

QUARTER
REPORT

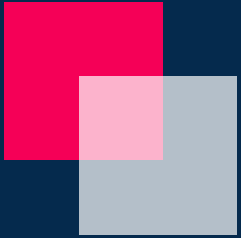
1st September

To

30th November

**Social media is the new Passport
Google is the visa for Business**

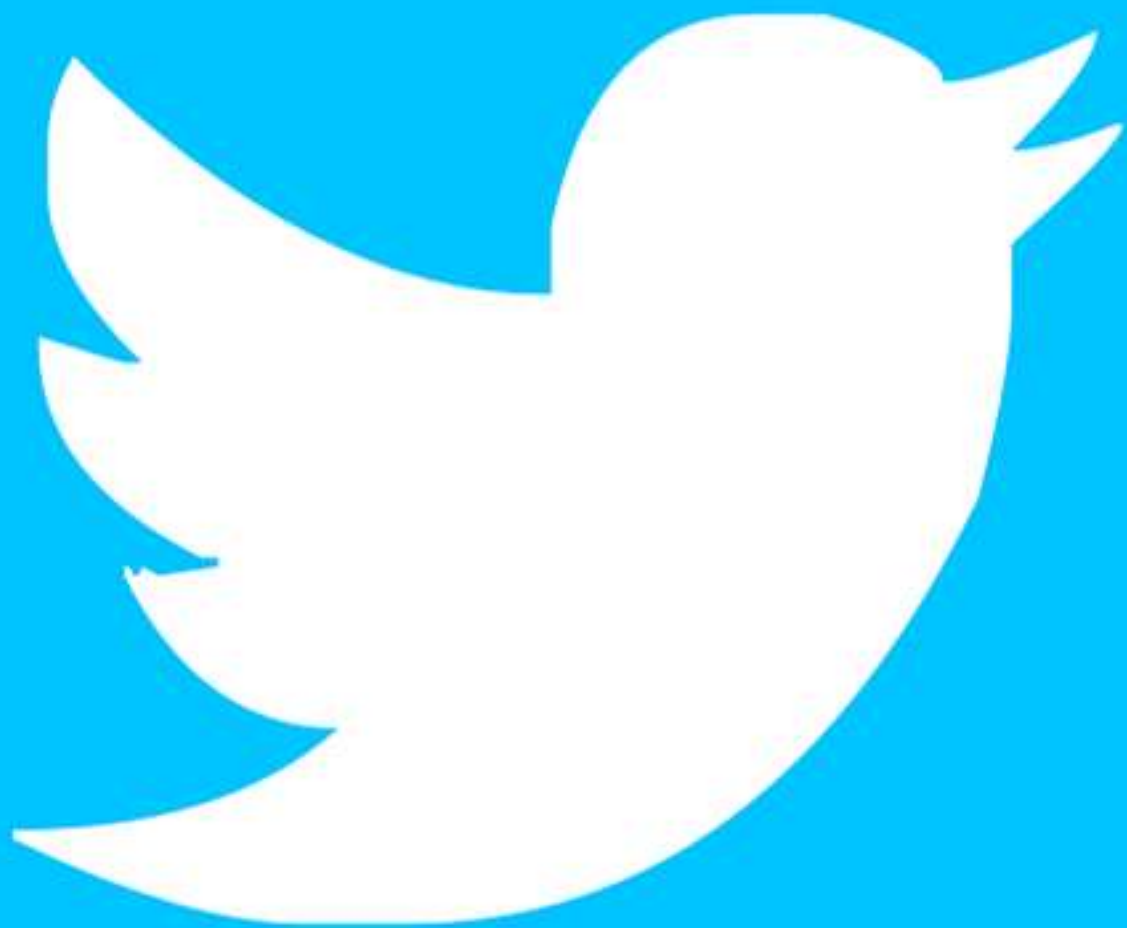
- Anonymous



FAN BASE



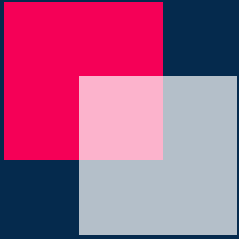
PARAMETERS	SEPTEMBER	OCTOBER	NOVEMBER
Engagement Rate	29%	18%	30%
Reactions	46,516	44,356	1,24,612
Reach	1,59,333	2,49,513	4,17,708
Impressions	1,86,762	2,64,203	4,34,987



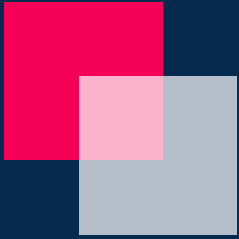
PARAMETERS	SEPTEMBER	OCTOBER	NOVEMBER
TWEETS	30	15	210
IMPRESSIONS	98.7K	11.6k	116k
FOLLOWERS	929	930	1,019
PROFILE VISITS	1486	71	3756
ENGAGEMENT RATE	1.3%	0.3%	18.6%



PARAMETERS	SEPTEMBER	OCTOBER	NOVEMBER
Posts	23	19	24
Followers	3,346	3,426	3,511
Likes	51,699	41,731	89,621
Reach	15,837	1,28,870	10,199
Impressions	23,616	1,47,497	14,148
Video Views	535	23,912	40,649



CAMPAIGN, CONTESTS and LAUNCH



SEPTEMBER CONTEST

CONTEST CREATIVES

LuxorIndia
@LuxorIndia

In a world of internet and social media, it is no more difficult to find people, Share your story and tag the one who has been your guiding light.

You can share your pictures with them too.

#StrokeToMasterStroke #Contest #ContestAlert #ContestIndia #TeachersDay



Contest Alert and 7 others

3:29 PM · Sep 4, 2019 · Twitter Web App

View Tweet activity

37 Retweets 63 Likes

Luxor

Luxor India

Published by Mevrick Digi · September 3 ·

A.P.J. Abdul Kalam never realized that his cluttered letters would turn into a book one day and certainly, this would have not happened without his teacher's guidance.

The times when it was hard for us to pen down our ideas, our teachers made sure that our letters were composed well.

#StrokeToMasterStroke #TeachersDay #Luxor



27,808

People Reached

7,619

Engagements

Boost Post

Zhimo Ithibo, Jyotirmoy Saha and 21k others · 16 Comments · 16 Shares

Like

Comment

Share



Luxor India · Follow

Luxor India never knew that the words he was scribbling would turn into a law, but the journey would have not been possible without the attractions of his teachers. The times when our scribbles didn't make sense, they assured that it did.

#StrokeToMasterStroke #TeachersDay #Teachers #MondayMotivation #Teaching #Guidance #Passion #Luxor #Journey #Development #Success #Luxor

13m

Retweeting 🌟🌟🌟

13m Reply

3,400 likes

Get inspired

Add a comment...



Luxor India · Follow

Luxor India Contest alert! Participate in the contest #StrokeToMasterStroke and get an amazing chance to win surprise gifts from Luxor!

#Luxor #Contest #ContestAlert #ContestIndia #TeachersDayContest #Teaching #ContestComingUp #Stroke #Giveaway #Home #StrokeAlert #Products #Stationery #StationeryLovers #Teachers #Students

13m

Retweeted by Who xion profile...

13m Reply

3,209 likes

Get inspired

Add a comment...

CONTEST ENTRIES

 **MONA BATRA** @MBatra01 · Sep 4
Replying to @LuxorIndia
My Inspiration is My Mom who is School Teacher she Inspire Me for Good Deeds
Today I'm Successful Bcoz of My Mom
She Always Said Do Work with Honesty, Responsibility & Give your 100%
Nobody Can stop you to be Successful, I Always Do the Same
[#StrokeToMasterStroke](#)
[#TeachersDay](#)

🗨️ 🔄 ❤️ 3 📌

 **Rujuta Jadhav** @Rujulicious · Sep 4
Replying to @LuxorIndia @Contest_Alert and 7 others
[#StrokeToMasterStroke](#) [#Contest](#) [#ContestAlert](#) [#ContestIndia](#)
[#TeachersDay](#) Gurus are one of the greatest people whom you come across in your life. They are not only the selfless givers but also the mentors of your life. My favourite Guru is Arpeeta Ma'am. 🌟🌟




one of the greatest people whom you can find in your life. They are not only the selfless givers but also the mentors of your life. My favourite Guru is Arpeeta Ma'am. She has inspired me to do better in life and search for it myself. No amount of thank all that she has done for me. I found guidance, discipline and love, everything, in one person. She is Arpeeta ma'am. Without her, I would not have achieved this. Thanks for being a true mentor. Not a teacher but a parent to me. —Rujuta. J

🗨️ 🔄 ❤️ 1 📌

 Mehek Mahtani in a world full of people, the person who has been my guiding light and saviour is my father! He loves me unconditionally and not a moment that I think I'm alone! He's been the strongest foundation of my life, having taught me to love Math which to beg... See More



Like · Reply · Message · 13w · Edited

 **_i_am_jini_** Not a teacher, not my momma not my papa not best friend, not my boyfriend.... Someone who is just my friend... @_i_am_junaid_ and very special to me.... Came to my life to make me the person I were meant to be.... And always try to make me feel happy !!! I'm so happy and proud to have a frnd like you.... To have you in my life!!! 🥰🥰

13w 1 like Reply

— View replies (3)

 Sapna Udaywal Luxor India
Teachers Day
Teachers are our Guru (In hindi) - 'Gu' means Duhya or darkness and 'Ru' means remover or alleviator. They are torch bearers. Teacher or Guru removes our ignorance and enlighten our path towards happy ,successful,worth living life
They polish our potentials and mould us in a perfect and wise individual.
I feel Thankful from the core of heart for my teachers who showed utmost patience to imbibe great values and knowledge in me .My Maths and music teacher left no stone unturned to help me to overcome my phobia of numbers and Maths .Her music classed used to be great stress busters for all
She always motivated us by saying - "No obstacle can be bigger than your courage and self confidence to overcome it so never give up"
"Kosish Karne walo ki kabhi haar nahi hoti
Mehnat kabhi bekaar nahi hoti"
Deepika Deepak
Vani Audichya
Savita Baghel
Arvi ChAudhary
Sudipto Narayan
Rehana A. Khambaty



Like · Reply · Message · 13w

 Sujata Sarkar @raDutta ma'am was my favourite teacher. She is the one who understood my strength and tried to bring the best out of me .She proved that learning can be joyous and pleasant experience. She had done wonders with me by enlightening me with wisdom, tran... See More

Like · Reply · Message · 13w



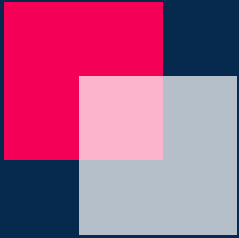
Reaction	Reach	Impressions	Comments
24,828	85,001	96,488	196



Likes	Engagement	Retweets	Replies
395	2.6%	266	101

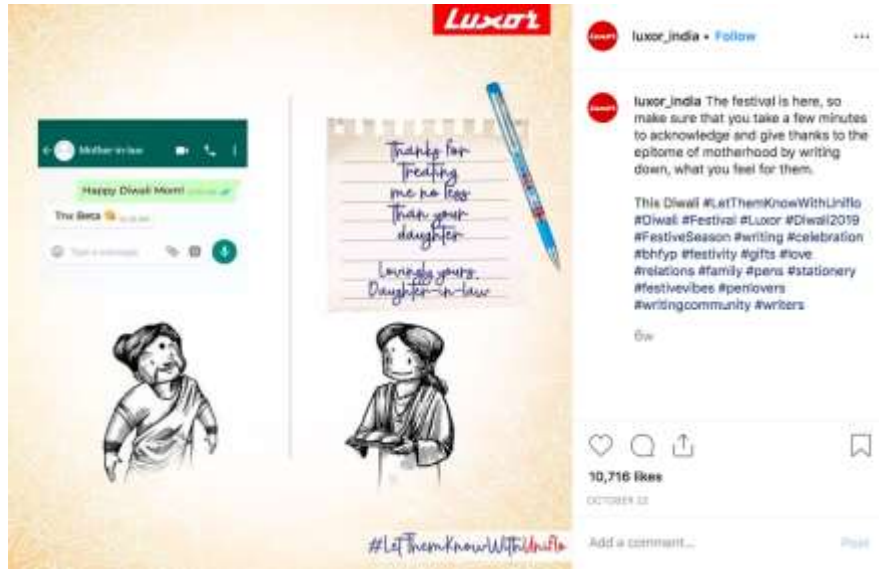


Likes	Comments	Reach	Impression
28,520	167	7,413	11,258



OCTOBER CAMPAIGN

CAMPAIGN CREATIVES



Luxor

Mother wrote
Happy Diwali Mom!

The Beta

Thanks for treating me no less than your daughter

Loveably yours,
Daughter-in-law

Luxor India • Follow

The festival is here, so make sure that you take a few minutes to acknowledge and give thanks to the epitome of motherhood by writing down, what you feel for them.

This Diwali #LetThemKnowWithLuxor #Diwali #Festival #Luxor #Diwali2019 #FestiveSeason #writing #celebration #bhfp #festivity #gifts #love #relations #family #pens #stationery #festivevibes #penlovers #writingcommunity #writers

10,716 likes

OCTOBER 22

Add a comment...

Post

#LetThemKnowWithLuxor



Luxor

Send
Happy Diwali

The came to you

I never felt it was a rented home

Thankfully yours,
Tenant

Luxor India • Follow

Write, to keep up with the good relations by expressing your sincere gratitude towards the ones, who offer you a pleasant stay and treat you no less than a family.

This Diwali #LetThemKnowWithLuxor

#Diwali #Come #at #Luxor #Celebration #diwali2019 #diwaliwishes #writing #writingcommunity #festivity #pens #thoughts #conversation #communication #stationeries #stationeryaddict #markers #highlighters #landlords #tenants #families #homes

10,050 likes

OCTOBER 23

Add a comment...

Post

#LetThemKnowWithLuxor



Luxor India

Published by Maverick Digi [?] · October 24 ·

Let your seniors know how much you appreciate their understanding and support.

This Diwali Open up to the ones, you rarely do and #LetThemKnowWithUniflo

#Diwali #Festival #Celebration #Diwali2019 #Luxor



55,651

People Reached

7,744

Engagements

Boost Post

👍👍👍 Dip Mondal, Praneeth Rëddy and 6.6K others · 2 Comments · 13 Shares

👍 Like

💬 Comment

➦ Share



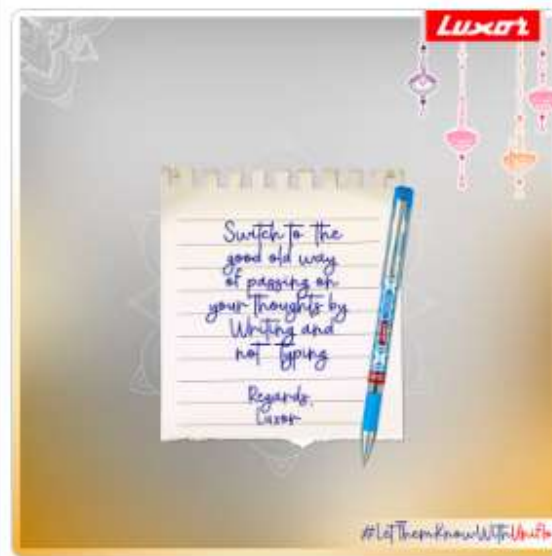
LuxorIndia

@LuxorIndia

This Diwali, say no to abbreviations and short sentences by composing a letter that carries warmth to your conversation.

Share with us a picture of what message are you going to share with your loved ones, this Diwali.

#LetThemKnowWithUniflo #Diwali #Diwali2019 #Dhanteras2019



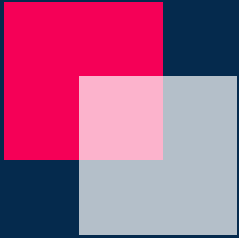
10:31 AM · Oct 25, 2019 · Twitter Web App



Reaction	Reach	Impressions	Comments
36,828	2,32,265	2,42,689	46



Likes	Comments	Reach	Impression	Video Views
40,439	03	2,464	3,538	23,569



NOVEMBER CONTEST

CONTEST CREATIVES





LuxorIndia

@LuxorIndia

Create your fondest memory by showing your creativity using sketch or DIY and share an image of the same by using the #LuxorTakesYouBack

#Contest #ContestAlert #ChildrensDay2019



Contest News and 7 others

7:33 PM · Nov 13, 2019 · Twitter Web App

View Tweet activity

51 Retweets 70 Likes



Luxor India

Published by Maverick Digi · November 14 at 11:49 AM ·

'Its never too late' has been rightly said. Though, we all have lost the charm and essence of those carefree days but who doesnt wants to relive the childhood all over again.

This Childrens day let us all travel back in time to be a child once again.... See More



118,118

People Reached

4,669

Engagements

Boost Post

3.6K

5 Comments 9 Shares



Like



Comment



Share



CONTEST ENTRIES

LuxorIndia @LuxorIndia · Nov 14
We all remember how this game included our minds. Ticky one!

#LuxorTakesYouBack #ChildhoodMemories

Suparna S Ghosh @Chilled_Sap · Nov 14
Replying to @LuxorIndia @NewsContest and 7 others
Dot games best quick and anybody, anytime we can play I use to enjoyed playing with my youngest brother... as playing with him is my sure sort win. Lol 😄😄

#LuxorTakesYouBack
#ChildrenDay
@LuxorIndia
@FireFoot
@Swastika50
@Devginaa
@prashant_1
@swastika50




LuxorIndia @LuxorIndia · Nov 13
We all used that last page of our copies to create great art, this is one of them.

Great work!

#LuxorTakesYouBack #ContestAlert

Namisha Jain @namisha_jain · Nov 13
Replying to @LuxorIndia @NewsContest and 7 others
I just used to draw mehendi in the back of my rough copy. The good old days.

#LuxorTakesYouBack
#ChildhoodMemories



LuxorIndia @LuxorIndia · Nov 13
This indeed took us back to those times, those fights between siblings, that chase filled with fun and laughter.

Thank you for bringing this us!

#LuxorTakesYouBack #ChildrenDay

PremSagar @PremSagar000 · Nov 13
Replying to @LuxorIndia @NewsContest and 7 others
508 remember that joy of flying kites with my friends on festival. Cheering for every site cutting

#LuxorTakesYouBack
#ChildhoodMemories
@reemadewan @sandpoley_ @LuvyaJoshi @sancharian @GUAAnkit



poonamtrilokchandhani Sent I...
cheq pls My childhood creativit hope you like it

👍👍👍

School bus made by ice-cream's stick

#LuxorTakesYouBack
@kittu16j @bhavikalteuwani
@dheeraj_kumar840
@ismeetkaurm
@neelam_aman_arora
@kmudgal101187 @kangna_suresh

mr.jayvirsinh_gohil Me and my Friend ,we got new bicycles on childhood...we ride bicycle and goes in unknown places,Find out new SHORT CUTS, new shops and we played cricketFLYING KITES and Fight with kite

@kartikpatel_007 @mr.nik_1008
@patel_nishaa #LuxorIndia
#luxortakesyouback @luxor_india

3w 1 like Reply

Arvind Kumar Senwani I spent my childhood on village. What I saw while growing up was big trees, greenery and beautiful nature.

This is sketched by which is showing my fondest childhood memory in the form of nature. #LuxorTakesYouBack... See More



Like Reply Message · 3w

Upasna Bhatia As a kid I aspired to be a fashionista, just like Barbie. ✓ When I was a kid, many times I used to DIY with my frocks and clothes just to be like Barbie Doll, I used to wear mom's heels and wear makeup and used to catwalk with my Puppy...and I had a hug... See More



Like Reply Message · 3w

lastfoodieonearth As a child, I loved creating those paper boats to float in puddles. I used to make them very neatly. I make paper planes with my son and we play star wars for hours ! When it rained we make paper boats 🚢 and play in puddles splashing , jumping and having too much fun. I love to be #BachonkeSaathBacha Creating a paper boat subsequently gave me as much joy as it did to my son. ❤️❤️❤️ #LuxorTakesYouBack

3w 1 like Reply

nishitaansh #luxortakesyouback# my fondest childhood memory is with my brother @rachitgoel88 we both used to @fight with each other and no one can stop us 🤪 @rachitgoel88 @anu_gupta127 @prem_goel

3w 1 like Reply



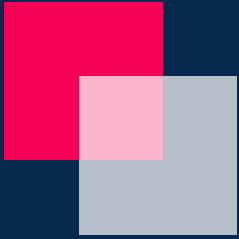
Reaction	Reach	Impressions	Comments
78,870	1,75,054	1,84,130	145



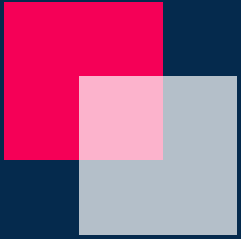
Likes	Engagement	Retweets	Replies
1,300	5.1%	657	502



Likes	Comments	Reach	Impression	Video Views
28,502	82	2,452	3,490	40,650




TIMES LIT FEST (Event Coverage)



PRE-EVENT

Event tab was created, wherein updates and glimpses from the event were shared



Luxor TIMES *litfest*

WORKSHOP
BY SONALINI CHAUDHARY

30th NOVEMBER

12:00-1PM

INDIA HABITAT CENTRE, DELHI

Entry free for all.

NOV 30 Times Litfest 2019 Delhi
Public · Hosted by Luxor India

★ Interested ✓ Going

🕒 Saturday, November 30, 2019 at 12 PM – 1 PM
2 days ago

📍 Habitat World, India Habitat Centre
India Habitat Centre, Lodhi Road, Delhi, India 110003 [Show Map](#)

🗨 Hosted by Luxor India [Message Host](#)



Luxor Luxor India
November 29 at 12:09 PM · 🌐

It is our immense pleasure to announce that Sonalini Chaudhry will be conducting a workshop on "Crafting Bookmarks" from upcycled materials.

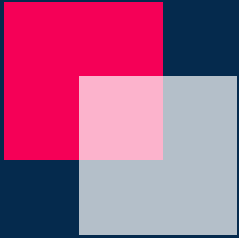
We will start off at sharp 12:00 noon, tomorrow!!

Do attend it and get an opportunity to not only interact with the guest but also learn some amazing Bookmarking tips and tricks.... [See More](#)

Luxor

JOIN US IN THE WORKSHOP
WITH SONALINI CHAUDHARY

See you all Tomorrow at
Times Lit Fest @12:00pm



EVENT DAY

(The team was present at the event location to cover the event)



Luxor India
Published by Vivek Bhatia (7) · November 30 at 12:30 PM · 🌐

Students creating Bookmarks from upcycled material at Times Lit Fest - Delhi conducted by Sonalini Chaudhary.

#TimesLitFest #TimesLitFest2019 #TLF2019 #LuxorIndia

141,607
People Reached

23,033
Engagements

[Boost Post](#)

👍👎🗨️ 16K

33 Comments & Shares

Luxor India
Published by Maverick Digi (7) · November 30 at 1:44 PM · 🌐

Good to see how parents joined there munchkins to encourage them in creating artworks.

#LuxorIndia #TimesLitFest2019 #TimesLitFestDelhi

1,216
People Reached

52
Engagements

[Boost Post](#)

👍 17

1 Share

Luxor India was live.
Published by Maverick Digi (7) · November 30 at 12:37 PM · 🌐

Workshop on creating bookmarks from upcycled materials.

#TimesLitFestDelhi #LitFest2019 #TLFDelhi

[Watch together with friends or with a group](#) [Start Watch Party](#)

1,010
People Reached

96
Engagements

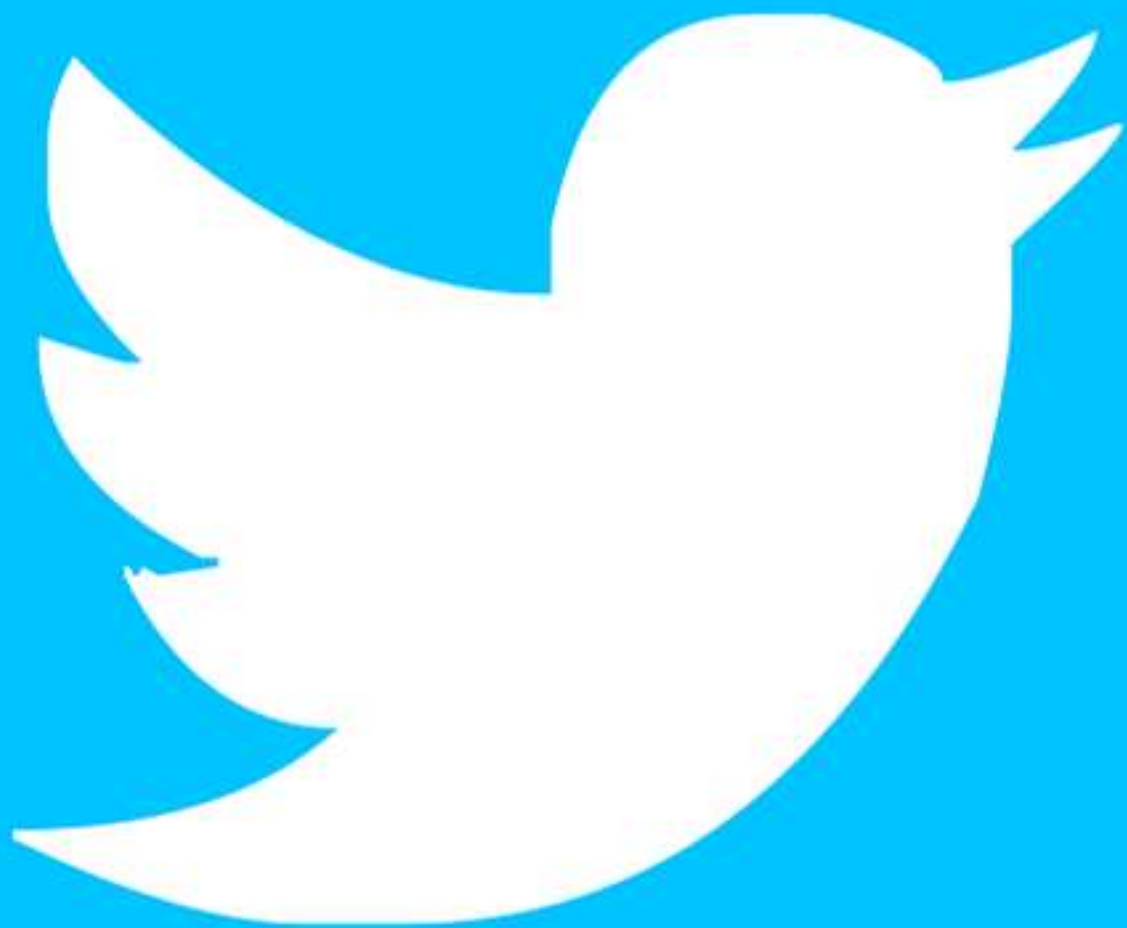
[Boost Post](#)

👍👎 16

3 Shares 239 Views







 **LuxorIndia** @LuxorIndia · Nov 30
Students creating Bookmarks from upcycled material
@TimesLitFestDel conducted by
Sonalini Chaudhary
[#timeslitfest](#) [#timeslitfest2019](#) [#tlf2019](#)



   1  

 **LuxorIndia** @LuxorIndia · Nov 30
Good to see how parents joined there munchkins to encourage them in creating artworks.
[#TimesLitFestDelhi](#) [#TimesLitFest2019](#) [#TLFDelhi](#) [#LuxorIndia](#)



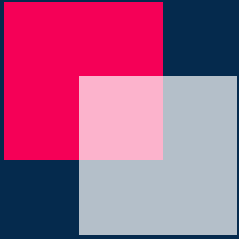
Times Litfest Delhi

   3  

 **LuxorIndia** @LuxorIndia · Nov 30
Amazing workshop conducted by @TimesLitFestDel at India Habitat Centre.
Beautiful artwork created by children with our stationery.
[#LuxorIndia](#) [#TimesLitFest2019](#)



  2  3  

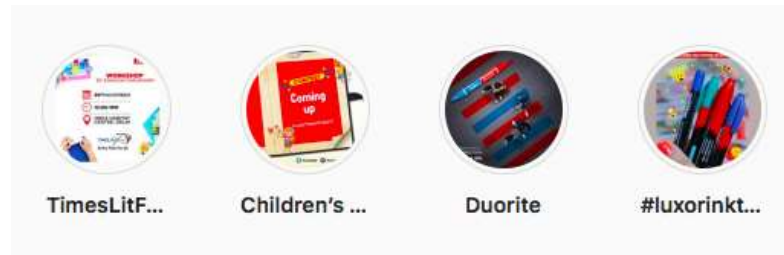
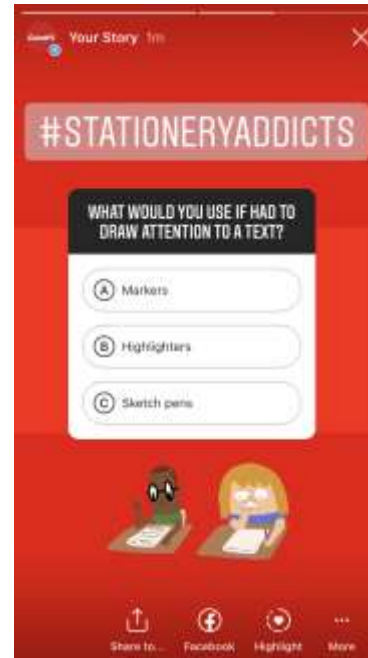
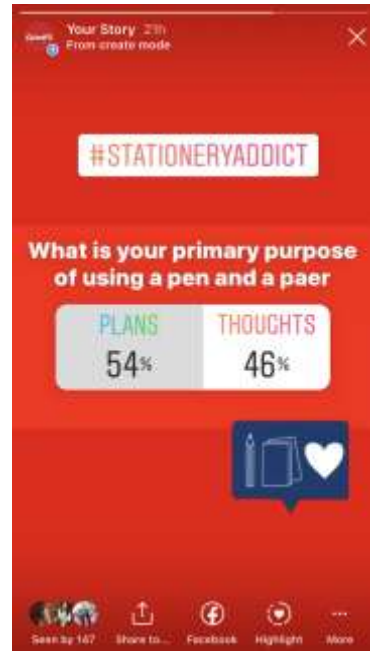


CONTENT HIGHLIGHT

BEST CREATIVES



INSTAGRAM STORIES and HIGHLIGHTS



USER GENERATED CONTENT



NEUTRAL TWEETS

LuxorIndia @LuxorIndia · Nov 16
What kinds of personalised stationery have you ever purchased?

#stationery #Pens #Notebooks

Personalised Pens	56%
Personalised Notebooks	44%

25 votes · Final results

3 4 11

LuxorIndia @LuxorIndia · Nov 15
Nothing feels better than opening up the first page of a fresh new notebook or using a beautiful pen for the first time.

#stationery #StationeryLovers #luxor

7 8 16

LuxorIndia @LuxorIndia · Nov 22
Do you also hesitate to write on the first page of a notebook, because maybe you mess it up.

#stationeryAddict #Notebooks #Luxor

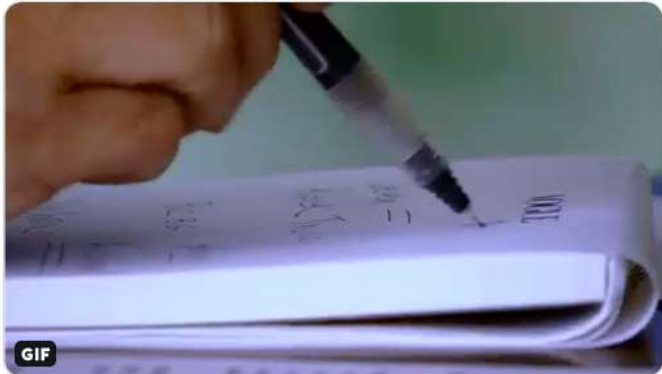
Yes, Always	100%
No, never	0%

16 votes · Final results

4 4 10

LuxorIndia @LuxorIndia · Nov 19
Ideas are slippery.
It's best to keep a pad of paper and a pen at your bedside, so you can stab them during the night before they get away.

#Creativity #ideas #stationeryaddict



GIF

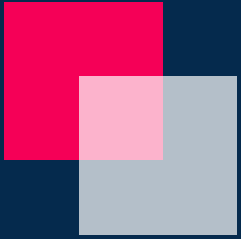
1 3

LuxorIndia @LuxorIndia · Nov 13
Punishments were never fun, but were bearable if we had friends by our side

Share how did you and your friends shared those moments?

#LuxorTakesYouBack #ContestAlert #ChildhoodMemories

9 13 16



ORM



Sir I want the company distributional ship in Karnataka (north Karnataka) is it possible sir If yes what is the procedure sir



How much do your products or services cost?



Microtip pen ink of luxury is not available now ,have u stopped manufacturing?



I need phone number of dealer in Chennai ramapuram



Can I get the contact details of you marketing manager?



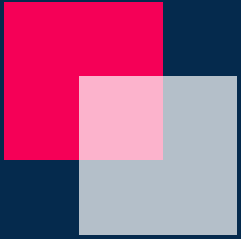
Hey, this is Disha Jain representing Flame University, Pune (Maharashtra). We are hosting a Film Festival called FirstCut which is being held during the dates 6th to 8th March 2020 and would like to partner with your brand. If interested kindly contact Rishabh Jain - 7474319836 and the email id is disha.jain@flame.edu.in Sincerely The FirstCut Sponsorship Team.



Hello,
I am the Marketing Coordinator at Mood Indigo IIT Bombay, Asia'a largest cultural fest. We have a footfall of over 1.5 lac people and a magnanimous budget, attended by some of the greatest personalities in the country. We would like to explore association options with you.
Regards.



Hello mam/sir
Yashu here!!
ur products looks interesting and would love to collaborate with you.
As now I have 6.5k+ followers, check my insta handle @nishuyashublogdairy
If ur interested u can my reach and impressions too!! ❤️
Vil b waiting for ur response
Thank u



THANK YOU