



*India's live events industry is experiencing rapid expansion, with recent data revealing strong fundamentals across ticketing, tourism, and infrastructure. PALM Expo Magazine examines the key metrics driving this growth and the sector's economic impact.*

## DECODING INDIA'S LIVE EVENTS BOOM: MARKET INSIGHTS

The professionalisation of India's live events industry marks a pivotal shift in the country's entertainment landscape. Once reliant on brand sponsorships and informal operations, the sector has matured into a measurable economic force with clear revenue streams and growth trajectories.

### Market Size and Growth Trajectory

The organised live events segment was valued at ₹20,861 crore in 2024, recording a 15% year-on-year growth rate. This positions the sector among the fastest-growing verticals in India's media and entertainment industry, outpacing traditional formats and second only to digital media.

### Revenue Model Evolution

Ticketing has emerged as the dominant revenue stream for large-format events. Where it once contributed just 10–30% of total income, ticketing now accounts for 50–70% of revenues for major concerts and proprietary IPs. Premium categories—including VIP zones, exclusive viewing areas, and hospitality upgrades—registered over 100% year-on-year growth<sup>1</sup>, signalling a shift toward experience-led consumption.

### Event Tourism and Economic Multiplier Effect

Coldplay's 2025 India concerts in Ahmedabad and Mumbai drew over 222,000 attendees<sup>2</sup>, with ticket prices ranging from ₹3,500 to over ₹25,000<sup>3</sup>. Hospitality packages for select experiences reportedly exceeded six figures.

A striking 86% of attendees travelled from outside the host city<sup>4</sup>, underscoring the rise of event-driven tourism. The concerts generated ₹641 crore in total economic activity and ₹72 crore in GST revenue<sup>5</sup>, while creating approximately 15,000 jobs with a focus on local employment<sup>6</sup>.

For every ₹1,000 spent on tickets, attendees spend an additional ₹1,500–₹2,000 on ancillary services including travel, accommodation, dining, and local transport<sup>7</sup>. Major events can inject ₹25–40 crore into a city's economy over a single weekend<sup>8</sup>.

### Tier 2 City Expansion

Digital ticketing penetration in Tier 2 cities has reached 60–70%<sup>9</sup>, enabling broader access to live events. While average ticket prices in these markets remain accessible—typically ₹500–₹1,000 for general admission—volumes are growing steadily, making cities like Chandigarh, Lucknow, Indore, Jaipur, Kochi, Shillong, and Vadodara integral to national touring circuits.

### Infrastructure and Regulatory Gaps

India currently has fewer than 10 purpose-built venues capable of hosting 10,000+ capacity events with international-standard acoustics, safety systems, and production infrastructure<sup>10</sup>. Event organizers must navigate 10–15 separate permissions per event<sup>11</sup>, adding complexity and cost to operations.

### Demographic and Strategic Outlook

With 65% of India's population under 35<sup>12</sup>, the sector benefits from a young, digitally connected consumer base with rising disposable incomes. Industry stakeholders are advocating for policy reforms including single-window licensing, MSME recognition, and public-private partnerships for venue development.

India is targeting a position among the world's top five live entertainment destinations by 2030<sup>13</sup>. For the professional audio, lighting, production, and AV industries, this trajectory represents sustained demand for technical excellence, infrastructure investment, and scalable execution capabilities.

#### References

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