

# Festive sales surge as shoppers return

Dipti Jain | TNN

New Delhi: Arti Desai, a housewife, is as troubled as most others due to rising prices of goods. But she is doing just what most others out there have been up to — shopping. Prices definitely have increased, but festival shopping is still money put to good use.

"We had set aside money for purchas-

## ► Retailers target 25% growth, P 9

ing a car a few months back. But the fuel prices spoiled our plans. But look, this gives me a chance to spend even more on clothes and accessories," said Desai, shopping at DLF Emporio.

Like Desai, many consumers have begun spending after a fortnight-long lull due to shraadh, considered inauspicious for purchases. Most retailers across the city saw sales increase almost by 100% last weekend compared with the one before.

## RETAILERS UPBEAT

- Most city retailers saw sales rise by around 100% last weekend as compared with the one before
- Many apparel, accessories makers have set growth targets of 20-25% this festive season
- Jewellery, watch brands also upbeat about the upcoming wedding season

Though inflation and high bank interest rates mean that festive buying may not be as unrestrained as it was last year, retailers still have a lot to look forward to.

"The rise in prices is taking place in the backdrop of rising incomes. While you may not go for big ticket items, this doesn't mean you won't spend on apparel and accessories. This obviously bodes well for us," said Yogesh Tiwari, V-P (sales and marketing) Blackberrys Clothing.