

Fine Art India

fineartindia.in

Fine Art India will transform the way digital artwork is bought and sold around the world. With a few clicks our inhouse/netowork artists, designers and photographers will upload their digital artwork and paintings to our portal, set prices for their work, and sell those products to a global audience of online art buyers.

and you too...

I N S P I R A T I O N

we are:



Amit (Driver)

I being founder and mentor of **Fine Art India**, will transform the way digital artwork is and sold around the world. Since 2002 I have aligned my career with marketing, designing, and creating business avenues with global leaders like Nortel & Accenture. Also holding Executive Strategic Marketing Program from Northwestern University - Kellogg School of Management (USA) & E-Business Professional from IBM. I am also founder of **Sports Factory®** a consulting firm devoted to imparting sports/entertainment, health & fitness solution designing and development in different disciplines across India.



Parbbonni (Engine)

With classical education in Architecture, and having 8 years of experience in art and design, I consider myself, first and foremost an artist. My interest in art began as a child, and developed my artistic skills just as I learnt how to read and write. For the lack of faith in the idea, that a career as an artist could earn a comfortable living. In 2008 I ended up with a Bachelor's degree in the field of Architecture. Being graduate, I got introduced to the world of graphic design, and worked with a few renowned organizations. But soon, I decided to pursue my passion, although I never stopped painting all this while. My artworks have an inclination towards abstraction, in varied mediums and with a wide range of subjects and now co founding **Fine Art India**.

T H E T E A M

target market... 10% year 2015

Monthly Hit: Source Google*

- ☐ Canvas Prints - 165000
- ☐ Online Painting - 2900
- ☐ Online Art - 2400
- ☐ Buy Art Online - 3600
- ☐ Art Gallery Online - 1600
- ☐ Painting - 165000
- ☐ Wall Decals - 110000



M A R K E T S I Z E

nobody's left behind...

Target Market: B2C

- ☐ Kids
- ☐ Students
- ☐ Novice
- ☐ Hobbyist
- ☐ Semi-Professionals
- ☐ Corporate Individuals



Target Market: B2B

- ☐ Architects & Interior Designers
- ☐ Hospitality & Retail



M A R K E T

“stop dreaming, start drawing...”

- ☐ School Alliance and Promotions
- ☐ Artist Network Programs
- ☐ Free Art Lessons
- ☐ Art Workshops/Seminars
- ☐ Art Café
- ☐ Design Consultants and Artist Invitations



P R O M O T I O N

“online hit ...”

- ☐ Market Research
- ☐ Advertising / Events
- ☐ News Letters
- ☐ Digital Campaigns
- ☐ Print Media
- ☐ Social Media
- ☐ Artists' Welfare Programs
- ☐ Information Nights
- ☐ Product Launch



M A R K E T I N G

The size of the Indian art market, at around US \$100 million, is minuscule compared with western markets. Expected to grow by 8 % year over year...

Fine Art India revenue @ INR 15 Lakhs per month with operating margin of 44+%.

R E V E N U E



Wall decals...

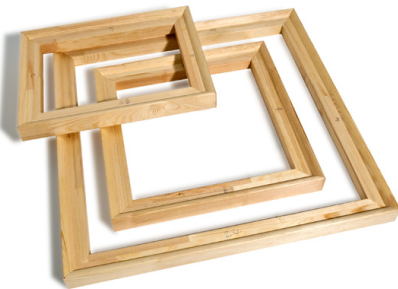


Fine
Art
India



S O L U T I O N S

“In house manufacturing ...”



S O U R C E

design



frame



install



Canvas has longevity of over 100 years...

T R A N S F O R M

world art @ fineartindia.in



P R O T O T Y P E

custom pack & delivery @ door



- ☐ Custom box pack
- ☐ Secure Transport System
- ☐ Installation (on site) – NCR

ON DEMAND



DALLIANCE

Fine Art India

Gps: 28° 26' 12" N, 77° 6' 45" E

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