



Press Release

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Massive buying across India on Dhanteras — Trade estimated to cross ₹1 Lakh Crore Gold–Silver Sales alone exceed ₹60,000 crore nationwide Over ₹10,000 crore gold–silver trade in Delhi — Surge in demand for Swadeshi Products

Each festival in India carries its own special significance, but Dhanteras holds a unique and auspicious place. On this day, people across the country traditionally buy gold, silver, utensils, kitchenware, vehicles, brooms, electronic and electrical goods, idols of Goddess Lakshmi and Lord Ganesha, clay lamps, and other puja materials, all considered symbols of prosperity. It is widely believed that any purchase made on this day multiplies thirteen times in value.

Confederation of All India Traders (CAIT) Secretary General and Member of Parliament from Chandni Chowk, Mr. Praveen Khandelwal, said that Dhanteras, observed on the thirteenth day (Trayodashi) of the Krishna Paksha in the Kartik month, marks the divine emergence of Lord Dhanvantari with the Amrit Kalash (nectar pot) during the Samudra Manthan. Hence, the day is celebrated as Dhanteras or Dhantrayodashi.

Mr. Khandelwal stated that this year, the total business on Dhanteras — including gold, silver, and other auspicious items — is estimated to have crossed ₹1 lakh crore across the country.

According to Mr. Pankaj Arora, National President of CAIT's jewellery chapter, the All India Jewellers and Goldsmith Federation (AIJGF), the past two days have seen unprecedented rush in jewellery markets. As per preliminary estimates, the gold and silver trade alone exceeded ₹60,000 crore, while Delhi's bullion markets recorded sales worth over ₹10,000 crore, marking a 25% rise compared to last year.

Last year, the price of gold was around ₹80,000 per 10 grams, whereas this year it has crossed ₹1,30,000 per 10 grams — a rise of about 60%. Similarly, silver prices have surged from ₹98,000 per kilogram in 2024 to ₹1,80,000 per kilogram — an increase of roughly 55%. Despite the sharp rise, consumers have continued buying gold and silver, as they are considered the most secure forms of investment, while regular customers preferred lightweight jewellery this season.

Mr. Khandelwal added that buying new utensils made of copper, silver, or steel on Dhanteras is considered auspicious, symbolizing purity and prosperity. As per Vastu Shastra, purchasing a broom on this day is believed to remove poverty and negativity, inviting the blessings of Goddess Lakshmi. In modern times, people also buy mobiles, laptops, tablets, and other electronic gadgets, which are seen as symbols of progress and good fortune.

This year, Dhanteras witnessed record-breaking sales across multiple sectors including Gold & Silver Jewellery and Coins — ₹60,000 crore, Utensils & Kitchenware/Appliances — ₹15,000 crore, Electronic & Electrical Goods — ₹10,000 crore, Decorative Items, Lamps & Puja Materials — ₹3,000 crore, Dry Fruits, Sweets, Fruits, Textiles, Vehicles & Miscellaneous Items — ₹12,000 crore. Thus, the total business nationwide on Dhanteras is estimated at ₹1 lakh crore.

Mr. Khandelwal highlighted that the sharp rise in festive trade this year is largely due to significant reductions in GST rates and the impact of Prime Minister Narendra Modi's "Swadeshi Aapnao" (Adopt Indigenous Products) campaign. Consumers are showing a clear preference for locally made and Indian products, benefiting small traders, artisans, and manufacturers across the country.

He further noted that this festive season, not only malls but also traditional markets, jewellery bazaars, utensil hubs, electronic markets, and local retail shops have witnessed extraordinary enthusiasm and record customer turnout.

Mr. Khandelwal concluded by saying that Dhanteras and Diwali are no longer just festivals of prosperity and faith — they have become a celebration of economic vibrancy, cultural heritage, and the Swadeshi spirit that continues to energize India's retail economy.

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