

## Virtual Diwali Pujas And Diyas, Brighten Up The Festival, From 123Greetings.com

**Sub-heading:** Pujas or offering prayers and lighting diyas or clay lamps are perhaps the most important practices on [Diwali](#) without which the festivity remains incomplete. 123Greetings.com offers beautiful virtual pujas and diyas to send warm wishes to brighten up the day of loved ones, both near and far.

**New York, NY, Nov 1, 2013:** [Diwali celebrations](#) take place in various ways integrating both traditional and modern means. People participate in activities such as prayers, fireworks, visiting family and organizing gala dinners. However [Diwali pujas](#) and decorating houses with diyas remain the most essential activities for the festival. It is believed that well lit houses invite the Goddess of wealth and prosperity to shower blessings on people. It also indicates the triumph of good over evil and brightness over darkness - ideas that are closely associated to Hindu mythology.

The significance of diyas has also been articulated in ecards. People enjoy virtual [Diwali diyas](#) as seen by the number of diyas-themed expressions sent from 123Greetings.com, in 2012. Over 80% of the ecards, sent by users for the festival, displayed diyas as compared to any other theme. These insights suggest that they form an integral part of the festival. To further enhance the grandeur of the day, 123Greetings.com offers over 600 [Diwali wishes](#) especially designed for the occasion.

Arvind Kajaria, Founder of 123Greetings.com says, "Diwali is celebrated with much enthusiasm by Hindus across the world. Pujas indicate devotion to God and diyas symbolize affluence. We offer ecards in English and Hindi languages for the occasion so wishes for the [festival of lights](#) can be exchanged between loved ones, despite any distances."

123Greetings.com offers over 600 Diwali ecards across 14 categories for users to choose from.

### **About 123Greetings:**

123Greetings.com is the world's leading online destination for human expressions reaching 95 million visitors annually. Its offering of over 42,000 ecards across multiple languages covers a mix of 3,000 seasonal & everyday categories. Its presence is ubiquitous with its Mobile App, Mobile Website and Facebook App catering to users on mobile and social media respectively. Its Connect feature is a relationship management tool enabling users to actively manage their expressions to both personal and professional contacts. It also operates 123Greetings Studio, a unique platform for artists, to upload and monetize their own ecards.

For details, visit [123Greetings.com](http://123Greetings.com)