

KOSHRA

PREMIUM DRY-FRUIT GIFTING / INDIA



THOUGHTFUL GIFTS, BEAUTIFULLY PRESENTED.

STRATEGIC FIT

WHEN GIFTING IS PRODUCT + OPERATIONS.

Choose KOSHRA when a gifting business must sell ready-made boxes, support personalisation and win serious corporate programmes without looking like a generic ecommerce template.

01**RETAIL CLARITY**

Product, price, contents, allergens, delivery and personalisation remain visible before checkout.

02**CORPORATE CREDIBILITY**

Quantity, branding, GST invoicing, multiple addresses and scheduled delivery have dedicated journeys.

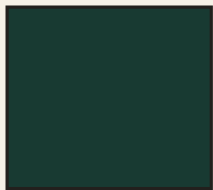
03**BRAND POSITION**

Editorial warmth and packaging craft communicate premium value without black-and-gold excess.

DESIGN LANGUAGE

RECTANGULAR. TACTILE. CONSIDERED.

Square frames, hard rules and controlled asymmetry give the site a catalogue rhythm. Product photography carries desire; compact sans-serif information carries confidence.



FOREST



IVORY



ALMOND



PISTACHIO



BURGUNDY

01**EDITORIAL TYPE**

Instrument Serif gives warmth and distinction without making operational copy ornate.

02**HARD STRUCTURE**

Thin rules and square cards resist the default rounded, soft-dashboard aesthetic.

03**PRODUCT-FIRST**

Open, closed, unboxing and dispatch photographs explain the complete gifting object.

04**QUIET MOTION**

Only menus, drawers, product images and step changes move; reduced motion is respected.

COMMERCE ARCHITECTURE

THREE ENTRY POINTS. ONE SHARED SYSTEM.

The homepage previews the value proposition. Retail, builder and corporate routes then give each buyer the right amount of product and operational detail.

01**READY-MADE GIFTS**

Shop, filter, compare, personalise, add to cart and check out with Indian delivery and GST fields.

02**BUILD YOUR BOX**

Choose a structure, respect compartment limits, add contents, personalise, upload recipients and review total.

03**CORPORATE PROGRAMME**

Explore services, budget routes and process; submit a validated brief for quantity, branding and logistics.

04**POST-PURCHASE**

Account, tracking, delivery help, FAQs and policy routes establish a credible complete product.

ACTIVATION GUIDE

VERIFY BEFORE THE FIRST ORDER.

The concept deliberately labels integration and evidence gaps. The owner should confirm the following before publishing a commercial storefront.

01**PRODUCT DATA**

Price, weight, contents, grades, allergens, shelf life and storage by SKU.

02**COMPLIANCE**

GSTIN, FSSAI, invoice process, claims, labels and counsel-approved policies.

03**OPERATIONS**

MOQs, branding lead times, sample approvals, dispatch capacity and delivery zones.

04**INTEGRATIONS**

Payment, courier, PIN validation, product database, CRM, WhatsApp and authentication.

05**VERIFIED PROOF**

Approved client stories, customer quotes, facility photography and contact details.

RECOMMENDED NEXT STEP

Approve direction, then run a product-data and corporate-operations workshop.