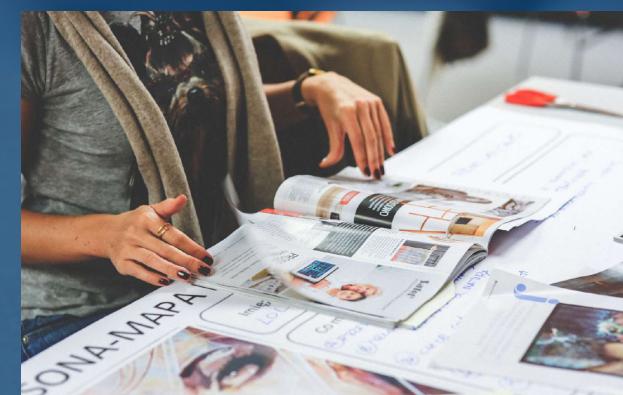


# MEDIA KIT

IFCCI's Specialized Communication  
Services for Member Business Promotion





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# ABOUT IFCCI



## OUR MISSION

- To facilitate business and networking opportunities between Indian and French companies
- To develop trade relations between our members and the Indo-French business community
- To encourage economic, commercial and investment relations between France and India



Established in 1977, one of the most active bilateral chambers in India, the Indo-French Chamber is a not-for-profit association that promotes mutually beneficial trade relations between India & France. It represents a dynamic business platform of over 650 member companies and a total network of more than 6,500 individual members



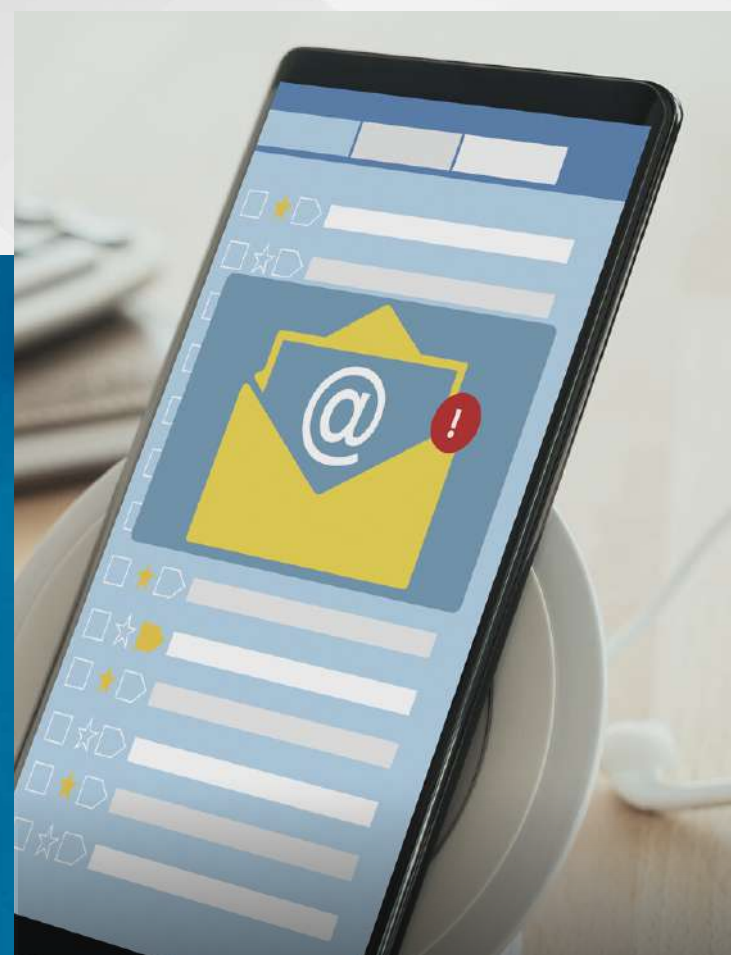
# PROMOTE YOUR BRAND

IFCCI is your partner for promoting your business within our Indo-French community comprising French and Indian companies, Governments of India and France, Embassies and Consulates, partners and institutions.

## IFCCI'S MEDIA CHANNELS



Website



E-Newsletter & EDMs



Social Media



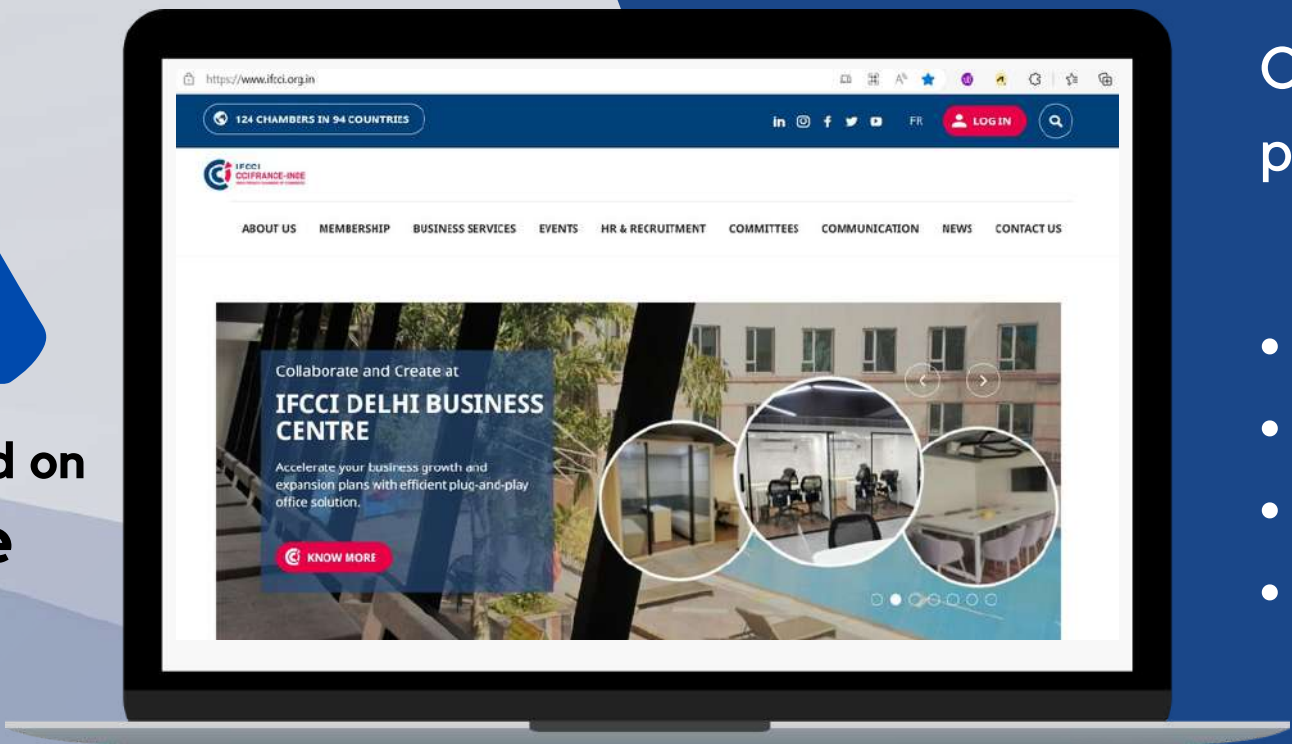
Official E-Magazine



Increase your website traffic and raise your brand visibility by getting your advertorial banner on our official website with a direct link to your website.



**Advertise your brand on  
IFCCI website**



Our website [www.ifcci.org.in](https://www.ifcci.org.in) provides an option to promote a broad range of information :

- Product launches
- Events
- Interviews
- Other company updates

| Promotion Type   |
|--|
| Homepage Banner  |
| Subpage Banner<br>(Anywhere on the website<br>except homepage) |
| Right Column Banner  |

# NEWSLETTER AND EDMS



## NEWSLETTER

France-Inde Express is IFCCI's most awaited monthly e-newsletter. It is sent to . It includes news from all business sectors, Indo French news and activities of the Chamber

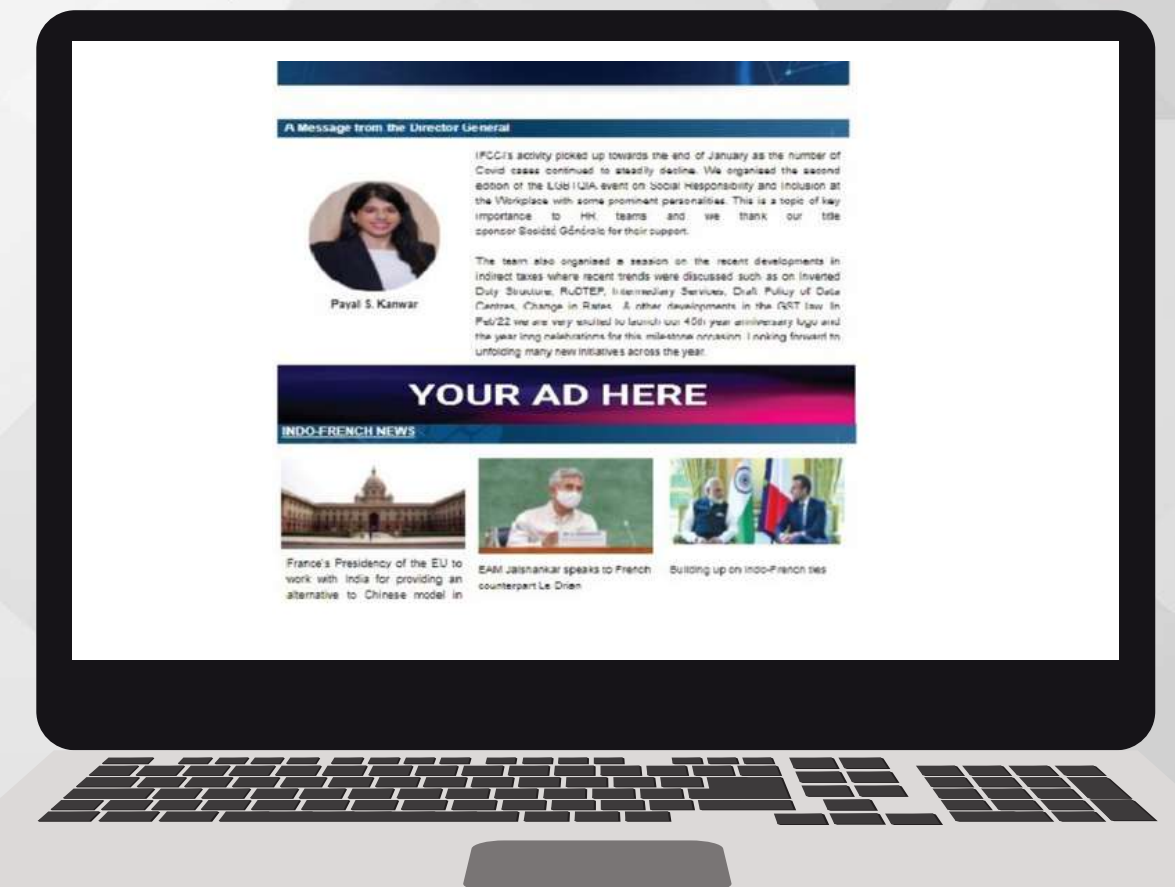
- Targets 6,500+ French CEO's & managers based in France and India
- Backlink banner to your website for greater visibility
- Share emailer banner in 1300 px (w) X 300 px (h) dimension

## ELECTRONIC DIRECT EMAILER (EDM)

Send a dedicated emailer highlighting your activities and services (material provided by your company) among our wide IFCCI members and non-members database.

- Fast & flexible
- Exclusive content
- Choose your preferred broadcast date

| Platform                | Position                | Duration     |
|-------------------------|-------------------------|--------------|
| IFCCI Newsletter        | Centre-Top Band         | Once a month |
| Client Specific emailer | Full dedicated creative | Once a month |



# SOCIAL MEDIA



IFCCI is very actively present on LinkedIn, Twitter, Instagram, and Facebook. **The LinkedIn page is our in-demand platform with a rich base of more than 66,000 followers engaging CEOs, CXOs, senior managers, and top industry leaders.**

## PROMOTE:

➤ Company News  
(product launch, announcement, etc.)

➤ Thought leadership,  
Articles, Interviews

➤ Advertorial (with  
certain guidelines)

Company's name and senior delegates will be tagged in the post and you have the option of re-sharing



68,000+ followers



3800+ followers



2200+ followers



2900+ followers

**Total Followers**  
**75,000+**

Follower Insights :  
CEOs, CIOs, COOs, SENIOR MGMT





La Lettre is IFCCI's official e-magazine which is published digitally & circulated quarterly. It carries information about the latest happenings in the Indo-French business domain, featured business articles from CEOs & CXOs from our Member companies' news, with an outreach of close to 6500+ IFCCI contacts and 600+ member companies.

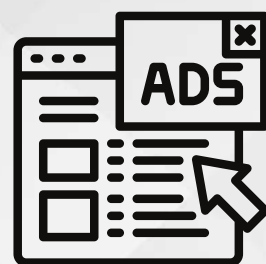
You can advertise in this publication in the form of :  
(based on the theme of the magazine).



ARTICLES



INTERVIEWS



ADVERTISEMENTS

## Ad Type

Front Cover (Inside)

Back Cover (Inside)

One Inside Page

**WHY CONTRIBUTE TO THIS  
ONLINE CATALOGUE ?**

Niche Readers | Expand Customer Base | Greater Brand Visibility





# DESIGNING MARKETING COLLATERALS

With our skilled designing team, we also offer other solutions tailored to your needs:

## CREATION OF COMMUNICATION MEDIA

Brochures, leaflets, flyers



## PR Services

PR Event, Press Release





# CONTACT US



Are you interested in one or several communication options that might suit your needs?

## GET IN TOUCH

**Ms. Anuja Sharma**

**Communications Manager**

 **+91 8447089881**

 **[anuja.sharma@ifcci.org.in](mailto:anuja.sharma@ifcci.org.in)**



*We are positive that IFCCI's specialized communication services will add value to your business.*