



gratefy
nurturing relationships

■ ANNUAL GIFTING PLANS ■

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Importance of Relationships in Business



95%

**CXOs believe
personal
relationships
are important
to business**

84%

**Customers say
being treated
as a person is
important to
them**

73%

**B2B
companies
report that
customer
engagement
increased
sales.**

**It costs 5 to 25
times more to
Attract a new
customer than
to keep an
existing one**

**Increase in 5 %
client retention
increases
profitability
by 25-95 %**



Needs of Long Term Business Relationships



Planning

Consistency

**Timely
Execution**

**Gratitude
Expressed**

Business Relationships include:

- | Existing Clients
- | Potential Clients
- | Employees
- | Vendors
- | Other Stakeholders

Presenting
The Gratefy
Annual Gifting Plans



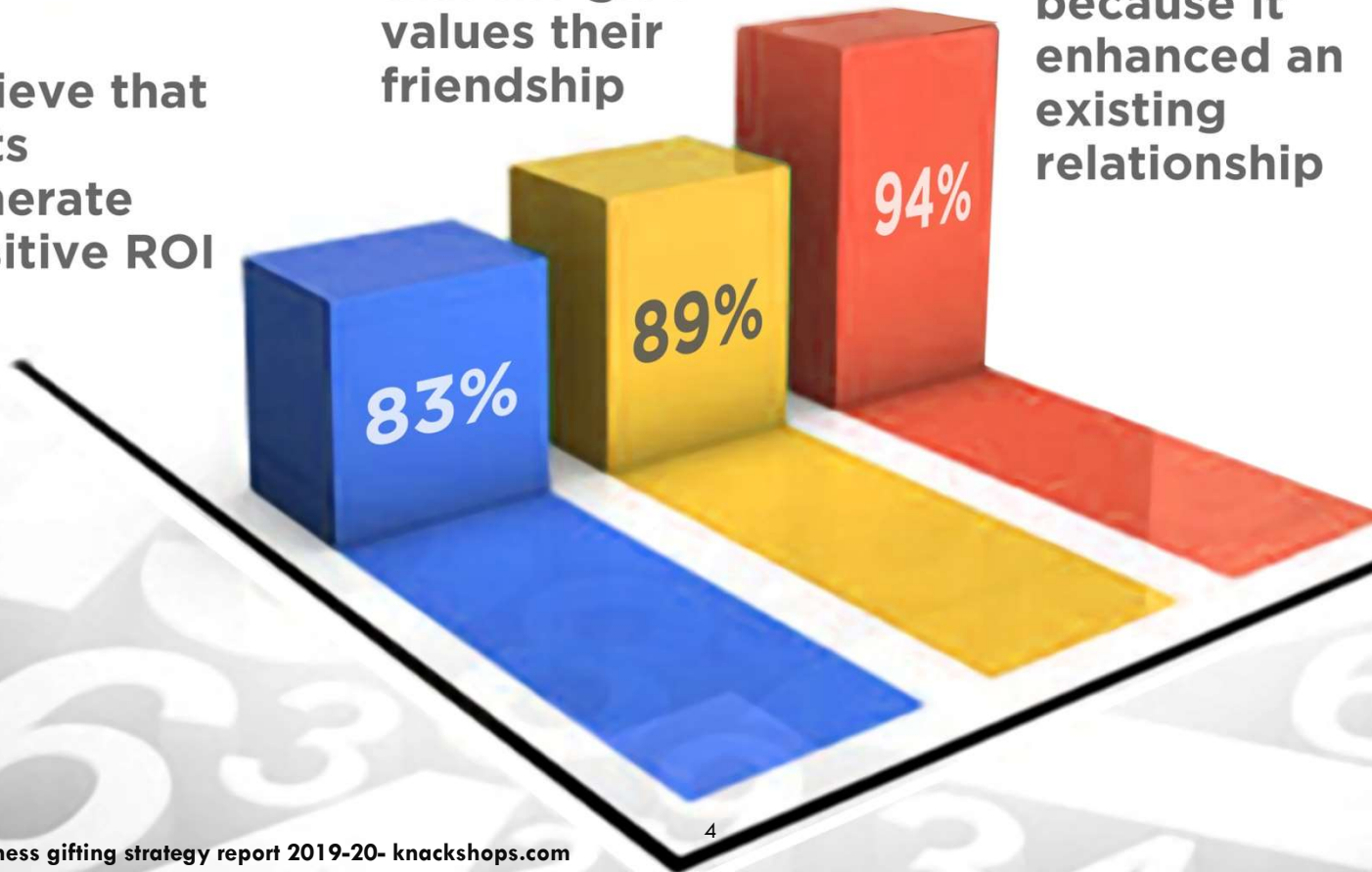
CXO's perspective on Gifting



**Believe that
Gifts
generate
Positive ROI**

**Believe
that Gift
demonstrates
that the give
values their
friendship**

**Positively
impacted by a
personal gift,
because it
enhanced an
existing
relationship**





Strategic Annual Gifting Plan



Objective

- Client /Employee **relationship** building
- **Brand** recall
- Employee/ Client **retention**
- Business **growth**



Our Offering

- **Prepackaged** curated gifting packs
- **Handwritten** notes with each gift
- Production to Delivery- **seamlessly executed**



Flexibility

- You can **choose from various price points**
- Start with **only 10 recipients** for any one plan
- You can select **different Plans** for different recipient categories
- Totally **customized*** option available

* For recipient numbers > 100- Or Annual billing > just 1 lac



Occasion Strategy for Gifting



Our Gifts and Occassion are based on research on Human Psychology.

- **Personal Gifting:** We all love ourselves the most. A Gift for the person –personalised – which he can use. Occasion- FY end/beginning
- **Family Gifting:** We all love our inner circle- family, close friends. A Gift that goes home for the inner circle to use. Occasion- Festival
- **Social Gifting:** People like to deal with good people. Sending a socially relevant message showcases us as socially conscious. Occasion- Environment Day
- **Reminder Gifting:** This is done as a reminder. It's a Personal use gift- Personalised and Useful. Occasion- New calendar year





What are the Annual Plans?



Our ready-to-go Fixed Annual gifting Packages are as follows

Rs 999 Classic 4	4 gifts – 4 times a year
Rs 999 Classic 2	2 gifts – 2 times a year
Rs 1499 Privilege 4	4 gifts - 4 times a year
Rs 1499 Privilege 2	2 gifts - 2 times a year
Rs 1999 Elite 4	4 gifts - 4 times a year
Rs 1999 Elite 2	2 gifts - 2 times a year

GST and Delivery charges extra



THECLASSIC4 | ₹999



PERSONAL GIFTING Financial Year Beginning



Leather & Metal Visiting card Holder with personalised name in gift Box packing

SOCIAL GIFTING World Environment Day



Wooden Coaster set :
Set of 4 wooden Coasters with engraving in a box
Theme - motivational quotes in gift Box packing

FAMILY GIFTING Diwali / Dussera



Dry Fruit Hamper : 100 gms Almond, 1 Aroma Candle Jar, 1 Toran in a gift box packaging

REMINDER GIFTING New Year



Black Elastic Notebook Diary in gift packing

Product and packaging images are representative. Actual pieces may vary depending on availability – but of same value

www.gratefy.com

Package cost is Rs 999 for above 4 gifts in a year GST and delivery extra



THECLASSIC2 | ₹999



PERSONAL GIFTING Financial Year Beginning



Leather Gift Set :
1 Visiting card holder + 1 wallet
with personalised name in gift Box packing

FAMILY GIFTING Diwali / Dussera



Dry Fruit Hamper :
100 gms Almond,
100 gms Raisins,
1 Festive T-light set,
1 toran in a gift box packaging

Product and packaging images are representative. Actual piece may vary depending on availability – but of same value

www.gratefy.com

Package cost is Rs 999 for above 2 gifts in a year GST and delivery extra



THE PRIVILEGE4 | ₹1499



PERSONAL GIFTING

Financial Year Beginning



Leather Travel Organiser with personalised name in gift Box packaging

SOCIAL GIFTING

World Environment Day



Plantable Jute Kit: 1 plantable Notebook + 5 paper seed pen + 5 plantable seed pencil in a jute bag

FAMILY GIFTING

Diwali/Dussera



Dry Fruit Hamper : 100 gms Almond, 1 Aroma Candle Jar, 1 Toran in a gift box packaging

REMINDER GIFTING

New Year



Leather Diary : Detachable Diary with Card holder, Colour TAN in gift Box packaging

Product and packaging images are representative. Actual piece may vary depending on availability – but of same value

www.gratefy.com
Package cost is Rs 1499 for above 4 gifts in a year GST and delivery extra



THE PRIVILEGE2 | ₹1499



PERSONAL GIFTING

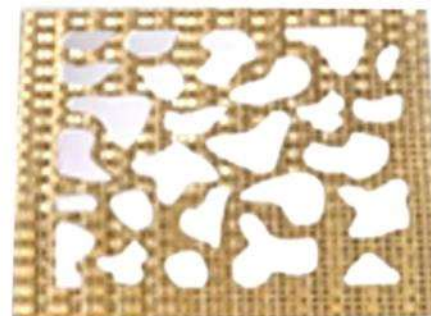
Financial Year Beginning



Leather Visiting Card holder with Power Bank Brand Xech,
2500 mah Power bank with personalised name in gift Box packaging

FAMILY GIFTING

Diwali / Dussera



TEA Hampers: A tasteful floral printed/classic coloured hard box
consisting of 2 assorted tea flavours in pillow packs placed inside
the jute pouches (30 gms each) + 1 tea infuser + 1 scented candle/
set of 5 honey sticks in gift Box packaging

Product and packaging images are representative. Actual piece
may vary depending on availability – but of same value

www.gratefy.com

Package cost is Rs 1499 for above 2 gifts in a year. GST and delivery extra



THE ELITE4

₹1999



PERSONAL GIFTING

Financial Year Beginning



3 pcs Leather Gift set, 1 Personalised Visiting card holder, 1 wallet, 1 key chain holder in gift Box packaging

SOCIAL GIFTING

World Environment Day

Plantable Super Grow Kit :
5 seed pencils + 5 eco seed pens +
10 colour pencils + 1 plantable
mini notepad + 1 seed bomb +
1 coconut husk pot + Organic
fertilizer + 1 cocopit disk



FAMILY GIFTING

Diwali/Dussera



Dry Fruit Hamper, 1 Jar of Almond (100 gms), 1 Jar of Kaju (100gms), 1 Jar of Kishmis (100 gms), 2 candles gift packaging

REMINDER GIFTING

New Year



Leather Document Organiser
Diary + Pen + Visiting card holder

Product and packaging images are representative. Actual piece may vary depending on availability – but of same value

www.gratefy.com

Package cost is Rs 1999 for above 4 gifts in a year

GST and delivery extra



THE ELITE2 | ₹1999



PERSONAL GIFTING

Financial Year Beginning



**3 pcs Leather Gift set: 1 Leather Wallet + Pen
Belt + Key chain holder in gift Box packaging**

Product and packaging images are representative.
Actual piece may vary depending on availability – but of same value

FAMILY GIFTING

Diwali/Dussera Gifting



An elegant cutwork box containing of:

- 6 assorted tea flavours in miniature jars (15gms each)
- 1 stainless steel tea infuser
- 1 set of 5 honey sticks

Customizable :

Giftnote placed along side the box wall inside the box/tag ribboned onto the box outside.

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Package cost is Rs 1999 for above 2 gifts in a year

GST and delivery extra



Personalised hand written
message and card
with every gift



How does *Customized Annual Plan work?



We work with you to understand your **specific requirement** and **design a plan** exclusively for **your objectives**



**Categorize your Clients-
Existing and Potential**



**Decide Occasions
to connect**



**Decide Message
and Gift**



*- Starts at Recipients > 100 or Annual billing > Rs 1lac



Why Gratefy?

BENEFITS

- Build Long Term Client Relationship- **Increase CLV (Customer Lifetime Value)**
- Very **cost effective** way to create a **brand recall**
- **Works in the background** without demanding your time
- **Strategic, Outsourced, Consistent, Planned, Controlled**
- Customised option Available for Annual Billing of **> 1 lac**
- Requires **just one time planning**
- Works for **new client acquisition** as well as **client retention**
- **Business Growth**



marketing@gratefy.com



+91-750609912 , +91-8779901146



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