

Perfume24x7 Expands Access to Authentic International Fragrances in India

The Indian fragrance retailer builds on its experience since 2009 to offer authentic global fragrances and a convenient shopping experience to customers across India.



Hyderabad, Telangana Sep 9, 2026 ([Issuewire.com](https://www.issuewire.com)) - Perfume24x7, an Indian fragrance retailer established in 2009, continues to make international fragrances more accessible to customers across India through its online platform and retail presence. The company has grown from a local fragrance destination into a retailer offering a wide selection of perfumes and related fragrance products from established global brands.

With growing interest in premium fragrances and personal grooming, Perfume24x7 provides customers with access to fragrances across a variety of preferences and occasions. Its collection includes [perfumes](#), [premium deodorants](#), [fragrance mists](#), and [aftershaves](#), featuring internationally recognised brands such as Burberry, Calvin Klein, Hugo Boss, Elizabeth Arden, Gucci, Issey Miyake and Davidoff, among others.

Focus on Authentic Fragrances

One of the key areas of focus for Perfume24x7 is product authenticity. The company states that it sells genuine, original fragrances and does not deal in replicas, clones, testers or refilled products. Product

listings also provide relevant information such as manufacturer, importer and country of origin where applicable, giving customers greater visibility into the products they are purchasing.

The company also states that its products are brand-new and factory-sealed and are sourced from authorised distributors and reputed vendors. This emphasis on sourcing and product information is intended to give fragrance buyers greater confidence when purchasing international brands online.

From a Local Fragrance Destination to an Online Retailer

Founded in 2009, Perfume24x7 began with the goal of making genuine premium fragrances more accessible to fragrance enthusiasts. Over the years, the business has expanded its range and developed an online shopping platform alongside its physical retail presence.

Today, customers can explore fragrances by brand as well as by fragrance characteristics such as aquatic, fresh and citrus, aromatic, woody, floral, warm and spicy, fruity and oriental. This allows shoppers to explore fragrances based on their preferred scent profiles rather than relying solely on brand names.

Supporting a More Informed Fragrance-Shopping Experience

Beyond its product catalogue, Perfume24x7 also publishes fragrance-related content covering topics such as perfume recommendations, fragrance notes, product comparisons and buying guidance. The company's product pages provide details including fragrance notes, fragrance families, suggested occasions and other product information, helping customers better understand their options before making a purchase.

Perfume24x7 also offers services such as doorstep delivery, customer assistance and gift wrapping, supporting customers who are purchasing fragrances for personal use as well as gifting.

As the Indian fragrance market continues to evolve, Perfume24x7 aims to build on its experience since 2009 by providing access to authentic international fragrances while maintaining a focus on product quality, customer service and informed fragrance discovery.

About Perfume24x7:

[Perfume24x7](https://www.perfume24x7.com/) is an Indian fragrance retailer established in 2009, offering international perfumes and related fragrance products through its online platform and retail presence. Its catalogue features a range of global fragrance brands for men, women and gifting, with an emphasis on authentic products and customer service.

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