

The Home of *fashion*



BEAUTY CENTRE IN INDIA

1. The emergence and growth of the Beauty Centre or cosmetic retail stores in India are unprecedented as cosmetic industry has constantly been on the rise.
2. The overall Indian cosmetic market is of over \$6.5 billion USD of the global market of **\$274 billion**.
3. With this huge consumer base entering the Beauty Centre industry, it is forecasted to grow **25%** every year, and reach **\$20 billion** by 2025.
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 Beauty Centre sector!

FTV BEAUTY CENTRE

1. We at FTV Beauty Centre introduce a store which consists of almost all types of **premium cosmetic range** for Indian citizens.
2. We aspire to become the leader of luxury Beauty Centre business in India providing access to **high quality cosmetic collections** for customers.
3. FTV Beauty Centre provides exactly what the customers want:
 - Essential cosmetics collection available at FTV Beauty Centre are **lipsticks, foundation, Liners, Concealer, Compact powder, highlighter and many more.**
 - A diverse array of cosmetics to give you a luxurious grooming experiences like- **face make-up, lipstick/lip colour, eye makeup, anti-aging skincare, cleansers & toners, perfume collections.**
4. FTV Beauty Centres plan to become the most **luxurious** cosmetic retail store experience in India.

FTV BEAUTY CENTRE PHILOSOPHY

VISION

To bring India at par with international make-up & grooming standards with luxurious cosmetic collection. This will support to transform India into one of the leading cosmetic & fashion destinations in the world.

MISSION

To present our clientele with 'a sense of exclusiveness', high-quality professional high end fashion grooming and make-up experience with our rare and premium cosmetic collections.

AIM

To create India's most influential cosmetic fashion brand, FTV Beauty Centre, which sets the benchmark for the rest of the cosmetic 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

- 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:-

- FTV branded Merchandise like:-
- FashionTV T-Shirts
- FashionTV Lipsticks
- FashionTV Foundation
- FashionTV Liners
- FashionTV Concealer
- FashionTV Hair Products
- FashionTV Heat Protectant Spray



USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV Ceilings and walls
- FashionTV Beauty Parlour Chair
- Beauty Centre Chair
- Pedicure Chair
- Fashion TV Beauty Centre Trolley.
- Fashion TV Pedicure Station.
- FashionTV Flyers / Printouts
- FTV Visual Merchandising

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 BEAUTY CENTRE'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 Beauty Centre 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 Beauty Centre 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	REGULAR	LITE
Franchise Fee	Rs. 30 Lacs	Rs. 20 Lacs	Rs. 10 Lacs
Area Up to	3000 Sq. Ft.	2500 Sq. Ft.	1500 Sq. Ft.
Outlet Setup	Rs. 2 Cr	Rs. 1.5 Cr	Rs. 1.2 Cr
Royalty	10%	10%	10%
Average ROI in 3 Yrs.	85%	85%	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.

FTV BEAUTY CENTRE COSMETIC COLLECTION CONSISTS OF: -

FOUNDATION MAKEUP

- Liquid Foundation
- Compact Foundation
- New Foundation Finder

Fragrances

- Fresh
- Floral
- Oriental
- Woody

BEST EYE MAKEUP

- Mascara
- Eye-shadow
- Eyeliner
- Eyebrow Makeup
- Makeup Brushes

Face Makeup Brushes

- Eye Brushes

SKINCARE BY CONCERN OR BENEFIT

- Anti-Aging Skincare
- Hydration Packs

SKINCARE PRODUCTS BY CATEGORY

- Cleansers And Toners
- Eyes And Lip Care
- Face Serums
- Moisturizers
- Face Masks and Scrubs
- SKINCARE COLLECTIONS
- Men's Skincare

FACE MAKEUP

- Face Primer
- Concealer
- Blush & Bronzer
- Highlighter Makeup
- Face Glow
- Neo Nude

LIPSTICK & LIP COLOR

- Lipstick
- Lip Gloss
- Lip Liner
- Lip Maestro Venezia Liquid Lipstick
- Lip Maestro Matte Nature
- Color Sketcher
- Women's Gifts

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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