India's M&E sector likely to grow to INR 3.3 trillion by 2028; Sector grew 9% to INR2.78 trillion in 2025, driven by digital and live experiences: FICCI-EY M&E report

With growing global recognition of Indian stories and talent, this is a defining moment for India to establish itself as a leading global content hub: Shri Ashish Shelar, Minister of Information Technology & Cultural Affairs, Government of Maharashtra

Live Entertainment Poised for Transformational Growth, states Shri Prithul Kumar, Joint Secretary (Broadcasting-II), I & B Ministry

Posted On: 24 MAR 2026 5:33PM by PIB Mumbai

Mumbai, 24 March 2026

India's Media and Entertainment (M&E) sector continued its expansion in 2025, growing 9% year-on-year to INR2.78 trillion, according to the report 'Stories, scale and impact: Unlocking India's media and entertainment economy' released by FICCI and EY India, in Mumbai today. The Minister of Information Technology & Cultural Affairs, Government of Maharashtra, Shri Ashish Shelar ceremonially launched the report in the presence of dignitaries including Shri Anant Goenka, President FICCI & Vice Chairman RPG Group, Shri Kevin Vaz, Chairman FICCI Media and Entertainment Committee, and Shri Ashish Pherwani, Partner and Leader, Media & Entertainment Sector EY India.

Shri Shelar highlighted Maharashtra's central role emphasizing that Mumbai continues to be India's creative capital and the heart of the media and entertainment ecosystem, spanning films, television, music, advertising, and digital content. With growing global recognition of Indian stories and talent, this is a defining moment for India to establish itself as a leading global content hub, he added.

Government Initiatives Aim to Position India as a Global Hub for Live Entertainment: Shri Prithul Kumar, Joint Secretary, Ministry of Information & Broadcasting

In a panel discussion titled 'Lights, Fans, Action: The Business of Live Entertainment takes Centre Stage', the Joint Secretary (Broadcasting-II), Union Ministry of Information and Broadcasting, Shri Prithul Kumar, stated, Live Events Development Cell (LEDC) of the I & B Ministry is taking steps like simplifying regulations, launching a single-window clearance portal, and investing in infrastructure and skilling. Such actions will transform the live events sector into a high-impact engine for jobs, tourism and inclusive economic growth that multiplies every rupee into broader prosperity, he added.

Prime Minister Shri Narendra Modi has underscored the immense and untapped potential of India's Live Concert Economy and called for coordinated efforts to position India as a global hub for live entertainment. Recognizing the sector's capacity to generate large-scale employment, stimulate tourism, attract domestic and foreign investment, and enhance India's cultural soft power, the I & B Ministry has initiated structured institutional measures to promote and regulate the ecosystem. The Live Event Development Cell (LEDC) is mandated to identify regulatory, infrastructural and operational bottlenecks in the organization of live events and concerts, and to recommend measures aimed at improving ease of doing business in the live entertainment sector. It facilitates coordinated action between the Centre and the States on permissions, safety norms, and taxation and compliance frameworks, while also promoting the development of world-class infrastructure and event venues.

The report further states that digital media took center stage as the biggest driver surging past INR 1 trillion for the first time fueled by booming digital advertising, live experiences and a smart shift in consumer habits even amid some regulatory hurdles and rising costs. It paints a picture of an industry alive with stories that connect people across screens big and small. Digital advertising jumped 26% to INR 947 billion, grabbing nearly two-thirds of all ad spends, as brands chase measurable, commerce-driven results. Overall advertising grew 13.5%, outpacing India's nominal GDP per-capita, with e-commerce and point-of-sale ads leading the charge.

Looking ahead, the report forecasts the sector reaching INR 3.3 trillion by 2028, powered by digital media, live events, films, and animation/VFX. New media will dominate over 50% of revenues, shaped by smartphones, Connected TVs, regional content, and experiential trends.

The FICCI and EY India Report titled 'Stories, scale and impact: Unlocking India’s media and entertainment economy' may be accessed **here**.

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