

A WEB OF GIFTS

■ A fool-proof plan

Virtual planners are highly popular, doubling up as personal assistants that send in timely reminders. Similarly, leading online gifting sites usually offer the assistance of gift planners. A gift planner helps you plan and purchase your presents well in advance. "Planners help you capitalise on deals and make the most of seasonal sales," shares Manavika Phukan, Co-Founder, Handtribe.

■ Always on time

For those battling deadlines, gifting sites provide the convenience of gift cards or vouchers. "Gifting vouchers have become even more popular these days because at the heart of this trend are the young, seeking instant gratification. And nothing gives a greater high than a gift of one's own choice," says Aradhika S Mehta, Head-Marketing, The Body Shop India, whose single largest-selling item is gift vouchers.

■ No guesses

Speaking of choices, gifting sites and even apps have eliminated any possibility of guesswork to find the 'perfect gift'. "When it comes to weddings, there is a paradigm shift with many gift registry sites stepping into the game," says Hussaine Kesury, VP and Business Head - Furniture Category, Pepperfry.com. Kesury adds that home décor items such as wardrobes and coffee tables have become popular as wedding gifts,

Online is the place to be if you are looking for the perfect gift

■ c-Latika.Payak@timesgroup.com

Thoughts matter, especially when they can be translated into gifts that delight your loved ones—all at the click of a button. As we make some headway to a cashless economy, it's time to use the resources of the virtual world to look for the perfect gift.



more so because couples have begun to include it in their wish lists for their wedding day. According to Shalini Nair, founder of MyThofa.com, an online gift registry, apart from tangible items people are also opting for experience-based gifts like getaways, spa/salon vouchers or memberships to a hobby class.



PHOTOS: GETTY IMAGES

■ Options at your fingertips

Be it registries or the introduction of instant gifting, today consumers are more open to exploring online gifting because it is convenient and can be done from the comfort of one's home. This level of ease has encouraged the act of gifting to include everyday occasions, and not just clichéd occasions like anniversaries or birthdays. "Surprising loved ones with a witty personalised message, or making up after an argument with a no-holds-barred apology note along with a voucher are some instances that have started

warranting the use of gifts," observes Mehta.

■ The demonetisation effect

While online shopping saw a steady rise all of 2016, demonetisation led to a perceptible spike in the sale of online goods. "We recorded a steady growth in business after the note ban. Demonetisation acted as a trigger for a considerable increase in the 'gift card' business," reveals Kesury.

From avoiding the crowds to finding the best deals and options, there are many reasons to try your hand at shopping online for gifts this wedding season. **W**