

MEDIA KIT

IFCCI's Specialized Communication
Services for Member Business Promotion



TABLE OF CONTENT



About IFCCI



Promote your Brand



IFCCI Website



Newsletter and EDMS



Social Media



La Lettre



Designing of marketing collaterals



Contact Us



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

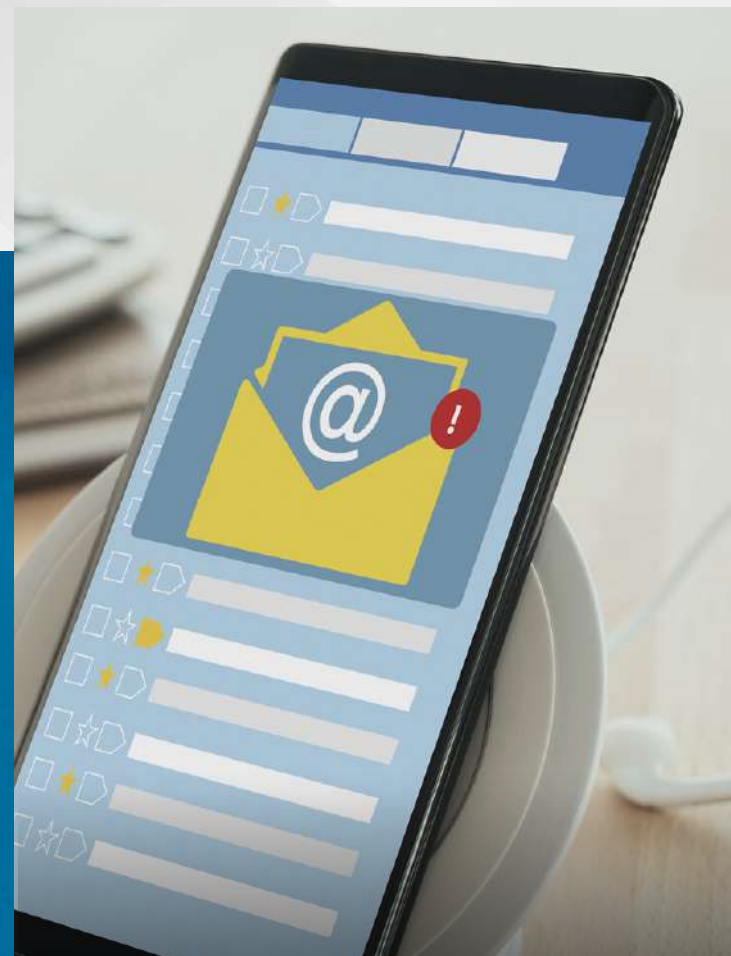
PROMOTE YOUR BRAND

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

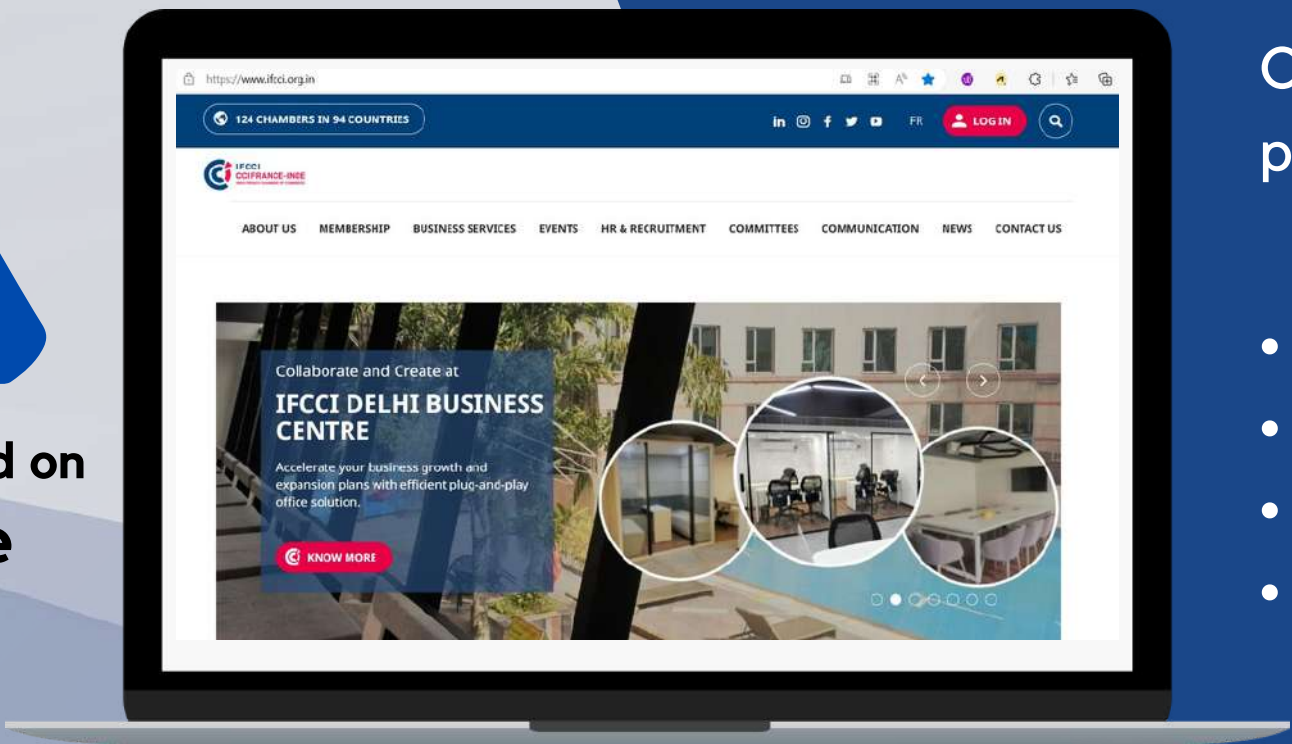


Official E-Magazine

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 provides an option to promote a broad range of information :

- Product launches
- Events
- Interviews
- Other company updates

Promotion Type
Homepage Banner
Subpage Banner (Anywhere on the website 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)

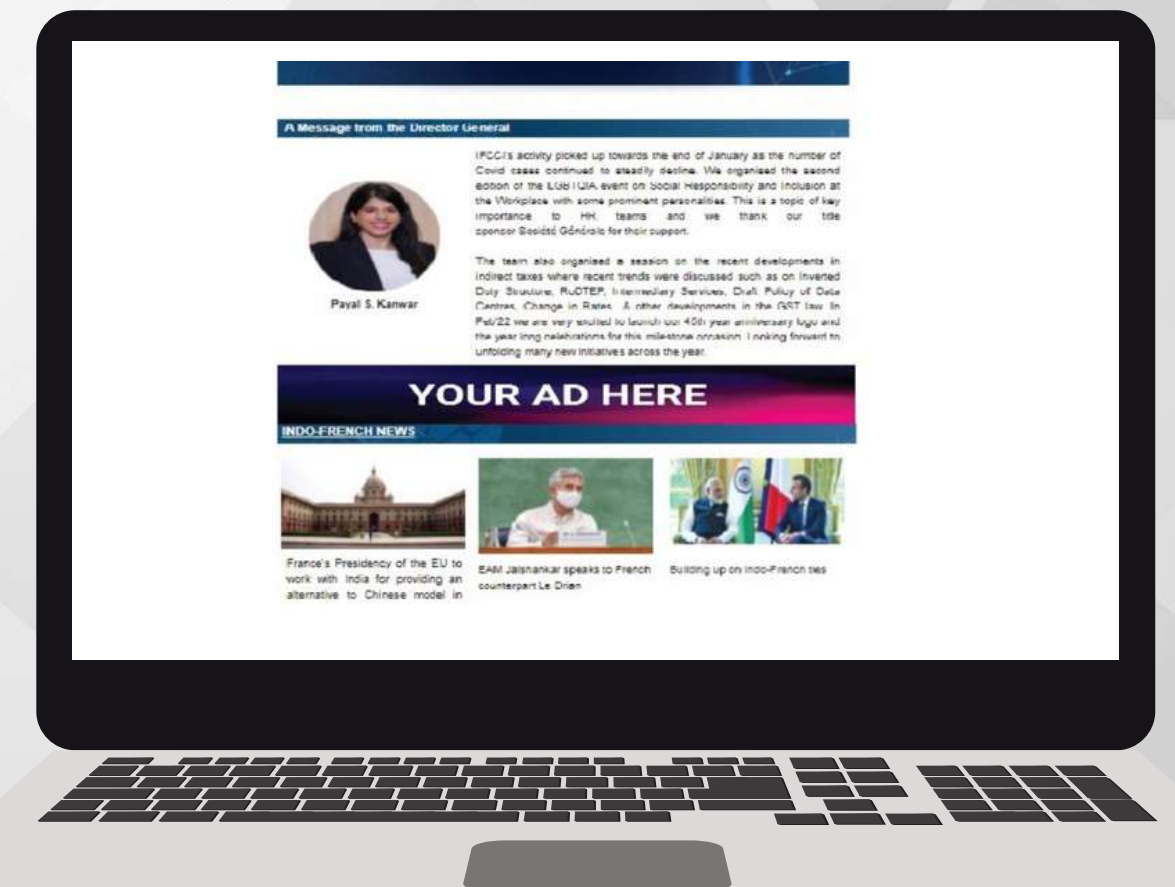
Send a dedicated emailer highlighting your activities and services (material provided by your company) among our wide IFCCI members and non-members database.

➤ 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



66,000+ followers



3800+ followers



2200+ followers



2900+ followers

Total Followers
67,000+

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.

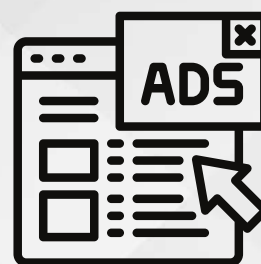
You can advertise in this publication in the form of :
(based on the theme of the magazine).



ARTICLES



INTERVIEWS



ADVERTISEMENTS

Ad Type

Front Cover (Inside)

Back Cover (Inside)

Back Cover

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**

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

