

*Am* <sup>®</sup>  
Alka Pandey

Incartiamo IL  
LUSSO

“WRAPPING LUXURY”









# Our Certification

- We are one of very few manufacturer
- In our filed with dual certifications
  - ISO 9001 Certified
- And as a testament to our social Responsibility we are
  - SA 8000 certified



# Product Range

- We design each of our products for our customers

❖ Wedding

❖ Corporate & Seasonal  
Gift Packaging

❖ **FLORAL**





*Fioravivi*<sup>®</sup>

*Elena*

*Friends  
of Nature*<sup>®</sup>

*JJC  
Jewels of the Crown*

Decorative  
floral packaging

Ribbon

Hand made  
paper

Gift  
Hampers

Textile

Shopper  
and boxes

Boxes / Shoppers

Decorative  
accessories

Album

Decorative  
Pouches

Cards

Deco frame



We take FLOWERS TO THE NEXT LEVEL





- To our Floral Industry We offer a VALUE ADDTION
- To take a Collection of flowers and Create a UNIQUE PACKAGE
- OUR DECO FRAME





# REGULAR VS OURS



- Transformational Change.

← TO →

- WE ARE THE ONLY PRODUCERS IN INDIA





# Floral Industry

- We add a GREAT VALUE TO FLOWER Retail
- With a Significant MULTIPLICATION of the VALUE WHAT THE FLORIST OFFERS ITS CUSTOMER





# DECO FRAME

- We can take flowers, Nature's most beautiful creation
- **Wrap it Luxury**
- The final customer now a high value product which is One of Kind in INDIA





# SUMMER

- We offer colors for all kind of seasons





- We expertise in Flower arrangements
- Partner with Italian school of design



# Minimalistic and Beautiful





# Valentine



- We offer LARGER THAN LIFE FLORAL DECORATION
- DECO FRAMES







# G R O W T H





# Floral Industry

## A ROSY PICTURE ON VALENTINE'S DAY

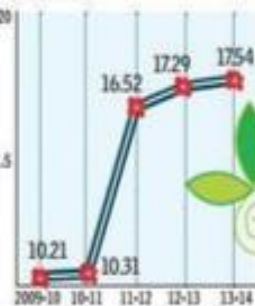
### CUT FLOWERS PRODUCTION (Lakh)

ROSE IS THE MOST POPULAR of major cut flowers in India, followed by Gladiolus, Gerbera, Tuberose & Orchid

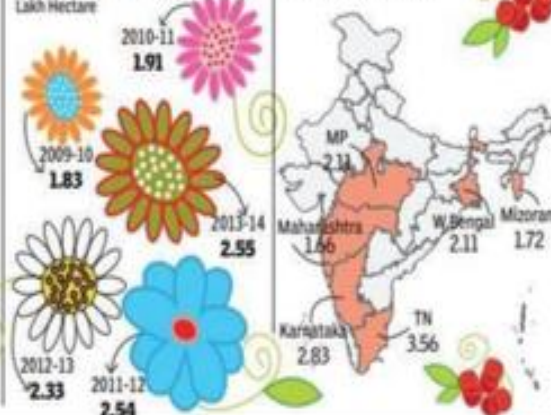


### LOOSE FLOWERS PRODUCTION (Lakh MT)

Major loose flowers in India – Marigold, Jasmine, Chrysanthemum, Crossandra and Aster



### FLORICULTURE CULTIVATION AREA (Lakh Hectare)



### TOP PRODUCING STATES (Production in Lakh MT)



(Source: National Horticulture Board of the ministry of agriculture)

## Flower fascination: India set to be floriculture trade leader

[Vishwa Mohan](#)

NEW DELHI: India's share in global floriculture trade may not be significant but the country has, of late, shown enough potential to eventually turn itself as a favourite destination of flower importers in near future.

Surprisingly, the small land-holding pattern, considered a handicap for the country's agricultural production, comes as an advantage in floriculture due to its 'low volume high value' character. Since the sector has huge export potential, a number of small and marginal farmers have started turning towards flower production.

Increasing domestic demand for both cut and loose flowers has also attracted farmers, mainly in leading flower producing states like Tamil Nadu, Karnataka, West Bengal, Madhya Pradesh and Maharashtra, towards floriculture.

The northeastern states, especially Mizoram, have also turned towards cultivating flowers of export varieties in a big way.

THE TIMES  
OF INDIA



**Indian  
Floriculture Industry:  
Opportunities and  
Challenges**

Post globalization, floriculture has become an important commercial activity in agriculture. Floriculture activity has evolved as a viable and profitable alternative, with a potential to generate remunerative self employment among small and marginal farmers, and earn the much needed foreign exchange in the developing countries such as India.

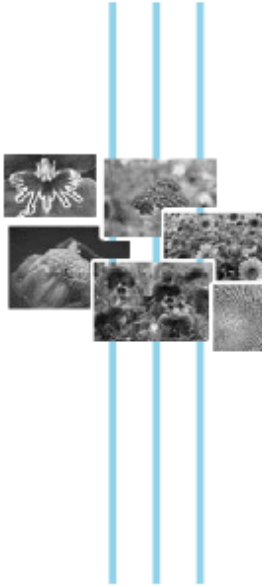
**World Production and Consumption**

The world production of floriculture is growing at a rate of 10 percent per year. There are currently over 50 countries that are active in floriculture production on a large scale. In terms of production value, the Netherlands, the United States, Japan,

K. Muthukumar\*

15,97,46,50,000 Indian Rupee

## Indian Floriculture Industry



The Indian floriculture industry has been growing at a compound annual growth rate (CAGR) of 25 percent over the past decade and is currently worth US\$ 230 million. It comprises the florist trade, nursery plants, potted plants, bulb and seed production, micro propagation material and extraction of essential oils from flowers.

\* Chief General Manager, Export Import Bank of India

# Welcome to Franchise with US

- We will join with YOU to get this market cap
- We need our Franchisee to seek the CUSTOMER
- We will them Design, create and Produce and Deliver





# 15,97,46,5x,xxx Indian Rupee MARKET

- That's the Market we want you to GROW in
- We then give you the Opportunity to increase value of all you sell
- This FLOWERS WRAPPED In LUXURY





# We are the BEST at WHAT We DO

- We will Create Luxury Packaging
- Higher Value Product
- Return Customers
- One of a KIND IN INDIA
- ORDERS ARE PLACED and
- We SHIP you KITS





*Am* <sup>®</sup>  
Alka Pandey



[www.alkapandey.in](http://www.alkapandey.in)

ALKA PANDEY PACKAGING PVT. LTD.

SP-1013C, PHASE III, RICO INDUSTRIAL AREA

SITAPURA, JAIPUR – 302022

RAJ. (INDIA)

