

# The Home of *fashion*

# BREWERY IN INDIA

Indians are shifting to an ULTRA-MODERN lifestyle and this lifestyle has accelerated the growth of premium Brewery in recent times. There is a huge scope for profits for the Brewery in a booming market like India as there continues to be a dire need of premium, luxurious Brewery for this NICHE section of the society.

Brewery and restaurants together account for a majority of India's food and beverage service industry.

## FACTORS BEHIND THE GROWTH:-

- Expanding Working Population • Rising Disposable **INCOME**
- Mid-week Parties • Rising **NIGHTLIFE** Trend
- Improving Standard Of Living • Global Exposure



# FTV BREWERY

FTV Brewery is the PREMIUM bar by the world's largest fashion media, FashionTV. With the passion to infuse LUXURY into hospitality, FashionTV established FTV Brewery across the globe.

*Every FTV Brewery venue brings the best of*

- International style
- Extravagance
- Flamboyance to your city

FTV Brewery is a fashionable leisure place to unwind and sip branded **DRINKS** while enjoying the luxurious ambience.

FTV Brewery is an elite bar, rich in glamour and chill environment. Studded with luxury, FTV Brewery crafts a **LAVISH** experience for the people of India.

# FTV BREWERY PHILOSOPHY

## VISION

To bring India at par with **INTERNATIONAL** bar standards & transforming the country into a leading evening entertainment destination.

## MISSION

To facilitate FTV Brewery's luxurious bar **EXPERIENCE** to every major city of India

## AIM

To create India's most influential and **FASHIONABLE** bar brand which sets the benchmark for the rest of the 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](http://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 **BEER MUGS**
- FashionTV **VODKA**
- FashionTV Champagne
- FashionTV Bubbly Wine
- FashionTV **WATER**
- FashionTV **ENERGY** Drinks
- FashionTV T-Shirts
- FashionTV many other **BEVERAGES**
- FashionTV **PHOTO FRAMES**

# USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV CROCKERY
- FashionTV Silverware / Glassware
- FashionTV Ceilings and walls
- FashionTV Serving Options
- 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 Designer Fashion shows
- **F – BEVERAGES** promotional 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 BREWERY'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 Brewery 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 FASHION 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	LUXURY	REGULAR
Franchise Fee	Rs. 30 Lacs	Rs. 20 Lacs
Area Up to	4000 Sq. Ft.	2500 Sq. Ft.
Outlet Setup	Rs. 2.5 Cr	Rs. 1.5 Cr
Royalty	10%	10%
Average ROI in 3 Yrs.	77%	75%

**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 BREWERY MENU CONSISTS OF:-

- Amazing and wide range Beer Collection (Lambic , Ale, Stout, Porter, Pilsner, Indian Pale Ale, Lager, American Lager, Weiss bier, Bock)
- Selected Range of premium IMFL
- Classic, Exotic and Exquisite range of Cocktails
- Wide Range of refreshing Mocktails
- Salads
- Appetizers
- Entrée (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, Custards and Puddings, Frozen Desserts, Cakes, Cookies, Pies, Pastries, Etc.)



# 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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**Phone – + 91 9833833930**