

f fashiontv

FTV MADE TO MEASURE PHILOSOPHY

VISION

TO BUILD LONG-LASTING RELATIONSHIPS WITH OUR CUSTOMERS AND TO BRING OUT THE BEST IN FASHION TAILORING WITH OUR CUSTOMIZED LUXURY FASHION.

MISSION

TO BECOME THE PREFERRED DESTINATION FOR CUSTOM-MADE GARMENTS AND LUXURY FASHION IN INDIA.

AIM

TO IMPROVE THE STANDARD OF LIFESTYLE AND FASHION BY INTRODUCING GLAMOROUS STYLES OF APPAREL IN THE INDIAN MARKET.







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





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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. GOOGLEAND WEBSITE LISTING.



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USP 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.
- **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.



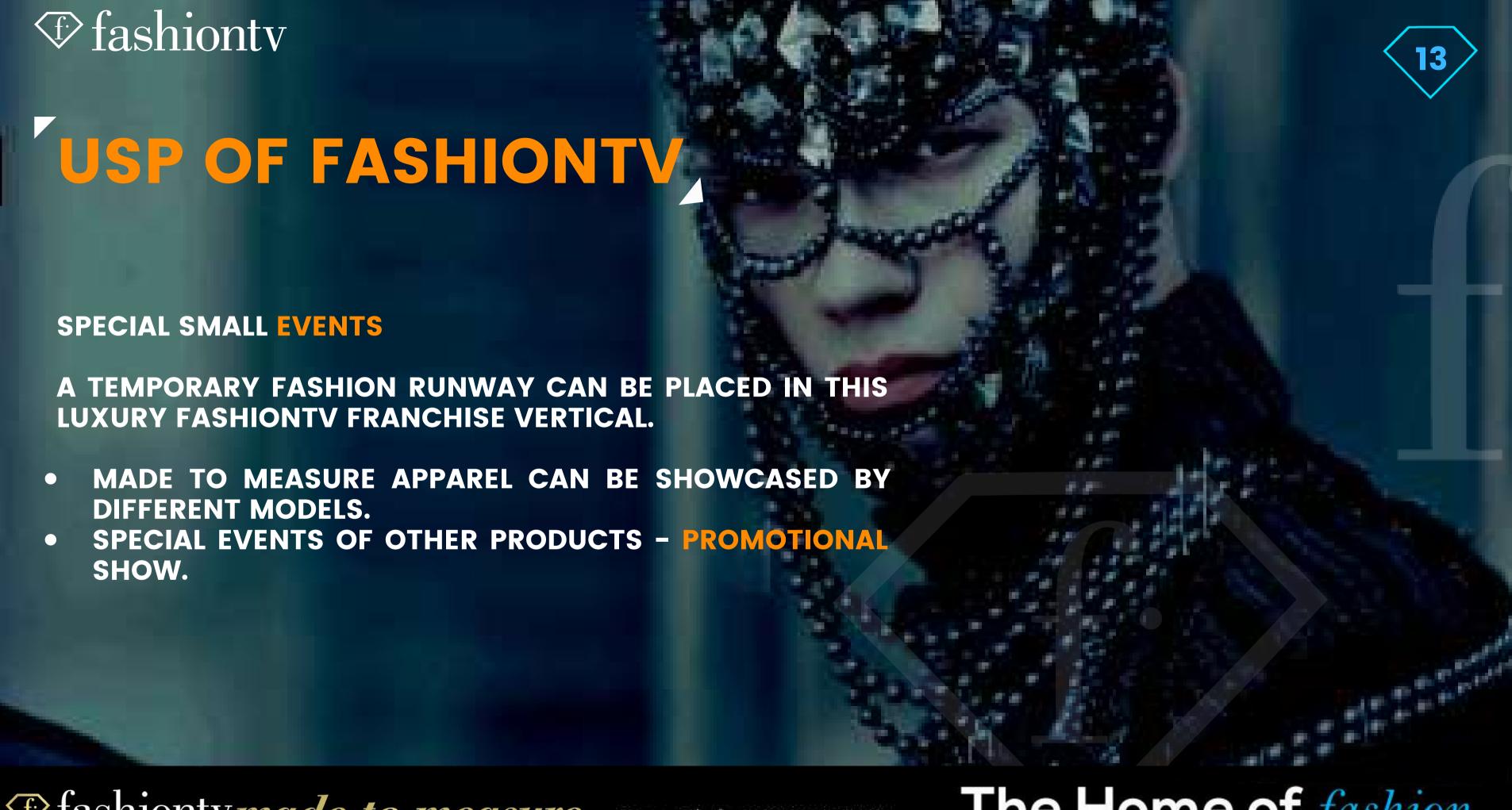




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SOCIAL MEDIA MARKETING

DEDICATED SOCIAL MEDIA MARKETING HANDLES

- FACEBOOK
- INSTAGRAM
- TWITTER
- YOUTUBE
- LINKEDIN











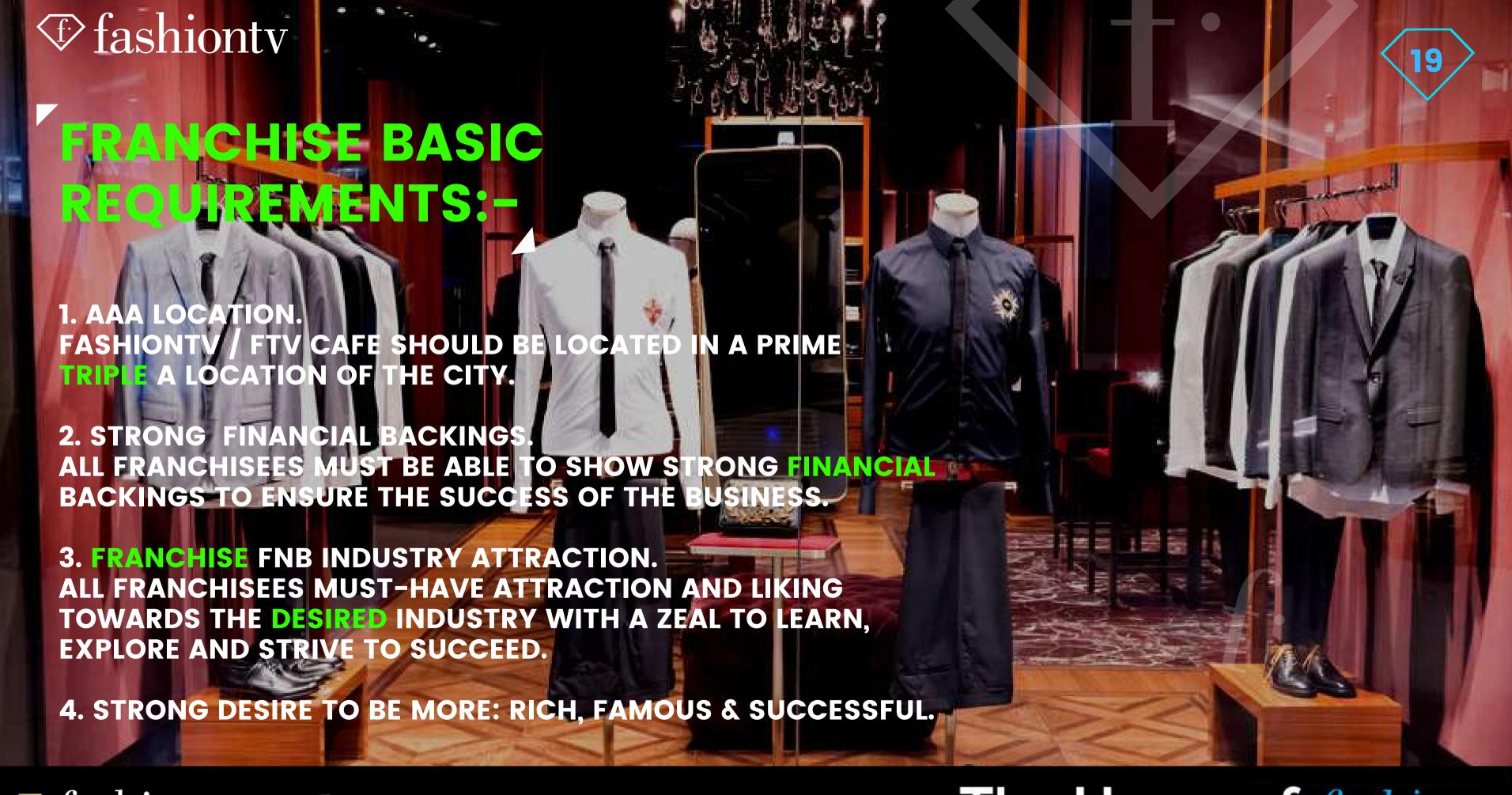












FASHIONTV FRANCHISE FINANCIALS

Module	Standard
Franchising Fee	Rs. 10 Lacs
Office	800 Sq. Ft.
Outlet Setup	Rs. 50 Lacs
Royalty	5%
Average ROI in 3 Yrs.	65%

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.



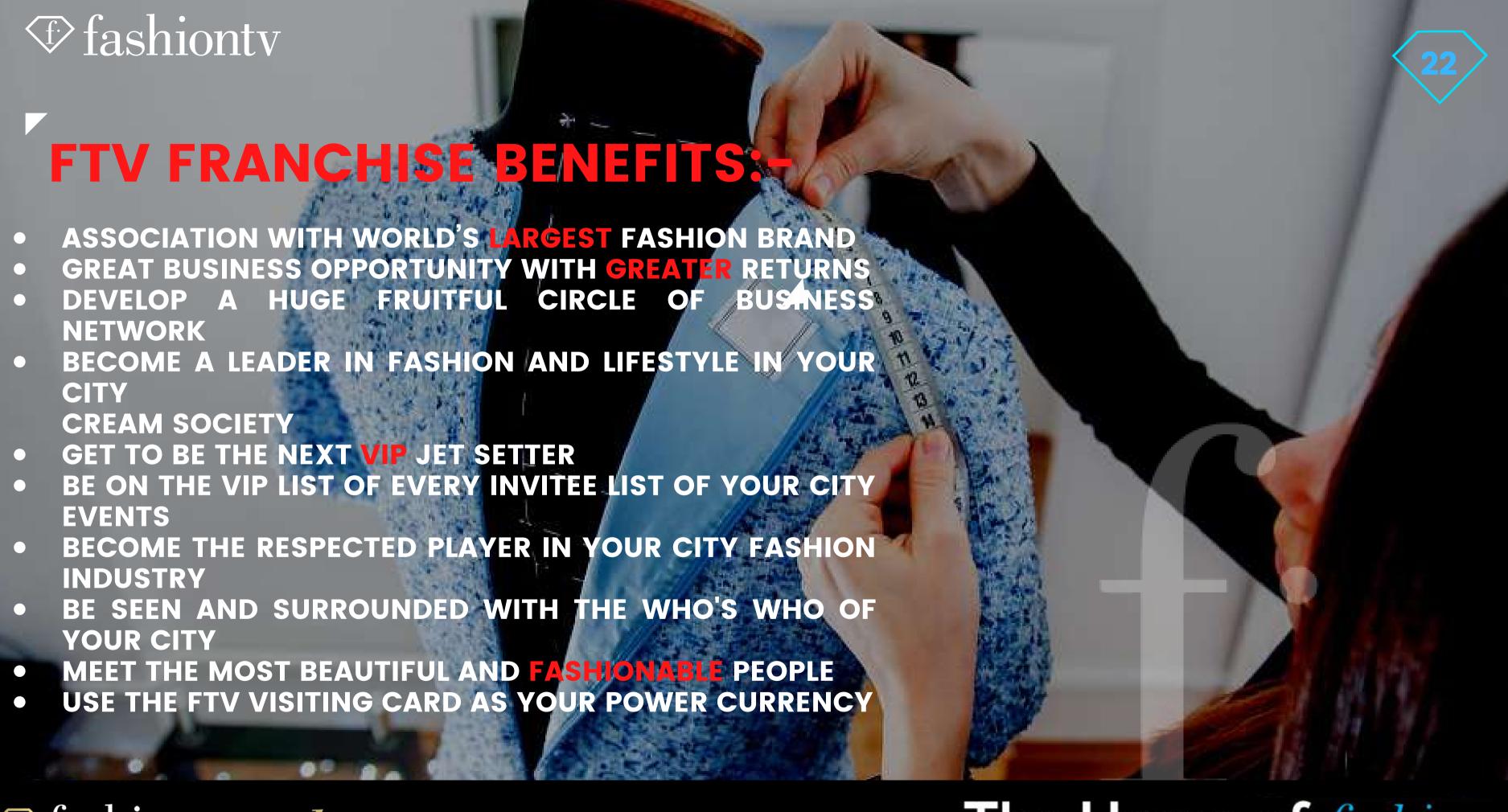


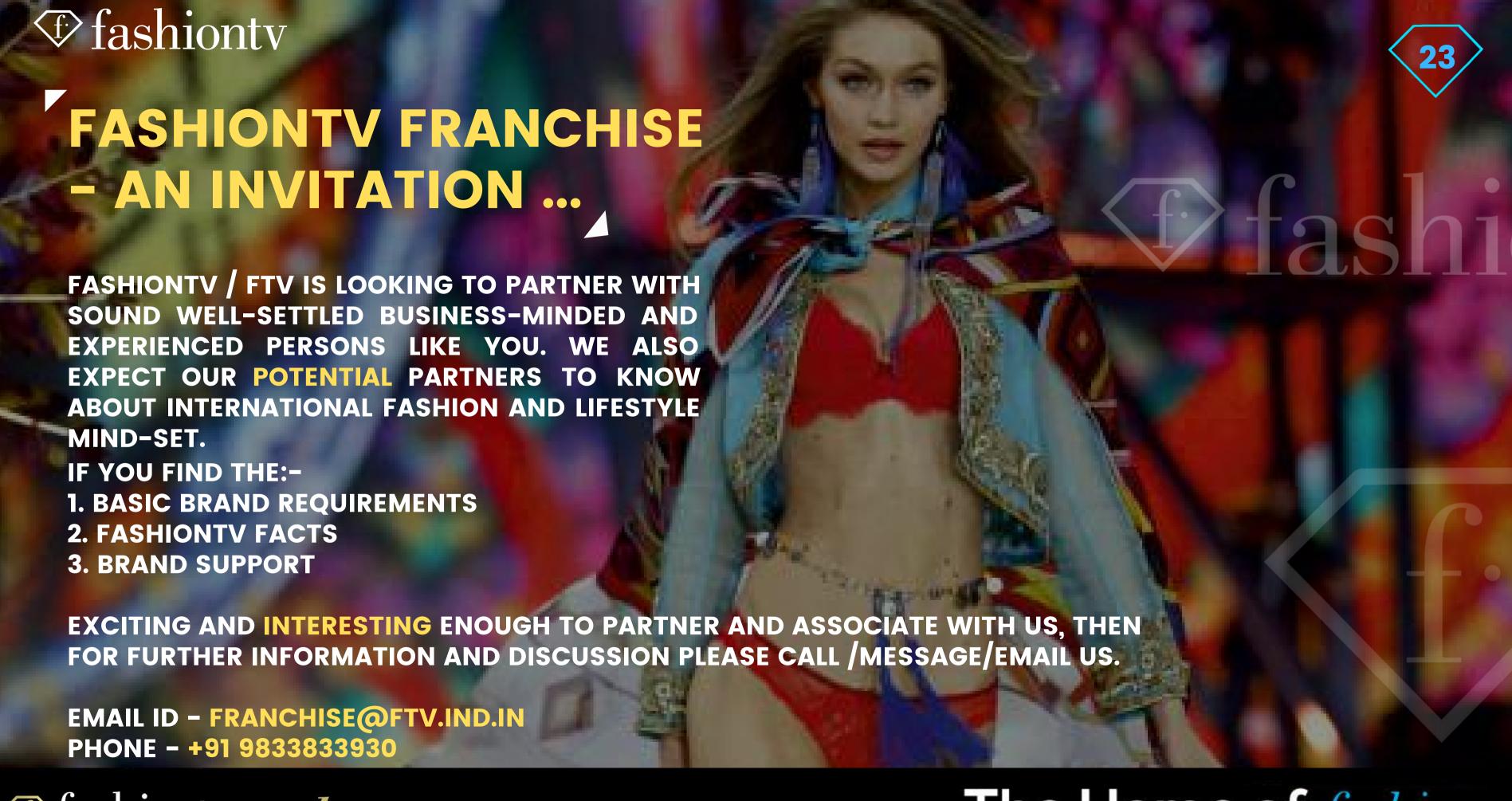
FASHION TV MADE TO MEASURE SERVICES.

- **TAILORING**
- **DRESSMAKING**
- PATTERN MAKING
- ALTERATIONS
- WEDDING DRESSES
- **FASHION SAREES DESIGNING**









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