

INDIA'S CONCERT ECONOMY

JUST GOT ITS COVER

STORY MOMENT

And the numbers will surprise you



From Touring Stop to **STRATEGIC MARKET**

Live concerts are now part of India's economic framework not just its entertainment calendar.



Narendra Modi
PRIME MINISTER, INDIA

"The incredible images from Coldplay's concerts in Mumbai and Ahmedabad are proof of how much scope live concerts have in India. I expect the state and the private sector to focus on developing necessary infrastructure and skills for the concert economy."





₹20,800 CRORE

That's EEMA's current valuation of India's live entertainment sector.
On track to double by 2030. This isn't niche anymore.

THIS IS AN INDUSTRY



ONE SHOW. ONE CITY.

₹641 crore

Coldplay's Ahmedabad concert generated ₹392 crore directly for the city and ₹72 crore in GST revenue alone. Hotel rates hit ₹90,000 a night within 48 hours of the announcement. A concert did that.

This isn't just Mumbai and Delhi anymore

Live event growth in cities that weren't on the map two years ago:

Vizag +409% Vadodara +230% Goa +214% Shillong +213%

Guwahati +188% Indore +214%

Samit Garg

MANAGEMENT ASSOCIATION

"Concerts provide counterbalance to isolated digital lives—creating what scholars term 'sacred-digital liminality' where technology enables transcendent communal experiences. Research from Bhavan's College MSEED reveals that concerts address deep psychological needs for collective experience in an increasingly atomised society."





5.6 lakh *Indians* TRAVELLED CITY-TO-CITY IN 2025

Just for concerts

76% visited a city for the first time because of a live event.

53% extended their stay to explore.

Average trip spend: **₹51,000**

The concert ticket is now the starting point of the travel plan not an afterthought.

BEYOND CONCERTS

Live entertainment is expanding into *cultural-tech experiences that blend storytelling, technology, and intellectual property at scale*

