

Floweraura Launches Evergreen Plant And Rakhi Varieties for Rakshabandhan 2019



Floweraura

Gurgaon, Jul 25, 2019 ([IssueWire.com](http://www.IssueWire.com)) - The fact that Raksha Bandhan is fast approaching is quite evident from the preparations and initiatives that are being taken at FlowerAura! This year, one of the fastest growing online gift portals intends to make a different approach to this festival, by placing its emphasis on Mother Earth.

Surely, gifting plants is not a new concept in today's generation. But, to gift it on the day of Raksha Bandhan gives the festival, a whole new meaning. The implicit meaning of bringing good health, luck, wealth and prosperity in your brother's or sister's or even your sister-in-laws' life. Bringing the goodness of the festival and the goodness of the plants together, the company aims to contribute its bit by urging its customers to save nature.

Coming up with some innovative ideas mostly across all the festivals, Floweraura has already made a few of the rakhi and plant combos available online, over its website. Looking at the convenience of its customers, the company has decided to exempt shipping charges totally and introduce express delivery option across its various [Rakhi online](#) options.

As these indoor plants have different symbolism, a buyer can choose the kind of flora they want to bless their brothers with. From the wide range of decorative [pots and planters](#), all one needs to do is pick one of our finest flower or [artificial flowers and plants](#) to send it before or on August 15, 2019. The fact that a plant stays with you lifelong, loaded with virtuousness, this Rakhi will be made exceptional in its gifting presence.

Beaming with excitement to talk about this noble initiative over a hot cup of coffee, Mr. Himanshu Chawla said, "India is known for its variant cultures and its festivals, which tends to bring people of all caste, creed, and gender together. And rakhi seems to be one of the most celebrated festivals which exhibits the love shared by a brother-sister duo. To make this festival cherishable for the rest of the days of our lives, what could be a better gifting option than a plant which blesses this undying and divine relation to grow stronger with each passing day. If you are still looking for answers for "why plants as rakhi gifts" then - firstly, it is affordable, secondly, it would last longer than probably any other gifts (if taken proper care) and thirdly, its utility is totally unmatched!"

About FA Gifts Pvt. Ltd.

FA Gifts Pvt. Ltd (FlowerAura and Bakingo) pioneer of the gifting industry has flourished in the Indian market with its unique gifts (flowers, cakes, personalized gifts, combos) for the special moments that can't be put into words. Started in 2010 under the entrepreneurship of Mr. Himanshu Chawla and Mr. Shrey Sehgal, the company launched its first FlowerAura store in the city of Gurgaon. Today, we lead the gifting market in more than 220 cities to deliver a delightful experience for every customer out there.

Bakingo, the online bakery is FA Gift's other e-commerce venture. Flourishing in the cities of Delhi, Gurgaon, Noida, Ghaziabad, and Bangalore, Bakingo deals exclusively in eggless cakes, jar cakes, pastries, and other desserts.

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