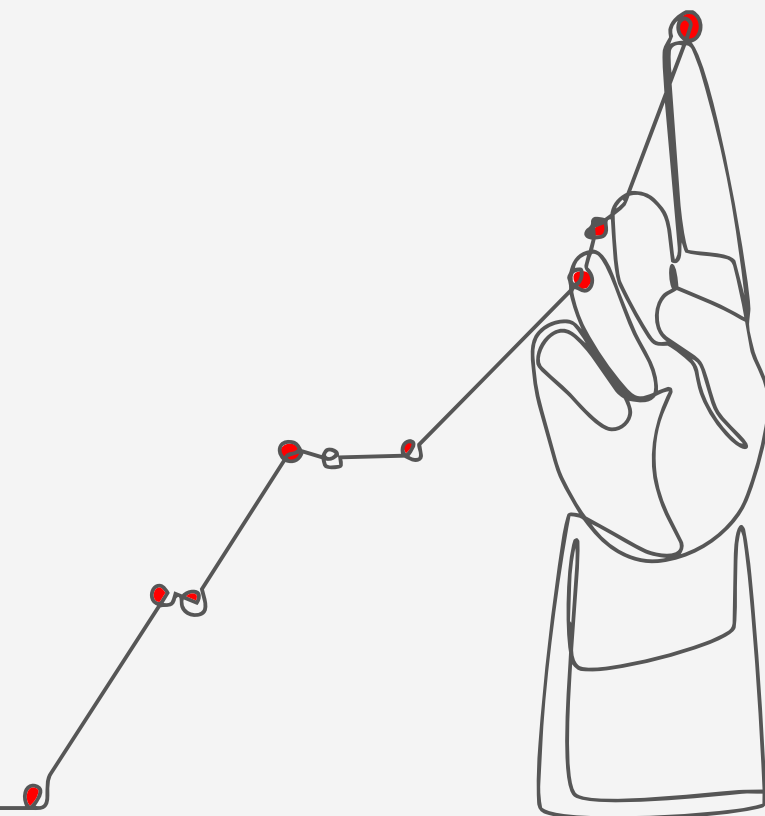
- **300+ user-generated stories daily**
Guests actively post, tag and share their experiences.

Additional marketing support includes:

- Facebook advertising campaigns
- Google advertising campaigns
- GPS-based digital promotions
- Instagram advertising
- SEO & SEM marketing
- Performance analytics and reports

FASHIONTV DIGITAL REACH

- 3+ Million fans on Facebook
- 300K+ Instagram followers
- 1 Million YouTube subscribers
- 15 Million+ average monthly YouTube views



- 500K+ average monthly website visits
- 1.5 Million average monthly website impressions
- 500K average monthly views on DailyMotion
- FashionTV App with 500K+ subscribers and 35K+ monthly installs



FashionTV maintains strong presence across major global platforms.

INTERNATIONAL BRAND PARTNERSHIPS – INDIA

India has emerged as a **key growth market for global brands**, driven by rising consumption, urbanization and premium lifestyle demand.

▪ Global Brands Entering India

Leading brands like Zara, H&M, Louis Vuitton, Starbucks, Apple and IKEA have expanded into India through partnerships, **joint ventures and franchise models**

▪ Strong Investor & Developer Backing

Major groups such as Reliance, Tata, Aditya Birla, DLF and Phoenix Mills have partnered with international brands to **build large-scale retail and lifestyle ecosystems**.

▪ Evolving Consumer Base

India's urban millennials and Gen Z (450M+) are **driving demand for global brands**, premium experiences and aspirational lifestyle products.

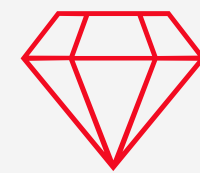
PHILOSOPHY



VISION

Global Brands Entering India

To **build** a global network of FashionTV City Partners driving expansion of premium lifestyle businesses across cities and markets.



MISSION

Strong Investor & Developer Backing

To **empower** Partners with access to FashionTV's brand, ecosystem and opportunities to connect investors, businesses and high-value deals.



AIM

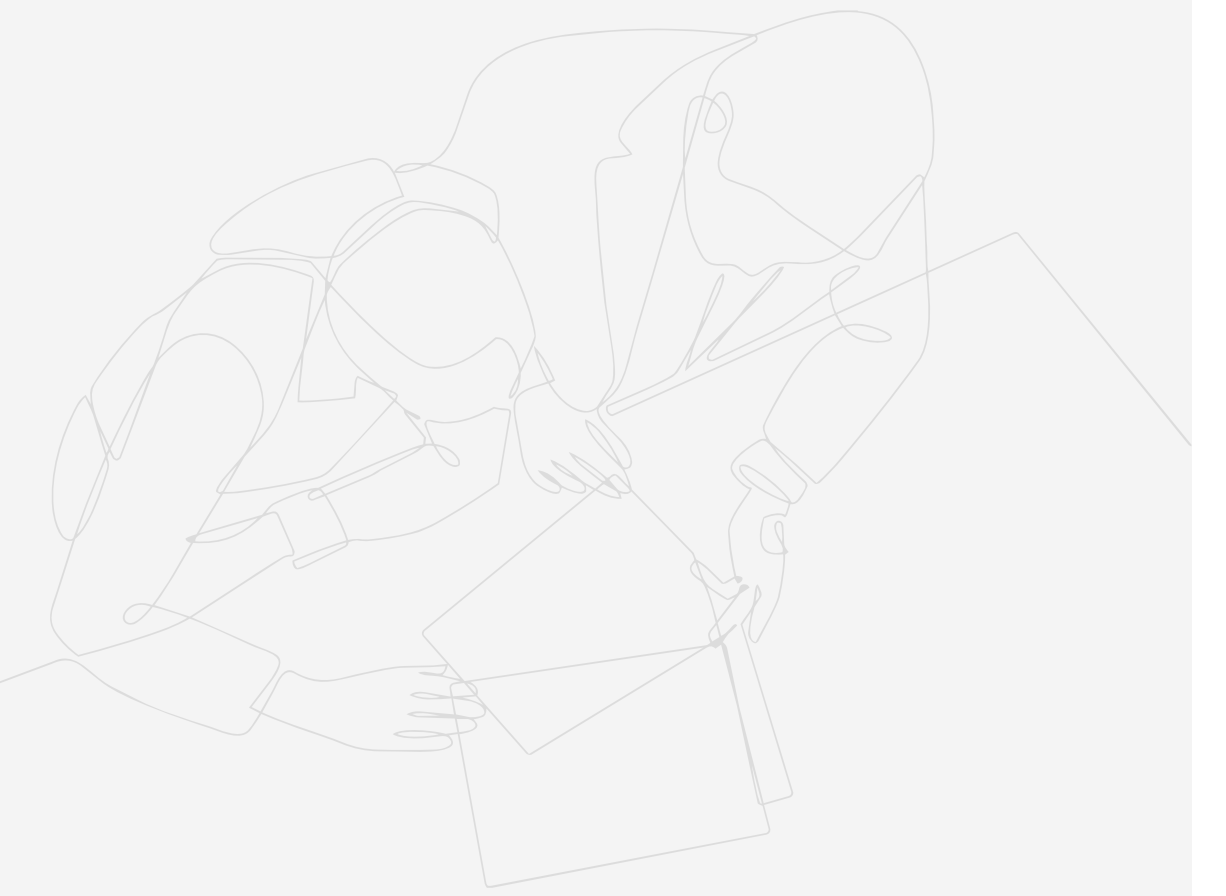
Evolving Consumer Base

To **create** scalable growth, strong business networks and long-term wealth through the FashionTV ecosystem.

INTRODUCING FASHIONTV CITY EXCLUSIVE PARTNER

FashionTV Exclusive City Partner is a **strategic business partnership opportunity** where you represent FashionTV in your city and drive expansion across its ecosystem.

- FashionTV is looking for **strong, well-connected professionals** who can act as custodians of the brand in their region.
- As a FashionTV City Partner, you help **identify opportunities, connect stakeholders, and grow FashionTV businesses locally.**
- You earn a **profit share on the business you generate** across multiple verticals.
- FashionTV provides **end-to-end support** from the head office across all business segments.
- FashionTV works with partners across **India and global markets.**
- With presence in **196+ countries and 2+ billion viewers**, FashionTV offers unmatched scale.



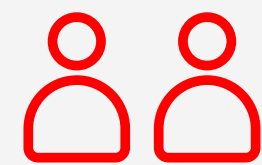
ROLE OF FASHIONTV EXCLUSIVE CITY PARTNER

A FashionTV City Partner plays a **key role in expanding the FashionTV business ecosystem within their region.**



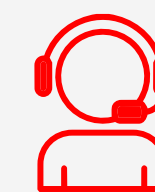
Represent FashionTV locally

Promote FashionTV **business opportunities** and brand presence within your city.



Connect entrepreneurs and investors

Identify and introduce **potential partners** interested in FashionTV businesses.



Support expansion of FashionTV businesses

Help facilitate franchise, license and concept **opportunities in the region.**



Build local brand presence

Strengthen FashionTV visibility through **local business networks and partnerships.**

WHY BECOME A FASHIONTV EXCLUSIVE CITY PARTNER?

FashionTV City Partners **gain access to unique business opportunities** while growing with a globally recognized brand.

- **Association** with the World's Largest Fashion Brand
- Strong business **opportunity** with high return potential
- **Build** a powerful business and investor network
- Become a **leader** in fashion and lifestyle business ecosystem
- **Access** to exclusive events and premium experiences



- Be part of **high-profile** city-level and global events
- **Establish** yourself in the fashion and lifestyle industry
- **Network** with influential and high-value individuals
- **Connect** with fashion-forward and premium audiences
- **Represent** FashionTV as a symbol of credibility

WHY THE MODEL WORKS

The FashionTV Exclusive City Partner model enables **partners to grow multiple businesses** under one global brand ecosystem.

Multi Business Opportunities

FashionTV operates across Franchise, License, Events, Media and Concept businesses. **This allows partners to explore opportunities across multiple industries under one platform.**

Connect with Investors

City Partners identify and introduce entrepreneurs and investors interested in FashionTV businesses. **This helps create new partnerships and expand opportunities locally.**

Leverage Global Brand Power

FashionTV is a globally recognized fashion and lifestyle brand. **Partners benefit from the credibility and visibility of this established brand.**

Expand Businesses Locally

City Partners support the launch and development of FashionTV businesses in their region. **This helps grow the brand's presence within the local market.**

Build Strong Business Networks

Partners build relationships with developers, entrepreneurs and investors. **These networks help drive new business opportunities and collaborations.**

BUSINESS EXPANSION

FashionTV Exclusive City Partner helps expand businesses across multiple opportunities within the FashionTV ecosystem.

Franchise Opportunities

- F Franchise by FashionTV allows entrepreneurs to **build and run premium lifestyle businesses** under the globally recognized FashionTV brand.
- With **50+ franchise opportunities** across multiple industries, it offers a scalable platform to grow high-value businesses.

Licensing Opportunities

- F License by FashionTV allows businesses to **launch products under the globally recognized FashionTV brand**.
- With access to **100+ licensing categories**, partners can create premium lifestyle products supported by FashionTV's brand identity and marketing ecosystem.

Real Estate Opportunities

- F Real Estate by FashionTV is a platform that enables developers to **create premium residential and commercial projects** under the FashionTV brand.
- With **12+ real estate projects**, it brings global lifestyle branding, design influence and strong market positioning to developments.

Events Platform

- F Events by FashionTV includes **global lifestyle events** such as fashion shows, pageants, talent hunts and entertainment experiences.
- With **30+ event formats**, it creates high-impact brand visibility and audience engagement.

Media Network

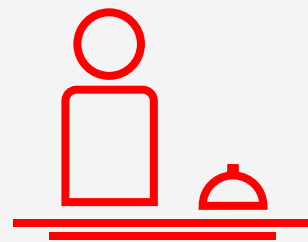
- F Media by FashionTV provides access to a **global media network** across television, digital platforms and OTT channels.
- With **12+ channels**, it enables brands and partners to gain visibility, promotion and global audience reach.

Concept Development

- F Concepts by FashionTV focuses on **developing and launching** new lifestyle and business formats under the FashionTV brand.
- With **60+ concepts**, it enables partners to build innovative, scalable businesses within the FashionTV ecosystem.

FASHIONTV **FRANCHISE** VERTICALS

FashionTV offers **50+** franchise opportunities across high-growth lifestyle industries.



Hospitality

- Café
- Bar
- Lounge
- Club



Beauty

- Salon
- Aesthetics
- Nail Studio



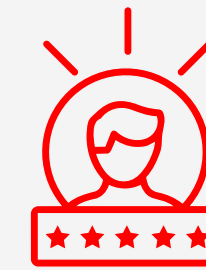
Wellness

- Gym
- Spa



Education

- School of Beauty
- School of Hospitality
- School of Fashion Designing
- School of Performing Arts
- School of Modelling & Grooming



Miscellaneous

- Multi-Designer Store
- Made-to-Measure Store
- Talents

FASHIONTV VERTICALS LICENSE

FashionTV offers **100+ licensing opportunities** across multiple product and lifestyle categories.

Fashion Wear

- Apparel
- Undergarments
- Lingerie
- Athleisure

Accessories

- Bags
- Jewellery
- Eyewear
- Travel Bags
- Footwear
- Watches

Personal Care Products

- Perfume
- Cosmetics
- Beauty Products
- Toiletries
- Deodorants

Beverages

- Water
- Energy Drinks
- Coffee
- Vodka
- Whiskey
- Wine
- Champagne

White Goods

- Furniture
- Salon Equipment
- Gym Equipment
- Stationery
- Crockery

Miscellaneous

- Diamonds

FASHIONTV **REAL ESTATE** VERTICALS

FashionTV collaborates with developers to create luxury lifestyle real estate projects under the FashionTV brand.

Commercial Projects Lifestyle malls, business hubs, retail developments and mixed-use spaces.

Residential Developments Premium apartments and branded residences designed with the FashionTV lifestyle identity.

Luxury Villas High-end private villa communities offering exclusive lifestyle experiences.

Hospitality Properties FashionTV branded hotels, resorts and lifestyle hospitality destinations.

These projects combine real estate with fashion, luxury and lifestyle branding, creating unique premium developments

FASHIONTV **EVENTS** VERTICALS

FashionTV organizes **30+ event categories worldwide** across fashion, entertainment and lifestyle industries, creating powerful platforms for brand visibility, talent discovery and premium lifestyle experiences.

Fashion Events

International fashion showcases celebrating style, creativity and global fashion culture.

- Fashion Weeks
- Fashion Awards
- Fashion Expos

Pageants

Global beauty and lifestyle competitions that highlight talent, confidence and fashion influence.

- Miss FashionTV
- Mr FashionTV
- Prince & Princess Pageants
- And much more...

Hunts

Platforms to discover and promote emerging talent across fashion and lifestyle industries.

- FashionTV Calendar Hunt
- FashionTV Hot Body Hunt
- FashionTV Top 100

Lifestyle Parties

High-energy social experiences that bring together fashion, entertainment and nightlife.

- Pool Parties
- Bar Nites
- Model Nites
- Special Nites

FASHIONTV MEDIA VERTICALS

**12 FashionTV Channels
(24/7 Broadcast)**

FashionTV operates **12 dedicated global channels** delivering fashion, lifestyle and luxury content around the clock:

- Bridal Fashion
- Fashion Films
- Fashion Weeks
- FashionTV Global
- Model Fitness
- FTV Paris
- Top Models
- Photoshoots
- FashionTV L'Original
- Hair & Makeup
- F Men
- Midnight Secrets

Sales Partners can introduce brands, businesses and creators seeking **global media visibility through the FashionTV network.**

FASHIONTV CONCEPT OPPORTUNITIES



- FashionTV supports the development of new lifestyle business concepts within its global ecosystem.
- Entrepreneurs and partners can introduce innovative ideas and launch ventures under the FashionTV brand platform.
- These include concepts such as
 - **F Yacht**
 - **F Metaverse**
 - **F Casino**
 - **F NFT**
 - **and other emerging lifestyle formats**
- These concepts help expand FashionTV across **new-age and evolving lifestyle industries.**

50+ franchise
verticals

30+ event
categories

12+ real estate
products

100+ license
products

12+ media
24 hours

60+ concept
ideas

REVENUE OPPORTUNITIES

FashionTV City Partners help expand businesses across multiple opportunities within the FashionTV ecosystem.

Franchise Development

Earn commissions by **connecting entrepreneurs** with FashionTV franchise opportunities across hospitality, beauty, wellness and retail sectors.

Licensing Opportunities

Introduce businesses interested in launching products under the FashionTV brand and **earn commissions through licensing partnerships.**

Real Estate Collaborations

Connect developers and investors with FashionTV branded commercial, residential and hospitality real estate projects.

Event Partnerships

Participate in the development of FashionTV events and lifestyle experiences while **generating revenue through collaborations.**

Media Collaborations

Introduce brands, personalities and businesses interested in advertising, **content features and media exposure through FashionTV channels.**

Concept Collaborations

Introduce new business ideas and partnerships under the **FashionTV ecosystem and earn through successful concept development.**

Income OPPORTUNITIES

50+ franchise
verticals

30+ event
categories

12+ real estate
products

100+ license
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12+ media
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60+ concept
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FRANCHISE

Franchise Location Consultancy

Identifying the right location for the franchisee generates revenue from the licensee. Typically, 1-month rent (25%–50%) is earned as your share.

- **Fitout Capex**

All civil work, plumbing, furniture, fabrication, etc.

- **All Contracting**

Managing and completing the full construction process.

- **All White Goods**

Arranging vendors for the supply of all white goods.

- **All Equipment Supply**

Supplying the required equipment for the franchisee.

- **All OPEX Suppliers**

Arranging vendors for operational supply requirements.

- **All Equipment Supply (Vendors)**

Supplying all vendors required for operations.

- **Fixed Percentage Share**

A fixed share ranging from 5%–25% of the billing amount, as per approved rates for each franchise unit approved by the brand and franchisee.

- **Launch AMP**

Creating and executing launch and promotional platforms to generate strong business prospects, as every franchise requires the same.

FRANCHISE

(OPERATIONS & NETWORKING)

- **Social Currency**

Build social currency through networking by inviting business contacts to franchise launches and openings.

- **Business Bureaucrat Contacts**

Organize launch plans and create strong local bureaucratic and media connections.

- **Operations**

Oversee and manage franchise outlet operations in return for management fees.

- **Vendor Supply**

Ensure regular supply of raw materials through vendor networks.

- **Supply Chains**

Develop efficient supply chains from vendors to outlets as per requirement.

- **Logistics**

Tie up with logistics partners for timely delivery of raw materials.

- **Fixed Percentage Share**

5%–25% of billing amount as per approved franchise rates.



FRANCHISE

(AFTER-SALES & MAINTENANCE)

- **AMC Contracts**

Provide annual maintenance contracts for servicing equipment and ensuring long-term operations.

- **After-Sales Services**

Develop after-sales service channels to improve performance and maintain freshness.

- **Repair & Maintenance**

Handle repair work across outlets, generating additional revenue.

- **Vendor Supply**

Maintain consistent supply of required materials.

- **Fixed Cost per Unit**

Earn fixed or percentage-based revenue for managing franchise units within your territory.

LICENSE

• Warehouse Storage

Provide storage solutions for licensed products and earn revenue.

• Material Purchasing

Manage procurement of raw materials and earn recurring commission.

• Sourcing

Coordinate manpower and sourcing arrangements to generate income at each stage.

• Design & Development

Collaborate with FashionTV for product design and development.

• Supply Chain Management

Build supply chains for distribution to agents and distributors.

LICENSE

(DISTRIBUTION & NETWORKING)

- **Distribution Agency Channel**

Create distribution channels for modern and general trade, generating revenue.

- **After-Sales Support**

Establish strong secondary sales networks to support distributors and licensees.

- **Fixed + Recurring Profit**

Earn margins over and above the agreed license profit share.

- **Social Currency**

Build networks through launches, market activations, and supply chain interactions.

- **Networking**

Engage with influential individuals and industry leaders in your city.

EVENTS

- **Sponsorship**

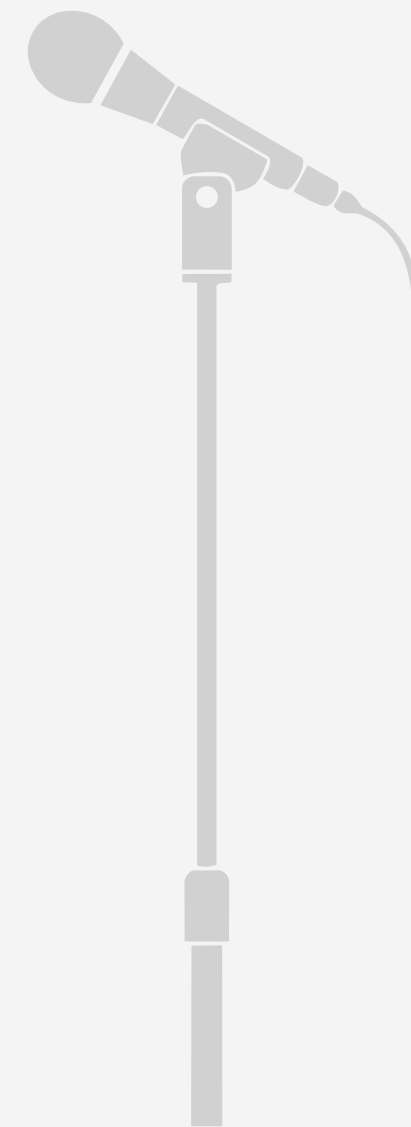
Secure sponsorships across categories to generate event revenue.

- **Event Production**

Plan and execute events with proper production teams and partnerships.

- **Celebrity Management**

Coordinate celebrities for events, creating additional revenue streams.



- **F&B Tie-Up Supply**

Manage food & beverage partnerships and vendor tie-ups.

- **Entertainment & Act Supply**

Arrange performances and manage permissions for entertainment.

EVENTS

(NETWORKING & SALES)

• Social Currency

Build networks by inviting contacts and organizing events.

• Barter Deals

Create barter partnerships to reduce costs and increase value.

• Networking

Connect with influential personalities and decision-makers.

• Business Bureaucrat Contacts

Develop media and local authority connections for events.

• Ticket & F&B Sales

Earn through ticketing and F&B revenue share.

CHANNELS

(MEDIA)

FashionTV Channel Airtime Media

Enable brands to advertise on FashionTV on a cost-per-lead basis.

FashionTV OTT (Other than Television)

Streaming services delivering FashionTV content directly to viewers via digital platforms.

FashionTV NTR (Non-Traditional Revenue)

Generate revenue through promotional and community-based activities.

Revenue Share

Approx. 15% on net sales as per rate card billing.

Rate Cards

Pre-defined pricing based on geography, audience, and broadcast targets.

REAL ESTATE

- **Project Identification**

Identifying the right developers and projects for FashionTV branding creates strong revenue opportunities.

- **Brand Integration (Licensing)**

Integrating the FashionTV brand into residential and commercial projects under approved licensing structures.

- **Concept Planning**

Aligning the project with FashionTV lifestyle positioning, design language and branding strategy.

- **Design & Development Coordination**

Working with developers and architects to implement FashionTV design identity and brand elements.

- **Sales & Investor Connect**

Connecting investors and buyers to FashionTV branded developments.

- **Marketing & Positioning**

Positioning projects as premium lifestyle destinations using FashionTV branding.

REAL ESTATE

(EXECUTION & SUPPORT)

• Project Branding

Ensuring FashionTV brand presence across project communication, marketing and experience.

• Launch Strategy

Planning and executing project launches with strong brand visibility and media impact.

• Sales Channel Support

Supporting developers with sales strategies, partnerships and lead generation.

• Network Building

Creating strong connections with developers, brokers, investors and HNIs.

• Media Integration

Leveraging FashionTV media, digital and event platforms for project promotion.

REAL ESTATE

(REVENUE & VALUE CREATION)

- **Brand License Fees**

Earnings through FashionTV branding and licensing of real estate projects.

- **Profit Share on Deals**

Revenue participation based on project sales and partnerships.

- **Marketing & Launch Revenue**

Income generated through project launch campaigns and promotional activities.

- **Investor & Developer Partnerships**

Earnings through successful deal closures and collaborations.

- **Value Enhancement**

FashionTV branding enhances project positioning, demand and pricing potential.



PROFIT SHARE MODEL

FashionTV Exclusive City Partners participate in revenue generated across different business opportunities within the FashionTV ecosystem. **Partners earn commissions by introducing investors, businesses and collaborations across multiple verticals.**

Franchise — approx 2.5% to 25%

Earn commissions by **connecting entrepreneurs and investors** with FashionTV franchise businesses across hospitality, beauty, wellness, retail and education sectors.

Licensing — approx 2.5% to 25%

Generate revenue by **introducing manufacturers and businesses** interested in launching products under the FashionTV brand.

Events — approx 2.5% to 25%

Participate in the **development of FashionTV events** by connecting sponsors, partners and collaborators.

Media — approx 2.5% to 25%

Earn through **media collaborations** by introducing brands, personalities and businesses seeking global exposure through FashionTV channels.

Concepts — approx 2.5% to 25%

Generate revenue by **introducing new lifestyle concepts and business ideas** within the FashionTV ecosystem.

ADDITIONAL **REVENUE** STREAMS

FashionTV Exclusive City Partners can **Generate Additional Income** through supporting activities while facilitating FashionTV business opportunities.

- **Brokerage on Location Hunting**

Earn commissions by helping identify and secure suitable locations for new FashionTV businesses.

- **Share on Initial Stock**

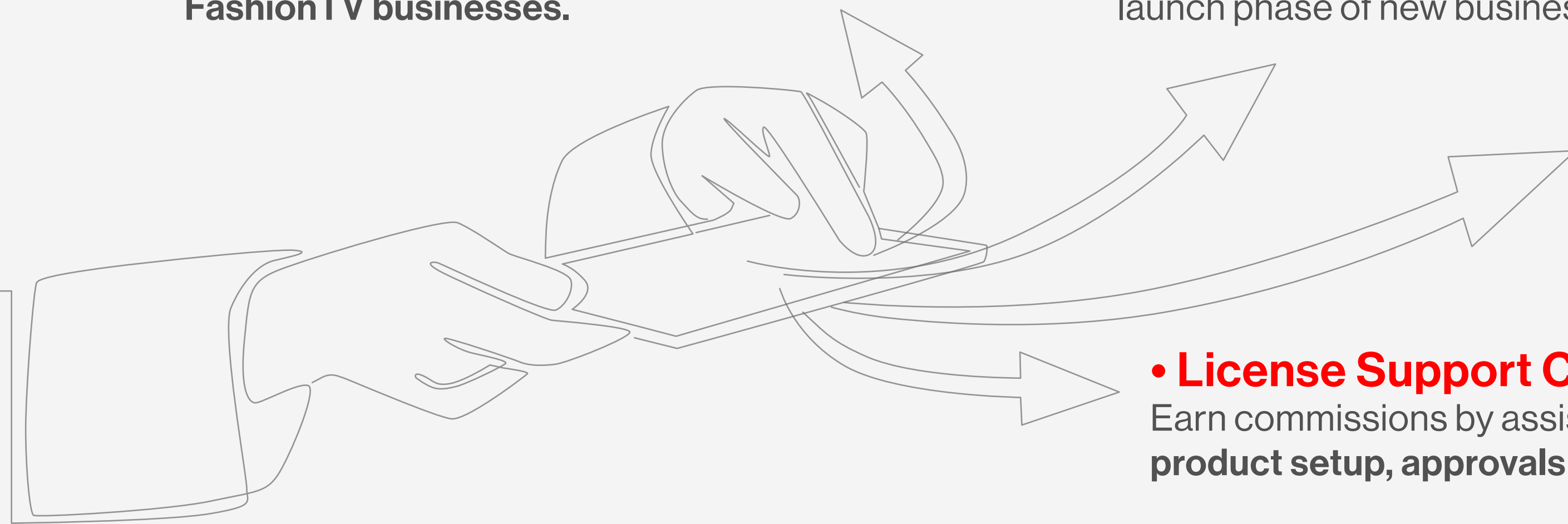
Receive a share from the initial inventory or product supply during the launch phase of new businesses.

- **Vendor Tie-Up Commissions**

Generate revenue by connecting approved vendors and service providers with FashionTV franchise and business partners.

- **License Support Commission**

Earn commissions by assisting licensing partners during product setup, approvals and brand integration.



BRAND SUPPORT

FashionTV provides structured support to help
City Partners grow and manage business opportunities effectively.

- Welcome Kit
- Training Programs
- Business Documentation
- Sales Kits for Opportunities
- Marketing Support
- Certificate
- Visiting card
- Cell number
- Email ID
- Direct brand support
- SMM and PR support
- Leads support
- Vertical Audits
- HO Back support



PARTNER REQUIREMENTS

Ideal FashionTV City Partners typically possess the following qualities to **successfully expand the FashionTV business ecosystem.**

- Entrepreneurial Mindset
 - Strong Business Network
 - Knowledge of City Markets
 - Ability to Build Partnerships
- English Proficiency
 - FTV Channel Knowledge
 - Educational Qualification - Minimum Graduation
 - Good Business Network
- Good Knowledge of the City
 - Young and Energetic Individuals with entrepreneur mind set
 - Strong Desire to be rich, famous and successful
- HNI Contacts
 - Business Knowledge trends
 - Real Estate know how
 - Understanding of Business

INVITATION

Join the FashionTV Business Network

FashionTV invites entrepreneurs and business leaders to become
FashionTV Exclusive City Partners

Opportunities include:

Expanding FashionTV businesses in your region

Connecting investors with business opportunities | Building ventures under a globally recognized brand

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 fashiontv

Partner with a Global Legend.

50+ franchise
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30+ event
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12+ real estate
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