



# Ferns N Petals innovates and launches new, cool & trendy range of products for special occasions

*Ferns N Petals is a renowned name in the world of gifting and in making occasions great for its customers and their loved ones.*

NEW DELHI , DELHI , INDIA, June 5, 2018 /EINPresswire.com/ -- Ferns N Petals is a renowned name in the world of gifting and in making occasions great for its customers and their loved ones. The company is constantly finding innovative ways of helping its consumer find the best [gifts](#) that they can send to anyone, anywhere with respect to the occasion or reason. Birthdays, Anniversaries, House-Warming Parties are special occasions where one gets to cherish special moments with their loved ones. These gift varieties have been developed keeping in mind the personal touch one anticipates when a person receives a gift from a friend or a relative. Hence, these birthday and anniversary tags appeal to that mass audience.

Ferns N Petals has gone a step ahead in innovating its product building and audience mapping so that their customer-base can choose from the existing and new line of products as well in a subtle manner. With new and innovative products, company is aiming at giving customers more relevant gifting options that are suitable as per the current trends.

Commenting on the new launch of products, company's AGM, Ms. Sangeeta Chaudhry said, "As a company, we always want to innovate our product offerings. Flower signature boxes are a new way of presenting the flowers that also adds an aesthetic value and premium look to the gift. Along with that we have also introduced flower message tags for birthday & anniversary. It is all about adding value to the gift so that the customer can feel good about gifting it. In the culinary gifts department, our company and team of chefs have come up with Emoji Cakes. Emojis or emoticons are the new way of communicating and we don't want to lag behind. Hence you can find cool smiley, blushing smiley, kissing smiley, wink emoji, true love emoji etc. cakes on our website. These cakes are extremely popular among our customer-base & they appeal to the emotional quotient as well. We have also launched newly potted plants in our 'plants as gifts' category, to promote more of green gifting and indoor planting."

She further added, "Our Company takes special care of its customer's emotions when one purchases a gift for a dear one's birthday or anniversary. We understand the importance of these 'once in a year' occasions, therefore, [Ferns N Petals Same-Day Delivery Service](#) makes the presents reach the recipients in a mere span of 4 hours or even less! We are constantly abiding by our values and are indeed proud of putting 'innovation first' with every new initiative devised and executed."

## About Ferns N Petals

Ferns N Petals (<https://www.fnp.com>) having pioneered the concept of flowers and gifts in the country, today has become a driver of marketplace innovation and a contributor in local economies. Started with a single store in 1994 in Delhi, the company has been in the present business for more than 21 years now and has completely changed the entire landscape of online gifting. Leading the floral and gifting industry with 240 outlets across 94 cities, pan India, Ferns N Petals is consciously foraying into small towns and every nook and corner of the country to mark its presence.

Eshmeeta Kaur  
Ferns N Petals Pvt.LTD - <https://www.fnp.com>  
9711901471  
email us here

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