Deepta Mishra finds out how investors are trying to play safe this Diwali combating financial and market crisis and how inflation has hampered Diwali shopping too.

Festive Financing...

This Diwali, people are finding innovative ways of making the most of the festivities, for example by changing the common gift to a funky gadget.

Festive fever has gripped everyone again this season. But recent market catastrophe before Diwali has lowered the ecstasy. Economy slows down and inflation has hampered the joy of festival. On one hand where Investors are dealing with tough time to risk money in market, on other hand there has been change observed in customers buying behaviour. Owning to unstable market, investors have left faith in their own investing strategy. The central government and RBI had already applied measures to solve the liquidity crisis in the market but to pump more money and to save the existing credit by not letting FII’s “Foreign Institutional Investors” to pull out. The results of which will come in the span of one to two weeks will show the probability of a volatile market will be there. But still few may run risk this Diwali again.

Investors are eyeing every minute development in the market to set their Diwali investment right. They are also seeking advice from the experts. Let’s hear it from financial experts what they have to say on this… “Market is down at the moment and share prices are low so one should invest only if they are long time investor. This is a good time to buy shares but not suitable for immediate benefits,” said Mukabsh Ahmad, financial expert. “In fact one can invest in mutual funds,” he adds further. “I will most probably run risk money on the shares of big companies like L& T, Reliance, and BHEL. It is safe to invest in any big fundamentally strong companies because during Diwali they give many bonus and profits by getting higher in values,” said Gagan khandelwal, a regular intra-day investor in the share market.

Besides buying this Diwali, one will also deal with issues on purchases related to festivals. Gifting metal coins has been the popular Indian paunch. “Sweets are out, electronics are in” must have new option has won many hearts and wallets. “Unusual yet very interesting gifts this season: MP3 Players are a rage with the younger generation. Price – Rs. 1000/- and beyond. Cell Phones for those who you think need one, like grand parents who might not have discovered the thrill of being in touch, or feeling like being contacted. Price – Rs. 1000/- and above. Hair styling gadgets for the tiring life this city brings with it. Price – Rs. 4000/- and above. Foot Massagers for the tiring life this city brings with it. Price – Rs. 4000/- and above.

This Diwali seems to have arrived at a very dicey time in the economy and has people looking for ways to manage festivities with finances, these new options of buying electronics might not only introduce the many ‘not so tech savvy’ people to interesting gadgets but will also strike a different note amongst the monopoly of the presents people receive on the usual.

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