HDFC securities

MoneyFest 2026

Commodity Gold

Dhanteras and Gold: Where Tradition Meets Wealth Preservation

For Indian households, Dhanteras is more than just another shopping festival; it is a festival that is steeped in the traditions of prosperity, wealth creation, and auspicious new beginnings. Buying gold right now carries both cultural and financial weight, reflecting the age-old notion that bringing a valuable asset into the home creates good fortune and prosperity. Over generations, this tradition has solidified gold's status as a vital component of household wealth and financial security.

Notably, gold's performance recently has further reinforced this connection. An evaluation of MCX Gold returns from one Dhanteras to the next over the past five years indicates that the metal has yielded positive returns four out of five times, with particularly remarkable appreciation over the last three years. This consistent performance has enhanced gold's appeal, not only as a traditional store of value but also as a significant tool for long-term wealth preservation

Gold Delivers Exceptional Five-Year Returns Despite Recent Moderation

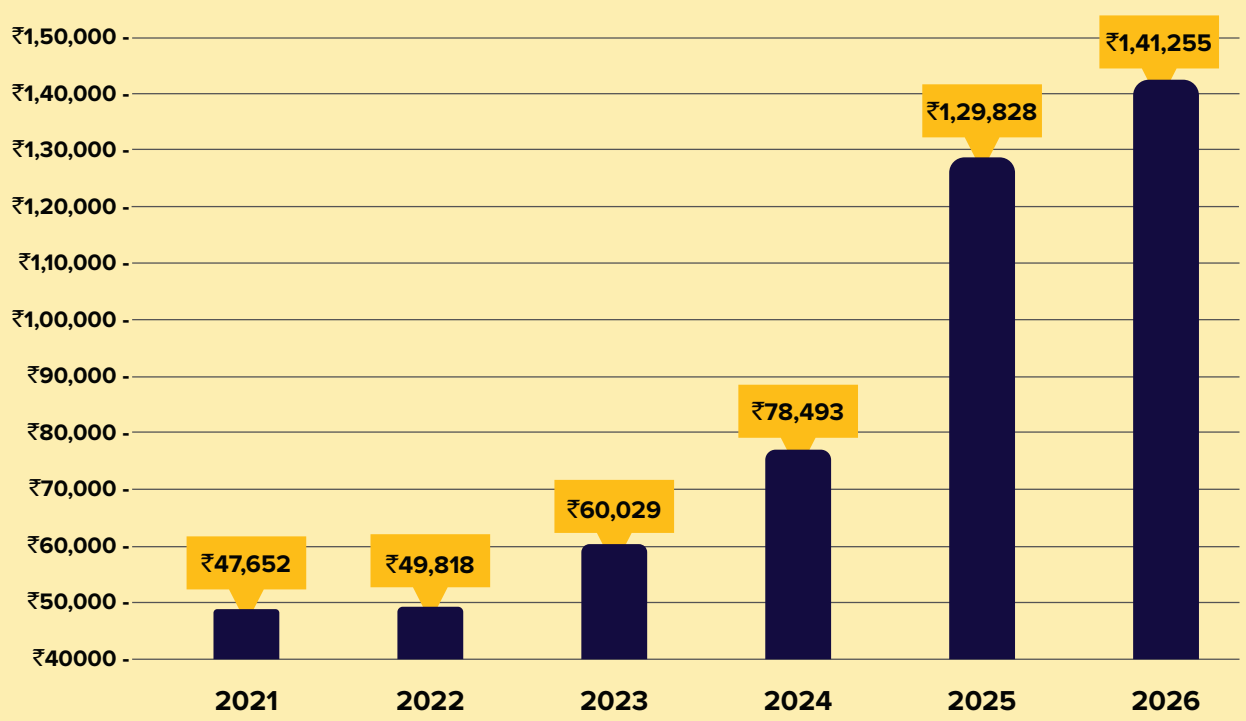
Year	MCX Spot Gold Price at Dhanteras	Dhanteras to Dhanteras Return
2021	₹47,652	-6.5%
2022	₹49,818	4.3%
2023	₹60,029	17.0%
2024	₹78,493	23.5%
2025	₹129,828	39.5%
2026 (Price as on 4th Nov)	₹140,255	8.1%

Five Years of Dhanteras-to-Dhanteras Gains: Gold's Powerful Price Rally

Gold has delivered a strong upward trend over the past five years, with price gains accelerating notably since 2023. The MCX Spot Gold benchmark highlights the scale of this rally, with domestic prices recording substantial appreciation over the last three Dhanteras periods and a particularly sharp increase in 2025. Despite the recent correction, gold continues to trade at historically elevated levels in 2026.

The sustained rise has further strengthened gold's appeal as a long-term wealth-preservation asset. However, the sharp increase in prices has also made buyers more price-conscious, particularly in the jewellery segment, where higher acquisition costs are influencing purchase decisions. Investors, too, are becoming more selective about fresh allocations at elevated price levels.

Gold: A Strong Wealth-Creation Trend Over Five Dhanteras Periods



Gold at Dhanteras 2026: Correction Eases Affordability, But Prices Stay Elevated

Gold enters this year's Dhanteras from a relatively unusual market position. After reaching a record high in January 2026, international gold prices declined by more than 25% by July, staged a recovery in August, and subsequently witnessed renewed weakness in October. Domestic MCX gold prices have also corrected by more than 20% from their January peak.

The recent correction has moderated the price burden to some extent and improved affordability compared with the year's highs. This could encourage consumers and investors who had remained on the sidelines during the previous rally to re-enter the market, particularly during the festive buying season.

Dhanteras 2027: Gold's Long-Term Appeal Intact Despite Slower Returns This Year

Looking ahead to the next Dhanteras, we expect gold returns to moderate compared with the exceptional appreciation recorded over the past three years. However, the broader structural outlook remains constructive, supported by continued central-bank accumulation, investment demand, reserve diversification and persistent geopolitical and economic uncertainty.

Gold's growing relevance as a strategic asset within diversified portfolios is unlikely to diminish, even if its pace of appreciation moderates. The recent correction has also improved the risk-reward profile for long-term investors, and any further meaningful decline could provide opportunities for staggered accumulation.

From a price perspective, we expect domestic gold prices to potentially move towards **₹1,67,000 – ₹1,70,000 per 10 grams by the next Dhanteras**, although the trajectory is likely to remain volatile, with intermittent corrections along the way.

Overall, while the exceptional returns of recent years may be difficult to replicate, gold's structural demand drivers and its role in wealth preservation should continue to underpin its long-term investment appeal.

Our Recommendation

MCX Gold Ten February Future Buy around ₹1,46,600 - ₹1,47,000
Add on Dips around ₹1,39,000 - ₹1,39,300.
Ragne for The Upside Objective ₹1,61,100 - ₹1,65,000 Stop Loss ₹1,37,500.

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