"16 Significant Instances" :- How Diwali Fueled Bharat's Economic Growth (2021–2025)

This report highlights **16 key instances** from **2021 to 2025** when Diwali powered **Bharat's economy, boosting sales, jobs, local manufacturing, and overall market growth.**

- On **October 21, 2025**, the [Confederation of All India Traders](#) **(Cait)** reported that Diwali 2025 boosted **Bharat's** economy with record **sales of ₹6.05 trillion**, including **₹5.40 trillion** from **goods** and **₹65,000 crore** from **services**, marking **25% YoY growth**, driven by strong demand for **local products** and creating around **5 million temporary jobs.**

❖ Overview : Economic Boost

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<tr><th>S. No</th><th>Economic Contributions</th><th>Visuals & Sources</th></tr>
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Diwali Eve 2025 Sees UPI Transactions Soar to 740 Million in a Single Day

Date- October 22, 2025
Economic Impact- Diwali 2025 boosted India's digital economy as UPI daily transactions surged to ₹94,000 crore on average, peaking at ₹1 lakh crore six times, driving total October transactions toward an all-time high of over ₹28 lakh crore.

- **Description-** The Unified Payments Interface (UPI) witnessed a festive season boom in October 2025, with the average daily transaction value rising **13% over September to reach ₹94,000 crore**, driven by Diwali spending and GST rate cuts.
- **Daily transaction volumes also hit new highs, peaking at 740 million on the eve of Diwali,** while the monthly average stood at 695 million, up 6% from September. **By October 20, UPI crossed ₹1 lakh crore in daily transactions six times, double September's count.** October is set to post an all-time monthly record, with total transaction value expected to exceed **₹28 lakh crore,** reflecting the strong economic push from festive digital payments.

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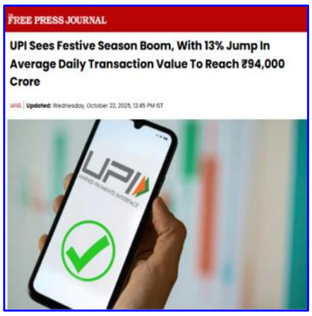

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Historic ₹6.05 Trillion Diwali Sales Mark Highest-Ever Festive Business

Date- October 21, 2025
Economic Impact- Diwali 2025 boosted India's economy by driving record ₹6.05 trillion in sales, creating around 5 million temporary jobs, and strengthening demand for local goods across sectors.

- **Description-** Diwali 2025 sales in India reached a record sales of **₹6.05 trillion,** with **₹5.40 trillion from goods** and **₹65,000 crore from services**, marking a **25% YoY growth from ₹4.25 trillion,** according to the Confederation of All India Traders **(Cait).** This was the **highest-ever festive business in India's trading history.**
- Indian-made products surged **25% as 87%** of consumers preferred local items, **reducing demand for Chinese goods.** FMCG led sales at **12%,** followed by gold & jewellery **(10%),** electronics & electricals **(8%)**, and consumer durables, garments, and gifts (7% each). Lower GST rates boosted sales, while Trader and Consumer Confidence Indexes were high at 8.6/10 and 8.4/10. **Around 5 million temporary jobs were created.**

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Diwali 2025 Festive Sales Crossed ₹1.2 Lakh Crore, Driven by Online Shopping

Date- October 20, 2025,
Economic Impact- Diwali 2025 boosted India's digital economy with festive sales crossing ₹1.2 lakh crore, driven by a 24% rise in e-commerce orders, a 120% surge in quick commerce, and strong demand for electronics, fashion, and gold.

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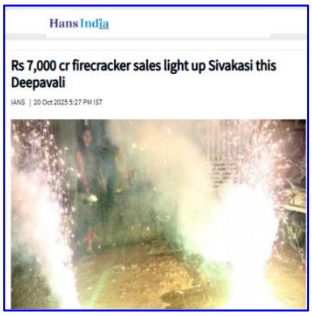
	✧ **Description-** India's Diwali 2025 festive season ended on a high note, with e-commerce reporting a **24% rise in order volumes and a 23% increase in GMV,** according to **Unicommerce.** Amazon's Great Indian Festival recorded **276 crore customer visits,** driven by premium smartphones, large TVs, appliances, fashion, and beauty, especially in tier-2 and tier-3 cities. ✧ Quick commerce platforms like Swiggy Instamart, Zepto, Blinkit, and Bigbasket emerged as major winners, witnessing a **120% surge** in orders. Gold and silver coin sales jumped multi-fold. Overall festive sales were estimated to have **crossed ₹1,20,000 crore,** showing a shift toward instant, convenient, and largely digital shopping.	
4.	**Tata Motors Sells 1 Lakh Vehicles During Diwali 2025, Boosting Economy** **Date-** October 21, 2025 **Economic Impact-** Diwali 2025 boosted India's economy as Tata Motors retailed over 1 lakh vehicles, including 10,000 EVs, spurring manufacturing, logistics, and retail employment, and contributing significantly to GDP growth. ✧ **Description-** Tata Motors' record-breaking festive season in 2025 highlighted how Diwali boosted the Indian economy. **Over the 30-day period from Navratri to Diwali, the company retailed more than 1 lakh cars and SUVs, marking a 33% growth compared to last year.** Strong consumer demand across its passenger vehicle and EV portfolio drove significant sales, with EVs alone **crossing 10,000 units, growing 37%.** ✧ The festive surge was supported by GST 2.0 rollout, increased consumer spending, and rising trust in domestic brands. **High vehicle sales also boosted manufacturing, logistics, and retail employment, contributing significantly to India's GDP during Diwali**, with upcoming launches set to sustain this momentum.	 India Today Fortuneindia
5.	**Diwali 2025 Drives Surge in Dining, Entertainment, and Online Bookings** **Date-** October 19, 2025, **Economic Impact-** Diwali 2025 boosted India's service economy as discretionary spending rose 8–20% in restaurants, pubs, live entertainment, and cinemas, with footfalls and premium experiences surging during Navratri-Durga Puja through Diwali. ✧ **Description-** The festive season in 2025 boosted discretionary spending, with **restaurants, pubs, and online booking platforms seeing an 8-20% rise in dining, live entertainment, and movies, despite no GST cuts on restaurant services.** ✧ On-premises dining, which had been flat for several quarters, recorded strong gains, with **footfalls increasing over 20% during Navratri-Durga Puja and continuing up to Diwali.**	 The Economic Times

	✧ Casual dining and pubs reported higher sales, while live entertainment and cinemas benefited from the festive rush and reduced GST on film tickets up to ₹100. Premiumisation trends were evident as consumers opted for better-quality experiences, and long weekends further fueled spending, **highlighting the festive boost to India's service economy.**	
6.	**Diwali 2025 Firecracker Sales Hit ₹7,000 Crore, Boosting Local Economy** **Date-** October 20, 2025, **Economic Impact-** Diwali 2025 fueled India's local economy as firecracker sales surged to ₹7,000 crore, driving demand from Tamil Nadu's manufacturing hubs, supporting thousands of workers, and boosting small businesses. ✧ **Description-** Deepavali 2025 saw a spectacular celebration across India, with **record-breaking firecracker sales worth around ₹7,000 crore, up ₹1,000 crore from last year,** according to the Fireworks Traders Federation. ✧ Major manufacturing hubs **in Tamil Nadu- Sivakasi, Virudhunagar, and Sattur attracted buyers from across the country.** The festival also saw innovative crackers like "Pizza" and "Watermelon" models becoming bestsellers. Relaxation of restrictions, including court approval for green crackers in Delhi, further boosted demand. ✧ Sivakasi, **producing nearly 90% of India's fireworks**, benefited immensely, providing relief to thousands of workers and small manufacturers, **highlighting Deepavali's strong positive impact on the local economy.**	 Hans India Ibtimes
7.	**Diwali 2025 Travel Surge Boosts India's Economy** **Date-** October 05, 2025, **Economic Impact-** Record Diwali Travel surge, Ayodhya saw more than 100% growth in flight bookings ◆ **Description-** In 2025, India witnessed a record surge in travel during Diwali, **significantly boosting the economy through increased bookings and spending.** MakeMyTrip CEO Rajesh Magow said visiting friends and relatives (VFR) remained the biggest driver, **as many Indians headed back to their hometowns to celebrate Diwali.** ◆ **Flight bookings rose 60-65% year-on-year, with Ayodhya seeing over 100% growth.** Families combined festive reunions with leisure, luxury, and spiritual trips, extending holidays from 3 to 6-12 days. Popular domestic destinations included Kerala, Rajasthan, Uttarakhand, and spiritual circuits, while international trips favored the UAE, Thailand, and Europe. **Hotel bookings, especially 4- and 5-star, doubled, boosting tourism, hospitality, and local markets.**	 The Times of India PTI livemint

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Surat Textile Trade Booms Ahead of Diwali 2024

Date- October 24, 2024
Economic Impact- Over 80,000 parcels worth ₹250 crore (approximately US $29.7 million) were transported via 11 dedicated textile goods trains, alongside 350 trucks leaving daily.

- **Description-** During the run-up to Diwali 2024, Surat, India's largest man-made fibres **(MMF) hub,** experienced a **surge in textile trade,** fulfilling orders for northern and northeastern states such as Bihar and Uttar Pradesh. Over **80,000 parcels worth ₹250 crore were transported via 11 dedicated textile goods trains, while around 350 trucks departed daily** with textile products.
- Despite high demand, traders faced a shortage of trucks, and warehouses were nearly full. **Industry leaders observed that such a busy festive season had not occurred in five years,** fueled by Diwali demand and the extended wedding season, marking a strong revival for Surat's textile market.

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The Times of India

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Kolkata Sweet Sales Soar 20% During Diwali Season

Date- November 2, 2024,
Economic Impact- Raising revenue between Rs 10,000 and Rs 12,000 crore & Sales Soar 20%

- **Description-** In Kolkata, festive **sweet sales surged in 2024** around Diwali, Kali Puja, and Bhai Phonta, **with a 20% rise compared to the previous year.** Sweet shops like Sri Krishna Mistanna Bhandar and Kalpataru Sweets saw long queues, especially for Bhai Phonta specials such as 'sandesh', 'badam bahar', and 'jibe gaja'. Attractive gifting hampers and platters boosted demand. **With around 90,000 sweet shops generating ₹10,000–12,000 crore annually,** vendors also focused on enhancing shelf-life to meet growing festive demand.

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The Times of India
The Telegraph

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Diwali 2024 sees 42% growth in fashion sales and 204% rise in home decor

Date- November 12, 2024,
Economic Impact- Diwali 2024 boosted online retail, driving a 14% overall sales increase and significant growth across fashion, home, and electronics sectors.

- **Description-** During Diwali 2024, online retail **sales surged 14% compared to the same period in 2023,** with Fashion leading at **42% growth and Home & Garden items like light ropes and candles rising 204% and 122% respectively.**
- Consumers showed a careful buying approach, taking an average of 15 days from product view to purchase. Apparel, Consumer Electronics, and CPG saw strong gains, while online traffic, conversion rates, and ad engagement spiked, highlighting the significant digital commerce impact of the festive season.

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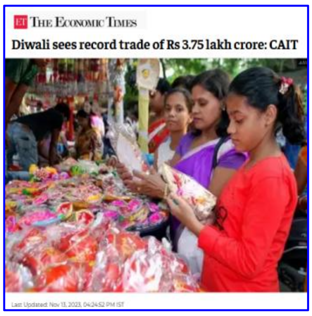
11.	**UPI Sets Record with 6,440 Lakh Diwali Transactions** **Date-** November 01, 2024 **Economic Impact-** UPI recording 6,440 lakh transactions in a single day, reflecting heightened consumer spending and economic activity. ◆ **Description-** On October 31, 2024, UPI achieved a historic milestone by **recording 6,440 lakh transactions in a single day during Diwali.** This landmark highlights India's growing digital payments ecosystem and reflects the festival's tremendous impact on consumer spending, economic activity, and the adoption of cashless transactions nationwide.	 The Economic Times UPI hits 16 billion transactions in October setting new record aided by festive spends [The Economic Times] [Bluekraft]
12.	**Diwali 2024 Boosts Local Artisans and Shopkeepers in Bhopal** **Date-** Oct 29, 2024, **Economic Impact-** Diwali 2024 boosted Bhopal's local economy, with high demand for decorative lamps and idols generating significant seasonal income for artisans and shopkeepers. ◆ **Description-** In Bhopal, the City of Lakes, **Diwali 2024 brought vibrant celebrations and booming business for local artisans and shopkeepers.** Demand for decorative lamps and idols surged, with sales of turtle- and elephant-shaped diyas rising sharply. ◆ Despite higher transport and material costs, **sellers like Vishnu Prajapati kept prices stable, prioritizing customer trust. Local markets reported selling over 2,000 lamps and up to 2,000 idols,** boosting seasonal income for potters and traders.	 The Hitavada THE PEOPLE'S PAPER Market witnesses surge in sale of earthen lamps this Diwali Date :29-Oct-2024 [Thehitavada]
13.	**Diwali 2023 Recorded ₹3.75 Lakh Crore Trade, Local Products Led Sales** **Date-** November 13, 2023 **Economic Impact-** Record trade of Rs 3.75 lakh crore during this festive season (2023) ◆ **Description-** During the Diwali festive season of **2023, retail markets across India recorded a remarkable trade of ₹3.75 lakh crore,** according to the Confederation of All India Traders **(CAIT).** Sales were dominated by Indian products, reflecting a strong preference for local goods. ◆ CAIT Secretary General Praveen Khandelwal highlighted that **Chinese products lost over ₹1 lakh crore in trade,** demonstrating the widespread impact of Prime Minister Modi's **"Vocal for Local" campaign during Diwali 2023.**	 The Economic Times Diwali sees record trade of Rs 3.75 lakh crore: CAIT [The Economic Times] [Financialexpress] [Ibef]

14.	**Diwali 2022 Drives ₹1.5 Lakh Crore Retail Boom** **Date-** October 26, 2022 **Economic Impact-** Diwali 2022 boosted India's economy, with retail sales crossing ₹1.5 lakh crore and gold purchases rising 20%, reflecting strong festive market sentiment. ◆ **Description-** During Diwali 2022, India's economy received a significant boost, with retail business **cross ₹1.5 lakh crore.** Strong festive demand was seen across sectors, especially in personal vehicles and gold**, with jewelry sales surging by 20%.** ◆ The absence of COVID restrictions and the revival of grand weddings contributed to higher footfall in stores. Industry experts highlighted that the festive season not only reflects current economic conditions but also sets a positive market sentiment for the remainder of the financial year.	 DNA Diwali 2022 brings big boost for economy: Retail business to cross 1.5 lakh cr; gold sales see 20 percent spike Updated : Oct 26, 2022, 02:56 PM IST | Edited by : Vaishnawi Sinha Dnaindia Zeenews
15.	**Noida Sees Highest Vehicle Sales in Five Years During Diwali 2022** **Date-** Oct 30, 2022, **Economic Impact-** Diwali 2022 boosted Noida's economy, with record vehicle sales generating higher transport revenues and reflecting strong consumer confidence and post-COVID financial recovery. ◆ **Description-** During Diwali 2022, Noida witnessed record vehicle sales with 3,559 registrations, the highest in five years. Sales included 107 luxury cars, 929 four-wheelers, and 2,523 two-wheelers, marking a sharp rise from 2021. Improved post-COVID finances and festive offers fueled this surge, boosting dealer profits and transport department revenue.	 THE TIMES OF INDIA Noida: Diwali week vehicle sales at 5-year high Shafaque Alam / TNN / shafaque.alam@timesgroup.com / Updated: Oct 30, 2022, 04:56 IST The Times of India Hindustantimes
16.	**Diwali 2021 Sparks Rs 1.25 Lakh Crore Business Surge** **Date-** November 06, 2021, **Economic Impact-** Diwali 2021 generated a record ₹1.25 lakh crore in sales, boosting India's economy and benefiting local traders and artisans. ◆ **Description-** In 2021, India witnessed record-breaking Diwali business sales of over **Rs 1.25 lakh crore, the highest in a decade, said CAIT**. CAIT Secretary General Praveen Khandelwal stated that in **Delhi alone, the business was about Rs 25,000 crore.** ◆ The festive rush ended the two-year economic slowdown and boosted prospects for the upcoming wedding season. Consumers favored Indian goods over Chinese, causing **a loss of over Rs 50,000 crore for China.** High demand was seen in traditional items, sweets, dry fruits, home decor, gold and silver jewellery worth **Rs 9,000 crore**, and packaging materials worth Rs **15,000 crore, benefiting local artisans and traders.**	 INDIA TODAY Diwali sale crosses record Rs 1.25 lakh crore in 10 years: Traders' body New Delhi, UPDATED: Nov 6, 2021 11:46 IST India Today Hindustan Times Moneycontrol