

**The Home of** *fashion*

**LOUNGE**

# LOUNGE IN INDIA

India is witnessing rapid growth in the food and beverage industry. There is a huge scope in the lounge sector with a booming economy like India as the niche customer segment of the F&B industry is always in the search of high end, luxurious lounges to experience the:-

- Luxurious nightlife
- Socialize
- Spend some quality time



# LOUNGES IN INDIA

india is one of the fastest-growing economies in the world.

india pbcl ( pubs, bar, club, and lounges )market is expected to grow at a rate:-

cagr of 11.7% during the forecast period of 2017 to 2022.

the market is anticipated to reach usd 1.55 billion by the end of the forecast period owing to:-

high disposable income

exposure to media

greater availability and penetration of a variety of consumer goods.



# FTV LOUNGE

Ftv lounge is a luxurious bar lounge introduced by the world's **largest fashion media house**, fashiontv. with ftv lounge, fashiontv aspires to bestow a top-class, lavish bar lounge experience for the people of india. ftv lounge is always the talk of the town when it comes to the luxurious lounges with a top-notch experience.

Ftv lounge is a work of art in itself. studded with features which ooze the luxury in every bit every ftv lounge:-

- **With lavish interiors**
- **Delectable food**
- **Top-notch beverage selection**

Fashiontv established ftv lounge across the globe. every ftv lounge venue brings the best of international style, extravagance, and flamboyance to your city.



# FTV LOUNGE PHILOSOPHY



## VISION

To bring india at par with international bar lounge standards & transforming the country into a leading evening entertainment destination.



## MISION

To create a lounge experience that oozes luxury and sophistication from every inch of the space.



## AIM

To create india's most influential and fashionable lounge brand which sets the benchmark for the rest of the industry.



# WHY FRANCHISE WITH FTV??

- Association with the World's **LARGEST** Fashion and lifestyle media Brand with a strong presence in 196+ countries and 2 billion viewers worldwide.
- Great Business Opportunity with GREATER Returns.
- Develop a huge fruitful circle of a business network.
- Become a leader in fashion and lifestyle industries in your city cream society.
- Get to be the next VIP jet setter being on the VIP list of every exhilarating event in your city.
- Become a respected player in the industry and be seen and surrounded with the elite of your City.
- Get to use the FTV visiting card as your power currency.



# FASHIONTV 360 DEGREE FRANCHISE SUPPORT

## Pre Opening Support :

- Location Analysis And Approval.
- Architect, **Designs**, Layout, Etc.
- **Diamond** Inspired Designs (Walls, Ceilings, Furniture, Etc).
- Staff Recruitment.
- Fashiontv Proprietary Products Supply.
- Other Products And Vendor Tie-ups.
- **Strategic** Planning.
- Staff Extensive Training And Execution.
- Fashiontv Billing & Security Platform



# LAUNCH SUPPORT

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- Planning and execution.
- Launch
- Plan in smm and pr.
- **Promotions.**
- Cross marketing.

# POST OPENING SUPPORT

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- Sales Incremental Strategies.audits.
- Promotional Offers.
- Fashiontv Loyalty **Membership** Programs.
- Googleand Website Listing.

# USP OF FASHIONTV

- Massive Profits
- 360 degree support
- Brand Equity Leverage
- Strong Industry Linkaes
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions



# USP'S OF FASHIONTV

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8k video wall fashion shows and vj during the event.

- Projections of fashiontv shows by top designers.
- 3d fashiontv “floor”, stunning luxury fashion animations.
- Live fashiontv channel with shows from across the globe.
- Fashiontv unique diamond inspired design.
- Fashiontv upholstery, stage design, fashiontv banners, fashiontv podium,
- Fashiontv ramp, fashiontv lighting, fashiontv stalls, fashiontv flyers/printouts

## Special events.

A special runway will placed at all events.

- Top notch models ramp walking in state-of-the art fashion proprietary proucts (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).

# USP OF FASHIONTV

Fashiontv proprietary products.

Ftv branded merchandise:

- Fashiontv beverages
- Fashiontv apparels
- Fashiontv lingerie
- Fashiontv cosmetics
- Fashiontv accessories
- Fashiontv art jewellery
- Fashiontv eyewear
- Fashiontv footwear
- Fashiontv bags  
and more!!



# SOCIAL MEDIA MARKETING

Dedicated Social Media Marketing Handles:

 **FACEBOOK**

 **LINKEDIN**

 **INSTAGRAM**

 **YOUTUBE**

 **TWITTER**

# FRANCHISE BASIC REQUIREMENTS:-

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## 1. AAA LOCATION.

Fashiontv / ftv lounge 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

REGULAR	F - LOUNGE	LUXURY
75 LACS	FRANCHISE FEE	90 LACS
3CR	TOTAL INVESTMENT	5CR
5000 SQFT	CARPET AREA	8000 SQFT
200/SQFT	ARCHITECT FEE	200/SQFT
10%	ROYALTY	10%
73%	ROI	75%
22 MONTHS	BREAK EVEN	22 MONTHS

# FASHIONTV LOUNGE MENU

## CONSISTS OF

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- Amazing And Wide Range Of International Liquor Brands
- (Whiskeys, Single Malts, Vodka, Gin, Rum, Tequila, Martini, Wine, Beer, Etc)
- Selected Range Of Premium Imfl
- Classic, Exotic And Exquisite Range Of Cocktails
- Wide Range Of Refreshing Mocktails
- Salads
- Appetizers
- Entree ( Veg / Non-veg) (Chinese, Japanese, Lebanese, Italian, Mexican, Spanish, French, English, American )
- Unique Platters
- Specials ( Customized Touch Of Local Cuisine)
- Sweet Tooth ( Brownies, Ice-cream, Etc)

# 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.

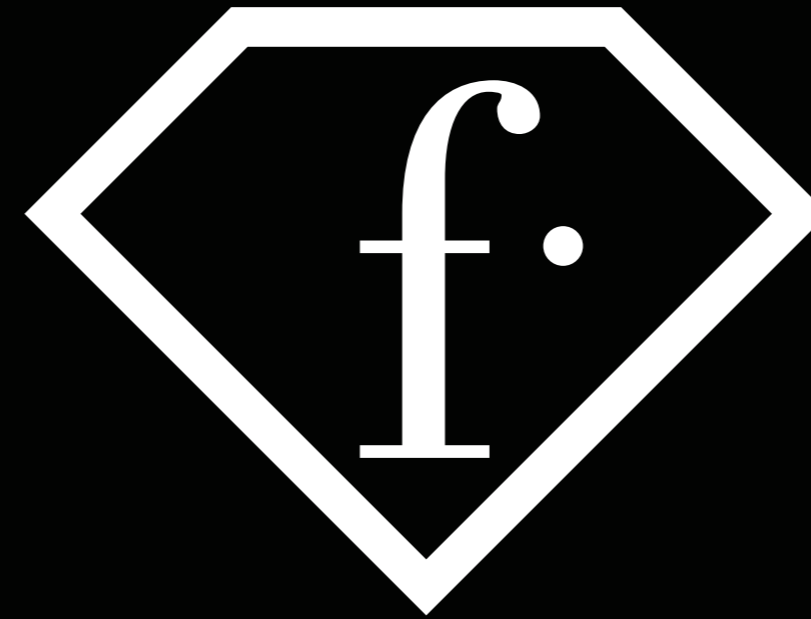
If You Find The:-

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](mailto:Franchise@ftv.ind.in)





LOUNGE