



Press Release

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Maha Kumbh 2025: Estimated business of ₹3 Lakh Crore – CAIT Secretary General & Chandni Chowk MP Praveen Khandelwal

The Maha Kumbh 2025, being held in the sacred city of Prayagraj from January 13 to February 26, is expected to witness the arrival of approximately 60 crore devotees over 45 days. This will generate an estimated business of over ₹3 lakh crore (₹3,00,000 crore or approximately \$360 billion) through goods and services, making it one of the biggest economic events in the country.

Sharing this information, Confederation of All India Traders (CAIT) Secretary General and Chandni Chowk MP Shri Praveen Khandelwal stated that this world's largest human gathering has firmly established the connection between faith and economy. It also proves that India's Sanatan economy has deep-rooted strength, playing a significant role in the country's overall economic framework.

Shri Khandelwal mentioned that before the commencement of the Maha Kumbh, initial estimates projected the arrival of 40 crore people and business transactions worth around ₹2 lakh crore. However, due to the unprecedented enthusiasm across the country, it is now expected that nearly 60 crore people will participate in the Maha Kumbh by February 26, leading to a massive business turnover exceeding ₹3 lakh crore. This has provided a significant boost to Uttar Pradesh's economy and created new business opportunities.

According to the Uttar Pradesh government, over 53 crore devotees have already taken a holy dip in the sacred waters, with millions continuing to visit daily.

Economic Impact of Maha Kumbh

Highlighting the economic impact of the Maha Kumbh, Shri Khandelwal noted that several business sectors have witnessed large-scale economic activities, including:

Hospitality & Accommodation

Food & Beverage Sector

Transport & Logistics

Religious Attire, Puja Samagri, and Handicrafts

Textiles, Apparel, and Other Consumer Goods

Healthcare & Wellness Services

Religious Offerings and Other Ceremonies

Media, Advertising & Entertainment

Infrastructure Development & Civic Services

Telecom, Mobile, AI-based Technology, CCTV Cameras, and Other Equipment

These booming sectors have also created widespread employment opportunities, significantly benefiting both local and national economies.

Broader Economic Benefits Beyond Prayagraj

Shri Khandelwal further pointed out that the economic benefits of Maha Kumbh are not limited to Prayagraj. Cities and towns within a 150 km radius have also experienced a significant business surge, strengthening local economies. Additionally, Ayodhya, Varanasi, and other religious destinations have seen an increase in pilgrim visits, as devotees travel for the darshan and worship of Lord Ram in Ayodhya, Lord Shiva in Varanasi, and other deities in nearby regions. This has further fueled massive economic activities in these areas.

Maha Kumbh 2025: A Historic Event with a Lasting Economic Impact

Shri Khandelwal emphasized that Maha Kumbh 2025 is not just a historic religious gathering but also a major economic driver. Beyond its spiritual and cultural significance, the event is playing a crucial role in strengthening national and local economies. It is expected to positively shape India's trade, commerce, and cultural landscape, setting a new economic benchmark for years to come.



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