

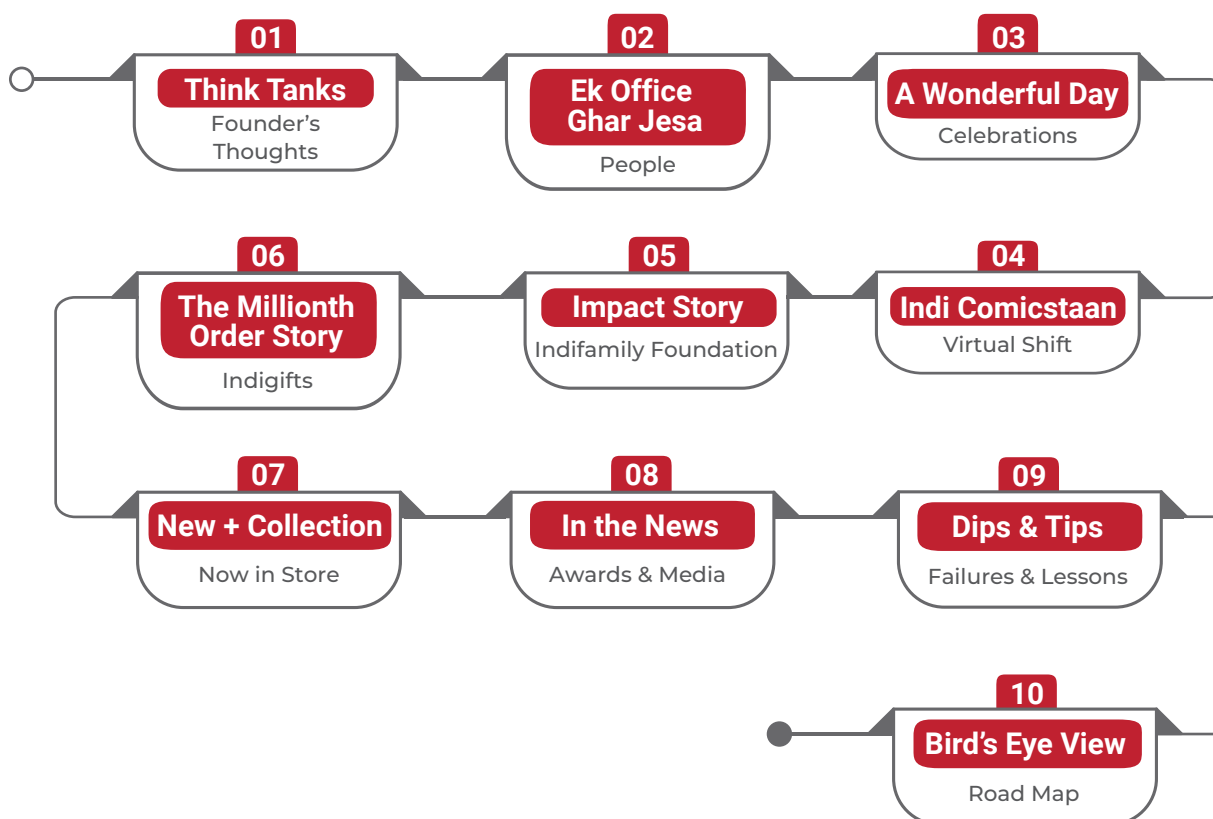
The logo for Indibni features the word "indibni" in a bold, lowercase, sans-serif font. Above the letters 'i', 'b', and 'n' are small colored circles in red, green, and blue respectively. A registered trademark symbol (®) is located to the upper right of the 'i'. Below the main text is the tagline "#DesignforLife" in a smaller, grey, sans-serif font.

# INDIBAAT

## | Indibni's Annual Newsletter | Edition 2

**Indibni**<sup>®</sup> is about communicating & celebrating the everyday spirit of India. With our belief of *वसुधैव कुटुम्बकम्* i.e., The world is one family, we enable people to communicate their bonds & relationships by creating resonating stories and innovative gifts.

And yes, we are turning **9**. So, cheers!



# Think Tanks



**Nitin & Ankit**  
Co-Founders, Indibni

To Everyone,  
We hope you find this message in good health and safety.

***Kehte hai, Dukh Baatne se aadhe ho jaate hai aur khushiyan choguni!*** Here is some good news that came out of the collective fight we put in during these trying times. No doubt, the pandemic pushed the economy to the worst-ever contraction but it also gave us time to retrospect. It brought us together, stronger and made us realise how similar and vulnerable we are as a human race.

We launched campaigns like - Ye Diwali main se hum wali, Ek Office Ghar Jaisa and produced more than 40k + masks. Won **India's Best Design Award 2020** and Outstanding Performance in Emerging Online Startup Business By EAR. With a collection of 25k+ indigenous products in the catalogue, **Indigifts** touched the benchmark of receiving 10k+ orders in a day.

More than 25k people attended **Pehla Sukh – India Wellness Movement** webinars conducted in collaboration with the health Industry experts on various subjects under our CSR vertical – **Indifamily® Foundation**. Partnered with NGOs on the wellness of underprivileged, stray animals, and the environment.

We absolutely admire our association and want to **Thank You** for your endless grit and contribution in making what Indibni is today. If it were not for your support, we would not have made it this far. Together, this is the story of our organisation's growth, our fearless efforts, and crisis management.

At Indibni, we encourage **social, moral, spiritual, and passion oriented** growth along with the professional growth of an Individual. As we continue to soar to greater heights, we are confident to manifest more and more shared goals. We are blessed to have you as a part of our **Indifamily**.

**We salute you for standing by us!!**

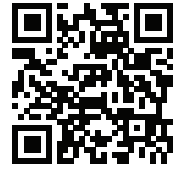
Baat karte rahiye, aage badhte rahiye.

Regards,

Nitin & Ankit,  
Co-Founders, Indibni



# Ek Office Ghar Jaisa



Click/Scan to Watch

Every company has a philosophy around which it operates and evolves. At Indibni, we believe in वसुधैव कुटुम्बकम् i.e., the world is one family. It is our strive to create a workspace that feels like home, where people get a sense of individualism, and a collective purpose at the same time.

An idea, where you feel not just comfortable but excited talking about your work and day spent at work with your mom, dad, and your siblings. Isn't that a beautiful picture? We believe it indeed is.



Food for Thought



Checkmate



Groupie



Shenanigans

Watch here how Indi comes to life in Ek Office Ghar Jaisa.

# A wonderful day

*“Pies mean Thanksgiving and Christmas and picnics.”*

That's what every day feels like at Indibni. May it be Halloween, being someone's mischievous secret Santa, birthday bumps, after office parties, Diwali Puja, crazy weekend activities, Zumba sessions or watching Mr Beans together on the projector during lunch, Indibnites never lose an opportunity to keep the place happening. That's what life is all about, the small things, isn't it?



And gifts, yes, how can one forget them? The moments of happiness we enjoy take us by surprise. Those handwritten birthday greeting cards are something to cherish for a lifetime.

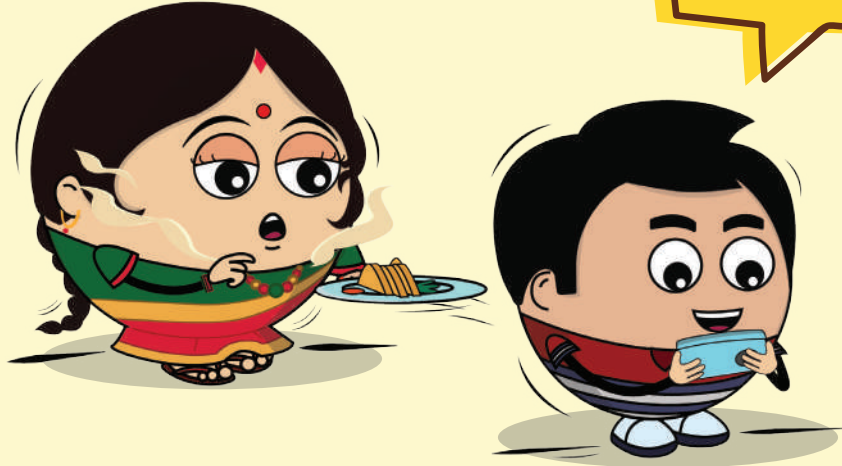
*“To travel is better than to arrive.”*





# Indi Comicstaan

Do you love **comics**?  
A joy tinged with  
childhood nostalgia.



This year we brought our mascots to life. Launched our first digital prints as **Indifamily comics** - पारिवारिक पारम्परिक ड्रामेबाज़ इंडियन कॉमिक्स and **Indiguruji**, the wise modern mentor on Indibaat & Instagram.

Indi, Bini, Choti, Paltu, Dada, Dadi, Mummy, Papa and Indi's friends are all already pumped up with excitement to meet you. Get ready to find them in soft toys, greeting cards, and yes, print comics for the complete exhilarating gifting experience for your loved ones.



FOLLOW:

 @indiguruji

 @indifamilycomics

# Impact Story

*"Sailing through the pandemic"*

## Pehla Sukh - India Wellness Movement under Indifamily Foundation

More than **25k people** attended webinars conducted in collaboration with the health Industry experts on various subjects. The initiative begun with the blessings of Shri Ashok Gehlot, Hon'ble Chief Minister of Rajasthan and Dr. Raghu Sharma, Honorable Health Minister of Rajasthan.



Click/Scan to Follow



### Seed Rakhi

Sustainable Alternative to plastic rakhi

- 50,000 seeds sown
- 200+ rural women employed
- 20+ farmers empowered
- 5 sewing machines to SHGs

Manufactured and sold more than **40K** 3-Layer Reusable Protective Mask & the wellness kit.



Took a pledge to feed the innocent and helpless animals starving out on the streets amid pandemic in association with Raksha Jaipur.



### Stray Care with Self Care

Feed the helpless by protecting yourself & your family.

Indifamily Foundation  
In association with:

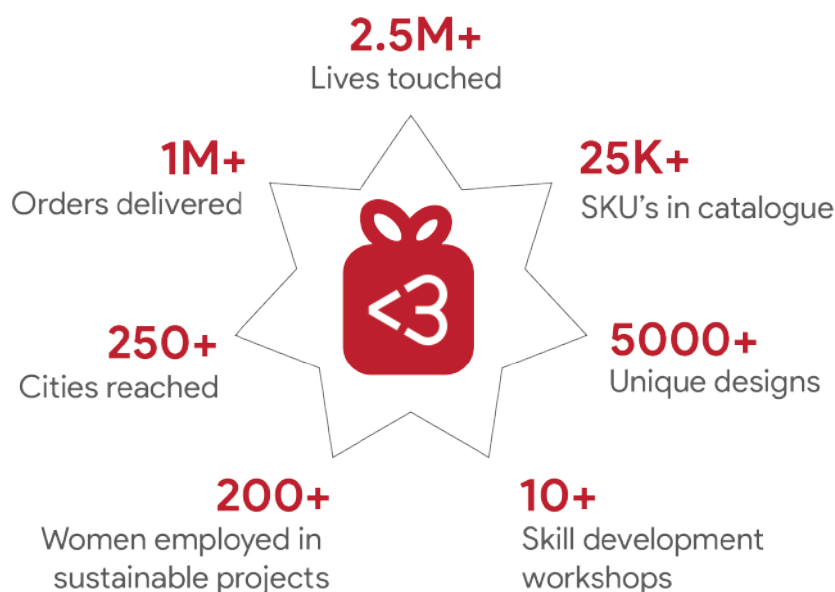
Indigifts with love RAKSHA

## FEED THE SOUL

# The Millionth Order Story

*"Collect things you love, that are authentic to you,  
and your house becomes your story."*

And that's how we processed our millionth order. The story of love from one heart to another.



## Happy Customers



**Sona Saxena**

@coffeecoosnclinks

What a lovely bundle of colorful gifts! Memorable and cute aren't words that do these justice :)



**Namita Rajput**

@namita\_rajput

My mother loved this! Her love and her cooking is truly something to die for and deserved to be appreciated. Thank you Indigifts for giving me a way to express.



**Brijesh Thour**

@jeshpandabri

The One With the thoughtful Rakhi Gift! This is how we'll remember this festive day of Rakshabandhan. Truly special..



# New + Collection

*"In order to be irreplaceable  
one must always be different."*



Click/Scan to Shop

## Collection with a Regional Touch

- ◆ **Abstract Art Collection** - Minimalist patterns painting the flow of everyday life.
- ◆ **Almighty Collection** - A collection reflecting Indian essence, ethics, idols, and magic, making the mundane life unordinary again.
- ◆ **Diwali Collection** - A collection of DIY buntings, paper box lamps, rangoli, adding a subtle touch of pop colors to Diwali decoration.

# In the News

Indibni Private Limited won Outstanding Performance in Emerging Online Startup Business Trophy 2019-2020 in Best Employers Awards by the Employer's Association of Rajasthan



## INDIBNI

wins India's Best Design Award for Folk Fusion (Editors Choice) by Design India Magazine.

FOLK FUSION  
A fusion of Art & Culture



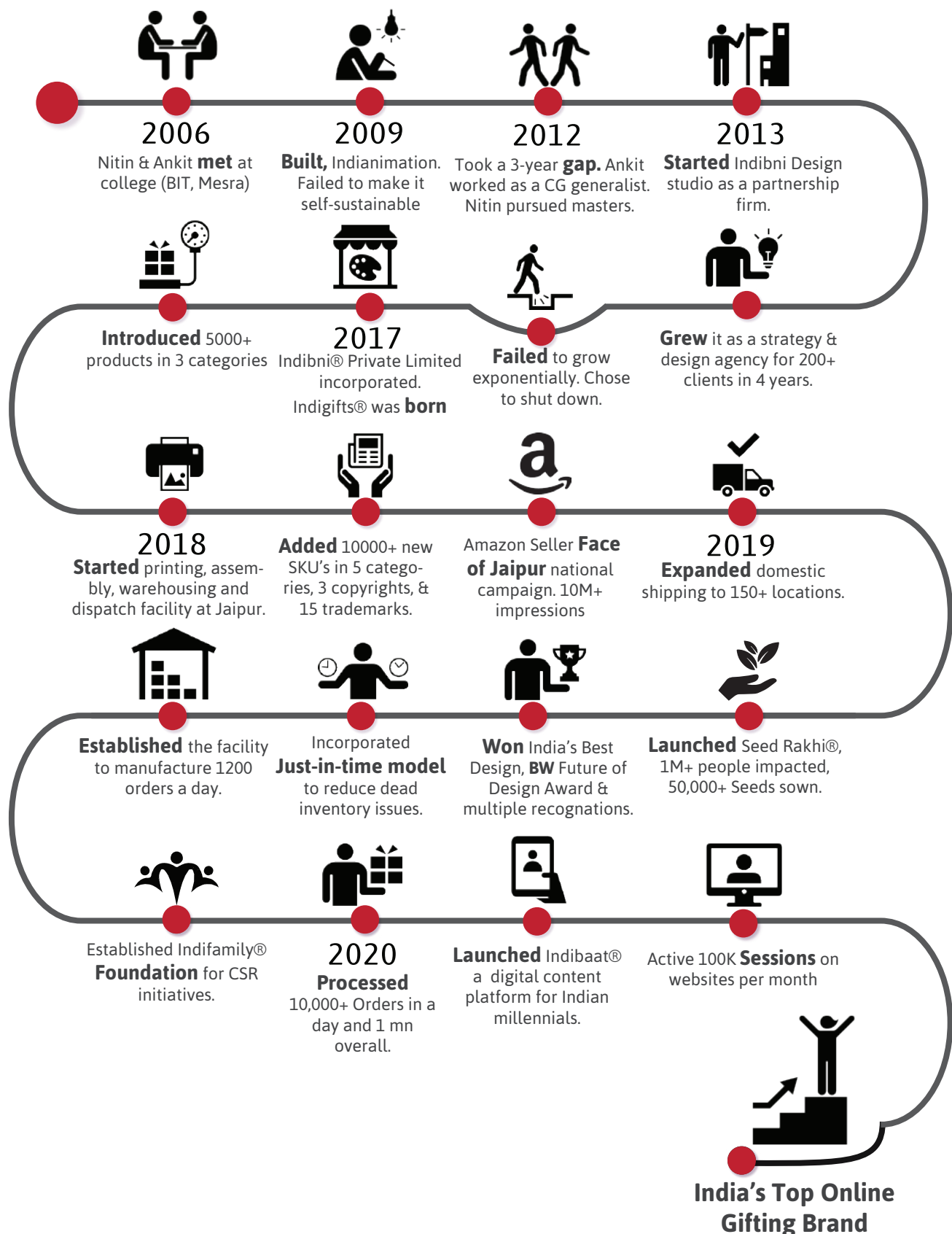
India's Top Online Gifting Startup by SwiftNLift Magazine



Featured in Design Case Studies of India - Vol. 01 by Creative Gaga

# Dips & Tips

*"Don't worry about failures; you only have to be right"*





# Bird's Eye View

*"It is only by trying new things  
that we can hope to create  
products that are original."*



## Virtual Shift

Pandemic accelerated the need for businesses to grow spherically. Increasing our digital footprints would be one of our prime focuses this year.



## Sustainability

Organic, fair trade, environment friendly, locals to co-creators will be the keywords for 2021



## Community

Knitting a complete gifting experience. Loyalty programmes, customization, and community will stay in focus throughout the year.



## Expansion

This is the year we grind even more, increase our footprints, sail to new territories, & spread more smiles.



## An amazing work culture

Yes, that's what Indibni is about. The people who live their job and bring those joys into your hands.

KNOW MORE ABOUT US | [www.indibni.com](http://www.indibni.com)

[in](#) [f](#) [@](#) [v](#) /indibni

Shop at: [www.indigifts.in](http://www.indigifts.in)

Stories at: [www.indibaat.com](http://www.indibaat.com)