

BUILDING INDIA'S LIVE ENTERTAINMENT ECOSYSTEM

BookMyShow's Vision for a Global Touring Destination

*As India emerges as an essential market for global and domestic touring acts, **BookMyShow Live** is investing in infrastructure, production standards, and cultural transformation to position the country as a world-class live entertainment hub. **PALM Expo Magazine** explores how the ticketing and live entertainment giant is reshaping the touring landscape, building production capabilities, and creating a sustainable ecosystem that positions India as an indispensable destination on the global circuit.*



Anil Makhija, Chief Operating Officer - Live Entertainment and Venues, BookMyShow



India's live entertainment landscape is undergoing a seismic shift. No longer viewed as an emerging or experimental market, the country has become an essential destination for artists worldwide—and a thriving ecosystem for homegrown talent.

At the centre of this transformation is **BookMyShow**, whose strategic investments in infrastructure, production quality, and audience development are redefining what's possible for live events across the subcontinent. In 2026, **Billboard** recognised BookMyShow as a global power player, a testament to the company's role in elevating India's position on the international touring circuit

Anil Makhija, Chief Operating Officer - Live Entertainment and Venues, BookMyShow, provides insight into this transformation and the company's strategic vision for India's live entertainment future.

A Dual-Engine Growth Model

"India's live entertainment landscape today is not about choosing between domestic and international touring, it is being shaped by both, in parallel and at scale - and we have seen this with BookMyShow Live, **TribeVibe** and **Sunburn**," said Makhija. "International acts have helped accelerate the market by setting benchmarks and expanding demand, while Indian artists and IPs are driving frequency, depth and cultural relevance.

Together, they are building a far more robust and sustainable touring ecosystem."

This observation captures a fundamental shift in how India's live entertainment market is evolving. Rather than viewing international and domestic touring as competing forces, the ecosystem is being built on their complementary strengths. International acts establish production benchmarks and broaden audience appetites, while homegrown talent and intellectual properties ensure consistent programming, deeper cultural connection, and sustained market momentum.

From Emerging to Essential

The maturity of India's market represents a fundamental shift in how the country is perceived globally. Artists are now experiencing firsthand the energy and scale of Indian audiences, leading to repeat tours, multi-city routing, and consistent sell-outs. India is no longer a one-off stop; it's a strategic component of global tour planning.

"India is no longer an emerging market for live entertainment, it is an essential one. What's changed is a confluence of factors reaching maturity at the same time. You have a young, culturally plugged-in audience that's grown up on the same music, moments and movements as the rest of the world. Discovery is no longer



geography-dependent and fandom here is as deep, informed and emotionally invested as anywhere else, shifting how artists view India, not as a test market, but as a core audience," says Makhija.

Shaping the Ecosystem

BookMyShow's role extends far beyond ticketing. The company has positioned itself as an active architect of India's live entertainment infrastructure.

"At BookMyShow Live, our role goes beyond enabling events, we are actively shaping the ecosystem," Makhija explained. "This includes introducing global standards of production and safety, investing in infrastructure and building original IPs that resonate locally while matching international benchmarks. It is also about evolving audience behaviour, where live experiences are becoming an integral part of how people engage with culture and community."

Investing in Infrastructure and Standards

The company's commitment to building the ecosystem is reflected in its substantial investments across multiple areas of production and operations.

"We've taken on the responsibility of not just participating in the market, but building it, investing in infrastructure, capability and global best practices," said Makhija. "From bringing in international production experts to actively skilling local crews and investing in staging systems, mojo barricading, cable management, large-scale decking, sanitation and fan facilities, the goal is to ensure artists can bring their full vision to India without compromise."

He continued: "Our growth reflects this holistic approach. It spans the full spectrum of live entertainment - across global and Indian music, comedy, family entertainment and immersive experiences. The focus has been on standardising fundamentals: safety, production quality, ingress and egress and overall fan experience, so that whether an artist is playing in India or in London, New York or Sydney, the benchmark holds. As that confidence builds, we are seeing artists travel with full-scale production or increasingly rely on what's been built on-ground here, enabling India to evolve into a reliable, multi-city touring circuit."

This standardisation is crucial. It ensures that artists can deliver their complete creative vision regardless of location, while also building confidence among international promoters and tour managers that India can meet global production standards.

The Economic and Cultural Case

The business case for India's live entertainment boom is compelling, driven by both scale and the speed of market response.

"There is also a strong economic and cultural case for this growth,"

Makhija noted. "India offers scale that very few markets can, both in terms of audience size and the speed at which demand converts. We're seeing consistent sell-outs, repeat tours and multi-city routing becoming the norm. Beyond the numbers, artists are experiencing the energy and depth of Indian audiences firsthand, and that shift in perception is what is now driving India's inclusion in global tour planning."

The numbers support this momentum. BookMyShow has reportedly facilitated over 15 million footfalls for live entertainment, achieved 17% growth in the sector, and produced or promoted more than 1,000 live events over the past four years. These metrics reflect not just volume, but the depth and consistency of audience engagement across diverse entertainment formats.

The Infrastructure Challenge

Despite significant progress, Makhija acknowledges that continued expansion requires addressing infrastructure gaps across India's vast geography.

"At the same time, infrastructure remains central to the next phase of growth," he said. "While capability exists, there is a need to expand and standardise it across more cities to support consistent touring. This will require continued investment and collaboration across industry and government to unlock the full potential of the market."

Not all of India's prospective touring destinations are necessarily equipped with the essential production capabilities, live sound inventory, or venue infrastructure to host large-scale events. Bridging this gap represents both a challenge and an opportunity for the industry's next phase of growth—one where platforms like **PALM Expo** are playing a catalytic role in connecting touring professionals with cutting-edge inventory solutions and fostering knowledge exchange across the production ecosystem.

The Cultural Transformation

Beyond economics and infrastructure, Makhija sees live entertainment as the ultimate catalyst for broader cultural evolution in India.

"At the heart of this transformation lies the power of live concerts to bring people together, blending high-energy performances, dynamic visuals and exceptional hospitality, the holy trinity we aim for with every experience," he said. "The result is a cultural moment that resonates deeply with audiences and positions live entertainment as a cornerstone of India's growing entertainment economy."

Looking Forward

As India's live entertainment market continues to mature, BookMyShow's vision is clear: To build an ecosystem where world-class live experiences thrive across all formats and geographies, supported by infrastructure and standards that match the best in the world.