

INTRODUCTION

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. FTV Brewery is a fashionable leisure place to unwind and sip branded drinks while enjoying the luxurious ambience. It is an elite bar, rich in glamour and a de-stressing environment. Studded with luxury, it crafts a lavish experience for the people of India.

POTENTIAL IN INDIA

Indians are shifting to an ultra-modern lifestyle and this lifestyle has accelerated the growth of premium breweries 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 breweries for this niche section of the society. Brewery and restaurants together account for a majority of India's food and beverage service industry.

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.

OUR FEATURES

FTV Brewery aspires to be one of a kind luxurious breweries with a plethora of freshly brewed beer choices and delicious food and other kinds of beverages. Some of our notable features include:

Elegant, Relaxing & Instagram worthy Ambiance

One of the major reasons to make a place look aesthetically pleasing apart from creating an ambience is to share it on social media for traction. Our guests at the breweries get an all-round experience of true luxury.

Premium Beverages

The main aim of a brewery is to provide the different types of brewed beers from all around the world. We make sure you are spoiled for choice when picking your favourite kind of beer and beverages from all around the world.

Melodious music

Music can make or break the ambience and experience of a place. The dedicated playlists for breweries are peppy, mood-changing and something that can refresh your mind and get you to groove all your worries away.

Comfort Food

When you think of beers, good finger & fast food has to accompany the experience. A brewery is incomplete without some lip-smacking, delicious food like burgers, fries, entrees, platters and a variety of cuisines. You can enjoy a meal that is paired well with your choice of beers or mocktails.

Fashionable Crowd

A truly luxurious experience is created with the people you're surrounded by. At FTV brewery you can find some like-minded people to socialize with. They are often graced by celebrities and well-known personalities too.

FRANCHISE

Specification

MODULE	LUXURY	REGULAR
Franchising fees	Rs 30 lacs	Rs 20 lacs
Area up to	4000 sq.ft	2500 sq.ft
Investment	Rs 2.5 cr	Rs 1.5 cr
Royalty	10%	10%
Avg ROI in 3 years	77%	75%

FRANCHISE PRE REQUISITES

- AAA LOCATION.

FTV franchise should be located in a prime triple A location of the city.

- STRONG FINANCIAL BACKINGS.

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

- FRANCHISE INDUSTRY ATTRACTION.

All franchises must have attractions and likings towards the desired industry with a zeal to learn, explore and strive to succeed.

- STRONG DESIRE TO BE MORE.

Get rich, famous and successful.

BRAND SUPPORT

FashionTV gives 360 degree support to all our franchise partners. We help in all aspects ranging from location, architecture, staff recruitment to PR launch plan, social media marketing, auditing, cross marketing and more.

Strategic planning which is very important for the success of any business, is worked on extensively by our team and franchise partners.