

Gold Prices Dip Below ₹1.2 Lakh: Jewellers Gear Up for Wedding Season

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India's gold market is buzzing again. After weeks of soaring prices, gold has finally dipped **below ₹1.2 lakh per 10 grams**, sparking optimism among jewellers and consumers alike. According to *The Economic Times*, the precious metal was trading around **₹1,19,164 per 10 grams (excluding GST)** on Tuesday — nearly a **9% decline** from its Dhanteras peak of ₹1,30,874.

This price correction comes at the perfect time. With the Indian wedding season approaching, jewellers across the country are already restocking their shelves, anticipating a glittering surge in gold jewellery sales.

The Perfect Timing for Weddings

Gold isn't just another commodity in India — it's a symbol of prosperity and an essential part of weddings. From bridal jewellery to gifts, the yellow metal plays a central role in cultural traditions.

Now, with prices becoming slightly more affordable, many families that postponed purchases during the recent price hike are returning to jewellery stores. "The dip has revived customer interest. We expect strong footfall in November and December," said one Mumbai-based jeweller quoted by *The Economic Times*.

As per industry estimates, India witnesses **over 30 lakh weddings between November and March**, a period that contributes nearly **half of annual jewellery sales**. The current dip could boost both volume and value during this crucial quarter.

Jewellers Rush to Restock

With consumer sentiment turning positive, jewellers are not wasting time. Leading retailers across Delhi, Chennai, Hyderabad, and Surat have begun **restocking gold bars**. **Therefore** ensuring they have adequate inventory to meet seasonal demand.

Some brands are even offering discounts on making charges or combining gold with diamond and polki designs to attract younger, trend-conscious buyers. The strategy is simple — use the price drop as a hook to reignite India's age-old love for gold.

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