

FASHIONTV FURNITURE

The Home of *fashion*



FURNITURE

FTV FURNITURE

- **FTV Furniture** has been at the forefront of the industry when it comes to creating beautiful spaces for you in your homes.
- We offer a comprehensive choice of home and office furniture, as well as unique laminates, sturdy designer doors, exquisite veneers and top grade plywood to our customers.
- **FTV Furnitures** not only concentrates on making art, but also requests and desires of the buyer. We provide design customisations to match their needs and expectations that culminates client satisfaction
- We process a plethora of orders both big and little for a huge assortment of materials and furniture, from satisfied clients in industries to aesthetic homes for our customers, FTV Furniture is a pioneer for your decor needs. **FTV Furniture** is a pioneer for your decor needs.

FTV FURNITURE IN INDIA

- According to a report by the World Bank, the organised furniture industry is predicted to rise by **20 percent every year**.
- The rapidly increasing consumer markets of Asia are likely to account for a considerable portion of the growth, predicting huge expansion in the Indian furniture industry.
- The Indian furniture market was worth **\$17.7 billion in 2020** and will be worth \$37.72 billion by the end of the year 2026, with a double digit **CAGR of 13.37% from 2020-2026**.
- India is known for its unique and exceptionally creative work of furnishing.

FTV FURNITURE PHILOSOPHY

VISION

We aspire to become the leading furniture company and the primary provider for premium furniture in India.

MISSION

Our goal is to deliver value to customers that value luxury, style, and elegance, and to be recognised as “reliable”, “robust” and “gorgeous”.

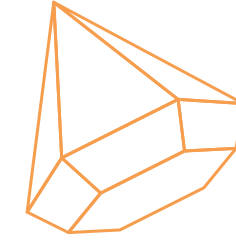
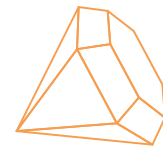
AIM

To become the country’s first choice for furniture by advancing ourselves into being an inspiration in the Interior designing industry.

WHY FRANCHISE WITH FTV?

Aside of being the largest **fashion tv** network, the reasons are many but some of them are:

- 12 channels of 24 hrs dedicated to fashion & lifestyle channels.
- 23 **glorious years** of success.
- 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 visits every month
- FashionTV app has over **500K subscribers** & 35K installations per month.
- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over **300K** and **125K** is organic reach.



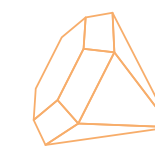
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FASHIONTV 360 DEGREE FRANCHISE SUPPORT

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Pre-opening support:

- Location analysis and approval.
- Architecture, designs, layouts.
- **Diamond inspired designs.**
- Staff recruitment
- FashionTV proprietary products supply.
- Other products and vendor tie-ups.
- **Strategic planning**
- Staff extensive training and execution.



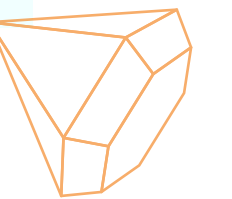
LAUNCH SUPPORT:

- Planning and execution
- Launch plan in SMM and PR promotions
- Cross marketing



POST OPENING SUPPORT

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing



USP OF FASHIONTV

- 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.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.

USP OF FASHIONTV



FashionTV Beverages



FashionTV Apparels



FashionTV Lingerie



FashionTV Cosmetics



FashionTV Accessories



FashionTV Art Jewellery



FashionTV Eyewear



FashionTV Footwear



FashionTV Bags



And More!!



USP OF FASHION TV

- FashionTV unique diamond inspired design.
- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts



USP OF FASHION TV

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- Special events
- A special runway will be placed at all events.
- Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).

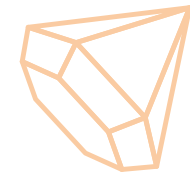




SOCIAL ENGAGEMENTS

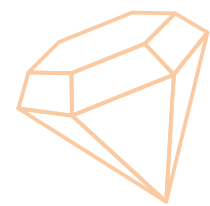
- Instagram uploads
- Twitter postings
- Facebook uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn posts
- Youtube videos
- Google ADs

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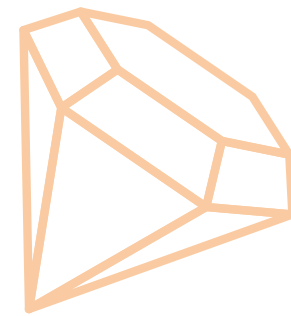


SOCIAL ENGAGEMENT STATISTICS

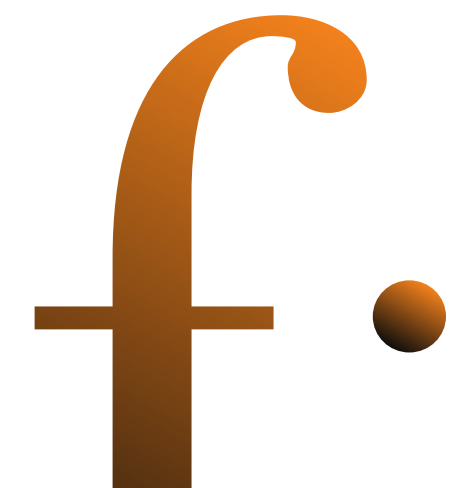
- 150 New Stories (Facebook)
- 200 New Stories (Instagram)
- 50 New Stories (Twitter)



More Than 300 New Stories Per Day!



Due To FashionTV's Brand Popularity and Social Media Engagement From Our Beloved Customers And Influencers All The Platforms Are Engaged From Every Locations



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NEW MEDIA STATISTICS:

- Facebook has over **3,000,000 views**.
- The **FashionTV.COM** has an average 500,000 monthly visits.
- The youtube channel has **1,000,000 subscribers** and an average --of 15,000,000 monthly views
- The video platform Dailymotion has an average of 500,000 monthly views.



SPONSORED LOCAL LISTING

- Facebook local
- Google local
- **Gps** location based AD's
- Facebook ads post and likes campaigning
- Instagram ad and likes
- SEO marketing
- SEM marketing
- **Analytics** and reports
- Youtube promotions and video boost

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FTV FURNITURE LICENCE PREREQUISITES

- **LOCATION**

FTV Furniture will be sold at special FTV FURNITURE outlets located in primary malls and areas with high purchase statistics for the sale of white goods, with a healthy demographic for peaking the interests of families and home-makers.

- **STRONG FINANCIAL BACKINGS**

All licences must be able to show strong financial backings to ensure the success of the business.

- **LICENCE INDUSTRY ATTRACTION**

They must have an attraction towards creating furniture that captivates viewers as soon as they catch a look of it, they must be avid in futuristic designs and must be updated about architectural prowess in the home development industry.

- **STRONG DESIRE TO BE MORE**

Get rich, famous and successful

FTV FURNITURE LICENCE PREREQUISITES

LICENCE FEES: RS 10 LAKHS

MANUFACTURING COSTS : ON ACTUALS



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