



Press Release

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Raksha Bandhan Celebrated with Enthusiasm Across the Country - Record-Breaking Sales on Rakhi

On the auspicious festival of Raksha Bandhan, traders across the country celebrated the occasion with great enthusiasm. This year, Rakhi sales reached record levels compared to previous years, doubling the festive spirit. As in recent years, no Rakhis or materials were purchased or imported from China. Instead, people across the country exclusively bought Indian-made Rakhis.

According to the Confederation of All India Traders (CAIT), consumers thronged markets nationwide to purchase Rakhis, breaking all previous sales records. The Rakhi trade alone is estimated to have reached approximately ₹12,000 crore. Additionally, the market for sweets, gift items, clothing, FMCG products, and other items given as gifts is estimated to have generated around ₹5,000 crore in business.

The national secretary of CAIT and Member of Parliament from Chandni Chowk, Mr. Praveen Khandelwal, was specially visited at his residence by the sisters of the Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya, who tied Rakhi on him.

Mr. Khandelwal and CAIT's national president, Mr. B.C. Bhartia, stated that this year, apart from various types of Rakhis, the "Tiranga Rakhi" and "Vasudhaiva Kutumbakam" Rakhis were the main attractions. Additionally, many Rakhis were made featuring famous products from various cities across the country. These included the Kosa Rakhi from Chhattisgarh, Jute Rakhi from Kolkata, Silk Rakhi from Mumbai, Khadi Rakhi from Nagpur, Sanganeri Art Rakhi from Jaipur, Seed Rakhi from Pune, Woolen Rakhi from Satna in Madhya Pradesh, Bamboo Rakhi made with tribal items in Jharkhand, Tea Leaf Rakhi from Assam, Date Rakhi from Kerala, Pearl Rakhi from Kanpur, Banarasi Cloth Rakhi from Varanasi, Madhubani and Maithili Art Rakhi from Bihar, Soft Stone Rakhi from Pondicherry, Flower Rakhi from Bangalore, and more.

Mr. Bhartia and Mr. Khandelwal further mentioned that starting from a Rakhi trade of ₹3,000 crore in 2018, this figure has reached ₹12,000 crore in just six years. Of this, only 7% of the trade was conducted online, while the remaining was made by consumers who personally visited markets across all states. Because of the emotional connection with Rakhis, people prefer to buy them in person after seeing and evaluating them, which is why the Rakhi trade was strong this year. This indicates that people are once again celebrating festivals with full enthusiasm and are particularly interested in buying products made in India.

For more details, please contact CAIT National General Secretary and Member of Parliament Mr. Praveen Khandelwal at +91-9891015165



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