NAMING RECOMMENDATION

Thapki

For Kavya and Rohan Shah's block-printed baby clothing, Jaipur. Prepared with Brand Naming, by Brand Professor

Name the brand Thapki. It is the soft, repeated pat that settles a child to sleep: a hand pressing gently, again and again, which is what your clothes promise and how your printers in Bagru make them.

Why this name works strategically

Your brief asks for warm, calm and handmade, and rules out "baby", puns and anything that sounds like a chain. Thapki meets all of it with one ordinary Hindi word. It names a feeling every parent in your audience knows, not the product, so it never reads as "baby clothes". Your values and positioning are not yet defined, so this fit rests on your personality words, your buyers and your craft.

Why it fits the brand

It is the most memorable name on the shortlist because it carries a picture: a parent's hand on a child's back. That picture links the calm you sell to the hand-pressing your printers do. It also stands apart from the English-sounding "Little" and "Baby" names that filled today's kidswear searches, so it does not sound like a chain (my reasoning, from those searches). It is two syllables, inside your preference.

The risks

- The first page of search results belongs to Thapki Pyar Ki, a Colors TV drama (2015 to 2017) and its sequel. Some parents will hear the show first.
- English readers may say the "th" as in "thin"; in Hindi it is a breathy t. Both are sayable, but spellings will drift: Thapki, Thapaki, Thapkee.
- thapki.in and thapki.com are taken, so you launch on a modifier, for example thapkikids.in.
- No trademark register has been searched yet.

Next steps (30 days)

- Register thapkikids.in and thapkikids.com (or wearthapki.in and wearthapki.com) now. Domains are cheap and can be let go later.
- Check the Instagram handles @thapki and @thapkikids.
- Have the IP India register searched, then get a qualified trademark attorney's written view before you register the company name, file a trademark or print labels. Those cost more and are harder to undo.
- Lock the spelling: Thapki, capital T, no other forms.
- Ask a few native speakers of Hindi, Rajasthani and Marwari whether the word has any reading you would not want on a child's label.
- Brief your designer on the direction below.
- Run the short parent test in the limits, with real buyers.

Test matrix

Candidate	How it sounds aloud	How well it sticks	Fit with the brief	Ownable: trademark	Ownable: domains and handles	How your buyers will likely read it	Room for a logo	Overall
Thapki	Concern: clean in Hindi; English speakers may soften the "th", and spellings drift	Strong: a concrete picture, most distinctive on the list	Strong: says calm and handmade directly, matching your personality words	Strong: a Hindi word for a pat, unrelated to clothing (trademark not yet searched)	Concern: exact .in and .com taken (blank pages); thapkikids.in and .com free; handles not checked	Concern: tender and familiar for Indian parents (my reasoning, not tested); the TV drama may come to mind first	Strong: an open palm, a repeated pat as a print rhythm	Recommend
Palna	Strong: two open syllables, same in English and Hindi	Strong: a concrete picture, a cradle	Concern: warm and calm, but a cradle belongs to the first months; it stops fitting a 2 to 4 year old	Concern: so close to baby goods it may read as describing them (trademark not yet searched)	Concern: palna.in has a "Launching Soon" page, palna.com blank; palnakids.in and .com free; handles not checked	Concern: tender, but may feel as literal as you feared Bagru Baby was (my reasoning, not tested)	Strong: a cradle's curve, a swinging line	Runner-up
Neemul	Strong: two open syllables, no clusters	Concern: invented; no meaning to hold until you build one	Concern: sleep and soft muslin are buried in the root; the "neem" reading leans medicinal	Strong: an invented word (trademark not yet searched; Neemboo, a kids' cotton label, shares the opening sound)	Concern: exact neemul.in and neemul.com both free today; handles not checked	Concern: "neem" reads natural and safe to Indian parents, but also bitter, like a remedy (my reasoning, not tested)	Strong: the neem leaf is a ready block-print motif	Hold
Rangsu	Strong: easy in English, Hindi and British English	Concern: invented, no clear picture	Concern: colour comes through, calm does not	Strong: an invented word (trademark not yet searched)	Concern: rangsu.in free; rangsu.com registered 3 November 2026; modifier .com free; handles not checked	Concern: "rang" reads festive and bright, against your "calm" (my reasoning, not tested)	Strong: a dye-pot and swatch system	Hold
Saaya	Concern: English readers may say "say-ya" or "sigh-a"; often spelt Saya	Concern: soft but common, also a first name	Concern: shelter fits warm and calm; the word can also mean a haunting presence	Strong: a real word unrelated to clothing (trademark not yet searched)	Concern: saaya.in parked "may be for sale"; saaya.com registered; modifier forms free; handles not checked	Concern: the haunting sense is a poor fit for a child's label (my reading, check with native speakers)	Strong: a canopy of shade, a sheltering shape	Cut

Candidate	How it sounds aloud	How well it sticks	Fit with the brief	Ownable: trademark	Ownable: domains and handles	How your buyers will likely read it	Room for a logo	Overall
Little Indigo	Strong: easy in English and Hindi	Concern: two common words; blurs with other "Little" kidswear names	Concern: indigo fits handmade; "Little" leans cutesy	Weak: says what the product is, small clothes in indigo (trademark not yet searched)	Concern: littleindigo.in forwards to an early-childhood business; littleindigo.com has a holding page; modifier forms free; handles not checked	Concern: clear to gift-givers, but reads sweet more than calm (my reasoning, not tested)	Concern: indigo blue is the obvious look, and other indigo kidswear already uses it	Cut

Weighted scores

Weights used: the standard balance (sound 15, sticking 20, fit 20, ownability 20, buyers 15, logo 10), because your brief names no top constraint. No trademark register was searched, so ownability rests on how strong each name is as a mark and on the domain lookups. Strong scores 5, Concern 3, Weak 1; each score is the rating divided by 5, times the weight. Ownability uses the lower of its two parts. Every row: trademark not yet searched.

Candidate	Sound (15)	Sticking (20)	Fit (20)	Ownability (20)	Buyers (15)	Logo (10)	Total
Thapki	Concern 9	Strong 20	Strong 20	Concern 12	Concern 9	Strong 10	80
Palna	Strong 15	Strong 20	Concern 12	Concern 12	Concern 9	Strong 10	78
Neemul	Strong 15	Concern 12	Concern 12	Concern 12	Concern 9	Strong 10	70
Rangsu	Strong 15	Concern 12	Concern 12	Concern 12	Concern 9	Strong 10	70
Saaya	Concern 9	Concern 12	Concern 12	Concern 12	Concern 9	Strong 10	64
Little Indigo	Strong 15	Concern 12	Concern 12	Weak 4	Concern 9	Concern 6	58

Thapki and Palna are two points apart, too close for these scores to separate them. The deciding factor was the clearer signal: Thapki says calm and handmade, while Palna says "a baby's thing" and stops fitting at age two. Thapki is also the stronger mark. No name was cut before scoring for breaking a hard limit.

Cross-check on Thapki (first-pass, 22 November 2026)

- **Trademark:** trademark not yet searched; no register could be queried here. Exact search: IP India public search (via ipindia.gov.in), word marks THAPKI, THAPAKI, THAPKEE and थपकी, in Class 25 (clothing) and Class 35 (online retail). These classes are unconfirmed, for the attorney to confirm. Before UK shipping in 2028, run the same strings at the UKIPO (gov.uk/search-for-trademark), and check the WIPO Global Brand Database (branddb.wipo.int). Ask the attorney whether anyone holds marks connected to Thapki Pyar Ki in any class.
- **Domains:** thapki.in (registered 29 September 2026) and thapki.com (registered 30 April 2015) are both registered and show blank pages. thapkikids.in, wearthapki.in, thapki.co.in, thapkikids.com and wearthapki.com are not registered (registry lookups, 22 November 2026). Instagram handles: not checked in this environment.
- **Search results:** the first page for "Thapki" is the Colors TV drama Thapki Pyar Ki and its sequel. Searches for Thapki with clothing, kids and baby found no business using the name. The search tool leans to US results; repeat on Google India, Instagram, Amazon.in and Myntra.
- **Pronunciation:** first-pass reasoning only. Hindi थपकी reads back as Thapki, Thapaki or Thapkee. In English and British English, two syllables, no clusters, and no slang or everyday meaning that I know of. Rajasthani, Marwari and other Indian languages need a native speaker.

- **Visual:** an open palm, a rhythm of small repeated marks like a pat, the edge of a printing block. Workable.

The leader held. No promotion was needed.

Runner-up: Palna

Palna matched Thapki on sticking and on room for a logo, and beat it on sound: it is said the same way in Jaipur and in London, with nothing to soften or misspell.

It lost on fit. A cradle belongs to the first months, and your clothes go to age four, so by the time a child is two the name describes something they have outgrown. It also sits so close to baby goods that it is the weaker mark.

Palna becomes the name if the trademark search or the attorney finds Thapki blocked in clothing in India, or if real parents hear the TV drama before they hear the pat. Run the same register and domain checks on Palna first.

Names to cut

- Little Indigo: it says what the product is (small clothes in indigo), which makes it a weak mark that rivals can easily echo, and it is five syllables that lean sweet rather than calm.
- Saaya: it raised a concern on five of six checks, and the word can also mean a haunting presence (my reading; check with native speakers), a risk not worth taking on a child's label.

Hold: Neemul, if owning the name outright matters most (both exact domains free today, but the meaning has to be built). Rangsu, if colour becomes the centre of the brand story and whoever registered rangsu.com this month will sell it.

Limits

- No trademark register was searched for India or the UK; every status above is "trademark not yet searched".
- Instagram handles were not checked. The web search tool leans to US results, so Indian businesses may be under-counted.
- The UK was checked by reasoning only, not by British speakers.
- Every line about how parents will read a name is my reasoning. Nobody has tested these names with your buyers. To test: show the names in plain text to 5 to 10 parents aged 28 to 40 who match your buyer, ask how they would say each one and what it makes them feel, then ask again 24 hours later which they remember and how they spell it. Friends, family and the team do not count as buyers.
- Dialect meanings in Rajasthani and Marwari need native speakers.
- Bagru: a web search found "Bagru Hand Block Print" listed as a Geographical Indication (registration 183). If you plan to use "Bagru" on labels or pages, confirm what that allows at the Geographical Indications Registry.
- Your values and positioning are not yet defined. The name fits your feel words, but nothing yet says what Thapki stands for beyond calm and craft. Brand Strategy's work on core values and positioning would close that.
- Logo and identity design is a separate piece of work; the directions above are starting points.

Next checkpoint

- Before launch in March 2027: the attorney's written view on Thapki is in hand.
- At launch: watch search results for Thapki and respond to any new business using the name.
- Six months after launch: check whether parents remember and spell the name without help.