

The Home of *fashion*



CO-WORKING SPACES IN INDIA

- Co-working Spaces in India are **GROWING** at a brisk rate with each coming year.
- The potential market in India is **12-16 MILLION SEATS**
- **\$400 MILLION INVESTMENTS** are expected to be received in India in the co-working Segment.
- **13 MILLION PEOPLE** are expected to work out of co-working spaces across India by 2020.
- Currently the total addressable market size is Mumbai, Delhi – NCR & Bangalore are **5 MILLION**.
- By 2020, **38 MILLION** people **WORLDWIDE** will be a part of co-working spaces

FTV CO-WORKING SPACES

- The global authority of fashion, FashionTV is determined to establish a world-class co-working space in India under FTV Co-working brand.
- FTV Co-Working Space will provide a **WORK ENVIRONMENT & OFFICE EQUIPMENT** such as:
 - › Shared space to work
 - › Common kitchen, lounges, restrooms, etc.
 - › 24x7 access to workplace
 - › Printing, scanning facilities
 - › PBX equipment
 - › Free and fast Wi-Fi
 - › Conference, meeting rooms
- FTV Co-Working Space will be one of world's largest provider of flexible workspace solutions in collaboration with successful entrepreneurs and corporations alike.
- FTV Co-Working Space will be a luxurious experience for anyone who dreams of setting up their office with us.
- FTV Co-Working Space will be an epitome of First class infrastructure, networking and services.

FTV CO-WORKING SPACE PHILOSOPHY

VISION

To create a co-working space encouraging professional success and development, idea-sharing, talent development and networking, while serving as a resource to members and beyond.

MISSION

To establish India's most sought after co-working space which will set the standards for the industry.

AIM

Provide a luxurious and star-studded working space to individuals, entrepreneurs and other professionals and to help co-exist and work professionally with global brands successfully.

WHY FRANCHISE FTV??

FashionTV / FTV is the World's **LARGEST** Fashion Network!!!

Some FashionTV **KEY FACTS:-**

- **12 Channels of 24 hrs** dedicated to Fashion & Lifestyle channels.
- **23 YEARS** of existence.
- **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 **193 COUNTRIES.**
- Reaching **500 Million** Households.

SOME FASHIONTV KEY FACTS

- Viewed on **10 MILLION** Public TV Sets in Public Places.
- **5M** website hits per month.
- FashionTV App gets **500K SUBSCRIBERS** & 35K installation per Month.
- FashionTV YouTube Channel has **65M Views**.
- FashionTV YouTube Channel has **90M** viewership per month.
- **4.5M** plus likes on Facebook.
- **12M** views per week.
- **300K FOLLOWERS** on Instagram
- **125k** Organic Reach per Month.

Backed with Most Viewed, Proven, and Stable HIGH-END Luxury Fashion and Lifestyle Media House | www.fashiontv.com

FashionTV / FTV is truly an "**AUTHORITY IN FASHION**".

FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-Opening Support:

1. Location Analysis and approval.
2. Architect, **DESIGNS**, Layout, Etc.
3. **DIAMOND** Inspired Designs (Walls, Ceilings, Furniture, etc).
4. Staff Recruitment.
5. FashionTV Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. **STRATEGIC** Planning.
8. Staff extensive Training and execution.
9. FashionTV Billing & Security Platform.

LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. **PROMOTIONS.**
4. Cross Marketing.

POST OPENING SUPPORT

1. Sales INCREMENTAL Strategies.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty MEMBERSHIP programs.
5. Google and Website Listing.

USP'S OF FASHIONTV

8K VIDEO WALL FASHION SHOWS AND VJ

- Projections of FashionTV shows by Top **DESIGNERS**.
- 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'S OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV branded Merchandise like:-

- Fashion TV Tables
- Fashion TV Chairs
- Fashion TV Office Stationary
- Fashion TV Conference
- Fashion TV Coffee
- Fashion TV Cookies
- Fashion TV T-Shirts

USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV Ceilings and walls
- FashionTV **UPHOLSTERY** and tables
- FashionTV Flyers / Printouts

SOcial MEDIA MARKETING

Dedicated Social Media Marketing Handles:

- FACEBOOK
- INSTAGRAM

SO

CIAL ENGAGEMENT

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's

SOCIAL ENGAGEMENTS STATISTICS

- 150 New stories (Facebook)
- 200 New Stories (Instagram)
- 50 New Stories (Twitter)

More Than 300 New Stories per day!

Due to FashionTV's brand **POPULARITY** and our customers love to post, like, share, comment, check-in, take pictures, shoot videos, tag, and more in all of our locations!

The social engagement within the **FTV CO-WORKING SPACE'S** network is an exciting average of **300 STORIES** per day – every story is Free – Word of Mouth – Advertisement.

NEW MEDIA STATISTICS

- Facebook: **3,000,000+ FANS**
- FashionTV.com: Average of 500,000 monthly visits.
- FashionTV.com: Average of 1,500,000 monthly imps.
- YouTube Channels: **1,000,000 SUBSCRIBERS**
- YouTube: Average of 15,000,000 monthly views.
- Daily Motion: Average of 500,000 monthly views.

SPONSORED LOCAL LISTINGS

- Facebook Local
- **GOOGLE LOCAL**
- GPS based AD's
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**

FRANCHISE BASIC REQUIREMENTS

1. AAA Location

FashionTV / FTV Wine & Dine should be located in a prime **TRIPLE A** location of the city.

2. Strong Financial Backings

All franchisees must be able to show strong **FINANCIAL** Backings to ensure the success of the business.

3. FRANCHISE FASHION Industry Attraction

All franchisees must-have attraction and liking towards the **DESIRED** Industry with a zeal to learn, explore, and strive to succeed.

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

FASHIONTV FRANCHISE FINANCIALS

MODULE	STANDARD
Franchise Fee	45 lacs
Office (sq. ft.)	10,000
Approx. Investment	1.5 CR
Royalty	10%
Average ROI in 3 Yrs.	70%

Notes: These are approx. figures based on worldwide stores. The actual cost will vary as per the location.
Taxes as applicable. Shop Cost & Working Capital extra on actual.

SERVICES AT FTV CO WORK

Get Access to:

1. Private Office Space
2. Office Suites
3. Headquarters' for your business
4. Shared Spaces
5. Private Cabins
6. Conference Spaces

Other Services & Perks:

1. Food & Beverage Facility
2. Recreational Activities Space
3. Indoor Games
4. Reading Space
5. Sanitisation

FTV FRANCHISE BENEFITS

- Association with World's **LARGEST** Fashion Brand
- Great Business Opportunity with **GREATER** Returns
- Develop a huge fruitful circle of a business network
- Become a leader in fashion and lifestyle in your city cream society
- Get to be the next VIP jet setter
- Be on the VIP list of every Invitee List of your City Events
- Become the respected player in your city fashion industry
- Be seen and surrounded with the who's who of your City
- Meet the most beautiful and **FASHIONABLE** people
- Use the FTV visiting card as your power currency

FASHIONTV FRANCHISE – AN INVITATION...

FashionTV / FTV is looking to partner with sound well-settled business-minded and experienced persons like you. We also expect our **POTENTIAL** partners to know about international fashion and lifestyle mind-set.

If you find the:-

1. **Basic brand requirements**
2. **FashionTV Facts**
3. **Brand Support**

Exciting and **INTERESTING** enough to partner and associate with us, then for further information and discussion please call / message/email us.

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