



India Marketing Spend Outlook 2025

# Where India's Marketing Rupee Goes

Insights on how Indian  
Marketers reshaped their  
marketing investments in 2025

# Executive Summary

This report provides a comprehensive analysis of marketing fund allocation by large companies in the Indian market for the year 2025. The analysis reveals a market at a significant turning point, driven by robust economic growth, deep digital penetration, and transformative technological shifts. The key findings are as follows:

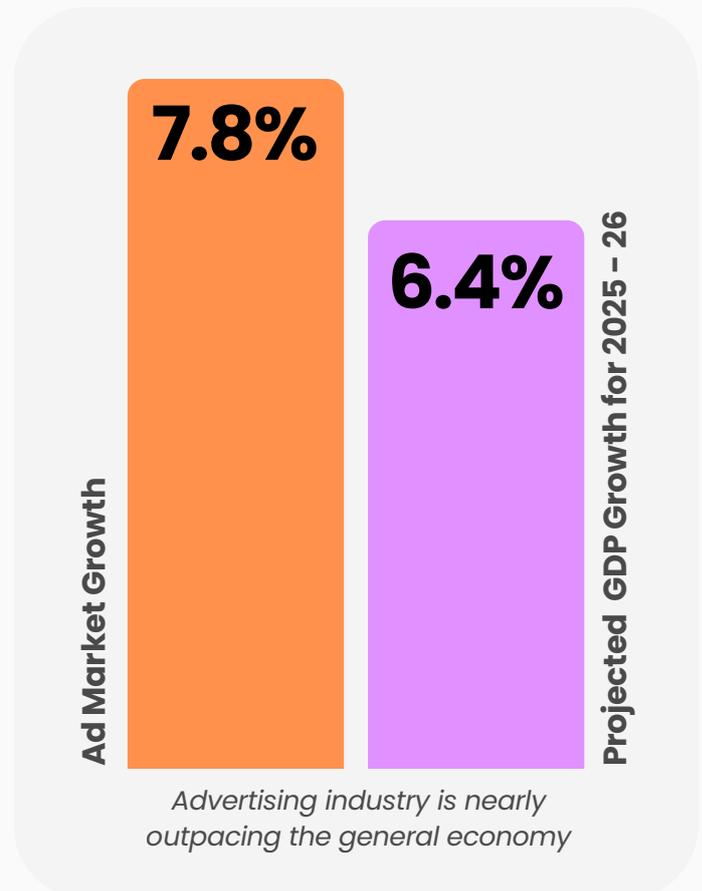
- **The Digital Inflection Point:** 2025 marks the definitive year where digital advertising expenditure in India, projected to command between 50% and 60% of the total market, achieves parity with or surpasses traditional media spend for the first time. This shift solidifies digital not as a component of marketing, but as its core operational theater.
- **The Redefinition of "Television":** Linear Television advertising, while demonstrating resilience in ad volume, is ceding its dominance to a broader, digitally-driven "video" ecosystem. This ecosystem, encompassing Connected TV (CTV) and Over-the-Top (OTT) platforms, is fundamentally altering how "TV" budgets are planned and executed, moving from mass broadcasting to targeted, addressable advertising.
- **The New Digital Triumvirate:** The digital advertising landscape, long dominated by the duopoly of Meta and Google, is being irrevocably reshaped by the emergence of retail media as a non-negotiable third pillar. Platforms like Amazon and Flipkart now command a significant share of digital ad spend, forcing brands to adopt a full-funnel strategy that covers social discovery, intent fulfillment, and point-of-purchase influence.
- **AI as an Embedded Capability:** Investment in Artificial Intelligence (AI) is not manifesting as a distinct line-item in marketing budgets. Instead, it represents a pervasive, embedded cost integrated across the entire marketing technology stack. AI is influencing every facet of marketing operations, from programmatic media buying and content generation to advanced analytics and ROI measurement.
- **Web Assets as Critical Infrastructure:** Corporate websites are no longer treated as simple marketing collateral but as critical business infrastructure. Budgeting for these assets reflects a hybrid operational cost, with responsibility and funding shared between Marketing departments, which oversee user experience and content, and IT departments, which manage security, hosting, and backend functionality.

# The 2025 Indian Advertising Market Landscape: The Digital Inflection Point

## Macroeconomic Context and Market Projections

The Indian advertising market in 2025 is characterized by exceptional dynamism and robust growth, positioning it as one of the most attractive and fastest-expanding markets globally. Projections indicate that the total advertising expenditure (AdEx) in India will grow by 7.8% by the end of 2025, reaching an estimated total value of ₹1,37,099 crore (approximately US\$ 16.01 billion). This expansion is not an isolated phenomenon but is deeply rooted in the nation's strong macroeconomic fundamentals.

India's economy is on a formidable trajectory, with the International Monetary Fund (IMF) forecasting a GDP growth of 6.2% for 2025. In the same year, India is set to surpass Japan to become the world's fourth-largest economy, with further projections indicating it will overtake Germany to become the third-largest by 2028. This economic ascent is fueled by powerful domestic growth drivers, including strong consumer demand, significant government investment in infrastructure, and a flourishing services sector, which collectively create a resilient economic environment conducive to increased marketing investment.



# ₹1.37 Lakh Crore

approx. US\$16.01 Billion



Total Projected Ad Spend in 2025

## Key Drivers of Market Expansion

The expansion of the Indian advertising market is underpinned by a profound digital transformation that has reshaped consumer behavior. A primary driver is the sheer scale of digital adoption. By end of 2025, the number of internet users in India is projected to surpass 900 million, creating a vast addressable audience for digital marketers. This digital ecosystem is overwhelmingly mobile-first; with over 850 million smartphone users, **Indians spend an average of 82% of their media and entertainment time on mobile applications.**



**>900 Million**  
Internet Users



**>850 Million**  
Smartphone  
Users

Furthermore, the advertising landscape is being democratized. The growth is not solely driven by large legacy corporations but also by a vibrant and rapidly growing contingent of Small and Medium Enterprises (SMEs) and Direct-to-Consumer (D2C) brands. This **segment's contribution to digital ad spend is projected to grow from approximately 37% in 2024 to between 40% and 42% by 2029**, indicating that a broader base of businesses is leveraging digital platforms to reach consumers.

## Analysis and Strategic Implications

A critical observation for 2025 is that the growth of India's advertising market (7.8%) is outpacing the projected growth of its GDP (6.2%). This differential is highly significant. In mature economies, AdEx growth often tracks or slightly lags GDP growth, reflecting a stable relationship between economic activity and marketing spend. **India's accelerated AdEx growth, however, signals a market in a high-growth, intensely competitive phase.**

This indicates that companies are not merely increasing their marketing spend in proportion to a larger economy; they are actively allocating a greater share of their overall revenue and resources towards marketing. This strategic shift is a direct response to the immense opportunity presented by a rapidly expanding and digitally connected consumer base.

Metric	Value (₹ Crore)	Value (US\$ Billion)	Year-on-Year Growth (%)	Key Data Source(s)
Total AdEx	1,37,099 - 1,60,000	15.9 - 16.01	7.8 - 11.5	Magna, Financial Express
Digital AdEx	52,992 - 72,800	7.0 - 8.4	11.4 - 17.0	Pitch Madison, Magna
Traditional AdEx	64,300 - 69,108	7.5 - 8.07	3.4 - 4.5	Magna

*Note: Ranges reflect projections from different market analysis reports, which may use varying methodologies.*

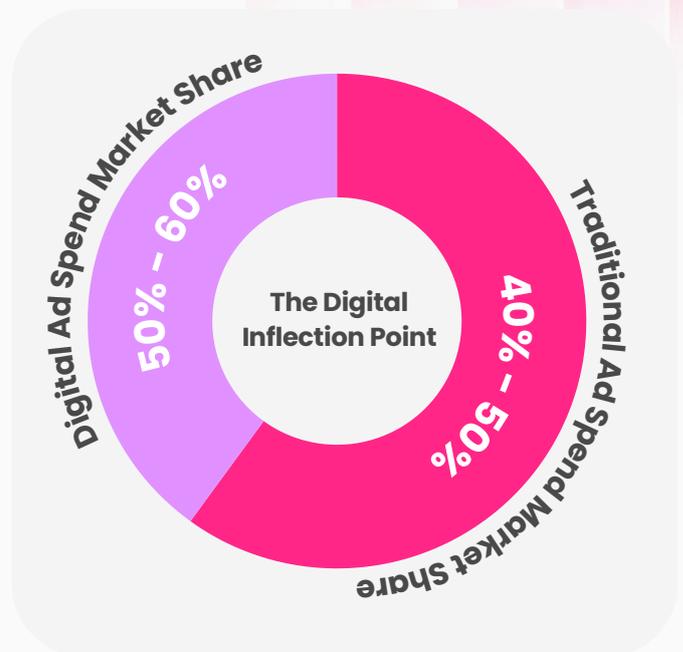
# The Great Divide: Traditional vs. Digital Marketing Allocations

## Digital's Ascendancy: A Quantitative Analysis of Market Share

The year 2025 represents a landmark moment for the Indian advertising industry, as digital media spending is forecast to achieve parity with, and in some projections, surpass the total spend on all traditional media combined. The data indicates that **digital's share of the total advertising market will fall within the 50% to 60% range.**

Different industry reports offer slightly varied perspectives on the exact split, likely due to differing definitions of what constitutes "digital" media (e.g., the classification of Connected TV or the digital extensions of print media). **Magna's forecast suggests a near-even 50/50 split, with digital pure-play formats commanding 50% of the market.**

More aggressive projections, such as one from the Financial Express, suggest **digital will corner as much as 60% of a total market valued at ₹1.6 trillion.** Meanwhile, the Pitch Madison Advertising Report projects a more conservative but still substantial 44% market share for digital advertising in 2025. Regardless of the precise figure, the consensus is clear: digital is no longer a challenger but a dominant force in the Indian marketing landscape



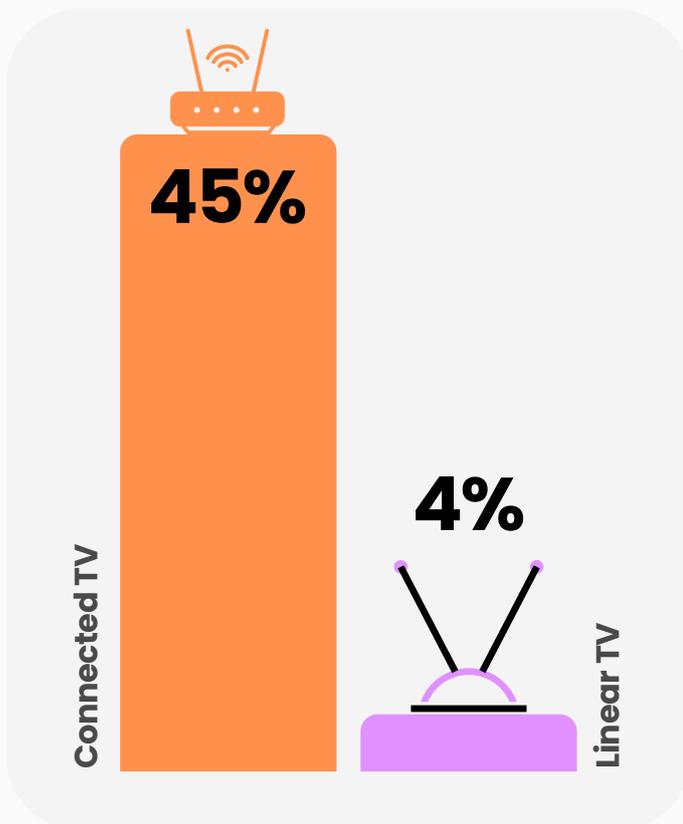
## Is Television Still King? An Analysis of Linear TV's Evolving Role

The role of television in 2025 presents a complex and seemingly contradictory picture. On one hand, traditional television demonstrates remarkable resilience and continued influence. Data from the **first half of 2025 shows that TV ad volumes grew by a robust 27%, with associated ad spending increasing by 64% compared to the same period in the previous year.** This highlights that for mass reach and brand-building campaigns, linear TV remains a trusted and powerful medium.

On the other hand, the long-term growth trajectory for linear TV is flattening. Projections indicate that the **annual growth for linear television advertising is slowing to a modest 2.5% to 4%**. Furthermore, as a share of the total Entertainment & Media (E&M) revenue pie, **television's contribution is expected to decline from 43% to 36% by 2028**. This apparent paradox—high short-term spending growth but low long-term market share growth—is resolved by understanding the fundamental fragmentation of the video viewing landscape. The "television experience" is no longer confined to linear broadcasts.



## The Rise of Connected TV (CTV) as a Digital-Traditional Hybrid



The key to deciphering the future of "TV" advertising lies in the explosive growth of Connected TV (CTV). CTV represents a hybrid medium that combines the large-screen, living room experience of traditional television with the targeting, data, and measurement capabilities of digital advertising. By the end of 2025, **CTV ad spend in India is projected to reach between ₹2,300 crore and ₹2,500 crore, expanding at an astonishing annual rate of 40-47%**.

Major digital platforms are aggressively capitalizing on this trend. YouTube, for instance, is explicitly positioning itself as "India's New TV," having already amassed a CTV audience of over 75 million viewers in the country. Similarly, Amazon has launched "Sponsored TV," a self-service solution allowing brands to run video campaigns on streaming content via platforms like Amazon MX Player. This demonstrates that a significant and rapidly growing portion of what might have been considered a "TV" budget is now being allocated to a highly targeted, programmatic, and digitally native channel.

## Analysis and Strategic Implications

The convergence of linear TV, CTV, and OTT video reveals that the conventional "Traditional vs. Digital" framework for budget allocation is becoming strategically obsolete. The data shows that a simple binary split is no longer sufficient for effective planning. An advertisement viewed on a television screen can be a non-addressable, mass-market broadcast spot or a hyper-targeted, data-driven ad delivered via a CTV platform. Similarly, a "print" budget can be allocated to a physical newspaper or to its digital application, each with vastly different targeting and measurement capabilities.

**The more meaningful and strategically relevant distinction for 2025 and beyond is between "Addressable" and "Non-Addressable" media.** The core technological shift driving the market is the ability to target, measure, and personalize advertising at an individual or household level—the defining characteristic of addressable media. The market data overwhelmingly supports this view: high-growth segments like digital pure-play (growing at 11.4-12%) and CTV (~45%) are addressable, while low-growth segments like linear TV (2.5-4%) and traditional print (3.5%) are largely non-addressable.

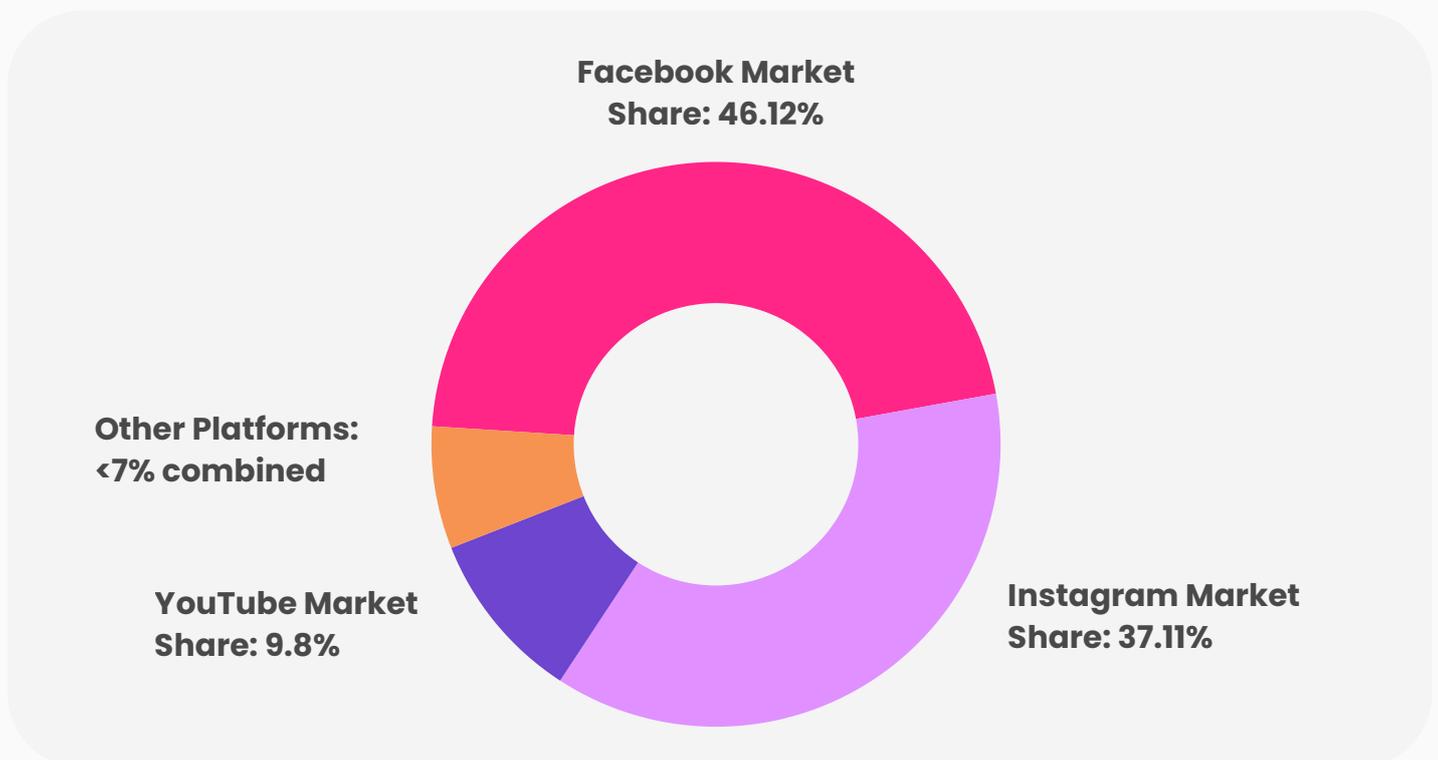
Media Category	Sub-Category	Projected Market Share (%)	Projected Growth Rate (%)	Key Data Source(s)
<b>Digital (Total)</b>		<b>50 - 60</b>	<b>11.4 - 17.0</b>	Magna, Financial Express
	<i>Digital Pure Play (Search, Social,</i>	~45 - 50	11.4	Magna
	<i>Connected TV (CTV) / OTT</i>	~2 - 3	40 - 47	Pitch Madison, Deloitte
<b>Traditional (Total)</b>		<b>40 - 50</b>	<b>3.4 - 4.5</b>	Magna
	<i>Linear Television</i>	~25 - 30	2.5 - 4.0	Magna
	<i>Print</i>	~15	3.5	Magna
	<i>Radio &amp; Audio</i>	~2	5.9	Magna
	<i>Out-of-Home (OOH) &amp; Cinema</i>	~3	13.5 (OOH), 10.0 (Cinema)	Magna

Market share percentages are estimated based on total AdEx projections. Sub-category figures are indicative and may overlap (e.g., video ads on social platforms).

# A Granular View of the Digital Battlefield: Platform and Format Allocations

## The Reigning Duopoly & The Emerging Third Pillar

A granular analysis of digital ad spending in 2025 reveals a landscape dominated by a few key players, but with a significant structural shift underway. The established duopoly of Meta and Google continues to command a substantial portion of digital budgets. Data from the first half of 2025 identifies Facebook (Meta) as the primary advertising channel by spend. **Monthly expenditure on Meta's platforms, Facebook and Instagram, peaked at nearly \$280 million in May 2025.** This spending is a direct reflection of user engagement; Statcounter **data from August 2025 shows Facebook holding a 46.12% market share among social media platforms in India, with Instagram following at 37.11%.**



However, the most critical development in the 2025 digital landscape is **the consolidation of e-commerce and retail media as a powerful "third pillar" of advertising.** The **"Shopping" category has emerged as the single largest driver of digital ad spend, accounting for a commanding 30% share—nearly three times that of the next largest category.** Consequently, major e-commerce players like Flipkart, Reliance Retail, and Amazon are now the top three advertisers in India by engagement, signifying a massive flow of marketing funds onto these transactional platforms. For Business-to-Business (B2B) marketers, the focus remains more specialized, with platforms like LinkedIn being indispensable for reaching key decision-makers such as IT managers, CTOs, and other CXOs.

# Anatomy of a Digital Campaign: Spend Allocation by Ad Format

Breaking down the digital budget by format reveals a clear hierarchy of investment priorities, closely aligned with Indian consumer media habits.



**Video Advertising:** This is the largest and most influential format, commanding between 27% and 28% of the total digital ad spend. The growth in digital video is robust, projected at 17% annually. This investment is a direct response to consumer behavior, where **video viewing accounts for 55% of all mobile usage in India.**



**Social Media Advertising:** As a category, social media is the second-largest destination for digital funds, with a share ranging from 23% to 30%. It also exhibited the highest growth rate among formats in 2024, at 21%, underscoring its increasing importance for brand engagement and community building.

**E-commerce/Retail Media:** 18% - 30%

**Video Advertising:** 27% - 28%

**Display & Other:** ~16%

**Digital Ad Spend by Format**

**Search Advertising:** 15% - 23%

**Social Media:** 23% - 30%



**Search Advertising:** Search remains a foundational pillar of digital marketing strategy, capturing between 15% and 23% of the budget. In 2025, search ad revenue is projected to reach ₹20,538 crore, growing at a steady 8.9%. It is the primary channel for capturing high-intent consumers actively seeking products or solutions.



**Display Advertising:** While its share has diminished relative to more engaging formats, display advertising still plays a relevant role in broad awareness and retargeting campaigns, accounting for approximately 16% of digital spend.

## Analysis and Strategic Implications

The allocation of funds across these platforms and formats reveals that the Indian consumer journey has fragmented into three distinct "arenas" of digital interaction. **To achieve full-funnel coverage and maximize ROI, large companies are now compelled to allocate significant budgets across all three.**

- 1. The Arena of Social Discovery:** This is dominated by Meta's platforms (Facebook, Instagram) and video platforms like YouTube. This is where brand awareness is built, communities are fostered, and consumer interest is piqued through engaging content. The massive spending and user engagement on these platforms confirm their role at the top of the marketing funnel.
- 2. The Arena of Intent Fulfillment:** This is the domain of Google Search. When a consumer develops a specific need or interest, they turn to search engines to find information, compare options, and research solutions. The sustained, heavy investment in search advertising underscores its critical role in the middle of the funnel, capturing users at the precise moment of intent.
- 3. The Arena of Point-of-Purchase Influence:** This is the newest and fastest-growing arena, dominated by retail media networks on platforms like Amazon and Flipkart. The fact that "Shopping" is now the largest single category of ad spend (30%) demonstrates that brands are investing heavily to influence consumers at the final stage of their journey, directly on the platforms where the transaction occurs.

This fragmentation implies that **a siloed approach to managing "social," "search," and "retail media" budgets is no longer strategically viable.** Where the consumer journey might once have been a linear path from social discovery to search research to a brand website purchase, it can now be entirely contained within one ecosystem (e.g., discover and purchase on Instagram) or conclude on a third-party retail site. Therefore, **companies must adopt an integrated strategy that tracks and influences consumers across these three arenas.** This necessitates investment in more sophisticated measurement tools, such as multi-touch attribution models and Customer Data Platforms (CDPs), to understand the complex interplay between these channels and optimize spend effectively.

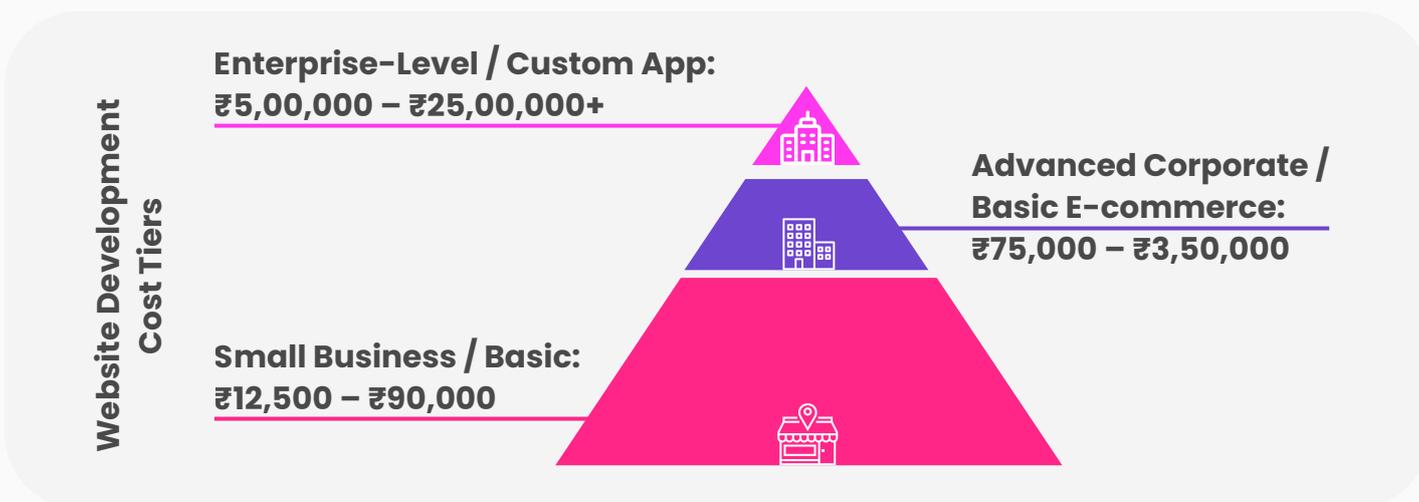
Digital Ad Format	Estimated Share of Digital Budget (%)	Key Platforms	Strategic Role
Video Advertising	27 - 28	YouTube, Meta (Reels / Stories), OTT/CTV Platforms (e.g., Hotstar, Amazon Prime)	Top-of-funnel brand building, mass awareness, engagement, storytelling
Social Media	23 - 30	Meta (Facebook, Instagram), YouTube, X (formerly Twitter)	Community building, influencer marketing, social discovery, consideration
Search Advertising	15 - 23	Google Ads	Mid-to-bottom-funnel intent capture, lead generation, direct response
E-commerce/Retail Media	18 - 30*	Amazon Ads, Flipkart Ads, Other Marketplace Platforms	Bottom-of-funnel conversion, point-of-purchase influence, sales uplift
Display & Other	~16	Google Display Network, Programmatic Ad Exchanges	Broad reach, brand awareness, retargeting, remarketing

*The "Shopping" category, which drives retail media, is reported at 30% of total digital spend. The 18% figure for "E-commerce" from other sources likely represents a narrower definition.*

# The Digital Foundation: Budgeting for Corporate Web Assets

## Capital Expenditure: Website Development and Redesign Costs

In the digital-first landscape of 2025, a corporate website serves as the central hub of a company's online presence. The investment required for developing or redesigning these critical assets in India varies significantly based on complexity, functionality, and the chosen development partner. The costs can be stratified into distinct tiers.



**Tier 1: Small Business or Basic Dynamic Website:** This category includes informational sites with a limited number of pages (5-25), a content management system (CMS), and basic features like contact forms and social media integration. The typical cost for such a project ranges from ₹12,500 to ₹90,000.

**Tier 2: Advanced Corporate or Basic E-commerce Website:** This tier is for more substantial corporate websites or entry-level e-commerce stores. These projects involve custom design elements, advanced functionalities, and integrations with payment gateways or CRM systems. The investment for these sites generally falls between ₹75,000 and ₹3,50,000.

**Tier 3: Enterprise-Level or Custom Web Application:** This represents the highest level of complexity, including large-scale corporate portals, sophisticated multi-vendor e-commerce marketplaces, or bespoke web applications with unique features, high security requirements, and extensive third-party integrations. The costs for these projects start at ₹5,00,000 and can easily exceed ₹25,00,000, depending on the scope.

Key factors influencing these capital expenditures include the choice between a template-based design versus a fully custom UI/UX, the selection of the technology platform (e.g., an open-source CMS like WordPress versus a custom-built solution), and the developer rates, which differ between freelancers and established agencies.

## Operational Expenditure: Maintenance, Performance, Security, Resilience and Upgrades

Beyond the initial development, maintaining a corporate website is an ongoing operational expense crucial for ensuring security, performance, and relevance. These recurring costs are a vital component of the total cost of ownership.

In the Indian market, **monthly website maintenance retainers typically range from ₹5,000 to ₹1,00,000**. These packages generally cover essential services such as software updates, security monitoring, regular backups, and technical support. For larger, high-traffic e-commerce or corporate sites, these costs can be significantly higher.

In addition to maintenance retainers, companies must budget for other recurring operational costs. These include annual domain name renewals (₹500 - ₹2,400), and web hosting, which can range from as little as ₹1,500 per year for basic shared hosting to over ₹1,00,000 per year for high-performance dedicated servers required by large enterprises.

In the Indian market, strategic technology investment demands a Total Cost of Ownership (TCO) perspective that looks beyond initial pricing to include hidden costs like implementation, training, and the financial risks of complex, usage-based billing.

For SMBs and startups, the most effective strategy is to prioritize integrated, all-in-one platforms. Services like Cloudflare, Sucuri, and those with generous free tiers such as Freshdesk and Brevo provide simplicity and predictable costs, freeing up resources for core business growth.

Organization Tier	Infrastructure (CDN, Security, Backup)	Analytics & Intelligence (Web Analytics, SEO)	Customer Engagement (Marketing, Support)	Estimated Total Annual Cost (INR)
SMB/Startup	₹15,000 - ₹40,000	₹80,000 - ₹1,20,000	₹5,000 - ₹90,000	₹1,00,000 - ₹2,50,000
Mid-Market	₹2,50,000 - ₹5,00,000	₹1,50,000 - ₹3,00,000	₹4,00,000 - ₹17,00,000	₹8,00,000 - ₹25,00,000
Large Enterprise	₹30,00,000+	₹45,00,000+	Custom (often ₹1,00,00,000+)	₹75,00,000+

Conversely, large enterprises must focus on building a best-of-breed technology stack for maximum performance and security. This involves managing complex hyperscaler services and negotiating contracts with enterprise vendors like Akamai and Adobe, an investment justified by the need to protect high-value assets and compete at a national scale.

Looking ahead, two key trends will shape future operational expenditures. First, the integration of AI into SaaS platforms will introduce a significant new cost layer, but also promises substantial efficiency gains, requiring careful ROI analysis. Second, the increasing complexity of usage-based billing will make dedicated financial operations (FinOps) essential for monitoring and optimizing spend, turning effective cost management into a key competitive advantage.

## Analysis and Strategic Implications

The clear delineation between one-time development costs (capital expenditure) and ongoing maintenance and hosting fees (operational expenditure) reveals a critical shift in how large companies perceive their web assets. **The website is no longer viewed as a one-off marketing project but as a piece of critical business infrastructure, akin to a physical office or a factory.** Its budget is increasingly treated as a recurring operational expense, essential for the day-to-day functioning of the business in a digital economy.

This shift has led to a hybrid ownership and budgeting model within large organizations. **The responsibility for the corporate website is often shared between the IT and Marketing departments.** The IT department typically oversees and budgets for the technical infrastructure—hosting, security, backend performance, and compliance. The Marketing department, in turn, manages and funds the elements directly related to customer experience and business generation—content creation, Search Engine Optimization (SEO), user experience (UX) design, and conversion rate optimization (CRO).

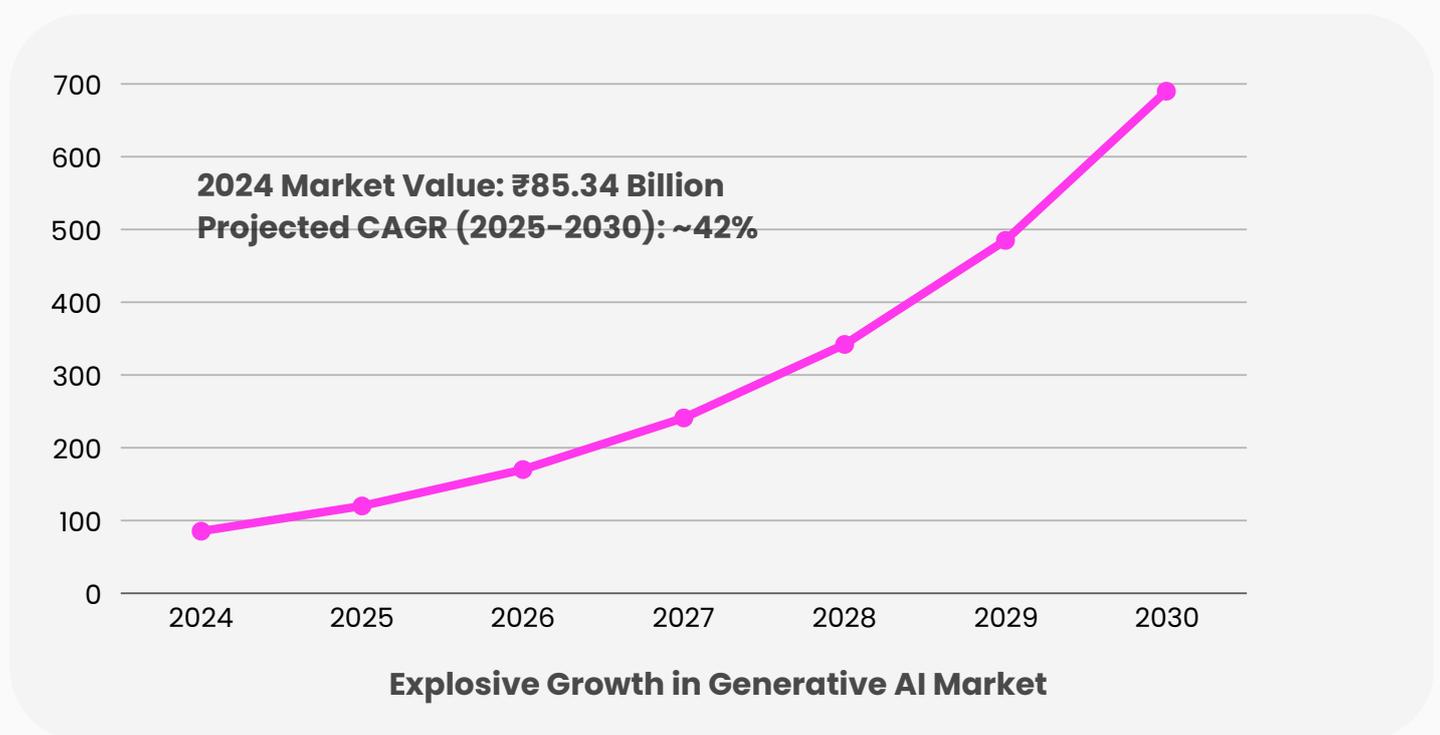
Project Tier	Description	One-Time Development/Redesign Cost Range (₹)	Typical Monthly Maintenance Cost (₹)	Estimated Add-on Expenditure (INR)
<b>Small Business Presence</b>	Basic dynamic website (5-25 pages) with a CMS, responsive design, and standard features.	15,000 – 90,000	5,000 – 15,000	₹1,00,000 – ₹2,50,000
<b>Professional Corporate Site</b>	Custom-designed corporate website with advanced features, blog, and basic integrations.	75,000 – 3,50,000	15,000 – 1,00,000	₹8,00,000 – ₹25,00,000
<b>Advanced E-commerce Platform</b>	Online store with a large product catalog, multiple payment gateways, and custom features.	1,25,000 – 5,00,000+	20,000 – 50,000+	₹75,00,000+
<b>Enterprise-Level Custom Application</b>	Large-scale, bespoke web application with complex functionalities, high security, and enterprise system integrations.	5,00,000 – 25,00,000+	30,000 – 1,00,000+	

This shared ownership model, while logical, can create significant organizational friction and budgetary inefficiency if not managed with a clear governance structure. To ensure that marketing objectives are aligned with technical capabilities and that the website operates as a cohesive and effective business tool, a collaborative approach is essential. For optimal performance, large companies must establish cross-functional governance bodies, such as a digital steering committee comprising both marketing and IT leadership. This ensures that budget planning is integrated and that the annual budget request for the corporate website is a joint submission from both the Chief Marketing Officer (CMO) and the Chief Information/Technology Officer (CIO/CTO), reflecting its dual role as both a marketing platform and a core technology asset.

# The AI Revolution: Allocating Funds for Intelligent Marketing

## Quantifying the AI Investment: An Embedded Cost Analysis

Assessing the allocation of funds specifically for Artificial Intelligence (AI) in marketing requires a nuanced approach, as AI is rarely a standalone line item in a 2025 marketing budget. Instead, the investment in AI is deeply embedded within the costs of other marketing activities, tools, and platforms. **The scale of this investment can be understood by examining the growth of the broader AI market. In 2024, the Generative AI market in India was valued at ₹85.34 billion and is projected to expand at a compound annual growth rate (CAGR) of approximately 42% through 2030.** This exponential market growth serves as a powerful proxy for the massive infusion of capital into AI capabilities across all business functions, with marketing being a primary beneficiary.



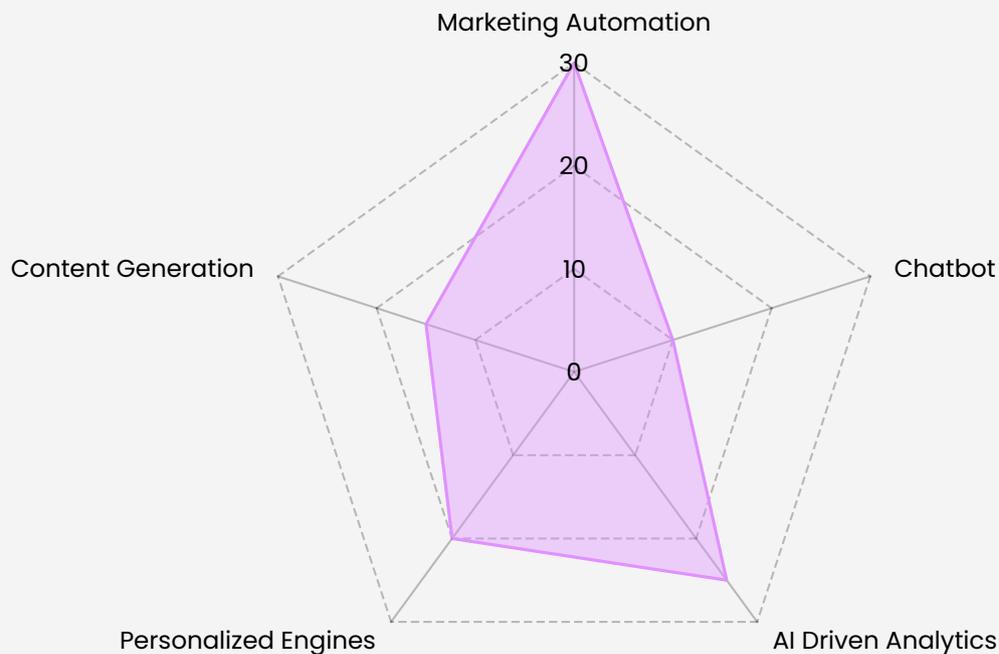
This private sector adoption is further accelerated by strong government support. **The Indian government's allocation of ₹2,000 crore to the IndiaAI mission for fiscal year 2026**, a more than tenfold increase from the previous year, signals a top-down strategic push to integrate AI into critical sectors of the economy. This initiative creates a fertile environment for innovation and encourages broader adoption by businesses.

## Practical Applications of AI in 2025 Marketing Budgets

The costs associated with AI manifest in several key areas of a typical marketing budget:

- **Programmatic Advertising:** A substantial portion of the digital advertising spend is executed through programmatic platforms, which use AI algorithms for real-time bidding (RTB), audience targeting, and campaign optimization. **One report from H1 2025 suggests that programmatic advertising accounts for as much as 88.3% of digital ad spend. In this context, the "AI cost" is an inseparable part of the media spend and the fees paid to Demand-Side Platforms (DSPs) and other ad-tech partners.**
- **Marketing Technology (MarTech) Stack:** Modern marketing budgets include significant allocations for subscription-based software. Platforms for CRM (like HubSpot), SEO (like SEMrush), and analytics increasingly incorporate AI-powered features for tasks such as predictive lead scoring, content personalization, and automated reporting. The premium paid for these intelligent features represents a direct investment in AI.

**88.3%**  
of Digital Ads are  
Programmatic



**AI Investment Breakdown**

AI Investment Focus (%)

- **Content Creation and Personalization:** Budgets allocated for content development are being transformed by generative AI. Companies are investing in licenses for AI tools that can generate ad copy, social media posts, and personalized marketing messages at scale. This investment in AI software often corresponds to a reduction in spending on traditional content creation methods.
- **Analytics and ROI Measurement:** The complexity of the modern digital ecosystem requires sophisticated analytics to measure campaign effectiveness. AI is central to this, powering advanced attribution models, ROI analysis, and real-time performance tracking. The cost is embedded within the fees for advanced analytics tools or the service retainers of marketing agencies that provide these capabilities.

## Analysis and Strategic Implications

The pervasive integration of AI across the marketing function reveals that its primary financial impact on 2025 budgets is not necessarily a net increase in total spending, but rather a strategic reallocation of funds from human labor to intelligent technology. The evidence shows that AI is being deployed to automate and enhance the efficiency of tasks that were previously highly labor-intensive, such as creating multiple ad variations for A/B testing, planning media buys across numerous channels, and analyzing vast datasets for audience insights.

This technological shift fundamentally changes the role of the human marketer. **The focus moves away from manual execution and data processing towards higher-level strategy, creative oversight, and the management of AI systems.** While companies are now incurring new costs for AI-powered software and platforms, these are often offset by a reduced need for large teams of junior personnel to perform repetitive analytical and executional tasks.

This has a critical implication for talent strategy and budget allocation within the broader organization. To maximize the return on investment from the increasingly expensive and sophisticated AI-powered MarTech stack, companies must invest in their human capital. The budget for marketing headcount should evolve, prioritizing the recruitment and development of smaller, more senior teams of "AI operators" and data-savvy strategists over large teams of junior executors. This necessitates a dedicated investment in upskilling and training existing staff to work effectively with AI tools. While this may appear as an HR or training budget item, it is, in fact, a crucial and indispensable investment to unlock the full potential of the 2025 marketing budget.

# Strategic Recommendations and Future Outlook

## Actionable Recommendations for 2025 Budget Allocation

Based on the comprehensive analysis of the Indian marketing landscape in 2025, the following strategic recommendations are proposed for senior marketing and business leaders:

- **Reframe Budgets from "Channel" to "Capability":** The traditional method of allocating budgets to siloed channels like "TV," "Print," and "Digital" is no longer effective. A more strategic approach is to structure budgets around capabilities. For example, a "Mass Reach Video Budget" would encompass both linear TV and CTV, allowing for fluid allocation based on campaign goals for reach and addressability. Similarly, a comprehensive "Addressable Audience Budget" would integrate social media, search, programmatic display, and other targeted digital formats, focusing on the outcome rather than the channel.
- **Mandate a "Triple-Threat" Digital Strategy:** The digital battlefield is now clearly defined by three core arenas. It is imperative to ensure significant and balanced investment across all three: Social Discovery (led by Meta and YouTube) for top-of-funnel awareness, Intent Fulfillment (led by Google Search) for mid-funnel consideration, and Point-of-Purchase Influence (led by Retail Media on Amazon, Flipkart, etc.) for bottom-of-funnel conversion. Over-indexing on one arena at the expense of the others will create critical gaps in the consumer journey and lead to suboptimal ROI.
- **Treat Your Website as a Product, Not a Project:** Shift the mindset and budgeting process for corporate web assets away from one-time capital projects. Instead, treat the website as a core business product that requires continuous improvement and investment. This involves allocating a recurring, cross-functional operational budget, co-owned and co-funded by both the Marketing and IT departments, to ensure ongoing optimization of user experience, security, and performance.
- **Invest in Talent, Not Just Tools:** The effectiveness of a sophisticated, AI-powered MarTech stack is limited by the skills of the people who operate it. A formal audit of the marketing team's AI literacy and data analysis capabilities is recommended. A portion of the overall marketing budget should be reallocated towards targeted training and development programs to ensure that the organization can maximize the significant and growing investment in intelligent marketing technologies.

## The Future of Marketing Investment in India (Post-2025)

Looking beyond 2025, several emerging trends will continue to shape marketing investment strategies in India:

- **The Maturation of Measurement:** The current landscape is marked by inconsistencies in measurement, particularly across different digital platforms and "walled gardens". This challenge will intensify with the growth of CTV. In the coming years, there will be a significant industry-wide push, led by advertisers and agencies, for the development of unified standards for brand safety, viewability, and cross-platform attribution to bring greater transparency and accountability to the ecosystem.
- **The Ascendancy of Voice and Vernacular:** As internet penetration continues to deepen into India's Tier-2 and Tier-3 cities, the importance of non-English and non-Hindi content will grow exponentially. Marketing budgets will need to reflect this reality, with increased allocations for creating and promoting content in regional languages. Furthermore, the rising adoption of voice assistants will make voice search optimization a critical and distinct area of investment.
- **The AI-Powered Search Disruption:** The nascent shift from traditional, keyword-based search to AI-powered conversational search and summary ads is a trend with the potential to fundamentally disrupt the economics of search marketing. As this technology matures, it could alter how consumers discover information and how brands pay to be visible. Marketers will need to develop new strategies and budget models to adapt to a world where being the top blue link is no longer the sole objective.



## About The Publisher

Paze International is a **creative digital agency and Google Partner** specializing in website design & development, social media management, search marketing, and end-to-end creative solutions. Founded by industry veterans with over 15 years of experience, the agency is committed to delivering impactful strategies that combine **data-driven insights, creative innovation, and technology-first solutions.**

With expertise across **digital campaigns, performance marketing, and brand consultancy**, Paze International partners with businesses to help them grow, adapt, and stay ahead in the fast-evolving digital landscape.



# Research Methodology

This report has been developed through a combination of secondary research, industry data analysis, and expert commentary. Key sources included:

- **Secondary Research:** Market tracker reports, industry press releases, platform-level ad spend analyses, and published studies from leading agencies.
- **Industry Trackers:** Data points from reputed global and Indian trackers covering digital advertising, traditional media, and emerging AI adoption.

To ensure data reliability, findings were cross-validated against multiple independent sources, and trends were interpreted within the context of India's evolving 2025 marketing ecosystem.

The scope of this report is limited to the Indian market (calendar year 2025) and focuses on fund allocation patterns across traditional media, digital platforms, ad formats, website management, and AI-driven marketing investments.

## Disclaimer & Acknowledgment

This report has been independently researched, prepared, and published by Paze International. The purpose of this document is to provide insights into current marketing trends in the Indian market for 2025.

### Independence of Research

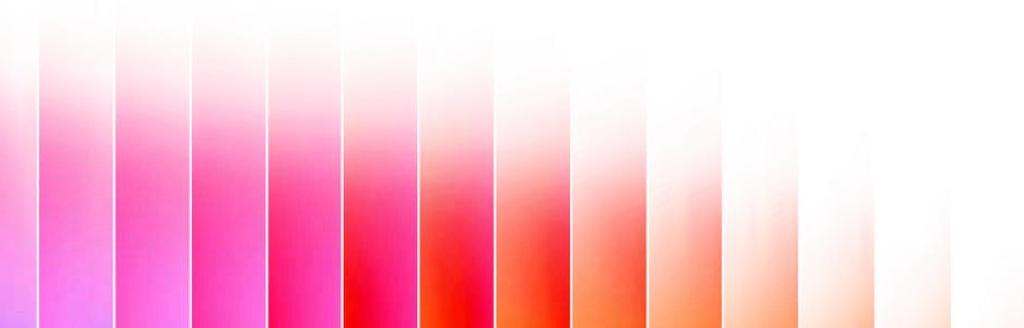
- Paze International is solely responsible for the research, analysis, conclusions, and recommendations contained in this report.
- No external contributor has been involved in shaping the research methodology, drafting, or finalizing the content.
- All market data has been collected from publicly available information, industry trackers, and secondary research sources.

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## Report Sources

Source/Publisher	Digital vs. Traditional Ad Spend Forecasts	Link
Financial Express	Digital vs. Traditional Ad Spend Forecasts	<a href="#">Link</a>
Bizbuddy	India's Digital Advertising Landscape 2025	<a href="#">Link</a>
IBEF (Magna Report)	Overall Advertising Market Growth Projections	<a href="#">Link</a>
Sensor Tower	Digital Ad Spend by Platform (H1 2025)	<a href="#">Link</a>
Storyboard18	Search Advertising Revenue Forecasts	<a href="#">Link</a>
Aero Business Solutions	Website Development and Maintenance Costs	<a href="#">Link</a>
Marketech APAC	Role of AI in India's Digital Ad Market	<a href="#">Link</a>
Business Wire	Generative AI Market in India Forecasts	<a href="#">Link</a>
PwC	Global Entertainment & Media Outlook (India)	<a href="#">Link</a>
Statcounter	Social Media Market Share in India	<a href="#">Link</a>
Ginger Media Group	IPL 2025 Advertising on JioCinema	<a href="#">Link</a>
The Media Ant	IPL 2025 Advertising on JioHotstar	<a href="#">Link</a>
Brand Equity	Disney+ Hotstar Brand Building & Case Studies	<a href="#">Link</a>
Exchange4media	Amazon Prime Video Ads Introduction	<a href="#">Link</a>
Amazon Advertising	Official Prime Video Ads Information	<a href="#">Link</a>

# Thank you!

Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

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