



Visitors buy items displayed at the Matikala Mahotsav 2025 in Lucknow.

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Mati Kala Board sales soar 27.7% across UP

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LUCKNOW: The Uttar Pradesh Mati Kala Board has recorded a major jump in sales, crossing ₹4.20 crore from various pottery fairs held across the state — a 27.7% increase over last year's ₹3.29 crore, the state government said on Monday.

During the 2025-26 financial year, the board organised a series of events, including a 10-day pottery festival, seven-day regional fairs, and three-day short pottery fairs. Together, these featured 691 stalls and drew large crowds of visitors and buyers.

The 10-day Matikala Mahotsav held at Khadi Bhawan, Lucknow, from October 10 to 19, 2025, saw 56 shops record sales worth ₹1,22,41,700. Regional fairs held in Gorakhpur, Agra, Kanpur Dehat, and Moradabad from October 13 to 19, with 126 stalls, generated ₹78,84,410. Meanwhile, 509 shops across 70 districts participating in three-day mini clay art fairs (October 17-19) reported sales of

DESPITE FEWER STALLS COMPARED TO LAST YEAR, SALES ROSE — A RESULT OF IMPROVED PRODUCT QUALITY

₹2,19,20,212.

Despite fewer stalls compared to last year, sales rose — a result of improved product quality, better exhibition arrangements, and effective marketing support, said officials adding the fairs also reflected growing public interest in clay art and pottery.

The board credited the success to the cooperation of artisans and a focus on enhancing the brand value of Uttar Pradesh's pottery products. Increased sales and exposure have helped artisans boost their incomes, and the board plans to continue organising such fairs and exhibitions to promote the state's traditional craft further.