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Corporate gifting trends in India in 2012 by Aanchal Sharma

Article published on March 23rd 2012 | Shopping

The emergence of the corporate culture in India has seen various occasions such as get-togethers, anniversaries, corporate gifts being exchanged at parties thrown due to the conclusion of a certain project or the establishment of a business deal. Much emphasis has been laid upon the relationship one enjoys with the clients and many efforts are made to keep those clients happy no matter what. These clients are valued to a huge extent by the companies and hence gifts are often distributed among the clientele to please them. Priority is always given to the customers and much importance is given to the customer base which is expanded by carrying out such benevolent gestures.

The gifting trends in India are varied and unique. It mostly depends upon the taste of the recipient of the present and the occasion of the particular gesture. It might be the anniversary of the client-company relationship marking the completion of another year of a bond based on trust and mutual respect leading to a healthy business understanding. Such an occasion demands a very special gift and customized according to the particular client in order to touch their sensitive side. Gift vouchers can be distributed among customers so that they can cash them in at various eateries and enjoy a nice meal in the age of lofty service taxes when eating out is an expensive affair. The deals can also be on a particular brand so that they can shop as much as they want to.

Tickets to a cricket match can also be gifted to the clients as everyone would value such a procession and the opportunity to be present in person at such a high tempo occasion. Conglomerates are busy nowadays trying whatever they can to hold on to their clients so that they donâ€™t lose them out to their competitors. Corporate gifts can also be given out to employees as a mark of a reward for the hard work shown by a certain person. The gifts can be a wrist watch or a fancy tie which would look good on him in a party. A retiring employee who has long been working in the firm can be presented with a shawl as a mark of respect.

Female employees or clients must be gifted accordingly. It can be a nice looking saree or an Indian ethnic wear which would suit her in a public appearance. Gift vouchers to spas or a parlour where she can get her hair done are nice ideas for such purposes. Chiffon sarees, imported make-up kits, cosmetic products etc can all be a nice idea to please a female client in order to hold on to her. Ladies can be touched by such small moves no matter how successful and independent they are. Thus it is very necessary to choose the present very carefully.

Corporate gifts are hence a matter of huge importance in the business world and must be thought about with utmost care as it can make or break a deal with a client. It is advised to leave a personal touch on the gifts to show the affection and personal bonding with the customer.

Article Source:
http://www.articleside.com/shopping-articles/corporate-gifting-trends-in-india-in-2012.htm - Article Side

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Article Keywords:
Corporate gifts, gift vouchers, gifts to India, gifting trends in India

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