

The Home of *fashion*



▶ TATTOO PARLOR IN INDIA ◀

1. The GROWTH of the Tattoo Parlor industry in India is unprecedented.
2. India's tattoo industry is burgeoning, estimated to generate around ₹20,000 crore every year.
3. With this huge consumer base entering the Tattoo Parlor industry, it is forecasted to grow 15-20% every year.
4. With the rise of digitisation among the young population, personal grooming has become very important.
5. One of the key industries riding this tide is the Tattoo Parlor Industry!

FTV TATTOO PARLOR

We at FTV Tattoo Parlor introduce standardized international Tattoo Parlor grooming services for Indian citizens. We aspire to become the leader of luxury Tattoo Parlor business in India providing world-class Tattoo Parlor treatment to our clients.

FTV Tattoo Parlor provides exactly what the customers want.

Essential Tattoo Parlor services at FTV Tattoo Parlors are:

- Tattoo designing • Cosmetic tattooing • Medical tattooing (diabetic people) • Semi-permanent tattoos (including semi-permanent make-up) • Covering up or altering old and unwanted tattoos • Laser tattoo removal or lightening • Nose and Ear piercing • Body piercing

A diverse array of services to give luxurious grooming experiences beyond hair and makeup - like styling, skincare, pedicure, manicure, etc.

FTV Tattoo Parlors plan to become the most luxurious Tattoo Parlor experience in India.

FTV TATTOO PARLOR PHILOSOPHY

VISION

To ensure that Tattoo plays an important role in Indian pop culture by bringing high-end international standards and attracting people from all age groups.

Mission

MISSION

To offer our clientele with UNIQUE designs, which are engraved by expert tattoo artists maintaining the best practices.

AIM

To set a new benchmark for the rest of the tattoo industry on all fronts related to the tattoo industry and make FTV Tattoo Parlor the market leader.

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.

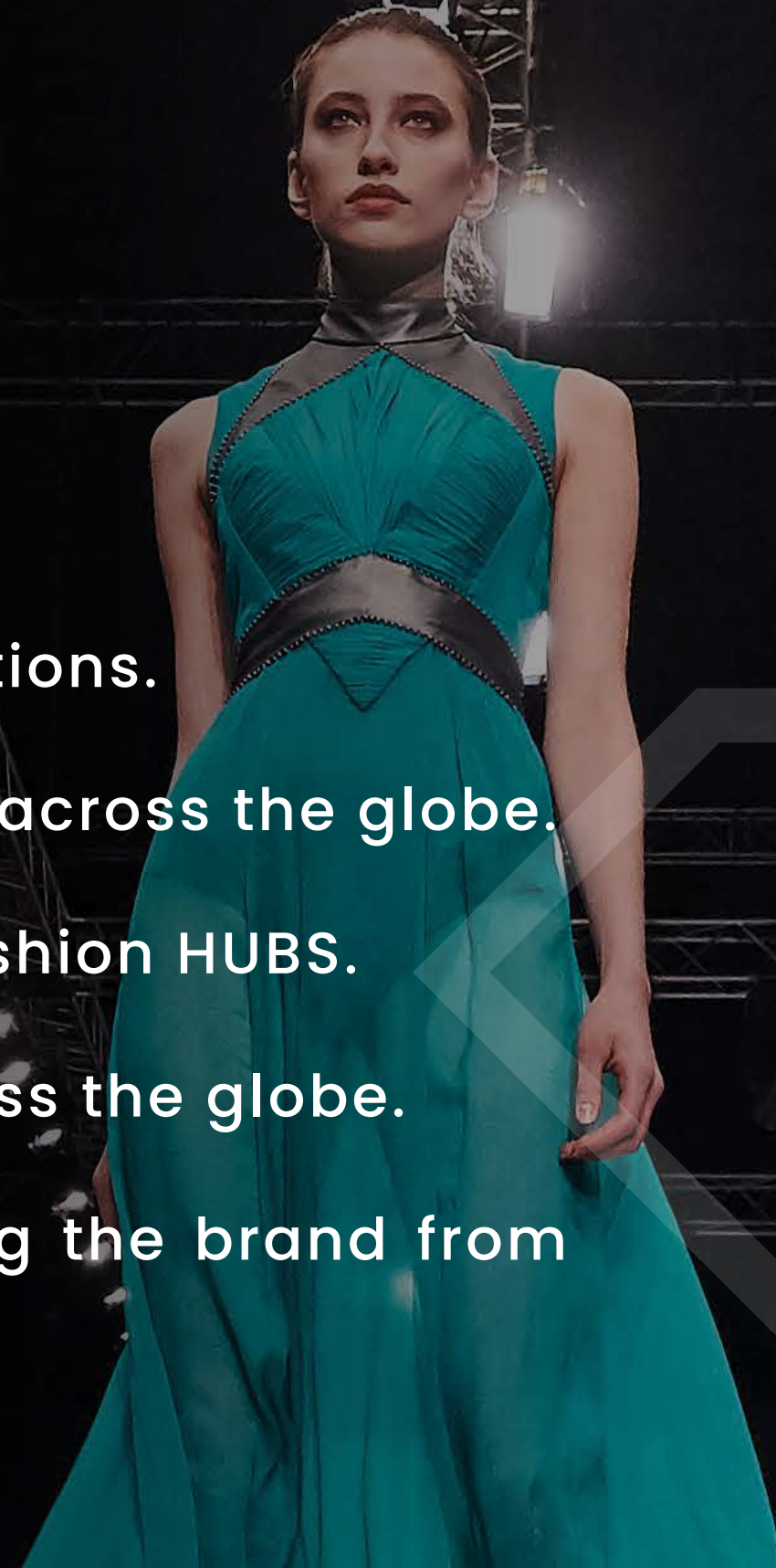
POST OPENING SUPPORT

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:-

- FashionTV Tattoo Cream
- FashionTV T Shirt
- FashionTV Coffee Mug
- FashionTV Tattoo Inks
- FashionTV Key Chains
- FashionTV Tattoo Artist's Kit

USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV Tattoo Parlor Furniture.
- FashionTV Ceilings and walls
- Fashion TV Tattoo Parlour Chair.
- Fashion TV Tattoo Parlor Trolley.
- Fashion TV Tattoo Station.
- FashionTV UPHOLSTERY and tables
- 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 Grooming Fashion 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 TATTOO PARLOR'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 Vegan Café 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 Tattoo 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	LITE
Franchise Fee	Rs. 15 Lacs
Area Up to	1000 Sq. Ft.
Outlet Setup	Rs. 50 Lac
Royalty	10%
Average ROI in 3 Yrs.	85%

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 TATTOO PARLOR SERVICE MENU CONSISTS OF:-

- Tattoos
- Piercings
- Cosmetic Tattooing
- Laser Tattoo Removal

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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