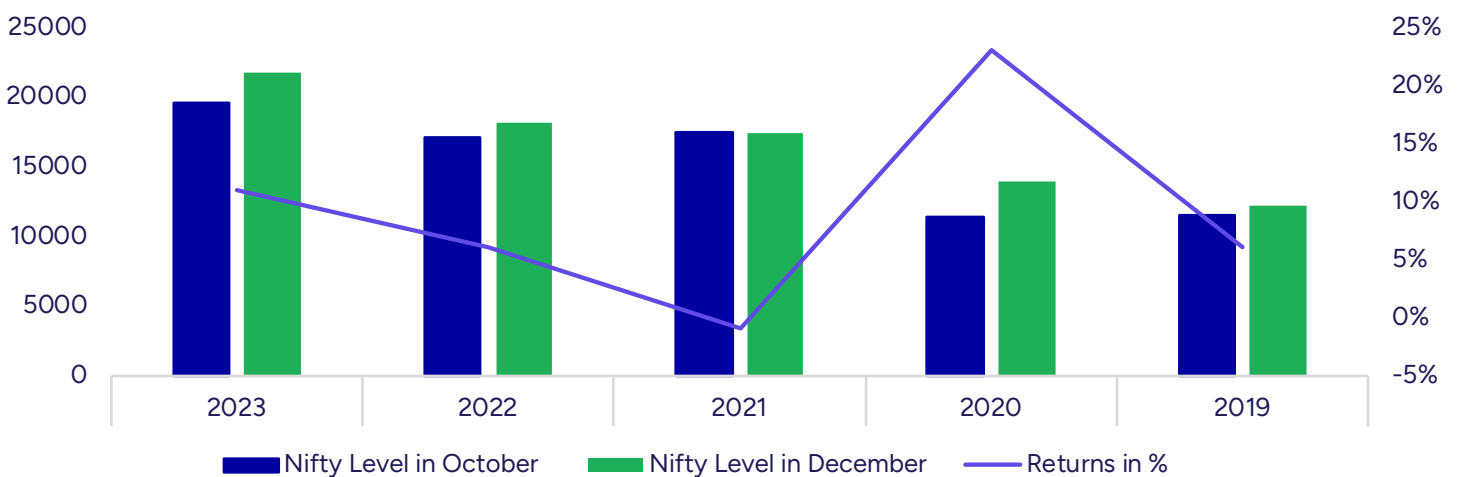




The Indian stock market often experiences a **surge during the festive and wedding seasons**, primarily due to **increased consumer spending**. Festive seasons like Diwali and Dussehra are associated with gift-giving, home decor, and new purchases. Weddings, especially in India, are grand affairs involving substantial expenditures on **jewelry, clothing, and hospitality**. A significant amount of work is also done in **home repairs and painting** before the wedding season.

India hosts around **1 crore weddings annually**, making the Indian wedding industry the second largest globally. According to a report by The Economist, the wedding industry is the **fourth-largest industry in India**, with a massive spending of \$130 billion per year and providing employment opportunities for millions. After recovering from pandemic-induced challenges, the industry has seen growth over the past three years, adopting a digital-driven and innovative approach. The average number of guests has also risen post-COVID.

Nifty During Festive Season



Source: NSE

In 2024, the industry has already witnessed over **42 lakh weddings from 15 January to 15 July**, generating an estimated expenditure of \$66.4 billion (INR 5.5 lakh crore), according to a survey by CAIT (Confederation of All India Traders). India is projected to host another 35 lakh weddings between November and mid-December alone, up from 32 lakh weddings during the same period in 2023. This is expected to contribute approximately INR 4.25 lakh crore.

The recent reduction in gold import duties from 15% to 6% is likely to spark a significant increase in gold purchases across the country, particularly during the upcoming festive and wedding seasons. The cultural and religious significance of gold, combined with its role as a valuable investment, is expected to drive a substantial uptick in demand.

The Government's Push for the Wedding Industry

The Indian Government aims to strategically boost tourism in India by positioning the country as a **premier destination for international weddings**. The campaign will start by profiling around 25 key destinations across India, showcasing how the country meets diverse wedding aspirations. Inspired by the **Make in India campaign**, this strategy seeks to attract approximately \$12.1 billion (INR 1 lakh crore) that is currently spent on destination weddings abroad. The CAIT has praised this forward-thinking initiative as a strategic effort to stem the outflow of currency from India.

The festive and wedding seasons in India significantly influence consumer spending, impacting various sectors and their corresponding stocks.

Company	Revenue July-Sept'23 (INR)	Revenue Oct-Dec'23 (INR)	Revenue Growth
Arvind Fashions	1,922	1,922	-1.80%
Ethos	235	235	19.60%
Inter Globe Aviation	14,944	14,944	30.20%
Hero MotoCorp	9,533	9,533	2.67%
Titan	12,529	12,529	13.05%
Safari Industries	370	370	4.86%
Sai Silks (Kalamandir) Limited	326	326	17.18%
Lemon Tree Hotels	227	227	27.31%

Source: Company presentations, PL Calculations

Conclusion

The Indian stock market often experiences a surge during the festive and wedding seasons, primarily driven by increased consumer spending. Sectors such as retail, hospitality, jewelry, and automobiles benefit significantly from this robust demand. Contributing factors include economic resilience, low inflation, government initiatives, and shifting consumer preferences. Although the impact varies across sectors, the overall effect is positive for the Indian economy. Increased consumer spending on premium goods and services, such as airlines and hotels, boosts topline revenues. This heightened demand leads to improved margins and profits, which in turn drives up stock prices and fosters economic growth.

ANALYST CERTIFICATION (Indian Clients)

We/I Mr. Mayank Agarwal - Research Analysts, NISM-202400171518, authors and the names subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect our views about the subject issuer(s) or securities. We also certify that no part of our compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report. Investment in securities market are subject to market risks, read all the related documents carefully before investing.

Disclaimer & Disclosure

Prabhudas Lilladher Private Limited (hereinafter referred to as "PL") is engaged in the business of providing various financial services and is registered with the Securities and Exchange Board of India ("SEBI") as Stock Broker, Depository Participant, Portfolio Manager, Research Analyst and Investment Advisor. PL is a subsidiary of Prabhudas Lilladher Advisory Services Pvt Ltd., the Holding Company of Prabhudas Lilladher Group which has its various subsidiaries engaged in business of Investment Banking, Non Banking Financial Services (margin funding) and distribution of third party financial/other products, details in respect of which are available at www.plindia.com.

The broadcast content has been prepared by PL and is meant for use by the recipient only as information. The content is not to be copied or made available to others without prior permission of PL. It should not be considered or taken as an offer to sell or a solicitation to buy or sell any security.

The information contained in this content has been obtained from sources that are considered to be reliable. However, PL has not independently verified the accuracy or completeness of the same. Neither PL nor any of its affiliates, its directors or its employees accepts any responsibility of whatsoever nature for the information, statements and opinion given, made available or expressed herein or for any omission therein.

Viewers of the content should be aware that PL does not guarantee the performance of the investment. The suitability or otherwise of any investments will depend upon the recipient's particular circumstances and, in case of doubt, advice should be sought from an independent expert/advisor.

PL have not solicited or performed investment banking or other services for the Subject company mentioned in this document.

PL is a registered with SEBI under the SEBI (Research Analysts) Regulation, 2014 and having registration number INH000000271.

PL submits that no material disciplinary action has been taken on us by any Regulatory Authority.

PL or its research analysts or its associates or his relatives do not have any financial interest in the subject company.

PL or its research analysts or its associates or his relatives do not have actual/beneficial ownership of one per cent or more securities of the subject company at the end of the month immediately preceding the date of publication of the research report.

PL or its research analysts or its associates or his relatives do not have any material conflict of interest at the time of publication of the research report.

PL or its associates might have received compensation from the subject company in the past twelve months.

Neither PL nor its associates have managed or co-managed public offering of securities for the subject company in the past twelve months or mandated by the subject company for any other assignment in the past twelve months.

Neither PL nor its associates have received any compensation for investment banking or merchant banking or brokerage services from the subject company in the past twelve months.

Neither PL or its associates have received any compensation for products or services other than investment banking or merchant banking or brokerage services from the subject company in the past twelve months.

Neither PL nor its associates have received any compensation or other benefits from the subject company or third party in connection with the research report.

Neither PL nor its analysts received any compensation or other benefits from the subject Company or third party in connection with the preparation of the content. PL or its Research Analysts do not have any material conflict of interest at the time of publication of this content.

PL confirms that Mr. Mayank Agarwal – the spokesperson appearing in the content for PL has not received any compensation from the Subject company mentioned in the content in the preceding twelve months.

The Spokesperson for this content has not served as an officer, director or employee of the subject company.

Neither PL or its research analysts have not engaged in market making activity for the subject company.