

# The Home of *fashion*



# FTV SCHOOL OF MODELLING IN INDIA

1. MODELLING IN INDIA IS ONE OF THE MOST ASPIRING **PROFESSIONS**
2. DUE TO NAME, FAME, AND GLAMOUR ITS GROWTH IS INCREASING RAPIDLY
3. MANY SUCCESSFUL MODELS HAVE PROVEN THEMSELVES BY BEING SUCCESSFUL ACTORS.
4. FACTORS WHICH ARE IMPROVE THE POTENTIAL OF MODELLING IN INDIA:
  - DEFINITION OF BEAUTY IN INDIA IS **EVOLVING**
  - THE SCOPE GETTING EXTENDED TO ACTING
  - DIGITIZATION HAS CREATED MORE OPPORTUNITIES FOR MODELS
  - NEED FOR PROFESSIONAL **INSTITUTES**
  - KEEPING UP WITH THE INTERNATIONAL STANDARDS

# FTV SCHOOL OF MODELLING

1. FASHION TV AIMS TO BUILD ONE OF A KIND, **VERSATILE** MODELLING AND GROOMING ACADEMY.
2. HAS A KNOWLEDGE-RICH LEARNING EXPERIENCE.
3. WE ASPIRE TO BECOME A **LEADER** IN TRAINING HIGHLY PROFICIENT MODELS AND ACTORS
4. TO PREPARE THESE ASPIRANTS FOR FURTHER OPPORTUNITIES IN FASHION & ENTERTAINMENT INDUSTRY.



# FTV SCHOOL OF MODELLING PHILOSOPHY

## VISION

TO REVOLUTIONIZE THE MODELLING INDUSTRY BY PROVIDING OPPORTUNITIES TO MODELS AND OTHER INDUSTRY PROFESSIONALS TO NETWORK AND COLLABORATE SEAMLESSLY

## MISSION

TO ESTABLISH INDIA'S MOST SOUGHT-AFTER MODELLING AGENCY WHICH WILL SET THE STANDARDS FOR THE INDUSTRY.

## AIM

PROVIDE OPPORTUNITIES TO MODELS AND OTHER PROFESSIONALS TO WORK 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 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. GOOGLEAND WEBSITE LISTING.



# 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.

# USP OF FASHIONTV

**FASHIONTV PROPRIETARY PRODUCTS**

**FTV BRANDED MERCHANDISE LIKE:-**

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**FASHIONTV T-SHIRTS**

**FASHIONTV BAGS**

**FASHIONTV STYLING PRODUCTS**

**FASHIONTV STATIONARY**

**FASHIONTV ACCESSORIES**

**FASHIONTV GROOMING KITS**

**FASHIONTV COFFEE MUGS**


**FASHIONTV APPAREL**



# USP OF FASHIONTV

## FASHIONTV UNIQUE DIAMOND INSPIRED DESIGN

- FASHIONTV CEILINGS AND WALLS
- FASHIONTV
  - FURNITURE
  - TABLES
  - CHAIRS
  - BLACKBOARDS
- FASHIONTV FLYERS / PRINTOUTS

 fashiontv



# SOCIAL MEDIA MARKETING

DEDICATED SOCIAL MEDIA MARKETING HANDLES

- FACEBOOK



- INSTAGRAM



- TWITTER



- YOUTUBE



- LINKEDIN



# 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 F CAFÉS 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 IMP.
- YOUTUBE CHANNELS: 1,000,000 **SUBSCRIBERS**
- YOUTUBE: AVERAGE OF 15,000,000 MONTHLY VIEWS.
- DAILY MOTION: AVERAGE OF 500,000 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 CAFE 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 FNB 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	University	School	Institute
Franchising Fee	Rs. 45 Lac	Rs. 30 Lac	Rs. 15 Lac
Area Up to	1000 Sq. Ft.	5000 Sq. Ft.	2500 Sq. Ft.
Outlet Setup	Rs. 1.5 Cr	Rs. 1 Crore	Rs. 60 Lac
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.



# FASHIONTV SCHOOL OF MODELLING COURSES CONSIST OF:-

## MODELLING COURSES (3MONTHS FULL TIME / PART-TIME COURSE)

BRIEF OF THE MODELLING INDUSTRY.

INDUSTRY BREAKDOWN.

TYPES OF MODELLING.

BASIC RAMP WALK.

INSIGHTS INTO RAMP **CHOREOGRAPHY**.

POSING FOR DIGITALS.

USING **ACCESSORIES** ON THE RAMP.

LATEST TRENDS IN RUNWAY/FASHION PARADES

RAMP WALK AND RUNWAY TRAINING.

BODY TRAINING.

HANDLING SUPER MODEL PANEL

DISCOVERING THE HIDDEN TALENTS.

LATEST AND MOST USEFUL MODELLING TIPS.

MODELLING IN GROUPS & PAIRS

**PRODUCT** MODELLING.

ON-CAMERA PHOTO SHOOT

# FASHIONTV SCHOOL OF MODELLING COURSES CONSIST OF:-

**GROOMING AND IMAGE TRANSFORMATION COURSES  
(3 MONTHS FULL TIME / PART-TIME COURSE)**

**HIGH FASHION STYLING – CLOTHES & ACCESSORY MANAGEMENT**

**HIGH FASHION STYLING – HOW TO WORK WITH YOUR BODY & FACE  
SHAPE**

**WELL-BEING & POSITIVE ATTITUDE**

**FITNESS & NUTRITION**

**MEAL PLANNING.**

**SKINCARE**

**NAIL CARE**

**SELF-CARE LESSONS AND SKINCARE ROUTINES TO FOLLOW**

**HAIR AND GROOMING BY A PROFESSIONAL MAKEUP ARTIST.**

**WARDROBE ESSENTIALS FROM A PROFESSIONAL STYLIST.**

**NAIL SPAS AND NAIL EXTENSIONS FOR MODELS.**

**SPOTTING THE TRENDS**

**FASHION SENSE AND STYLE**

**POSTURE AND BODY LANGUAGE**



# FASHIONTV SCHOOL OF MODELLING COURSES CONSIST OF:-

## PAGEANT COACHING (15 DAYS FULL TIME)

EMPHASIS ON DEVELOPING COMPOSURE AND SELF-CONFIDENCE.

LIST OF QUESTION ANSWERS FOR THE QUESTION-ANSWER ROUND.

CATEGORY WISE TRAINING

SOCIAL ETIQUETTE

INTERVIEW PREPARATION

PERSONAL GROOMING

POSTURE & BODY

LANGUAGE

RAMP WALK AND RUNWAY TRAINING.

MOCK ROUNDS IN VARIOUS COSTUMES AS PER THE REQUIREMENT OF  
THE CONTEST.

VOICE MODULATION AND PRONUNCIATION.

BACKSTAGE PREPARATION.

# FASHIONTV SCHOOL OF MODELLING COURSES CONSIST OF:-

## SHORT TERM COURSES (15 DAYS)

PERSONALITY DEVELOPMENT  
COURSE.

PUBLIC SPEAKING.

RAMP WALK.

SOFT SKILLS.

IMAGE CONSULTING.

## WORKSHOPS (15 DAYS)

MAKEUP WORKSHOPS

APPROACHING FASHION AGENCIES & COORDINATORS.

NUTRITION AND FITNESS.

GROOMING PROGRAMME FOR CORPORATE PERSONNEL.

BASICS OF PUBLIC SPEAKING.

BASICS OF PERSONALITY DEVELOPMENT.

GROOMING FOR TEENS.

## FTV FRANCHISE BENEFITS:-

- ASSOCIATION WITH WORLD'S **LARGEST** FASHION BRAND
- GREAT BUSINESS OPPORTUNITY WITH **GREATER** RETURNS
- DEVELOP A HUGE FRUITFUL CIRCLE OF 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.

EMAIL ID - **FRANCHISE@FTV.IND.IN**  
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