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Peel back the layers of ritual and symbolism that define our festive traditions, and one truth consistently shines through: celebrations like Akshaya Tritiya don't just signify prosperity, they illuminate the steps we can take to invite enduring success into our lives. Associated with eternal fortune, this auspicious day has long encouraged individuals to make meaningful investments and decisions. Because lasting wealth and happiness aren't just about sound financial planning—they also stem from inten-



branded residences, commercial properties, and plotted developments. These categories are gaining interest for their potential long-term returns and stability," says Ramesh D Patel, partner at a real estate group. "The right property can serve as a gateway to lasting financial security."

As financial awareness

tive option for cautious investors," he advises. In essence, this is the perfect time to recalibrate your financial strategy and build a foundation for sustained prosperity.

A TIME TO BEGIN ANEW

From launching new ventures to taking possession of a forever home,

Let there be abundance

Unlock the shining prospects of Akshaya Tritiya—where timeless traditions converge with smart acquisitions, setting the stage for lasting success and wealth

tion and belief, both of which are central to this vibrant occasion.

A CHANCE TO STRIKE GOLD

Gold may stand for status, security, and purity—but above all, it remains a timeless symbol of abundance. The most sought-after purchase during Akshaya Tritiya, this radiant metal carries immense emotional and monetary value. "Families invest in gold jewellery, coins, or

bars, trusting that anything bought on this day will multiply in worth. Culturally significant and financially sound, gold continues to attract buyers across generations. Today, more people are exploring alternatives like digital gold and gold exchange-traded funds (ETFs), which offer liquidity

and eliminate the hassle of storage while allowing one to benefit from price appreciation," shares Aksha Kamboj, VP at an apex body for bullion and jewellery associations in India.

What further sweetens the deal is the wave of discounts rolled out by jewellers during this time. Lekha Wadhwa, an educator, recounts, "Last Akshaya Tritiya, I exchanged my old bangles for a new pair under a special offer from a trusted jeweller. It wasn't just a good deal—it felt meaningful. This year, I've set my sights on a gold ring, while my mother-in-law plans to purchase a gold coin."

SEIZING THE MOMENT FOR GROWTH

Since the festival is rooted in the concept of enduring value, it's also an ideal moment to acquire appreciating assets. "Real estate continues to be a compelling option—particularly

deepens across India, many use occasions like Akshaya Tritiya to diversify their investment portfolios. Vijay Kuppa, CEO of a platform for alternate assets, emphasises the importance of making informed decisions. "Let your investments mirror your goals and financial growth. Corporate bonds can be ideal for those seeking higher fixed returns, while fixed deposits are also enjoying a resurgence. Market-linked debentures (MLDs), though lesser known, offer exposure to the market with relatively lower volatility—an attrac-

Akshaya Tritiya marks the beginning of promising new chapters. The sense of optimism and opportunity that surrounds this day is palpable. Tanya Mahajan, a data analyst, shares, "For generations, this festival has been our family's cue for fresh starts—be it relocating, expanding a business, or signing key documents. Last year, my partner and I had our roka ceremony on this propitious day. It was an intimate celebration, made all the more special by the auspicious timing and the blessings of our loved ones."

So this Akshaya Tritiya, don't just hope for prosperity—embrace it. Let your actions reflect your aspirations, and take steps that your future self will thank you for.

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