

Purple Palette

recognized by **siliconindia** Magazine as

siliconindia 10 MOST PROMISING
CORPORATE GIFTING
COMPANIES- 2022

*Through this Award, we acknowledge and
 applaud the company's myriad services, and their ingenuity
 to leverage the best practices in presenting unique methodologies to address complex business demands.*


 Emmanuel Christi Das
 Editor

Purple Palette: Making Corporate Gifting a Meaningful Affair



Vijay Singh Rana,
CEO

Exchanging gifts has always been considered a heartfelt and genuine gesture in general, not only amongst individuals but also within and across companies. Corporate gifts help companies to nurture and build their professional relationship with other corporate companies as well as their employees. As per a research study, after receiving presents from their employers, 70% of employees increased their productivity. Additionally, 53% of employees stayed with their employer because they were recognized and rewarded for their work performance. But their employee and client gifting efforts can only be successful if corporations partner with trusted companies who understand clients' requirements and pain points effectively.

Purple Palette, headquartered in Delhi with a team of 15 people (in-house), is one such trusted company that provides customers with not just quality products, but also great customer service through reliable support in identifying apt gifting options, product variety, and timely delivery. Vijay Singh Rana, who is the CEO and founder of Purple Palette, has 20+ years of experience in sales and business and 12 years of experience in

the core gifting industry with in-depth knowledge of product range and service options.

Talking about the current corporate gifting scenario in India, Founder Mr. Vijay Raina, "The gifting industry is supposed to reach \$312 billion by the end of 2025. Therefore, the clients want to partner with trusted companies for their requirements to be met. Ever since our inception on 23rd February 2012, Purple Palette has believed in making the customer experience delightful. This allows us to innovate and be a part of the conceptualization process that would help our clients in budgeting their needs which indirectly results in happy customers."

Personalised and Customized Products

One of the primary focuses at Purple Palette is to ensure the client is getting timely delivery of quality and durable products in the right price range, whilst providing personalized services to fit their needs and expectations. Purple Palette provides products and services that range from corporate merchandising, corporate apparel, and design as well as printing services for customizations. Out of all these, their most selling product is corporate apparel like t-shirts, hoodies, raincoats, and jerseys.

Talking about overcoming challenges at Purple Palette, Founder Vijay mentions, "We either produce these apparels in-house where we take care of customizable things like color, size, style or logo print, or we procure branded apparels such as Puma, Adidas, UCB, which then are customized according to client specifications. Sometimes, customers expect imme-

diately delivery of good quality products which is difficult for us as a company to commit to. This takes a lot of patience on the company's side where they have to set the expectations of the customers.



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Path Ahead

Vijay Singh Rana believes that ever since its inception 12 years ago, Purple Palette has been successful in providing the best possible customer experience only because the foundation of this organization has been strong. To ensure that quality requirements are being met, Rana personally gets involved in each sale and he makes sure that he keeps learning about market trends and industry standards through his trusted advisors, from time to time.

Talking about future plans Vijay concludes, "Purple Palette plans to improve its packaging and transportation with a vision to expand our operations across various cities in India with an aim to bridge the gap between the local artisans and the corporates." 