

INDIA

April 2026



Population & Economy

1.48 bill
Population



29.2
Median Age

GDP (PPP)

\$19,140 bill



GDP per capita (PPP)

\$12.960

Digital Penetration

70% Individuals Using the Internet



79 Mobile Subscriptions (per 100 people)



\$7.40

Digital Music Spend (per capita)

Streaming Consumption



86.0%

Weekly Music Streaming Users



23%

Monthly Paying Streamers

5 h 01 min

Weekly Music Streaming Time



Top 5 Social Media



Top Streaming Platforms (alphabetical)



Spotify Subscription

INR 199 / \$2.14

(\$ conversion at date of report)

Recorded Music Revenues



15*

Global Rank



\$635.2 mill

INR 59,000 mill



10.0%

Year-on-Year



58%

Streaming

Independent Association



Collecting Societies



Producers

Artists

Songwriters

€80 mill

Music Publishing Collections

Copyright Law

The Copyright Act, 1957, (Act No. 14 of 1957, amended up to Act No. 18 of 2023)

Top Independent Labels (alphabetical)

Aananda Audio Video
Aditya Music
Lahari Music
Saregama
Speed Records
T-Series
Think Music
Times Music
Tips Music
Zee Music Company

Other Data

India operates one of the most complex and diverse music markets on the planet, shaped by more than a dozen major regional languages and centuries of tradition. While Bollywood music was historically the dominant commercial force, the transition to digital has opened the market to independent pop, hip-hop, regional vernacular music, and other genres. The most-streamed genres include Hindi pop and hip-hop, Punjabi pop and hip-hop, Hindi indie, Malayalam hip-hop, and Tamil pop. IMI publishes a weekly International Top 20 Singles chart, while charts from Spotify, Apple Music, and YouTube serve as the primary day-to-day barometers of popularity. Key awards include the Mirchi Music Awards, the Global Indian Music Academy (GiMA) Awards, and the National Film Awards. All About Music, held annually in Mumbai, is one of India's large-scale B2B music conferences, followed by India International Music Week (IIMW).

Sources: IMF, UN, ITU, Data Reportal, Spotify, IFPI, IMI, WIN, SIMCA, Chartmetric, WIPO. Latest year/period available (2024 for global rank).