

FlowerAura's Extensive Collection Of Diwali 2022 Is All About Regional Delicacies & Rooted Celebrations



New Delhi, Delhi Oct 13, 2022 ([IssueWire.com](https://www.issuewire.com)) - The occasion that pushes us all to make our landscape go all lighted up and beautiful is here! Diwali 2022 will be celebrated on the 24th of October, Monday, and [FlowerAura Diwali gifts](#) and products are live and up for a grab. People who want to avoid crowded markets and those who want gifts and Diwali essentials to be delivered far away to their dear ones can; this announcement is helpful for them.

Diwali festival witnesses celebrations across the country in different ways as per regions' rituals and cultural beliefs. Thus, it attracts a lot of purchases to boost the economy. And Diwali has such significance that people who moved abroad also celebrate the occasion with zeal. While there will be a worldwide business on occasion, the Indian festive season has already started bringing in revenues. And as per early estimates, around \$32 billion will be spent by the Indian household in which Diwali holds more than 50% of revenue.

As per Mr. Shrey Sehgal, Co-founder FlowerAura, "The gifting side of any festival is such a space that brings in a decent amount of sales, and with Diwali, we have witnessed amazing sales in previous years. While the past two years had limitations on the way Indians love to celebrate, 2022 is free of those limitations, and we are quite confident to have a growth of around 60% - 70% on Diwali in comparison to last year. The overall gifting industry can expect a growth of 90% through all categories of gifts."

The gift and product collection that FlowerAura has brought in the catalogue for Diwali 2022 is quite focused on bringing the fun, joy, and connection of traditional and cultural celebrations back. Sweets are inseparable from Diwali; thus, a collection of regional delicacies from different parts of the country has been brought together. Kesar Petha, Jodhpuri Ladoo, Alwar Kalakand, and many more sweets are available for a grab.

"A gifting gesture is different for every relation that people have in their life, and so one can easily shop for [Diwali gifts for wife](#), husband, sister, brother, mother, father, colleagues, and employees. A special collection of handmade, handcrafted, and hand-painted Diyas is curated to enhance the light of divinity. Scented candles, designer candles, and many other home decor items are added to the extensive collection. We have launched a special collection of chocolate bars and assorted chocolates that opens to a more-worthy choice of [Diwali gifts for boyfriend](#) and girlfriend." said Mr. Shrey Sehgal.

FlowerAura is delivering gifts in 600+ cities with same-day delivery service in Tier 1 cities. Hiring more delivery partners and spreading reach through franchise stores are initiated to be there at people's doorstep to make Diwali celebrations easy. The brand has been dealing in cakes, flowers, personalised gifts, and more for quite a long time.

About FA Gifts Pvt. Ltd.

FA Gifts Pvt. Ltd. has flourished in the Indian market with its unique gifts for special moments. Starting 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, the renowned brand leads the gifting market in more than 600 cities and delivers a delightful experience to every customer out there.

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