

The Festive Marketing Contributing to The Economic Growth in Viksit Bharat @ 2047

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Abstract: *The rich culture of festivals of India makes Festive Marketing a powerful catalyst for our companies and our nation. By tapping into emotional resonance, festive campaigns allow consumers to grab attractive offers while enabling businesses to generate 45% to 50% of their total annual revenues. Beyond corporate sales, festive marketing serves as an economic growth engine that boosts domestic manufacturing, spurs exports, generates 6 to 7 lakh employment opportunities every festive season, and supports artisans, the rural economy, women, and youth.*

This original study is descriptive in nature and consists of secondary data which analyses information from over 50 news articles published between 2019 and 2026 (including The Economic Times, Times of India, and Business Standard), alongside reports from CAIT, government bodies, and international research publications. A qualitative content analysis was employed to systematically synthesise, evaluate and analyse the festive trends across the gathered source material. The study is novel in its form and it bridges a gap by explicitly linking festive marketing to the vision of Viksit Bharat @ 2047, opportunities, development, employment generation and its push for Next-Generation Reforms.

The findings offer practical value for both the private and public sectors. On one side it can help the companies to better anticipate surge in demands, optimize supply chains, and capitalize on festive shopping spikes. On the other side it can help the government to formulate protective regulations to safeguard consumers from potential exploitation during high-volume promotional bursts. Ultimately, festive marketing acts as a vital bridge connecting cultural celebrations, consumer satisfaction, and long-term macro-economic prosperity.

Keywords: Festive Marketing, Festivals, Festive Season, Viksit Bharat @ 2047, Economic Growth, Next Generation Reforms.

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Introduction

Festive Marketing is not just the marketing during festivals. Rather it is the process of taking intensified measures by the companies to attract the consumers. The aim is to increase the profit and revenue by providing valuable offers to the customers. It is generally one-time event in a year where marketing is based on the festivals. These are the irregular special marketing activities conducted on specific time period. This specific time period is called festive season. Different countries have their own festive season. In India, September marks the beginning of the festive season and it lasts up to November. With the beginning of the festive season, festive marketing also starts, which robust the economic activities and boosts the consumption (Bhatnagar, 2024).

Festive Marketing creates a competitive advantage as it provides economic advantages and offerings to the consumers which they really want to grab. Festive Marketing has the capacity to impact the purchase pattern, and even the loyalty of the consumers. Satisfied and happy consumers are the key to successful festive marketing. Thus, festive marketing is not an easy task. It is a special activity which needs to be planned and designed in detail to influence and engage large population by the attractive image of festivals.

Festivals are a great mixture of emotions, traditions and making amazing memories for the consumers. These feelings are tapped by the marketers to increase the sales. It is a great and unique opportunity for the brands to make excellent marketing strategies and execute them in festive season. This creates memorable impressions on the minds of the customers and the seasonal spirit helps in increasing the sales. As per InMobi's The Marketer's Guide to India's Festive Season report, 84% Indians increase their purchases during the festive season (The Drum, 2023). Although there is diversity in culture across India, but there is one thing common which is love for festive shopping ("Digital marketing trends", 2023).

The Confederation of All India Traders (CAIT) announced that India retail market has recorded record trade of rupees 3.75 lakh crore due to the Diwali festival (PTI, 2023). Ganesh Chaturthi is estimated to be a 40000 to 50000 crore economic event only in Mumbai followed by Navratri and Durga Puja which is estimated to be 40000 crore events in Bengal. Diwali, the biggest festival in economic impact is estimated to create opportunities worth rupees 1.2 lakh crore annually (PTI, 2023). As per RBI, consumer confidence reached a 4 year high in September, while demand for bank loans reached at 12 years high during the festive season in India ("Consumer confidence", 2024). The sales during the festivals are key indicator of the level of consumption, which adds up to 60% of India's gross domestic product.

The festive season in India, witness high consumer spending and increase in economic activities. This surge in demand boosts the performance of different sectors such as retail, consumer durables, and automotive, making them attractive investment areas. Also, many companies launch new products and innovative promotional campaigns during the Indian festive season, which directly benefits them and increases the price of their stocks. This is the reason that E- Commerce has witnessed a rise of nearly 23 percentage sale during the festivals

in India. In 2024, quick commerce contribution was about one billion dollars in terms of GMV (Gross Merchandise Value) (Pratap, 2024).

The festive season in India is the ideal time to celebrate both cultural diversity and business endeavours. It functions as both an economic engine and a display of our rich cultural heritage. During the Indian festive season, all of these elements work together to influence the GDP of the nation. These elements will all serve as a foundation for the country's economic expansion, which Viksit Bharat @ 2047 aims to achieve.

Literature Review

There exists a well-established sphere of literature demonstrating the significant benefits of festivals across Socio, economic, and political domains (Andersson and Getz 2009; Quinn, 2005). In India, the festivals not only signify the celebrations, but also the emotions and love (Gupta, and Latwal, 2025). From ancient period, festivals in India not only measures the height of happiness in following the celebrations and traditions but also the level of consumption (Li Maosheng, 2021). Festivals encourage consumer spending, which is influenced by the tradition, emotion and cultural practices (Roy and Banerjee, 2020). The festivals and events have high potential to bring about significant changes in marketing and emphasizes the importance of creativity and learning tools for development (Purwadi et al., 2023). Firms and e-commerce platforms are improving their promotion method more efficiently during festive seasons and attracting the consumers. This is not only increasing their sales but also creating excellent consumer experience which in turn is increasing the cumulative order amount year by year during festive seasons (Zang, 2022).

Festive marketing is also an essential component of any local marketing plan. It attracts customers' attention and satisfies their desires (Wu, 2017). Festive marketing is experience oriented, the marketing strategies of brand should meet consumer's expectations (Manthiou et al., 2014). India's festivals present very unique opportunities for the brands to attract the consumers (ETBrand Equity, 2025). It is a unique opportunity for the brands to engage with customers. The festive season provides them the offer to attract the customers, make lasting impressions and form an emotional bonding to boost their economic growth (Jain, 2024). In this festivity, the rural population is also not far behind. In Rural India, festival spending exceeds almost 15 percentage of a household's annual expenditures (Rao, 2001). Thus, festival marketing activity is an important strategy to boost regional economic development as well (Wu, 2017).

It is well said that "Greatness of a culture can be found in its festivals," and this is evident from the festivals of India. Festivals in India are a combination of culture, tradition, celebrations, love, care, shopping and emotions. This is well known by various brands which try their level best to use this festive season to increase their sales. Various marketing strategies are used by the brands during the festivals, like attractive advertising, discounts and offers, promotional campaigns as per the festivity, emotional marketing etc. These promotions are to increase the sales, to spread the brand awareness, to strengthen the brand image and to enhance the revenue

(Gupta and Latwal, 2025). This is the reason that festivals are considered as a solution to socio-economic challenges of a nation (McClinchey, 2008).

Festive marketing strategies has evolved over the years from the unique innovation of companies that unites the brand with the culture (Ghosh, 2022). Festival shopping mainly taps into three key emotions of the consumers: Nostalgia, Generosity and Indulgence (Jain, 2024). Due to nostalgia, we think about our past celebrations. Generosity increases our desire to make our loved ones feel appreciated. And through indulgence, one always wants to blend up with the festive spirit. The festival season in India is an opportunity for even small businesses to make their digital presence strong to reach the customers in abundance and grow their business during this shopping season (Palnitkar, 2023).

Festival season in India play a very crucial role in accelerating economic activities, which reflects deeply in India's GDP growth. The Indian festival season, particularly Diwali and Durga Pooja, attracts high demand, consumption and investment. During this time, various sectors like apparel, furnishing, electronics, witness an increase in sales. Artisans, especially in rural sectors, see a substantial rise in the demand for their products. The festival season in India is a seamless amalgamation of cultural celebrations and economic activities. While on one side, it acts as a reminder of the rich cultural tapestry of our country, on other side, it acts as an important driver of the nation's economic engine (Srivastava, 2023).

There is a notable increase in consumer spending throughout the festive season. Consumer purchases of brand-new apparel, jewellery, appliances, cars, and other items fuel the retail and manufacturing industries. Snapdeal recorded 1.8 times growth in its order volume during the festive season in year 2024 (FE Business, 2024). While in year 2025, it recorded a 60 per cent yoy increase in its total sales during its Bharat Swagotsav Sale launched in festive season (ETRetail.com, 2024).

The global economic impact of festivals is too great to be overlooked. Festive marketing is crucial for boosting economic activity in India as well, as seen by the country's GDP growth. There is a culture of heavy investment and spending during the Indian holiday season, especially during Durga Puja and Diwali. Sales rise in several industries during this time. This is evident from the fact that within a week, festive sales in ecommerce platforms touched 6.5 billion dollars in year 2024 (Ranjan and Dora, 2024). This reached to 7.8 billion dollars in year 2025. E commerce in India now accounts for about 60 billion dollars in GMV, making it home to the world's second-largest online shoppers (Nair, 2025). Even craftspeople report a significant increase in demand for their distinctive and unique goods.

India's festive online shopping season show that Amazon, Flipkart and Meesho reports unprecedented user traffic, demand even from smaller towns, and high sales from categories like electronics and appliances to fashion and beauty. Amazon's 'Great Indian Festival 2025' witnessed its highest ever, over 38 crore customers visit within first two days. Amazon (India) recorded 276 crore customer visits during its Great Indian Festival sales, with about 70 per cent customers from Tier-2 and Tier-3 cities (Abrar, 2025).

On the basis of the above literature, the present study focuses on the following objectives: (1) To find how Festive Marketing is contributing to the Economic Growth in Viksit Bharat@ 2047. (2) To find how products which emerge as shining stars in Festive Marketing leads to higher production and boosts the economy. (3) To find how Festive Marketing contributes in employment generation and provide opportunities to youth and women.

Research Methodology, Analysis And Findings

To evaluate the research hypotheses and fulfill the study objectives, this research relies on secondary data systematically gathered from a range of reputable sources. Comprehensive data collection was conducted across diverse scholarly and industry repositories, including international publications, validated market reports, reputable news media, and relevant government databases. These sources provided both the theoretical foundation for the literature review and the factual basis for the final conclusions. The data has been used to test the hypotheses and draw the conclusion.

1. Festive Marketing contributes to the Economic Growth in Viksit Bharat@ 2047.

Economic impact of festivals across the world is very high. As per a study by Professor Atanu Biswas (Indian Statistical Institute), 'Mardi Gras' festival in the US (New Orleans) contributes more than 1.5% GDP of the City, 'Hanami' festival contributes nearly 2.25% to the economy of Japan, and 'Oktoberfest' contributes more than 1.35% of the economy of Munich. Durga Puja accounts for more than 2.58% of the GDP of West Bengal (Srivastava, 2023).

India's economic boom over the festive season is unique in Asia because of high domestic consumption. Reports show that consumer expenditure on a wide range of goods, including vehicles and cosmetics, has significantly increased (Times of India, 2025). Online retailers anticipate a 30% increase in orders over the festive season (ETRetail.Com., 2024). Although it is contended that no economy can survive on growth driven only by consumption, the Indian situation implies that rising demand will spur corporate capital expenditure. Businesses invest more as demand rises, giving the economy another growth motor. The Indian festival season is a major economic event, with some big festivals accounting for almost 40% of yearly sales in fields like, home decorations, furnishing, clothes, gifting and electronics (Srivastava, 2023). These celebrations are important markers of the state of the Indian economy because they combine traditional values with contemporary trade, which drives significant portions of the country's economy. This is proved by the consumer spendings, which shows an increase in Q3 around September and December every year. The GST rate cuts and festive demand bolstered India's consumption growth in Q3 FY2026, with the year-on-year (YoY) expansion in real Private Final Consumption Expenditure (PFCE) rising to 8.7% in Q3 FY2026 from 8.0% in Q2 FY2026 (ICRA Report, 2026).

In next festive seasons, it has been estimated that the expenditure would increase across various industries, including banking, automobiles, consumer durable goods, real estate, and e-commerce. During festivals, a noteworthy improvement in consumer sentiments and purchasing power has been witnessed. During this time, there has been a growth in demand for FMCG and durable goods, and many businesses enhance their marketing budgets to meet this

need. Ecommerce sales during 30 to 35 days pre-Diwali 2025 crossed about 1.15 lakh crore rupees GMV, and grew 20-25% year-on-year, which was the strongest performance in last five years (Bhatnagar, 2025)

Festivals and festive occasions account for the majority of India's consumer durable goods industry sales, which range from 45 to 50 percent (George and Chandrashekhar, 2015). Consumer durable goods were predicted to climb by 40% during 2023 festive season, following a 25% increase in consumer durable manufactures' sales in 2023 (Lamba, 2023). This sale of consumer durable goods surge to 40- 45 percentage in year 2025 festival season (Ambawani, 2025).

According to data from the India Cellular and Cellular Association (ICEA), as reported by ET, the electronics industry grew at the fastest rate among the top ten export categories in the current fiscal year, moving up to the fifth rank globally from the sixth last year. Festivals and Festive Marketing in India acts as a significant driver of the economy. This has been explained as:

- **Boost Consumer Spending:** The festival season in India witness a significant surge in consumer consumption and spending. From buying new clothes and jewellery to home appliances and vehicles, there is always an increase in consumption, boosting the retail and manufacturing sectors (Srivastava, 2023).
- **Foster Key Industries:** Industries such as textiles, handicrafts, furnishing and electronics, experience a peak in sales during the festive season. But the jewellery industry, especially gold enjoys the cream. It witnesses a massive demand during festivals like Diwali and Dhanteras (Chacko, World Gold Council, 2025). These festivities are considered to be auspicious and perfect occasions to buy gold.
- **E-commerce and Retail Sales:** Due to digital India and high internet connectivity, e-commerce platforms like Flipkart, Amazon, and local players roll out gigantic sales campaigns, driving the digital consumerism to new levels. The Indian e-commerce market is expected to grow at a Compound Annual Growth Rate (CAGR) of 27% to touch 163 billion dollars by year 2026 (Brickwork Research, 2024).
- **Real Estate and Automobiles:** These two sectors are highly benefited from festive offers and discounts, leading to an increase in sales of properties (Siddharth Group, 2023) and vehicles. Many automobile companies launch their new models or new variants during the festive season to attract the enthusiastic festive customers. Last festive season of 2025 saw a 34-percentage growth in sales of automobiles ("Automobile industry sees" The Economic Times, 2025).

This shows the fantastic contribution of Festive Marketing in the Economic progress of the nation. Festive marketing acts as a powerful catalyst for India's economic progress, driving a surge in consumer demand that directly fuels both domestic manufacturing and international exports. This seasonal retail boom creates vital employment opportunities across multiple sectors, ranging from micro-enterprises to large-scale industries. By accelerating the velocity of capital and market liquidity, festive campaigns transform cultural celebrations into robust financial milestones. This continuous cycle of production, innovation, and consumption significantly strengthens the nation's supply chain infrastructure. Ultimately, these vibrant

market surges lay a solid groundwork for achieving the ambitious vision of Viksit Bharat@2047.

2. Products which emerge as shining stars in Festive Marketing leads to higher production and boosts the economy.

In India, there is a notable increase in consumer expenditure over the Festive season. Consumer spending has increased significantly, driving the retail and manufacturing sectors, and influencing everything from the purchase of new jewellery and clothes to cars and home appliances.

One instrument for measuring consumer sentiment is the CMIE Consumer Sentiment Index, which gauges consumers' inclination to spend and purchase durable items like cars, TVs, home appliances, etc. India Ranks Second Globally as Consumer Sentiment Surges on Strong Economic Growth and Job Prospects (Ipsos, 2026). In India, the consumer sentiments surge mainly during the festivals and the festive season. Previous consumer sentiment data indicates that the Indian Festive season improves sentiment and encourage personal spending. India ranks 3rd in consumer sentiment among 29 nations (Ipsos PCSI India, 2025).

As per recent S&P Global Purchasing Managers' Index (PMI), the manufacturing industry appears to be expanding strongly. The expansion is being driven by several factors, such as a sharp rise in export orders and new orders, as well as significant inventory restocking efforts to try and stave off any possible shortages of raw materials. For example, the clothing industry in Southern India, which accounts for more than 60% of the market share, has seen an increase in orders. Gujarat and Maharashtra are also reporting strong numbers, and producers of clothing anticipate double-digit growth over the previous year. Based on large volume orders over the festive season, the Readymade Textile Dealers Association anticipates growth of 15-20% over the previous year (Srivastava, 2023).

What shoppers are buying

Consumer surveys indicate that electronics and home appliances are the most demanded categories in the festive season, followed by fashion, home décor, and beauty products. Smartphones, Laptops, large-screen televisions, air purifiers, washing machines, and modern cookware are among the top discounted products. Apparel brands offer clearance deals with up to 90 percentage off, while beauty and lifestyle products are packaged into affordable festive gift sets (“Festive discounts spark” The Indian Express, 2025).

Automobile makers also leverage the festive sentiment. Companies like Mahindra offer up to Rs 2.5 lakh off on select SUVs, and Honda reduces prices on models like Amaze and Honda City by more than Rs 1 lakh. Electric two-wheeler makers are also not far behind and are equally aggressive. Ola sold out its festival “Muhurat” scooter stock within minutes of its launch (“Festive discounts spark” The Indian Express, 2025). India’s largest car maker, Maruti Suzuki, delivered about 325,000 units of cars between September 22, 2025 (when the Navratri festival started) and October 18, 2025 (Dhanteras), an increase of 50% over the same period last year. The company in the last month received 450,000 bookings, of which 94,000 units were for small cars. Hyundai Motor India delivered 14,000 units on Dhanteras alone, 20

percentage more than last festive year. Tata Motors delivered more than 25,000 vehicles during the Dhanteras-Diwali period, 30% growth over the same festive period last year (Mukherjee & Mukherjee, 2025).

For auto and electronics manufactures, the growth in 2025 festive season has been the fastest in last one decade. Market tracker Counterpoint Research says that festival sales grew 16 to 18 percentage by value and 9 to 10 percentage by volume in smartphones. Initial forecast was about 8 percentage value growth and 4 percentage volume expansion. As per Godrej Appliances, their festival sales grew by more than 50 percentage in value and 45 percentage in volume, while at Haier, sales expanded more than 45 percentage. For both the companies, sales growth this festive season was the highest and fastest on record (Mukherjee & Mukherjee, 2025).

The Retail sector of India recorded its highest-ever festival season sales in year 2025 between Navratri to Diwali, with business touching an unprecedented 5.4 lakh crore rupees in goods and 65 thousand crore rupees in services. A nationwide survey conducted by the Confederation of All India Traders (CAIT) disclosed the fact that the overall turnover rose by 25 percentage compared to last year during the same festive period. The survey further revealed that nearly 72 percentage of traders reported higher sales in volumes, attributing the growth. ("India's retail sector", Akashvani news, 2026).

The online retail landscape of India is evolving towards a more balanced demand curve, but Electronics and Mobiles still dictate the tune of the festival season. As per RedSeer 2025, mobiles show a Seasonality Index Difference of 1.7. Electronics follow close with a difference of 1.3. Both show their peaks in month of September and October, with Mobiles reaching a monthly index near to 2.3 and Electronics near to 2.0. This heavy reliance on the festival season shows that their demand is highly concentrated ("Mobiles & Electronics," 2025). Smartphones are the single-largest revenue driver of electronics industry of India. Nearly one fifth of their total sales of the year comes from the festive period. Industry stakeholders says that smartphones have witnessed 5 to 7 percentage growth in the sales in festive year 2025 (Das, 2025).

A push for manufacturing is given by programs launched by the government like the Electronic Manufacturing Cluster Scheme 2.0 (EMC 2.0), the PLI Scheme in White Goods, the Scheme for Promotion of Manufacturing of Electronics Components and Semiconductors (SPECs), etc. (Invest India). This is to support the extending demand of shining star products of festive season which are mainly electronics and automobiles.

Thus, due to heavy demands and high sales of some shining and favourable products during the festive season, more production is encouraged, for which government as well as companies are working. This flow of demand, production and distribution helps to realize Viksit Bharat @ 2047's objectives.

3. Festive Marketing contributes in employment generation and provides opportunities to youth and women

Cultural and festive industries are very important drivers of economic development and cultural activism (Dasgupta & Mahn, 2023). Their latent for economic growth was recently incorporated in a report published by the “United Nations Conference on Trade and Development,” which observes that this industry provides almost 6.2 percentage of all employment, and generate almost 50 million jobs worldwide (UNCTAD, 2022, p. 1). The Indian festive season is a major economic stimulant. Naukri JobSpeak Index increased by 13% year over year to 3,103, confirming the relationship between the season's influence on employment and consumption (Malik, 2022). Major cities like Mumbai saw a 27% year on year increase in employment, but growing places like Ahmedabad and Coimbatore also had encouraging employment inclinations, proving that the phenomena are not limited to them. Industry-wide surveys indicate that employment rises by about 20% over the festive season due to Festive Marketing (Srivastava, 2023).

There is always a spike in temporary hiring every year due to the approaching festivals and festive marketing; 600,000–700,000 positions generated across all industries. The need for temporary workers is growing by 15% to 20% year, driven by increased consumer spending (Mukherjee, 2024). Though demand from the consumer, banking, financial services and insurance (BFSI), and retail sectors is particularly high, e-commerce and logistics have the largest temporary hiring, with a 30 to 35 percentage increase every year. The need for temporary workers has increased in tier-2 and tier-3 cities due to increase in consumer spendings which is a result of consumer emotions for festivals, finding the festivals to be an auspicious event, following traditions, and celebrations. In last festive season, temporary hirings with 600,000-700,000 jobs were created across industries (Basu, 2024).

Festive sales in smaller towns and rural areas are increasing year on year and in return increasing the temporary employment trend. This is because of favourable domestic economic indicators like decreasing retail inflation, high manufacturing growth, and predictions of no interest rate hike. The following elements are contributing to the improving image:

- (1) The manufacturing and industrial segments have a 245% year on year gain in hiring, indicating that businesses have a spike in demand. This is especially important when the festival of Diwali approaches and booms the market with exclusive festive demands (Srivastava, 2023).
- (2) BFSI (Banking, Financial Service and Insurance) and Telecom, both the industries show rise in hiring, mainly due to the tremendous digitization which is used in the festive season by the customers. These tendencies may also spread to related industries and increase economic activity.
- (3) The monthly active gig internet workforce in India is expected to expand from over six million today to 17-21 million by 2030 (“India’s gig internet”. The Hindu, 2026). These gig workers are mainly youth and women. Every year lakhs of gig workers are employed in India during the festivals to meet the festival demands.
- (4) As the festive season approaches, there is a surge in online shopping, which in return leads to the expansion of logistics also (“Meeting the festive surge” Financial Express,

2024). This surge demands more gig workers to be employed during the festive season, with up to 3 lakh workers employed in warehouse and delivery alone.

- (5) In line with retail, the industries of beauty, lifestyle and fashion also hire more temporary and contractual workers to handle the heavy demand that comes with the approaching festive season.

As per Confederation of All India Traders (CAIT), the trade boom during the festivals generates nearly 50 lakh temporary jobs in logistics, transportation, packaging, hospitality, and delivery services, which gives a strong push to small and medium enterprises. Today consumption growth is exclusive and Pan-India. This is evident from the fact that rural and semi-urban India contributes nearly 28% of the total sales (Sharma, 2025). So, the gig workers are also demanded here, resulting in increase of their recruitment. Festive season hiring activity rose sharply in India, with overall recruitment increase with 17 percentage Year on Year across key consumption-driven sectors between August and October 2025, as per a report by Adecco India (IBEF, 2025). The gig workforce is expected to expand to 2.35 crore (23.5 million) workers by 2029-30 (NITI Ayog Report, 2022). Flipkart generated more than 220,000 jobs this season compared with about 100,000 in year 2024 for the Big Billion Days sale. Amazon India hired more than 150,000 seasonal and gig workers across its centers, and last-mile delivery stations. It is the highest recruitment in three years as compared to 110,000 in 2024 (Verma, 2025).

A standout trend seen in last festive year is the surge in female participation in gig and short-term employment. Various sectors like customer experience, grooming, delivery, and food services witnessed a 30 to 35 percentage rise in women taking up flexible, permanent or part-time roles, driven by local opportunities, digital onboarding, and flexible schedules. Last festive season, male-to-female gig hiring ratio was 72:28 ("Festive season sparks" India Retailing, 2025).

Hospitality and travel services providers also witnessed heavy demands last festive season, during Diwali weekend. Heavy bookings and registrations were witnessed across urban and leisure destinations, with bus services occupancy levels even touching 95-100 percentage ("Hospitality, travel services" ET, 2025).

Thus, Festive marketing plays a critical role in driving social and economic empowerment by generating widespread employment opportunities for young people and women across diverse sectors. Through seasonal demand, supply chain expansion, and grassroots entrepreneurship, it provides immediate livelihoods and strengthens household financial stability. This structural integration of underrepresented groups into the formal economy directly supports the national vision of Viksit Bharat @ 2047, driving inclusive and resilient long-term economic development.

Societal Benefits

In India, new orders and expenses are eagerly watched by economists, business owners, and investors as a sign of steady economic growth during festivals. Throughout the business cycle, consumption drives GDP (Gross Domestic Product). Therefore, if products are outpacing their

trend in consumption, the GDP is probably going to outpace its trend during the festive season. This will inevitably accelerate national economic growth and assist in realizing Viksit Bharat @ 2047 objectives.

When sales increases during the festive season, huge employment is generated, which basically absorbs the youth and the women. They become part of the earning population and contribute in economic progress of nation. They not only contribute in the economic growth, but they also become self-reliant, which in turn boosts their self-confidence and motivates them to work harder. They become the new tax payers. This gives them a new identity.

Festivals are economic engine of local communities. Government data reveals that during festive seasons, sale of domestic products increases. Not only in India, the produce of the artisans is exported outside India to foreign nations and the Indian diaspora residing outside India. Amazon and Flipkart also run various initiatives and run programs like “Karigar” to promote the local artisans. This research can help the industries to increase their festive sales and bring cheers to the industry, which will result in hike of DA and productivity linked bonus of employees. This can increase the purchasing power of the employees.

If startups follow proper festive marketing strategies, it can help them to build up and establish themselves during the festive season using festival marketing. It will also be a spark of hope for brands who have struggled in the past couple of years. This research can help them to use proper strategies during festive seasons and it will give them opportunity to bounce back into the market with a bang.

In past, it has been seen that many companies collapsed badly in India due to bad festive marketing ideas, the ideas were copied from western countries. As there is huge difference in festivals of India and that of western countries, so we must design our own festive marketing ideas to attract the consumers. India is nation of festivals. We should develop such festive marketing ideas that should be considered as the benchmark and be copied by other countries. This research can help and encourage the brands to go for their own festive marketing strategies rather than blindly becoming a copycat.

Lastly, this study urges the companies to get more ready for the festive demands so that economy can be boosted. It can help the companies to better anticipate surge in demands, optimize supply chains, and capitalize on festive shopping spikes. Also, Government can bring good policies and should formulate protective regulations to safeguard consumers from potential exploitation during high-volume promotional burst.

Conclusion

Festive seasons offer businesses a fantastic chance to increase sales and raise awareness of their brands. Effective festive marketing can make or break a brand. In a diversified market like India, where festivals are observed with great enthusiasm, it encourages consumption and consumerism.

The festivals offer a chance for brands to launch campaigns that are relevant and relatable to the customers, so that they can engage with them in more exciting and personal level. Also, it is a time of increased consumer spending, which creates an ideal environment for achieving the sales goal. Successful marketing efforts can use the strong emotions that are evoked during festive seasons. Businesses who can establish a personal connection with their audience will be benefited the most.

Promotion through festival marketing initiatives not only grabs consumers' attention and boosts revenue, but it also satisfies their emotions and pleasure, which has a direct effect on their commitment and intention to make another purchase. Hence, festive marketing immediately benefits the nation's economy as well as consumers, businesses, and brands. This is the rationale behind the application of festive marketing techniques by numerous businesses across different nations to spur national development and accelerate economic progress. As India is a land of festivals, so it is the country which is most benefited by festive marketing. Festive marketing helps in increasing sales, production, generates employment and boosts the economy of our nation. Festival season in India plays a very crucial role in boosting economic activities, reflecting intensely in GDP growth of India. In short, Festive Marketing is fulfilling all the goals of Viksit Bharat @ 2047 and heading India towards Next Generation Reforms.

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