

Understanding India's Digital Audience

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1. Introduction

This report analyzes India's population trends and digital device usage to identify key audiences for digital marketing. Data is sourced from the **Census of India** and **TRAI** (Telecom Regulatory Authority of India).

2. Population Trends

2.1 Census Timeline

Year	Population (Millions)	Decadal Growth (%)
1872 (First Census)	238	-
1951	361	13.3%
2011	1,210	17.7%

2.2 Projected Population (2021)

Method: Linear extrapolation using 2011 growth rate (17.7%).

2021 Projection: ~1,380 million

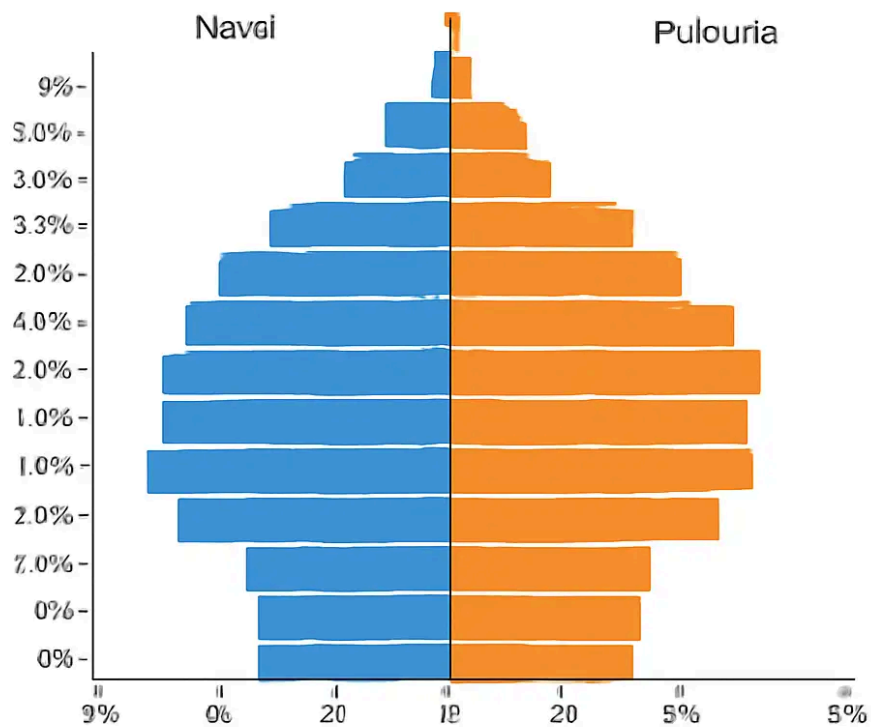
2.3 Gender Ratio

Year	Males per 100 Females
1951	105.8
2011	108.2

2.4 Age Distribution

Age Group	2011 (%)	2021 (Projected %)
0–14	29.5	27.0
15–34	34.0	35.5

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3. Digital Device Usage (TRAJ Data)

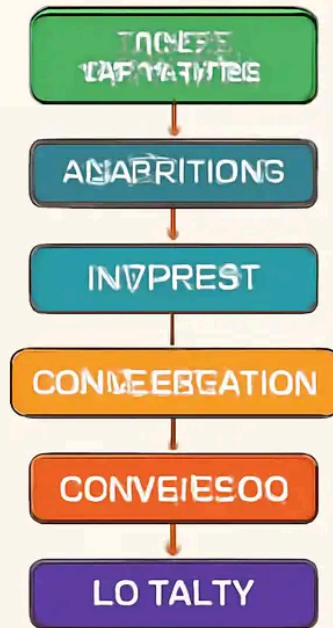
Metric	2023 Data
Mobile Users	1,170 million
Internet Users	750 million

4. Digital Marketing Audience

Estimated Audience: ~600 million (15–34 age group + internet users).

Rationale: Youth dominance and rising smartphone penetration justify targeting this segment.

DIGITAL MARKETING AUDIENCE



5. Conclusion

India's digital audience is expanding rapidly, driven by young, mobile-first users. Marketers should prioritize mobile platforms and localized content.

References

- Census of India (2011)
- TRAI Annual Reports (2023)