

# GRAND KERALA SHOPPING FESTIVAL



**GRAND KERALA  
SHOPPING  
FESTIVAL**



**TIME**

## DATES

December - January

## FREQUENCY

Annual

## DURATION

60 Days

## ABOUT THE FESTIVAL (Legend/History/Myth)

This was first started on 2007 December 1 and continued for the next 47 days and since then it became an annual shopping festival in God's Own Country. The festival is a strong step taken forward to regain the lost glory of Kerala in the map of international trade and commerce. The Government aims to utilize the growth in the tourism sector to develop the state as an international trade and tourism destination. As compared to shopping festivals being held in other countries, this festival converts the entire state of Kerala into a giant shopping mall, incorporating not just the big players, but also the small and medium scale industries.







**EVENTS/PROGRAMS**

Shopping Festival  
Art Fair  
Cultural Programs

**DESCRIPTION** *(How festival is celebrated)*

During this period stores and shops registered under the GKSF offer wide range of discounts, vat refunds etc. Along with the guaranteed shopping experience, shoppers are provided with gift coupons for a fixed worth of purchase entering them into weekly and mega lucky draws. Over 3,000 outlets selling jewellery, electronic goods, textiles, consumer-durables, cars and autos, as well as hotels, restaurants and shopping malls across the state register for this several days long Shopping Festival. The some seasons of GKSF also feature contemporary art fair. The exhibition-cum-sale featuring more than 300 works by over 200 artists was a first of its kind attempt to address the lack of marketing opportunities for Kerala artists.

