

fAQ

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## INDUSTRY OVERVIEW

### 01 | WHAT IS THE CURRENT STATE OF THE NIGHTLIFE INDUSTRY IN INDIA?

India's nightlife industry is booming, driven by rising disposable income, urbanization, IT/BPO sector growth, and a shift towards an ultra-modern lifestyle.

### 02 | HOW SIGNIFICANT IS THE NIGHTLIFE SECTOR IN INDIA'S ECONOMY?

Clubs, bars and luxury dining collectively account for approximately 12-13% of India's food service industry, and this segment is projected to grow at a 8% CAGR through 2028.

### 03 | WHY IS THERE A GROWING DEMAND FOR LUXURY NIGHTCLUBS?

Urban youth with exposure to global culture seek sophisticated, high-energy nightlife experiences.

## ABOUT F CLUB BY FTV

### 04 | WHAT IS F CLUB BY FTV?

A luxury nightlife experience by FashionTV offering premium ambiance, drinks, live music, and fashion-centric parties.

### 05 | WHAT SETS F CLUB BY FTV APART FROM OTHERS?

Glamorous interiors, global fashion integration, celebrity-endorsed branding, and elite clientele.

### 06 | WHAT EXPERIENCE DOES F CLUB BY FTV AIM TO PROVIDE?

Lavish social settings, stylish ambiance, live DJs, branded drinks, and elite fashion events.

## BRAND PHILOSOPHY

### 07 | WHAT IS THE VISION OF F CLUB BY FTV?

To be the ultimate luxury nightlife destination people crave across the world.

### 08 | WHAT IS THE MISSION OF F CLUB BY FTV?

To deliver an unparalleled party experience that sets the standard in the nightlife industry.

### 09 | WHAT IS THE AIM OF F CLUB BY FTV?

To become India's most fashionable and influential club brand.

## WHY FRANCHISE WITH FTV?

### 10 | WHAT MAKES FASHIONTV A TRUSTED BRAND?

30 years in the global fashion industry, with a presence in 196 countries.

### 11 | HOW MANY PEOPLE DOES FASHIONTV REACH?

Over 2 billion viewers globally across platforms and satellite channels.

### 12 | WHAT TYPE OF CONTENT DOES FTV BROADCAST?

Fashion shows, lifestyle content, global events, music, and celebrity endorsements.

## 13 | WHAT'S THE BENEFIT OF ALIGNING WITH FTV AS A BRAND?

Immediate brand recognition, high-end clientele, access to media, and massive exposure.

## 14 | IS FASHIONTV AVAILABLE ON OTT PLATFORMS?

Yes, including multiple UHD 4K and 8K 24-hour channels.

## FRANCHISE SUPPORT

### 15 | WHAT KIND OF SUPPORT DOES FTV PROVIDE BEFORE LAUNCH?

FTV provides pre-launch support including location analysis, architecture/design, staff hiring, strategic planning, proprietary product supply, training and more.

### 16 | WHAT IS INCLUDED IN THE LAUNCH SUPPORT?

FTV's launch support includes PR and social media campaigns, cross-brand marketing, promotional events, influencer collaborations and more.

### 17 | WHAT POST-OPENING SUPPORT IS PROVIDED?

FTV supports its franchisees post launch through sales growth strategies, audits and performance reviews, loyalty programs, online listing and SEO, and more.

## UNIQUE SELLING POINTS (USP'S)

### 18 | WHAT ARE THE VISUAL EXPERIENCES OFFERED?

8K video walls, 3D fashion floors, and global live FashionTV show streaming.

### 19 | ARE THERE IN-HOUSE EVENTS?

Yes, regular FTV-themed fashion shows, beverage promotions, and celebrity-hosted nights.

### 20 | WHAT PROPRIETARY PRODUCTS ARE AVAILABLE?

Some of the proprietary FashionTV-branded products include Vodka, Champagne, Beer Mugs, Bubbly Wine, Energy Drinks, Water, Glassware and Crockery.

## 21 | HOW ARE THE CLUB INTERIORS DESIGNED?

Diamond-inspired design for ceilings, walls, upholstery, tables, and crockery.

## 22 | WHAT IS THE FASHION RUNWAY CONCEPT?

Each luxury F Club by FTV includes a dedicated runway for live fashion shows.

## DIGITAL MARKETING & SOCIAL MEDIA

### 23 | WHICH PLATFORMS ARE USED FOR MARKETING?

Instagram, Facebook, LinkedIn, Twitter, YouTube, and Google.

### 24 | WHAT IS FTV'S SOCIAL MEDIA REACH?

Over the decades, FTV has grown into 3M+ Facebook fans, 500K website hits/month, 1M YouTube subscribers, 15M+ YouTube monthly views, 300K+ Instagram followers.

### 25 | HOW MANY STORIES ARE SHARED DAILY?

Over 300+ customer-generated and brand-generated stories every day.

## 26 | WHAT LOCAL PROMOTIONS ARE USED?

Promotions include GPS ads, sponsored Google listings, social media campaigns, SEO & SEM and YouTube boosts.

## 27 | DO FRANCHISEES GET CUSTOM MARKETING SUPPORT?

Yes, including creatives, analytics reports, and launch-specific campaigns.

## FRANCHISE REQUIREMENTS

### 28 | WHAT LOCATION IS IDEAL FOR A FRANCHISE?

AAA prime location with high visibility and footfall.

### 29 | WHAT FINANCIAL STRENGTH IS NEEDED?

Franchisees must show robust financials to support capital-intensive operations.

### 30 | IS F&B EXPERIENCE NECESSARY?

Preferred but not mandatory, interest and passion in nightlife/hospitality are crucial.

# 31 | WHAT PERSONAL QUALITIES SHOULD A FRANCHISEE HAVE?

Desire to be rich, famous, and socially influential—aligned with the FTV lifestyle.

## INVESTMENT & ROI

### 32 | WHAT ARE THE FRANCHISE FEES?

Tier 1 City: ₹90 L

Tier 2 City: ₹80 L

Tier 3 City: ₹70 L

### 33 | WHAT IS THE ROYALTY RATE?

10% royalty.

### 34 | WHAT ROI CAN BE EXPECTED?

Average 90% yearly ROI depending on location and execution.

## MENU & OFFERINGS

### 35 | WHAT TYPES OF ALCOHOL ARE SERVED?

Alcohol served include whiskey, vodka, gin, rum, tequila, wine, beer, and champagne, along with international spirits.

### 36 | WHAT COCKTAILS ARE OFFERED?

A curated list of classic, exotic, and signature cocktails.

### 37 | ARE MOCKTAILS AVAILABLE?

Yes, variety of refreshing non-alcoholic drinks.

# 38 | IS FOOD SERVED AS WELL?

Yes, global entrees, appetizers, platters, and desserts.

## EVENTS & EXPERIENCE

### 39 | WHAT KIND OF EVENTS ARE HOSTED?

Events like Fashion shows, DJ nights, FTV parties, themed nights, celebrity and influencer appearances are hosted at the F Club by FTV.

### 40 | CAN THE CLUB HOST PRIVATE EVENTS?

Yes, VIP bookings, private parties, and corporate events are welcomed.

### 41 | DO FTV GLOBAL EVENTS INFLUENCE THE CLUB?

Yes, global content and themes are often synchronized across franchises.

## DIGITAL & TECH SUPPORT

# 42 | IS GOOGLE LISTING HANDLED BY FTV?

Yes, SEO, Google Ads, and online visibility are part of the support provided by FTV.

## LEGAL & AGREEMENTS

### 43 | WHAT IS THE FRANCHISE TERM?

Typically 5–10 years, renewable upon mutual agreement.

### 44 | WHO OWNS THE IP AND BRANDING?

FashionTV retains full rights; franchisees are licensed users.

## GROWTH & SCALABILITY

### 45 | CAN ONE INVESTOR OWN MULTIPLE CLUBS?

Yes, multi-unit opportunities are encouraged for qualified partners.

### 46 | ARE TIER-2 CITIES VIABLE?

Yes, FTV is expanding into fast-growing smaller cities with nightlife potential.

### 47 | ARE POP-UP OR SEASONAL CLUBS POSSIBLE?

Under special terms and conditions, with brand approval.

# 48 | WHAT SUPPORT IS OFFERED FOR EXPANSIONS?

Market studies, media exposure, and investor introductions.

## PRESTIGE & NETWORKING

### 49 | WHAT LIFESTYLE BENEFITS COME WITH BEING AN FTV PARTNER?

VIP access to fashion events, media features, influencer connections and association with a luxury global brand.

### 50 | IS BEING PART OF FTV SOCIALLY VALUABLE?

Yes, it elevates personal brand and connects you to elite circles.

## NEXT STEPS

### 51 | HOW CAN I APPLY FOR A FRANCHISE?

Contact via call/email/message using the details provided.

### 52 | WHAT HAPPENS AFTER I SHOW INTEREST?

A discovery call followed by proposal review and due diligence.

### 53 | DO I NEED TO VISIT AN FTV CLUB BEFORE APPLYING?

Recommended for better brand understanding.

# 54 | CAN I SPEAK TO EXISTING FRANCHISEES?

Yes, subject to confidentiality and permission.