



Press Release

06th September, 2024

Ganesh Chaturthi kickstarts the Festive Season Sales with estimated business over 25000 crore- CAIT Indian Traders Snub Chinese Products as massive demand for Indian Goods- CAIT

Ganesh Chaturthi a widely celebrated Hindu festival in India will be celebrated with unprecedented fervour across the country with expected business of over 25000 crore said the Confederation of All India Traders with Indian traders completely snubbing Chinese Products.

CAIT Secretary General Emeritus Praveen Khandelwal said that Ganesh Chaturthi drives significant economic activity particularly in regions like Maharashtra, Karnataka, Gujarat, Andhra Pradesh, Telengana, Madhya Pradesh, Tamil Nadu and Goa establishing the significance and contribution of Sanatan Economy in the country.

CAIT National President BC Bhartia said that after a survey conducted by local traders in these states it has come to our knowledge that an estimated over 20 lakh Ganesh pandals have been set up for the festival. Bhartia added that over 7 lakh pandals have been set up across Maharashtra alone followed by 5 lakhs in Karnataka 2 lakh each in Andhra, Telengana and MP and remaining 2 lakhs across the country. Even if you consider a minimum spend of 50,000 Rupees per pandal which include setups, decoration, sound systems, Ganesha idol, flowers, the figure alone crosses 10,000 crore.

Khandelwal said that apart from the money spent on Pandals The business ecosystem around the festival involves a wide range of industries and local businesses such as Ganesha Idols which alone constitute more than 500 crore of business. Flowers, garlands, fruits, coconuts, incense, and other items essential for the rituals are sold in large quantities amount nearing to another 500 crore. Food and Sweets mainly Modaks, the sweet dumpling associated with Lord Ganesh, see a spike in demand. Sweet shops and home-based businesses experience increased sales of over 2000 crore. Additionally, the festival leads to a rise in catering and snack businesses as families host large gatherings and meals amounting to nearly 3000 crore.

BC Bhartia further added that Tourism and Transportation business also gets a massive boost as Ganesh Chaturthi attracts devotees from different regions, resulting in a boost to local tourism. Travel companies, hotels, and transportation services (like buses, cabs, and trains) see increased demand which could be upwards of 2000 crore. Retail and Merchandise. Shops sell festival-related merchandise such as clothes, accessories, home decor, and gift items to the tune of 3000 crore.

Waste Management and Environmental Services also get a major boost With the increasing awareness of eco-friendly practices, waste management businesses see a rise in demand for services like idol immersion in artificial tanks and recycling of decorative materials. Event Management The large-scale organization of public events, including cultural performances and processions, generates business for event management companies. They handle logistics, security, crowd management, and coordination with local authorities, this vertical could contribute nearly 5000 crore.

With the upcoming series of festival season which began on Raksha Bandhan, followed by Ganesh Chaturthi, Navratras, Dusherra, Karwa Chauth, Diwali, Chatth Pooja and the subsequent massive wedding season the Indian economy is set for a rollercoaster ride led by the significant contribution of the Sanatan Economy



For more details, please contact Media Coordinator, Smita Ahuja at +91-78383 84081