



pluxee

The Landscape of
Corporate Gifting in India:
Insights and Opportunities

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Sébastien Godet

Chief Revenue Growth Officer for Asia, Middle East, Africa, and Continental Europe

Gifting in Growth Markets: Balancing Personalization with Scale

Welcome to the Gift Study

We are proud to share this study, shaped by feedback from 430 corporates across industries in India. Our goal was to go beyond trends and uncover how gifting is being used as a strategic lever for engagement, especially in a fast-growing and diverse country like India.

Decoding Shifts in Strategy

Our goal was simple yet ambitious: to uncover how corporate gifting is being used today as a tool for engagement, recognition, and loyalty, and how it needs to evolve to keep up with rising and diversified expectations. We looked at decision-maker behaviours, challenges in execution, preferences across gifting types, and the extent of strategic integration.

What we found is both encouraging and instructive: companies are moving quickly to adapt gifting to new realities. Gifting is evolving from static tokens to dynamic experiences that reflect deeper understanding of people and purpose. We have published recently another study about market evolution and the future of workplaces in India. Evolution in gifting solutions is also a

Pluxee's Role in transforming the Gifting space

As a global partner, Pluxee is invested in co-creating the future of gifting, one that balances empathy with efficiency. Our solutions are designed to offer the flexibility today's businesses need, while remaining rooted in personalization and impact. As a market leader, we have always guaranteed our clients with legal, tax and compliance adherence. We regularly adapt and innovate to ensure we deliver on this continuous commitment.

We hope this study offers you actionable direction, benchmarks to compare with, and inspiration to build more human connections in your own business ecosystem.

A Catalyst for Connections

This study is designed not just to inform, but to inspire. We hope it gives you a benchmark to reflect on and help bring fresh ideas to action. Gifting, when reimaged well, can drive engagement, reinforce brand values, and strengthen loyalty across every touchpoint.





Viktoria Otero Del Val

Group Chief Strategy, Marketing & Sales Officer, and
Chief Revenue Growth Officer for the
United States and United Kingdom

The Global Shift: Why Gifting Must Evolve to Stay Relevant

Corporate Gifting: Global Evolution

Across the world, corporate gifting is transforming into a strategic engagement tool. It's no longer about token gestures, it's about making every connection more meaningful. As organizations strive to create human-centric experiences, gifting now plays a key role in enhancing loyalty, recognition, and emotional connections. As part of this evolution, there is a growing trend towards continuous recognition, moving beyond occasion or event-based gifting.

Rising Expectations: Relevance and Responsibility

In global markets, personalization, sustainability, and digital convenience are now baseline expectations. Recipients want gifts that reflect their values and seem tailored to their preferences. As this study highlights, India is on a similar journey, embracing hybrid gifting, eco-conscious choices, and digital-first formats to improve relevance and reach.

Pluxee's Perspective

At Pluxee, we view gifting/rewarding as a moment that blends empathy and impact. Whether it's through customizable rewards, digital gift cards, or sustainable alternatives, our solutions are designed to deliver both ease and meaning. Gifting should feel personal, yet be scalable and seamless.

For example, in the Philippines, we partnered with a BPO across 20 cities, enabling 122,000 employees to pick curated digital gifts, achieving 100% redemption. Similarly, in the UK, one of our clients supported staff during the cost-of-living crisis by gifting every employee a flexible £100 Pluxee Card for Christmas. With over 94% activation, it created real value and strengthened trust beyond the festive season.

What's Next

Looking ahead, AI and data will help businesses go beyond mass gifting to hyper-personalized engagement. The organizations that thrive will be those who treat gifting not just as a transaction, but as a thoughtful touchpoint in the employee, partner, or customer journey. Pluxee is proud to be your partner in shaping this future.



Executive summary

This report on gifting brings insights on trends, preferences, and challenges faced by Indian businesses, drawing on feedback from **430 professionals** to reveal how corporate gifting fuels engagement and business growth.

Key takeaways:

Gifting as a strategic lever for Engagement & Loyalty

External gifting is growing, especially for channel partners, distributors, & consumers, aligning with business milestones and structured campaigns. Corporates are using gifting as both a business strategy and an emotional engagement tool to strengthen relationships and enhance brand recall.

Gifting preferences: Flexibility & Personalization

Hybrid gifting is the top choice, with organizations favouring a mix of physical gifts & e-gift cards for convenience and impact. Personalization and sustainability are key trends, driving demand for tailored and eco-conscious options. With many decisions made last-minute, there is a growing need for agile, on-demand gifting solutions.

Innovation in Corporate Gifting

Limited options, high costs, and lack of Personalization highlight the need for cost-effective, customizable, and scalable solutions. Despite significant spending, many organisations still rely on qualitative feedback, emphasizing the need for measurable ROI in gifting strategies.

Shifting Gifting Trends

With 27% of organizations planning to increase gifting investments, gift cards (41%) & single-brand vouchers (35%) are emerging as favored choices for their flexibility & value.

49% decision makers prefer direct-from-brand purchases, while 38% opt for fulfillment aggregators.

These insights demonstrate that corporate gifting is a powerful engagement tool. They also highlight the importance of innovation, digital adoption, and data-driven decision-making for companies looking to optimize budgets and maximize gifting impact.



Survey methodology & respondent profile

The study draws insights from 430 professionals across a wide range of industries, ensuring a comprehensive perspective on current gifting trends and challenges.



Data collection: Conducted via an online survey for broad reach & diverse participation



Industry representation: Across sectors like BFSI, IT, Manufacturing, FMCG, Pharma and more



Decision-makers: Senior Management, HR, Finance, Marketing, Procurement and Sales

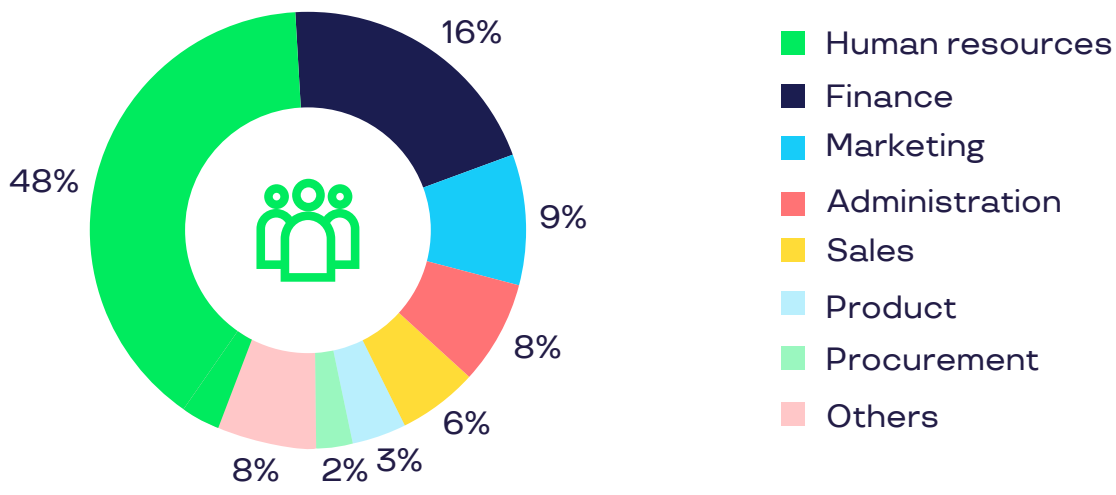


Focus areas: Diverse use cases including employee recognition, partner rewards, and consumer engagement

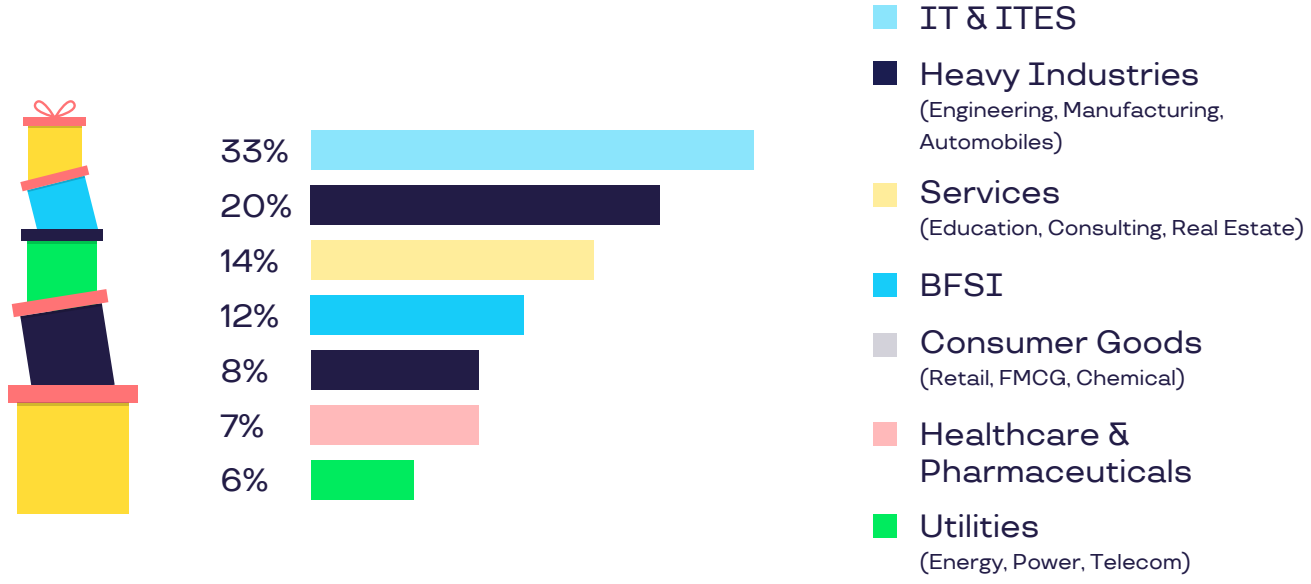
With a balanced mix of respondents across sectors and functions, the study sets the stage for a robust, data-driven discussion on corporate gifting.



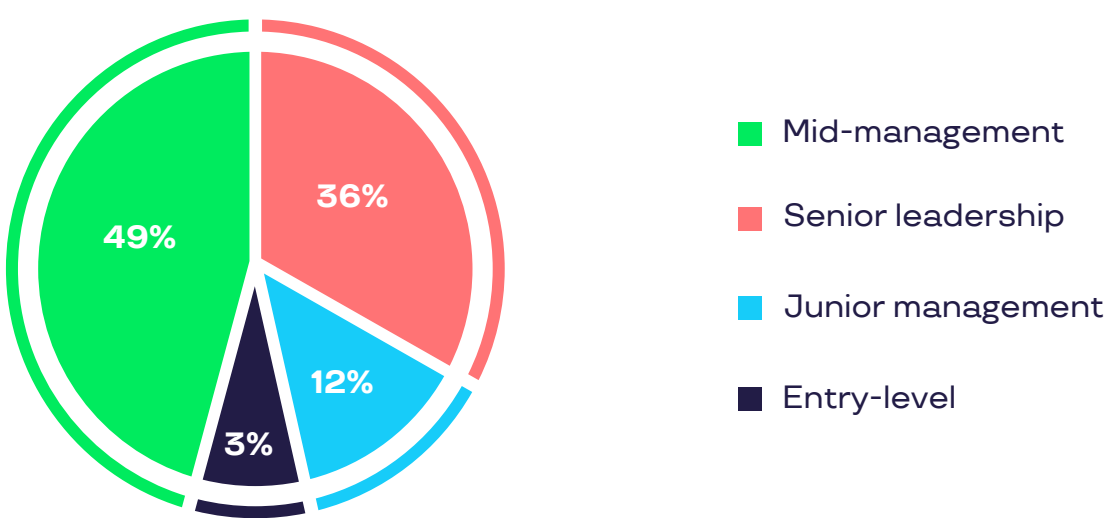
Respondent profile



Industry



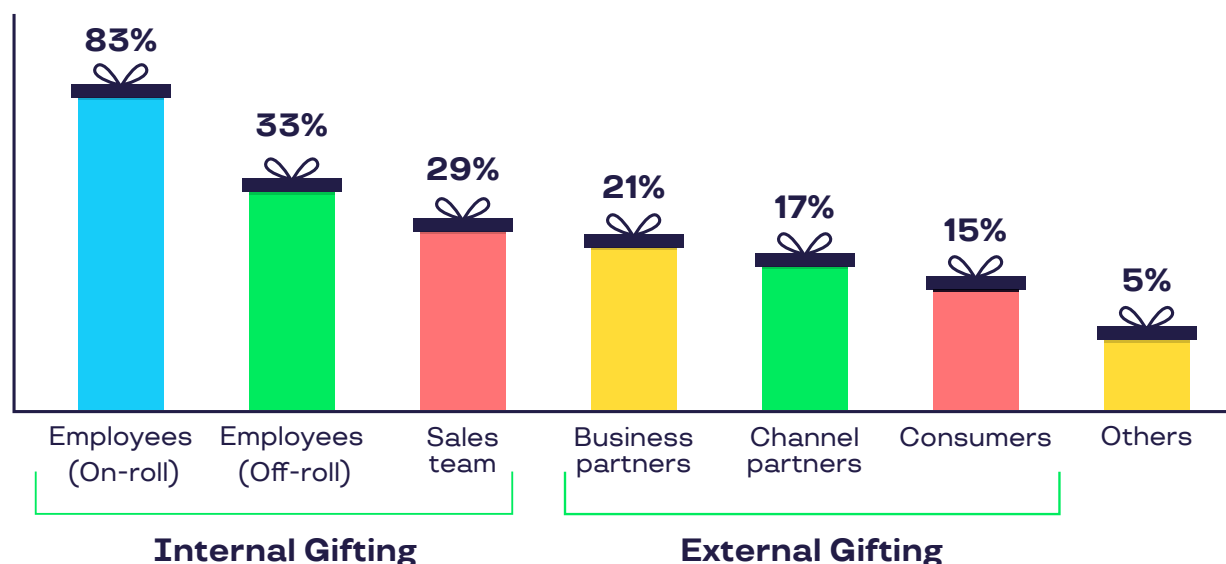
Seniority levels within their organization



Corporate gifting recipients & budget allocation trends

Corporate gifting is pivotal in strengthening relationships, enhancing engagement, and driving loyalty across different stakeholder groups. Organization strategically allocate budgets to ensure meaningful impact across employees, partners, and consumers.

Who receives gifts & rewards in organization?



*Multiple responses were allowed, therefore percentages exceed 100%

Key findings:

- ✖ **Partner gifting is gaining traction**, increasingly targeted at distributors and on occasions such as business milestone celebrations, reflecting a strategic focus on strengthening external relationships
- ✖ **Consumer gifting is emerging** as an effective tool in promotional campaigns, brand activations, and loyalty programs

Implications:

- ✖ Organizations are aligning gifting budgets with strategic business objectives by prioritizing employee gifting while progressively integrating partner and consumer initiatives
- ✖ The diversification of gifting approaches calls for flexible, scalable, and personalized solutions that cater to varied stakeholders

These insights underscore the importance of adaptable gifting strategies that cater to various stakeholders, ensuring long-term engagement and value creation.





Anitus Niranjana

Director - Human Resources
Conduent Business Services India LLP

At Conduent, we prioritize our employees by gifting them twice annually. This regular recognition reflects our commitment to celebrating their hard work and dedication. By focusing exclusively on our team, we aim to foster a culture of appreciation and motivation, ensuring that our employees feel valued and inspired throughout the year.



Sachhin Misshra

Cluster Head
Akumentis Healthcare Ltd.

At Akumentis, our gifting strategy encompasses both internal and external recognition. By thoughtfully gifting our employees and customers, we foster a culture of appreciation and strengthen our relationships across the board.



Venkat Ramanan

Deputy General Manager Marketing
HL Mando Automotive India Private Limited

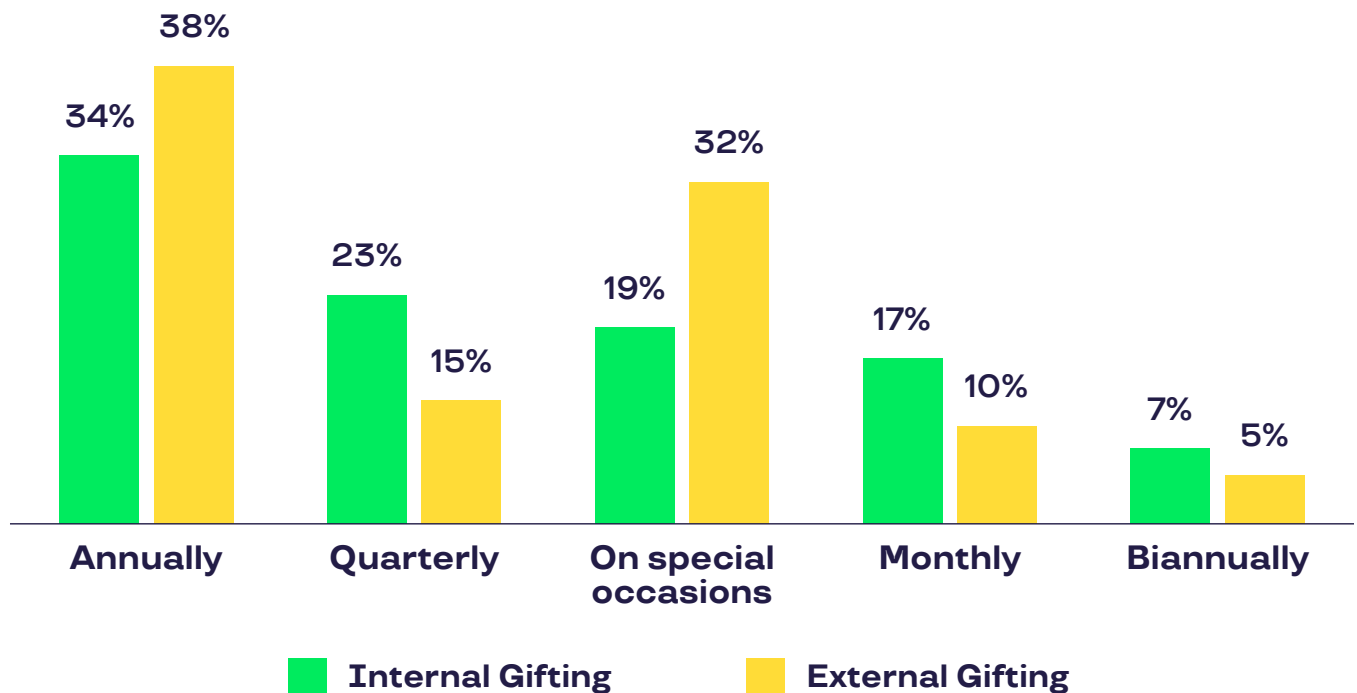
We understand that our shop floor employees value the tangible experience of physical gifts. As a manufacturing company, we tailor our gifting strategy to meet their preferences, ensuring that our recognition efforts are meaningful and appreciated. By providing physical gifts, we celebrate their hard work and dedication in a way that resonates with their unique experiences and contributions.



Internal vs external gifting: Decision-makers, timing & planning trends

The data highlights evolving trends in corporate gifting, emphasizing how often gifting occurs, the decision-making process, and who influences these initiatives.

Frequency of corporate gifting & rewards



Annual & occasion-based gifting is dominant

- ✖ **Annual gifting is the most prevalent**, with 34% of organization gifting employees and 38% gifting external partners once a year
- ✖ **Partner gifting spikes during special occasions (32%)**, reflecting its strategic use in fostering business relationships
- ✖ **Quarterly and monthly gifting is less common**, suggesting most organization focus on periodic, high-impact gifting moments

Organizations predominantly favor annual and occasion-based gifting strategies, focusing on impactful recognition moments to strengthen employee motivation and enhance business relationships with partners.





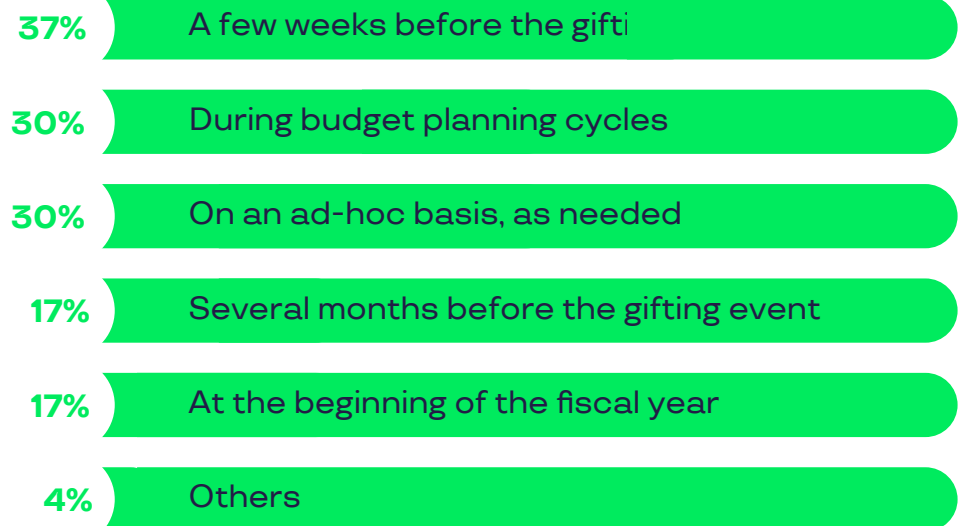
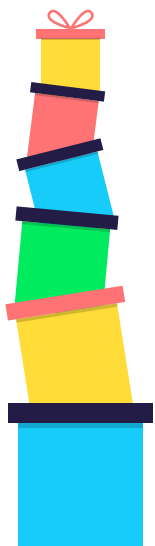
Anitus Niranjan

Director - Human Resources
Conduent Business Services India LLP

We celebrate our employees' efforts with a biannual gifting tradition. Once during festive seasons to share the joy and once more for annual recognition at the start of the financial year, we ensure our team feels appreciated and motivated. This dual approach highlights our commitment to valuing our employees' contributions and fostering a supportive and celebratory workplace culture.



Period to finalize specific gifts and rewards



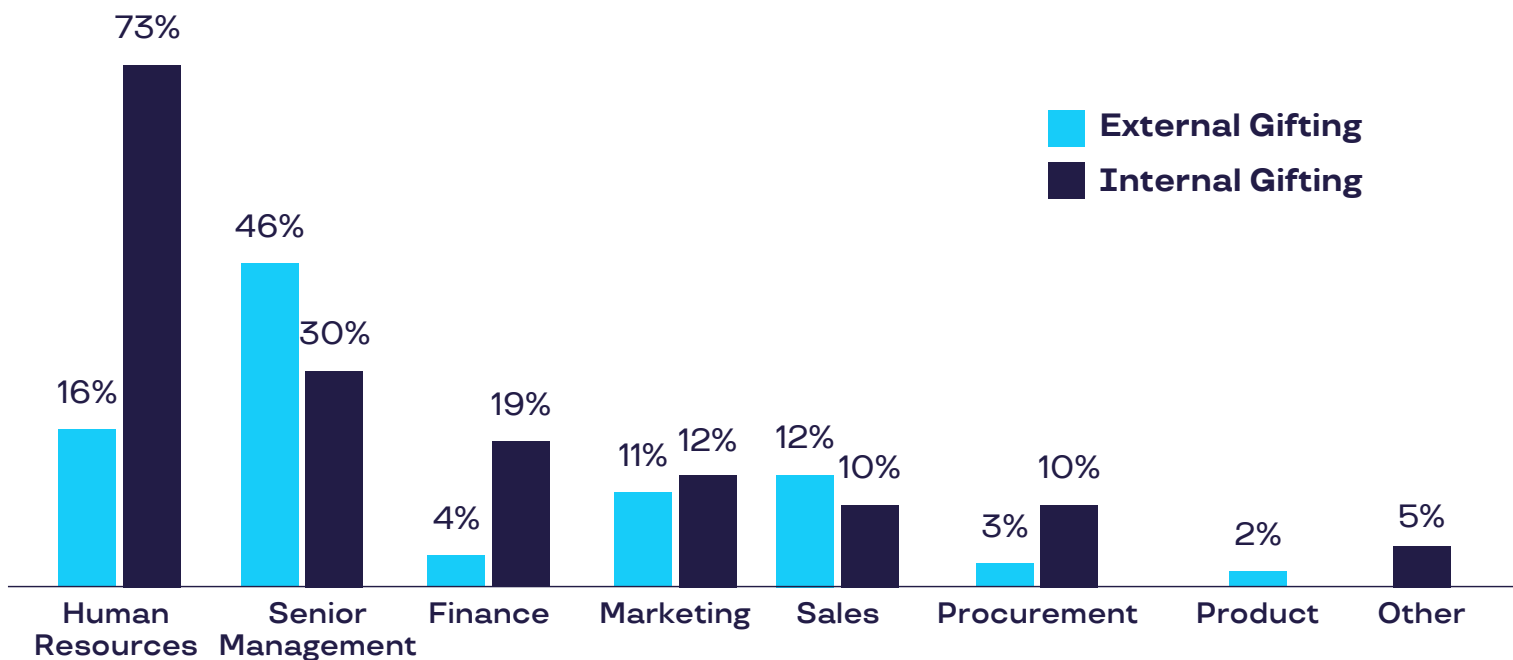
*Multiple responses were allowed, therefore percentages exceed 100%

Gifting decisions are often last-minute

- ✖ **37% of the respondents finalize gifting plans just a week before, while 30% make ad-hoc decisions, revealing a strong need for agile and on-demand gifting solutions**
- ✖ Limited lead time suggests a preference for **flexible, easy-to-execute gifting options**, such as **digital or hybrid gifting models**



Key decision maker function



*Multiple responses were allowed, therefore percentages exceed 100%

HR dominates employee gifting, leadership drives external gifting

- ✖ **HR leads internal gifting decisions (73%)**, reinforcing its key role in employee engagement and recognition
- ✖ **Senior management (46%) is the primary decision-maker for external gifting**, followed by **Sales (12%)**, **Marketing (11%)**, and **Finance (4%)**, indicating a diverse yet leadership-driven approach
- ✖ Procurement also plays a **notable role (10%)** in influencing gifting purchases, especially for large-scale corporate programs



Anitus Niranjan

Director - Human Resources
Conduent Business Services India LLP

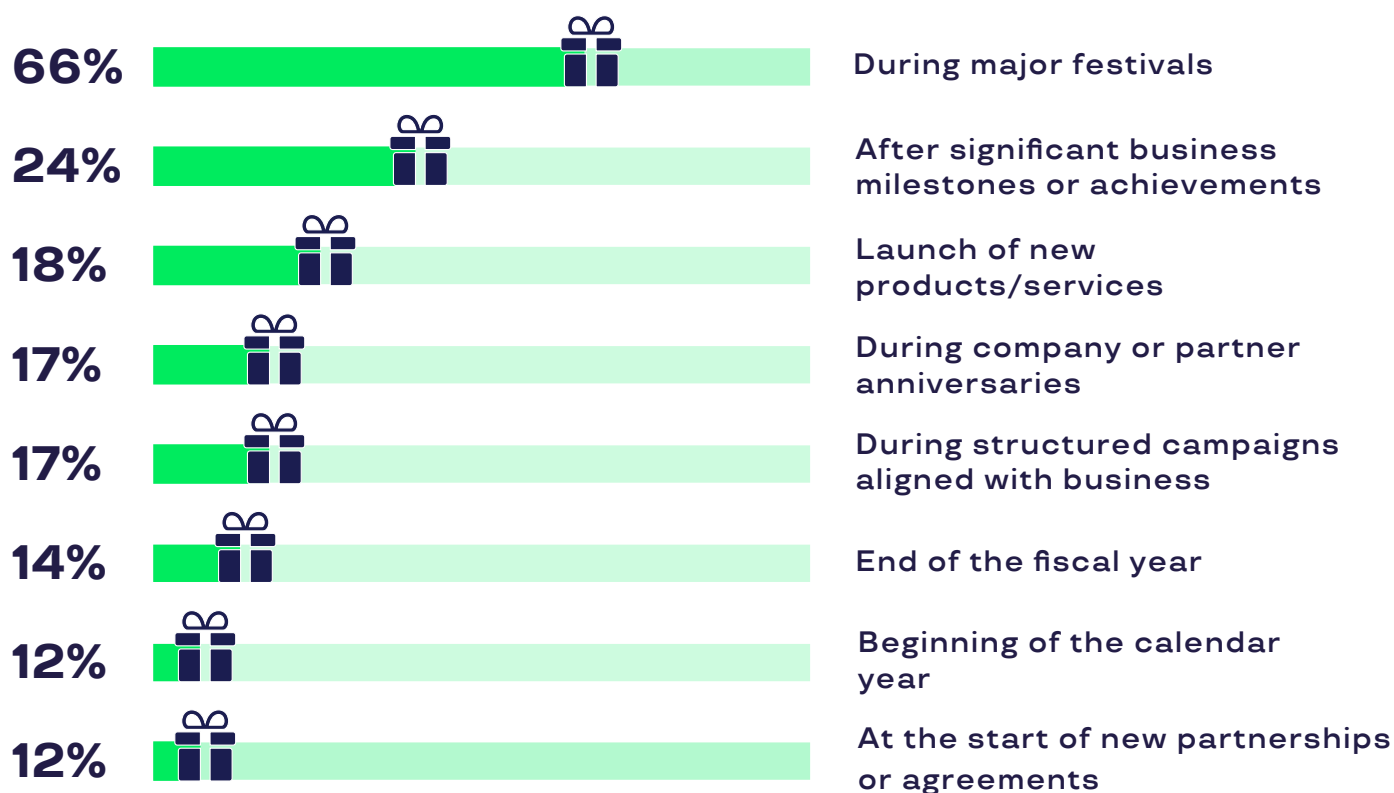
Our payroll team previously handled the gifting process, which often proved to be time-consuming and complex. With the introduction of Pluxee, managing gifting has become significantly easier and more efficient. Now, with digital gifting, we can ensure that our employees receive their gifts promptly and hassle-free, enhancing the overall recognition experience.

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External gifting is more business-oriented

Occasions for gifting channel & business partners



*Multiple responses were allowed, therefore percentages exceed 100%

- ✘ **Partner gifting decisions align with key business milestones, such as significant achievements, product launches, and structured campaigns**
- ✘ **Decision making for partner gifting is more evenly distributed across leadership, marketing, and sales functions**, highlighting its role in business development and relationship management

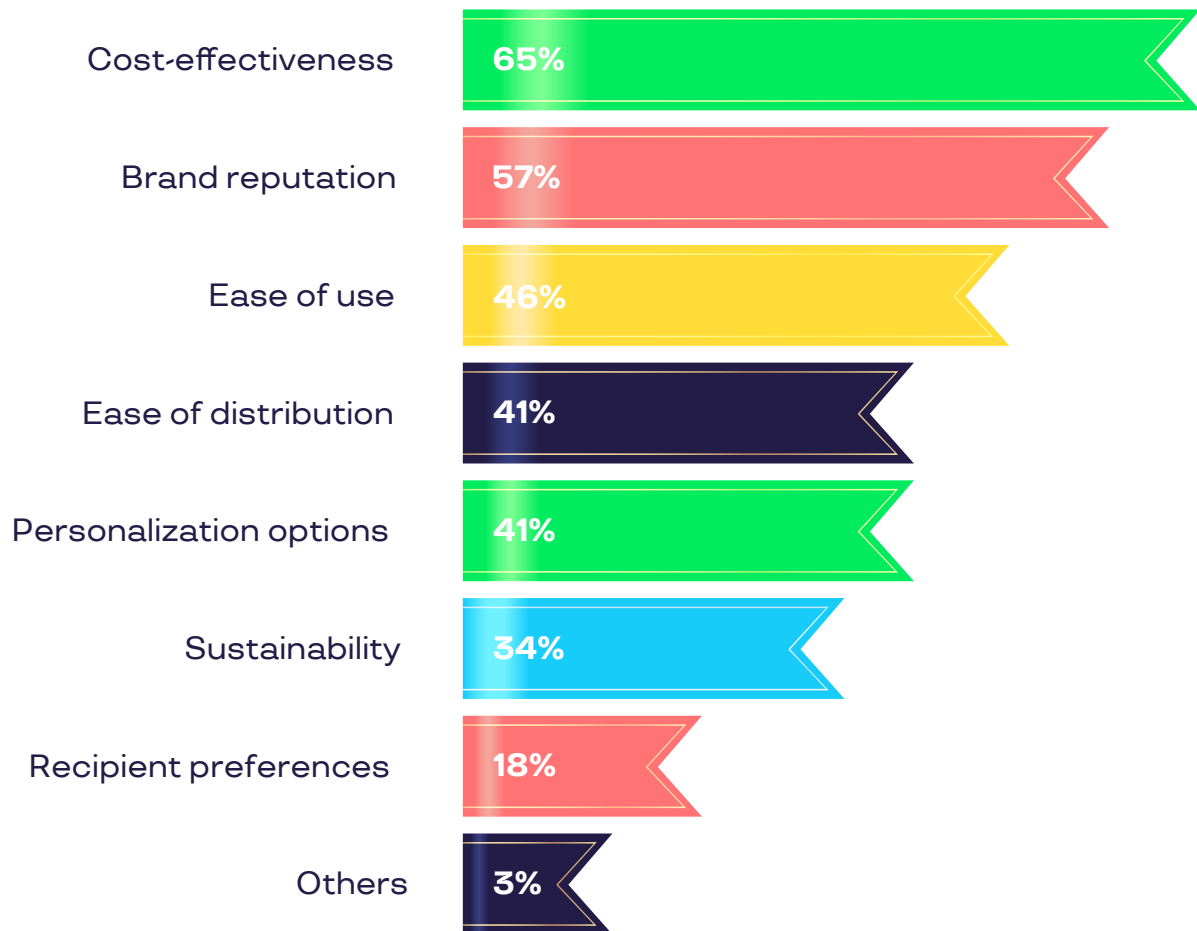


Vikash Agarwal
Divisional CFO
Berger Paints India

At Berger, our corporate gifting strategy is designed to benefit both internal and external stakeholders. For our external dealer partners, gifting serves as a strategic tool to strengthen business relationships, foster loyalty, and enhance long-term collaborations. Our gifts range from tangible items, such as branded merchandise, gift cards, or tech gadgets, to non-tangible experiences, like event tickets or team-building activities.



Corporate gifting preferences: What matters most?



*Multiple responses were allowed, therefore percentages exceed 100%

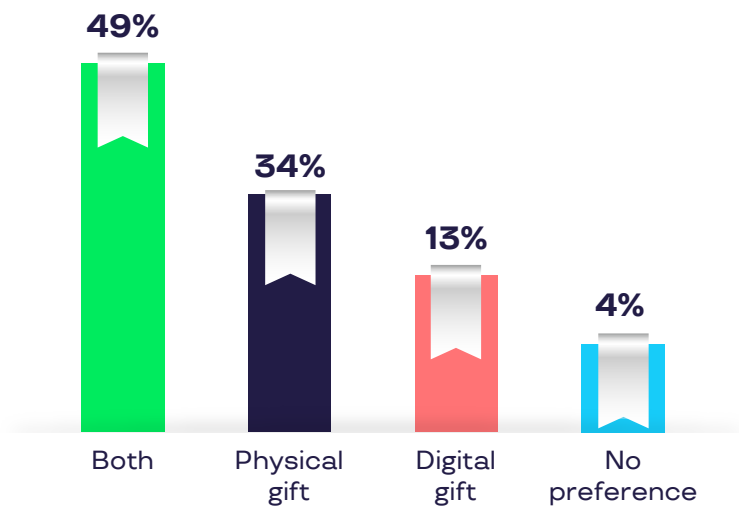
Key considerations:

Corporate buyers prioritize cost-effectiveness **(65%)** and brand reputation **(57%)** when selecting gifts, ensuring both budget efficiency and perceived value. Ease of use **(46%)** and distribution **(41%)** also play a crucial role, highlighting the need for seamless gifting experiences. Personalization **(41%)** and sustainability **(34%)** are emerging trends that reflect the growing demand for thoughtful and eco-conscious gifting.

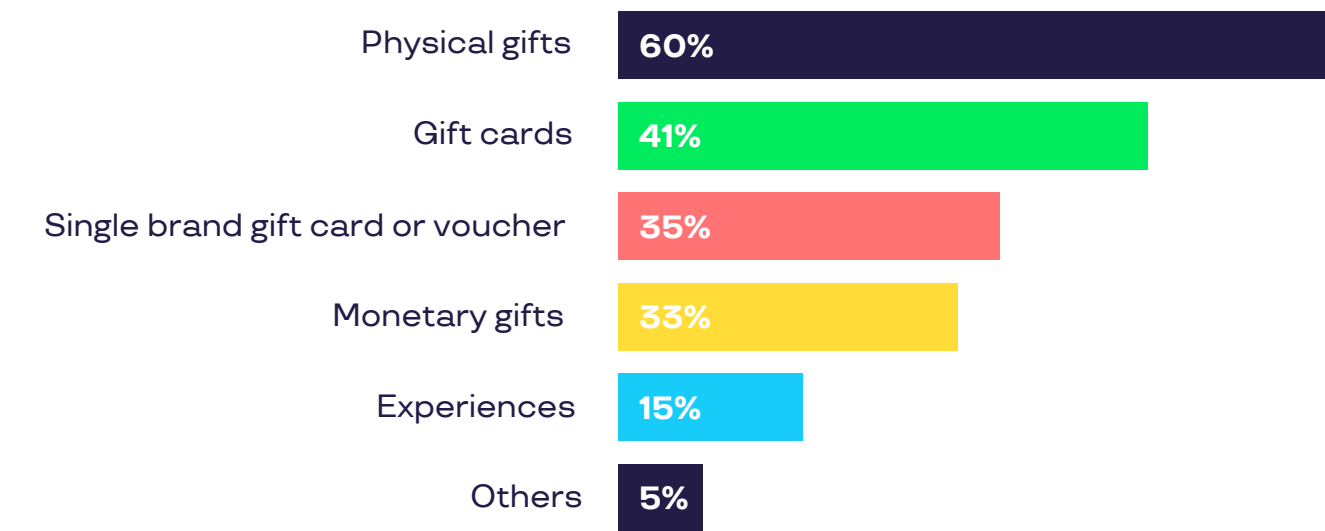


Preferred mode of gifting

Hybrid gifting, combining physical and digital elements, is the top choice for **49%** of organizations, ensuring flexibility and recipient convenience. While **34%** still favour physical gifts, e-gift cards (**13%**) are gaining traction, particularly for instant and remote gifting solutions.



Types of gifts preferred by organizations



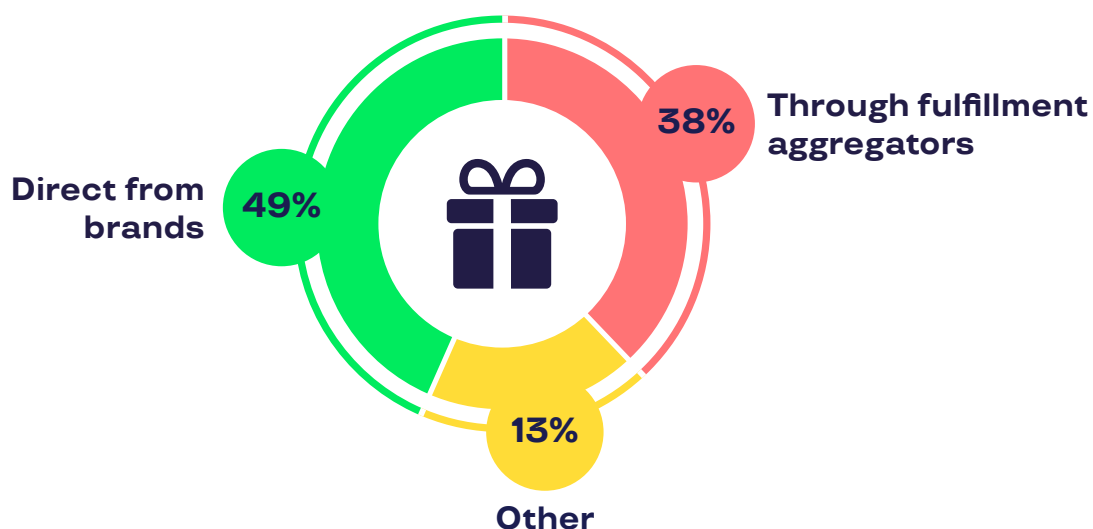
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Popular gifting options

While the study shows that physical gifts currently dominate, there's a notable upward trend in the adoption of gift cards. Decision-makers appreciate the flexibility and digital convenience that gift cards offer, making them a dynamic complement to traditional gifting. This emerging preference reflects an evolving corporate landscape where digital solutions are increasingly valued for their ease of distribution and potential for personalization.



Procurement channels



Organizations lean towards direct-from-brand procurement (**49%**), ensuring authenticity and alignment with brand identity. However, **38%** rely on fulfillment aggregators for cost-effective bulk solutions. This balance indicates a need for both quality assurance and logistical efficiency in corporate gifting strategies.



Sachhin Misshra

Cluster Head
Akumentis Healthcare Ltd.

At Akumentis, our consistent theme-based gifting approach extends beyond our employees to include our valued external customers. By aligning our rewards with specific themes, we create memorable and meaningful recognition moments that resonate with both our team and our clients.



Venkat Ramanan

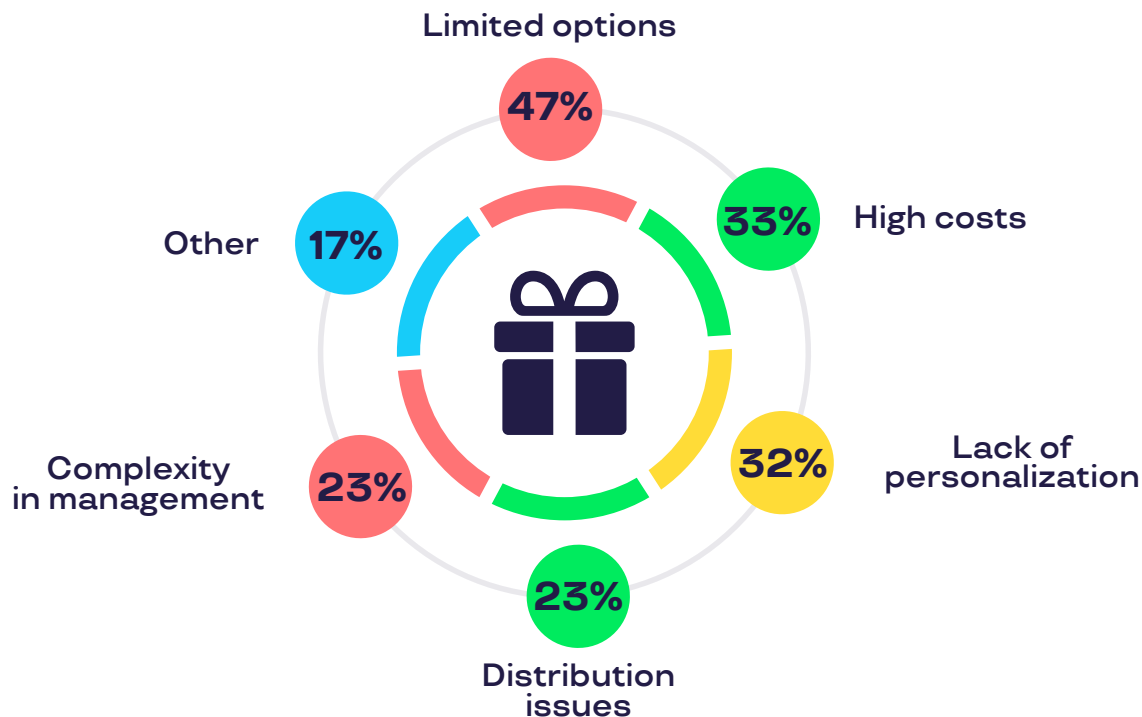
Deputy General Manager Marketing
HL Mando Automotive India Private Limited

At HL Mando, we are transitioning from traditional physical gifts to gift cards and sustainable initiatives like eco-friendly gifts. This shift is driven by the evolving market and the preferences of new generations, who value flexibility, personalization, and environmental responsibility. By adapting to these changes, we aim to create a more impactful and relevant gifting strategy that resonates with our diverse workforce.



Challenges in existing corporate gifting & rewarding solutions

While corporate gifting is a powerful engagement tool, several challenges persist



*Multiple responses were allowed, therefore percentages exceed 100%

- ✖ **Limited gifting options (47%)** – The most cited challenge, organizations struggle with a lack of variety in gifting choices, seeking more diverse and innovative solutions
- ✖ **High costs (33%)** – Companies are prioritizing cost efficiency & are actively seeking solutions that offer affordability without compromising quality or impact
- ✖ **Lack of personalization (32%)** – Standardized gifts reduce engagement, highlighting the need for customized and meaningful gifting solutions
- ✖ **Distribution issues (23%)** – Logistics and fulfilment complexities make gifting difficult, emphasizing the demand for seamless distribution solutions
- ✖ **Complexity in management (23%)** – Handling large-scale gifting programs is operationally challenging, prompting the need for more efficient and automated solutions
- ✖ **Additional concerns (17%)** - Issues such as compliance, acceptance of solutions, & aligning gifts with recipient preferences also play a role

Organizations look for **personalized, cost-effective, and easily manageable gifting solutions** that enhance engagement while reducing operational friction.





Vikash Agarwal

Divisional CFO
Berger Paints India

We recognized several challenges with our previous article gifting strategy. Articles often lacked personalization, were not always relevant to the recipient, and posed logistical issues, especially for last-minute gifting. Additionally, ensuring timely delivery across various locations was a significant hurdle. To address these challenges, we transitioned to gift cards. This shift allows recipients to choose what they value most, ensures immediate delivery regardless of location, and provides a more personalized and convenient gifting experience. This change aligns with our commitment to effective and meaningful recognition for both our employees and external stakeholders.

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Venkat Ramanan

Deputy General Manager Marketing
HL Mando Automotive India Private Limited

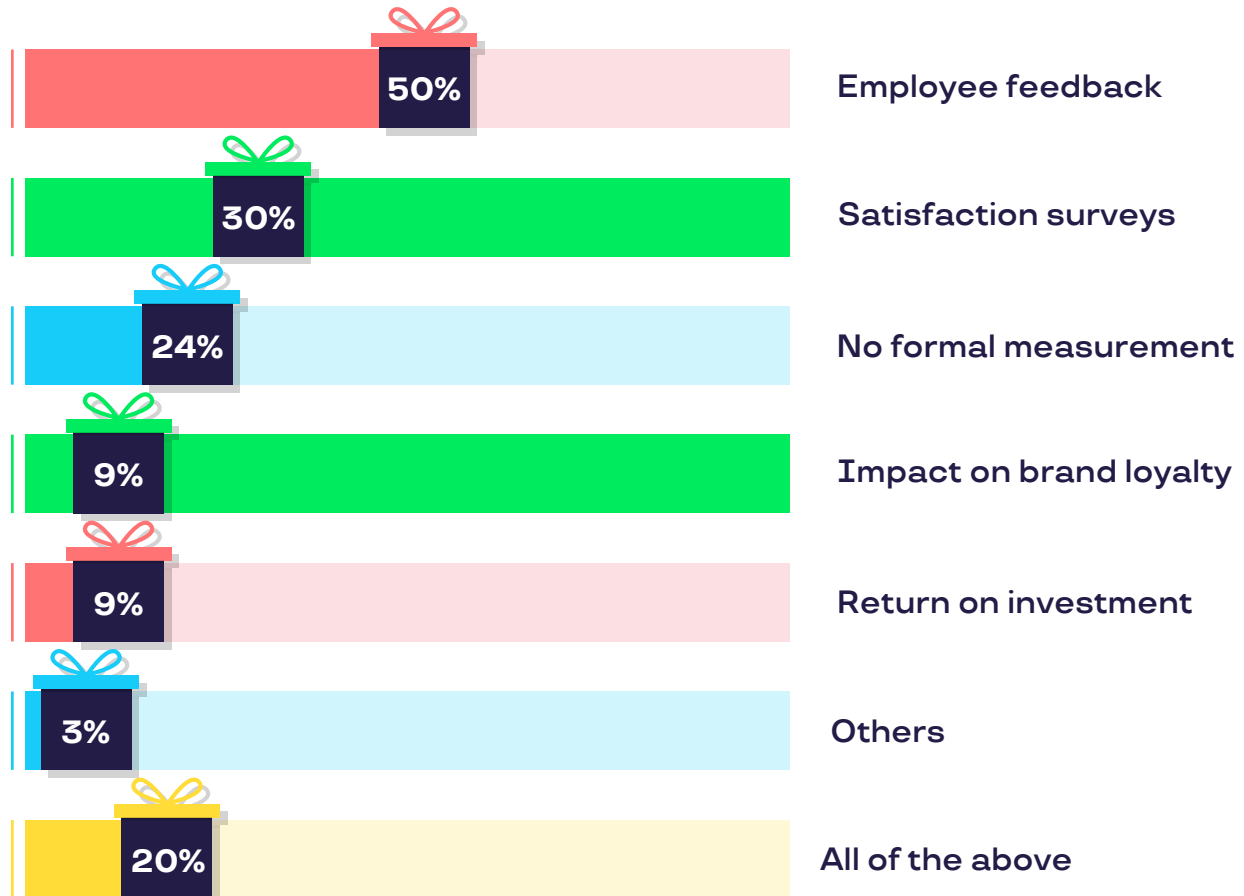
We recognize the challenges of creating a gifting strategy that resonates with our diverse workforce, spanning from Baby Boomers to Gen Z and Alpha. Each generation has unique preferences and values, making it essential for us to adopt a flexible and inclusive approach.

”



Measuring the effectiveness of gifting & rewards programs

Despite significant investments in corporate gifting, many organizations rely on qualitative feedback rather than structured, data-driven assessments



*Multiple responses were allowed, therefore percentages exceed 100%

- ✖ **Employee feedback is the primary metric (50%)** - Half of the organizations gauge success based on direct employee responses, emphasizing the importance of perceived appreciation and engagement
- ✖ **Satisfaction surveys (30%)** - While useful, these surveys often lack a direct link to business impact
- ✖ **Lack of formal measurement (24%)** - Nearly a quarter of organisations have hinted to having no structured evaluation method, signalling a gap in measuring ROI and program effectiveness
- ✖ **Limited focus on business impact (9%)** - Only a small percentage assess the impact of gifting on brand loyalty or return on investment, indicating an opportunity to align gifting programs with broader business objectives

These findings underscore the need for integrating quantitative metrics, such as engagement scores and performance impact, to refine gifting strategies.



**Sachhin Misshra**

Cluster Head
Akumentis Healthcare Ltd.

At Akumentis, we believe in the power of thoughtful gifting. By measuring the business impact through increased orders from our customers, we can see the tangible benefits of our recognition efforts and the positive influence they have on our relationships.

**Vikash Agarwal**

Divisional CFO
Berger Paints India

We prioritize feedback from our dealers regarding various gifts to ensure our gifting patterns remain relevant and appreciated. By continuously adapting based on their input, we create a more personalized and effective recognition program. Additionally, our gifts are directly proportionate to sales, serving as sales-linked incentives for both our dealers and employees. This approach not only rewards performance but also strengthens our business relationships and drives success.

**Venkat Ramanan**

Deputy General Manager Marketing
HL Mando Automotive India Private Limited

We empower our employees by allowing them to choose their own gifts from a range of options. Additionally, we conduct yearly surveys to gather feedback and continuously improve our gifting strategy. This commitment to listening and adapting helps us create a recognition program that truly resonates with our diverse workforce.



Future outlook: Corporate gifting strategies



Corporate gifting remains an essential part of engagement strategies, with most organisations **maintaining (37%)** or **expanding their efforts (27%)**. While some companies are still evaluating their approach, the overall trend suggests a continued investment in gifting as a strategic tool for employee recognition, partner engagement, and business growth.

As businesses assess the effectiveness of their programs, those that align gifting with **employee engagement goals, partner relations, and business impact** will see the most long-term value.

These trends suggest that companies will increasingly adopt flexible, data-driven gifting strategies to enhance engagement and drive business growth.

The study reveals that corporate gifting is far more than a mere perk—it is a strategic tool that drives engagement, fosters relationships, and supports business growth.

As corporates continue to refine their gifting strategies, the trend is moving toward more integrated, tech-enabled, and tailored approaches. These insights offer a benchmark for companies to compare their practices with industry trends and guide future strategic investments in corporate gifting.

By embracing these trends, organizations can ensure that their gifting programs not only enhance internal engagement but also contribute to sustained external relationship building and overall business success.





Gunjan Rai
Head of Total Rewards
Capgemini India

At Capgemini, our employee gifting strategy is evolving continuously. This includes curated, sustainable gifting options, focused on holistic wellness. We ensure consistent recognition of efforts and achievements, aiming to boost the Employee engagement, while aligning with organization's focus on wellness and sustainability.



Vikash Agarwal
Divisional CFO
Berger Paints India

In the coming years, corporate gifting will be defined by personalization, sustainability, technology, and a focus on experiences and wellness. These emerging trends will transform gifting into a powerful lever for engagement, loyalty, and relationship building, making it an integral part of our organizational culture and stakeholder strategy. By embracing these changes, we aim to enhance the impact of our recognition efforts and foster stronger connections with both our employees and external partners.

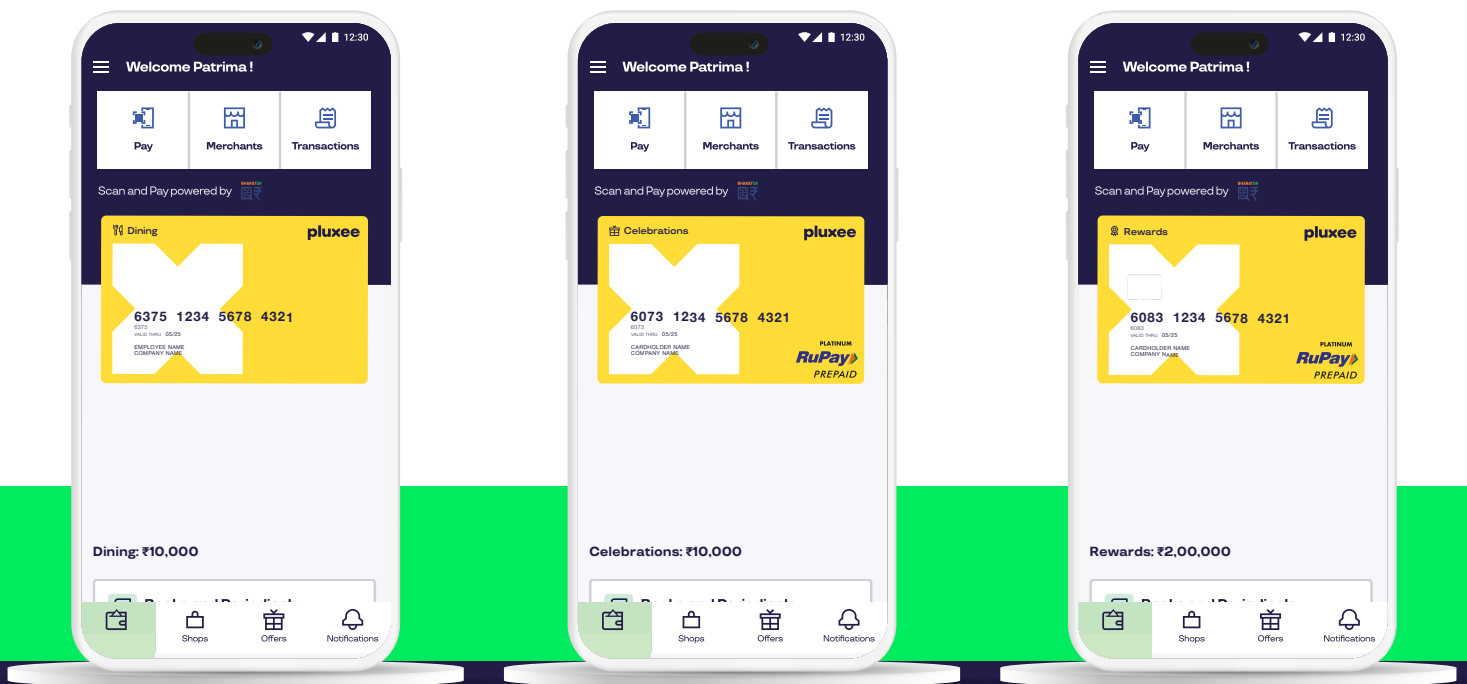


Pluxee: Your strategic partner in corporate gifting

Pluxee is the global leader in employee benefits and engagement, helping people enjoy what matters most. Built on a legacy of over 28 years in India (formerly Sodexo BRS) and backed by a presence in 29 countries, Pluxee is a trusted brand synonymous with quality, efficiency, and innovation for 11,000+ clients in the public and private sectors in the country. Our scalable, sustainable, and cost-effective gifting solutions are designed to simplify procurement, streamline delivery, and align perfectly with your corporate brand values—all supported by award-winning 24x7 customer service.

Choose Pluxee to transform your corporate gifting challenges into opportunities for lasting engagement and business growth.

The perfect gift for every occasion



Pluxee gift cards are the ultimate choice for organizations looking to simplify and elevate their gifting experiences. Whether you're rewarding employees, appreciating partners, or celebrating milestones, Pluxee ensures your gift is meaningful, personalized, and unforgettable.



Why choose Pluxee gift cards



100% digital ordering

Easily order gift cards through a fully digital platform



Freedom of choice

Accepted across **50 lakh+ Rupay-enabled outlets**, including groceries, electronics, dining, fashion, and more



Personalized Gifting

Add a special touch with personalized emails and names on the cards



Hybrid Gifting options

Offers both physical and virtual gift cards to meet diverse corporate needs



Quick delivery

E-gift cards sent within **24 hours** for last-minute gifting. Avail prompt delivery of physical cards for planned occasions



Any amount, anytime, anywhere

Customize gift amounts to suit your budget and deliver them instantly



Pluxee India app

Simplified gift card management with Pluxee India app: a new-age, intuitive app for effortless convenience



24x7 customer support

Award-winning customer service ensures a smooth gifting experience





Anish Sarkar

Managing Director - India

Director - India, Philippines, Indonesia Cluster

India's Transition: From Tradition to Strategic Engagement

India's Gifting Shift: From Tradition to Strategy

Corporate gifting in India has deep cultural roots, but its role is changing rapidly. What was once a periodic gesture is now becoming a key part of business strategy — used to drive engagement, loyalty, and performance across employee and partner ecosystems.

Key Insights from the Study

This report captures a clear pivot: 49% of businesses now prefer hybrid (phygital) gifting. Gifting is increasingly last-minute (67% plan a week before or ad-hoc), yet expectations for personalization and purpose are rising. Top challenges - limited variety, high cost, lack of personalization — are pushing companies to seek smarter, more measurable solutions. Companies are prioritizing eco-conscious gifting options, aligning with their ESG commitments and reinforcing responsible business practices.

Pluxee's Commitment to India

At Pluxee, we're enabling this shift with digital-first, easy-to-deploy solutions tailored to Indian business needs. Our platforms simplify complexity, provide flexibility, and empower organizations to deliver meaningful gifting at scale.

Driving Business Impact Through Gifting

We encourage companies to view gifting as more than a tradition. When done right, it enhances recognition, boosts morale, strengthens partnerships, and supports business growth. This study is a call to rethink gifting as a strategic tool—and we're here to help you lead that change.



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