



# LOVE ONLINE

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On the occasion of Valentine's Day, this year hasn't been much different since the last in terms of online shopping. The bulk of the response comes from young professionals and the reason is not too hard to identify: everything is available within a click of the mouse with minimal delivery charge.

The online shopping industry claims that Valentine's Day is one of the peak seasons after Diwali. *www.eBay.in* launched a campaign "It's All Love Yourself This Valentine", which focuses on pampering oneself. "Online gifting is on the rise. We have launched this special campaign to introduce the concept of spending for the self. If you adore yourself, you must gift yourself too," quips Murlikrishnan B, director, marketing and product management, *www.eBay.in*.

Personalised gift options are hot this season. One can upload one's photographs



and get one's personalised texts engraved on coffee mugs, clocks, heart-shaped cushions or photo frames at *www.prestowonders.com*.

"People between 25 and 45 years generally place orders," informs Murlu. Anurag Poddar, director, *www.prestowonders.com*, says, "Over 50 per cent of our customers are young. Heart-shaped cushions with the beloved's photo inscribed on it are the bestsellers."

Snapfish also has similar offers, informs Bala Parthasarathy, managing director, APAC, Snapfish, Hewlett-Packard.

Through Gift Mate, one can purchase vouchers of any amount. The concerned person will receive the gift that includes electronic equipment, apparels, flight and

movie tickets and restaurant bills, through an SMS. "They are secure and are safely stored within the mobile phone. The voucher can be accessed with the help of a unique four-digit PIN via the SMS," informs Ajay Adiseshann, managing director, *GiftMate*.

The gift items that *Strainline.in* offers ranges from soft toys, gadgets, perfumes and champagne. *www.shopperstop.com* offers customers a 51 per cent discount on apparels and jewellery for online shopping. "We will deliver goods free of cost till Valentine's Day anywhere in the country. We get orders from NRIs from the US and Australia who want to gift the loved ones back home," shares Vinay Bhatia, VP, marketing and loyalty, Shoppers Stop.