

**Account ID Delhi Footwear Market News**

**Account Name**

**Account Type MDC12**

**Industry**

### **Starting Page**

### **Home Page**

#### **Top Text 1**

We are one of the prominent organizations involved in publishing Fashion and Footwear Magazines. Known for providing fast and effective business results, our magazines provides latest updates in the related industry

#### **Top Text 2**

Our organization is backed by rich industry experience of 29 years that aids us to present the latest market trends and opportunities coming from the sector through our Fashion and Footwear Magazines. We publish **Shoe Magazines, Footwear Magazines and Cosmetic Magazines along with directories**. Our publishing house is provided with all requisite amenities with the help of which we have successfully published many directories and magazines like **All India Footwear Trade and Allied Industrial Directory (1991-1992)**, **International Prospects Footwear Industry (1994-1995)**, **Indian Non-Leather Footwear Industry (1999)**, **Who's Who Footwear People**. Moreover, we have also published reputed magazines like **Leather Goods Market News (2001)**, **Shoe Machinery & Moulds (since 2003)**, **Shoe Material Market (since 2005)**, **Cosmetics & Herbal News (Since 2005)** and **Shoe Retailing (since 2008)**.

As we represent India in all major exhibitions across India and overseas, we have reached a pinnacle of success. In addition, our publications are also distributed across manifold countries of Asia and Europe, where people search for information and sources for business partnerships and networking. Our magazines reaches almost all small & large scale manufacturers, wholesale dealers & distributors, providing fast and effective business results. Our magazines are used for advertising by purposes by reputed Indian and international brands like **Adda, Aerobok, Croma and Lancer**, to name a few.

### **Profile Page**

#### **About Us**

Established in the year 1984, we, '**Delhi Footwear Market News**', are one of the reputed publishing house engaged in publishing **Fashion and Footwear Magazines**. These magazines offer extensive information on business issues covering various industries like footwear, shoe retailing, cosmetic & herbal. The wide range of fashion footwear magazines, fashion cosmetic magazines, cosmetic news magazine and herbal news magazines we offer serve as a best economical media for the dissemination of business messages far and wide and covers covers all intricate details of all the happenings from news to views & updates in the related industry.

Our branch office is located at industrial township of Bombay, India with advanced amenities required for the publication purposes. Our editors and journalists are highly educated and talented to collect and incorporate the latest information. The presence of our magazines are only in India but also spread across various countries like Nepal, Pakistan, Bangladesh, Bhutan and Myanmar, Italy, Taiwan, Austria, Germany, UK and China. The information given in the magazines helps in creating better visibility of the products and generates more trade inquiries of advertised products.

Our entire business operations of our organization is performed under the guided of our mentor '**Mr. Suresh Khandwekar**'. He is a experienced editor & publisher of the fashion footwear magazines. After completing his PG course he entered into the domain and with the help of experienced industry professionals serve as a important link between manufacturer, wholeseller dealer and retailers of footwear, shoe retailing, cosmetic & herbal industry sectors.

### **Our Aim**

- To meet varied business related demands of footwear, cosmetic and herbal manufacturers, wholesale dealers, distributors and other concerned trade people across the country.
- To enhance & develop Indian trade and industry by providing leads to different sources and related information that benefits the individual business plans of the clients.

### **Our Vision**

*“Planning to extend reach to other untouched parts of the country and world markets”.*

### **Service Portfolio**

Being a renowned publishing house, we are engaged in offering one of the best product awareness platforms in the market with our **Shoe Magazines, Footwear Magazines and Cosmetic Magazines along with directories**. We have latest publishing amenities and the support of experienced editors that help us present magazine that covers all possible departments of related industry be it raw material, machinery or finished products.

Some of the points on why clients should advertise with in our magazines are:

- Leading & established magazines in its industry sector having circulation period of over two and half decades
- Bilingual magazine in Hindi and English
- Best economical media for the dissemination of business messages far and wide, getting clients a good business response
- Well drawn layout of pages with every page stimulating business sense of well to do business people, related to any field of this vast industry
- It reaches almost all small & large scale manufacturers, wholesale dealers & distributors throughout the country and abroad thus providing fast and effective business results
- International magazine coverage to countries like Nepal, Pakistan, Bangladesh,

Bhutan, and Myanmar, Italy, Taiwan, Austria, Germany, UK, China and many other countries

- Magazine represents India in almost all major exhibitions of India as well as abroad
- Magazine covers intricate details of all the happenings from top to bottom, from news to views & updates in the related industry
- It also provides upcoming technical & engineering changes emerging in the industry
- The other contents covered by magazine include industry news from home and abroad, expert articles, features, government policies/ notifications

## Our Specialization

Being a one stop solution, we ensure to meet varied requirements of our clients by publishing latest magazines providing information about the Footwear and Cosmetic industries. With our comprehensive research and constant interaction, we present the latest market trends and opportunities coming from the sector. By advertising their products in our industrial magazines/journals magazines, our clients can cover every business aspects.

Some of the benefits are:

The superior print quality as well as wide circulation of the magazines offer clients benefits in terms of:	Better visibility of the products advertised More trade inquiries of the products displayed Establishing a brand image in the markets
Clients also benefit in form of	Gaining knowledge of the upcoming design patterns changes happening in the global markets Reading valuable views/comments of the whole sellers, chain store owners and target audience

We are offering advertising solutions in magazines like:

Delhi Footwear Market News	<p>A pioneer &amp; leading monthly footwear magazine of India, it covers all possible departments of footwear Industry starting from raw material, machinery to finished products and targets segments like wholesale dealers, distributors and manufacturers.</p> <p>Our magazine offers good scope for exporting/manufacturing &amp; marketing for:-</p> <ul style="list-style-type: none"> <li>• Ready made shoes</li> <li>• Ready made shoe soles and components</li> </ul>
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	<ul style="list-style-type: none"> <li>• Raw Material - Shoe accessories</li> <li>• Shoe Machinery- EVA, STUCK-ON, PU, PVC-STRAP machines</li> </ul>
Shoe Retailing	<ul style="list-style-type: none"> <li>• Shoe Retailing is based on emerging, fast and compact planning, management and happenings going on in the shoe industry. Our magazine helps in serving as a medium for sharing and connecting people</li> <li>• Also presents to the people related to shoe industry news, views and articles to enhance the trade in industry</li> <li>• Offering right platform to advertise products and other business related issues, its wide readership in the shoe industry provide advertisers the best possible results for their specific business proposals</li> </ul>
Cosmetic & Herbal News	<ul style="list-style-type: none"> <li>• Indian cosmetics trade &amp; industry is flourishing at global scale because of its traditional values and use of natural skin beneficial products.</li> <li>• Cosmetic and Herbal news magazine has got wide circulation across the country and enjoys circulation among the dealers, hotels, hospitals, airlines and suppliers of cosmetic and herbal products.</li> </ul>
The magazine's participation in leading national & international cosmetic and herbal events/ seminars provides a good product launching/awareness & business enhancement platform for people like:	<ul style="list-style-type: none"> <li>• Cosmetics manufacturers</li> <li>• Wholesale dealers &amp; distributors</li> <li>• Chemical &amp; raw material people</li> <li>• Fragrance &amp; flavor people</li> <li>• Machinery &amp; packaging people</li> </ul>

### Present & Upcoming Publications

Our present and upcoming publication work that we are doing for fashion and footwear magazines includes:

Shoe Material Market (since 2005): It is a specialized magazine carrying all information about:

- Shoe
- Slipper
- Sandal

- Juti (Mojari)
- Manufacturing material & components pertaining to the footwear industry

### **Cosmetic Sources Guide:**

- This directory is aimed at providing intricate details & list of people connected with cosmetics and herbal world
- It would serve as a ready reference for interconnecting people with in this industry.

### **Clientèle**

Being a client centric organization, all our business activities are directed towards achieving the trust of our valued clients by providing them quality solution. The magazines we publish are aimed at creating product or brand awareness and also enhance the business prospects of various shoe, leather and cosmetic industries. The magazines we provide represents India in almost all major exhibitions of India as well as abroad. Our magazines serve as a important link between people engaged in different aspects of footwear, retailing, cosmetic and herbal trade through advertisements. Our magazines are used for advertising purposes by reputed Indian and international brands like:

- Adda
- Aerobok
- Croma
- Lancer
- Lakhani
- PU-Feel Goldstar
- Venus

### **Our Industry Participations**

For giving clients maximum business benefits for advertising with us, we also regularly participate in exhibitions and fairs including show material exhibitions & DFMN. Some of our upcoming industry participations include:

Exhibition Title	Date and Place
India International Trade Fair	Delhi, INDIA (14 - 27 November 2008)
CPHI 2008	Mumbai, INDIA (28-30 November 2008)
The Professional Beauty Expo 2008	Noida, INDIA (30 Nov- 2 Dec 2008)

### **Product Page**