



Press Release

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Ahoi Ashtami puja marks the beginning of Diwali Festival across the Country Markets buzzing - Boycott of Chinese Goods - Indian Products in high demand

With the auspicious Ahoi Ashtami Puja performed by women across the country, the 10-day Diwali festival has begun today. The festive atmosphere is palpable in markets across the nation, with the high demand for Indian products bringing great excitement among shopkeepers, who are expecting substantial business in the next ten days. This year, a renewed enthusiasm is being seen among people for celebrating Diwali. Markets in Delhi and other parts of the country are being specially decorated. This year, Diwali sales are expected to reach a record ₹4.25 lakh crore across India, while consumers will deliver a blow of over ₹1 lakh crore to China through the boycott of Chinese products.

Shri Praveen Khandelwal, Secretary General of the Confederation of All India Traders (CAIT) and Member of Parliament from Chandni Chowk, stated that traders across the country have decided to celebrate this festival on a grand scale as *Apni Diwali – Bharatiya Diwali* by promoting the sale of Indian goods, thereby strengthening Prime Minister Shri Narendra Modi's slogan of “Vocal for Local.”

Shri Khandelwal further mentioned that the festival will continue from Ahoi Ashtami today, with Dhanteras on 28th October, Naraka Chaturdashi on 30th October, Diwali on 31st October, Govardhan Puja on 2nd November, and Bhai Dooj on 3rd November. Immediately following this, Chhath Puja will be celebrated from 5th to 7th November, and the festive season will extend until Tulsi Vivah on 12th November.

According to CAIT, the sentiment of boycotting Chinese products has been growing stronger in recent years, and this year it is even more pronounced. CAIT has appealed to both traders and consumers to ensure that this Diwali, only Indian goods are bought and sold, thus contributing to strengthening the Indian economy.

Shri Khandelwal said that in recent years, consumer purchasing behavior has changed significantly, which is evident from the fact that customers now demand only Indian products in the markets. The attraction towards cheaper Chinese goods has faded, and people are openly boycotting Chinese products. As a result, Chinese goods related to Diwali are now almost absent from markets across the country. Importers have refrained from importing any Diwali-related items from China this year. Shri Khandelwal also pointed out that after China's 2020 attack in the Galwan Valley, traders across the nation resolved to boycott Chinese products, and now, customers have also given up their preference for Chinese goods.

CAIT has called upon traders across the country to celebrate this Diwali as “Apni Diwali – Bharatiya Diwali.” Consumers are showing a special interest in purchasing various items for Diwali shopping, including home decoration materials, Diwali puja items such as clay lamps, idols, wall hangings, handicrafts, auspicious symbols like “Shubh Labh” and “Om,” and materials for worshipping Goddess Lakshmi and Lord Ganesha. These locally crafted and artist-made goods are expected to drive significant business in markets across the country. Additionally, sectors such as FMCG products, consumer goods, toys, electronics, electrical equipment, kitchenware, gift items, automobiles (two-wheelers, three-wheelers, and four-wheelers), sweets, snacks, home furnishings, clothing, ready-made garments, fashion apparel, fabrics, hardware, shoes, watches, furniture, personal care products, cosmetics, mobile phones and accessories, plywood, paint, dairy products, groceries, food grains, edible oils, pulses, cycles, and their parts are expected to see bumper sales this year.

Shri Khandelwal emphasized that Diwali is not only a festival of lights and joy but also an opportunity to boost the Indian economy. “We all must adopt the principle of ‘Vocal for Local’ and support Indian products. This year, with the preparedness of traders and the enthusiasm of consumers, it is certain that sales of Indian goods will reach record levels.”

This Diwali festival is expected to bring unprecedented growth in trade activities and vibrancy to markets in the coming days. Traders and shopkeepers are celebrating this occasion with great enthusiasm and are fully prepared to meet the needs of consumers.



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