

**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](http://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

# SOcial 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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