

India's Digital Display Boom: Mapping the Acceleration of Digital Signages and LEDs in India

India's digital signage and LED ecosystem is witnessing rapid growth, driven by strong market fundamentals and widespread digital transformation across sectors. According to reports released by *Grand View Research*, "The India digital signage market generated a revenue of USD 1,318.1 million in 2025 and is expected to reach USD 2,966.1 million by 2033, with video walls being the largest segment in the industry."

Driven by this growth, key pro AV segments in India are witnessing a strong shift. From government projects and educational institutions to commercial and residential integrations, pro AV installations are sprawling across the country. Uncovering these rising opportunities in the Indian pro AV market, this feature shares some of the recently completed projects bringing out the latest trends and cutting-edge technologies transforming the nation.

Government Initiative Driving Large-Scale Digital Infrastructure: Smart Cities Mission

One of the most significant drivers is the Smart Cities Mission. According to the official website of *Press Information Bureau (PIB)*, "100 cities are driving Smart Cities Mission, and the initiative has achieved substantial progress. As of May 9, 2025, a total of 7,555 projects (94% of the total 8,067 projects) has been completed, amounting to Rs.1,51,361 crore." All 100 cities now have Integrated Command and Control Centres (ICCC) leveraging technologies like AI and IoT for efficient urban management.

A notable example is **Kakinada's Integrated Command and Control Centre (ICCC)**, which enhances governance through real-time monitoring of traffic, air quality, and public services using 34 digital boards, adaptive signals, and smart poles.

Additionally, this initiative has also marked a significant progress in the education sector with 9,433 smart classrooms developed across 2,300 government schools in 71 smart cities, along with 41 digital libraries, further

India's digital signage and LED landscape is evolving at an unprecedented pace, transforming how businesses, governments, and institutions communicate and engage with audiences. From smart city initiative and modern classrooms to immersive retail experiences and luxury smart homes, digital displays are becoming central to India's pro AV ecosystem. This feature explores the key trends driving this rapid adoption and recognises some of the high-end projects achieved recently.



reinforcing the role of digital displays in public infrastructure.

Rising AV Adoption in the Education Sector

Apart from the smart classrooms being developed under the Smart Cities Mission, India is also witnessing digital transformation across multiple private institutes and universities. According to a post shared by systems integrator, **Vallect**, "Recently 400+ schools in Jharkhand have implemented AV systems to modernise education and equip classrooms with TVs and devices loaded with curriculum-aligned digital content." This highlights how AV solutions are reshaping educational sector, implementing new methods like experiential learning.

Experiential AV Transforming Tourism and Cultural Spaces

Apart from experiencing transformations through digital displays and signages, India is also embracing experiential technology in cultural and tourism projects. Projectors and screens are redefining narrative storytelling, transforming the market for visual displays.

One of the recent examples is the 3D

projection mapping light and sound show organised at Thirumalai Nayakkar Mahal in Madurai. Being developed under a public-private partnership model with an investment of five crore, the project uses immersive light, sound, and animation technologies to narrate the story of the Nayak dynasty on the palace façade as reported by *Times of India*. The initiative extends to other locations including Ooty Lake and Yercaud Lake, where regionally tailored audiovisual storytelling will merge natural environment with immersive storytelling.

Conclusion

These converging trends position India as one of the fastest-growing digital signage and LED markets globally. From government-led infrastructure and education initiatives to showcasing immersive experiences, digital signage and LED technologies are becoming integral across diverse sectors.

For latest in displays, visit AV-ICN Expo from 28-30 May 2026 at Bombay Exhibition Center, Mumbai.