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Valentines Day: Celebrating the Special Occasion Called Love with Gifts and Greeting cards by [Arun Gupta](#)

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Love is a universal language understood by every individual and is the most cherished feeling in the world. Valentine Day is intricately associated to the sentiments and has now grown into a universal festival that celebrates the true essence of love and romance in our lives. It's celebrated every year on February 14th and though it commemorates the martyrdom of a Christian saint named St Valentine, the festival as celebrated today, has little religious significance and is rather considered as a day dedicated to our beloved. This is actually an opportunity to discover the soft and delicate hues of love in the most passionate and subtle way. The meaning of Valentine Day is not only restricted to couples but has a broader spectrum with people expressing love to their friends, teachers, siblings and parents and presenting valentine day gifts to them.

Valentine Day celebration is a recent happening in India but has caught the fancy of people to a great extent especially the younger generation. Though the right-wing members see it as a western import and hesitate to be a part of it, there exist a large and growing number of people who love the feeling behind this romantic festival. On February 14, the spirit of love pervades the entire atmosphere. One can find couples thronging parks, restaurants, malls and theatres holding each other's hands and expressing love for each other. The tradition of gifting on Valentine Day is a time honored one. Online marts provide irresistible offers on this day.

Exchanging presents is the usual part of celebrations which has undergone a series of changes ever since its commencement even though the essence of gifting and sending valentine day greeting cards, greeting and wishes still remains the same. People residing abroad for professional reasons can send gifts to India for their loved ones using online services. There exists a fair number of bustling websites housing an assortment of such souvenirs ranging from the conventional box of chocolates, bouquet of fresh roses, jewelry, perfumes, Valentine day greeting cards or soft toys to contemporary ones like funky and vintage-inspired clothing, trendy accessories, customized heart-shaped pendants or an engraved plaque with his or her name.

An aggressive marketing campaign by cards and gift marketers create hype for this occasion. The markets wear a festive look prior to this day and offer several discounts on items sold so as to attract more number of customers. Most restaurants, discos, movie halls and pubs see a particularly busy time as couples celebrate the day in togetherness.

There is a wide array of ideal presents for the special "her" like a collection of her favorite music or a customized cake with her photograph. A personalized gift hamper containing a bottle of Champagne, a cute teddy bear, customized coffee mugs, a bunch of red roses along with a short message to express your love is sure to win her heart. Ideal valentine day gifts for the special "him" include an adventure sports gear, an apparel hamper of his favorite brand and customized wallets or even cooking him his favorite dishes.

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Arun Gupta is an experienced content writer, I have written different articles for different topics like

Ecommerce, gifts to India, a [valentine day gifts to India](#), a [valentine day greeting cards](#), birthday, anniversary, wedding, gifts to India, Delhi, Mumbai, Chennai, Pune, pubs, restaurants, salons, discounts, deals, offers etc.

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