

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. World's Largest Fashion & Lifestyle Television Channel 196 countries, we bring unmatched prestige to every venture. With 28+ years of expertise, FashionTV now offers premium franchising opportunities, redefining the hospitality 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 2023, 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 2024 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 f. Franchise by FTV?

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*

Post-Launch Support:

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

Launch Support:

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

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.

Our F Outlets



Operational Locations

F Bar Jamshedpur

F Bar Coimbatore

F Bar Chennai

F Bar Noida

F Bar Kanpur

F Bar Gorakhpur

F Bar & Lounge Gurugram





Upcoming Locations:

F Bar & Cafe Raipur

F Bar Bangalore

F Bar Lucknow

F Bar Indore

F Bar Ambala

F Bar Barnala

F Bar Panipat

F Bar Pune



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.