

The Art of Gifting Malli for Deepavali

Published on 22 Oct 2025 | By IFI Correspondent



During Deepavali, the flower malli has long held a sacred space. In temples, home corners and garlands, its white blooms and sweet scent evoke purity and welcome. Moreover, now it's seeing a revival in the world of festive gifting. The piece discusses how malli is moving from ritual use to gift hampers.

From Temple Corridors to Gift Boxes

Traditionally, malli was used in daily prayers or temple garlands. But increasingly, it's becoming part of curated festive bundles. For example, luxury hampers include malli-scented products or fresh malli arrangements.

Thus, the flower serves as both ritual element and gifting accent.

Why Malli Makes a Meaningful Gift

First, its fragrance is calming yet evocative—perfect for the festival of lights. Second, it carries cultural resonance: the flower signifies devotion, purity and fresh beginnings. Therefore, giving malli becomes not just a transaction but a gesture of meaning.

Third, the shift from conventional sweets and dry-fruit boxes to something like malli signals a move toward thoughtful gifting.

How to Gift Malli Thoughtfully

- Choose fresh blossoms rather than mass-produced sprays. The natural scent adds authenticity.
- Pair malli with ritual elements: a brass diya, decorative tray or incense for a complete gift.
- Package it in reusable or sustainable materials—clay pot, handwoven basket or paper wrap.
- Consider the recipient's home and culture. A flower gift resonates deeply when aligned with rituals

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