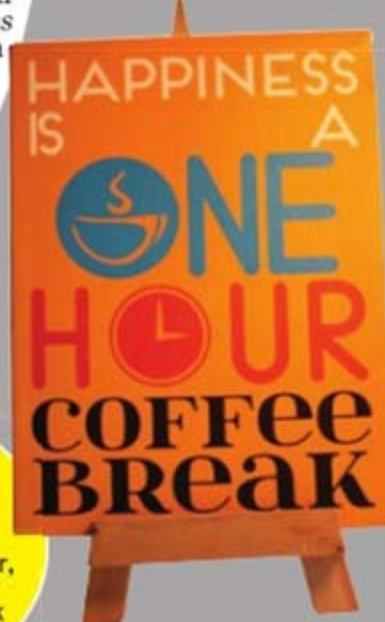


Innovative and customised gifts with a personal touch are gaining popularity. We find out what's hot in corporate gifting this Diwali

# Giftravaganza gets personal



**PAPIA LAHIRI**  
THE ASIAN AGE

With two weeks to go for Diwali, it is time for most corporate organisations to start their rounds of gifting employees, clients and beneficiaries. Over the years, many of them have moved over regular *mithai dabbas*, dry fruit hampers, crockery sets and electrical appliances. Innovative and customised gifts with a personal touch is the latest mantra when it comes to corporate gifting.

Ever thought of sporting a cuff link at a board meeting that has your name engraved or how about carrying a pen drive that has your name or company logo embossed on it? "While the cuff links can cost anywhere between ₹1,000 to ₹2,000 as there aren't many established Indian players in the market, the pen drives start around ₹400. A large MNC gave us a bulk order for personalised pen drives in thousands for Diwali," says Saurabh Kochhar, CEO, printvenue.com.

On similar lines, personalised table clocks, coasters and coffee mugs are quite popular with corporates, say Vishal Bansal and Ashish Batra, owners, picturebite.com, an online gifting portal, adding, "GAIL, Vodafone and Aircel are some of the clients who are using personalised gifts."

Giftsmate has engraved wine decanters, silver-plated desk organisers and visiting card-holders with even photographs of the owners on offer and the price range can go upto ₹7,000.

Gabambo is offering quirky and customised ideas mount, trays and desk art options for corporates. "Corporates are looking towards more design-oriented products like home décor products with



Gold-plated playing cards

trendy designs," opines Madhav Agarwal, director and creative head, Gabambo. For those willing to spend big bucks, Ravissant presents heartening options. "This season we did tea light holders for 2,000 pieces, silver with gold plated and enameling coins for 1,500 pieces, silver boxes for 300 pieces and lot more," says Shalinee Gurtu, s t o r e

manager, Ravissant. In the business of gifting branded high value goods, personalising it tells the receiver that this product was specially made to order. "From wallets, briefcases for men, handbags to gift sets containing a key holder with wallet and card holder with travel wallet or a belt with a wallet, we have a range of customised gifts going that can go up to ₹10,000," says spokesperson, Hidesign.

But hasn't the economic slowdown led to a dip in high-end gifting? "There is a visible 20% decrease in the value of orders for corporate gifts by top line corporate houses due to budgetary cuts this year although quantities remain the same as lots of new companies from small to mid-size have also jumped into the market this year," shares Pravin Rao, vice president, d'mart Exclusif

that has gifts ranging from exquisite bowls, candle-handle holders to laptop bags.

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**PRAVIN RAO, VP, D'MART EXCLUSIF**

Gift Cards are increasingly the favoured choice of corporates and institutions seeking an innovative technology-powered gift card platform for rewarding their employees, channel partners and business associates. "Loaded with value ranging from ₹500 to ₹50,000, one can gift anything from home décor, lifestyle and personal items to holidays in exotic locations," says Pratap TP, co-founder, QwikSilver Solutions.

Nothing summarises celebration, joy and festivities better than food. But as the traditional sweets, chocolates and *namkeens* are passé, gourmet hampers with exotic ingredients is gaining popularity. "We have corporates coming up with orders of cheese, chocolate fondue, wine and exotic bread hampers. Organic and gluten-free food hampers are also big. It's not just the products that are being given a special thought but even the packaging and presentation," says spokesperson, Foodhall, D L F Promenade.

(From top) Table clock-picture, diary and pen, customised business-card holder, Pen drive print venue and desk art



Brihans logo on laptop bag d'mart,



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— PRATAP TP, QWIKSILVER SOLUTIONS