



Press Release

07th August, 2025

Rakhi festival brings unprecedented buzz to markets across Nation ₹17,000 crore trade on Rakhi festival expected this year

With just two days left for the festival of Raksha Bandhan, markets across Delhi and the rest of India are witnessing massive footfall, filled with festive cheer and high energy. According to an estimate by the Confederation of All India Traders (CAIT), the Rakhi season this year is expected to generate a whopping ₹17,000 crore in trade, while sweets, fruits, gifts, and related items may contribute an additional ₹4,000 crore. Notably, no Chinese rakhis or festival goods are visible in Indian markets this year.

This year's Raksha Bandhan carries a deeper emotional and patriotic significance, as it coincides with the anniversary of the Quit India Movement (9 August), and comes shortly after the heroic success of Operation Sindoor by India's armed forces. As a result, markets are decked with threads of emotion and trays of nationalism, turning into magnets for enthusiastic consumers.

Member of Parliament from Chandni Chowk and CAIT Secretary General Shri Praveen Khandelwal stated that this Raksha Bandhan is not just about celebrating sibling love, but also embodies patriotism and the spirit of Atmanirbhar Bharat. This year, a special emotional message is being delivered across cities through rakhis dedicated to soldiers, as sisters tie rakhis to jawans to express national gratitude.

Innovative Rakhi designs lead market trends this year-said Khandelwal. This year's Rakhi market is abuzz with innovative, theme-based rakhis – ranging from 'Vocal for Local', 'Digital Rakhis' with QR codes, to designs inspired by Operation Sindoor, Modi Rakhi, Atmanirbhar Bharat, Jai Hind, Viksit Bharat, Bharat Mata Ki Jai, and Vande Mataram. These have gained tremendous popularity among buyers.

Alongside traditional designs, eco-friendly rakhis made from clay, seeds, khadi, bamboo, and cotton are in high demand. Customised rakhis featuring sibling photos and names are also trending.

Reflecting the theme of 'Vasudhaiva Kutumbakam', rakhis representing diverse regional crafts and materials are winning hearts including Kosa rakhi (Chhattisgarh), Jute rakhi (Kolkata), Silk rakhi (Mumbai) Khadi rakhi (Nagpur), Sanganeri rakhi (Jaipur), Seed rakhi (Pune) Bamboo rakhi (Jharkhand), Tea-leaf rakhi (Assam), Madhubani rakhi (Bihar) notably.

Shri Khandelwal added that many of these rakhis are handmade by local women entrepreneurs, self-help groups, and artisans, boosting women empowerment and domestic industries. He emphasized that Indian consumers now prefer to celebrate festivals with pride and self-respect, actively supporting Make in India products.

Shri Khandelwal said that this year it's a festival of emotions, economy & national spirit. Raksha Bandhan 2025, falling on 9 August, will not merely be a cultural celebration but also a symbol of economic opportunity, national pride, and heritage preservation. The trader community is viewing this as a "social-commercial movement" and is gearing up with full enthusiasm and dedication. Rakhi 2025 – Not just a thread of love, but a knot of patriotism.

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