

Couple Pitara Introduces New Personalised Gift Collections

The Indian gifting startup expands its product line with affordable personalised gifts for both individuals and corporate clients, responding to growing demand for meaningful gifting options.



Sonipat, Haryana May 20, 2025 ([Issuewire.com](https://www.issuewire.com)) - Couple Pitara, a recently launched Indian brand specialising in personalised and corporate gifting, has announced the expansion of its product range. The company has introduced a variety of new [personalised gift](#) items, including cushion covers, pens, pencils, coffee mugs, photo frames, bracelets (kadas), keychains, wallets, neon signs, pen stands, caricature gifts, t-shirts, pendants, and bottles.

Expansive Range of Personalised Gifts Launched

The newly introduced items are designed to provide gifting solutions for a wide range of occasions and recipient types. With each product offering customisation options such as names, photographs, dates, or corporate branding, the collection supports both emotional and professional gifting needs. The expanded portfolio builds on Couple Pitara's mission to offer thoughtful alternatives to mass-produced gifts.

Product Categories for Personal and Corporate Gifting

Couple Pitara's personalised gifting categories include custom cushion covers, mugs, caricature gifts, engraved pendants, personalised photo frames, t-shirts, wallets, and neon LED name signs. These

products are tailored for occasions such as birthdays, anniversaries, weddings, and festive celebrations.

For business needs, the brand's [corporate gifting](#) segment includes personalised pens, personalised pencil sets, pen stands, coffee tumblers, sipper bottles, water bottles with temperature display, caricature nameplates, and other branded desk accessories. These are suitable for employee appreciation, onboarding kits, festive hampers, and client gifts.

Emphasis on Affordability and Craftsmanship

The brand continues to position itself around quality and affordability, providing personalised products at price points suitable for a broad customer base. Popular items such as mugs, cushions, and keychains start from INR 249, allowing more people to engage in meaningful gifting without financial strain. Each product is made using durable materials and designed to hold long-term emotional and functional value.

To further support affordability, Couple Pitara's pricing model includes benefits such as introductory offers for new users and additional discounts on prepaid purchases, designed to enhance affordability across its range. This transparent and consistent pricing approach supports the brand's aim to bridge the gap between creativity and cost.

Serving Individuals and Corporate Clients Alike

Couple Pitara's expanded offerings address the needs of both individual consumers and businesses. Personalised gifts such as caricature frames or custom-engraved accessories appeal to customers celebrating milestones and special events.

For corporate clients, the collection includes scalable and brand-ready solutions that combine functionality with personalisation, offering companies the means to engage meaningfully with their employees and stakeholders.

Growing Demand for Personalisation in India

India's personalised gift market is [projected](#) to add over USD 540 million by 2029, driven by cultural preferences for custom gifts during festive seasons. These trends reflect a notable shift in gifting behaviour, as more individuals and organisations look to express thoughtfulness and identity through their choice of gifts.

Additionally, cultural factors such as the celebration of numerous personal and religious occasions in India contribute to the popularity of customised gifts. Items with names, messages, or photographs create a deeper emotional connection, which has fuelled interest among urban and semi-urban buyers. Personalised gifting is now seen as an extension of self-expression, making it particularly appealing among younger demographics.

In the corporate segment, companies are increasingly turning to thoughtful, branded gifts to foster stronger employee relations. A 2023 [study](#) found that employee gifts can increase engagement by up to 44%. This reinforces the functional and emotional value of customisation in the professional context.

"We are expanding our collection to better meet the growing expectations of Indian consumers," said Tushar Batra, founder of Couple Pitara. "Our aim is to offer people and businesses the ability to celebrate occasions with gifts that carry meaning, setting them in a different league than generic, mass-produced items. This new range adds flexibility and variety to our platform while staying true to our focus on quality and affordability."

About Couple Pitara

Couple Pitara is an Indian personalised and corporate gifting brand committed to making high-quality customised gifts accessible. The platform features over 500 customisable products, serving both individuals and businesses across India. With a focus on craftsmanship and affordability, Couple Pitara offers personalised gifting solutions that strengthen personal and professional relationships.

Media Contact

Couple Pitara

*****@couplepitara.com

08930353292

House No-15/1118, Gali No-2, Ashok Nagar

Source : Couple Pitara

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