



DIWALI 2026 • STORE OWNERS

Diwali Offer Guide

30 days. 50+ offers. One busy season.

One Diwali season, many offers. What to promote, and when.

10 Oct to 15 Nov 2026



Free with your Flyerworks account

flyerworks.app

INSIDE THIS GUIDE

Contents

Tap a line to jump there.

Start here		03
Key dates for 2026		04
Protect your margin		05
7 offers that work	1 of 7 here	07
Your 30-day calendar		13
The last 7 days, and Diwali	Full guide	15
After Diwali	Full guide	16
Ideas by store type	1 of 8 here	17
WhatsApp and in-store	Full guide	26
Price it right	Full guide	28
Avoid these mistakes	Full guide	29
Create it in Flyerworks	Full guide	30

START HERE

Diwali isn't one offer.

Your shop stays busy for weeks, not one day. Customers return, and every visit is a chance to show them something new.

Festival kickoff

Weekend sale

New stock

Combo offer

Price drop

Last chance

Clearance sale

How to use this guide

- 1 Idea.** Pick an offer.
- 2 Offer.** Set the deal.
- 3 Products.** Choose what goes in it.
- 4 Timing.** Pick the days.
- 5 Flyer.** Make it in Flyerworks, then download, print and share.

You'll be busy. Keep your offers running, too.

Key dates for 2026

Sun 11 to Tue 20 Oct	Sharad Navratri	
Tue 20 Oct	Dussehra	
Thu 29 Oct	Karva Chauth	
Fri 6 Nov	Dhanteras	Peak
Sat 7 Nov	Choti Diwali. Deepavali in Tamil Nadu.	Peak
Sun 8 Nov	Diwali, Lakshmi Puja	Peak
Tue 10 Nov	Govardhan Puja, Gujarati New Year	
Wed 11 Nov	Bhai Dooj	

Shoppers buy early.

Demand rises in the two weeks before Diwali, peaking on Dhanteras, not Diwali. This year, Dhanteras to Diwali is Fri to Sun, the busiest weekend for store visits.

South: buying peaks on 7 Nov. West: promote New Year on 10 Nov. Panchang dates may shift by a day.

PROTECT YOUR MARGIN

Discounts cut into your margin.

You can't sell above MRP. Every price cut reduces your margin.

Extra sales needed to earn the same profit

5% off	19% more
10% off	46% more
15% off	85% more
20% off	172% more
25% off	379% more

Based on 31.6% average retail gross margin. Grocery margins are lower, so required sales are higher. Break-even = discount ÷ (your margin - discount).

Grow baskets, not discounts.

Use hampers, bundles and spend-and-get gifts on low-margin staples. Discount high-margin or supplier-funded items. Don't fund cuts on atta, oil, sugar or milk.

Spend-and-get

Give a free gift when the bill passes a set amount. A shagun offer.

THE OFFER

Spend ₹1,000, get a gift worth about ₹40, such as 100 g dry fruit or chocolate. Add ₹2,000 and ₹3,000 tiers if useful.

PRODUCTS

Count the whole basket. For stricter margins, exclude atta, oil, sugar and milk.

BEST FOR

All store types. Pharmacies: non-medicine items only.

WHEN

For the full festive fortnight.

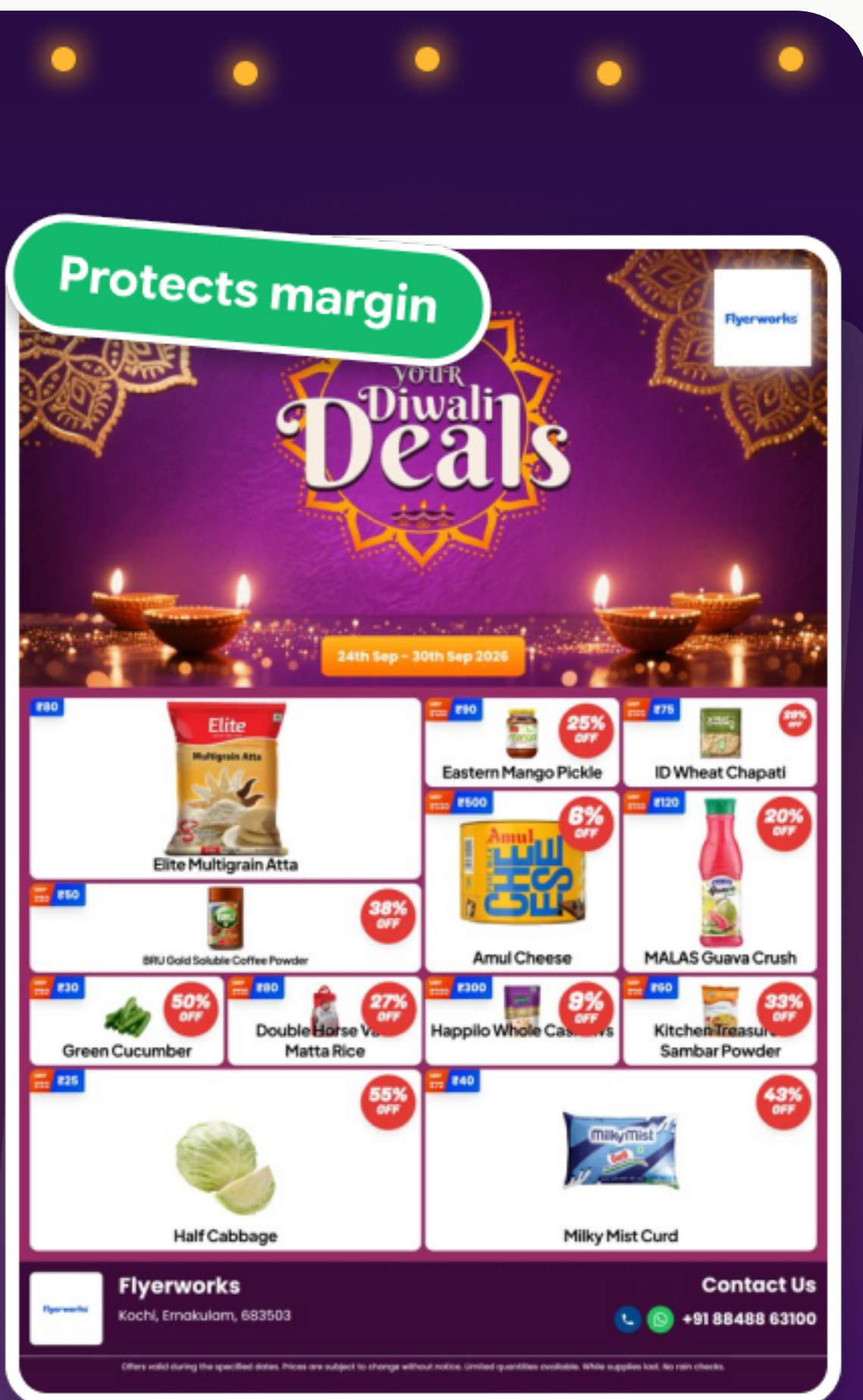
WHERE

Till sign, shelf tags, WhatsApp.

WHY IT WORKS

Free gifts reportedly lift average bills by 15 to 30%. Set the threshold 15 to 20% above your usual bill.

Gift cost must stay below margin on extra spend. At 12% margin, ₹300 extra earns about ₹36.



Made in Flyerworks

Make this flyer →

YOUR 30-DAY CALENDAR

Days 1 to 14

10 to 23 Oct. Send WhatsApp-tagged offers there; share the rest on posters and shelf tags.

Week 1 · 10 to 16 Oct · Navratri starts Sun 11

Sat 10 to Sun 11 Festival kickoff: start spend-and-get (#02)

[WhatsApp](#)

Mon 12 to Wed 14 Navratri fasting staples: sabudana, kuttu atta, rock salt, dry fruit

Thu 15 to Fri 16 Start the loyalty stamp (#06)

Week 2 · 17 to 23 Oct · Dussehra Tue 20

Sat 17 to Sun 18 Weekend sale on high-margin groceries (#24)

[WhatsApp](#)

Mon 19 to Tue 20 Dussehra offer

Wed 21 to Fri 23 Clear slow sellers for festive stock (#27)

Grocery and supermarket

Grocery and FMCG led Diwali trade in 2025, at 12% of festive sales.



Make these flyers →

#21 Diwali cleaning week

12 to 25 Oct

Display brooms, mops, detergent and bin bags together. Household goods carry better margins.

#22 Family combo pack

All season

One month of staples in a pack at a round price, such as ₹1,101 or ₹2,101.

#23 Bulk-buy offer Weekends

Buy 5 kg, get 500 g free on loose goods sold by weight.

#24 Weekend grocery sale

Every weekend

5 to 8 high-margin items, Saturday and Sunday only.

THAT WAS THE PREVIEW

24 more pages are waiting.

The full guide includes a 30-day calendar, the final 7 days before Diwali, post-festival tips, and 66 ideas across 8 store types.

- ✓ All 7 offers that work
- ✓ Calendar days 15 to 30
- ✓ Ideas for general stores, bakeries, pharmacies, fruit and veg, apparel, electronics and furniture
- ✓ WhatsApp, in-store and pricing tips



Get it free with a Flyerworks account

flyerworks.app

Create a free account