

## ***The FHH Partners with The Hour Markers in India***

***For immediate release***

***Geneva, 16 February 2024 – As the FHH Academy celebrates its 10<sup>th</sup> anniversary this year, it also strengthens its ties in the Indian market by partnering with The Hour Markers to reach inquisitive watch enthusiasts and professionals alike across the burgeoning region.***

After a decade of shaping horological minds, the FHH Academy proudly celebrates its 10th anniversary in 2024. The organisation's impressive journey over the years has been marked by several significant achievements, all aimed at spreading and democratising watchmaking education and culture.

Since its founding, the FHH Academy has empowered over 35,000 alumni with the only international training programme of its kind, and officially certified over 12,000 of them, via the tireless efforts of its local trainers and distributors across 22 countries. This aspect of the FHH Academy's organisation around external entities may be lesser known but it is nevertheless crucial to its success on such a wide scale.

Today, The Hour Markers, a reputed media enterprise in India, joins the ranks of other FHH Academy distributors, marking an important moment for the FHH Academy's expansion into India. The Hour Markers is a premier platform dedicated to the world of horology, committed to maintaining the highest standards of integrity and accuracy in all their content. With a team dedicated to fostering a deeper appreciation for the art and science of watchmaking, The Hour Markers will work in accordance with and disseminate the FHH's educational content through its media channels, and via events hosted across its extensive local networks.

Aurélie Streit, Vice-President of the Fondation Haute Horlogerie and founder of the FHH Academy, said: "As part of this significant year in its history, 2024 has seen the FHH Academy host dynamic events across key markets around the globe and launch a series of learning videos which also highlighted FHH Academy content. It seems only natural that we also make sure to partner with the best in the industry, such as The Hour Markers in India, to ensure the FHH and its Academy's content reach the widest audience possible. India also stands out more than ever as the next frontier for horology, and the FHH wants to be at the centre of this exciting period of expansion in the region."

Co-founders of The Hour Markers, Karishma Karer and Punit Mehta, added: "The Hour Markers is the largest media house from India, and we are thrilled to now also be representatives of the FHH in this market. This partnership only reinstates our commitment to the watch industry locally, which our parent company has been serving for over seven decades now. The commitment to excellence and passion for horology that we share with the FHH will enable us to bring unparalleled insights, events, and educational content to watch brands, watch retailers, and watch enthusiasts across the nation, covering the entire industry diaspora in the country. Together with FHH, we aim to elevate the appreciation and understanding of fine watchmaking, fostering a deeper connection between the art of horology and the discerning Indian audience."

For more information on upcoming FHH Academy events and animations organized by The Hour Markers in India, please visit their [website](#).

#### About the FHH Academy

Created in 2014, the FHH Academy is the only institution in the world that evaluates, introduces, trains, and certifies general watchmaking knowledge. Originally destined to professionals in the sector, it is now aimed at everyone, as it is also integrated within the programmes of some of the most prestigious universities. This belies a guiding principle of the FHH; that learning and teaching play a preponderant role in the way of understanding the worlds of today and tomorrow. To carry out this mission, the FHH Academy relies on its international network of 22 local trainers, present in 20 countries over four continents.

Online, in class or via its Watch Essentials application, the courses aim to meet all aspirations. Available in 11 languages in the form of classes, training courses, workshops or conferences; the content of the FHH Academy is intended to be neutral and comprehensive, covering all aspects of watchmaking, from initiation to professional level. The FHH Academy's content is constantly enriched in order to meet everyone's expectations, and now includes training on sustainable development and its concrete application within the industry.

An official organisation recognized internationally, the FHH Academy grants the FHH Certification to participants who successfully complete their training.

#### About the Fondation Haute Horlogerie

Founded in 2005 by Audemars Piguet, Girard-Perregaux and the Richemont Group, the Fondation Haute Horlogerie (FHH) has since focused its mission on the international influence of watchmaking culture, and positions the watch as an object of art and culture.

Point of reference and neutrality for all subjects relating to watchmaking, it relies for this on three complementary pillars intended for a wide audience, made up of industry professionals, individuals, insiders and of amateurs.

The first, Watches and Culture by FHH, created in 2021, aims to bring watchmaking culture to life through the creation of original content, events and international meetings, intended jointly for the public and professionals.

As for the FHH Academy, it trains and certifies watchmaking knowledge for today's professionals and tomorrow's aficionados. Consisting of a rich and fun offering made up of training courses and certifications, its content is available in class or online in more than 20 countries, making watchmaking knowledge available to all.

Finally, the FHH Forum, a discussion and debate platform designed by the industry for the industry, informs, questions and connects the leaders of the sector with the aim of shaping the ecosystem of the future.

A circle of around forty watch brands is actively committed to the culture and heritage of watchmaking and offers unwavering support to the Foundation since its creation. Visionaries and the avant-garde actively encourage and support the missions and activities of the FHH.

#### About The Hour Markers

The Hour Markers is a premier platform dedicated to the world of horology, bringing together passionate watch enthusiasts, experts, and aficionados. We provide in-depth reviews, educational content, and industry news, along with interviews and features on prominent figures in the watchmaking industry. Our mission is to educate, inspire, and engage our community through expert insights, event hosting, and community engagement. Whether you're a seasoned collector or a newcomer, we offer the resources and guidance needed to navigate the fascinating world of luxury timepieces.

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