

# **Eco-Friendly Gifting Revolution: 'Gift Kya De' Among 54 Start-ups Selected for Amazon Propel Season 4 from 900+ D2C Brands Across India**

Category: Business

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amazon global selling  
**Propel**

Eco-conscious &  
sustainable wooden  
gifts for every occasion



India is witnessing a boom in start-ups, with many focusing on creating eco-friendly products that prioritise environmental conservation. Among these is Raipur-based start-up **Gift Kya De (GKD)**, a rare **manufacturing company** that has carved a niche for itself nationwide through its innovative approach and dedicated efforts. By producing Make-in-India products, GKD is playing a crucial role in promoting local manufacturing and self-reliance.



## Raipur's Gift Kya De (GKD) Shines Among [India's](#) Top D2C Start-ups

### Recognised among [India's](#) Best

Gift Kya De has achieved a major milestone by being selected [among the Top 54 D2C start-ups](#) in the prestigious **Amazon Propel Start-up Accelerator Season 4**. This achievement becomes even more significant considering that over **900 entries** were received, out of which only 54 [visionary brands made it to the exclusive list](#). This recognition solidifies GKD's position as a key player in the eco-friendly and customised [gift](#) industry.

### What is Amazon Propel

The **Amazon Propel Start-up Accelerator** is the flagship [program of Amazon Global Selling](#). It is designed to identify and support promising direct-to-consumer (D2C) start-ups, helping them achieve [global expansion](#). Often likened to [Indias popular Shark Tank TV show](#), Amazon Propel selects entrepreneurs based on the strength of their ideas, business model, and potential for growth. Participants gain access to mentorship, resources, and a platform to [showcase their products to a wider international](#) audience.

### A [Result of Team and Customer Efforts](#)

The directors of GKD credit this success to the [trust](#) of their customers, the relentless efforts of their team, and the unwavering support of their investors. They also expressed heartfelt gratitude to the **Amazon [Global Selling Team for providing this incredible platform](#)** that allows GKD to establish a global presence.

Speaking about this milestone, the GKD team shared, *"This wouldn't have been possible without the [trust of our amazing customers](#), the relentless efforts of our incredible GKDians team, the belief of our investors, and the constant support*

*from our well-wishers.*

## **Redefining Eco-Friendly and Customised Products**

**Gift Kya De** is known for producing environmentally friendly and completely safe products. Additionally, the company specialises in **customised [products that are not only of superior quality](#)** but also captivate customers with their unique designs. Their offerings cater to **[modern consumer demands](#)** for sustainability and personalisation, making them a standout in a competitive market.

## **Vision for the Future**

**Amandeep Singh Bhatia and Suyash Chandel, [Directors of GKD Solutions Pvt. Ltd.](#)**, shared their thoughts on this milestone, *"This is just the beginning. Together, we will continue to redefine the [world](#) of eco-friendly products and gifting while maintaining our customers trust.*

This journey of **Gift Kya De** is not just an achievement but an inspiration for how Indian start-ups can make a **[mark on the global](#)** stage. With its commitment to **[sustainable practices](#)** and customised solutions, GKD aims to further strengthen its mission and explore new dimensions in the realm of **eco-friendly and customised products**. As the brand continues to propel forward, it remains committed to redefining the future of gifting with sustainability and **[innovation](#)** at its core.

**For additional information, please visit**

[linktr.ee/giftkyade](https://linktr.ee/giftkyade)

[giftkyade.com/](https://giftkyade.com/)

[www.amazon.in/giftkyade](https://www.amazon.in/giftkyade)

**Reference link Amazon story**

[surl.li/tenbd](https://surl.li/tenbd)

