



Press Release

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Festive cheer across India on Bhai Dooj – A wonderful blend of family bonds, culture, and tradition Festival of sibling affection turns into a celebration of trade and joy – Estimated business of ₹22,000 crore across the Country; Around ₹2,800 crore in Delhi alone

Today, Bhai Dooj was celebrated with great enthusiasm, happiness, and traditional fervour across Delhi and the entire nation. The festival is a symbol of love between brothers and sisters, family unity, and mutual trust in Indian culture. Sisters applied tilak on their brothers' foreheads, praying for their long life, happiness, and prosperity, while brothers expressed their affection by offering gifts and blessings to their sisters.

Major markets across the country – particularly in Delhi, Mumbai, Jaipur, Ahmedabad, Lucknow, Bhopal, Kolkata, Chennai, Hyderabad, Bengaluru, Pune, Patna, Indore, and Kanpur – witnessed huge crowds today. The festival was celebrated joyfully in an atmosphere of family bonding across cities, towns, and villages.

According to the Confederation of All India Traders (CAIT), Bhai Dooj generated an estimated ₹22,000 crore worth of business across India, while Delhi alone accounted for nearly ₹2,800 crore in trade.

CAIT stated that the major categories of goods traded during the festival included sweets and savouries, chocolates, fruits, dry fruits and gift packs, readymade garments, sarees and apparel, jewellery and fashion accessories, electronics and gadgets, home appliances, packaging and decoration items, puja materials, crackers, gift articles, cakes, bakery and confectionery products. Additionally, travel, cab services, restaurants, and the hospitality sector also saw significant business activity.

Shri Praveen Khandelwal, Member of Parliament from Chandni Chowk and National Secretary General of CAIT, said that the festival not only strengthened family relationships but also gave a strong boost to the nation's economy, reaffirming the importance of India's "Sanatani economy."

He said, "Bhai Dooj is not merely a family festival; it is the very soul of Indian culture that reinforces the spirit of love, sacrifice, and respect within familial relationships. On this occasion, traders across the country are promoting Hon'ble Prime Minister Shri Narendra Modi's call for 'Vocal for Local' and 'Aatmanirbhar Bharat' by encouraging the sale of indigenous products."

Mr. Khandelwal further informed that sales of Swadeshi (indigenous) products increased by nearly 50% this year, with record growth particularly seen in sweets, traditional gift items, dry fruits, and handloom garments.

He added that such festivals not only strengthen social harmony and family bonds but also demonstrate the economic strength of India's non-corporate and non-agricultural sector, which continues to drive the nation's growth journey.

CAIT believes that festivals like Bhai Dooj rejuvenate India's traditional market culture and inspire consumers to prefer Swadeshi products, thereby reinforcing the spirit of self-reliance in the Indian economy.

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