

 fashiontv

 fashiontv

FASHIONTV POOL PARTY

The Home of *fashion*

POOL

party



 fashiontv *poolparty*

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The Home of *fashion*

Events in India

- India is now poised to become the epicentre of global fashion. The fashion events and entertainment industries in India are witnessing a sharp rise, especially in the post recession period.
- According to the industry reports, the fashion events industry is valued at INR 32 Billion rupees and estimated to grow at 32% CAGR, reaching INR 74 Billion rupees by 2024.
- The factors propelling the growth of this industry include expansion of working population, adaptation of international lifestyle among the masses, deep internet penetration and rising disposable incomes in the hands of working class.



FTV POOL PARTY

- FashionTV introduces FTV Pool Parties, the perfect destination to beat the sweltering heat of summer by taking a cool dip in the pool.
- Featuring a deluxe pool and groovy beats being played by the most happening DJs, FTV pool party offers the most thrilling experience to its party patrons.
- Moreover, this FTV stellar event boasts delectable cuisines & classy cocktails along prepared by top chefs and crazy scientists.
- A top spot full of vibrant decor, luxurious amenities, and a high spirited milieu, FTV Pool Parties are glorious events designed to be the most popular party destination among the youth .

PHILOSOPHY

VISION

To get the ball rolling for for FTV pool parties in India and turn India into the most exciting party destination.

MISSION

To provide a one of a kind exhilarating experience to our patrons with stunning poolside destinations and upbeat ambience.

AIM

To orchestrate events like no other, across the nation in alliance with our brand partners.

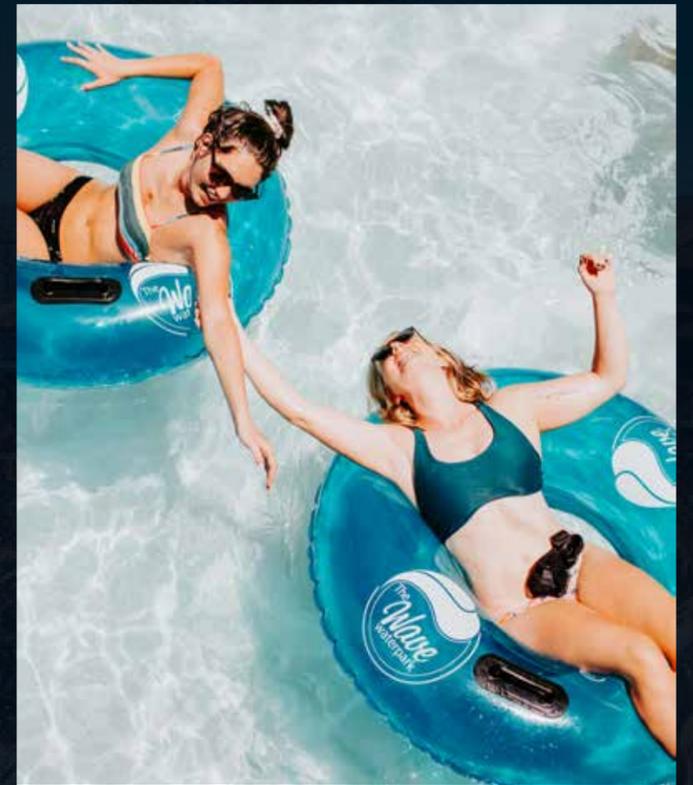
WHY FRANCHISE WITH FTV ?

Aside of being the LARGEST Fashion TV Network, the reasons are many but some of them are:

- 12 CHANNELS OF 24 HRS dedicated to Fashion & Lifestyle channels.
- 23 GLORIOUS YEARS of success.
- UHD 4K and 8K 24 hours channels.
- Available on leading OTT platforms all over the world.
- 100 PLUS HOURS of new fashion and lifestyle content every week.
- 2 BILLION Worldwide Viewers.
- Available on 250 + GLOBAL CABLE SATELLITES
- Presence in 196 COUNTRIES.
- Reaching 500 Million + Households.

SOME FASHIONTV KEY fACTS

- Viewed on 10 million public TV sets.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- The fashionTV.com has an average 500,000 monthly visits.
- The video platform DailyMotion has an average of 500,000 monthly views.



USP'S OF FASHIONTV

- Massive Profits
- 360 degree support
- Brand Equity Leverage
- Strong Industry Linkages
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions

USP'S OF FASHIONTV

8K VIDEO WALL FASHION SHOWS AND VJ DURING THE EVENT.

- Projections of FashionTV shows by top designers.
- 3D FashionTV "floor", stunning luxury fashion animations.
- Live FashionTV channel with shows from across the globe.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.
- FashionTV unique diamond inspired design.
- FashionTV upholstery, stage design, FashionTV banners, FashionTV podium, FashionTV ramp,
- FashionTV lighting, FashionTV stalls, FashionTV flyers/printouts

SPECIAL EVENTS

A special runway will placed at all events.

- Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).

USP'S OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS.

FTV branded merchandise:

- FashionTV beverages
 - FashionTV apparels
 - FashionTV lingerie
 - FashionTV cosmetics
 - FashionTV accessories
 - FashionTV art jewellery
 - FashionTV eyewear
 - FashionTV footwear
 - FashionTV bags
- AND MORE!!



SOCIAL MEDIA STATISTICS

- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)

MORE THAN 300 NEW STORIES PER DAY!

- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over 300K and 125K is organic reach.

Due to FashionTV 's brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.

Social Media Marketing

Dedicated social media marketing handles

 **FACEBOOK**

 **INSTAGRAM**

 **TWITTER**

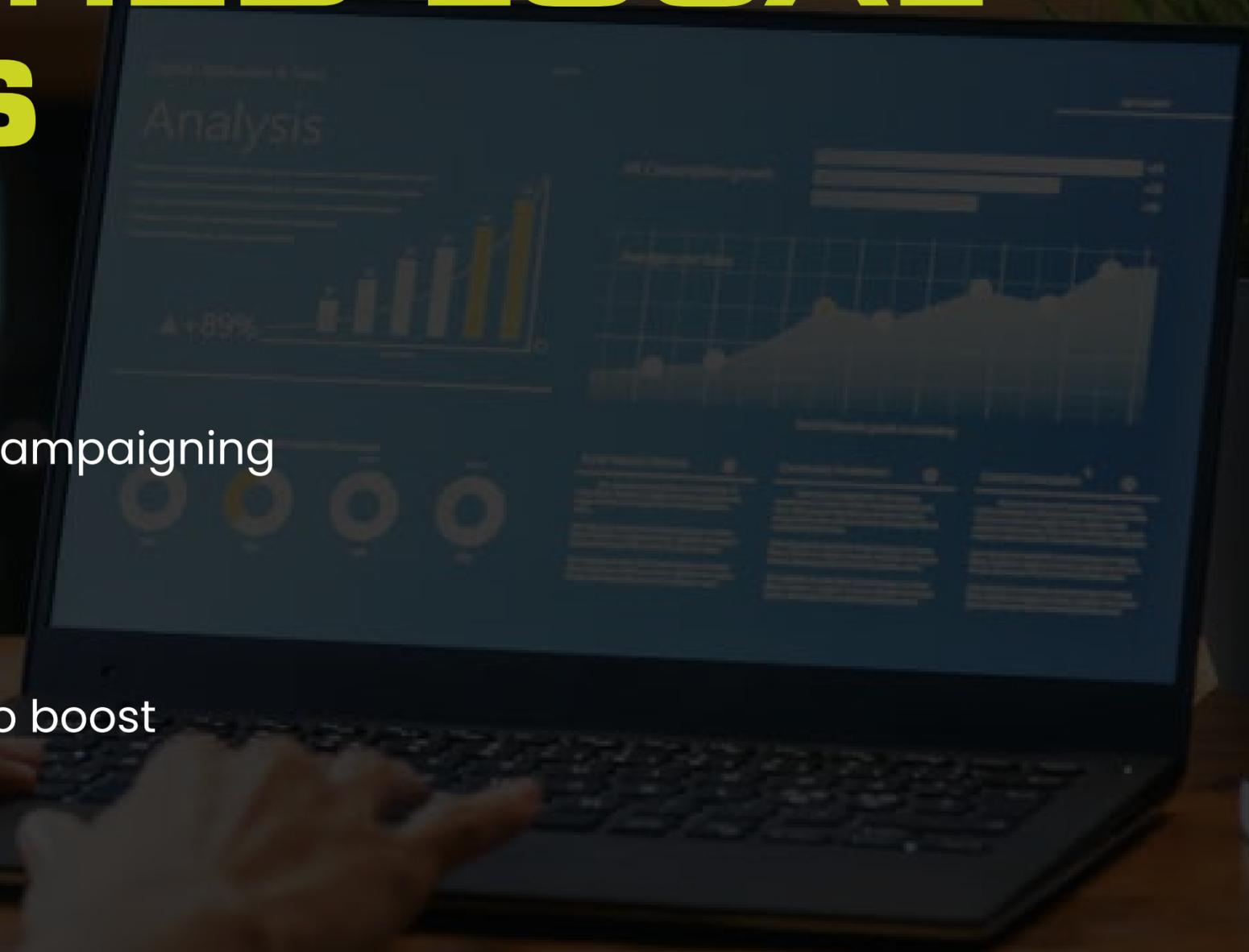
 **YOUTUBE**

 **LINKEDIN**



SPONSORED LOCAL LISTINGS

- Facebook local
- Google local
- GPS location based ADs
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video boost



Launch Support

- Planning and execution
- Launch plan in SMM and PR **PROMOTIONS**
- Cross marketing

Post Opening Support

- Audits and Ideas
- Promotional offers
- FashionTV **SPONSORSHIP** opportunities
- Google and website listing

Fashiontv 360 Degree Support

PRE-OPENING SUPPORT:

- Location Analysis and approval.
- Architect, DESIGNS, Layout, Etc.
- DIAMOND Inspired Designs
- Staff recruitment
- FashionTV Proprietary Products Supply.
- Other Products and Vendor Tie-ups.
- STRATEGIC Planning.



BENEFITS

- Association with the World's LARGEST Fashion and lifestyle media brand with a strong presence in 196+ countries and 2 billion viewers worldwide.
- Great Business Opportunity with GREATER Returns.
- Develop a huge fruitful circle of a business network.
- Become a leader in fashion and lifestyle industries in your city cream society.
- Get to be the next VIP jet setter being on the VIP list of every exhilarating event in your city.
- Get to use the FTV visiting card as your power currency.

FRANCHISE BASIC REQUIREMENTS

- **Location**

FTV Pool Parties should be held at a prime triple A location of the city.

- **Strong Financial Backings**

All affiliates must be able to show strong financial backings to ensure the success of the business.

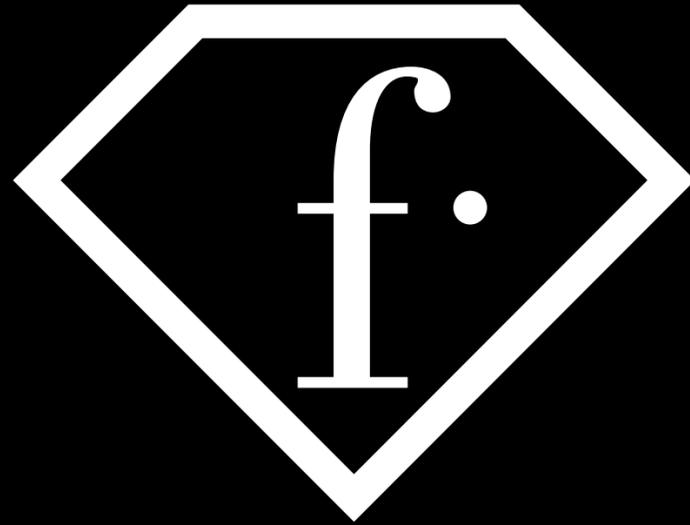
- **Franchise Industry Attraction.**

All affiliates must have liking towards the desired industry with a zeal to learn, explore and strive to succeed.

- **Strong Desire to be more:** Rich, Famous & Successful.

FASHIONTV FRANCHISE FINANCIALS

Module	Franchise Fees	Total Investment	No.of Events	Royalty
Tier 1	RS .75 lakhs	RS .1 cr	12	10%
Tier 2	RS .50 lakhs	RS .75 lakhs	12	10%
Tier 3	RS .37.5 lakhs	RS .50 lakhs	12	10%



POOL
PARTY