

Diljit Dosanjh's Dil-Luminati India tour 2024

Socio-economic impact report
December 2025



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Foreword

Dil-Luminati was never just a concert. It was – and will always be – an emotion.

An emotion that traveled across 13 cities, touched over 3.2 lakh hearts and brought together generations of fans – not just to watch, but to belong.

From the start, I had one dream in mind – to bring the kind of live music experience to India that fans often travel halfway across the world for. I wanted every show to feel larger than life, yet deeply personal. Global in its scale, but rooted in our soul.

Every city, every fan, every moment became part of something far greater than me. From Ludhiana to Guwahati, Mumbai to Kolkata – I saw India sing, move, celebrate and stand tall together. This was not just a tour. It was a movement – for music, for Punjabi culture, for Indian pride.

I have always believed that India deserves world-class entertainment – not someday, but right now. And it fills me with immense pride to know that Dil-Luminati helped lead that change. We did not just raise the bar – we showed the world our cultural power, our economic strength and most of all, our spirit.

This report tells the story beyond the stage – the livelihoods we supported, the tourism we sparked, the businesses we energized and the belief we ignited: that music in India is not just entertainment – it is a force that unites, inspires and elevates.

To every fan who showed up, danced, cried - thank you! To every city that welcomed us with open arms – thank you. To the organizers, partners and every hand behind the scenes – you helped build something historic.

This is just the beginning. We have only started showing the world what India can do when its music leads the way.

Your love is what makes me who I am.
Punjabi aa gaye oye!

Sat Sri Akal
Diljit Dosanjh





Foreword



Vikram Mehra
Managing Director,
Saregama

I can vividly remember the team gathered around a laptop when the ticket sales for Dil-Luminati tour opened, watching the numbers climb and the entire run sell out in under five minutes. It was a clear signal that we had designed the right product, at the right time, for the right audience. The tour allowed us to ride the crest of an emerging trend: a sharp increase in demand for high-quality, in-person live experiences. As more of our daily lives shift into virtual and algorithm-driven environments, audiences are actively seeking out real, shared moments they can trust.

With Dil-Luminati, we had a front-row view of that shift. We saw what focused, data-led planning and disciplined execution can do when combined with an artist who has a deeply engaged community of fans. For Saregama, this was not just a concert series—it was a live case study in how fandom behaves at scale.

We also saw regional music assert itself decisively on the national and international stage, redefining what “pan-India” means in the music business. Diljit’s success across geographies reinforced our belief that language and region are no longer barriers when the proposition and the experience are strong.

From Saregama’s perspective, Dil-Luminati marks an important step in our evolution: from being known primarily as a catalogue-driven music label to operating as a forward-looking content and IP powerhouse. Our investment, production architecture, routing, pricing and marketing approach on this tour have strengthened our conviction that live music will be a critical pillar of our growth strategy.

We were able to observe, at close quarters, an artist operating at the peak of his powers and converting that momentum into a sustained, almost viral relationship with his audience. It underlines a structural shift: the future of entertainment lies in creators building durable, engaged communities around their work and their persona. Saregama intends to be a meaningful enabler of that process, not just in music, but across formats.

The impact of this tour will continue to serve as a reference point—for us and for the market. It is a credible marker in the renewed growth of the live concert economy in India, and a proof of concept for Saregama’s role within it.



Foreword



Sonali Singh
Founder,
Ripple Effect Studios

Diljit Dosanjh, singer, actor, and global cultural force, has redefined what an Indian live tour can be with the electrifying Dil-Luminati Tour. Produced by Ripple Effect Studios, the tour became a phenomenon, with tickets selling out within minutes across cities, setting new benchmarks for scale, speed, and demand in India's live entertainment space.

This was not just a concert series; it was a cultural movement. The Dil-Luminati Tour stood as a celebration of music, identity, and collective joy, while also raising critical awareness for live entertainment in India and throwing light on the country's evolving concert infrastructure. As the Indian live music scene grows bigger than ever before, this tour became a defining moment, proving that Indian artists can deliver world-class productions at a global standard, right at home.

Beyond the spectacle, the tour highlighted the massive economic impact of live music. As the biggest tour ever undertaken by an Indian artist, Dil-Luminati generated unprecedented revenue, created large-scale employment, boosted allied industries, and opened new doors for artists, producers, and technicians across the ecosystem. It set trends, reshaped audience expectations, and accelerated the growth of India's live concert industry.

At its heart, the tour was also deeply human. Fans traveled far and wide, carrying stories of connection, healing, and inspiration. Each concert became a shared emotional experience, underlining the powerful bond Diljit shares with his audience.

Diljit's lifelong dream has been to take Punjabi music to the global stage, not by dilution but through authenticity. As a brand ambassador for Indian music, he has shown the world that staying rooted is a strength. He has never altered his sound, language, or identity to fit in. Instead, he carries his culture with pride, representing the soil he comes from with honesty and conviction, and in doing so, takes India with him wherever he goes.

Attending a Dil-Luminati show felt transcendent. It was more than a performance; it was for a purpose. It carried the sense that this was not just a star shining, but a force spreading love, confidence, and possibility. Diljit is not merely performing; he is building something larger than himself, and his unstoppable energy makes that mission unmistakable.

From bold, stylized costumes and never-before-seen visuals to high-energy bhangra that kept spirits soaring, every detail was crafted to mesmerize. The Dil-Luminati Tour is not just a concert experience; it is a landmark moment in India's live music history, celebrating the magic, scale, and cultural impact of Diljit Dosanjh's extraordinary journey.

A vinyl record is shown from a top-down perspective, slightly angled. The record is dark with a white center label. The word "Contents" is printed in a bold, black, sans-serif font on the label. The background is a dark gradient with a pattern of small, glowing dots in shades of purple and blue.

Contents



Executive summary 09



About the tour 12



Socio-economic impact 24



Social impact 34



Future of concerts in India 40

About the report 42

Disclaimers | Acknowledgements | Glossary





Executive summary

Executive summary

One of the largest-ever concert tours by an Indian artist

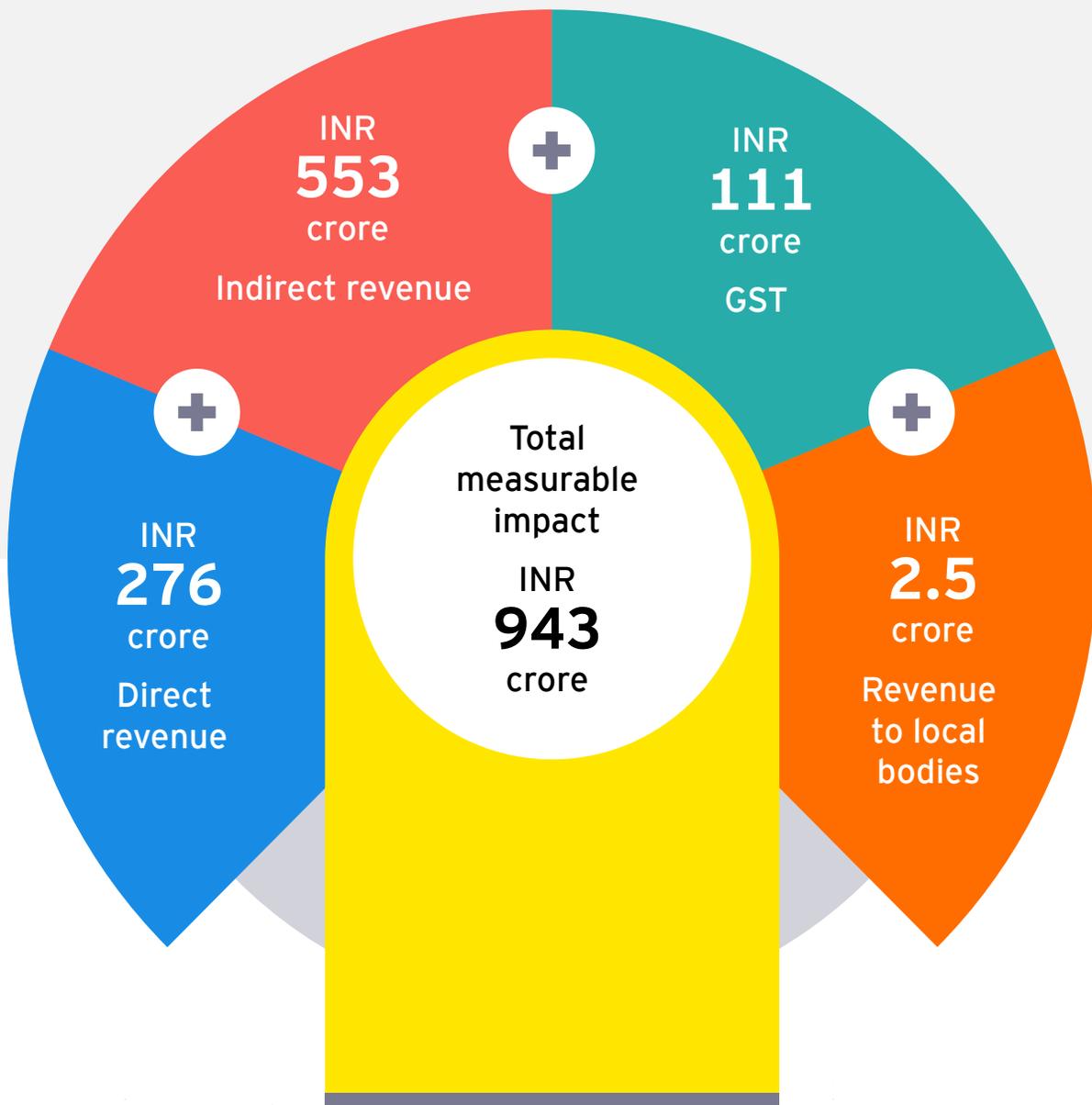

2
months


14
events

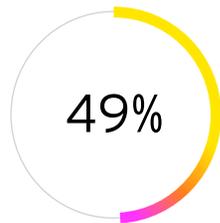

13
cities


320,000+
tickets sold

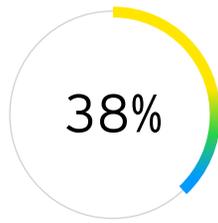
An economic impact of almost INR950 crore



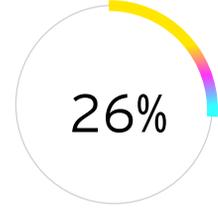
Fans came from almost all states of India and extended their stay



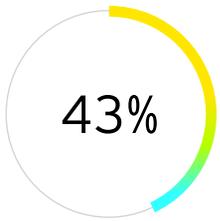
were from Tier II and Tier III cities



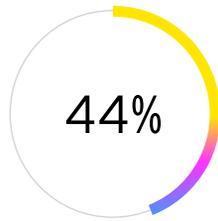
traveled from other cities to attend concerts



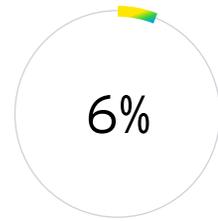
inter-city fans traveled by air



inter-city fans extended their stay by 2 to 3 days beyond the concert



fans were less than 25 years or above 60 years old

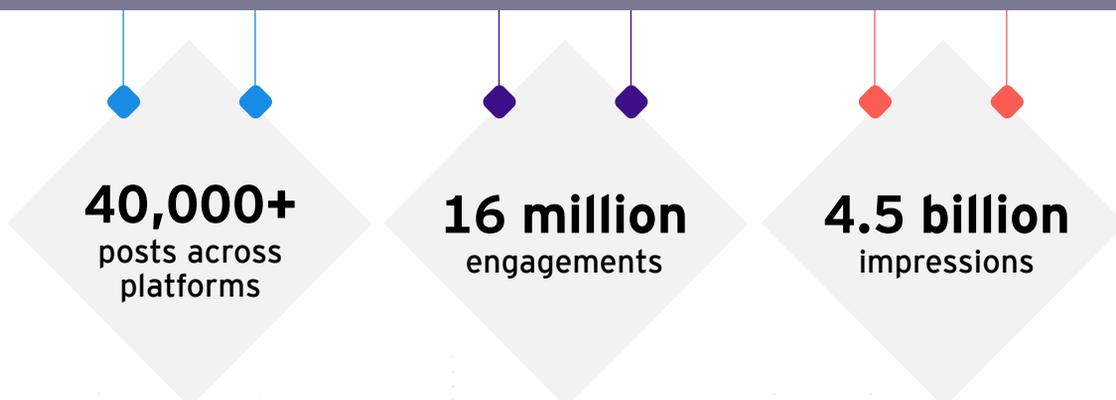


fans attended more than one concert

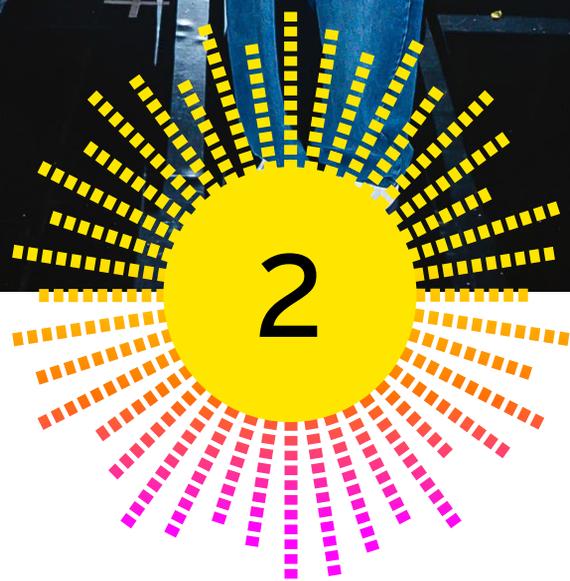
Over 118,000 man days of employment were generated



And billions of social media impressions were created



Source: Social listening report by Howl along with Sprout Social for the Dil-Luminati tour during August 2024 - January 2025



About the tour



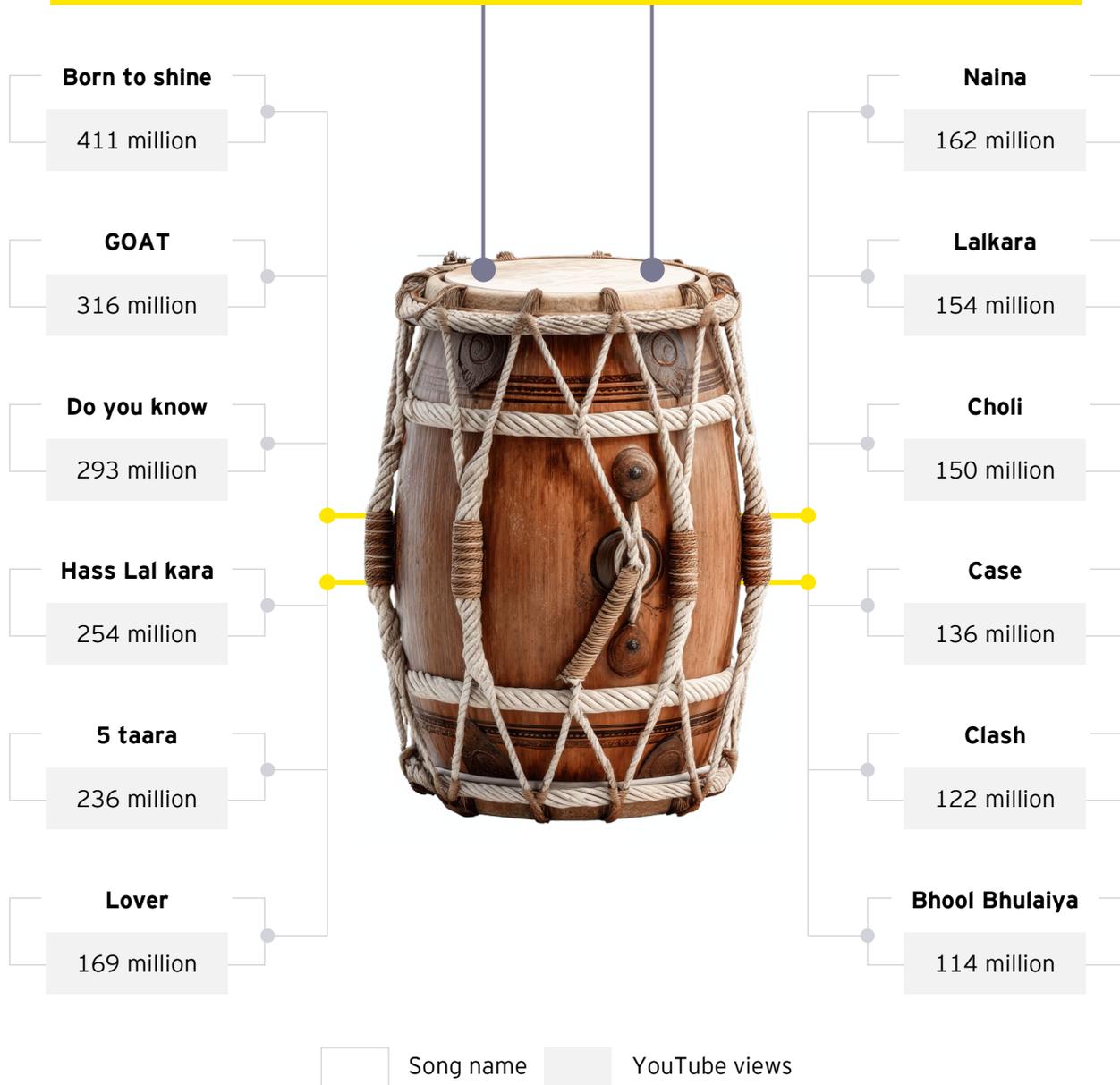
13 cities; Over 320,000 fans

Internationally acclaimed Punjabi artist Diljit Dosanjh recently concluded his illustrious 'Dil-Luminati Tour,' captivating audiences across India with a total of 14 performances in 13 cities. The tour, which commenced on 26 October 2024 in India's capital city of New Delhi, culminated with a grand finale on New Year's Eve in Ludhiana, the artist's hometown.

This tour attracted an audience of approximately 320,000 individuals. An estimated 38% of these attendees had traveled from other cities to attend the concerts.

The concerts were held from 8 p.m. to 10 p.m. across all cities, except for the Ludhiana concert, which brought in the new year.

Diljit performed some of his most popular songs



YouTube Views as on 6 May 2025

 **The** average sell-out time for all 14 shows was approximately 10 minutes per city



Dates (2024)

26 and 27 Oct
31 Dec
17 Nov
19 Dec
6 Dec
8 Dec
15 Dec
15 Nov
3 Nov
24 Nov
29 Dec
30 Nov
22 Nov



Cities

New Delhi
Ludhiana*
Ahmedabad
Mumbai
Bengaluru
Indore
Chandigarh
Hyderabad
Jaipur
Pune
Guwahati
Kolkata
Lucknow



Attendees

60,790
35,346
30,259
29,161
28,251
24,622
24,232
20,184
16,310
15,869
15,241
12,334
11,878



Inter-city travelers

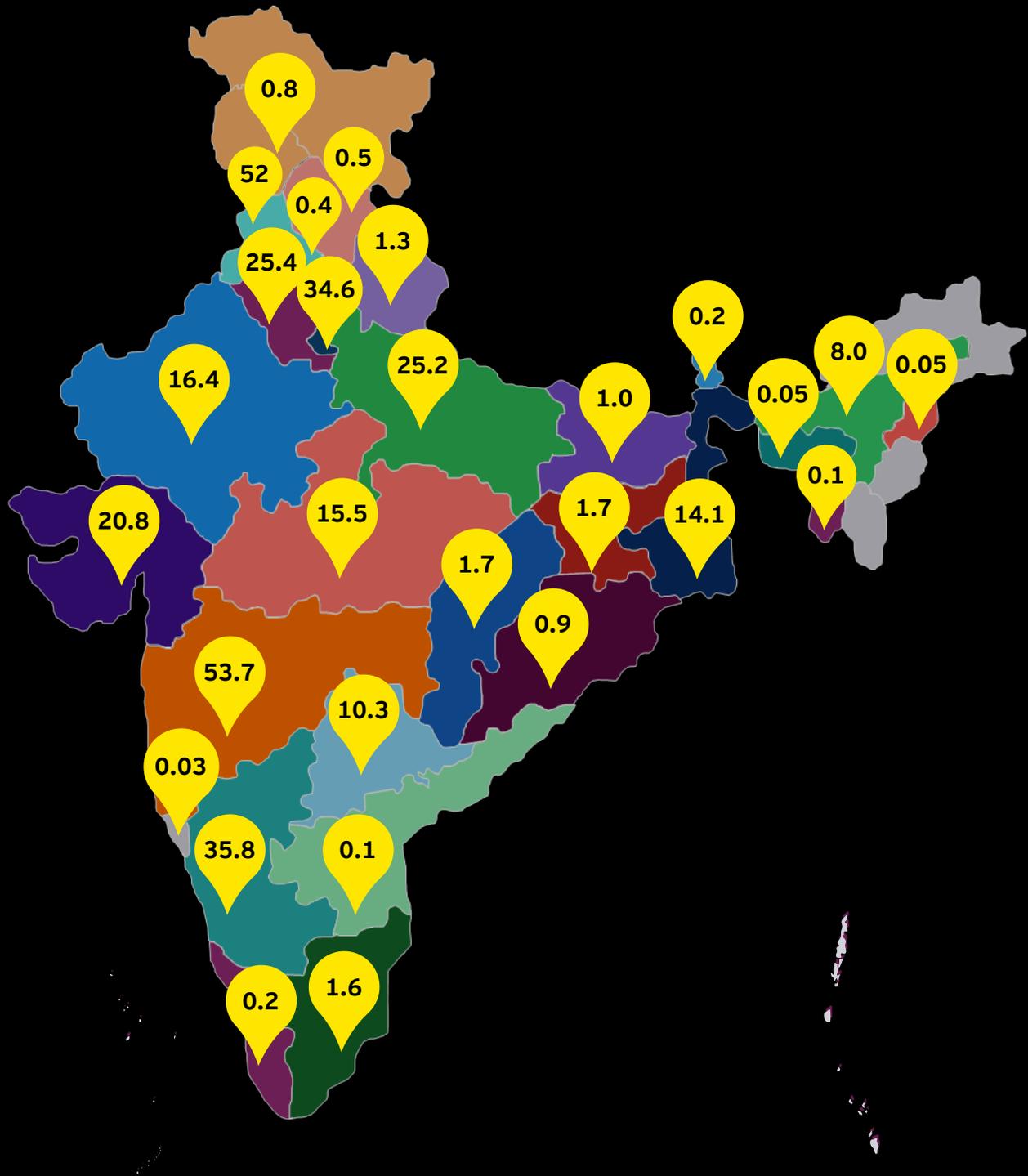
29%
44%
51%
23%
18%
52%
62%
43%
49%
47%
71%
22%
51%

* The Ludhiana show was a last-minute addition and the sold-out show was executed in just six days



Fans traveled from almost every part of India to experience the tour

The Dil-Luminati tour is among the largest tours by an Indian solo performer, selling 3.2 lakh+ tickets.

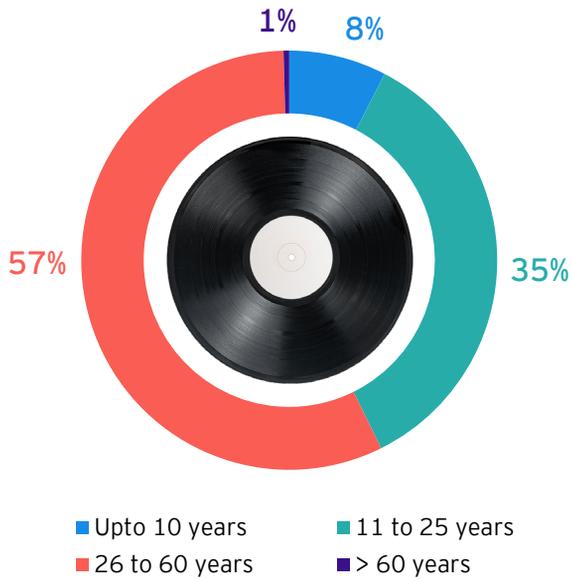


 Attendee numbers in thousands

Source: Attendee survey results, extrapolated

Attendees were from all age-groups

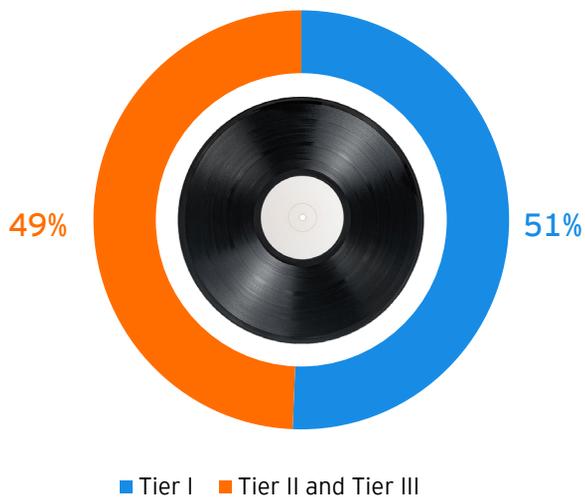
Concert attendees by age



Source: Attendee survey

49% of the attendance was from Tier II and III cities

Location split of attendees



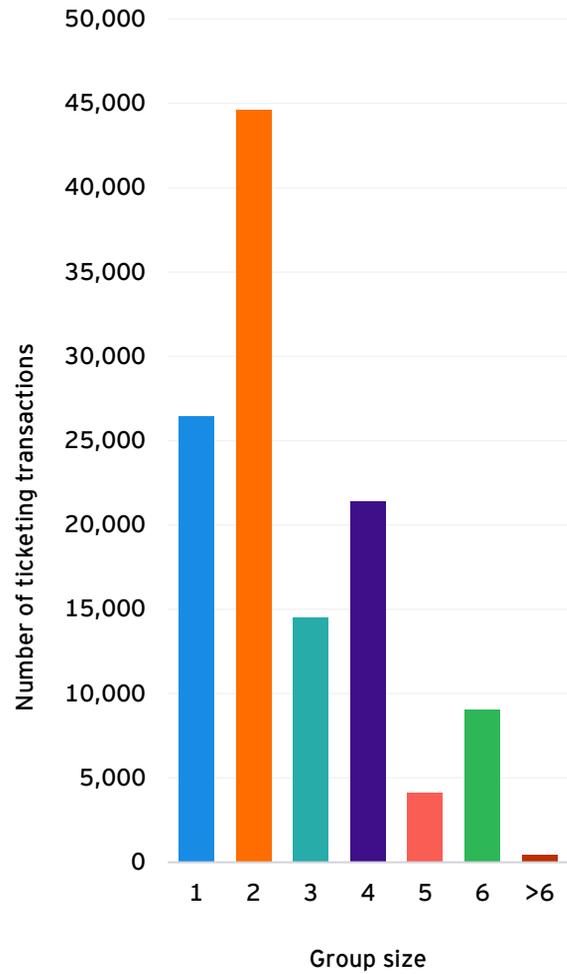
Source: Attendee survey





On an average, 2.7 tickets were purchased in each transaction

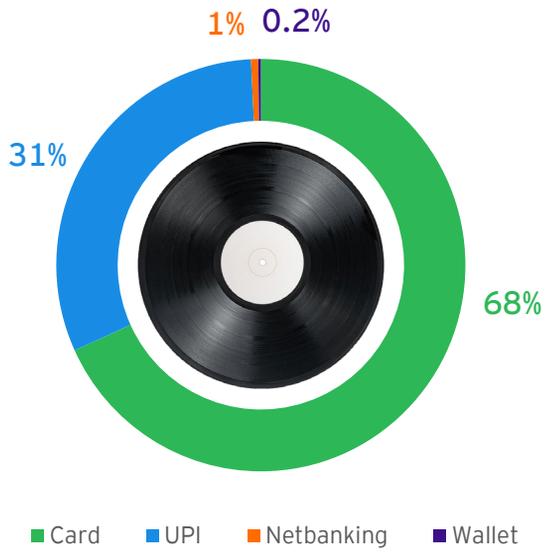
Group size of attendees



Source: Zomato ticketing data

All tickets were purchased using digital channels

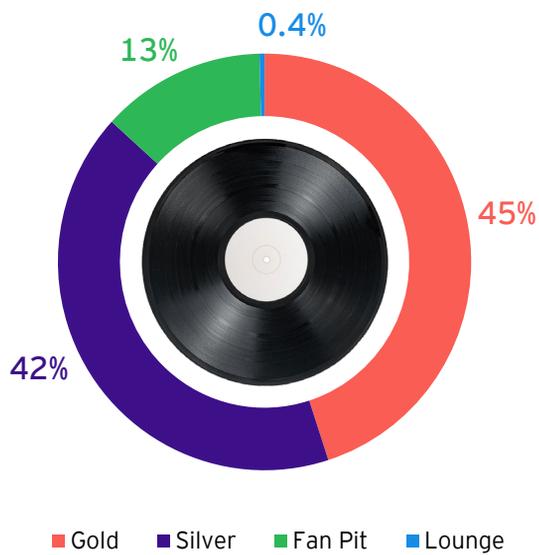
Mode of payment



Source: Zomato ticketing data

Maximum tickets sold were in the 'Gold' category

Type of tickets



Source: Zomato ticketing data







The event used the services of over 40 vendors

Category	Vendors
Security	Omkara, Checkmate, Kent safecure, Apex, OMEX
Disaster management	Momentum India
CCTV	Omega Airlink Solution Pvt Ltd, Swayambhu, OMEX
Walkie	Star Communication
Generators and power distribution	Third wave, Sujata powers, Yellow rentals
General lights	Maparwah electricals, Yellow rentals Sujata powers, Shree siddhivinayak
SFX	Unique pyro
Sound	sound.com, Warren
First aid	Medulance
Light and truss	Ananta, Reynolds, Dhawan stagecraft
LED	SSL Media, SLS
Camera	The viewpoint
Parking	Bluesheild, GMR, Javed, Smooth Flow Management services, Nakastra, NLS
HK	Infinity management
Portable toilet	Saraplast, Sai Baba, P2P, Prasun, Vicky Productions
Clearcom	Creative corners
Branding	Shapes
Bar	Bar Solution
Venue construction	Akbar pedi, Jain enterprises, Mann decorators F5 Infrastructure, Jess idea, Mastermind, V Ideas
Production auditor	EY

More than 15 brands associated with the tour

District by Zomato

Official ticketing partner: 62.5 lakh visitors | Over 3.2 lakh tickets sold | 1.2 lakh orders making this the biggest Indian tour to date

HDFC

HDFC announced that concert tickets would be exclusively available for PIXEL card holders. The campaign led to spike in acquisition of over 75,000 customers and spends exceeding INR80 crore towards the purchase of tickets, at an average ticket size of INR15,000 per transaction

HSBC

Over 11,500 tickets were sold to HSBC customers, particularly due to early access, express entry and separate queue at the box office. The brand also created a film that showcased Diljit's fever amongst Mumbai audience, which garnered more than 6 million views on Instagram alone

Lemonn

Lemonn's QR puzzle campaign crashed its site with 45,000 hits in an hour, a viral "Lemonn Mān" ad hit 10 million+ reach and his on-stage moment with Diljit drove 100 million+ social buzz, 124% app download surge, 350,000 live views, 20+ media features and 80% brand awareness lift

Levi's

The clothing brand was the official merchandise partner of the tour and launched an exclusive collection named 'Dil-Luminati Merch' with catchy slogans like 'Punjabi aa gaye oyee!'

Others

Coca-Cola

Diageo

Kingfisher

Brands used innovative marketing techniques to enhance their association

Air India

Air India dedicated a special plane to the tour, featuring Diljit Dosanjh's images and the tour name as branding and livery. The boarding passes were also designed in the tour's theme

Mokobara

The D2C luggage brand showcased their suitcases during the concert as a prop during the performance of 'Naina'. This addition created a buzz in the crowd, especially with Diljit Dosanjh handing out the suitcases as lucky gifts to his fans

Durex

The brand used entertaining and catchy taglines by tweaking the lyrics of his songs to attract the crowd

OYO

It started a campaign by tweaking the lyrics of his song 'Naina,' asking people to find a stay 'nearby'

Jeevansaathi.com

The matrimonial site distributed free water bottles to the unmarried/single attendees. They named this light-hearted campaign 'singles ko pani pilao yojana'

Mumbai Dabbawalas

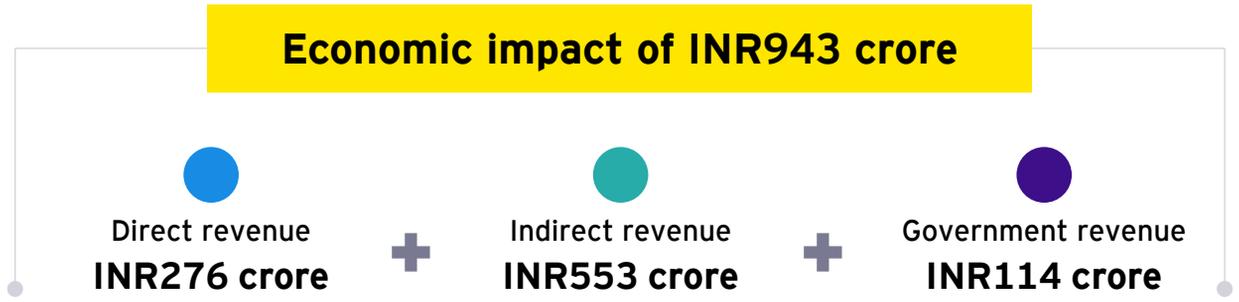
The Dabbawalas gave the singer a special welcome in Mumbai by dressing up in kurta, chadra, jacket and gloves in his style and visiting the city's iconic landmarks



Socio-economic impact



Economic impact



Indirect

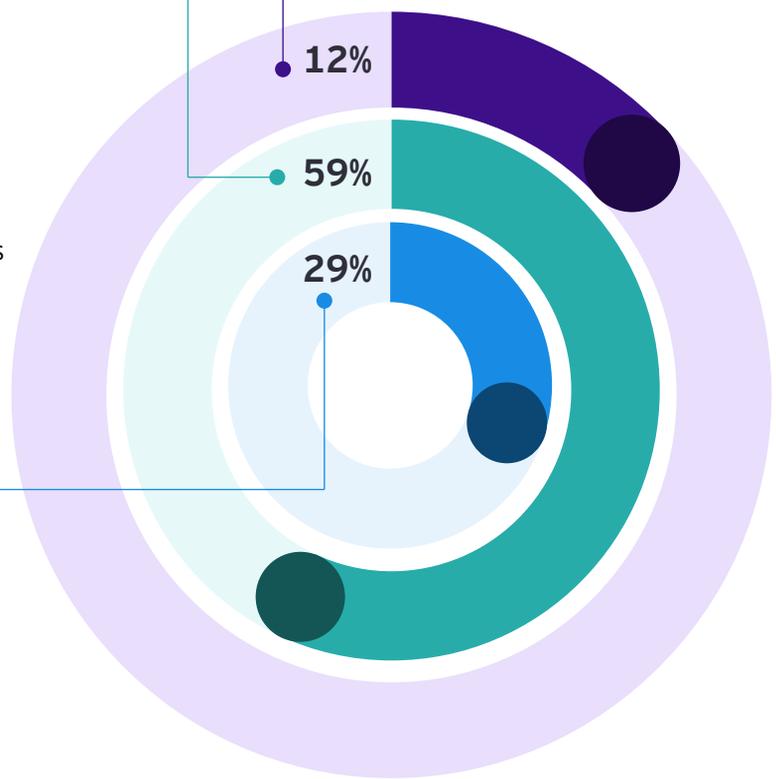
- Travel **INR160 crore**
- F&B (other than concert) **INR133 crore**
- Tourism **INR91 crore**
- Hospitality **INR90 crore**
- Shopping, self-care, others **INR79 crore**

Direct

- Ticket sales **INR221 crore**
- F&B, others **INR22 crore**
- Sponsorships **INR33 crore**

Government

- GST revenue to government **INR111 crore**
- Local permissions **INR2.5 crore**
- Unquantifiable direct tax impact based on over **118,000** man days of employment generated

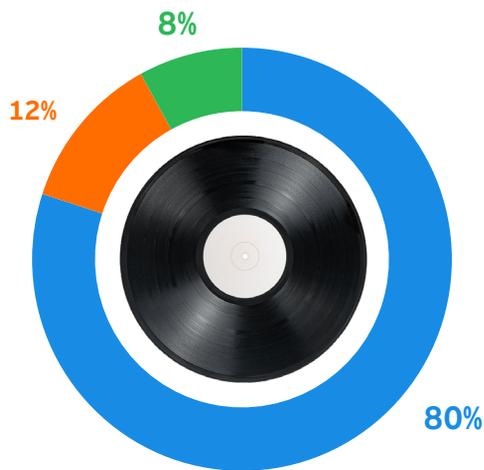


Notes:

- Direct revenue refers to revenue earned by the tour's organizers and is presented gross of commissions, revenue shares, agent fee, etc. Amounts are approximate EY estimates with inputs from promoters
- Indirect revenue refers to other revenue generated due to the tour and is based on extrapolation of data obtained through an online survey of over 5,000 attendees
- Government revenue captures the impact on central, state, or municipal government bodies. Tax amounts are calculated based on prevalent tax rates, while permission costs are taken at actuals

80% of the direct revenue was generated from ticket sales

Split of direct revenue

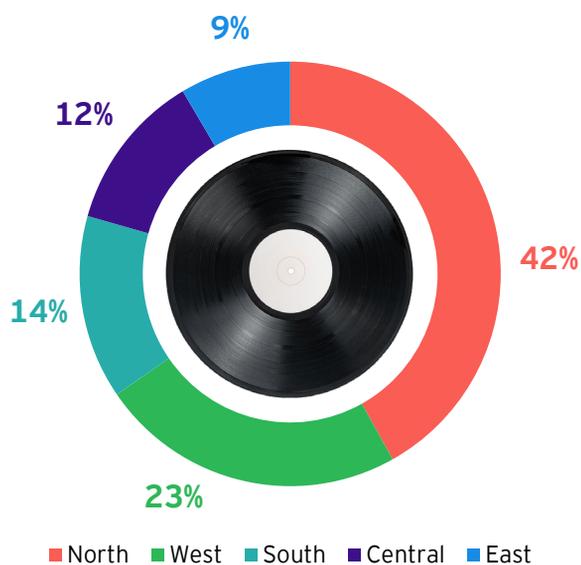


■ Ticket sale ■ F&B and other revenue ■ Sponsorship

Source: EY estimates based on ticket prices, quantities sold and industry discussions (all values are gross of fees, charges, commissions)

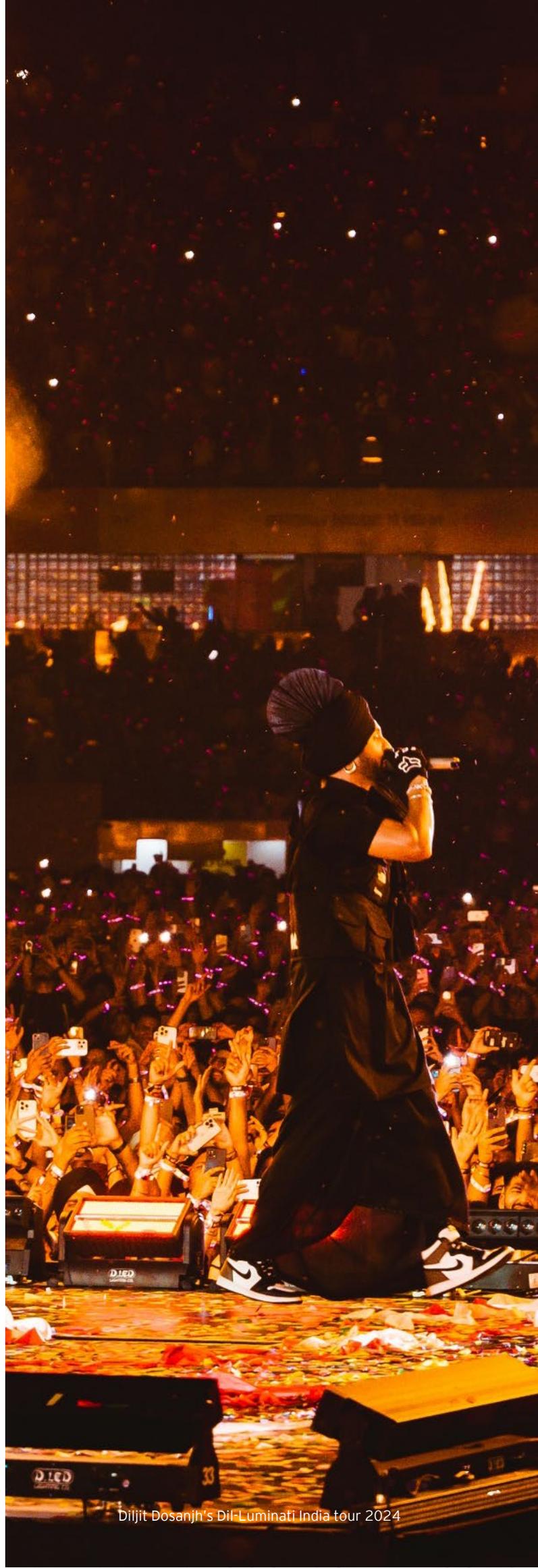
North and West India contributed 2/3rd of the ticket sales

Region-wise split of ticket sales



■ North ■ West ■ South ■ Central ■ East

Source: Zomato ticketing data

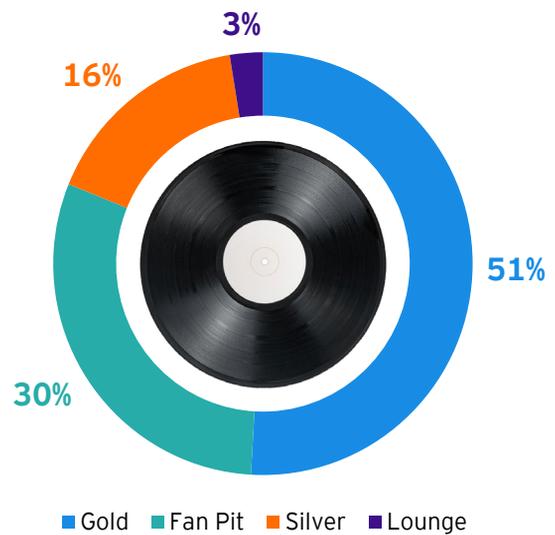




51% of ticketing revenues came from the 'Gold' ticket category

Split of direct revenue by ticket category

Category	Price range INR
Silver	2,499 to 4,999
Gold	7,999 to 11,999
Fan Pit	13,999 to 21,999
Lounge	40,000 to 60,000

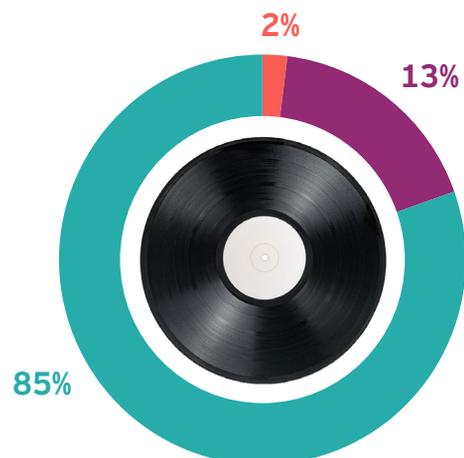


Source: Zomato ticketing data

85% of indirect revenue was contributed by inter-city fans

38% of attendees traveled from other cities to participate

Split of indirect revenue

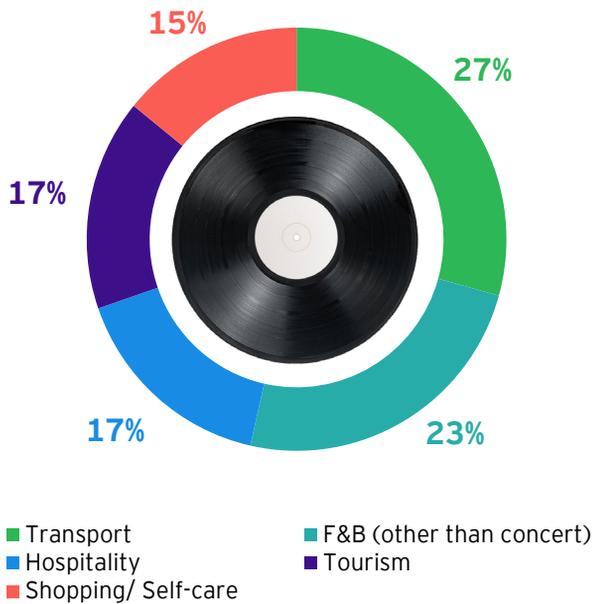


- Indirect revenue contributed by inter-city fans
- Indirect revenue contributed by local fans
- Indirect revenue on account of organizers' team travelling

Source: Attendee survey

Transport and dining drove 50% of indirect revenues

Split of indirect revenue



Source: Attendee survey results, extrapolated

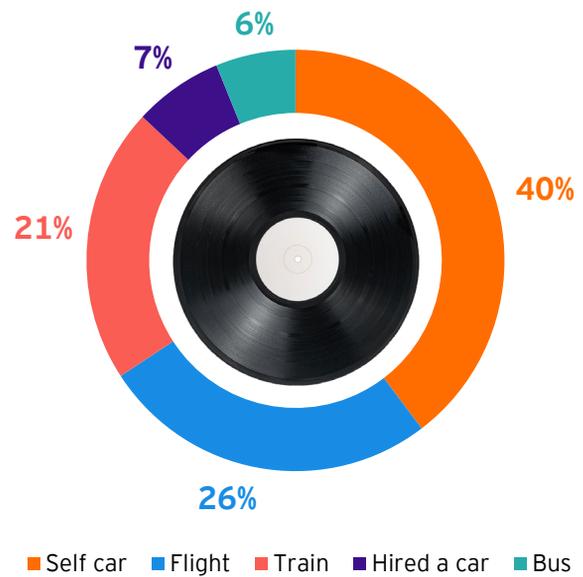
INR91 crore
of indirect revenue came
from tourism, with and
equivalent amount from
hospitality

INR79 crore
was spent on shopping and
self-care, of which half was
generated from local fans
and the balance from inter-
city fans



47% of inter-city fans drove to the destination city

Type of travel opted by fans



Source: Attendee survey results, extrapolated

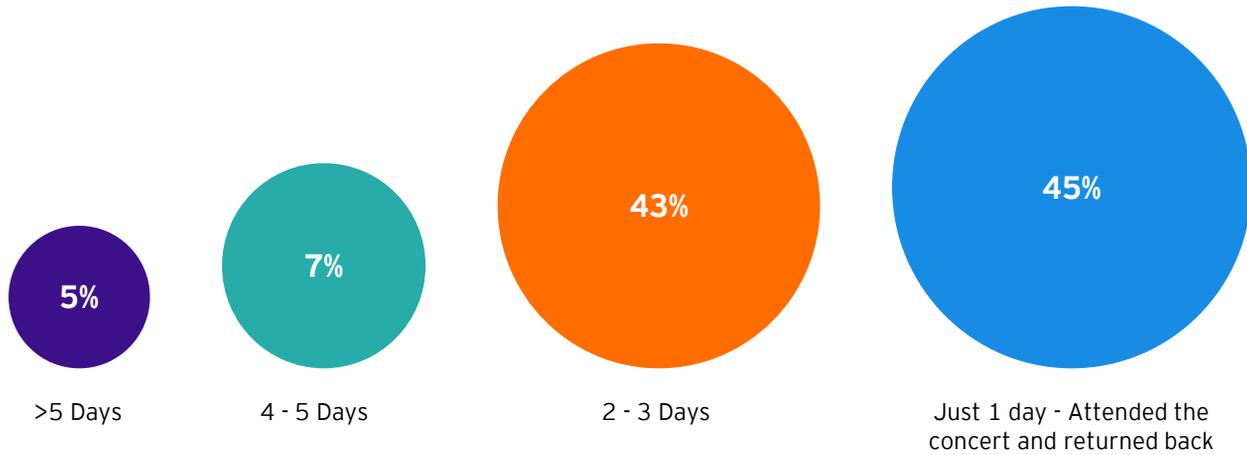
70% of inter-city travel costs related to air and rail

Mode of transport	INR crore
Air	94
Road	45
Rail	12
Total	151

Source: Attendee survey

55% of inter-city fans extended their stay beyond concert days with 5% extending beyond 5 days

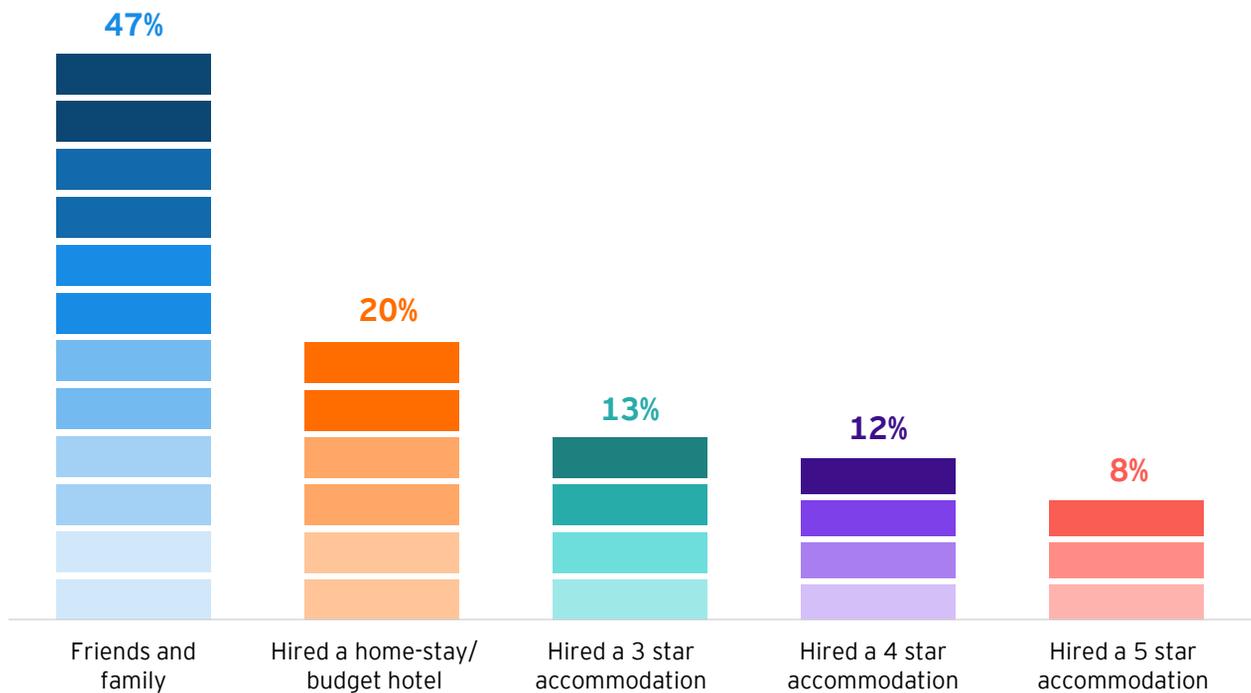
Number of days inter-city fans extended their trip



Source: Attendee survey

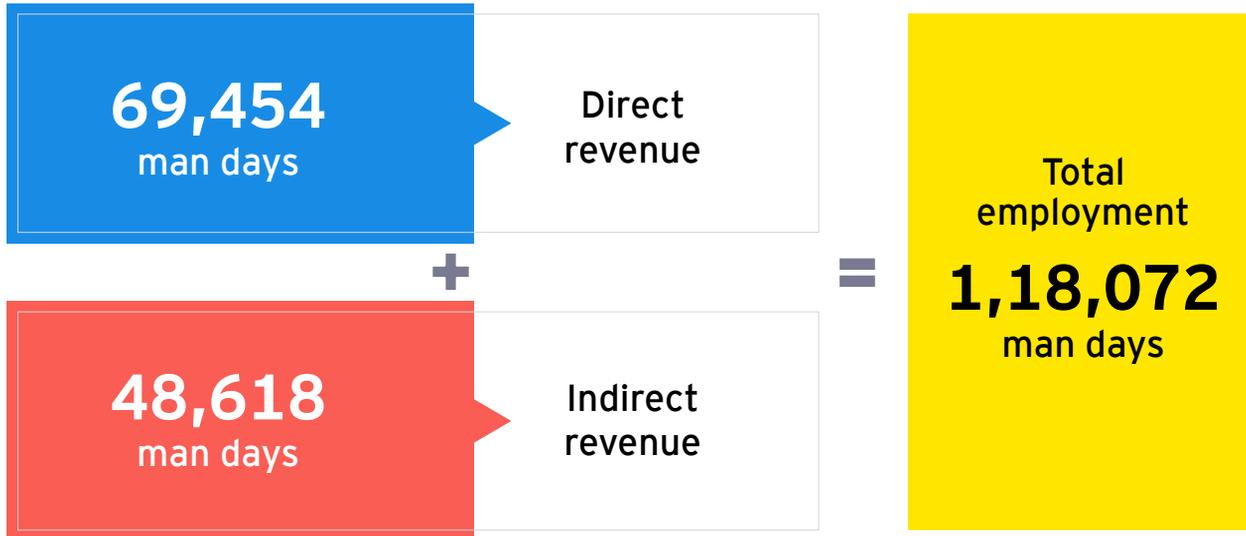
47% of inter-city fans stayed with friends and family; of the balance 53%, 20% chose budget accommodation while 33% took a starred hotel

Type of accommodation booked by inter-city fans



Source: Attendee survey

Over 100,000 man days of employment were generated

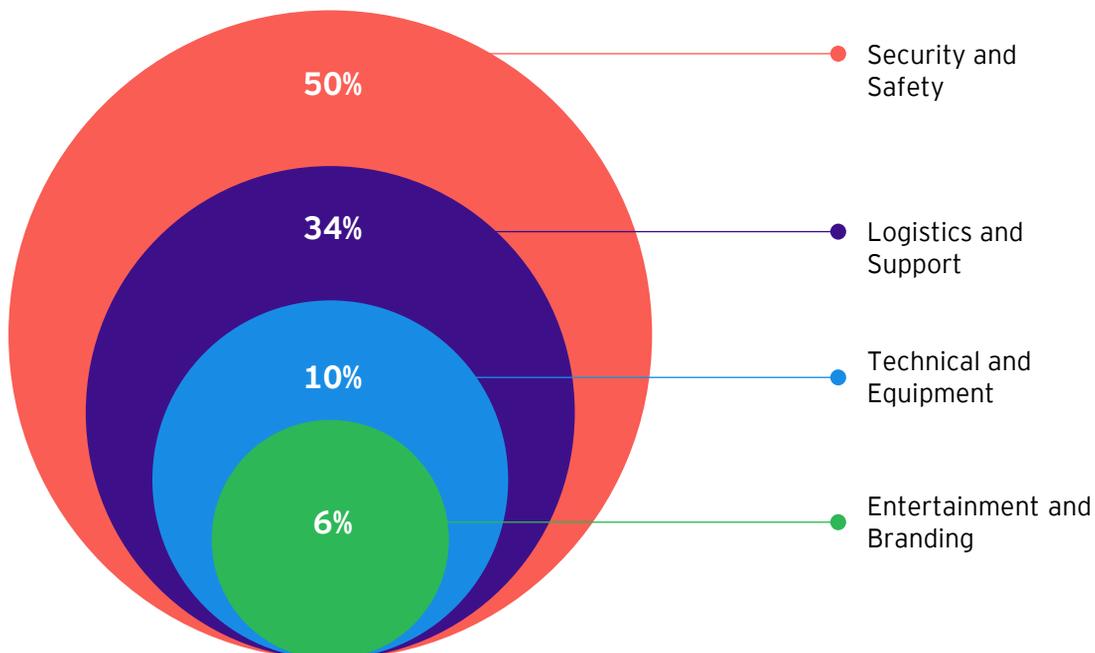


Note:

- Direct employment refers to employment directly linked to planning, executing, managing and monetizing the tour
- Indirect employment refers to the employment related to indirect revenues

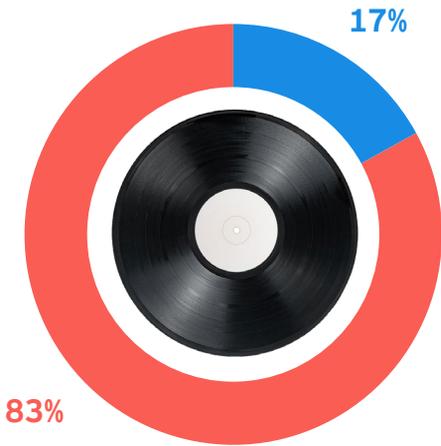
50% of direct employment was generated on account of security, safety and crowd management

Composition of direct employment



Source: EY production audit estimates

17% of direct employment was related to top- and mid-level event management talent

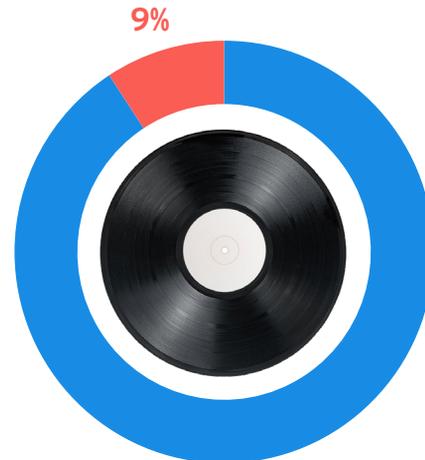


- Top and middle line management
- Frontliners

Source: EY production audit estimates

9% of direct employment was generated for women

Direct employment by gender

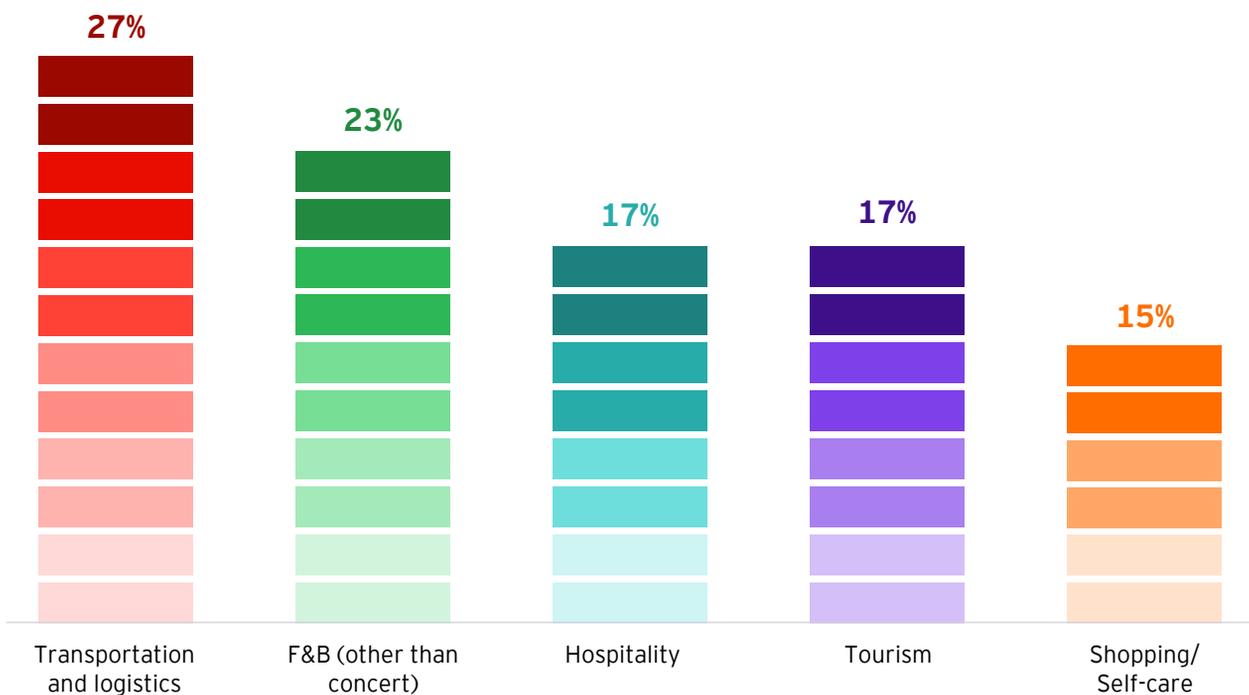


- Male
- Female

Source: EY production audit estimates

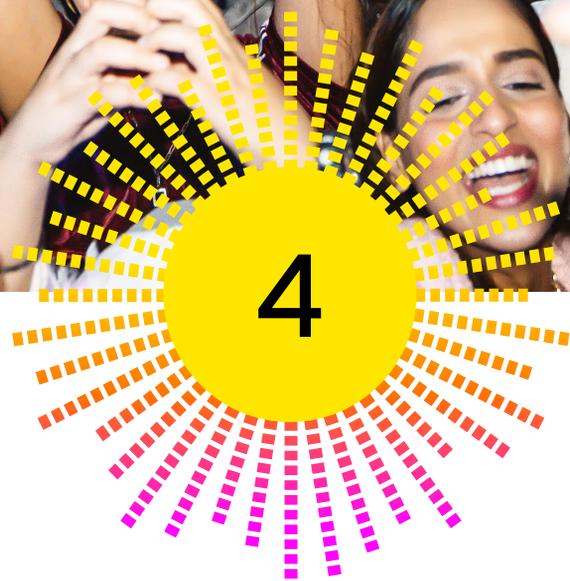
67% of indirect employment was generated by transportation, dining and hospitality

Indirect man-days generated by sector



Source: EY production audit estimates





Social impact

Cultural impact

Diljit Dosanjh's tour highlighted the beauty and diversity of India's traditions and culture. Through his tour, he not only entertained but also educated and united his fans, showcasing the true spirit of India.

As a proud Punjabi, he paid tribute to his roots and mother tongue with a heartfelt performance of the song "Main Hoon Punjab". In front of thousands of fans, he expressed his desire to elevate Punjabi culture to a global level. Throughout the tour, he adorned Punjabi attire with elegance and pride.

His respect for India's diversity and the culture in different states was evident as well. During his concert in Pune, he wore an orange outfit as a tribute to Maharashtra, symbolizing unity and appreciation. In Jaipur, he invited a fan wearing a Marwari pagri on stage, celebrating the cultural richness of Rajasthan and its folk music and praised the Rajasthani dish "Dal Baati Choorma" that he enjoyed.

He met the Chief Minister of Punjab and savored authentic Punjabi food, "makke di roti aur sarson da saag". During his visit to Lucknow, he dressed in a white kurta-pyjama and shawl while enjoying the local sights and flavors of the city.

In Gujarat, he and his team enjoyed traditional Gujarati food and danced to folk music, performing the Garba.

Diljit also shared his life stories and motivated people by emphasizing that if he, despite not being highly educated, could represent Punjab on a global stage, then others can also achieve their dreams.

Diljit Dosanjh's Dil-Luminati tour shows began with a powerful video emphasizing the values of faith, humility and unity. It encouraged the audience to spread love and respect, highlighting that victories and defeats are all part of God's plan.

In Hyderabad, Diljit took a moment to connect with his fans on a spiritual level. He greeted the audience with warm wishes on the occasion of Gurburab, a significant Sikh festival celebrating the birth of Guru Nanak Dev Ji.

He showed deep respect for his faith and also spread the core values of devotion, hard work and generosity—to a diverse audience. He encouraged the audience to maintain their inner peace irrespective of the difficulties of life.

Diljit shared the story of Lord Shiva earning the name 'Neelkanth', illustrating that no matter how much negativity or poison life throws at you, it should not affect your inner peace.





Societal and economic impact

During his Bengaluru concert, he welcomed actor Deepika Padukone on stage and distributed samples of her skincare brand, 82°E. He took the opportunity to highlight issues of women empowerment and entrepreneurship, encouraging his female fans to dream big.

At his Hyderabad concert, Diljit addressed the growing issue of cybercrime. He urged attendees to dial '1930' to report any cybercrime incidents, emphasizing the importance of taking action within the first hour.

The singer also encouraged youth to practice yoga and meditation, sharing that "Yog is the secret" to achieving goals and staying focused. He believes that incorporating these practices into daily life can help individuals maintain balance and clarity on their path to success.

Referring to an earlier show during which a woman in the audience was seen crying, Diljit spoke of expressing feelings and emotions, adding that crying should not be considered a sign of weakness as, it is a genuine emotion. He highlighted the importance of being true to one's emotions and that everyone's feelings are important.

Diljit also took this opportunity to speak about the strength, capability and independence of women, adding that women today are on par with others in income. His message resonated deeply with the audience, reinforcing the values of empathy, respect and equality.

The multi-talented singer, actor and philanthropist also emphasized on the need for better infrastructure for live concerts in India to enhance the experience for both fans and artists. During his address at the Utkarsh Odisha Conclave 2025, Prime Minister Narendra Modi has also highlighted India's vast potential for live concerts.

During the Guwahati leg of the concert, he took a moment to pay tribute to Late Dr. Manmohan Singh, India's former Prime Minister. He expressed deep respect for the former PM's contributions to the nation and dedicated the show to him.

Diljit also personally met Prime Minister Mr. Narendra Modi and emphasized the need for better infrastructure to host large-scale events in India.

Tourism impact

As Diljit immersed himself in the life of each city he visited. With curiosity and excitement, he tasted the local cuisine, danced to the rhythms of the streets and donned attire that reflected the local style. Each experience—whether it was a dish he savoured, music he listened to, or clothing he wore—carried its own unique story.

Diljit shared these stories with his fans through social media, posting about his adventures and interactions. His posts offered glimpses into the rich and vibrant culture of India, showcasing the diversity and liveliness of each city. By sharing his journey, Diljit invited his followers to explore and appreciate the cultural tapestry of India, highlighting the fun and excitement of discovering new places and traditions.

Diljit Dosanjh's tour across India became an unexpected showcase for the country's rich culture and heritage, significantly boosting tourism. At each stop, from the royal palaces of Jaipur to the spiritual sites of Srinagar and the bustling markets of Kolkata, Diljit immersed himself in authentic local experiences. He shared these moments with millions through social media, highlighting the beauty and diversity of India.

His posts inspired fans and travelers to explore these destinations themselves, drawing attention to local traditions, food and crafts. This exposure has the potential to attract more visitors, eager to experience the same warmth and vibrancy that Diljit celebrated on his tour. By doing so, he not only entertained but also promoted India's cultural wealth, encouraging a deeper appreciation and exploration of the country's heritage.

The Punjabi singer's show was a testament to the unifying force of music and culture. The chants of "Punjabi aa gaye oyee!" during and after the show underscored his connection with the audience. Between songs, the singer shared stories of his homeland, personal struggles and messages of hope, creating an impact that resonated deeply with everyone present.





Diljit walked, and the crowd followed

How Diljit's visit became a catalyst for India's tourism boom

Introduction

Diljit Dosanjh's India-leg of the Dil-Luminati World Tour ran from 26 October to 31 December 2024, perfectly coinciding with India's peak travel season. In that exact window, Foreign Exchange Earnings from tourism climbed from INR25,010 crore in October¹ to INR28,295 crore in November², peaking at INR32,788 crore in December³—a total of INR86,093 crore over two months.

Each city that Diljit visited during his tour became a mini-campaign: palace receptions in Jaipur (Rajasthan), makhan malai hunts in Lucknow (Uttar Pradesh), coffee-house conversations in Kolkata (West Bengal) and temple darshans in Guwahati (Assam) not only energized his concerts but also shone a spotlight on India's cultural treasures.

Concert-by-concert travelogue

Royal notes and palace memories

A horse-drawn carriage into the City Palace, a sunset tour of Amer Fort and a royal welcome made headlines and renewed interest in Rajasthan's Pink City circuit.

Street eats and sacred stops

In Lucknow, Diljit dove into Makhan Malai at Hazratganj and meandered through Chowk bazaar. Food vendors reported unusually high footfall on concert weekend. His itinerary then flowed east—stopping at Guwahati's Kamakhya Temple and trekking Meghalaya's Living Root Bridge, putting the Northeast back on many travel wishlists.

¹ [India Tourism Data Compendium key highlights 2024_0.pdf](#)

² [Monthly Tourism Statistics](#)

³ [Monthly Tourism Statistics](#)

● **Coffee, books and the Tagore trail**

At Kolkata's Indian Coffee House, he sipped milk coffee in the shadows of literary greats, then rode a yellow taxi to Dakshineswar Temple. The sequence went viral, giving West Bengal's heritage tourism a digital boost.

● **Kahwa by the lake**

Shikara rides on Dal Lake, cups of Kashmiri kahwa and strolls through Srinagar's old markets put the city back on the winter-tour radar. Influencers echoed his trail, coining it a 'Diljit-style' Kashmir getaway.

● **Local love and legacy routes**

Punjab's excitement was palpable. After meeting the Chief Minister of Punjab and a meal of 'saag te makki di roti,' he visited Gurudwara Sri Fatehgarh Sahib, tying music, food and faith into one powerful narrative.

● **Metro moments**

From Mumbai's dabbawalas welcoming him with a tiffin, to his breakfast of Indori poha at Chappan Dukan before heading to Mahakaleshwar Temple, Diljit wove culture into every stop. These snapshots of local flavor offered fans a new kind of travel map—one built on everyday pride and place-based storytelling.

● **Monuments and melodies**

Stops at Charminar and Falaknuma Palace gave Hyderabad's UNESCO heritage tag renewed buzz, showing how cultural landmarks doubled as concert backdrops and tourism teasers.

● **Bengaluru blues**

Bengaluru metro recorded its highest ever footfall on the day of the concert and entire compartments singing his songs.

The Dil-Luminati Tour may have wrapped on 31 December 2024, but its effects on India's tourism ecosystem endure. The concert series sparked a notable surge in travel and hotel bookings across cities that hosted the tour. For instance, Ixigo reported a 300% year-on-year increase in flight bookings to Chandigarh, one of the destinations for the DIL-Luminati India tour⁴. Similarly, other cities like Delhi, Ahmedabad and Indore recorded an average 100% year-on-year growth in flight bookings on their respective concert dates⁵.

⁴ Coldplay, Diljit Dosanjh concerts lead to massive surge in travel bookings: Ixigo report - CNBC TV18

⁵ Coldplay, Diljit Dosanjh concerts lead to massive surge in travel bookings: Ixigo report - CNBC TV18





Future of concerts in India





Recommendations for the live concert economy to achieve its potential

The Indian concert industry is still nascent, but as can be seen from the data below, is a economic multiplier. We expect the number of large format concerts (>10,000 attendees per event) to grow significantly from around 70 days in 2024 to over double that in a few years.

Audience size	2018	2025E	2027E	2030E
Over 5,000	200	300	350	420
2,000-5,000	800	1,400	1,700	2,100
Under 2,000	7,000	15,000	18,000	22,000
Total concerts	8,000	16,700	20,050	24,520

EY estimates based on industry discussions and extrapolation of available current event data

For governments, concerts provide a significant boost to GDP and employment. Hence, providing a conducive concert environment can help states. Some initiatives that can promote events and concerts include:

Single-window permissions: Establish a centralized authority to streamline the permission process for organizing live concerts, reducing bureaucratic hurdles and expediting approvals

Develop infrastructure: Invest in building and upgrading concert venues, including sound systems, lighting and seating arrangements to enhance the overall concert experience and simplify set-up

Skilled labor program: Implement training programs for event management, sound engineering and stage production to create a skilled workforce that meets industry standards

Law and order: Collaborate with local law enforcement to ensure safety and security at events, including crowd management and emergency response plans

Incentives to use local talent: Provide grants or subsidies to event organizers who prioritize local artists and performers, promoting regional talent and cultural diversity

Incentivize concerts: Advocate for tax concessions or cash-backs for companies that invest in live music events and venues, thereby encouraging more frequent and larger-scale concerts

Off-venue infrastructure: Enhance transportation access to concert venues, including public transport options and parking facilities, as well as hospitality options, to facilitate audience attendance

Regulations and technology support on black marketing of ticket selling: Implement strict regulations against ticket scalping and black marketing, utilizing technology to monitor and control ticket sales, ensuring fair pricing for consumers



About the report



Disclaimers

This report has been developed by conducting primary and secondary research, discussions with several companies involved with the Dil-Luminati Tour, including Saregama Limited and Ripple Effect Studios and relevant industry stakeholders. To the extent possible, the data has been verified and validated/ cross referenced.

An integral part of the methodology is the online survey of 5,852 attendees. The results of the survey are impacted by the type and nature of respondents and their level of maturity. It is assumed that the responses collected from the sample will reflect the behaviors and preferences of the entire population. Responses received from survey respondents have not been reverified. They were collated and aggregated (or averaged where required) for the purpose of analysis. The survey was administered by EY using online tools in February 2025 and all responses were directly received and tabulated by EY.

There is no single methodology for determining the socio-economic impact of a concert. We have used our own methodology, which we believe is relevant for the purposes of this report.

However, there can be no guarantee that such methodology or analysis or source information is complete or correct as of the date it is received or that it will continue to be correct in the future. EY does not take any responsibility for the veracity of the underlying data.

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Glossary

D2C	Direct to Consumer
EY	Ernst & Young
F&B	Food and Beverage
GST	Goods and Services Tax
INR	Indian Rupee
J&K	Jammu and Kashmir
M&E	Media and Entertainment
PM	Prime Minister
UPI	Unified Payments Interface



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