

RightGifting Launches India's First AI Gift Assistant for Smarter Gifting

Belluru, Karnataka Oct 24, 2025 ([Issuewire.com](https://www.issuewire.com)) - [RightGifting](#), an Indian platform for personalized gifts, has announced the launch of Alisha, the country's first AI-powered chatbot designed specifically for gift recommendations.

Alisha assists users in finding suitable gifts based on occasions, recipient preferences, and budgets. Using artificial intelligence, the chatbot understands user inputs and recommends relevant products from RightGifting's collection of customizable items. The feature aims to make the gifting process simpler and more intuitive for users.

Challenges in Finding the Right Gift: Users often faced difficulties finding the right gift efficiently. Browsing a large catalogue could be time-consuming, and selecting items that suited the occasion, recipient preferences, and budget required considerable effort. Checking customization options for each product was sometimes confusing or inconsistent. Alisha addresses these challenges by providing personalized gift recommendations based on user inputs, streamlining the selection process, and clearly presenting customization options. This makes choosing and purchasing personalized gifts faster, easier, and more intuitive.

Key Features of Alisha:

- **Smart Gift Recommendations:** Suggests appropriate gifts for various occasions and recipients.
- **Personalized Experience:** Learns from user interactions to refine future recommendations.
- **Timesaving:** Reduces browsing time by offering quick, relevant options.
- **Integrated Shopping:** Allows users to browse, customize, and purchase gifts directly within the RightGifting platform.

The introduction of Alisha aims to make the gift selection process more efficient and personalized. By using artificial intelligence, Alisha helps users identify suitable gift options for various occasions, including birthdays, anniversaries, festivals, and corporate events.

This launch represents a notable step in the application of AI within India's e-commerce sector, as [RightGifting](#) becomes the first platform in the country to introduce a conversational AI assistant dedicated to gifting. Users can access Alisha through the [RightGifting](#) chatbot to explore curated, personalized gift recommendations and complete their purchases directly on the platform.

User Guide: How Alisha Works

Step 1: Open Alisha at <https://chat.rightgifting.com/> or via the RightGifting website.

Step 2: Enter a command describing what your need. Examples:

- "Birthday gift for mom"

- "Anniversary gifts under ₹1000"
- "Corporate gifts for employees"
- "Personalized mugs with photo"

Step 3: Browse the curated gift suggestions Alisha displays, including images, prices, and customization options.

Step 4: Refine results with commands like:

- "Show more options"
- "Filter by price 500-1500"
- "Only show gifts for women"

Step 5: Click a product to customize it (text, photo, design).

Step 6: Complete your purchase directly on the **RightGifting** website.

Use Alisha to make your gifting choices easier and more efficient. The AI assistant provides personalized recommendations based on the occasion, recipient, and budget, helping you find suitable gifts quickly. It streamlines browsing, customization, and selection, saving time while ensuring thoughtful and relevant suggestions for any occasion.

About RightGifting:

Founded in 2015 and headquartered in Bengaluru, RightGifting offers over 10,000 customizable gifts for all occasions. The platform is committed to making gifting simple, personalized and memorable, spreading joy in India and abroad.

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