

 fashiontv

FashionTV Stationery

**The Home of *fashion***

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**The Home of *fashion***

# FTV Stationery

**"A GENIUS CAN WRITE ON THE BACK OF OLD ENVELOPES BUT THE MERE TALENT REQUIRES THE FINEST STATIONERY AVAILABLE."**

- FTV Stationery is now available with a wide variety of top quality products for people who hold the talent to create and inspire.
- FTV Stationery is alluring and addictive not only for geeks but for each and every individual, making a style statement and a handful of notable folks can second that.
- People will find all of their requirements under one floor of **FTV STATIONERIES** cancelling out the need to roam around places to find the finest collection of stationery
- It offers art supplies such as compasses, erasers, pencil sharpeners, coloured pencils, etc in their product line. The office category has scissors, cutters, paper cutters, staplers, punches, clips, etc in their product line. Our craftwork category further includes cutters, architect's scales, angle templates, etc in the product line.



# FTV Stationery In India

- ↳ Stationeries are required by everyone from schools to corporations due to the apparent increase in the number of educational and business sectors being built. These sectors sector are rapidly becoming an important target group for stationery retailers.
- ↳ The Indian stationery industry is worth Rs 4,000 crore that consists of paper products, writing tools, computer stationery, school stationery, and office stationery.
- ↳ However, the Indian stationery industry is extremely scattered and is largely dominated by the unorganised syndicates, perhaps making the market more attractive for the already well established organisations.





# FTV Stationery Philosophy

## VISION

FTV expects to see an expansion and new business opportunities in the ever growing stationery market around the world.of the nation.

## MISION

FTV Stationery brand always looks up to expanding their business internationally to provide the masses with nothing but the best.

## AIM

FTV Stationery aims to offer composed development to the investors as well as unrivaled stationery tools to our consumers by fulfilling their demands and exceeding their expectations.



# Why Affiliate With FTV ?

Aside of being the LARGEST FashionTV Network, the reasons are many but some of them are:

- ↳ 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 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** an 125K is organic reach.



# FashionTV 360 Degree Licence Support

## PRE-OPENING SUPPORT:

- ↳ Location Analysis and approval.
- ↳ Architect, **DESIGNS**, Layout, Etc.
- ↳ **DIAMOND** Inspired Designs
- ↳ Staff Recruitment.
- ↳ FashionTV Proprietary Products Supply.
- ↳ Other Products and Vendor Tie-ups.
- ↳ **STRATEGIC** Planning.



# 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's 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's 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!!**



# Usp's Of Fashiontv

## FASHIONTV UNIQUE DIAMOND INSPIRED DESIGN.

- ↳ FashionTV upholstery
- ↳ FashionTV stage design
- ↳ FashionTV banners
- ↳ FashionTV podium
- ↳ FashionTV ramp
- ↳ FashionTV lighting
- ↳ FashionTV stalls
- ↳ FashionTV flyers/printouts





# USP's Of Fashiontv

## SPECIAL SMALL EVENTS

A special runway will 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 Media Marketing

Dedicated Social Media Marketing Handles:



**FACEBOOK**



**TWITTER**



**LINKEDIN**



**INSTAGRAM**



**YOUTUBE**



# 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 social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.





# 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 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**





# Licence Basic Requirements

## Location

FTV Stationery will be located in areas of high visibility including high end education, commercial sectors wherein the demand for stationery is more.

## Strong Financial Backings

All affiliates must be able to show strong financial backings to guarantee the success of the business.

## Licence Industry Attraction

All partners must have interest towards stationery tools, art, and craft while also putting the demands and needs of their customers first.

**Strong Desire to be more:** To become rich, famous & successful.

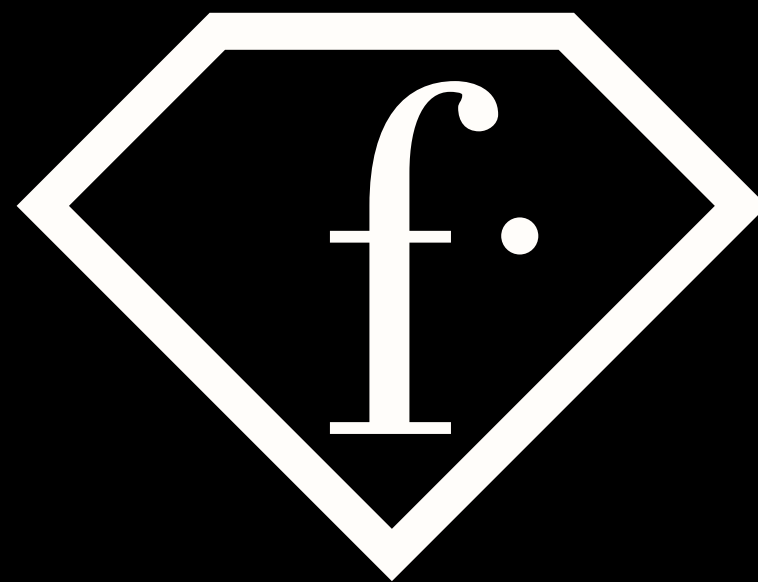


# Ftv Stationery Licence Rate Card:

**RS 10 LAKHS**

**MANUFACTURING COSTS : ON ACTUALS**





STATIONERY