

## eYANTRA launches India's first full fledged e-commerce corporate gifting solutions portal

Company Brief

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eYantra, leaders in brand merchandising and corporate gifting, announced their plans to capture a significant share of the 6,000 crore Indian corporate gifting segment through the launch of India's first end to end e-commerce corporate gifting portal - [www.logoprint.in](http://www.logoprint.in).



The newly launched portal offers companies looking for corporate branding a wide range of innovative products and solutions that can be easily customized with the corporate logo. Apart from ordering bulk quantities online, a key feature of the site is the ability to purchase small numbers and yet avail discounts. Leading global and national domestic logistics service providers ensure quick and reliable fulfillment of orders.

The site also has a section for Diwali Gift Vouchers which can be bought by corporates and gifted to employees. Employees then can then log into [Logoprint.in](http://Logoprint.in) and redeem the Gift Vouchers.

According to Mr. Jolly Jose, Director, cTail, eYantra who is responsible for their B2B initiatives, including [Logoprint.in](http://Logoprint.in), "Gifting has always been a predominant feature of the Indian corporate culture, with companies using it as an important tool for brand building and strengthening employee loyalty and customer ties." He further adds "Logoprint.in is our online initiative to provide for effortless corporate gifting."

He further added, "In the current market scenario, corporates are opting for effective promotional activities including corporate gifting to create goodwill among customers and to replace high cost advertising. We foresee immense growth opportunities, especially for a company like eYantra, who already have a loyal customer base and a thorough understanding of market dynamics."

eYantra has recently closed a \$ 3.1 million Series A funding from global venture capitalists to boost their expansion plans. Part of the prestigious International Gift Council (IGC), eYantra is the only Indian company to be part of this 50 year old global alliance that has more than 40 members across 5 continents, with one selected member representing each country.

eYantra has offices in all main cities in India along with a sales office in USA They have a team strength of around 200 employees .The company depends on a strong backend to support its operations with 28 intranet-based dedicated online stores for large corporates. The company has clocked a turnover of around Rs. 35 crores for FY 2009.

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