

THE INDIAN DIGITAL MARKETING PLAYBOOK

2027 Marketing Calendar

Every Indian festival, peak day & campaign window from Republic Day to Diwali - with platform focus, content type, and budget tier per month. Dates verified September 2026. Lunar festivals can differ by a day by region.

12

Months · 50+ key dates & festivals

₹91

Real estate cost per lead (Google Ads, Jaipur developer)

19,000+

Leads generated for one Jaipur developer

12

Real estate booking angles, one per month

Lenoretech Info Solution

Real estate & digital marketing

Jaipur · Dubai · Texas

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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

resolutions · gym/fitness · finance apps · planners

JAN 15

Makar Sankranti

kite festivals · til-gur · Gujarat/Rajasthan/MH regional D2C (some regions mark Jan 14)

JAN 26

Republic Day (Tue)

patriotic creative · Republic Day sales across categories

 CAMPAIGN IDEA

"New Year, New Goals" planning content for B2B; resolution-themed bundles for D2C.

 REAL ESTATE ANGLE

Sankranti weekend site-visit drives for plotted projects; NRI families visiting for the winter are prime for walkthroughs.

PLATFORM FOCUS

Instagram

Google

LinkedIn

CONTENT TYPE

Video

Carousel

Stories

BUDGET & PACING

1× baseline

Build retargeting

February

KEY DATES

FEB 1

Union Budget (Mon)

tax and finance explainers · CA/CS · fintech · investment apps

FEB 14

Valentine's Day

gifting · jewellery · restaurants · couples D2C

💡 CAMPAIGN IDEA

Love-themed "For Two" offers and creator UGC; finance brands publish budget explainers within 48 hours.

🏠 REAL ESTATE ANGLE

Publish "What Budget 2027 means for home buyers" within 48 hours of the speech: tax deductions, home loans, housing announcements.

PLATFORM FOCUS

Instagram

Meta

Google

CONTENT TYPE

Reels

Carousel

Influencer

BUDGET & PACING

1× baseline

V-Day +25%

March

KEY DATES

MAR 8

Women's Day

brand campaigns · beauty/wellness D2C · women-led stories

~MAR 10

Eid al-Fitr

moon-sighting dependent · fashion · food · gifting

MAR 22

Holi (Mon)

colour campaigns · FMCG heavy · pan-India

MAR 31

Financial year end

B2B closings · SaaS · tax-saving fintech

CAMPAIGN IDEA

"Rang Do" social series around Holi; FY-end "before the budget closes" CTAs for B2B.

REAL ESTATE ANGLE

FY-end home-loan tax-saving angle; women-buyer campaigns around Women's Day where your state offers stamp-duty concessions.

PLATFORM FOCUS

Instagram

Meta

Google

LinkedIn

CONTENT TYPE

Video

Reels

Email

BUDGET & PACING

1.5× baseline

FY-end push

April

KEY DATES

APR 1

New financial year

fresh budgets · B2B/SaaS push · procurement

APR 7

Gudi Padwa · Ugadi · Chaitra Navratri begins

new-year muhurat · Maharashtra/Karnataka/AP · auspicious buying

APR 15

Ram Navami

regional FMCG · food brands · devotional content

💡 CAMPAIGN IDEA

"Start FY28 right" lead magnets for B2B; regional new-year creatives for Maharashtra and the South.

🏠 REAL ESTATE ANGLE

Gudi Padwa and Chaitra Navratri are major booking muhurats: launch EOI and spot-booking offers two weeks ahead, with site-visit slots on the festival weekend.

PLATFORM FOCUS

LinkedIn Google Meta
Regional

CONTENT TYPE

Video Webinar Carousel

BUDGET & PACING

1.5× baseline Muhurat bursts

May

KEY DATES

MAY 9

Akshaya Tritiya (Sun)

gold · jewellery · property · auspicious purchases

MAY 9

Mother's Day (same day)

gifting · beauty D2C · jewellery · a rare double-occasion Sunday

MAR-MAY

IPL season (dates TBA)

sports marketing · CTV/OTT · prime-time

💡 CAMPAIGN IDEA

Akshaya Tritiya and Mother's Day fall on the same Sunday: plan one combined "gift of gold/home for Maa" story instead of two thin campaigns.

🏠 REAL ESTATE ANGLE

One of the biggest property booking days of the year. Run 2-3 weeks of pre-buzz, token-amount booking offers and extended site-visit hours on May 8-9.

PLATFORM FOCUS

Instagram

Meta

CTV

Google

CONTENT TYPE

Reels

Video Ads

Influencer

BUDGET & PACING

1.5× baseline

Akshaya Tritiya +50%

June

KEY DATES

JUN 5

World Environment Day

sustainability brands · ESG · green D2C

JUN 20

Father's Day (Sun)

gifting · grooming · gadgets

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Mid-year reviews

B2B planning content · H1 wrap-ups

**CAMPAIGN IDEA**

"H1 review, H2 plan" content for B2B; build the festive creative bank now while media is cheap.

**REAL ESTATE ANGLE**

Shoot construction-progress and amenity videos, clean the CRM and publish locality SEO pages before the festive rush.

PLATFORM FOCUS

Instagram

LinkedIn

YouTube

CONTENT TYPE

Carousel

Long-form Blog

Reels

BUDGET & PACING

0.7× baseline

Invest in creative

July

KEY DATES



Monsoon sale season

fashion · electronics · home · indoor D2C

JUL 18

Guru Purnima (Sun)

EdTech · coaching · wellness/yoga



CAMPAIGN IDEA

"Monsoon Madness" sale series and EdTech enrolment push. With Diwali on Oct 29, festive creative briefs should be signed off this month.



REAL ESTATE ANGLE

Nurture last season's leads with EMI and loan-eligibility content; brief festive launch creatives now because Diwali arrives early in 2027.

PLATFORM FOCUS

Instagram

Meta

Google

CONTENT TYPE

Reels

UGC

Stories

BUDGET & PACING

1× baseline

Festive prep starts

August

KEY DATES

AUG 15

Independence Day (Sun)

patriotic creative · Freedom sales across categories

AUG 17

Raksha Bandhan (Tue)

gifting · sibling bundles · jewellery · sweets

💡 CAMPAIGN IDEA

Independence Day and Raksha Bandhan land two days apart: run one continuous Aug 10-17 flight instead of two separate launches.

🏠 REAL ESTATE ANGLE

"Freedom from rent" campaigns for first-home buyers around Independence Day; start festive pre-launch teasers by month end.

PLATFORM FOCUS

Instagram

Meta

Google

Regional

CONTENT TYPE

Video

Reels

Influencer

BUDGET & PACING

1.5× baseline

Two back-to-back peaks

September

KEY DATES

SEP 4

Ganesh Chaturthi (Sat)

Maharashtra peak · FMCG · auto · regional D2C

SEP 5

Teachers' Day

EdTech · coaching · stationery · books

SEP 12

Onam (Thiruvonam)

Kerala peak · FMCG · apparel · regional D2C

SEP 30

Sharad Navratri begins

festive season opens · fashion · jewellery · auto · property

CAMPAIGN IDEA

Festive season opens a week earlier than 2027. Warm retargeting pools and lock landing pages before Navratri on Sep 30.

REAL ESTATE ANGLE

The Shraddh fortnight before Navratri is traditionally avoided for purchases in North India: book site visits then and push bookings into Navratri.

PLATFORM FOCUS

Instagram Meta Google
Regional

CONTENT TYPE

Reels Video Email

BUDGET & PACING

1.5× baseline Warm up audiences

October

KEY DATES

SEP 30-OCT 8

Navratri

fashion · jewellery · ethnic wear · Gujarat/Maharashtra

OCT 9

Dussehra (Sat)

automotive · electronics · big-ticket purchases

OCT 18

Karwa Chauth (Mon)

jewellery · ethnic wear · beauty · North India

OCT 27

Dhanteras (Wed)

gold · electronics · vehicles · property

OCT 29

Diwali (Fri)

PEAK · all categories · Govardhan Oct 30 · Bhai Dooj Oct 31

💡 CAMPAIGN IDEA

The whole festive peak fits inside October in 2027. Scale creative cohorts, retargeting layers and server-side tracking from Navratri to Bhai Dooj.

🏠 REAL ESTATE ANGLE

Navratri, Dussehra and Dhanteras are the year's biggest booking window: festive price locks, spot-booking offers, extended site-visit hours and WhatsApp follow-up within minutes.

PLATFORM FOCUS

Meta Google Instagram
CTV YouTube

CONTENT TYPE

Video Ads Reels Influencer
UGC

BUDGET & PACING

2-3× baseline All channels live

November

KEY DATES

NOV 14

Children's Day

EdTech · toys · kids D2C

NOV 26

Black Friday

ecommerce flash sales · D2C peak

NOV 29

Cyber Monday

electronics · software · online-only deals

-

Wedding season

jewellery · apparel · venues · travel · gifting

💡 CAMPAIGN IDEA

Diwali ends early this year, so November becomes a strong second wave: retarget festive visitors, then ride Black Friday and wedding season.

🏠 REAL ESTATE ANGLE

Follow up every festive enquiry that did not book; post-Diwali "last units at festive price" offers convert fence-sitters.

PLATFORM FOCUS

Meta Google Instagram

Email/WhatsApp

CONTENT TYPE

Video DPA Email WhatsApp

BUDGET & PACING

1.5× baseline

Retarget Diwali traffic

December

KEY DATES

DEC 25

Christmas

hospitality · gifting · travel · F&B

-

Year-end sale

all categories · clearance · subscription renewals

DEC 31

New Year's Eve

hospitality · F&B · party D2C

 CAMPAIGN IDEA

"2027 Wrapped" social content, B2B year-in-review carousels and travel/hospitality pushes.

 REAL ESTATE ANGLE

NRIs are home for the holidays: NRI site-visit weekends and "book before the January price revision" deadlines.

PLATFORM FOCUS

Instagram

LinkedIn

Meta

CONTENT TYPE

Carousel

Reels

Long-form

BUDGET & PACING

1.5× baseline

Year-end deadlines

CALENDAR IN HAND. NOW LET'S WIN 2027 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

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