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eYantra launches e-commerce corporate gifting portal LogoPrint.in

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Brand merchandising and corporate gifting solutions company [eYantra](#) has launched [LogoPrint.in](#), a corporate gifting portal that offers a wide range of products and solutions for corporates' gifting needs. According to eYantra, the website also offers Diwali Gift Vouchers which can be bought by corporates and gifted to employees who can later log into the site and redeem their gift vouchers.

“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,” Jolly Jose, director, cTail, eYantra, has said. “LogoPrint.in is our online initiative to provide for effortless corporate gifting.” The size of Indian corporate gifting segment is pegged at Rs 6,000 crore.

eYantra recently closed a \$3.1 million Series A funding from global venture capitalists to boost its expansion plans. A member of International Gift Council (IGC), eYantra has offices in major cities in India and a sales office in US. It has a team-strength of around 200 employees. The company clocked a turnover of around Rs 35 crore for FY 2009.

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