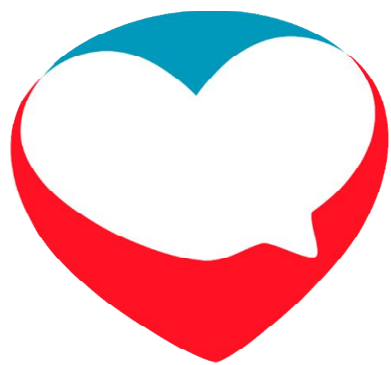
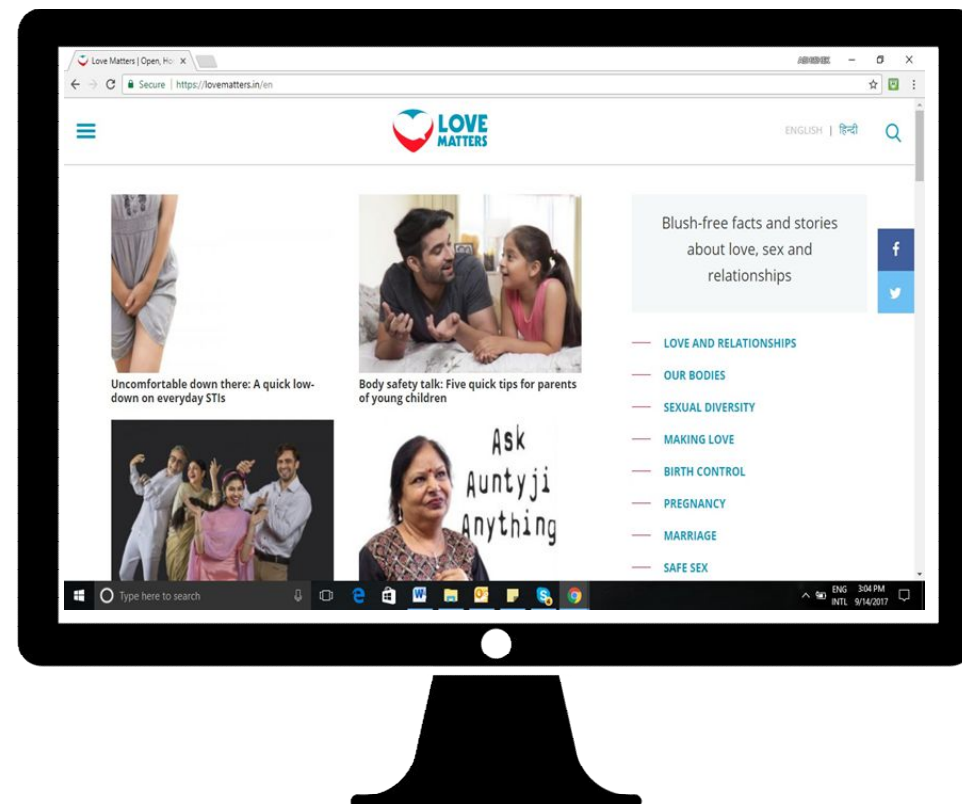




 **LOVE
MATTERS**



LOVE MATTERS



An Introduction to Love Matters



<https://www.youtube.com/watch?v=B0EdwKtWFvE>

Say Hello to **Love Matters India!**

We are India's first:

Online

Bold

Free

Bilingual

Pleasure-positive

Driven by and for young people

**Platform for comprehensive
sexuality education**



1,4 million

Facebook fans



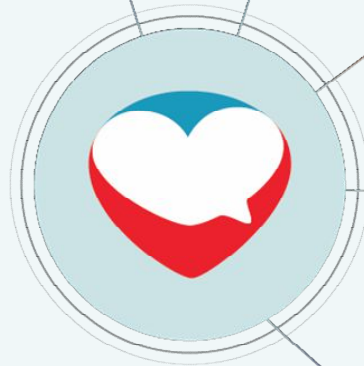
7,092

Twitter followers



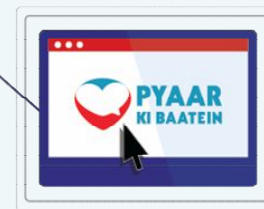
1,4 million

YouTube views



13,800

Instagram followers



12,2 million

Website users



Vision



Become the leading source of information in India where love, sex and relationships are a right, a choice and pleasure.



DIFFERENT VERTICALS



We use and advocate for the triangle approach of
SEXUAL HEALTH, SEXUAL RIGHTS AND SEXUAL PLEASURE

WEBSITE

SOCIAL MEDIA

PODCAST

VOX POP VIDEOS

SRHR NEWS ROUND UP

DISCUSSION BOARD

OFFLINE/ONLINE EVENTS

ANIMATED VIDEOS

OPEN MIC

VIRTUAL REALITY

AUGMENTED REALITY



OUR APPROACH



1. Know yourself
2. Put your audience first
3. The “Love Nest”
4. Love tricks
5. “We need to talk”
6. What should I say?
7. Do we click?



CAMPAIGNS



Love Matters India has conceptualized, designed and implemented campaigns on key SRHR topics and bring attention on the same.

#BearNoMore

#NotMusicToMyEars

#NoMoreKhatna

#KyaYahiPyaarHai

#ChoiceOverStigma

#LetsTalkPleasure

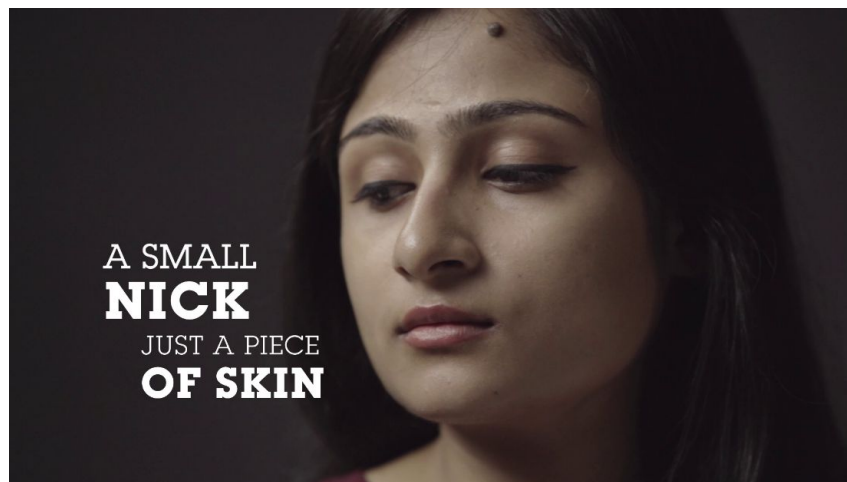
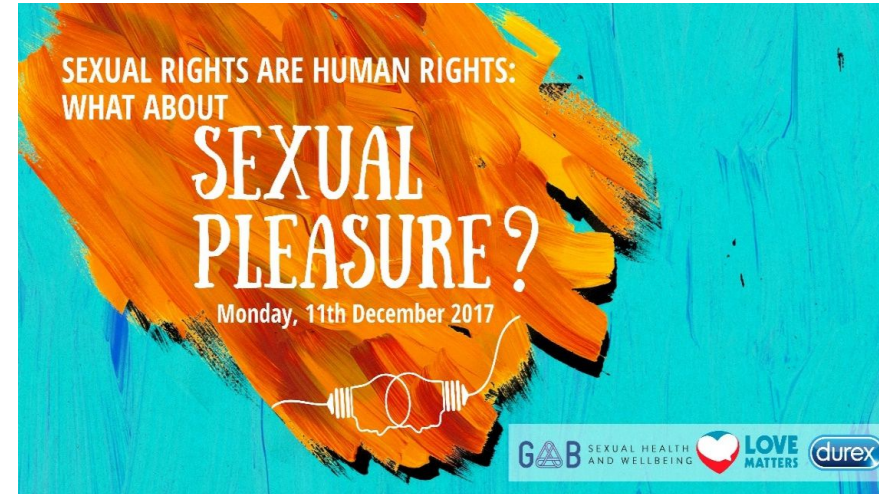
#StepIntoOurShoes



Training the medical students on the Triangle Approach



CAMPAIGNS



CAMPAIGNS



**REPRODUCTIVE RIGHTS MATTER.
CHOICES MATTER.
WOMEN MATTER.**

I chose abortion. I never want kids. I am happy with a pet.

#ChoiceOverStigma

I am starting a family. I have one kid. I choose to adopt. I have two kids.

Send your story NOW at contact@lovematters.in

The LOVE MATTERS logo is located in the bottom right corner of the graphic.

**#NOT
music
to my
ears**

A graphic with a dark red bokeh background. In the center is a white circle containing the text "#NOT music to my ears" in a bold, sans-serif font. "NOT" is in red, "music" is in blue, and "to my ears" is in a lighter blue.

Launch of India's 1st
360/VR Film on
Intimate Partner
Violence

#KyaYahiPyarHai

The LOVE MATTERS logo is in the bottom left, and the rnw media logo is in the bottom right of the graphic.

LAYING THE BASE FOR NORMALIZED COMPREHENSIVE SEXUALITY EDUCATION



Our USP:
content that
resonates with
young people

- <https://www.youtube.com/watch?v=awR2wYPNONE> #LforLove
- <https://www.youtube.com/watch?v=2FyeS2S0e-0> - Women Who Talk about sex
- https://www.youtube.com/watch?v=_OwySZ6y_pZg – Pyaar ke Paanch Ishaare
- <https://www.youtube.com/watch?v=3tJctDPbaRU> - Making love to her
- <https://www.youtube.com/watch?v=B1JmkYClFck&t=1s> - #IAmNotAlone
- <https://www.youtube.com/watch?v=A5F6OT5vwwY> - FGM

Challenges and opportunities





Thank you!



lovematters.in

[@lovemattersinfo](https://twitter.com/lovemattersinfo) (Twitter)

[@lovemattersindia](https://www.instagram.com/lovemattersindia) (Instagram)

[Facebook.com/lovemattersindia](https://www.facebook.com/lovemattersindia)

[@YadavVithika](https://twitter.com/YadavVithika) (Twitter)

