

# Indifferent no more, India Inc rethinks Diwali gifting

● Focus now on green, customised, objects of utility

VAISHALI DAR  
New Delhi, October 11

**RARELY DO DIWALI** gifts from employers meet staff approval, dissed for being indifferent, repetitive and useless. A 2023 survey by loyalty and rewards platform, Almonds AI, across 800 companies revealed that 73% of corporate employees were not satisfied with their

## FESTIVE RECOGNITION

■ Companies using rewards platforms like AdvantageClub.ai for gifting customisations

■ Greaves Electric Mobility partners with platforms like Giftabled that supports persons with disabilities



■ NoBroker's gifts include silver coins, kitchenware for outsourced cleaning and security staff

■ EaseMyTrip offering travel-friendly items like headphones, power banks, tech accessories

■ ObserveNow gifting staff a 'Planet First' wellness kit, which includes clay idols, indoor plant



Diwali gifts.

Taking note, companies are turning to more personalised gifting, and even using

rewards platforms like AdvantageClub.ai offering customisation. The platform has a flagship Diwali campaign

called 'My Gift, My Choice' for enhanced flexibility and gifting options, moving away from the one-size-fits-all pol-

icy commonly followed in corporate gifting. From gift cards and curated products to global brand vouchers,

employees can choose from a range of options.

"We're bringing the power of personalisation to festive recognition. From gift cards and curated products to global brand vouchers—employees have the freedom to choose what matters most to them," said Sourabh Deorah, co-founder & CEO, AdvantageClub.ai. "For HR teams, it's a seamless, fully-managed experience at scale." The platform launched the Diwali campaign for the first time in 2024 with a 92% redemption rate.

**Continued on Page 2**

# India Inc adopts thoughtful gifting

**SO WHETHER IT'S** recognising every contributor across the organisational hierarchy, partnering with social enterprises, supporting artisans, or curating personalised hampers, corporate India is doing a pivot on gifting. From eco-friendly hampers, tech gadgets, or recognising the contributions of outsourced staff, businesses across sectors are giving festive joy a more human and thoughtful touch.

At proptech startup NoBroker, the leadership has gone the extra mile. "Our gifts include silver coins and kitchenware for our outsourced cleaning and security staff, and we are also organising a special recognition session for them. They may not be on our payroll, but they are a crucial part of our ecosystem," said CEO Amit Kumar Agarwal, who has created a budget of ₹1,500 per person.

EV manufacturer Greaves Electric Mobility last year focused on inclusive gifting by partnering in the past with Giftabled, an organisation that supports persons with disabilities. "We aim to make gifting more meaningful by supporting livelihoods and creating social impact. This

year, we're exploring similar partnerships that can bring joy to both giver and receiver, while ensuring that the gifts are both meaningful in the process," said the company spokesperson.

FMCG giant LT Foods has evolved from transactional gifting to create holistic festive experience that connects the brand with families of employees. Palash Aggrawal, CHRO, LT Foods, said, "Our Diwali bonus along with special hampers of our own products for staff enable them to connect the unique product portfolio that they are part of."

For travel-tech company EaseMyTrip, gifting resonates with the brand ethos. "It is about useful, travel-friendly items like headphones, power banks, and tech accessories. There's a clear preference for gifts that align with modern lifestyles. Also, the simplified GST structure has made festive purchases affordable, which encourages businesses to plan better gifting strategies," said CEO and co-founder Rikant Pittie.

Ravi Varadarajan, founder and head – business, at Spentacorp, a corporate gifting solutions provider, is already seeing a strong preference for gadgets, home

appliances, and travel accessories like hardshell luggage and organisers.

"Companies like Infosys, HCL, PwC are spending between ₹1,000 and ₹2,500 per employee — balancing cost-effectiveness with a high perceived value. Having said that, customised gifting has definitely been on the rise for the past three years and will continue to do. Rewarding employees for performance, employer branding initiatives, annual gifts contribute towards this growth and demand. This year, we have seen clients asking for specially curated and sustainable hampers," said Varadarajan.

Increased demand is also being seen for sustainability and social responsibility. ObserveNow, a data intelligence startup, is gifting its employees a 'Planet First' wellness kit, which includes a clay Laxmi-Ganesha idol, indoor plant, candles, sugar-free sweets, a personalised tote bag, and a seed paper letter. "We want every gift to reflect our values. Our goal is to celebrate the festive season while keeping environmental impact minimal," says Taniya Tikoo, co-founder, who has decided on a budget of ₹1,200-1,500 per person.

According to Himani Gulati, director at exhibition company MEX Exhibitions, the corporate gifting segment has grown 15-20% over last year. "Companies are now using gifting as a strategic tool to enhance engagement. Our Gifts World Expo has seen record pre-orders, particularly from MNCs and startups focused on thoughtful and personalised gifts, from gourmet hampers and wellness products to sustainable items, tech gadgets, and artisanal crafts that celebrate Indian heritage," added Gulati.

Curated hampers from brands like Bombay Sweet Shop, who receive a chunk of corporate orders every year for curated hampers like personalised packaging, artisanal candles, handcrafted brass keepsakes, and partnerships with Indian luxury brands like Phool and The Indian Heirloom Company to elevate the festive experience. "Gifting is now about creating memorable moments, not just handing over a box of sweets. Companies are asking for experiences, not transactions," said Sameer Seth, founder & CEO of Hunger Inc, the parent company of Bombay Sweet Shop.