

India Shines: 'Sale of Chinese goods to drop 45% this Diwali'

OUR BUREAU

Ahmedabad, October 9

Be it decorative items like gifts, lamps, wall hangings or other products, the sale of Chinese products in India may decline by 40-45 per cent this Diwali as compared to last year, according to a report by Assocham-Social Development Foundation (ASDF), on Monday.

The Associated Chamber of Commerce and Industry of India (Assocham) survey said, there seems to be a decline of about 40-45 per cent in consumption of Chinese products on this Diwali in comparison to last year.

The most sought-after Chinese items include fancy lights, lampshades, Ganesha and Laxmi idols, rangolis and crackers.

As per the findings, this Diwali people are preferring Indian products over Chinese goods.

Less demand

There has been a 40-45 Per cent impact on goods like decorative lights, which records huge sales during Diwali. An impact has also been seen on China-made electronic gadgets like mobile phones etc. As per the paper, the demand for electronic items like mobile phones and others items made in China has also declined by 15-20 per cent, said DS Rawat, Secretary-General, Assocham, while releasing

the paper. According to the shopkeepers, most customers are demanding Indian lights.

Demand for Indian products

People are not interested in purchasing Chinese products while showing interest in local products including earthen diyas (lamps).

There was a huge demand for Made-in-China fancy lights in the market, which is also decreasing. The quality of Chinese products is also "questionable" with no shopkeeper giving any sort of guarantee on Chinese items once sold.

Fire-crackers made at Sivakasi in Tamil Nadu are preferred in compar-

ison to Chinese crackers, the paper noted.

Assocham interacted with wholesalers, retailers, traders in the cities of Ahmedabad, Bengaluru, Bhopal, Chennai, Dehradun, Delhi, Hyderabad, Jaipur, Lucknow and Mumbai to estimate the demand for Chinese products across India.

According to an estimate, the value of Chinese goods sold in 2016 during Diwali was around ₹6,500 crore.

Out of the total, over ₹4,000 crore was Diwali-related items such as toys, fancy lights, gift items, plastic ware and decoratives.

The demand for electronic gadgets like LCDs, mobile phones and others items made in China has also declined by 15-20%

Chinese goods' sale may drop by 45% this Diwali

TRIBUNE NEWS SERVICE

NEW DELHI, OCTOBER 9

Sale of Chinese goods such as lights, gift items, lamps and wall hangings may decline by 40-45% this Diwali as compared to last year as Indians are likely to prefer domestic products like earthen diyas (lamps), according to a report.

Chinese products had recorded a 30% decline in sales last year on Diwali, the festival of lights which coincides with the Hindu New Year.

A survey by Assocham-Social Development Foundation mapped responses of wholesalers, retailers, traders in Ahmedabad, Bengaluru, Bhopal, Chennai, Dehradun, Delhi, Hyderabad, Jaipur, Lucknow and Mumbai to estimate the demand for Chinese products across India.

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Assocham report

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decline of about 40-45% in consumption of Chinese products this Diwali as compared to last year. Chinese items that are most sought after include fancy lights, lampshades, idols, rangolis and crackers etc. As per the findings, this Diwali, people are preferring Indian products to Chinese goods," Assocham said.

China goods sale to drop 45% this Diwali

FC BUREAU

New Delhi

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"There seems to be a decline of about 40-45 per cent

in consumption of Chinese products on this Diwali against last year. Chinese items that are most sought fancy lights, lampshades, Ganesha and Laxmi idols, rangolis and crackers, etc. As per the findings, this Diwali, people are preferring Indian products over Chinese goods," Assocham said.

According to the survey, the demand of electronic items like LCDs, mobile phones and other items made in China has also declined by 15-20 per cent.

Shopkeepers who took part in the survey said most of the customers are demanding Indian lights or earthen diyas.

According to an estimate, the value of Chinese goods sold in 2016 during Diwali was around Rs 6,500 crore, out of which Rs 4,000 crore was for products such as toys, fancy lights, gift items, plastic ware, decorative goods etc.

Chinese goods sale may drop 45% in Diwali

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Indians preferring India-made goods for Diwali; Chinese goods may suffer

AGE CORRESPONDENT
NEW DELHI, OCT. 9

This Diwali, Chinese items such as like lights, gift items, lamps and wall hangings among others could see a decline of upto 45 percent as people are preferring Indian products, said industry chamber Assocham.

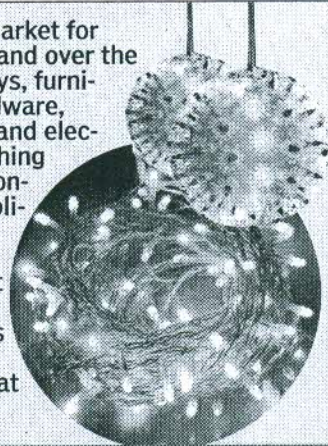
"There has been a 40-45 percent impact on goods like decorative lights which records huge sales during Diwali, whereas a slight impact has also been seen on China-made electronic goods like mobile phones etc. As per the paper, the demand of electronic items like LCDs, mobile phones and others items made in China has also declined by 15-20 percent," said D.S. Rawat, secretary general Assocham releasing the paper.

The chamber said that as per its findings people are preferring Indian products over Chinese goods during this Diwali.

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■ **INDIA IS** a big market for Chinese products and over the years import of toys, furniture, building hardware, crackers, lighting and electric fittings, furnishing fabric, office stationery, electronic appliances, consumer electronics, kitchen equipment & appliances, gift items and watches from China has increased to a great extent

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It said there was a huge demand for made in China fancy lights in the market

but it is also decreasing.

"Also, the quality of Chinese products is also questionable with no shopkeeper giving any sort of guarantee on Chinese items once sold. Fire crackers made at Sivakasi in Tamil Nadu are preferred in comparison to Chinese crackers," said

the chamber.

Assocham said it interacted with wholesalers, retailers, traders in cities of Ahmedabad, Bangalore, Bhopal, Chennai, Dehradun, Delhi, Hyderabad, Jaipur, Lucknow and Mumbai to estimate the demand for Chinese products across India.

"According to an estimate, the value of Chinese goods sold in 2016 during Diwali was around ₹6,500 crore. Out of the total, over ₹4,000 crore was Diwali-related items such as toys, fancy lights, gift items, plastic ware, decorative goods among others," it said.

India is a big market for Chinese products and over the years import of toys, furniture, building hardware, crackers, lighting and electric fittings, furnishing fabric, office stationery, electronic appliances, consumer electronics, kitchen equipment & appliances, gift items and watches from China has increased to a great extent in India, said Assocham.

