

NCR's festive season shifts towards apparel, beauty & digital.

Chhath Puja brings the region together. Rising Buying Intent reflects a stronger eagerness to shop.

Chhath Puja
13-16 Nov 2026

Kalindi Kunj
Bhola Ghat

CITYWIDE BUYING INTENT IMPROVEMENT

JUN-JUL-AUG '25 vs '26 | NCR (DELHI)



Cosmetics

86.5

Jun-Jul-Aug '25

105.0

Jun-Jul-Aug '26

+18.5



Apparels

91.4

Jun-Jul-Aug '25

108.7

Jun-Jul-Aug '26

+17.3



Digital

100.2

Jun-Jul-Aug '25

113.0

Jun-Jul-Aug '26

+12.8



FMCG

92.7

Jun-Jul-Aug '25

103.4

Jun-Jul-Aug '26

+10.7



Biscuits

80.7

Jun-Jul-Aug '25

105.0

Jun-Jul-Aug '26

+24.3



Shampoo

86.5

Jun-Jul-Aug '25

109.2

Jun-Jul-Aug '26

+22.7

BELT HOTSPOTS (SELECT EXAMPLES)

South Delhi

Internet Search +31.6%

Apparels +28.4%

Air Conditioners +22.9%

Gurgaon

Food & Beverages +30.0%

Consumer Electronics +21.4%

Automobile +1.1%

West Delhi

Cosmetics +27.0%

FMCG +16.9%

Apparels +13.2%

North Delhi

Technology +26.9%

Apparels +23.2%

Personal Accessories +15.0%



SPEND CUE

In **NCR**, festive Buying Intent is rotating towards **apparel, beauty & digital**. Sharpen presence by belt where Buying Intent is **rising fastest**.

KOLKATA ENTERS FESTIVE SEASON WITH MOBILITY IN THE LEAD

Durga Puja
17-21 Oct 2026

Kolkata | Howrah
Siliguri | Durgapur

CITYWIDE BUYING INTENT IMPROVEMENT

JUN-JUL-AUG (JJA) 2025 vs 2026 | KOLKATA



Passenger Vehicles

98.9 | 117.8
JJA'25 | JJA'26
+18.9



Automobile

104.1 | 121.0
JJA'25 | JJA'26
+16.9



Laptops

90.6 | 99.8
JJA'25 | JJA'26
+9.2



Mobile Phones

94.8 | 103.5
JJA'25 | JJA'26
+8.7



Toothpaste

83.1 | 118.9
JJA'25 | JJA'26
+35.8



Healthcare

88.2 | 123.5
JJA'25 | JJA'26
+35.3

BELT HOTSPOTS (SELECT EXAMPLES)

East Kolkata

Passenger Vehicles **+45.1%**
Automobile **+15.2%**
Laptops **+12.1%**

South Kolkata

Automobile **+22.4%**
Retail **+21.5%**
Passenger Vehicles **+17.1%**

North Kolkata

Automobile **+14.2%**
Personal Accessories **+21.6%**
Online Retail **+20.3%**

Central Kolkata

Laptops **+29.4%**
Passenger Vehicles **+26.4%**
Technology **+15.3%**



SPEND CUE

In **Kolkata**, back mobility and everyday essentials.
Be present where the city **celebrates** and **shops**.

Mumbai's festive season enters with broad momentum.

Ganeshotsav brings the city together. Buying Intent shows a stronger keenness to buy.

Ganeshotsav
14 Sep – 23 Sep 2026

Lalbaug – Parel
Girgaon Chowpatty

CITYWIDE BUYING INTENT IMPROVEMENT

JUN-JUL-AUG (JJA) 2025 vs 2026 | MUMBAI



Lighting

86.2	128.7
JJA'25	JJA'26
+42.5	



Hypermarkets

83.5	105.1
JJA'25	JJA'26
+21.6	



Air Conditioners

85.6	106.8
JJA'25	JJA'26
+21.2	



Food & Beverages

93.6	113.1
JJA'25	JJA'26
+19.5	



Laptops

95.0	107.4
JJA'25	JJA'26
+12.4	



Passenger Vehicles

95.2	106.1
JJA'25	JJA'26
+10.9	

BELT HOTSPOTS (SELECT EXAMPLES)

Eastern Suburbs

Passenger Vehicles	+51.9%
Air Conditioners	+43.6%
Online Retail	+22.1%

Central Mumbai

Televisions	+33.6%
Washing Machines	+29.0%
Retail	+25.7%

Western Suburbs (Near)

Laptops	+19.8%
Jewellery	+23.1%
Air Conditioners	+22.8%

South Mumbai

Lighting	+62.5%
Air Conditioners	+25.7%
Food & Beverages	+24.2%



SPEND CUE

In **Mumbai**, double down on high-intent categories.
Be present where the city **celebrates** and **shops**.

www.BuyingIntent.in

Note: Citywide green figures are BI-point differences. Belt figures are % change.



Buying Intent Index
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Bengaluru's festive Buying Intent is softening.

More categories fell than rose, and no category rise is confirmed.

Deepavali shopping
Oct–Nov 2026
Commercial Street
Chickpet

CITYWIDE BUYING INTENT IMPROVEMENT

JUN–JUL–AUG '25 vs '26 | BENGALURU



Refrigerators

88.1 | 108.5
Jun–Jul–Aug '25 | Jun–Jul–Aug '26
+20.4



Hospitals

82.6 | 99.9
Jun–Jul–Aug '25 | Jun–Jul–Aug '26
+17.3



Healthcare

85.8 | 101.6
Jun–Jul–Aug '25 | Jun–Jul–Aug '26
+15.8



Cosmetics

84.4 | 97.3
Jun–Jul–Aug '25 | Jun–Jul–Aug '26
+12.9



Tyres

98.3 | 112.2
Jun–Jul–Aug '25 | Jun–Jul–Aug '26
+13.9



Financial Services

96.8 | 104.4
Jun–Jul–Aug '25 | Jun–Jul–Aug '26
+7.6

BELT HOTSPOTS (SELECT EXAMPLES)

East Bengaluru

Activewear **+45.8%**
Sports **+30.4%**
Tea **+29.1%**

Central Bengaluru

Home Appliances **+52.0%**
Manufacturing **+21.7%**
Laptops **+3.9%**

South Bengaluru

Sports **+39.3%**
Refrigerators **+37.8%**
Activewear **+36.7%**

North Bengaluru

Banking & Finance **+10.3%**
Personal Accessories **+8.7%**
Laptops **+7.3%**



SPEND CUE

In Bengaluru, festive Buying Intent is **softening**.

Prioritise the pockets where category intent is **rising fastest**.

Chennai's festive season shifts towards apparel & everyday categories.

Deepavali shopping
Oct–Nov 2026

T Nagar
Ranganathan St | Pondy Bazaar

Deepavali shopping energises the city.
Buying Intent is rotating towards
apparel and everyday categories.

CITYWIDE BUYING INTENT IMPROVEMENT

JUN–JUL–AUG '25 vs JUN–JUL–AUG '26 | CHENNAI



Apparels

90.5

Jun–Jul–Aug '25

114.0

Jun–Jul–Aug '26

+23.5



QSR

93.2

Jun–Jul–Aug '25

112.4

Jun–Jul–Aug '26

+19.2



Tea

90.2

Jun–Jul–Aug '25

108.4

Jun–Jul–Aug '26

+18.2



Toothpaste

88.4

Jun–Jul–Aug '25

105.5

Jun–Jul–Aug '26

+17.1



Healthcare

99.1

Jun–Jul–Aug '25

114.7

Jun–Jul–Aug '26

+15.6



Fast Fashion

87.2

Jun–Jul–Aug '25

97.8

Jun–Jul–Aug '26

+10.6

BELT HOTSPOTS (SELECT EXAMPLES)

South Chennai

Apparels	+57.6%
Banking & Finance	+9.0%
Sports	+8.2%

Central Chennai

QSR	+51.6%
Apparels	+22.9%
Tea	+22.5%

West Chennai

FMCG	+13.8%
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North Chennai

Technology	+13.3%
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SPEND CUE

In Chennai, festive Buying Intent is rotating towards
apparel and everyday categories.
Prioritise belts where category intent is **rising fastest.**

Hyderabad's festive Buying Intent shows strong pockets, not broad momentum.

The festive opportunity is mixed rather than broad.
Stronger category pockets are emerging across the city.

Ganeshotsav / Visarjan
14 Sep – 23 Sep 2026

Khairatabad | Tank Bund
Hussainsagar

CITYWIDE BUYING INTENT IMPROVEMENT

JUN-JUL-AUG '25 vs JUN-JUL-AUG '26 | HYDERABAD



Instant Coffee

68.6 | 105.0
JJA'25 | JJA'26

+36.4



Healthcare

90.4 | 120.4
JJA'25 | JJA'26

+30.0



Tea

98.9 | 119.0
JJA'25 | JJA'26

+20.1



Ice Cream / Frozen Dessert

88.9 | 108.4
JJA'25 | JJA'26

+19.5



Apparels

87.2 | 103.5
JJA'25 | JJA'26

+16.3



Air Conditioners

87.5 | 102.6
JJA'25 | JJA'26

+15.1

BELT HOTSPOTS (SELECT EXAMPLES)

West Hyderabad

Tea +50.6%
Laptops +16.6%
Food & Beverages +13.0%

Central Hyderabad

Air Conditioners +48.8%
Washing Machines +11.0%
FMCG +6.5%

North Hyderabad

Retail +41.5%
Motorcycle Makers +30.8%
Air Conditioners +28.3%

East Hyderabad

Digital +21.7%
Mobile Phones +21.3%
Gadgetry +16.1%



SPEND CUE

In **Hyderabad**, festive Buying Intent is strongest in **select pockets** rather than broad.

Prioritise belts where category intent is **rising fastest**.

www.BuyingIntent.in

Note: Citywide green figures are BI-point differences. Belt figures are % change.



Buying Intent Index

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Ahmedabad's

festive Buying Intent
is mixed, with no clear
citywide shift.

Navratri
2026

GMDC Ground
West Ahmedabad

CITYWIDE BUYING INTENT IMPROVEMENT

JUN-JUL-AUG '25 vs JUN-JUL-AUG '26 | AHMEDABAD



Fans

83.4 | 104.5
JJA'25 | JJA'26

+21.1



Water Purifiers

81.9 | 102.4
JJA'25 | JJA'26

+20.5



Electrical Goods

98.7 | 114.2
JJA'25 | JJA'26

+15.5



Passenger Vehicles

88.6 | 100.3
JJA'25 | JJA'26

+11.7



Laptops

83.4 | 93.8
JJA'25 | JJA'26

+10.4



Home Appliances

83.3 | 93.4
JJA'25 | JJA'26

+10.1

BELT HOTSPOTS (SELECT EXAMPLES)

East Ahmedabad

FMCG	+35.2%
Digital	+21.6%
Technology	+7.6%

West Ahmedabad

Water Purifiers	+22.7%
Watches	+19.6%
Fans	+17.7%



SPEND CUE

In Ahmedabad, festive Buying Intent is strongest in
home, utility and mobility-led pockets.

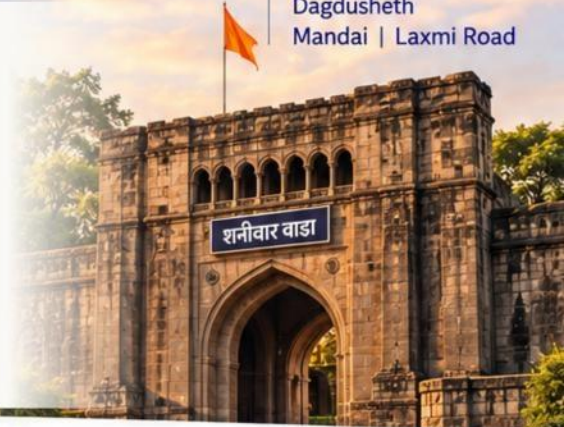
Prioritise belts where category intent is **rising fastest.**

Pune's

festive Buying Intent is mixed, with no clear citywide shift.

Digital and online retail are among the stronger movers, but the citywide picture remains mixed.

Ganeshotsav
14 Sep – 23 Sep 2026
Dagdusheth
Mandai | Laxmi Road



CITYWIDE BUYING INTENT IMPROVEMENT

JUN–JUL–AUG '25 vs JUN–JUL–AUG '26 | PUNE



Mobile Networks

76.0	95.6
JJA'25	JJA'26
+19.6	



Online Retail

85.9	98.9
JJA'25	JJA'26
+13.0	



Digital

85.4	94.3
JJA'25	JJA'26
+8.9	



Hypermarkets

103.0	111.9
JJA'25	JJA'26
+8.9	



Washing Machines

102.6	107.0
JJA'25	JJA'26
+4.4	



Televisions

115.9	119.2
JJA'25	JJA'26
+3.3	

BELT HOTSPOTS (SELECT EXAMPLES)

West Pune

Digital	+21.4%
Washing Machines	+14.5%
Mobile Phones	+8.5%

Pimpri-Chinchwad

Televisions	+5.6%
Automobile	+3.5%
Motorcycle Makers	+0.6%

Central Pune

Televisions	+19.6%
Retail	+10.6%

South Pune

Technology	+30.5%
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SPEND CUE

In **Pune**, festive Buying Intent is selective and **digitally tilted**.
Prioritise the pockets where category intent is rising fastest.

LUCKNOW

ENTERS FESTIVE SEASON WITH FOOD & BEVERAGES LEADING SELECTIVE GAINS

Diwali

8 Nov 2026

Lucknow | Kanpur
Varanasi | Gorakhpur

*Tyohar
ka Apna
Andaaz*

HERITAGE
PEOPLE
POSSIBILITIES

CITYWIDE BUYING INTENT IMPROVEMENT

JUN-JUL-AUG (JJA) 2025 vs 2026 | LUCKNOW

Numbers are Buying Intent indices
(JJA average)



Food & Beverages

83.3 | 108.1
JJA'25 | JJA'26

+24.8

CONFIRMED RISE



Fans

75.1 | 110.1
JJA'25 | JJA'26

+35.0



Manufacturing

81.6 | 107.5
JJA'25 | JJA'26

+25.9



Motorcycle Makers

98.4 | 128.1
JJA'25 | JJA'26

+29.7



Online Retail

96.2 | 116.5
JJA'25 | JJA'26

+20.3



Personal Accessories

82.7 | 99.6
JJA'25 | JJA'26

+16.9

BELT HOTSPOTS (SELECT EXAMPLES)

East Lucknow

Televisions	+28.0%
Consumer Electronics	+24.7%
Digital	+11.9%



SPEND CUE

In Lucknow, Food & Beverages leads a selective rise in Buying Intent.

Be present where celebrations begin.

www.BuyingIntent.in

Note: Citywide green figures are BI-point differences. Belt figures are % change.



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