

Diwali - The Festival of Light

If you think Christmas is commercialized then you should see Diwali. Gift giving is central to Diwali. It pays homage to the goddess Lakshmi - deity of wealth, prosperity and generosity. This is a buying spree that extends beyond friends and family at home and abroad, to work colleagues, with corporate gifts taking on much greater significance, especially in countries within Asia.



5th November 2010

Presents goes beyond traditional Asian sweets and new clothes to the latest electronic gadgets. A greater importance is placed on the gift purchased especially during this materialistic age. Corporate Diwali gifts are also a growing sector, enabling brands to align themselves with the Asian community.



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Diwali is the most celebrated Hindu festival and is the largest gift giving and shopping festival in India.

The lead up to the festival involves spending significant amounts on the home too. According to tradition, it is believed that the goddess of wealth does not reside in those houses which are unclean and dirty.

The basic idea behind the tradition of exchanging Diwali gifts is to accelerate the feeling of love, bonding, affection and appreciation. People convey their respects, good wishes, blessings, love and appreciation for their dear ones through gifts

The Society for the Confluence of Festivals in India

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Top brands for Asian ethnic groups according to the Weber Shandwick MCC Insight Study 2007

Non –Alcoholic Drinks	Luxury Cars	Financial Services
		

Designer Fashion	Supermarkets	Alcoholic drinks
		  

Hair-care	Skin care	Make-up	High street Fashion
			

Celebrities - Film	Celebrities- Music	Celebrities – TV	Celebrities – Sport
			

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You will be surprised to know how much we know about EMG's. To find out more call:
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