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**HOLI FESTIVAL SALE EXPECTED TO CROSS 25000 CRORES THIS YEAR  
NO CHINESE GOODS ARE VISIBLE IN THE MARKETS**

This year there is bumper sale of goods pertaining to Holi festival sales as markets across the Country are deeply thronged by the consumers who are excited to celebrate Holi festivity resulting into an estimate of 25% increase in the sales as compared to last year. According to an estimate on Holi, business worth about Rs. 25,000 crore is expected all over the Country out of which a business of about Rs.1500 crore is expected in Delhi alone and the best part is that there is no sale of Chinese goods. Earlier, China exports to India Holi festival material worth about Rs.10 thousand crore every year primarily of colors, toys, balloons etc.-said the Confederation of All India Traders (CAIT) today. The traders across the Country did not import any goods pertaining to Holi this year from China.

CAIT National President Mr. B.C.Bhartia & Secretary General Mr. Praveen Khandelwal said that country made items like herbal colors and gulal, water gun, balloons, Chandan, dress material etc. are favorites' goods for purchase on the Holi festival registered a huge sale while on the other hand, sweets, dry fruits, gift items, textiles, flowers and fruits, toys, furnishing fabric, Kirana, FMCG products, consumer durables, pooja material etc. also having tremendous sales giving an indication of better days for the trade in the future.

Both Mr. Bhartia & Mr. Khandelwal further said that the practice of celebrating Holi through congregational meetings, Holi Milan celebrations and street hangings has been going on for centuries and providing a big advantage of business to small businesses. Large number of such events are being organised daily all over the Country including Delhi by trade bodies and social organisations. In Delhi alone, more than 3 thousand such Holi get-together are expected to take place. were held. As the Holi festival is approaching , the markets in Delhi and upcountry have fully geared up to meet the expected huge rush of consumers particularly tomorrow and day after being Holidays.

Mr. Bhartia and Mr. Khandelwal said that in Delhi the Holi will be burnt on 7th March whereas the colorful Holi will be celebrated on 8th March. In both wholesale and retail markets, the shops are visible with abundant stocks of Gulal, Abeer and colours of herbal ingredients instead of chemical based products. What to say of selling chinese goods by the traders, even the customers are not interested in buying chinese goods which is a major purchasing behavioral change being seen in the consumers. The markets are dumped with Indian goods and having a robust sale all over the Country.