

The Home of *fashion*



FTV FOOD & BEVERAGE IN INDIA

1. Indians are shifting to an ultra-modern lifestyle.
2. It has accelerated the growth of **LUXURIOUS** food & beverage spaces in recent times.
3. The FTV Food & Beverage industry of India has a humongous market size and is growing every year.
4. There's a need of **HIGHLY SKILLED** professionals for management, operations and services in a food & beverage academy.
5. With time, FTV Food & Beverage Academy will be the flag bearer of the high class industry in India.
6. There will be a huge number of food & beverage academies across major cities in India.
7. We are determined to hone the talents of aspirants.

FTV FOOD & BEVERAGE INDUSTRY

1. An academy where the students are trained to be **best in the hospitality business**.
2. It has numerous benefits in your daily life and career.
3. High end hospitality learning will transform a student into a **PROFESSIONAL**, filled with confidence and he/she creates long-lasting impression.
4. Keeping this in mind FTV Food & Beverage Academy guides to acquire the best academy practises.
5. For you to **EXCEL** in your career and personal life as well.
6. The FTV School of **Food & Beverage** bestows specially designed courses with a tailor-made curriculum. It gives you the best learning experience. Our **HOSPITALITY** experts are highly qualified to help you learn from the best.
7. Once you graduate from FTV Food & Beverage Academy, you will notice a remarkable change in your:
 - Appearance,
 - Body language,
 - Etiquettes,
 - Communication skills,
 - Personality

FTV FOOD & BEVERAGE ACADEMY PHILOSOPHY

VISION

To bring India at par with international Food & Beverage standards by training world-class FTV Food & Beverage experts.

MISSION

To hone the raw talent, train them with a specially designed curriculum and present numerous career opportunities in the Food & Beverage sector for the students.

AIM

To create India's most influential FTV Food & Beverage academy brand which sets the benchmark for the rest of the beauty FTV Food & Beverage industry.

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 DURING THE EVENT

- Projections of FashionTV music festival by Top Music Artists.
- 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:-

- FashionTV T-shirts
- FashionTV Bags
- FashionTV Stationary
- FashionTV Coffee Mugs
- FashionTV Academic products
- FashionTV crockery set
- FashionTV Hotel Furniture



USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- Fashion TV Visual Merchandising
- FashionTV Ceilings and walls
- FashionTV Furniture
 - Tables
 - Chairs
 - Blackboards
- FashionTV Flyers / Printouts



USP'S OF FASHIONTV

SPECIAL EVENTS AND FASHION SHOWS

A fashion runway is always placed in every luxury FashionTV Franchise vertical.

- *Local FTV Food & Beverage Shows*
- *Special Events other products PROMOTIONAL show.*

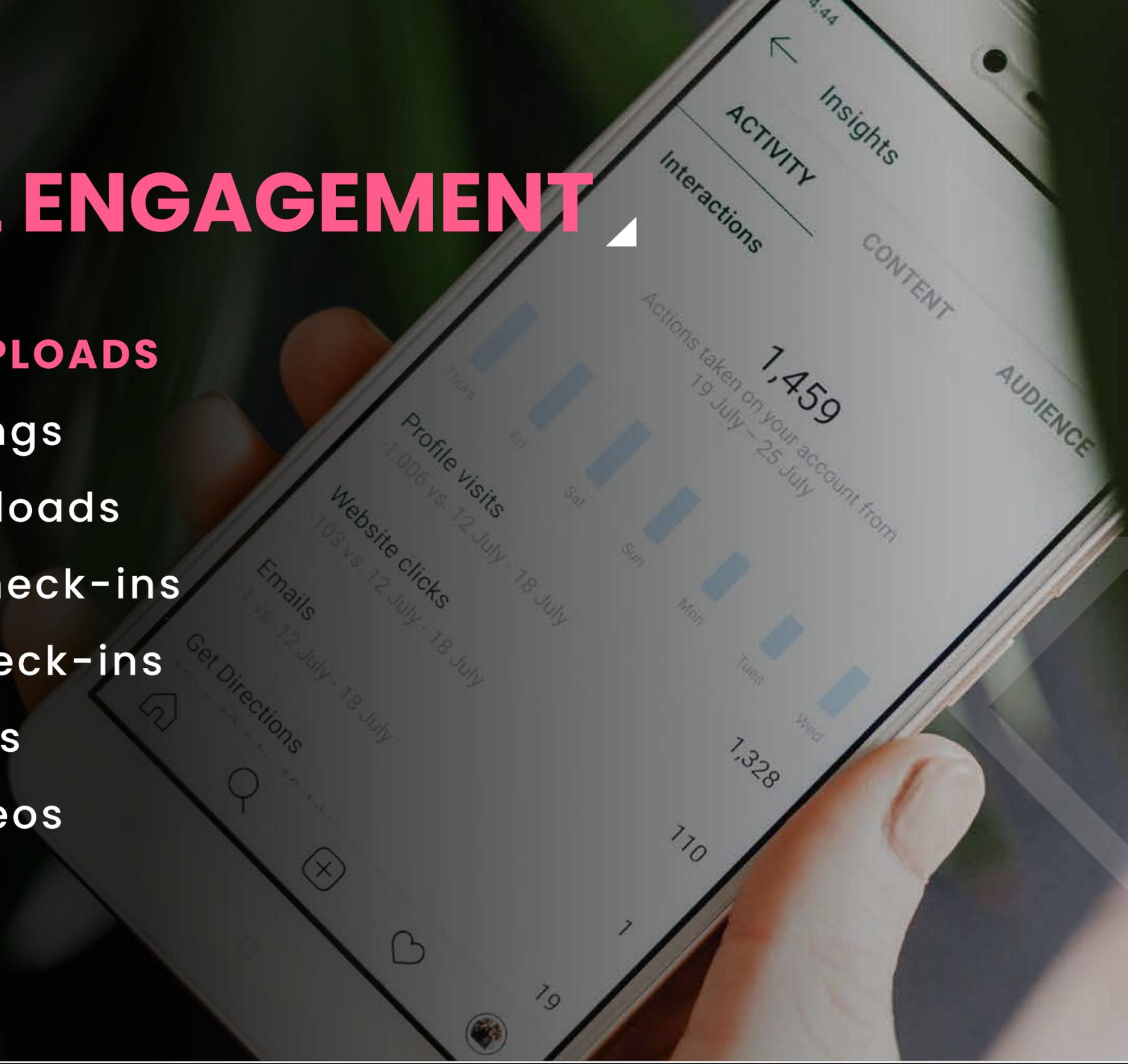
SOCIAL MEDIA MARKETING

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 FOOD & BEVERAGE ACADEMY** 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 Food and Beverage 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 Hospitality Education 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	LUXURY	REGULAR	LITE
Franchise Fee	45 Lacs	30 Lacs	15 Lacs
Area up to	10000 Sq. Ft.	5000 Sq. Ft.	2500 Sq. Ft.
Outlet Setup	Rs. 2.5 Crore	Rs. 1.5 Crore	Rs. 70 Lacs
Royalty	20%	20%	20%
Average ROI in 3 Yrs.	90%	90%	90%

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.

FTV SCHOOL OF FOOD & BEVERAGES COURSES CONSISTS OF:-

FashionTV School of Food & Beverage Courses consist of:-

FOOD SCIENCE AND NUTRITION

- Human Nutrition
- Food Science
- Physiology
- Community Nutrition
- Public Health
- Physiology Practical
- Epidemiology
- Food Microbiology
- Fundamentals of Food Preparation Practical
- Food Commodities
- Sanitation and Hygiene
- Nutritional Biochemistry
- Diet Therapy

FTV WELLNESS STUDIO SERVICES CONSISTS OF:-

FOOD TECHNOLOGY

- Fundamentals of Food Processing
- Introduction to Food Chemistry
- Fundamentals of Food Microbiology
- Normal and Therapeutic Nutrition
- Food Hygiene and Sanitation
- Fundamentals of Milk Processing
- Food Analysis
- Food Laws and Quality Assurance
- Concentrated and Dehydrated Milk Products
- Fermented and Coagulated Milk Products
- Technology of Cereals and Millets
- Bakery and Confectionery Products
- Technology of Pulses and Oilseeds
- Postharvest Physiology and Handling of Fruits and Vegetables
- Principles of Fruits and Vegetables Technology

FTV WELLNESS STUDIO SERVICES CONSISTS OF:-

- Food Refrigeration and Cold Storage Technology
- Sugar and Confectionery Technology
- Food Chemistry
- Food Packaging
- Food Additives
- Protein Chemistry and Technology
- Emerging Technologies in Food Processing
- Food Dehydration Technology
- Enzymology lab
- Lab Analysis of Food Lab

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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