

From Screens to Immersive Spaces: How India's Display Market Is Redefining Pro AV in 2026

The numbers provide an early signal. With the India digital signage market projected to grow at a CAGR of 10.7% from 2026 to 2033 according to **Grand View Research** report, video walls have emerged as the largest revenue-generating type in 2025, and transparent LED is identified as the fastest-growing type. **IMARC**, meanwhile, reported India's LED display market size to have reached USD 848.1 Million in 2025, forecasting it to reach USD 1315.6 billion by 2034. The definitions differ, but both point to a market where large-format and networked visual communication are gaining ground.

That momentum is visible in individual deployments. In Hyderabad, **SAR BUILD-CON** completed a 6,300 sq. ft. active LED structure recently for **SAS ITOWER Khajaguda**, using **Absen** video wall technology. The project sets an example of how display projects are increasingly becoming structural and architectural exercises, not simply equipment installations. (Full story covered in July-August 2026 Edition).

The same shift is visible inside corporate environments as well. At **Morningstar's Mumbai** workplace, **All Wave AV's** 2026 deployment brought together a **182-inch Samsung LED wall** in the event space, a **146-inch Samsung LED display** in divisible training rooms and a **698-inch LED ribbon display** at reception, alongside a centrally managed digital signage network. More than 40 standardised meeting rooms had already formed part of the workplace's AV evolution. Here, displays are creating one integrated ecosystem for collaboration, training, corporate communication, live events, and brand experience. (Full story covered in July-August 2026 Edition).

Government and public infrastructure are also expanding the addressable canvas. The Smart Cities Mission reported 9,433 smart classrooms across 2,300 government schools in 71 smart cities, while all 100 Smart Cities have operational Integrated Command and Control Centres. As of March 31, 2026, 7,790 of 8,064 projects worth ₹1,56,257 Cr have been completed including 1,300+ public-space projects,

India's display story is no longer confined to brighter screens or larger formats. In 2026, the more interesting shift is visible in where displays are being deployed, what they are expected to do, and how closely they are being woven into architecture, operations and experiences. From classrooms and corporate workplaces to command centres, airports, and large-scale deployments, display technology is increasingly becoming part of the infrastructure itself. The projects taking shape across India offer a more telling picture of this transition than any single forecast.



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along with conservation of 484 heritage sites and market redevelopments in 58 cities. For the display industry, this translates into demand extending beyond conventional signage into control-room visualisation, public information systems, and digitally enabled learning environments.

Keeping up with this initiative, brands like **LOGIC** have continued their focus on enabling learning environments. **LOGIC Academy** is providing trainings to help schools derive greater value from their smart classroom investments. It has trained more than 60,000 teachers across 5,000 educational institutions so far, according to one of its official press releases.

Airports offer another strong indicator. Tier-I, -II, and -III cities are moving towards advanced aviation infrastructure. From deploying **Navi Mumbai International Airport** with video wall systems across multiple command and control centres to airport infrastructure covered in **Bhogapuram Airport** or **Noida Airport**, the systems consolidate live operational, security,

building-management and airport-database information, turning displays into mission-critical interfaces rather than passive visual surfaces.

At the experiential end, **Everglow LED's** installation at **Goa's Manohar International Airport** demonstrates how far the format can stretch. A ceiling-suspended curved DOOH display using **P2.5 flexible LED modules** was designed as a sculptural digital wave, integrating digital art with the terminal's architecture. It is a telling contrast to conventional flat signage highlighting that the display is now part of the space, not merely placed inside it.

Across these examples, the common thread is not simply bigger, brighter, or sharper visuals. It is the expansion of the display's role, from screen to interface, from signage to architecture, and from content endpoint to operational infrastructure. India's 2026 display landscape is therefore less about what the screen can show, and increasingly about what the screen can enable.