

f. BAR

By FASHIONTV





Redefining Luxury Since 1997

About FashionTV

*Founded in **1997** by Michel Adam Lisowski in France, FashionTV has become the world's leading luxury fashion and lifestyle media brand. With a reach spanning over **196 countries** and **2 billion+** viewers globally, we bring unmatched prestige to every venture. With **three decades** of expertise, FashionTV now offers premium franchising opportunities, redefining the beauty and wellness landscape worldwide*



Elevate Your Business

India's Booming Bar Industry

*India's bar industry is experiencing rapid growth, driven by urbanization and rising disposable incomes. As social and night life cultures expand, more consumers are seeking premium experiences, fueling demand for high-end bars and lounges. In 2025, the Indian bar market was valued at **₹60,000 crore**, reflecting its **strong potential**. The PBCL (Pub, Bar, Cafe, and Lounge) sector is expected to grow at an impressive **CAGR of 11.5%** from 2026 to 2032, highlighting the industry's long-term expansion. With increasing demand for premium bars, investors and entrepreneurs have multiple revenue opportunities. The market presents a lucrative space for growth, innovation and profitability in **India's evolving hospitality sector**.*



Introducing F Bar By FTV



F Bar Franchise Opportunity – Elevate Your Bar Business

Leverage FTV's Luxury Brand Identity –
*Gain Instant Recognition With FashionTV's
Globally Renowned Brand Presence.*

Prestigious Positioning –

*Establish Your Bar As A Luxury & Lifestyle Hub Backed
By FTV's Brand Legacy.*

Unparalleled Growth Potential –

Transform Your Business Into A Luxury Nightlife Destination.

Premium Franchise Advantage –

Attract Elite Clientele And Drive Business Success.

Why FashionTV Franchise?

Global Presence – *Leverage FashionTV's Global Reputation For Credibility And Trust.*

Luxury Identity – *Attract High-End Clientele By Associating With A Premium Brand.*

Trend Forecasting & Strategy – *Stay Ahead With Expert Insights Into Luxury And Nightlife Trends.*

Service Innovation Support – Get Industry- *Leading Guidance On Bar Management And Branding.*

Digital Marketing – *Drive Engagement With Strategic Online Campaigns.*

Our Philosophy

VISION:

*To establish India's most sophisticated and **luxurious bar franchise**, setting a new benchmark in the nightlife industry.*

MISSION:

*To **launch premium F Bar outlets** nationwide, bringing FashionTV's luxury brand identity to India's growing nightlife scenario.*

AIM:

*To create India's most luxurious & opulent bar destinations with **exquisite cocktails, vibrant music and elite experiences**.*



Our End-To-End Business Support

**We Are With You
Every Step of the Way**

Pre-Launch Support:

*Location Analysis and Approval
Architectural Design and Branding Elements
Strategic Planning and Staff Recruitment*

Launch Support:

*Planning and Execution
Social Media and PR Promotions
Cross-Marketing Strategies*

Post-Launch Support:

*Business Operations and Audits
Marketing and Promotional Campaigns
FTV Sponsorship Opportunities*

Franchise Requirements



What It Takes to Join the F Bar Family

Prime Location:

*Upscale commercial or residential
areas with high foot traffic.*

Financial Strength:

*A solid financial base to ensure
long-term success.*

Industry Passion:

*A strong interest in the global luxury
hospitality industry is essential.*

Ambition:

*Drive to succeed and partner with
FashionTV's premium brand for unmatched
luxury status.*

Meet the Visionaries



Michel Adam Lisowski -
Founder & Chairman, FashionTV

Michel Adam, the mastermind behind FashionTV, revolutionized the fashion, luxury and lifestyle industry. His vision turned FashionTV into a global luxury & lifestyle platform influencing millions.



Kashiff Khan -
Managing Director, FashionTV

*A business mogul and visionary,
Kashiff is a leading figure in brand development,
startup mentorship and luxury fashion
business management in India.*

FashionTV Digital Power

<i>5M+</i> Monthly Website Visits		<i>500K+</i> Daily Video Views	<i>12M</i> Facebook Views	
	<i>500K+</i> App Subscribers		<i>65M</i> YouTube Views, 90M Subscribers	<i>300+</i> Daily News Stories

Boost your brand visibility with FashionTV's unparalleled global reach.
Engage and connect with an audience of millions.

Diverse Revenue Streams

Generate revenue through:

VIP parties & exclusive events
Fashion shows & themed nights
Celebrity & influencer engagements
Merchandising & sponsorships
Live DJ performances & artist collaborations



Join The F Bar Revolution!

With FashionTV, It's Not Just About Owning a Business—It's About Living Luxury.

*Thank you for exploring this opportunity. We're excited to **partner with you** and bring the world's most **luxurious bar experience** to life in your city.*