

# India's rising concert economy

Coldplay's Ahmedabad tour sets the blueprint for India's next cultural boomtowns



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### Raghav Anand

Partner and Leader - Digital, Media and Convergence  
EY-Parthenon

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In the dynamic landscape of India's thriving media and entertainment sector, the live entertainment segment has emerged as a formidable force where creativity, technology, and economic potential converge. Over the past few years, the organized live event segment has evolved at an impressive pace, surpassing the INR12,000 crore mark in 2024 and is projected to grow at a robust CAGR of around 19% over the next three years. Notably, India's concert economy saw significant growth in 2024 with between 70 and 80 concert days attracting audiences of 10,000 or more, demonstrating a clear appetite for immersive, large-scale entertainment experiences.

This transformative growth is driven not only by increased disposable incomes and rapid digital adoption, but also by an evolving audience that craves world-class events and unparalleled experiences. Landmark events such as the UK-based band Coldplay's 'Music Of The Spheres' concert in Ahmedabad have become powerful catalysts igniting economic momentum and spur development across multiple sectors.

The impact of such events extends far beyond the immediate financial metrics, creating a ripple effect across the broader ecosystem.

- **Core impact** includes direct contributions such as ticketing revenues, taxes, and incremental GDP contribution.
- **Enabling impact** span across allied industries such as tourism, hospitality, transport, logistics, and retail, all of which experience significant boosts.
- **Catalytic impact** influence deeper systemic areas - fostering opportunities for creators and local professionals, promoting sustainable event practices, driving inclusivity and diversity, and enhancing accessibility to large-scale cultural experiences.

The impact of Coldplay's concert on Ahmedabad was particularly noteworthy. It demonstrated the city's capability to host global-scale events, attracting over 222,000 fans over two nights and generating an estimated INR641 crore in economic impact. Local businesses, from hotels and restaurants to transport and retail, witnessed significant revenue boost, while the influx of domestic and international tourists increased Ahmedabad's visibility on the global tourism map.

Further, live events have redefined audience engagement by uniting diverse cultures and passions under one roof. They have proven to be effective platforms for amplifying brand value, for both the artists and the host cities, while creating a burgeoning market for brand activation. Importantly, these initiatives are extending far beyond traditional metro markets, reaching emerging urban geographies where increased consumer spending is creating new opportunities for growth.

As we navigate an era where live events are reshaping economic landscapes and redefining urban experiences, it becomes imperative for industry leaders, policymakers, and investors to recognize and seize the opportunities this dynamic ecosystem presents. Embracing innovative business models, sustainable practices, and strategic collaborations will not only further fuel this growth but also position India's live events market at the forefront of the global entertainment arena.

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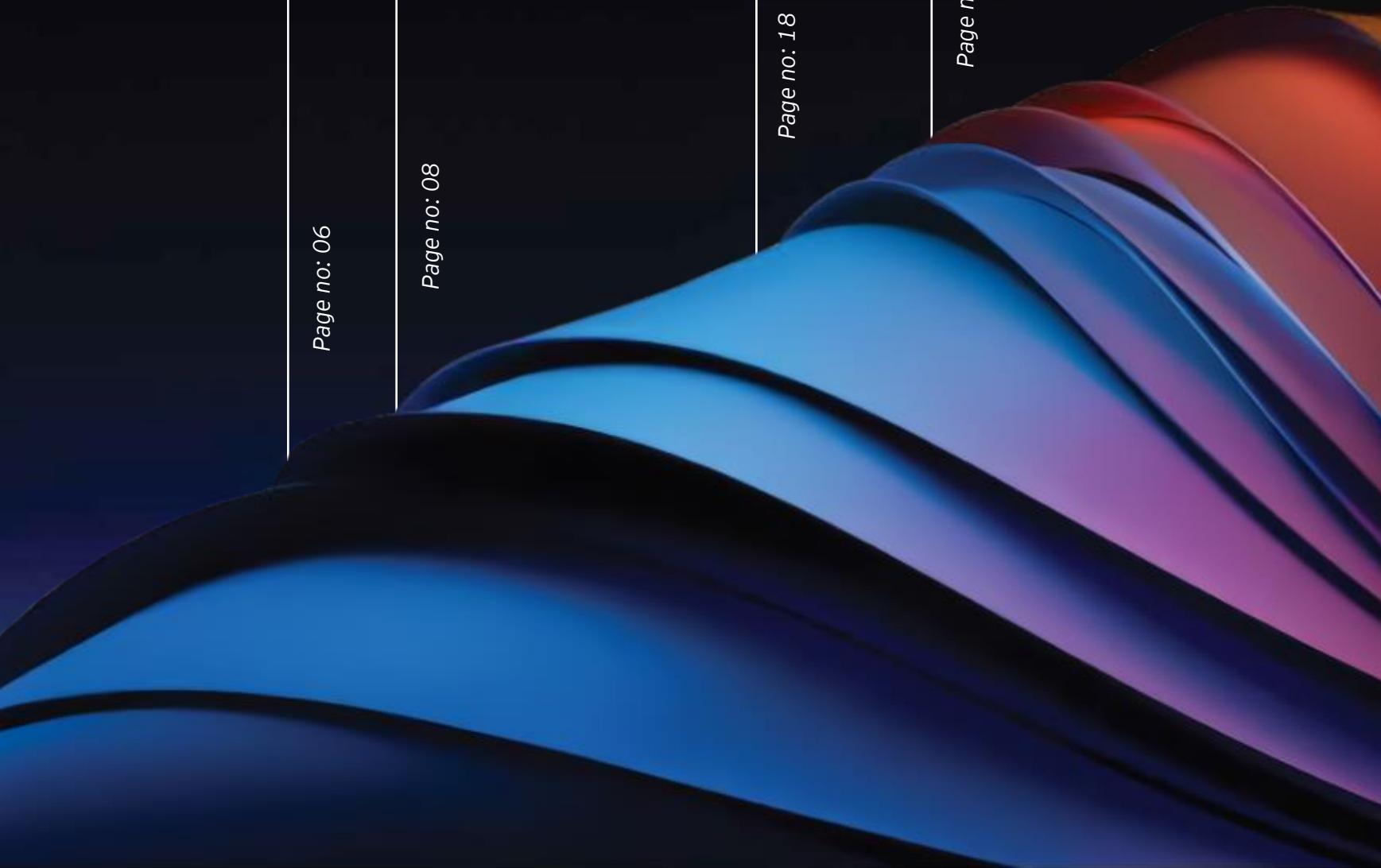
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# 1 Executive summary

Coldplay's 'Music Of The Spheres' concert in Ahmedabad – produced and promoted by BookMyShow Live, the live entertainment experiential division of BookMyShow, in collaboration with Live Nation, the global producers of the tour – was the largest stadium concert of the 21st century. More than just a musical event, it was a defining occasion that propelled Ahmedabad onto the global stage, proving the city's capability to successfully host world-class events at scale. It also provided valuable insights into aspects of urban planning, infrastructure preparedness and large-scale event management, setting a new benchmark for future global performances in India.

amplified Ahmedabad's visibility on the global stage, while organic, fan-generated content cemented the city's reputation as a vibrant center for live entertainment.

The event was executed at an exceptional operational scale. With approximately 15,000 personnel<sup>1</sup> deployed across event management staff, security, logistics and volunteers, BookMyShow collaborated with multiple government organizations to jointly enable infrastructure enhancements, such as extended metro services and special trains, which ensured seamless transportation and effective management of crowd inside the venue and traffic across the city.

1 Coldplay's 'Music Of The Spheres' concert in Ahmedabad attracted **over 222,000 attendees<sup>1</sup>** from across the world over two unforgettable nights, reinforcing India's position on the global live entertainment map.

2 The concert delivered a significant economic windfall, generating an **estimated economic impact<sup>2</sup> of INR641 crore<sup>3</sup>** including a **direct boost of INR392 crore<sup>3</sup> to Ahmedabad's economy**, with significant spending on accommodation, transport, dining and retail.

3 The event also contributed **INR72 crore<sup>3</sup> in GST revenue** to the government of India. Local businesses witnessed a surge in customer footfall, with restaurants, hotels and transportation services reporting record revenues.

Tourism received a major boost, with the Ahmedabad Airport handling an unprecedented 138,000 travelers<sup>4</sup> during the three-day window. Flights, trains and hotels operating at full capacity and hotel rates soared to historic highs, as the influx of tourists cemented Ahmedabad's position as a premier entertainment destination.

The concert had a notable impact across media formats, with a social media reach exceeding 350 million<sup>3</sup> users. Extensive coverage by influencers, celebrities and leading publications, the event

The concert also placed sustainability at the core of its planning, actively promoting eco-friendly initiatives. As a result, it successfully diverted over 34,000 kilograms of waste, 95% of the total waste generated from the concert, from landfills<sup>5</sup>.

Coldplay's 'Music Of The Spheres' concert demonstrated Ahmedabad's readiness to host large-scale global events, attracting investments, boosting tourism and enhancing its reputation as a global entertainment hub.

This report, commissioned by BookMyShow, serves as a blueprint for other cities and states to unlock the immense potential of the concert economy and enable the live entertainment industry to be a wealth generator for the country. A collaborative approach between industry stakeholders and government authorities to streamline regulations would be the game changer in realizing this untapped potential of the live entertainment industry and its ability to move economies at scale.

<sup>1</sup>BookMyShow

<sup>2</sup>The economic impact reflects consumer spending across various services specifically attributable to Coldplay's 'Music of the Spheres' concert in Ahmedabad

<sup>3</sup>EY analysis

<sup>4</sup>DeshGujarat (Coldplay Magic: 112 chartered flights arrive in 3 days at Ahmedabad airport; 47k passengers on single day | DeshGujarat)

<sup>5</sup>Skrap Impact Report



# 2 Ahmedabad on the global entertainment stage

# A historic moment for live entertainment in India

Coldplay's 'Music Of The Spheres' concert at Narendra Modi stadium, Ahmedabad marked a significant cultural and economic moment, contributing to the city's growing reputation as an emerging destination for global live entertainment. With over 222,000 fans<sup>6</sup> from all over the world, the two-day show in the city highlighted the growing scale and potential of large concerts in India. It was not only Coldplay's first performance in the city but also the stadium's first ever music concert and it clearly demonstrated the city's readiness to host world-class productions while unlocking significant economic value.

Coldplay captivated the packed crowd with hits like 'Yellow', 'Viva La Vida', 'Hymn for the Weekend' and 'My Universe', as fans sang in unison, transforming the atmosphere into something truly surreal and magical.

Lead vocalist Chris Martin's unique tribute to India's Republic Day with a rendition of Vande Mataram and singer Jasleen Royal sang the Indian national anthem with over 100,000 voices joining in.

The concert's economic impact was even bigger, estimated at INR641 and fueling growth across multiple sectors such as tourism, hospitality, retail and transportation. It reinforced the potential of India's booming live music and concert economy.



# Coldplay's 'Music Of The Spheres' Ahmedabad concert by the numbers

This historic event has positioned both Ahmedabad and India as a serious contender in the global live entertainment industry, unlocking new opportunities for artists, organizers, investors and brands

**2.5 million+<sup>8</sup>**

users logged into BookMyShow to purchase tickets for Ahmedabad shows

**222,000+**

attendees<sup>7</sup> across 2 days

**86%**

of attendees travelled from outside Ahmedabad<sup>7</sup>

**Visitors were from 500+ cities**

across all 28 Indian states and 5 Union Territories<sup>7</sup>

**INR641 crore<sup>9</sup>**

estimated total economic impact across multiple industries

**INR392 crore<sup>9</sup>**

estimated direct economic impact on Ahmedabad

**INR72 crore<sup>9</sup>**

contributions in GST revenue to the government

**350 million+**

combined social media reach<sup>9</sup>

**1.2 billion+<sup>7</sup>**

combined media coverage reach

**~15,000 people<sup>7</sup>**

worked towards organizing the event

<sup>7</sup>BookMyShow

<sup>8</sup>Based on the number of users who logged on to BookMyShow between 12 PM to 1 PM on 16th November 2024 to buy Coldplay's Ahmedabad concert tickets

<sup>9</sup>EY analysis



“

Bringing one of the world's biggest bands to India required meticulous planning, collaboration and a shared vision. Choosing Ahmedabad for Coldplay's Music Of The Spheres World Tour was driven by two key factors - unprecedented consumer demand and the city's infrastructure. After three sold-out shows in Mumbai, the Narendra Modi Stadium allowed us to host over 1 lakh fans per night. The support from local authorities was instrumental and together, we worked towards addressing the challenges like preserving cricket pitches with specialised turf protectors. Decentralising live entertainment is the future and as more global artists include India in their tours, we are committed to making it happen. The economic impact of this concert was massive, boosting revenue at city, state and national levels. A collaborative approach between industry and government to streamline regulations will be a game-changer, positioning India as a global hub for live entertainment.



**Ashish Hemrajani**  
Founder & CEO, BookMyShow

# Prime Minister's endorsement

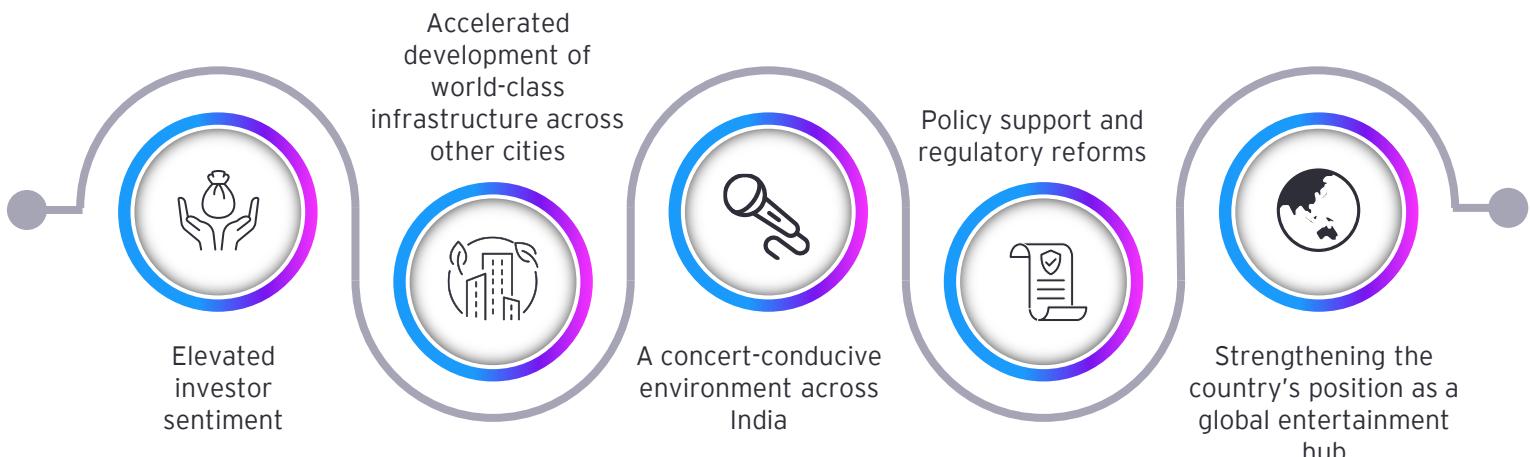
India's vibrant live music economy is propelled by its large youth population, increased disposable incomes and a rich entertainment culture. The remarkable success of Coldplay's 'Music Of The Spheres' concert, along with rising interest from international superstars such as Travis Scott, Ed Sheeran, Guns N' Roses, Imagine Dragons, Green Day, Shawn Mendes, Jonas Brothers, Deep Purple, Bryan Adams, Akon, Dua Lipa, Backstreet Boys, Maroon5, Louis Tomlinson, Alan Walker and Martin Garrix, underscores a powerful trend: India is rapidly emerging as a premier global destination for world-class live music events.

Prime Minister Narendra Modi emphasized on the broader vision for India's concert economy, during his address at the Utkarsh Odisha - Make in Odisha Conclave 2025:

Recognition from the highest levels of Indian government coupled with the overwhelming success of the Coldplay 'Music Of The Spheres' concert and other large-scale concerts is expected to reinforce confidence among investors, policy makers and event organizers, paving way for:

In a country with such a rich heritage in music, dance and storytelling, with such a large pool of youth and a massive consumer base for concerts, there are vast opportunities for the concert economy. In the past decade, both the trend and demand for live events have grown. You must have seen the incredible images from the Coldplay concerts in Mumbai and Ahmedabad in recent days. This is proof of how much scope live concerts have in India<sup>10</sup>.

**Shri. Narendra Modi**  
Honorable Prime Minister of India



<sup>10</sup>DD News (PM Modi pushes for live concerts after Coldplay's success, calls for investments in creative infrastructure)

# Media spotlight

The Coldplay 'Music Of The Spheres' concert in Ahmedabad set a strong precedent in the media and digital landscape, bringing the city into the global spotlight. The event's widespread coverage and strategic brand partnerships boosted Ahmedabad's visibility as the media, creator community and brands brought in innovative marketing approaches that resonated with diverse audiences.

## The concert dominated front pages nationwide

Leading publications across regions provided extensive post-event coverage, with in-depth stories and editorials amplifying the event's national significance with a monumental media coverage reach of more than 1.2 billion+<sup>11</sup>. This reinforced Ahmedabad's emerging identity as a premier destination for world-class live entertainment.

## The concert generated over 350 million<sup>12</sup> reach on social media

BookMyShow effectively utilized social media to keep Coldplay fans informed with updates on ticketing, travel, hydration and other essential details, ensuring a smooth experience. This proactive engagement addressed customer concerns, reaching 22 million people and driving 2.5 million engagements<sup>11</sup>. Influencers further expanded the event's visibility by sharing concert-related updates, keeping it in the spotlight even after the show had ended.



Source: BookMyShow Live

<sup>11</sup>BookMyShow

<sup>12</sup>EYAnalysis



## Influencers amplified the concert's digital footprint

A vlog by Indian cricket superstar Jaspreet Bumrah and his wife and sports presenter Sanjana Ganesan capturing their concert experience garnered a reach of over 22 million<sup>13</sup> across social media platforms. Notably, influencers such as Shakshi Shetty, Prajay Katkoria and Gaurav Uncut shared engaging posts on Instagram on their Ahmedabad experience, garnering over 5 million views and 3,00,000 likes, proving the digital resonance of the event<sup>13</sup>.

Adding to the buzz, leading industrialist Anand Mahindra took to Twitter (now X) to capture the moment, terming it:

“

The moment when the world discovered that India is the new frontier of live entertainment... Coldplay. Ahmedabad<sup>14</sup>.

**Anand Mahindra**  
Chairman - Mahindra Group

## Fans flood social media with Coldplay concert euphoria

Many fans also shared their once-in-a-lifetime experience on social media, creating a ripple effect. This organic digital buzz not only reinforced the

narrative of Ahmedabad as a global entertainment hub but also provided real-time social proof of the event's success.



<sup>13</sup>EY analysis

<sup>14</sup>NDTV (Anand Mahindra Shares Breathtaking Aerial Footage Of Coldplay's Ahmedabad Concert: "India Is New Frontier...")

## Brands strike gold with creative moment marketing around the Coldplay concert

Brands utilized the opportunity for moment marketing and launched innovative campaigns designed to harness this unprecedented attention.



Marketing Mind's post on social media platform<sup>15</sup>



Source: BookMyShow



Source: IndiGo's Hello 6E, January 2025<sup>17</sup>

Gujarat Tourism also promoted the city's rich heritage and attractions to visiting concert goers. They leveraged social media to highlight attractions such as Manek Chowk's night market, known for its street food, and Rani No Hajiro, famous for its handloom fabrics and accessories.

Source: Gujarat Tourism post on Facebook

“

The Coldplay concert in Ahmedabad was a landmark moment, showcasing Gujarat's potential as a global hub for entertainment and tourism. Large-scale concerts like these not only bring economic benefits but also offer a stage to highlight our rich cultural heritage and vibrant spirit. By welcoming world-renowned artists, we are opening new avenues for cultural exchange and strengthening Gujarat's presence on the international map.



**Rajender Kumar (IAS)**  
Secretary (Tourism),  
Government of Gujarat

<sup>15</sup>Marketing Mind ((20+) Marketing Mind - Ahmedabad's Coldplay buzz gets amplified with... | Facebook)

<sup>16</sup>Social Samosa (Brands tap into fans' excitement with creatives for Coldplay conce... Brands tap into fans' excitement with creatives for Coldplay conce...)

<sup>17</sup>IndiGo (Hello 6E JANUARY 2025's Hottest Globetrotter Goals)

## Record-breaking viewership on streaming platform

- The concert drew 8.3 million views and amassed 165 million minutes of cumulative watch time during the three-hour live stream<sup>18</sup>.
- These figures place Coldplay's Ahmedabad concert in the league of India's most-watched live events, comparable only to the Cricket World Cup finals.
- While the concert's stream attracted a pan-India audience, 85% of the viewership came from Maharashtra, Gujarat, Karnataka, Delhi-NCR, Uttar Pradesh, Tamil Nadu and West Bengal<sup>18</sup>.
- Interactive features, such as real-time Coldplay lyrics integration, enhanced the viewing experience, allowing fans to engage more deeply with the music.

In summary, the multifaceted media coverage – from BookMyShow's expansive digital outreach and the social media buzz driven by fans, influencers, prominent personalities and brands to traditional media narratives – paints a comprehensive picture of Ahmedabad's transformative impact through the lens of Coldplay's concert. This integrated media spotlight not only amplified the concert's success but also played a key role in reshaping perceptions.

<sup>18</sup>The Captable (<https://the-captable.com/2025/01/disney-hotstar-coldplay-concert-live-music-streaming/>)



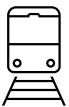




# 3 Solidifying Ahmedabad's position as a **premier tourist destination**

# Travel and hospitality boom

Coldplay's 'Music Of The Spheres' concert in Ahmedabad acted as a catalyst of growth, boosting the city's hospitality and transportation sectors.



## Travel

### Railways witnessed record crowds

- Rail travel witnessed a sharp surge, with trains from all major destinations to Ahmedabad running at full occupancy and waitlists stretching far beyond typical levels.
- Special trains such as Vande Bharat, Duronto and Shatabdi from Mumbai to Ahmedabad had waiting lists exceeding 180 on the concert dates, while all 3AC, 2AC and 1AC seats from Delhi were fully booked well in advance<sup>19</sup>.
- BookMyShow collaborated with Western Railway to introduce Winter special superfast trains between Mumbai and Ahmedabad during the concert days, ensuring better connectivity and smooth travel for fans.

Western Railway (@WesternRailway) [View post on X](#)  
WB will run New Vande Bharat Special trains between Ahmedabad-Superfast Special named 'Incredible' trains, created by Coldplay fans going to Ahmedabad and other passengers.  
The booking for 1st Nost. 38161 and 39162 will open on 22.12.2023, tomorrow, at all IRCTC Counters and the IRCTC Website.  
WB Updates  

11461/62 Bandra Terminus-Ahmedabad superfast special

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## Air travel demand skyrocketed

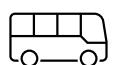
- During the three-day event window, the airport handled 980 flights, welcoming an unprecedented 138,000 travelers<sup>20</sup>.
- The first day of the concert, 25 January 2025, marked the highest-ever single-day arrival at Ahmedabad Airport with over 47,000 passengers arriving in the city, surpassing the previous record of 44,253 passengers in December 2024<sup>21</sup>.
- Airline fares from key cities to Ahmedabad, including short-haul destinations, experienced substantial hikes with one-way tickets being charged 3-4 times higher than the regular fare<sup>22</sup>.

“

The concert served as a major catalyst for demand, with bookings rising by nearly 69% across all modes of transportation on our platform—flights, buses, cabs and trains—compared to two weeks earlier. The most significant increase in transportation bookings occurred in cabs, which saw a 400% surge compared to the same period last year. Flight bookings also rose by 55%. Average selling prices across all modes of transportation also saw an upward trend. While the percentage increase varied across these modes, the overall average was close to 50% year-on-year.

**Raj Rishi Singh**

Chief Marketing Officer and Chief Business Officer - Corporate, MakeMyTrip



## Local transportation

Local transportation also witnessed a significant boost due to the Coldplay concert.

## Public transport hit record highs

- Gujarat Metro Rail Corporation Ltd. (GMRC) extended metro services on the Motera-APMC and Vastral-Thaltej lines until 1 a.m.<sup>23</sup> during the concert days.
- Metro frequency was also increased from every 12 minutes to every 6 minutes<sup>23</sup>, resulting in record-breaking ridership.
- Ahmedabad Metro recorded its highest-ever footfall of 405,264 passengers and operated 833 trips<sup>21</sup>, surpassing previous records set during major sporting events.
- Amdavad Municipal Transport Service (AMTS) and Bus Rapid Transit System (BRTS) increased service frequency along concert routes<sup>24</sup>, ensuring smooth and efficient connectivity for the large influx of visitors.

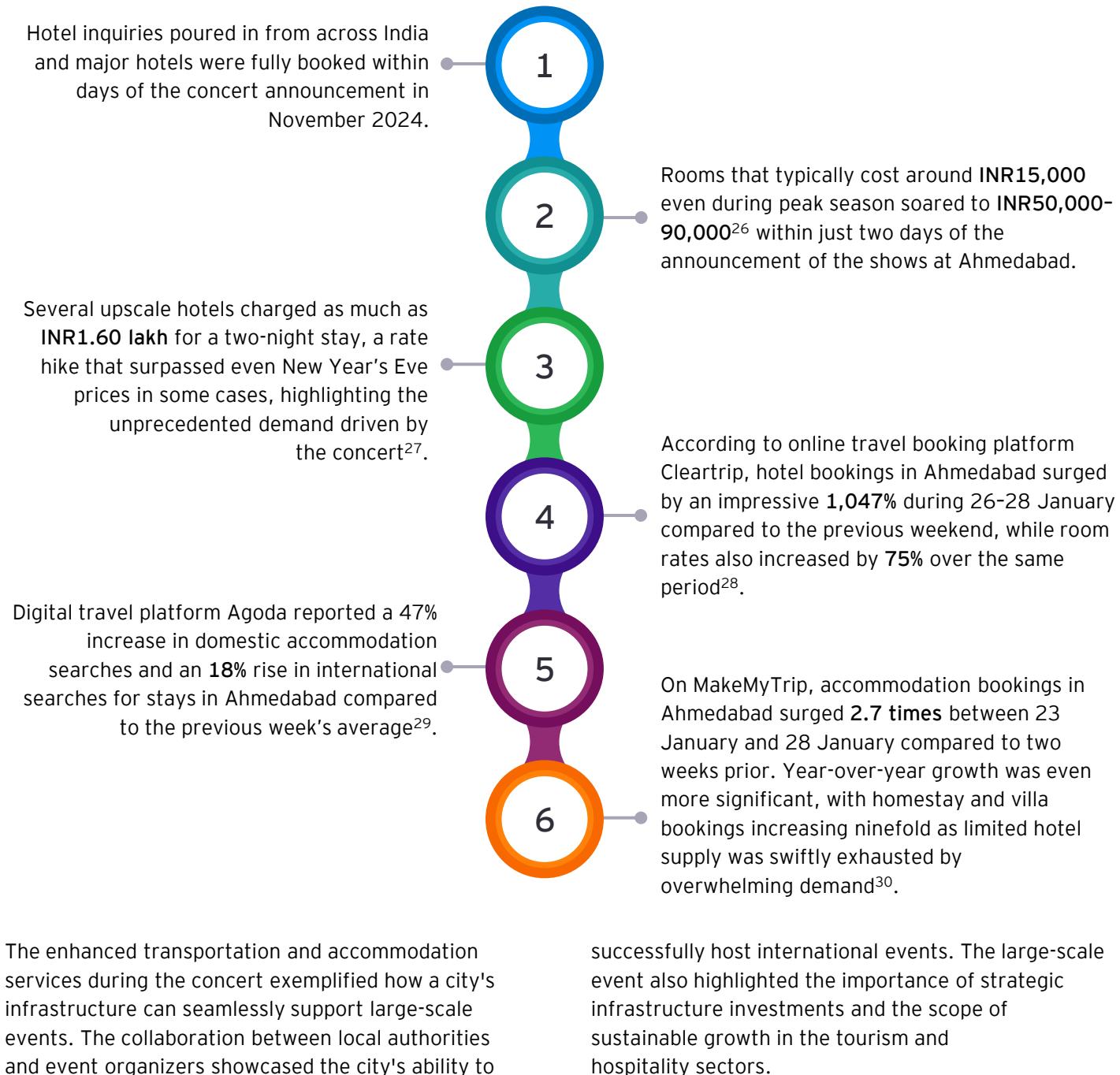
## Ride-hailing fare adjustments took effect

- Ride-hailing services witnessed a significant increase in demand, particularly for travel to the Narendra Modi Stadium.
- This demand spike led to a 1.5-2x rise in cab fares, reflecting the city's intensified transportation needs during the event<sup>25</sup>.



## Stay and accommodation

The Coldplay concert triggered a similar surge in demand for Ahmedabad's hospitality sector driving hotel rates to historic highs.



<sup>20</sup>DeshGujarat (Coldplay Magic: 112 chartered flights arrive in 3 days at Ahmedabad airport; 47k passengers on single day | DeshGujarat)

<sup>21</sup>DeshGujarat (Coldplay in Ahmedabad: 2.5 lakh fans, 900 flights at Ahmedabad Airport, 1,500+ tons waste disposed in 48 hrs | DeshGujarat)

<sup>22</sup>Times of India (Airfares to Ahmedabad skyrocket ahead of Coldplay concert | Chandigarh News - The Times of India)

<sup>23</sup>BookMyShow

<sup>24</sup>DeshGujarat (Coldplay Concert Ahmedabad: Here's what you need to know about security, traffic, transport for 2-day event | DeshGujarat)

<sup>25</sup>Gujarat Samachar (Taxis to the Coldplay concert make a killing as surge pricing takes over | Taxis to the Coldplay concert make a killing as surge pricing takes over - Gujarat Samachar)

<sup>26</sup>DeshGujarat (Coldplay concert in Ahmedabad: Hotel prices soar to ₹90,000; flight tickets see 2-3x surge | DeshGujarat)

<sup>27</sup>Hindustan Times (Coldplay Ahmedabad Concert 2025: Hotel rates go through the roof, much beyond New Year prices - Hindustan Times)

<sup>28</sup>Business Standard article (Republic Day weekend rush: Coldplay and Kumbh drive travel interest | News - Business Standard)

<sup>29</sup>Hotelier India (Coldplay concert in Ahmedabad sparks surge in accommodation searches, reports Agoda - Hotelier India)

<sup>30</sup>MakeMyTrip

# Amplification of Ahmedabad's appeal as a tourist destination

Key insights from BookMyShow's survey<sup>31</sup> of over 2,800 attendees highlight the concert's significant role in promoting Ahmedabad:

36% of attendees explored Ahmedabad's local attractions before or after the concert, providing a notable boost to local tourism while enhancing awareness of the city's rich heritage, art and iconic landmarks.

The event significantly expanded Ahmedabad's digital footprint and boosted its top-of-mind recall, with 88% of attendees posting or sharing their experience online. This organic exposure amplified the city's reputation as a vibrant cultural hub.

The concert also reshaped perceptions of Ahmedabad as a concert destination:

- 61% of attendees shared that the concert changed their perception, and they now view Ahmedabad as a major concert city, while 16% already held this view prior to the event.
- Over 80% of respondents shared a positive outlook on the concert, with 39% expressing confidence in the city's preparedness to host large-scale events, and 29% hoping to see more concerts held in Ahmedabad.

Notably, 66% of respondents expressed a strong willingness to travel to Ahmedabad again, highlighting the concert's lasting impact in positioning the city as a sought-after tourism and live entertainment hotspot.

<sup>31</sup>BookMyShow conducted a survey of 2,821 Coldplay Ahmedabad concert attendees dated 25th Jan & 26th Jan 2025.



## Social and cultural experiences

Post-Covid, there has been a noticeable shift in how life milestones and social currencies are defined. Coldplay's 'Music Of The Spheres' concert was also a reflection of the preferences of India's youth, particularly Gen Z and Millennials.

**79%**

of attendees were under the age of 35<sup>32</sup>, highlighting the concert's strong appeal among younger audiences.

**35%**

of attendees came from non-metro cities<sup>33</sup>, showcasing the expanding reach of live entertainment beyond traditional metro-centric hubs.

### Cultural participation

This shift signals a growing appetite for cultural participation and shared experiences across India, transcending geographical boundaries.

The concert provided a platform for Ahmedabad to showcase its vibrant culture, art and hospitality, furthering its reputation as a dynamic cultural hub.

The economic, social and cultural impact of Coldplay's 'Music Of The Spheres' concert in Ahmedabad has laid a strong foundation for the city to attract more world-class concerts and events, driving long-term growth in tourism.

“

The Coldplay concert in Ahmedabad stands as a landmark moment - not just for Gujarat, but for India's growing stature in the global live entertainment industry. To see Narendra Modi Stadium transform into a world-class music venue and welcome over 2.2 lakh fans from across the country and the world is truly historic, creating milestones and ripples on the global stage for mega artists. The seamless execution, the scale and the cultural celebration reaffirm India's readiness to host iconic international acts, while also delivering tangible economic value and putting Indian cities on the global map. This is just the beginning.



**Jay Shah**

Chairman - International Cricket Council (ICC)

<sup>32</sup>BookMyShow

<sup>33</sup>BookMyShow survey



# 4 Economic impact and financial windfall

Beyond the substantial direct contributions of the concert, it generated indirect economic benefits by driving increased business revenues and job creation across multiple sectors, including hospitality, event management, and transportation, along with local businesses.

## Direct economic contributions

The Coldplay's 'Music Of The Spheres' concert generated an estimated economic impact of INR641 crore<sup>34</sup> across multiple industries. The economic contributions included:

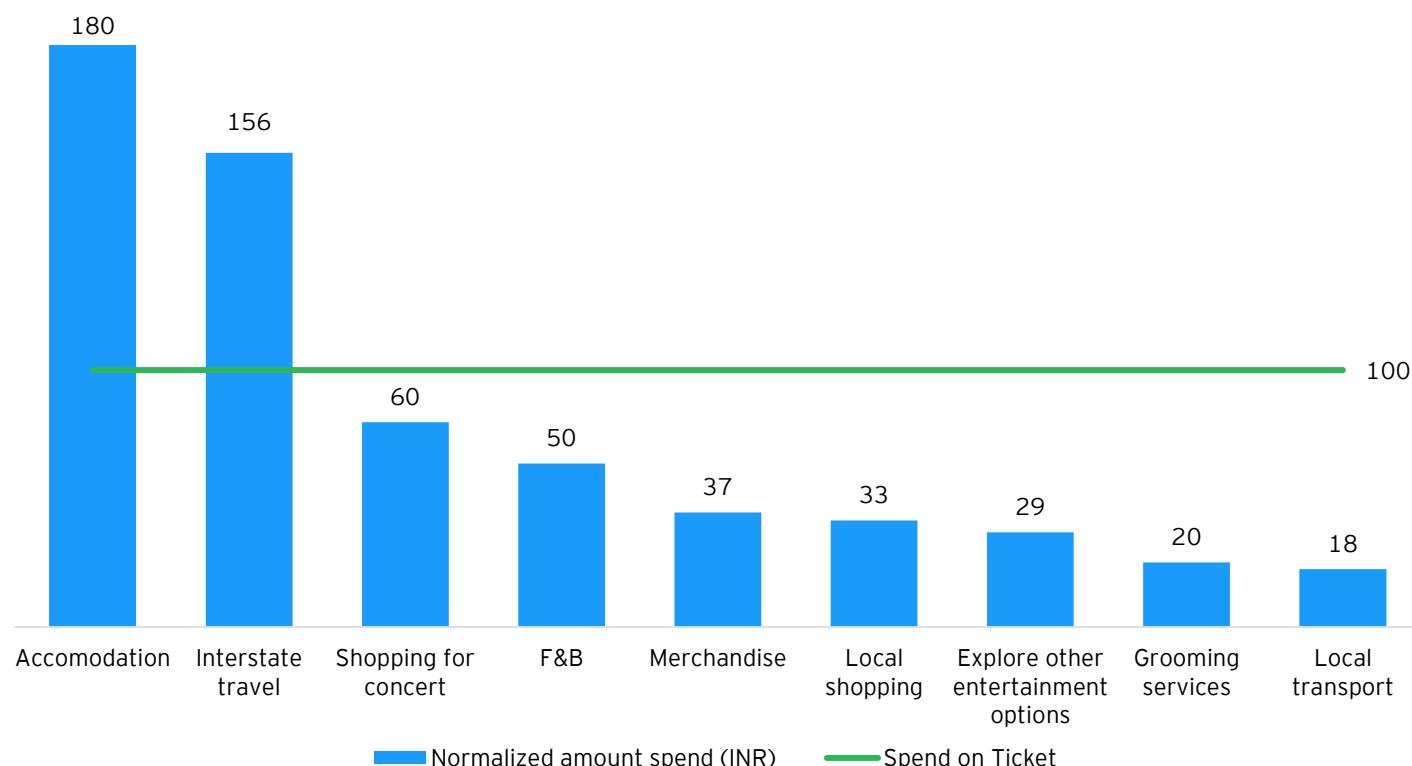
- INR392 crore<sup>34</sup> injected into Ahmedabad's local economy through spending on accommodation, restaurants, local transportation and shopping.
- INR72 crore<sup>34</sup> in fiscal contribution to the government through GST.

### Highlights of customer spending for the Coldplay Ahmedabad concert

The data is based on a survey conducted by BookMyShow with 2,821 attendees of Coldplay's 'Music Of The Spheres' Ahmedabad concert.

For every INR100 spent on a ticket, attendees contributed an additional INR585 towards services like hospitality, travel, local shopping and dining, creating a ripple effect.

Normalized spend across categories per INR100 spend on tickets



Note: The estimated normalized spend accounts only for attendees who availed the service and does not reflect the average spend across all concert attendees.

<sup>34</sup>EYAnalysis

## Accommodation

47% of survey respondents traveling from outside Ahmedabad booked accommodation within the city, spending an average of INR12,401:

- 50% stayed for more than one night, extending their visit beyond the concert.
- 23% spent over INR15,000 on their stay, reflecting the surge in hotel prices driven by overwhelming demand, which led to citywide sellouts within days of the concert announcement.

Where did the outstation attendees stay at Ahmedabad?

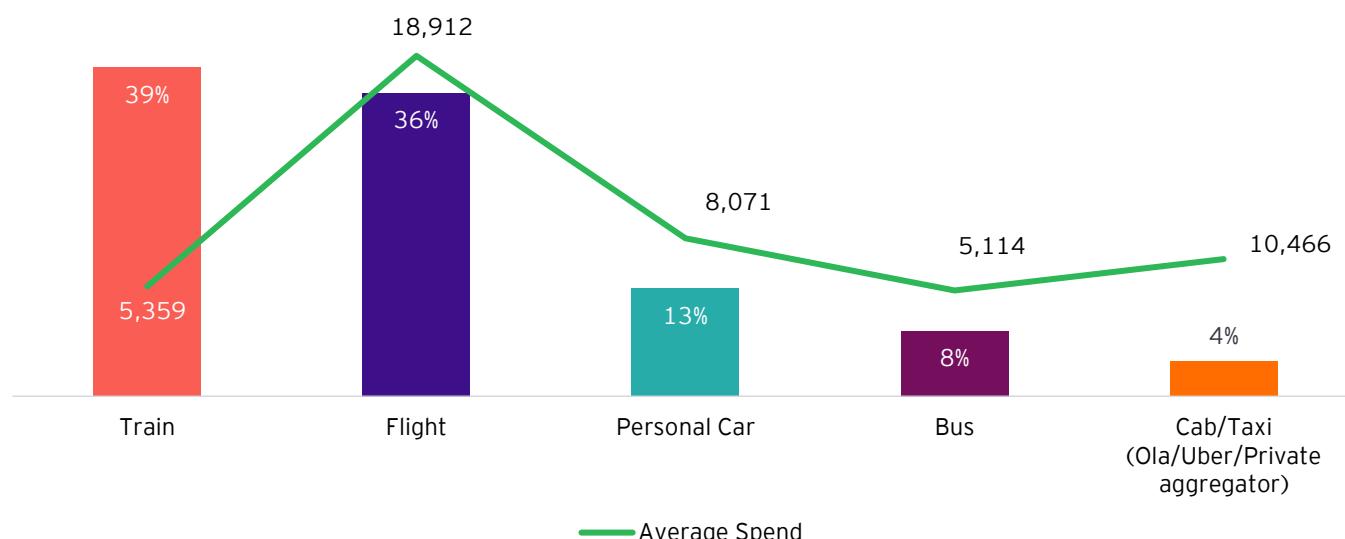


## Interstate travel

Attendees spent an average of INR10,792 on travel to and from Ahmedabad.

- 75% of them traveled to Ahmedabad through train or flight.
- Flights recorded the highest average spend of INR18,912 due to surging prices.
- Cabs and personal cars saw average spends of INR10,466 and INR8,071, as trains and flights operated at full capacity, making road travel an alternate consideration for those travelling from nearby states.

How did the attendees travel to Ahmedabad?



## Local transportation

The concert in Ahmedabad significantly increased local transportation usage, with 99% of survey respondents relying on various modes of transit to navigate the city.

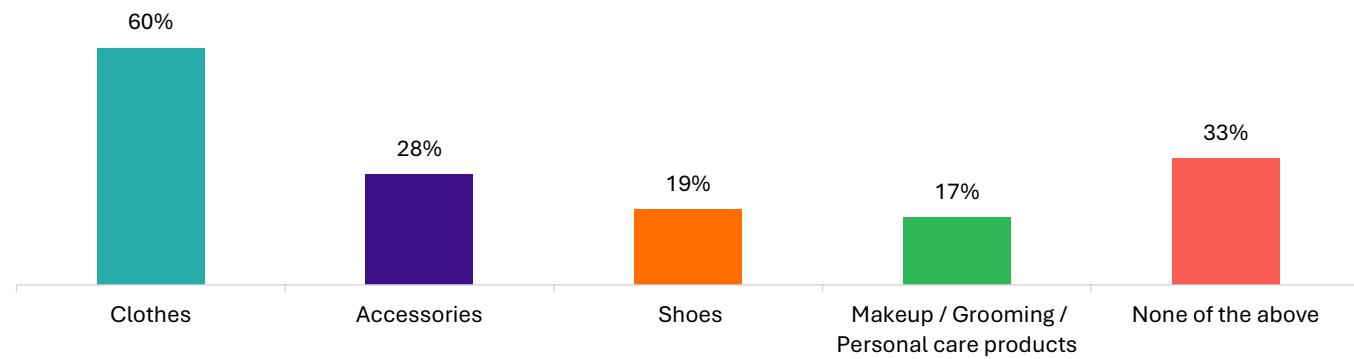
- On average, attendees spent INR1,260 on local transportation during their stay, further amplifying the economic contributions of the event.
- This heightened demand led to extended service hours, increased ridership and fare adjustments across multiple transport networks.

## Fashion and lifestyle

The concert's impact extended to consumer spending patterns, with attendees making purchases across fashion, lifestyle and accessories.

- 68% of attendees made concert-specific purchases, with an average spend of INR4,159.
- Clothing (60%) and accessories (28%) were the top categories of purchase

**What did the attendees buy for the Coldplay concert?**



## Fashion and lifestyle brands capitalized on concert hype

While several consumers purchased the official Coldplay Music Of The Spheres tour merchandise at more than 10 merchandise stores at the stadium, many chose to purchase other apparels and accessories before the event.

- Online fashion and lifestyle platforms experienced a notable surge in sales around the event.



AJIO saw a 30%<sup>36</sup> increase in sales from its Gen Z-focused store, Ajiogram, in the lead-up to the concert, driven by demand for graphic tees, baggy denims, cargos, chunky sneakers and accessories. The accessories and sneakers categories grew by 10%<sup>36</sup>, highlighting the event's influence on fashion trends.

“

Music concerts are more than just entertainment—they are cultural phenomena that shape fashion and lifestyle choices. At AJIO, we see these events as catalysts for trend adoption, where fans look to replicate artist-inspired styles and festival-ready fashion.

**Arpan Biswas**  
CMO, AJIO

## Food and beverage

The concert's economic impact extended well beyond the venue, significantly benefiting the local food and beverage sector. According to the survey findings,

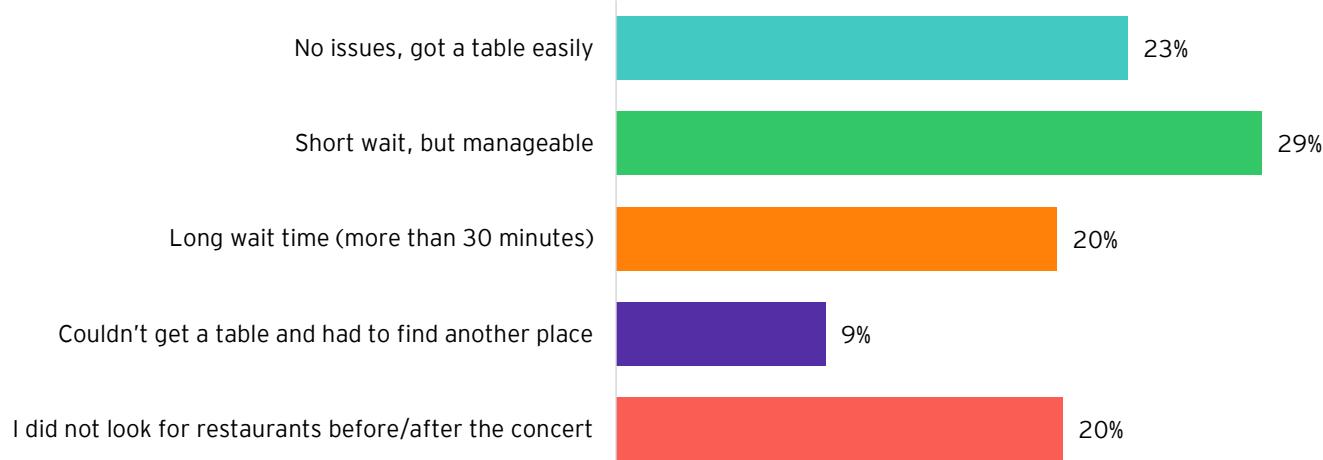
- 70% of the respondents spent an average of INR1,425 on food and beverages within the venue.
- 89% of respondents spent an average of INR1,983 at restaurants and food vendors outside the concert premises.

## Boost to local businesses

- Several F&B venues near the stadium reported over 40%<sup>37</sup> increase in footfall during the concert period.
- The surge drove significant revenue growth, with vendors reporting sales spikes of over 30%<sup>37</sup>.

Despite the surge in footfall, survey responses indicate that restaurants and cafés were well-prepared to accommodate guests, ensuring a seamless dining experience also showcasing the city's readiness to host the influx of tourists on the back of the concert.

### How was the availability of restaurants, and cafes during the concert period?



## Local shopping

Coldplay's 'Music Of The Spheres' concert in Ahmedabad boosted local commerce, with 38% of attendees engaging in local shopping, spending an average of INR2,253 per person.

- Notably, 71% of these shoppers were under 28 years old, highlighting how the concert introduced local artisans, handicrafts and culture to a younger, wider audience.

Local businesses were among those to see immediate benefit. The concert also sparked unique business initiatives, including vendors selling Coldplay lyric booklets outside the venue, homeowners near the stadium offering clean restroom facilities, and local artists marketing customized Coldplay-themed fashion and accessories on social platforms. Many local businesses shared a positive outlook, seeing concerts as a valuable economic driver.

<sup>37</sup>Local vendor interviews

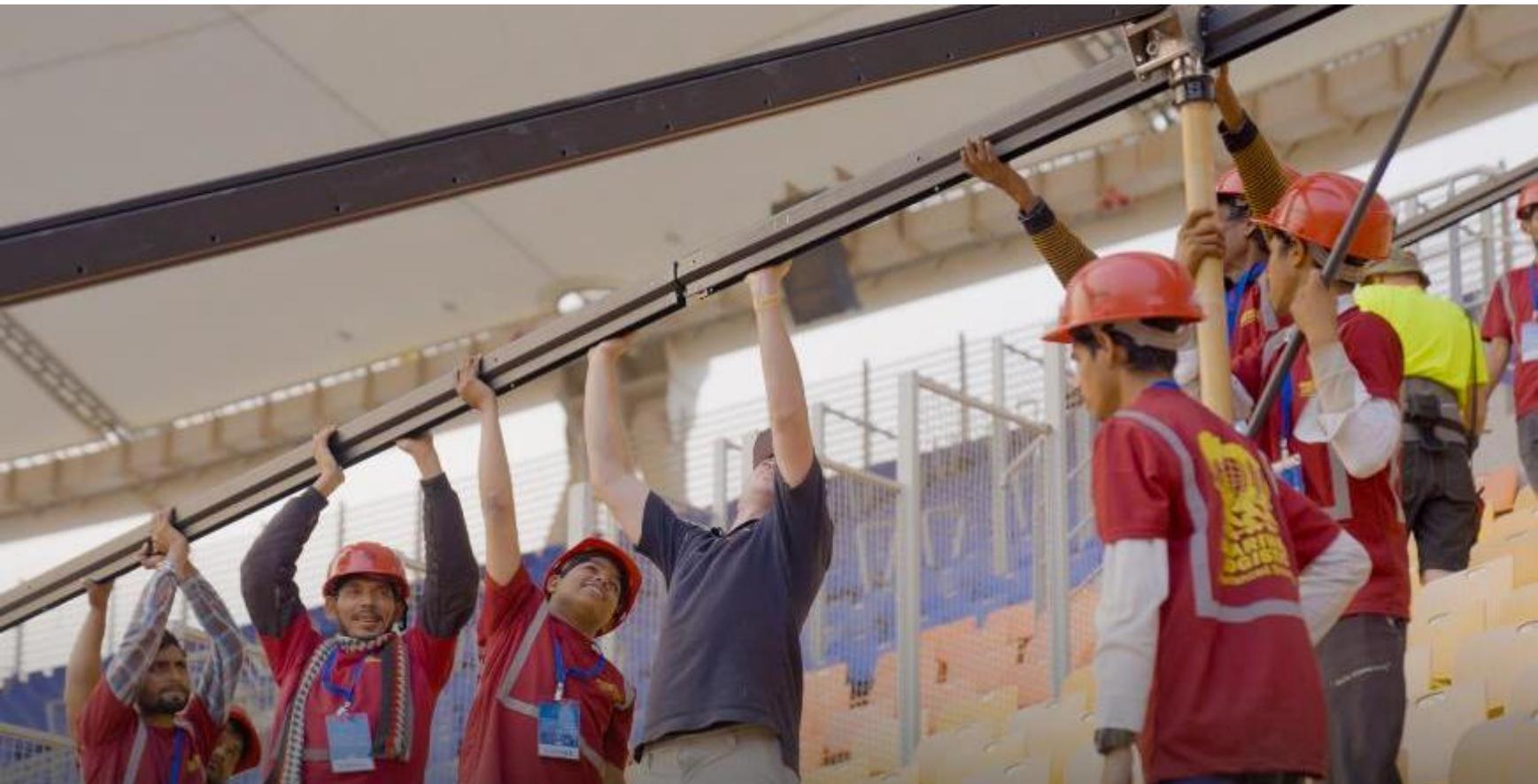
# Indirect economic contributions: Employment boost

Coldplay's 'Music Of The Spheres' concert in Ahmedabad also led to indirect contributions to the economy, particularly in employment, mobilizing a vast and diverse workforce. Organizing the largest music concert in India required seamless collaboration between the event organizers, partner agencies, local authorities and administrative bodies. This resulted in extensive job creation, significantly benefiting both Ahmedabad's economy and its local workforce.

Approximately 15,000 personnel<sup>38</sup> deployed for concert operations, including:

- 4,500 police personnel and safety staff<sup>38</sup> tasked with ensuring the concert's security, traffic and crowd management.
- Over 400 student volunteers<sup>38</sup> played key roles in event production, F&B operations, merchandise sales and sustainability initiatives, while gaining practical experience of a large-scale live music event.

- Over 200 staff<sup>38</sup> from various departments across government and local authorities to ensure a seamless experience, such as:
  - Government of Gujarat
  - Gujarat Cricket Association (GCA)
  - Ahmedabad Fire and Emergency Services
  - Amdavad Municipal Corporation
  - Gujarat Gas Ltd
  - Gujarat Metro Rail Corporation Limited (GMRC)
  - KD Hospital
- Notably, around 9,000 of the total workforce was from Ahmedabad<sup>38</sup>, underscoring the event's direct contribution to local employment.



<sup>38</sup>BookMyShow

## Key operations such as housekeeping and F&B at a large scale

- Housekeeping operations were also amplified:
  - Over 700 personnel worked daily during the event with 200 staff members assigned to night shifts to ensure overnight readiness for the second show<sup>39</sup>.
  - The total effort amounted to over 4,500 man-days over the event cycle, most of whom were from Ahmedabad<sup>39</sup>.
- F&B operations were expanded significantly, with over 2,700 staff deployed, nearly 10 times the workforce needed for typical live concerts<sup>39</sup>. This included over 100 hawkers assigned per brand for in-seat service<sup>39</sup>.

## Concert-driven employment beyond the event

- Coldplay's 'Music Of The Spheres' concert's large-scale employment initiatives extended beyond direct staffing.
- The increased demand for transportation, hospitality and retail services created additional temporary jobs.
- This ripple effect contributed to income growth across Ahmedabad, benefiting local workers and businesses.
- To meet the demand, many businesses extended their hours by up to 2.5 hours, stocked up on extra inventory, and offered staff incentives to maintain service quality.

Collectively, these employment initiatives not only supported the successful execution of the concert but also generated a substantial economic ripple effect, empowering local communities and driving income growth across the city.



<sup>39</sup>BookMyShow



5

# Lessons in large-scale **event management**

Coldplay's 'Music Of The Spheres' concert at Ahmedabad's Narendra Modi Stadium was not just India's largest in-stadium music event, it also became the band's biggest show ever, surpassing their 83,000-strong<sup>40</sup> Sydney concert in November 2024. The Ahmedabad shows catapulted the World Tour to surpass the world record set by Taylor Swift's Eras Tour to become the most-attended tour of all time.

## Event planning and coordination

Beyond the record numbers, the show highlighted meticulous planning and flawless execution between the band's production and technical teams, the organizer and various departments across the Government and local authorities. While Coldplay's touring production is highly structured with each show following a standardized setup with minor adjustments, preparation for the Ahmedabad concert began months in advance. Every detail is carefully mapped out, ensuring precision at every stage.



<sup>40</sup>Financial Express (Coldplay delivers India's largest concert ever with over 1.34 lakh attendees, outshining Diljit Dosanjh and Justin Bieber combined - Entertainment News | The Financial Express

# Production

From scale to production quality, the Ahmedabad concert marked a significant step forward for live events in the country.

## Scale of production

- Concert introduced several international production standards to India for the first time, redefining the scale of live entertainment.
- The band traveled with a crew of 150-200<sup>41</sup>, handling stage, lighting, sound and video operations, backstage management, catering, transport, to name a few.
- From advanced lighting rigs and a comprehensive scaffolding plan to hold massive LED screens to cutting-edge audio, every element was carefully designed to create the right ambiance.
- The entire stadium was handed out pix-mob bands which played a big part in the visual experience of the concert.
- Coldplay's innovative production featured unique elements such as rigging lights atop a semi-circular sun structure, two sets of 15-meter round screens flanking the Moon Rise and two additional five-meter screens to reinforce the visuals for the audience in the stands, an expansive ramp which ended in the B stage with an LED floor, a satellite stage and additional delay towers for enhanced sound coverage coupled with lighting<sup>41</sup>.



## Replicating the band's iconic stage at Ahmedabad

- Adapting the band's signature stage, used in over 180 shows globally, to seamlessly fit the stadium was a key challenge within the two-day production timeline scheduled mainly due to the comprehensive plan to stay off the Field of Play in the cricket stadium as long as possible to protect the turf at all costs.
- The BookMyShow Live team collaborated with Coldplay's team for a year, to ensure flawless execution.
- Meticulous planning and pre-production streamlined on-ground implementation, resolving challenges in advance.
- While the band brought key scenic elements, BookMyShow managed much of the added staging, audio, lighting, video, cameras, etc., locally, ensuring it met requirements.

<sup>41</sup>BookMyShow

## Transforming a cricket venue into a concert arena

- The concert took place just 17 days before an India-England cricket match, leaving less time for the pitch to recover from non-sporting events.
- During the concert, over 25,000 attendees<sup>42</sup> witnessed the performance right from the cricket field.
- The BookMyShow Live team empaneled experts and worked closely with them and venue partners to conduct extensive R&D in order to implement a well-engineered system that preserves the pitch, setting a new standard for hosting large-scale concerts in Indian stadiums. This was at par with international stadiums like Melbourne Cricket Ground and Milan Stadium.



<sup>42</sup>BookMyShow

“

The successful hosting of Coldplay's Music Of The Spheres World Tour at the Narendra Modi Stadium marked a significant milestone in optimizing stadium infrastructure for large-scale live entertainment while ensuring the preservation of the venue's core sporting function. BookMyShow Live's meticulous approach to pitch protection, including the deployment of specialized turf covers, set a new benchmark for balancing entertainment and sporting priorities. This collaboration has paved the way for a standardized approach to stadium usage in India, allowing world-class events to take place without compromising the integrity of the playing field.



**Dhanraj Nathwani**

President, Gujarat Cricket Association (GCA)





The concert showcased advanced several unique large-scale event production standards in India. From transforming a cricket stadium into a world-class concert arena to leveraging innovative global production standards, the event raised the bar for live entertainment. With meticulous planning, technical expertise and high-level execution, BookMyShow Live delivered an unprecedented experience that will shape the future of stadium concerts in India.

“

I have had the privilege of touring with some of the biggest names in music across the world and what we pulled off in Ahmedabad with Coldplay's Music Of The Spheres World Tour was nothing short of extraordinary. From the outset, we knew this would be a monumental undertaking - planning began over 18 months in advance, with every detail mapped out meticulously, right down to where each 40-foot container would be placed.

The Narendra Modi Stadium transformed into a spectacular concert venue and every challenge was addressed head-on - from complex logistics to protecting cricket pitches with specialized turf covers. From the scale of production to the seamless execution, this show stood shoulder to shoulder with the best stadium concerts anywhere on the planet. BookMyShow Live brought not just vision, but the operational muscle and cultural understanding needed to make a show of this magnitude happen in India, setting a new benchmark.

**Jake Berry**

CEO, Jake Berry Productions and Consultant

# Crowd management and security

BookMyShow Live's Health, Safety and Security team, in collaboration with Live Nation's global security team, conducted a thorough venue assessment to develop a comprehensive crowd management and security plan. The plan included:

- Ensuring smooth entry and exit for the large on-ground audience, preventing congestion despite no additional access points.
- Analyzing Coldplay's fan base to anticipate crowd behavior, density and movement patterns, tailoring arrangements for a safe and seamless experience.
- Procuring international-standard safety and security equipment, including Mojo barriers, to control crowd flow, create designated zones and ensure a secure concert experience.
- Deploying an extensive security team alongside a dedicated control room and over 400 advanced CCTV systems<sup>43</sup> to monitor the venue in real time, ensuring maximum safety for all attendees.



Further, effective collaboration between the local authorities, GCA, and event organizers reflected Ahmedabad's preparedness to successfully manage and host major entertainment events.

“

Executing an event of this scale required meticulous planning across security, traffic and emergency measures. With extensive provisions in place, seamless coordination with the organizers ensured clear communication with attendees, aiding smooth movement and overall safety. This collaboration between authorities and event organizers exemplifies how strategic planning and partnership can elevate large-scale event execution.



**Harsh Sanghavi**  
Home Minister, Gujarat

<sup>43</sup>The Hindu (Coldplay: Over 3,800 police personnel, 400 CCTVs deployed ahead of Ahmedabad concert - The Hindu)

# Food and beverage



The event's F&B operations were executed on an exceptional scale, with BookMyShow's strategic approach not only elevating the concert experience but also highlighting Ahmedabad's robust infrastructure.

The operation included:

- 130 F&B stalls set up by 12 partners across nine food courts, ensuring seamless service across all zones<sup>44</sup>.
- 54+ free hydration stations strategically positioned throughout the venue to provide convenient water access for attendees<sup>44</sup>.
- Six to seven large on-site master kitchens<sup>44</sup> were established to maintain quality and streamline food preparation.
- 68 food trailers<sup>44</sup> arriving a day in advance, facilitating smooth and timely operations.
- Additional equipment and workforce, including staff relocated from nearby cities, were deployed, showcasing a flexible event management ecosystem.
- Additional standby stalls were set up outside the venue as a contingency, further reflecting the thorough planning and preparedness.

<sup>44</sup>BookMyShow

# Accessibility

Ensuring that every fan, regardless of physical ability, had a memorable experience was a core priority for the team. To achieve this, the organizers implemented comprehensive accessibility measures, catering to fans with diverse needs.

A travel and accessibility guide detailing all available services was circulated ahead of the event. This ensured attendees were aware of the support structures in place before their arrival.

## Dedicated facilities and support for people with disabilities

Dedicated entrances, washrooms, and riser platforms were provided exclusively for persons with disabilities (PWD) to ensure ease of access and enhanced viewing experiences.

Specially trained ushers and volunteers were deployed to guide PWD to designated facilities, including assisting them in accessing washrooms and seating areas.

Eco-cars and a dedicated medical team were stationed near the PWD zone to promptly address any health concerns.

## Enhanced accessibility through innovative experiences

A dedicated PWD riser with a Sign Language Interpreter (SLI) was established for fans with hearing disabilities, allowing them to follow the concert through clear, live translation of the songs.

Special vibration-enabled bass jackets (Subpacs) were distributed to hearing-impaired attendees, syncing with the live music to deliver a unique, immersive experience.

Ahead of the concert, visually impaired attendees participated in a "Touch-tour", a guided experience where they could feel musical instruments, speakers and other concert elements.

## Elevated customer experience and accessibility for all

- Lookouts were assigned to assist pregnant women, ensuring they received prompt attention when needed.
- Children were equipped with "Tag Your Child" bands containing parental contact information to facilitate quick reunification if separated.
- Strobe alerts were provided for attendees prone to seizures, minimizing health risks during intense light sequences and flickering effects.
- Dedicated sensory rooms provided a quiet space for fans to take a break and find calm when needed.

By integrating these accessibility measures, Coldplay's 'Music Of The Spheres' concert in Ahmedabad demonstrated a clear commitment to inclusivity. The strategic deployment of specialized facilities, communication enhancements, and supportive services ensured that every fan could fully participate in the event.



# Sustainability

Coldplay's 'Music Of The Spheres' concert in Ahmedabad stood out not just for its scale but also for its sustainability initiatives, reinforcing BookMyShow Live's commitment to eco-friendly event management.



**34,000+ kg of waste was diverted away from landfills - that is 95% of the waste generated from the concert<sup>45</sup>.**

## Sustainable production

Energy was generated using cycling stations, kinetic dance floors and solar panels, powering subsequent shows.

Energy from Day 1 powered Day 2 of the concert, while Day 2's energy supported the dismantling phase.

Large rechargeable batteries were transported from Abu Dhabi to Mumbai and then Ahmedabad, storing energy during the event before being shipped back to the UK.

Nearly 100 eco-friendly shuttle vehicles<sup>46</sup> deployed strategically across designated zones to facilitate seamless transportation between parking lots and the stadium.



<sup>45</sup>Skrap Impact report

<sup>46</sup>BookMyShow

## Minimizing food waste

- Sustainability and zero food wastage remained central to F&B planning, reinforcing the commitment to responsible large-scale event execution.
- The event completely eliminated single-use plastic bottles by exclusively using 20-liter water jars and rice husk glasses, setting a new benchmark in hydration management. Over 1L bio-degradable, rice husk cups were freely distributed for hydration.
- ~70% LED bands were returned and reused for subsequent shows<sup>47</sup>.

## Waste management

- BookMyShow Live implemented an extensive 11-category waste management system during the concert.
- “BINfluencer” volunteers educated attendees on proper waste disposal, ensuring efficient segregation that reduced manual sorting and energy consumption.
- Plastic waste was upcycled into practical products like benches through BookMyShow partnerships.

## Community support

- Strong local support and cooperation from authorities were instrumental in executing green initiatives seamlessly.
- This highlights Ahmedabad's ability to align modern sustainability practices with its existing infrastructure.

Coldplay's 'Music Of The Spheres' concert in Ahmedabad was a significant example of large-scale event execution, blending thorough planning, innovative logistics and sustainable practices. From advanced crowd management and seamless production to eco-conscious waste management and pitch protection, every detail was carefully thought out to deliver a top-tier experience. Further, the event demonstrated that Ahmedabad possesses the capabilities to host world-class events.

<sup>47</sup>BookMyShow

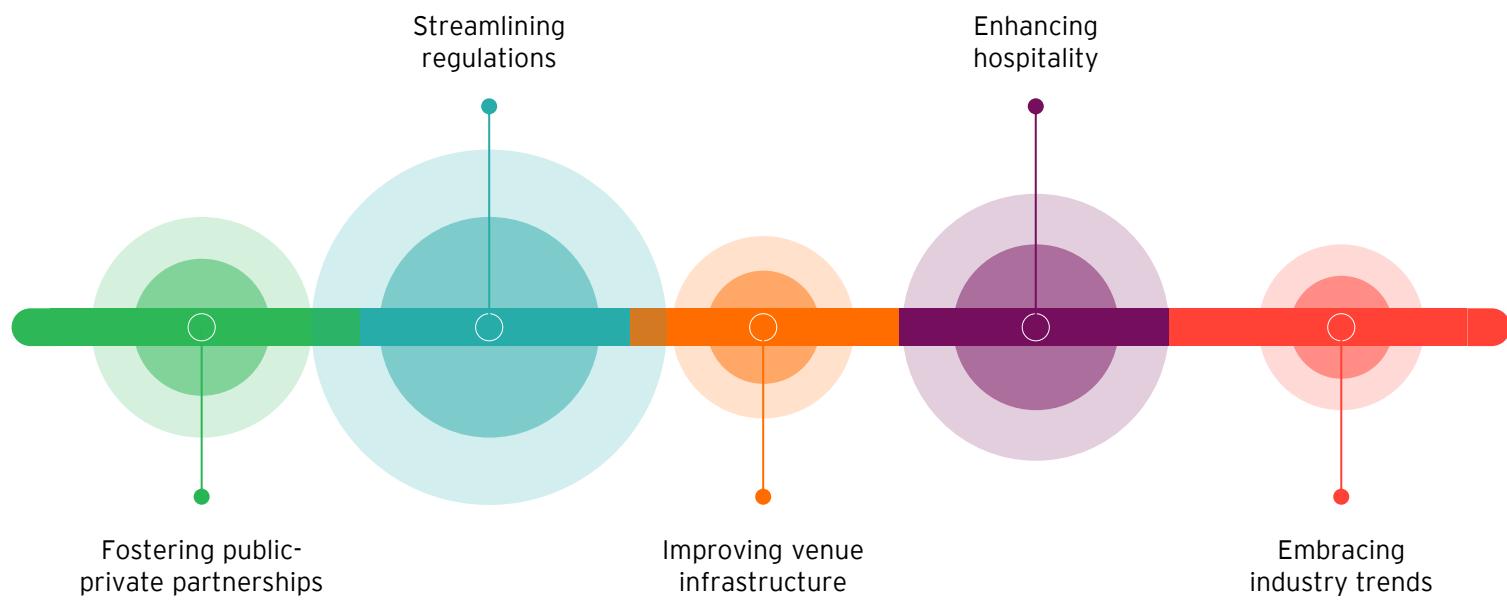




# 6

## Policy recommendations and the **future of concerts**

With Coldplay's 'Music Of The Spheres' concert, Ahmedabad has demonstrated its capacity to host large-scale international music events, signaling its potential to emerge as a prominent entertainment hub in India. Achieving this requires strategic efforts, including:



By implementing these measures, Indian cities can attract global talent, drive economic growth and enrich the cultural landscape. Continuous evaluation, stakeholder collaboration, and adaptive policies will be key to sustaining long-term success and positioning the city as a leading destination for live entertainment.

## Building PPPs for a thriving concert ecosystem

The development of a robust concert ecosystem requires collaboration between the public and private sectors. Public-Private Partnerships (PPPs) can drive infrastructure financing, development and upgrades for world-class events. Success hinges on a clear vision, engaged stakeholders and strong governance. Establishing a PPP Facilitation Unit within Municipal Corporations can streamline partnerships and investments in entertainment.

Financial as well as non-financial incentives such as tax reliefs and expedited permitting would attract private sector participation. Priority must be given to projects with significant economic and cultural impact, ensuring India's emergence as a premier event destination while fostering sustainable growth in the entertainment sector.

## Streamlining regulatory frameworks

Event organizers often face delays due to complex approval processes involving multiple authorities. Developing a Single-Window Clearance Portal may streamline event-related permits by providing a unified application and tracking system. Seamless inter-departmental coordination, facilitated by clear communication and shared digital platforms, is essential for efficiency. Leveraging digital technologies for site plan submissions, virtual inspections and online payments will further streamline approvals. By simplifying regulations, Indian cities can attract more events, reduce administrative burdens, and develop a more event-friendly environment.

## Cultivating entertainment-friendly policies to attract global talent

Supportive policies are essential for establishing Indian cities as premier destinations for major concerts and global talent. By reducing logistical complexities and costs, such policies can make cities more attractive to event organizers and artists. Additionally, targeted marketing campaigns should actively promote these cities as entertainment-friendly hubs, reinforcing their appeal.

## Strategic investments in venue infrastructure and accessibility

While the Narendra Modi Stadium is a significant asset for Ahmedabad, the country needs more large-capacity indoor and open-air concert venues to attract major touring acts. Investing bodies could focus on upgrading existing venues and developing multi-purpose entertainment complexes with modern, sustainable facilities. Enhancing accessibility is crucial, including integrated transport plans and parking facilities, improved last-mile connectivity, easy movement into and out of the venue and infrastructure upgrades for people with disabilities. Clear venue information, affordable transport and accommodation options and regular accessibility audits should be implemented. A well-planned approach can strengthen our concert ecosystem, making India a must stop for any global talent.

Ahmedabad has taken a big step toward establishing itself as a premier concert destination, but sustained efforts are needed to build on this momentum. Strategic planning, continuous evaluation and collaboration between stakeholders will be key to ensuring long-term success. With a proactive approach, the city, and India as a whole, can establish itself as a major hub for live entertainment, benefiting artists, organizers and audiences.







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## Conclusion: Ahmedabad's **global breakthrough**





Coldplay's 'Music Of The Spheres' concert was a significant moment for Ahmedabad, highlighting its potential as a key host city for major entertainment experiences. The event's notable economic impact, tourism boost, and extensive media coverage have reinforced the city's position on the global entertainment map.

Beyond the immediate financial gains, the concert demonstrated Ahmedabad's capability to host world-class concerts, driving infrastructure enhancements, policy reforms and investor confidence. The success of the event is expected to attract more international artists, stimulate local businesses and foster a thriving concert economy.

Culturally, the event projected Ahmedabad's vibrant spirit on the global stage. The patriotic tribute during Republic Day celebrations, combined with Coldplay's electrifying performance, created a moment of national pride that resonated with audiences across India.

Looking ahead, the success of Coldplay's 'Music Of The Spheres' concert sets a compelling precedent for future events. With strategic investments in infrastructure, public-private partnerships and streamlined regulations, Ahmedabad is well-positioned to become India's leading entertainment hub. The city's remarkable hosting of this record-breaking concert will serve as a blueprint for future large-scale live events, driving sustained economic and cultural growth.



# 8 About this report

## Research methodology

The customer survey of Coldplay's 'Music Of The Spheres' concert attendees was designed and distributed by BookMyShow. EY aggregated and analyzed survey responses to derive insights and subsequently extrapolate the findings to the overall concert attendance.

The economic impact reflects consumer spending across various services specifically attributable to Coldplay's 'Music Of The Spheres' concert in Ahmedabad. To calculate the economic impact on Ahmedabad, the total contribution—covering services such as accommodation, local transport, F&B and local shopping—was considered. Impact of any spends beyond these categories have not been captured or considered within the economic impact.

Data provided by participating organizations and partners was used as received and has not been independently validated by EY. Additionally, secondary research from media reports and other sources was incorporated without independent verification.

## Assumptions and disclaimer

This report has been commissioned by BookMyShow. It has been developed based on primary and secondary research, discussions with various companies and stakeholders, and cross-referencing of available data points. All other data used in this report has been sourced through BookMyShow and its affiliates. EY has not independently audited the accuracy of the data and does not assume any responsibility for the veracity of the underlying information. Use of this report is at the discretion of the reader, and neither BookMyShow nor EY assumes any responsibility for its use in any manner. Professional guidance should be obtained prior to using the information provided in this report for any decision-making. This report does not constitute tax, operational, regulatory, or other business advice or opinions. By reading this report, the reader shall be deemed to have accepted the terms and conditions outlined in this paragraph. Despite our best efforts, errors may inadvertently occur, which we correct when brought to our attention. Please ensure that you are referring to the latest updated version available on our website.

## Glossary

<b>AMTS</b>	Amdavad Municipal Transport Service	<b>ICC</b>	International Cricket Council
<b>BRTS</b>	Bus Rapid Transit System	<b>INR</b>	Indian Rupee
<b>CCTV</b>	Closed-Circuit Television	<b>LED</b>	Light Emitting Diode
<b>COO</b>	Chief Operating Officer	<b>PPP</b>	Public-Private Partnerships
<b>F&amp;B</b>	Food & Beverage	<b>PwD</b>	Persons With Disabilities
<b>GCA</b>	Gujarat Cricket Association	<b>R&amp;D</b>	Research and Development
<b>GMRC</b>	Gujarat Metro Rail Corporation Limited	<b>UK</b>	United Kingdom
<b>IAS</b>	Indian Administrative Service		

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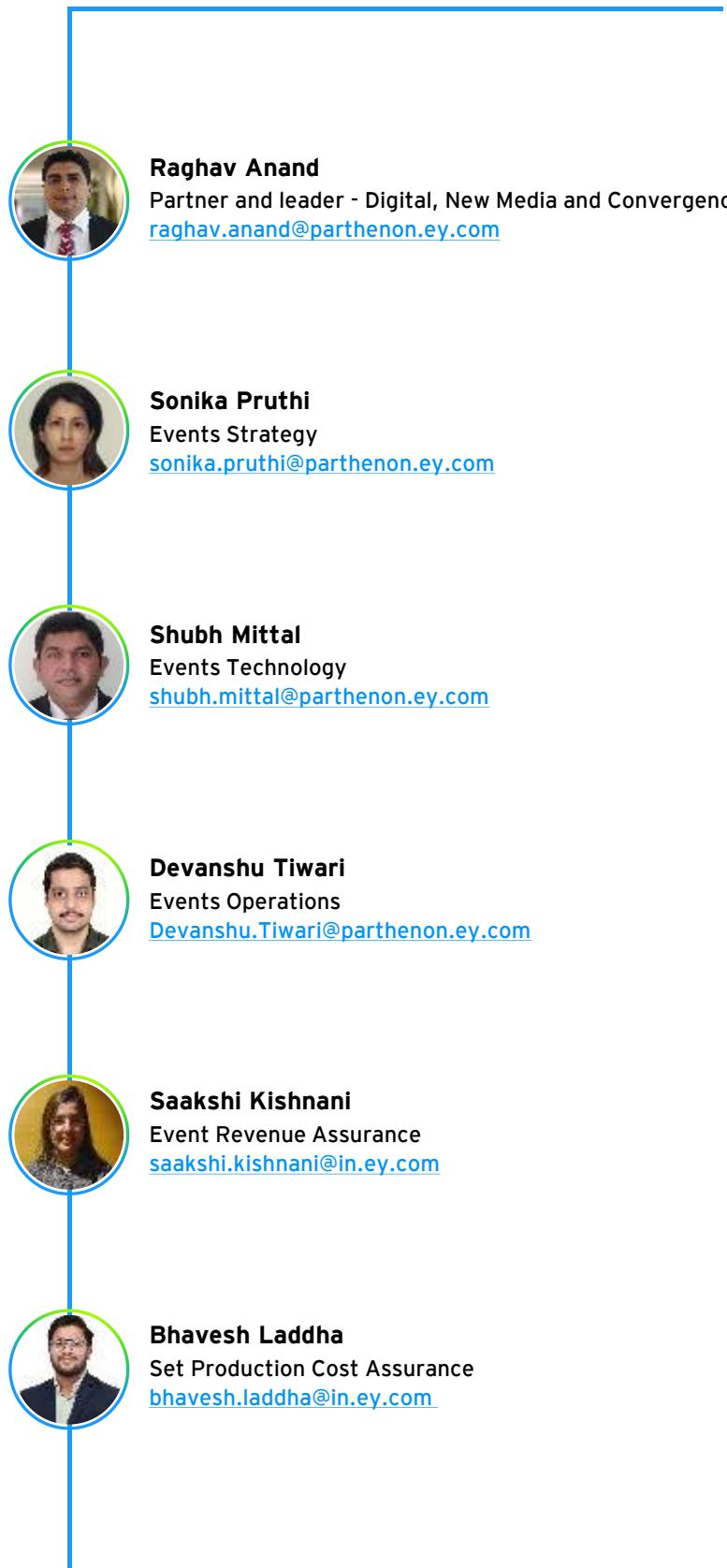
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