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Flipkart 

The Great Indian Corporate Gifting: Unwrapped





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Disclaimer

This report has been prepared for informational and entertainment purposes only. The content, including all statistics, surveys, anecdotes, and data points, is satirical in nature and should not be considered factual. The information presented is fictional and has been created for the sole purpose of illustrating the benefits of Flipkart Gift Cards.

The opinions expressed herein are intended as commentary and do not aim to disparage any specific product, industry, or entity. Flipkart disclaims any and all liability for any actions taken or not taken based on the contents of this report.





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About this report:

Much like their human counterparts, corporate gifts are social creatures.

Their versatility is unmatched. A pen today, a diary tomorrow, a keychain next week... proof that they can be anything, anytime, anywhere, doing their best impression of being “thoughtful.”

They’re loyal to the company they keep (even when they’ve been re-gifted). They’re big on appearances; however, are fairly lacking in substance.

This report unwraps the clichés, pauses procurement, and asks the only question that matters:

What is the true value of a corporate gift?





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Mugged Again:

The Repetitive Ritual of Branded Mugs.

Mugs are the universal corporate love language.
It's their special way of saying:

"Hey, you matter. But only in bulk."

THE STATS DON'T LIE

- **68%** of mugs make for fragile stress balls.
- **22%** carry motivational quotes that no one is motivated to read.
- Over **10,000** mugs were reported missing last year. Authorities are concerned.

The Spend: ₹500 per mug.

The Return: One side-eye. Two eye rolls. A few sniffs of disappointment.

A gift they didn't choose is a gift they won't use.





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Unlock Value with Flipkart Gift Cards!

For the same ₹500, a Flipkart Gift Card buys:



Self-stirring mug for morning coffee
(who has the energy to stir that early?).



Flavoured instant **coffee powders.**



Herbal teas.

The Bottom Line:

- One mug = mundane stuff.
- One Flipkart Gift Card = choice, caffeine customisation, and a team that likes you. A lot.



Key Takeaway:

With **150M+ products across 80+ categories**, Flipkart Gift Cards deliver more value than any mug can hold.



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Company-branded Water Bottles = Déjà Vu in Stainless Steel.

Company-branded water bottles shine bright, are sturdy, and are now rolling under the backseat of a rickety office cab.

THE STATS DON'T LIE

- **75%** of employees own more company-branded bottles than they have friends.

- **64%** of bottles have logos so big, they're visible on Google Earth. Sorry, Sundar.

- **1 bottle** is currently in Ladakh. We don't know how it got there.

The Spend: ₹700 per bottle.

The Return: Irritated sighs. Minimum hydration. Maximum side-eyes.

A gift they didn't choose is a gift they won't use.





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Unlock Value with Flipkart Gift Cards!

For the same ₹700,
a Flipkart Gift Card buys:



Gymwear on discount
(Hey, they're expensive!).



Protein powder
(for them gains 🍌).



A pair of **2.5kg dumbbells.**

The Bottom Line:

- One bottle = stainless steel.
- One Flipkart Gift Card = steal deals, upgraded lifestyle, and appreciation from your team.

Key Takeaway:

**Pay no GST on company orders
of Flipkart Gift Cards.**

Unlike water bottles, they drain neither
your budget nor your employees' excitement.





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The Trolley Bag: Your Cupboard's Frequent Flyer.

The corporate trolley bag dreams of runways but lives in storerooms. Too big for weekends, too flimsy for airports, and too logo-heavy for pride. Most retire before their first check-in.

THE STATS DON'T LIE

- 100% of employees asked for 0% of trolley bags.
- 67% of bags store winter blankets and last year's appraisal forms.
- 92% of employees claim that carrying the bag home was their holiday.

The Spend: ₹1900 per bag.

The Return: First class disappointment. Second-hand embarrassment.

A gift they didn't choose is a gift they won't use.





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Unlock Value with Flipkart Gift Cards!

For the same ₹1900, a Flipkart Gift Card buys:



Good-quality earphones.



Neck pillows (to sleep like a baby).



Books (to keep you occupied).

The Bottom Line:

- One trolley bag = a ticket to the storeroom.
- One Flipkart Gift Card = trips become holidays, economy feels premium, and you feel valued by your team.



Key Takeaway:

Flipkart Gift Cards **unlock competitive rates across categories.** Making way for deals that are seamless and hassle-free.



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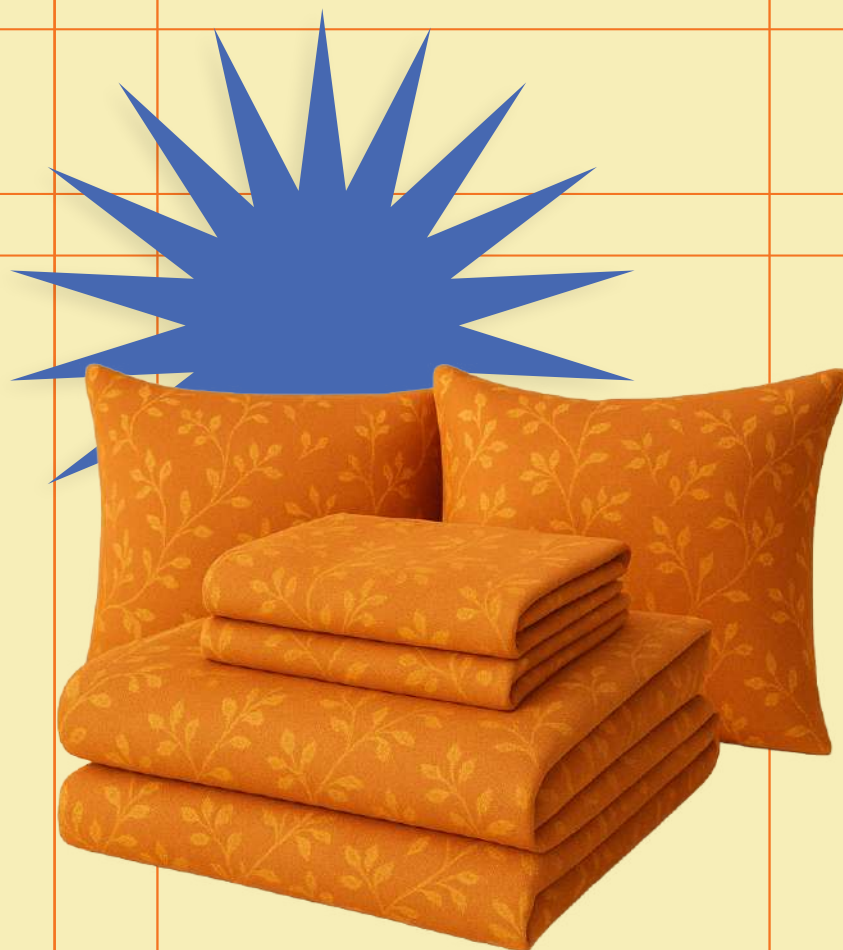
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The Bedsheet Set: Blanket Disappointment, Delivered in Queen Size.

Corporate bedsheets cover beds, gather dust, and occasionally make guest rooms look like they belong in 1987.

**Are they functional? Sure.
Exciting? One can only hope!**

THE STATS DON'T LIE

- **51%** of bedsheets get cosy with naphthalene balls inside lofts.
- **19%** are folded so tightly, they're basically origami until regifted.
- **41%** of them are working overtime as sofa covers.

The Spend: ₹1200 per set.

The Return: Immediate regret. Long-term storage. A distaste for utility.

A gift they didn't choose is a gift they won't use.



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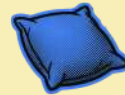
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Unlock Value with Flipkart Gift Cards!



For the same ₹1200, a Flipkart Gift Card buys:



Memory foam pillows.



Chamomile tea (for that zen).



Calming **essential oils.**

Key Takeaway:

A bedsheet says 'good night.'
However, with **customised messaging options**, Flipkart Gift Cards let you say 'good job!'

The Bottom Line:

- One bedsheet set = bores you to bad sleep.
- One Flipkart Gift Card = material comforts, and love from your A-team.



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The Dry Fruit Hamper: A Golden Tray of Disappointment.

You know what's the best part of a dry fruit hamper?
Yeah, we don't either. **At best, it's not thoughtful.**
At worst, it's not even full.

THE STATS DON'T LIE

- **61%** of employees claim the only date they've had in years came in the hamper.
- **4 in 7** employees asked if they could just keep the bubble wrap.
- **29%** of hampers are fed to pigeons (attempts are being made).

The Spend: ₹1500 per hamper.

The Return: Stale cashews. Stolen joy. Star employees' last straw.

A gift they didn't choose is a gift they won't use.





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Unlock Value with Flipkart Gift Cards!

For the same ₹1500, a Flipkart Gift Card buys:



A smart watch.



Gourmet snack hampers
(finally, of your employees' choosing).



Skincare kits
(that don't expire unopened).

The Bottom Line:

- One dry fruit hamper = dry reactions.
- One Flipkart Gift Card = freedom, savings, and gifts that don't go stale.



Key Takeaway:

Flipkart Gift Cards are **delivered to 21,000+ pin codes across India.**
It's a gift that travels better than raisins.



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Porcelain Pain: Served Fresh, Every Gifting Season.

The corporate crockery set is not dinnerware. It's dustware. It lives forever in bubble wrap and employees know it'll never meet biryani, only the cupboard's back wall.

THE STATS DON'T LIE

- **83%** are unboxed once for "quality check."
- **46%** are re-gifted in instalments.
- **74%** of employees believe crockery sets are the true KPI.

The Spend: ₹1800 per set.

The Return: Two chipped cups. One cracked plate. Zero smiles on your employees' faces.

A gift they didn't choose is a gift they won't use.





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Unlock Value with Flipkart Gift Cards!

For the same ₹1800, a Flipkart Gift Card buys:



A Bluetooth speaker

(cooking deserves background scores).



A wooden chopping board.



A Japanese knife

that's sharper than quarterly feedback.

The Bottom Line:

- One crockery set = still boxed.
- One Flipkart Gift Card = unboxing delight, unending options, and upping your respect from colleagues.

Key Takeaway:

Unlike crockery, **Flipkart Gift Cards** don't crack under pressure. They just **unlock more choices.**





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The Corporate Tee: One Size Fits None.

Corporate T-shirts are the fashion equivalent of a reply-all. **Nobody wanted it, everyone got one, and half instantly regretted it.**

THE STATS DON'T LIE

- 73% double up as pyjama tops no one admits to.
- 1 in 3 are spotted on dads, mysteriously two sizes too small.
- 59% now live full-time as cleaning rags.

The Spend: ₹1000 per t-shirt.

The Return: Forced smiles, loose fits, and a cupboard that sighs every time it opens.

A gift they didn't choose is a gift they won't use.



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Unlock Value with Flipkart Gift Cards!

For the same ₹1000, a Flipkart Gift Card buys:



Favourite party fits.



Cool kicks (sneakers, heels, or flats).



Some **nice shades** to complement it all.

The Bottom Line:

- One corporate tee = fabric fatigue.
- One Flipkart Gift Card = wardrobe upgrade, personal choice, and love from colleagues.



Key Takeaway:

Unlike T-shirts that shrink, Flipkart Gift Cards expand possibilities with

150M+ products delivered across India!





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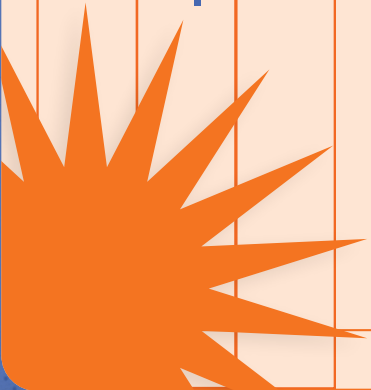
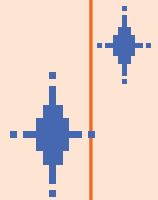
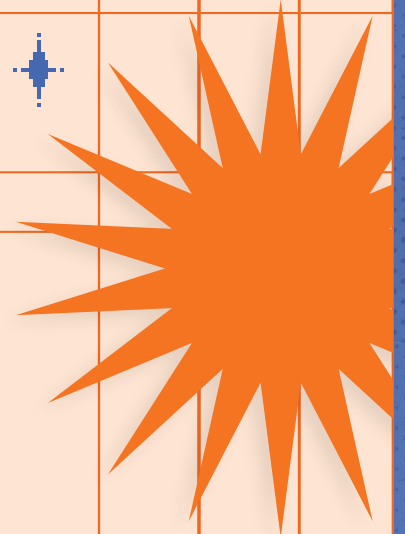
Executive Summary

[Or the part where we gift you the truth, ribbon optional]

Corporate gifting in India has turned
into a **comedy of errors.**

The stats prove it: Employees don't want them, corporations don't gain from them. The only winner of this game is the re-gifting economy.

Flipkart Gift Cards fix that. They're valuable gifts without the guesswork. They're whatever your employees want them to be – gadgets, fashion, furniture, or fun. Gift freedom, choice, and real value, because the only thing worse than a bad gift is another one.





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Why Choose Flipkart Gift Cards for Corporate Gifting?

Comprehensive Offerings

Redeemable on 150M+ products across 80+ categories – from fashion to furniture, home decor to groceries. Additionally, Flipkart is also India's leading platform for electronics with the biggest sale events; allowing employees to choose what they actually want from a diverse portfolio of premium products.

Convenience

Digital delivery via email or SMS in seconds. **Physical delivery** to **21,000+ PIN codes** across the country. Easy logistics, no last-minute chaos.

Personalisation

Add your **company logo** or a **custom message** to every gift card making the gesture branded and thoughtful.

Versatility

Suitable for every occasion: Holidays, festivals, birthdays, work anniversaries, weddings, or on-the-spot recognition.

Validity & Security

Long validity periods with secure PIN-based redemption.

Tax Efficiency

Every Gift Card order is **exempt from GST*** – which means, GST doesn't apply at issuance, only on the actual products redeemed.

Interested? Get in touch!

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A gift they can choose, is a gift they will use.
Scan this code to choose **Flipkart Gift Cards** for your employees.

