



FABINDIA

CELEBRATE THE LIFE





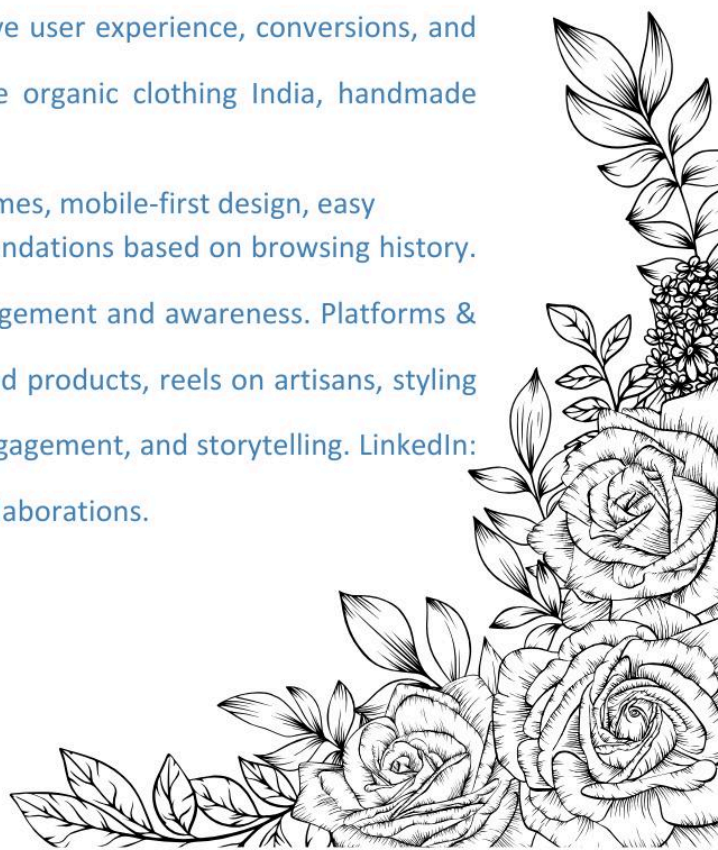
INTERNATIONAL BUSSINESS MANAGEMENT: FABINDIA-Celebrate the life



INTRODUCTION : Fab India is an Indian retail brand that focuses on traditional and handcrafted products, including apparel, home furnishings, organic food, and personal care items. Founded in 1960 by John Bissell, Fab India started as an export company promoting Indian handloom textiles. Over time, it expanded into a well-known retail chain that bridges traditional craftsmanship with contemporary designs. The brand works closely with rural artisans and craftsmen, supporting local communities while offering high-quality, sustainable, and culturally rich products. Today, Fabindia has a strong presence in India and abroad, known for its commitment to ethical sourcing, sustainability, and promoting India's rich heritage.

Comprehensive digital Marketing For Fab India

- 1. Website & E-commerce Optimization** Goal: Improve user experience, conversions, and online sales. SEO Optimization: Target keywords like organic clothing India, handmade home decor, ethnic wear online. UI/UX Enhancement: Faster load times, mobile-first design, easy checkout process. Personalization: AI-driven recommendations based on browsing history.
- 2. Social Media Marketing** Goal: Enhance brand engagement and awareness. Platforms & Strategy: Instagram & Pinterest: Showcase handcrafted products, reels on artisans, styling guides. Facebook & Twitter: Promotions, customer engagement, and storytelling. LinkedIn: CSR initiatives, artisan impact stories, and business collaborations.





YouTube: Short documentaries on artisans, tutorials on styling ethnic wear.

3. Paid Advertising Strategy

Goal: Drive traffic and conversions through targeted ads.

Google Ads: Search & Display campaigns targeting high-intent shoppers.

Meta Ads (Facebook & Instagram): Carousel ads, lookalike audiences.

YouTube Ads: Storytelling campaigns, pre-roll ads.

Retargeting: Show ads to users who visited but didn't purchase.

4. Email & WhatsApp Marketing

Goal: Improve retention & repeat sales.

Personalized Email Campaigns: Exclusive offers, styling tips, new arrivals.

WhatsApp Marketing: Limited-time discounts, festival collections, order tracking.



5. SEO & Content Marketing

Goal: Rank higher on search engines and build brand authority .Blog & Video Content:

Sustainable Fashion Trends in India

6. Data Analytics & Performance Tracking

Goal: Optimize campaigns based on real-time data.

Google Analytics: Track website traffic, conversion rates, and top-selling products.

7. Festive & Seasonal Campaigns

Goal: Leverage festivals for higher sales & brand recall.

Diwali, Holi, Raksha Bandhan Campaigns: Festive collections, gift guides.



Fabindia, established in 1960 by John Bissell, is a prominent Indian retail chain specializing in garments, home décor, furnishings, and fabrics handcrafted by artisans across rural India.

Brand identity :

Fabindia's brand identity is deeply rooted in blending traditional Indian craft techniques with contemporary designs, aiming to offer aesthetic and affordable products to modern consumers. This fusion not only preserves India's rich artisanal heritage but also makes it accessible to a broader audience.



ADD TO CART



Business Model and Social Initiatives :

Fabindia operates on a unique business model that emphasizes ethical sourcing, sustainability, and community development. By collaborating with over 55,000 artisans and weavers, the company ensures that its products are both authentic and support rural livelihoods.

Consumer Perception :

Research indicates that consumers perceive Fabindia as a brand that successfully combines traditional aesthetics with contemporary needs. This perception influences purchasing behavior, as customers are drawn to the authenticity and cultural significance embedded in Fabindia's products.



Recent Developments :

In recent years, Fabindia has continued to innovate while staying true to its core values. The company has expanded its product lines and retail presence, both domestically and internationally, reinforcing its position as a leader in promoting Indian artisanal crafts.

Competitor Analysis

Fabindia operates in a competitive market with several notable competitors: 1. Manyavar

Specializes in men's ethnic wear, offering products like sherwanis and kurtas. In February 2025, Manyavar's website received approximately 1.6 million visits.

2. Jaypore: Focuses on handcrafted apparel and accessories, emphasizing traditional Indian crafts. In February 2025, Jaypore's website had around 262,900 visits.

3. Biba: Offers a range of ethnic wear for women, including salwar kameez and sarees. Biba's website attracted about 1.4 million visits in February 2025.

4. Nykaa Fashion: Provides a diverse selection of fashion products, including ethnic wear. It led in online presence with approximately 8.2 million visits in February 2025.

5. Libas: Known for contemporary ethnic wear for women, blending traditional designs with modern aesthetics. In February 2025, Libas' website received around 2.06 million visits.

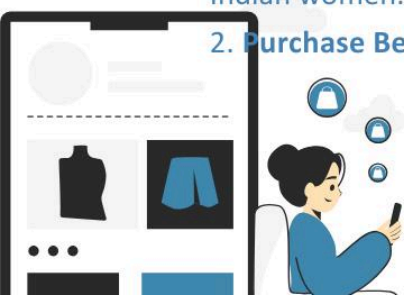


Audience Personas

Fabindia's customer base is diverse, encompassing various demographics:

1. **Age Group:** Primarily targets individuals aged 20 to 45, with a significant portion being Indian women.

2. **Purchase Behavior:** Customers often purchase ready-to-wear garments like kurtas and





saris, with home linen being another popular category. They typically shop at Fabindia every three months, spending between INR 2,001 to INR 3,000 per visit.



3. Values and Preferences: Quality and Tradition: Customers are drawn to Fabindia for its high-quality products and traditional craftsmanship.

Inclusiveness: The brand appeals to individuals with a secular mindset who appreciate inclusiveness and cultural diversity.

Keyword Research for Fabindia

Use a mix of branded, generic, and long-tail keywords to drive traffic.

Branded Keywords, Fabindia online shopping

Fabindia clothing

Fabindia furniture

Fabindia home décor

Fabindia near me

Product-Specific Keywords

Organic cotton kurtas

Handwoven sarees India

Block print dresses

Ethnic wear for women

Sustainable fashion India

Category-Based Keywords

Best ethnic wear brands India

Home decor online India

Handmade furniture India

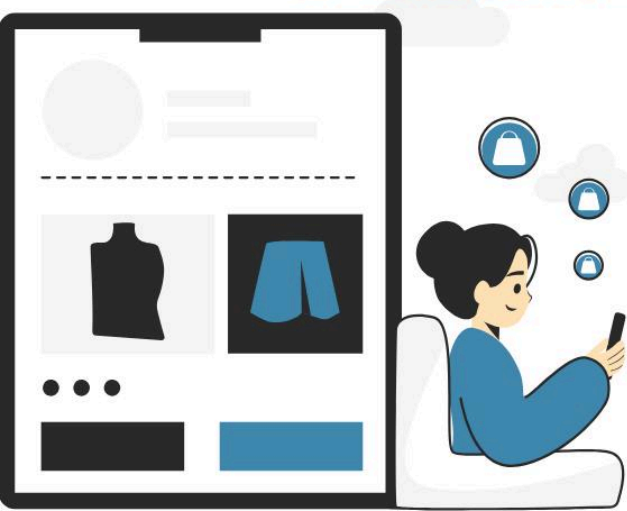
Organic food brands in India

Long-Tail Keywords

Where to buy authentic handloom sarees online

Best organic skincare brands in India

Fabindia store locations in Delhi/Mumbai/Bangalore





SEO Audit :

An SEO audit of Fabindia's website, fabindia.com, reveals several key insights:

Traffic and Engagement:

- The site attracts approximately 1 million monthly visits, with an average session duration of 2 minutes and 16 seconds.
- The bounce rate stands at 36.64%, indicating a moderate level of single-page visits.

Traffic Sources:

- Direct traffic accounts for 47.53% of visits, suggesting strong brand recognition.
- Paid search contributes 25.42% of traffic, reflecting significant investment in search advertising.
- Organic search drives 17.15% of traffic, highlighting potential for SEO improvement.

Audience Demographics:

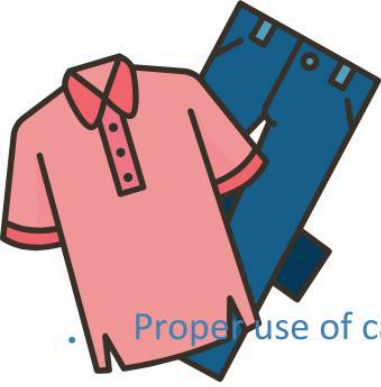
- The audience is fairly balanced, with 50.62% female and 49.38% male visitors.
- The largest age group is 25-34-year-olds, indicating a youthful customer base.

Geographical Distribution:

- India is the primary source of traffic (75.77%), followed by the United States (10.46%) and the United Kingdom (2.65%).

Technical SEO Aspects:

- The website is SSL-enabled, ensuring secure connections.



- Proper use of canonical tags is implemented to prevent duplicate content issues.

Content and Keywords:

- Top organic keywords include "fabindia," "fab india," and "kurta for men," indicating strong brand presence and product-specific searches.

Backlink Profile:

- The site has approximately 977.73K backlinks from 5.62K referring domains, suggesting a robust backlink profile.

Performance Metrics:

- The website's performance metrics, such as page load speed and mobile responsiveness, are crucial for user experience but specific data is not provided in the available sources.

In summary, while Fabindia's website demonstrates strong brand recognition and a solid backlink profile, there is room for improvement in organic search traffic and performance optimization to enhance user experience and search engine rankings.

On-Page SEO Strategy :

Optimize Product Pages: Use product-specific keywords in titles, descriptions, and meta tags.

Image SEO: Rename images using relevant keywords (e.g., "handwoven-kurta-fabindia.jpg") and use alt text.

Internal Linking: Link related products, blog articles, and categories for better navigation. **Schema Markup:** Implement Product Schema for rich snippets in Google search results.

Off-Page SEO Strategy

Backlink Building: Collaborate with fashion, home decor, and organic lifestyle bloggers.

Social media & Influencer Marketing: Leverage Instagram and Pinterest for visual promotions.



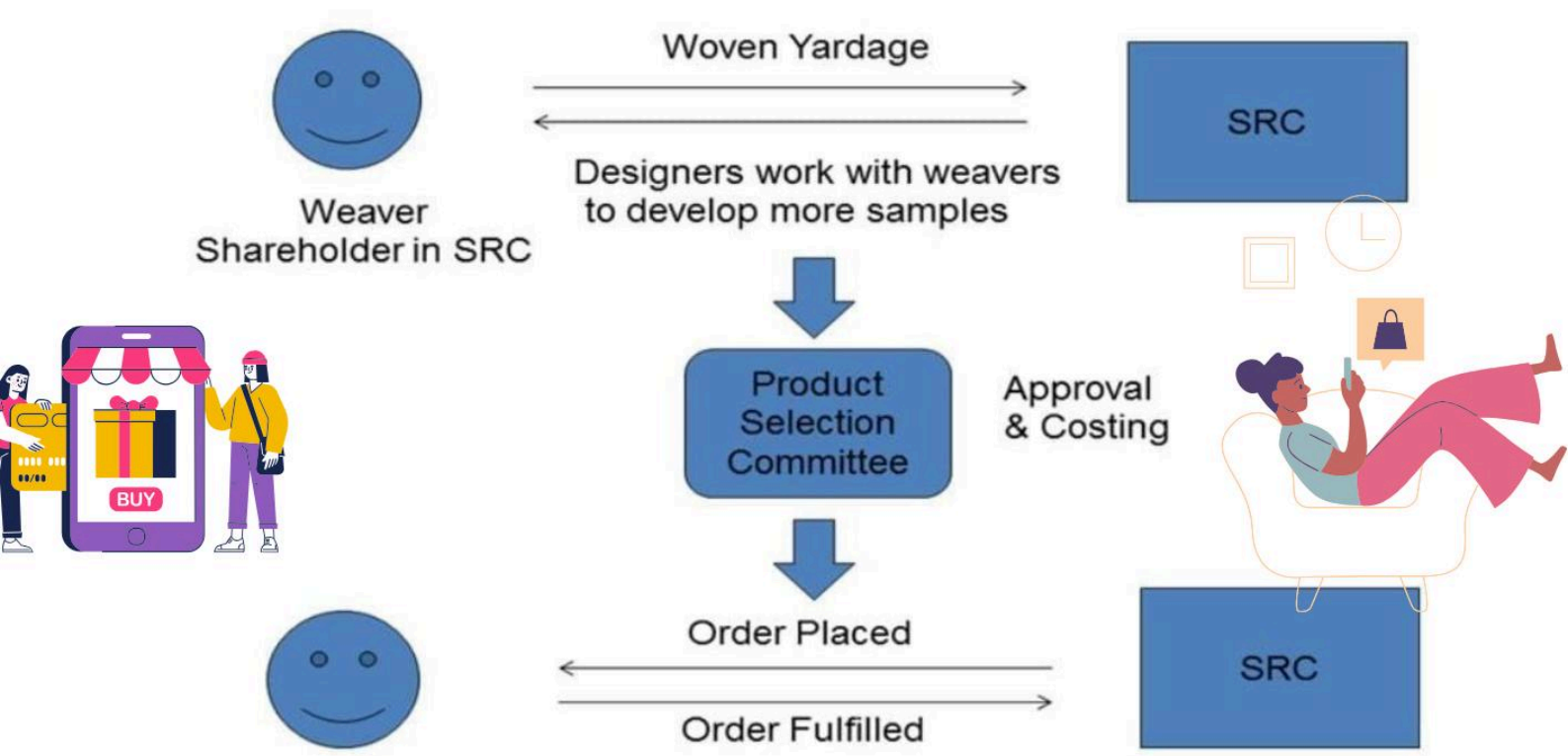


Google My Business (GMB) Optimization: Improve local SEO by listing Fabindia stores with accurate details.

Content Marketing for SEO

Blog Topics: "10 Must-Have Fabindia Kurtas for Summer 2024"

"How to Style Fabindia Handloom Sarees for Weddings" "Why Choose Sustainable Fashion? Fabindia's Approach"



Content Idea and Marketing Strategy

➤ Content idea generation strategy

1. "Storytelling & Brand Heritage" From Weavers to Wardrobes

Series: Behind-the-scenes content on artisans, their techniques, and the making of products. "Our Journey"

Documentary: A short film about Fabindia's evolution, from a small business to a global brand.





2. Lifestyle & Styling Guides Festive Lookbooks: Showcasing ethnic styling for Diwali, Eid, Durga Puja, and weddings . Fusion Fashion: How to style Fabindia pieces for work, casual outings, and contemporary wear.

3. Product Strategy Offers a diverse range of products, including clothing, home furnishings, beauty, and organic food. Blends traditional Indian craftsmanship with modern designs to appeal to contemporary buyers.

4. Distribution & Retail Strategy Operates exclusive retail stores across India and internationally. Expands into e-commerce via its website and platforms like Amazon, Myntra, etc.



FINANCIAL ANALYSIS OF LAST 3 YEARS (ALL VALUES IN CRORES)

■ Revenue ■ Total Assets ■ Profits





Marketing Strategy :

Brand Positioning & USP

Positions itself as a premium, sustainable, and ethical brand .Focuses on handcrafted and natural products made by Indian artisans.

1.Target Audience

Urban, middle-to-upper-class consumers who appreciate sustainability and Indian heritage.

Environmentally conscious buyers who prefer organic and handmade products.

1. Product Strategy

Offers a diverse range of products, including clothing, home furnishings, beauty, and organic food.

Blends traditional Indian craftsmanship with modern designs to appeal to contemporary buyers.



2. Pricing Strategy Uses a premium pricing strategy to reflect the quality, craftsmanship, and exclusivity .

Content Creation and Curation

Content Creation

Content creation is the process of producing original material to engage, inform, or entertain an audience. It involves:

- Writing articles, blog posts, or social media updates
- Creating videos, infographics, podcasts, or images
- Developing engaging captions and headlines
- Researching topics and ensuring accuracy

Example: A YouTuber creating a video tutorial on "How to Cook Pasta."





Content Curation

- Content curation is the process of gathering, organizing, and sharing existing content from various sources. It involves: Finding valuable and relevant content
- Adding personal insights or commentary
- Sharing curated content on social media, blogs, or newsletters
- Providing proper credit to original sources

Example: A social media manager sharing an article about the latest marketing .
Would you like to dive deeper into either topic or get more examples?
Let me create some images for you!



Examples of Content Creation:

Blog Post: Writing a detailed guide on "10 Tips for Better Time Management."

YouTube Video: Recording a video review of the latest smartphone.

Infographic: Designing a chart about "Social Media Engagement Trends."

Podcast: Hosting an episode on "How to Stay Motivated at Work."

Social Media Post: Creating an Instagram reel about a workout routine.



Examples of Content Curation:

Sharing an Article: Posting an article about AI advancements with your own insights.

Reposting on Social Media: Retweeting a motivational quote with added personal thoughts.

Newsletters: Compiling top marketing articles and sending them to your subscribers.

Round-Up Blog: Creating a post like "Top 5 Productivity Apps of 2025" with links to other sources.

LinkedIn Post: Sharing a study on customer behavior with a short summary and your perspective.





Thank you

