



# **THE FUTURE OF MEDIA**

## **FRANCHISE PROPOSAL**

### **2022-2023**





## ABOUT THE COMPANY

MTTV India is a Digital Media Company which started its journey in the year 2017 from Ajmer, Rajasthan and has now changed over to MTTV News Media Private Limited since February 2021. We take pride in stating that the public gets timely and reliable news broadcasted in text and video format through us. We work as a bridge between the government and the public with zero subscription fees. Through us the government comes to know the problems being faced by the public within minutes and the public comes to know the various schemes and the important information of the government. We are publishing news and information related to latest news, politics, business, investment, technology, health, education, automobile, social issues, entrepreneurship, leadership and rich lifestyles.





## SUSHIL PAL

company are in the process of completion .

### ABOUT DIRECTOR

Sushil Pal Ajmer is the youngest successful media founder and young journalist from Rajasthan. He has had many successes in journalism in digital media along with print and electronic media. While working in the News India channel, he was engaged in brilliant reporting on the scam in the RAS recruitment process from the Rajasthan Public Service Commission, after which the then RPSC chairman Habib Khan Gauran had to abscond. He is a well-known journalist for accurate and reliable news as well as sting operations. The editorial responsibility of MTTV News Media rests on him . Under his leadership, the company is now preparing its team at the divisional level throughout Rajasthan. After which the company will be engaged in fearless and healthy journalism through about 50 reporters across Rajasthan. Under his leadership, many important projects of the



### ABOUT DIRECTOR

Ashish Vyas has 11 years experience in the marketing field. He has earlier established many companies as a brand in the Medical Field. He has the capability to reach inaccessible targets with limited resources. MTTV News Media has a long list of achievements to their credit under the able guidance of Ashish Vyas. He is in charge of the Management, Marketing and Finance of the Company. He is the force working to establish the Company's network in Rajasthan. He is of the opinion that MTTV News Media can be The Alternative which can provide a wider reach with inexpensive rates to the advertisers. An alternative which is Revolutionary and 100% transparent. He has vowed to make MTTV News Media a number one company in digital media field in Rajasthan.



## ASHISH VYAS, MD

### ADVISORY BOARD MEMBER



**Zakir Hussain**  
Senior Journalist



**Dr Gautam Sharda**  
Doctor



**Kshtiz Gaur**  
Senior Journalist



# DIGITAL NEWS MEDIA MARKET GROWTH

**DIGITAL MEDIA  
TO REACH \$5.1 BN BY  
2021: REPORT**

**26% FDI APPLIES TO  
DIGITAL MEDIA,  
NEWS AGGREGATORS**

**GOVERNMENT  
MULLING EXTENDING  
PIB ACCREDITATION  
TO DIGITAL MEDIA  
JOURNALISTS**

**INDIA IS COMING ONLINE AT AN  
UNPRECEDENTED RATE**



**760 Mn**  
connected  
smartphone users



**761.29 Mn**  
active internet users;  
2nd highest in the world



**310 M**  
Monthly active  
social media users



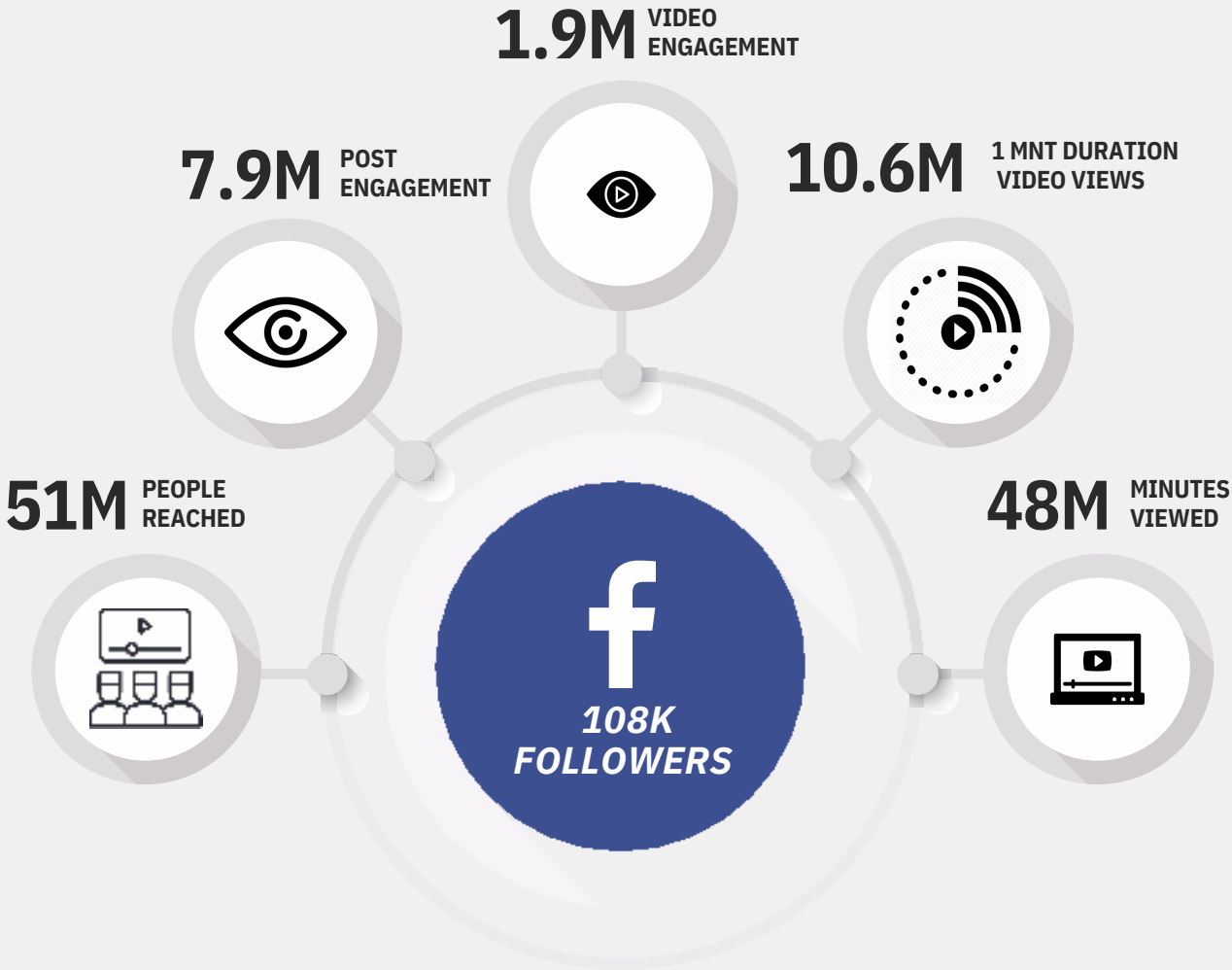
**8 GB/MONTH**  
The average mobile data usage per  
subscriber, which has reached levels  
of developed markets



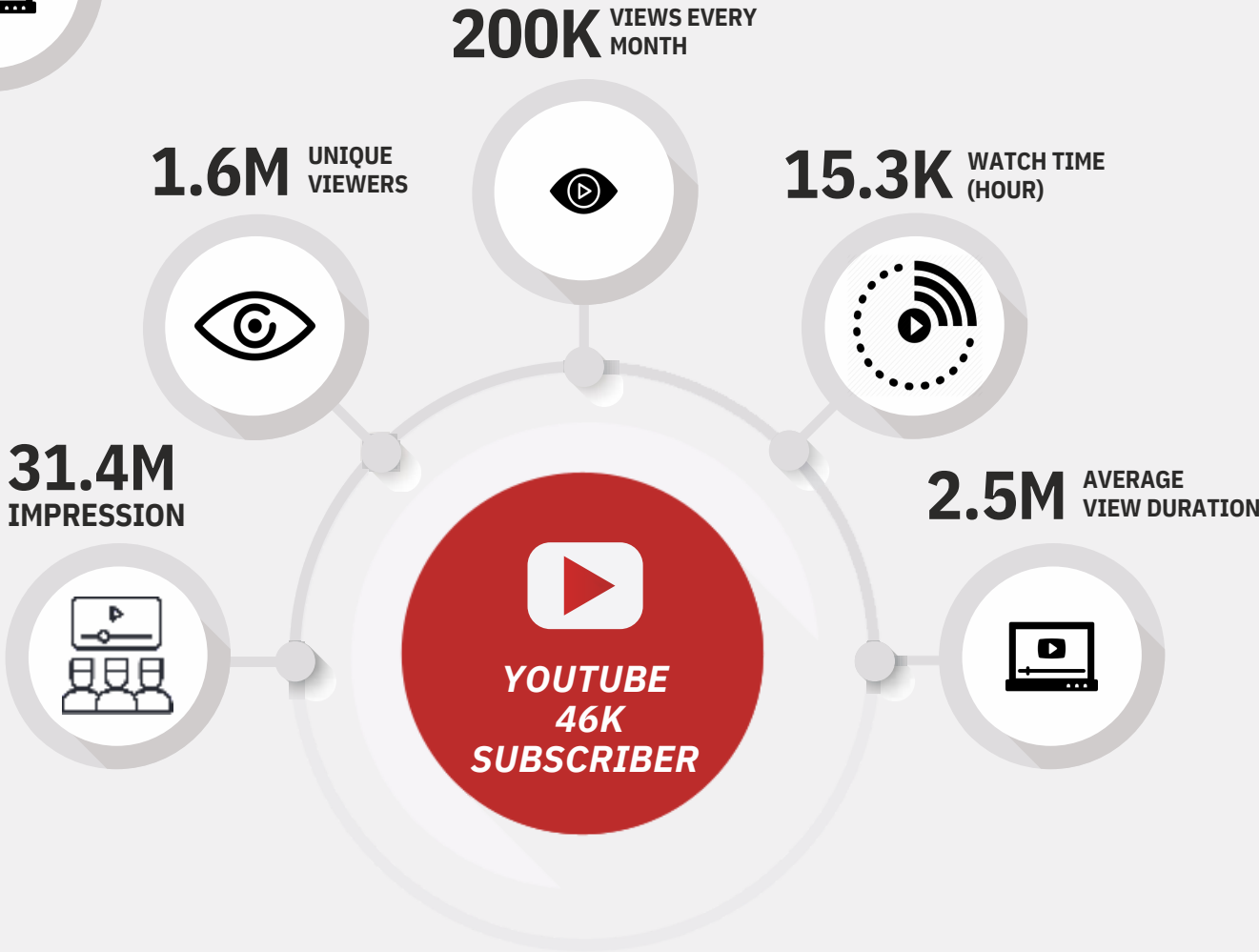
MTTV NEWS MEDIA PERFORMANCE



YOUTUBE MORE  
THAN 45K  
SUBSCRIBER



facebook  
FACEBOOK MORE  
THAN 108K  
FOLLOWERS





# HOW WE ARE DIFFERENT THAN OTHER NEWS MEDIUM IN THE MARKET

- Instant News
- Easily Availability
- Free News
- Viewership Transparency
- Cost Effective
- No Spoon Feeding News
- Unlimited News

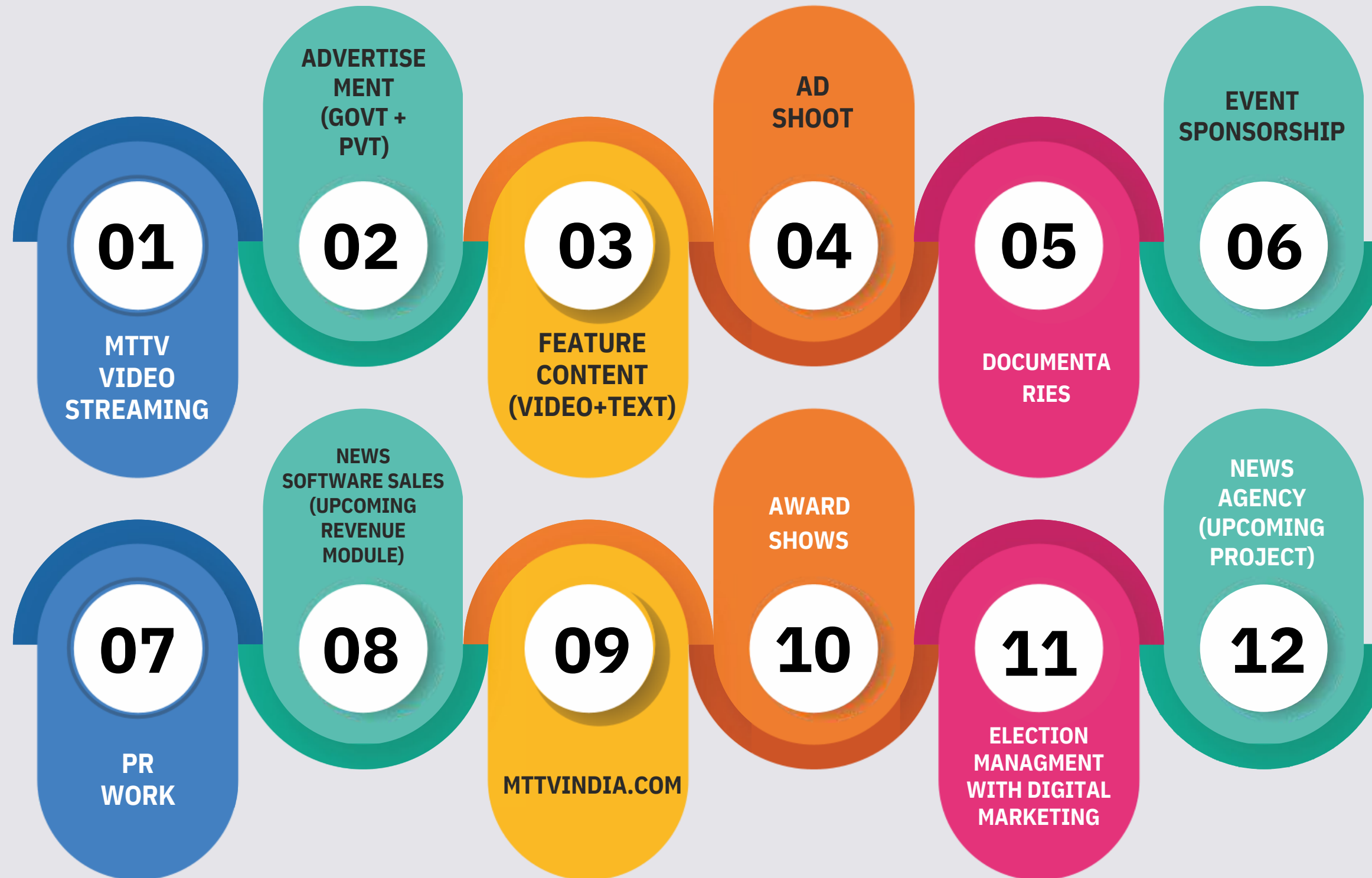


# HOW WE ARE DIFFERENT THAN OTHERS DIGITAL MEDIA IN THE MARKET



- Senior And Professional Advisory Board.
- Professional Editorial Team.
- Professional Marketing Team.
- Professional Cameramen And Editing Team.
- Studio.
- Latest Technology.
- People Trust On Mttvindia
- Techno Savvy

# MTTV News Media Revenue Opportunities





# DISTRICT PARTNER REVENUE SOURCES

01. Advertisements related to local marketing:	100 percent share
02. Facebook video monetisation:	50 percent share
03. Youtube video monetisation:	50 percent share
04. Google Ads:	50 percent share
05. Advertisements related to local marketing by company	50 percent share
06. Corporate advertisements by company:	30 percent share
07. Government Advertisements by district partner:	50 percent share
08. Political campaigning packages:	70 percent share
09. Political campaigning packages by company:	30 percent share
10. Event program by district partner:	50 percent share

# DISTRICT PARTNER FRANCHISE

# INR 5 Lac

- *Anticipated percentage return on investment 400%*
- *Other investment requirements : No*

## **TEAM REQUIRED**

*You can start with a minimum team of -*

- *1 Reporter*
- *Marketing Executives*

## **AGREEMENT & TERM DETAILS**

- *How long is the franchise term for? : 3 Year*
- *Is the term renewable? : Yes*
- *The franchise fee is non-refundable.*



**MTTV NEWS MEDIA PVT LTD.**





# Terms & Conditions

- \* The District partner fee is non-refundable.*
- \* Data feed for the next 3 years is the responsibility of the brand.*
- \* Agreement: 3 years*
- \* Centralised social media maintenance and support.*
- \* Centralised editorial content and support.*
- \* Entire training for district partner operations is provided by company.*
- \* 100% assistance in recruitment for district partner staff.*
- \* The agreement will automatically terminate if the name of the district partner is included in any criminal activity.*

# MTTV INDIA DISTRICT PARTNERS ROLES & RESPONSIBILITIES

Key Roles and Responsibilities	Company	District Partner
Editorial Support	Yes	
Technical Support	Yes	
News Feed for all daily events and coverages		Yes
Office		Yes
Set Up cost		Yes
Staff Recruitment		Yes
Staff Payroll		Yes
Staff Training Program	Yes	
Product innovation and Upgradation	Yes	
Social Media Management	Yes	
Operations Manual	Yes	
Software and accounting support	Yes	
Advertising and promotions	Yes	Yes
Salaries and other misc expenses		Yes

***Franchisee training location : Franchise office***

***Is field assistance available for franchisee ? : Yes***

***Expert guidance from Head Office to franchisee in opening the franchise : Yes***

***Current IT systems will be included in the franchise : Yes***



Thank you



MTTV

**MTTV NEWS MEDIA PVT LTD**  
19A RADHE PREM, FIRST FLOOR,  
AJMER, RAJASTHAN, 305001

**WhatsApp :** +91-8875345345  
**Email :** mttvindia@gmail.com  
**Website :** www.mttvindia.com

**Facebook:** <https://facebook.com/MTTVINDIA/>  
**YouTube:** <https://youtube.com/c/MTTVINDIA>  
**Instagram:** <https://www.instagram.com/mttvindia>  
**Twitter:** <https://twitter.com/mttvindia>