



CONFEDERATION OF ALL INDIA TRADERS

(An Apex Body of Trade Federations, Associations & Small Scale Sector of India)



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Press Release

03rd October, 2025

With Navratri Diwali Festival begins-Expected record festival sale of Rs. 4.75 lakh crores Indian products dominate markets- Swadeshi is new identity of business

With the onset of the auspicious Navratri festival, India has officially stepped into the month-long Diwali season, and the buzz in markets across the country is unmistakable. Traders are gearing up for a record-breaking festive season, with Diwali sales expected to cross an all-time high of ₹4.75 lakh crore, driven largely by Indian-made goods.

Over the past four years, Diwali sales have consistently shown remarkable growth – from ₹1.25 lakh crore in 2021 to ₹2.50 lakh crore in 2022, further rising to ₹3.75 lakh crore in 2023 and ₹4.25 lakh crore in 2024. This year's projected figure of ₹4.75 lakh crore marks a new milestone, underscoring the growing sentiment for Swadeshi and the clear shift in consumer behavior towards buying Made in India products. In Delhi alone it is expected that festival sales will touch a record 75 lakh crore expressing high sentiments of the markets.

Addressing a press conference today in New Delhi, *Shri Praveen Khandelwal, Secretary General of the Confederation of All India Traders (CAIT) and Member of Parliament from Chandni Chowk*, said that during the Navratri days, CAIT conducted a survey among trade associations in 35 cities across different states. According to the survey, two major factors are fueling this year's boom:

1. Prime Minister Shri Narendra Modi's clarion call for Swadeshi and his vision of *"Vocal for Local – Local for Global,"* which has found overwhelming acceptance among consumers.
2. The recent *massive GST rate cut*, which has come as a festive gift for both traders and consumers, giving a significant boost to sales across categories.

At the press conference, an indicative exhibition of about 30 stalls showcasing Swadeshi festival goods made by women entrepreneurs was also organised. The exhibition displayed the high quality of Indian goods coupled with competitive prices.

Shri Khandelwal said, “*This Diwali will be celebrated as Apni Diwali – Bharatiya Diwali under CAIT's ongoing national campaign Bhartiya Saaman – Hamara Swabhiman*. The combined impact of PM Modi's Swadeshi call and the GST rate cut has ignited festive enthusiasm among traders and consumers alike. This year, Indian markets will witness one of the biggest Diwali sales in history, powered by Swadeshi goods.”

*The festive calendar this year stretches from Navratri through Ahoi Ashtami (Oct 13), Dhanteras (Oct 18), Naraka Chaturdashi (Oct 19), Diwali (Oct 20), Govardhan Puja (Oct 21), and Bhai Dooj (Oct 22), and extends to Chhath Puja (Oct 25–28) and Tulsi Vivah (Nov 2). *Traders across the country have resolved to celebrate each of these festivals in a grand way, promoting Indian-made goods at every step.

P.T.O

“Vyapar Bhawan”



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Chinese goods out, Swadeshi rules the market

The trend of rejecting Chinese products has grown stronger each year. Since the Galwan Valley attack in 2020, both traders and consumers have taken a firm resolve to boycott Chinese goods. As a result, this Diwali, Chinese products are virtually absent from the market, and importers have completely stopped bringing Diwali-related items from China.

Swadeshi shopping categories dominating sales

Consumers are showing exceptional interest in buying Indian-made goods across diverse categories – from clay lamps, idols, wall hangings, handicrafts, puja items, and home décor to FMCG, electronics, electrical goods, builders' hardware, automobiles, cloth and tapestry, garments, furniture, toys, sweets, personal care items, kitchenware, and utensils. Virtually every sector is poised for bumper sales, with Indian artisans, manufacturers, and traders at the forefront.

Shri Khandelwal further said, “*Diwali is not just a festival of lights but also a festival of economic growth. Every rupee spent on Indian goods this Diwali strengthens the country's economy, generates employment, and fulfills PM Modi's vision of a self-reliant India.”*

A festival of lights, Economy, and Swadeshi pride

With record-breaking sales projections, decorated markets, and renewed consumer enthusiasm, this year's Diwali is set to write a new chapter in India's trade history. The message is clear – this season, India is celebrating Diwali with Swadeshi spirit, Indian goods, and global ambition.

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