



**ANVERA**

**Pre-Launch Press Kit**

# 1. Main Press Release

## **Anvera: A New Luxury Perfume Brand from India to Watch in 2026**

*Dharwad, Karnataka – August 2025:*

**Ankitanex Glamira Pvt. Ltd.** proudly announces its debut luxury brand, Anvera, set to enter the global fragrance scene in early 2026. Positioned as a gender-neutral, travel-friendly Eau de Parfum, Anvera blends modern elegance with cultural depth — crafted for those who believe in *wearing their presence*.

Rooted in the tranquil city of Dharwad, Anvera draws inspiration from its rich heritage of art, poetry, and timeless sophistication. The brand's philosophy is built on rooted elegance, intentional design, and cultural pride, making each creation more than just a scent — but a statement of self.

While details of the fragrance remain under wraps until launch, Anvera promises a sensorial experience that speaks to refined minimalism and quiet luxury. In collaboration with reputed white-label manufacturers, every detail — from composition to presentation — is being curated to meet international luxury standards.

Anvera will be available exclusively through its official website at launch, ensuring customers receive a direct, authentic brand experience. Limited quantities will be released in the initial launch phase, underscoring the brand's commitment to exclusivity.

About Ankitanex Glamira Pvt. Ltd. : Incorporated in 2025, Ankitanex Glamira Pvt. Ltd. is an emerging Indian luxury goods company focused on creating high-end fragrances, lifestyle products, and beauty essentials. With Anvera as its flagship brand, the company aims to represent India on the world stage through uncompromising quality and design integrity.

## 2. Brand Fact Sheet

**Brand Name:** Anvera

**Parent Company:** Ankitanex Glamira Pvt. Ltd.

**Incorporation Year:** 2025

**Headquarters:** Dharwad, Karnataka, India

**Category:** Luxury Perfumes

**Launch Window:** Early 2026 (Exact date to be announced)

**Product Type:** Gender-neutral, travel-friendly Eau de Parfum

**Distribution:** Exclusively via official website in first phase and through exclusive limited edition launch

**Positioning:** Quiet luxury, refined minimalism, rooted elegance

**Tagline:** *Wear Your Presence*

### Unique Aspects:

- Designed in India with global luxury standards
- Limited initial release for exclusivity
- Inspired by Dharwad's art, poetry, and cultural heritage

# 3. Brand Story

Anvera was never just a brand — it began as a quiet yearning to hold on to what matters. In a world that moves fast and forgets easily, it became a way to preserve moments, emotions, and self-expression. Born in the cultural heartland of Dharwad, Karnataka, Anvera embodies a philosophy of rooted elegance and intentional design.

Every aspect of Anvera is crafted with the belief that fragrance is not merely worn, but lived. Our creations are designed for those who embrace presence as their signature — understated yet unforgettable. The debut collection, set to launch in early 2026, will be released in limited numbers, ensuring that each bottle remains a personal treasure.

# 4. Founder & Leadership Profiles

## **Shashank Bhat – Managing Director**

Shashank brings a vision of blending cultural authenticity with modern luxury.

Under his leadership, Anvera is being positioned as an Indian brand with a truly global footprint.

His focus is on creating not just a perfume, but a complete luxury experience — from concept to customer.

- *“Anvera is not just about scent — it’s about identity. It’s about wearing your presence with quiet confidence.”*

## **Anushree Kulkarni – Executive Director (Operations & Brand)**

Anushree’s expertise lies in operational precision and brand storytelling.

She ensures that every detail — from sourcing to final presentation — reflects Anvera’s philosophy of refined minimalism and exclusivity.

- *“Every detail matters when you’re building a brand meant to be timeless.”*

## 5. Boilerplate (for reuse in future press releases)

### **About Anvera**

Anvera is the flagship luxury brand of Ankitanex Glamira Pvt. Ltd., an Indian company dedicated to creating high-end perfumes and lifestyle products. Inspired by the cultural richness of Dharwad, Anvera blends rooted elegance with contemporary minimalism to offer fragrances that are as personal as they are timeless. Launching in early 2026, Anvera will debut exclusively through its official website, with limited releases crafted to global luxury standards.

# Contact details

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