

THE INDIAN DIGITAL MARKETING PLAYBOOK

2026 Marketing Calendar

Every Indian festival, peak day & campaign window from Republic Day to Diwali — with platform focus, content type, and budget tier per month. Built from data across 250+ Lenoretech-managed accounts.

12

Months · 50+ key dates & festivals

9.4x

Avg ROAS across managed campaigns

250+

Indian SMBs, D2C & B2B brands served

10 yrs

Festival-marketing playbooks since 2015

Lenoretech Info Solution

Google Partner Agency · ISO 9001:2015

Jaipur · Dubai · Texas

lenoretech.in · +91 79766 62440


Book Free Strategy Call →


From PDF to live campaign in 4 steps.


This calendar is built for action — not decoration. Pin it. Plan with it. Win with it.

Legend & how to read each month

 **Low** · invest in creative + email/CRM, not paid

 **Medium** · normal monthly budget

 **High** · 1.5× normal · seasonal scaling

 **Peak** · 2-3× normal · all-channel push

01

Pin it & share

Print this PDF and pin to wall. Drop in team WhatsApp + Slack. Everyone aligned on the year — no surprises, no last-minute scrambles.

02

Plan 30 days ahead, always

Festival creative takes 7–15 days minimum (UGC + edits + approvals + ad-platform learning). A campaign you start ON the festival is already late. Plan a month in advance.

03

Match budget to tier

Peak months (Oct–Nov) = 2–3× your normal monthly spend. Low months (Jun) = invest in creative production, email/WhatsApp lifecycle, and SEO. Don't waste fixed budget during dips.

04

Own one festival

Don't try to win every festival. Pick the 2–3 most relevant to your category and over-invest there. Be the brand people remember during Holi, or Diwali, or Mother's Day — not "present" everywhere.

January

KEY DATES

JAN 1

New Year Day

Global · resolutions · gym/fitness · finance apps · planner brands

JAN 14

Makar Sankranti

Kite festivals · til-gur · regional D2C (Gujarat / Rajasthan / Maharashtra)

JAN 26

Republic Day

Patriotic creative · heavy Republic Day Sale across all categories

💡 CAMPAIGN IDEA

"New Year, New Goals" — B2B planning content (templates, calendars, OKR frameworks). For D2C, run resolution-themed bundles (fitness gear, productivity, journals).

PLATFORM FOCUS

Instagram

Google

LinkedIn

CONTENT TYPE

Video

Carousel

Stories

BUDGET & PACING

1× baseline

Build retargeting

February

KEY DATES

FEB 14

Valentine's Day

Gifting · jewellery · restaurants · couples D2C · cards · personalisation

FEB 1

Union Budget Week

Finance/tax campaigns begin · CA/CS firms · fintech apps · investment platforms

💡 CAMPAIGN IDEA

Love-themed "For Two" offers, partner-bundle D2C, Valentine UGC contests with creator partners. Finance brands: budget-explainer reels with simple visuals.

PLATFORM FOCUS

Instagram

Meta

Google

CONTENT TYPE

Reels

Carousel

Influencer

BUDGET & PACING

1× baseline

V-Day +25%

March

KEY DATES

MAR 8

Holi

Color campaigns · FMCG heavy · pan-India · creative-led storytelling

MAR 8

International Women's Day

Brand campaigns · D2C beauty/wellness · authenticity matters more than discounts

MAR 31

Financial Year End

B2B push · accounting · SaaS renewals · tax-saving fintech · enterprise procurement

💡 CAMPAIGN IDEA

"Rang Do" themed social with creator UGC for FMCG/D2C; "Before the budget closes" CTAs for B2B (limited FY26 pricing, year-end procurement urgency).

PLATFORM FOCUS

Instagram

Meta

LinkedIn

Google

CONTENT TYPE

Video

Reels

Email

BUDGET & PACING

1.5x baseline

FY-end push

April

KEY DATES

APR 1

New Financial Year

Fresh enterprise budgets unlock · B2B/SaaS push · procurement decisions

APR 6

Ram Navami

Regional FMCG · sweets · food brands · north/west India

APR 14

Ambedkar Jayanti

Education · social impact · scholarship-driven EdTech

💡 CAMPAIGN IDEA

Q1 review playbooks for B2B; "Start FY26 right" lead magnets (templates, calculators); position your tool/service as the FY-26 enterprise pick.

PLATFORM FOCUS

LinkedIn

Google

Email

CONTENT TYPE

Whitepaper

Case study

Webinar

BUDGET & PACING

1x baseline

B2B-heavy

May

KEY DATES

AKSHAYA TRITIYA

Akshaya Tritiya

Gold · jewellery · property · vehicles · auspicious purchases

MAY 10

Mother's Day

Gifting · D2C beauty · jewellery · cards · personalisation

MAY-JUN

IPL Season

Sports marketing peak · CTV/OTT · prime-time · CPC inflated but reach unmatched

💡 CAMPAIGN IDEA

Summer-sale campaigns + IPL piggyback creatives ("game-day" formats) + Mother's Day gifting bundles with influencer-led testimonials.

PLATFORM FOCUS

Instagram

Meta

CTV

Google

CONTENT TYPE

Reels

Video Ads

Influencer

BUDGET & PACING

1.5-2× baseline

IPL CPC inflated

June

KEY DATES

JUN 5

World Environment Day

Sustainability brands · ESG · green D2C · clean-beauty

JUN 21

Father's Day

Gifting · grooming · gadgets · whisky-adjacent · watches

—

Mid-year reviews

B2B planning content · H1 wraps · KPI re-baselines · LinkedIn newsletters

💡 CAMPAIGN IDEA

Monsoon-prep content; "H1 review, H2 plan" thought leadership for B2B; Father's Day grooming/D2C creator content. Use the dip to invest in creative production for Q3 festivals.

PLATFORM FOCUS

Instagram

LinkedIn

YouTube

CONTENT TYPE

Carousel

Long-form blog

Reels

BUDGET & PACING

0.7x baseline

Build creative bank

July

KEY DATES



Monsoon Sale Season

Fashion (rainwear/footwear) · electronics · home · indoor D2C

GURU PURNIMA

Guru Purnima

EdTech · coaching · wellness/yoga · spiritual brands

CAMPAIGN IDEA

"Monsoon Madness" sale series with bundled offers; EdTech enrollment push targeting upskilling-curious working professionals; indoor lifestyle UGC for home brands.

PLATFORM FOCUS

Instagram

Meta

Google

CONTENT TYPE

Reels

UGC

Stories

BUDGET & PACING

1x baseline

Test for Q4

August

KEY DATES

AUG 15

Independence Day

Patriotic · 70%+ of brands run an I-Day Sale · expect heavy CPC inflation

AUG ~9

Raksha Bandhan

Gifting · sibling bundles · jewellery · sweets · personalised D2C

AUG ~26

Onam

Kerala market peak · FMCG · apparel · regional D2C · Malayalam creative essential

💡 CAMPAIGN IDEA

"Freedom Sale" creatives with patriotic-but-not-cliché framing; sibling-themed Rakhi creatives with creator partners; Kerala-specific Onam campaigns in Malayalam (regional creative wins).

PLATFORM FOCUS

Instagram

Meta

Google

Regional

CONTENT TYPE

Video

Reels

Influencer

BUDGET & PACING

1.5× baseline

Pre-Q4 ramp

September

KEY DATES

GANESH CHATURTHI **Ganesh Chaturthi**
 Maharashtra peak · FMCG · auto · regional D2C · Marathi creative wins

SEP 5 **Teacher's Day**
 EdTech · coaching · stationery · books · gifting

— **Festival prep month**
 Pre-festival creative production · landing-page rebuilds · pixel checks · ad-account scaling

💡 CAMPAIGN IDEA
 Festival-prep content begins; warm up audiences for Oct-Nov peak with retargeting cohort creation. Run cheaper "soft" campaigns to lower CPMs before festival inflation hits.

PLATFORM FOCUS

- Instagram
- Meta
- Google
- Regional

CONTENT TYPE

- Reels
- Video
- Email

BUDGET & PACING

- 1.5x baseline
- Build cohorts

October

KEY DATES

NAVRATRI

Navratri

Fashion · jewellery · ethnic wear · Gujarat / Maharashtra · color-coded creatives per day

DUSSEHRA

Dussehra

Automotive · electronics · big-ticket purchases · auspicious vehicle bookings

—

Diwali Prep

BIGGEST month begins · creative production at scale · landing-page A/B · ad-account scaling

CAMPAIGN IDEA

"Tyohar" / festival storytelling at scale — biggest creative-production month of the year. Pre-Diwali teaser campaigns to build wishlist, book Diwali ad inventory now or pay 2× later.

PLATFORM FOCUS

Meta Google Instagram

CTV YouTube

CONTENT TYPE

Video Ads Reels Influencer

UGC

BUDGET & PACING

2-2.5× baseline Scale creative

November

KEY DATES

- DIWALI** **Diwali**
 PEAK · all categories · entire November runs hot · pre-Diwali week is critical
- DHANTERAS** **Dhanteras**
 Gold · electronics · gifting · auspicious-buying day · book stock 30+ days ahead
- NOV 27/28** **Black Friday / Cyber Monday**
 Ecommerce flash sales · D2C peak · CAC low / AOV high · global brand piggyback
- NOV 14** **Children's Day**
 EdTech · toys · D2C kids · parent-as-decision-maker creative

💡 CAMPAIGN IDEA

Maximum-budget month: scale creative cohorts (10+ variants per audience), retargeting layers, server-side attribution, abandon-cart automation across email + WhatsApp + SMS. Don't run flat — pulse spend in 3-day waves.

PLATFORM FOCUS

- Meta
- Google
- Instagram
- CTV
- YouTube
- Email/WA

CONTENT TYPE

- Video
- Reels
- DPA
- Email
- WhatsApp

BUDGET & PACING

- 2.5–3× baseline
- Pulse in waves

December

KEY DATES

DEC 25

Christmas

Hospitality · gifting · travel · F&B · party D2C

—

Year-End Sale

All categories · clearance · subscription renewals · last-chance-of-year urgency

DEC 31

New Year's Eve

Hospitality · F&B · alcohol-adjacent · party D2C · fashion

💡 CAMPAIGN IDEA

"2026 Wrapped" social content (Spotify-style brand recap), B2B year-review carousels with stats, travel/hospitality push for NYE bookings + early 2027 Republic Day sale teasers.

PLATFORM FOCUS

Instagram

LinkedIn

Meta

CONTENT TYPE

Carousel

Reels

Long-form

BUDGET & PACING

1.5x baseline

Renewal push

CALENDAR IN HAND. NOW LET'S WIN 2026 TOGETHER.

Want a **custom 90-day plan** built off this calendar?

A senior Lenoretech strategist will look at your category, current ad accounts, and the next 3 festivals — then send back a written plan with budgets, creatives, and KPIs. Free, 30-minute, no commitment.

SEO & AEO

PPC & Paid Social

Influencer Marketing

Content & Branding

Web Design & Dev

Conversion-Rate
Optimisation

[Book My Free Strategy Call →](#)

or reach us directly

[+91 79766 62440](tel:+917976662440) [✉ techlenore@gmail.com](mailto:techlenore@gmail.com) [WhatsApp](#)

Lenoretech Info Solution · Google Partner Agency · ISO 9001:2015 Certified · 250+ Global Clients
Jaipur · Dubai · Texas · lenoretech.in · © 2015–2026 All rights reserved