



Press Release

30<sup>th</sup> April, 2025

## Gold trade across India estimated at ₹12,000 Crore on Akshaya Tritiya today

Today marks the celebration of Akshaya Tritiya, a day deeply revered in Indian culture for its auspiciousness. Across India, significant purchases of gold and silver were anticipated, with jewellers making extensive preparations and steady customer footfall observed in markets throughout the day. Notably, lightweight jewellery witnessed greater demand compared to heavier items.

**Praveen Khandelwal, National Secretary General of the Confederation of All India Traders (CAIT) and Member of Parliament from Chandni Chowk, Delhi**, stated that based on estimates, gold jewellery and related items worth approximately ₹12,000 crore were sold across the country today. In addition, silver trade was estimated at around ₹4,000 crore. Despite the steep rise in gold and silver prices, the ongoing wedding season and the traditional belief in the auspiciousness of Akshaya Tritiya contributed to healthy business activity. He noted that gold is considered one of the best forms of financial investment, which also encouraged buyers to proceed with purchases despite the high prices.

**Pankaj Arora, President of the All India Jewellers and Goldsmith Federation**, reported that today, gold was priced at ₹97,500 per 10 grams and silver at ₹98,000 per kilogram — historically among the highest levels. Interestingly, gold prices dropped by ₹1,000 and silver by ₹2,000 during the day. Despite high rates, consumer interest remained steady, reflecting the deep-rooted religious and cultural significance of this auspicious occasion.

Mr. Arora added that in previous years, gold and silver prices were significantly lower:

- In 2022, gold was ₹52,700 per 10 grams and silver ₹65,000 per kg
- In 2023, gold was ₹61,800 and silver ₹76,500
- In early 2024, gold touched ₹74,900 per 10 grams

He noted that lower prices typically drive higher demand, yet today's sentiment remained strong due to the day's importance.

**B.C. Bhartia, National President of CAIT**, explained that "Akshaya" means eternal prosperity — something that never diminishes. It is believed that anything purchased or initiated on this day continues to grow and brings lasting wealth. As gold symbolizes purity, prosperity, and wealth, it remains the most favored purchase on this day. That is why the gold and silver trade sees a massive spike across India on Akshaya Tritiya, and jewellers, goldsmiths, and artisans eagerly await this day each year.

According to mythological beliefs, on this day, Lord Shiva blessed Kubera with immense wealth and Goddess Lakshmi with the title of the goddess of fortune — making it one of the most auspicious days for buying precious metals.

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