The 2027 marketing calendar for India

58 festivals, awareness days and sale moments, each with a **start by** date so your team never plans the night before. Festival dates follow the Government of India's 2027 holiday list; Eid dates are tentative and depend on the moon.

The six big windows of 2027

MAR **Holi + Eid-ul-Fitr** **10–23 Mar** Two big days inside two weeks. Book creators and ad budget by early February.	MAY **Akshaya Tritiya + Mother's Day** **9 May** Both land on Sunday 9 May. Gold, gifting and health packages share one weekend.	AUG **Independence Day + Rakhi** **15–17 Aug** A long weekend straight into Raksha Bandhan. Delivery cut-offs decide who wins.
SEP–OCT **Navratri, Durga Puja, Diwali** **30 Sep – 31 Oct** India's biggest 5 weeks. Start planning in August; Kolkata brands start at Mahalaya, 29 Sep.	NOV **Black Friday + Cyber Monday** **26–29 Nov** Now a real Indian sale weekend. Retarget your Diwali visitors.	DEC **Christmas, New Year** **25–31 Dec** Gifting, food and 'year in review' content. Plan next year's calendar now.

Colour key: **Festival** · **Awareness day** · **Shopping moment** · **National day**. Industries: H Healthcare · F Food & FMCG · L Lifestyle & jewellery · B BFSI & real estate · E E-commerce & retail · X B2B & industrial.

01 January 2027

DATE	OCCASION · IDEA	START BY	FOR
1 Jan FRI	**New Year's Day** Resolution-led offers and a 'year ahead' promise, not a fireworks GIF.	4 Dec 2026	All
13 Jan WED	**Lohri** Bonfire-night recipes, gifting hampers and Punjab-first creatives.	23 Dec 2026	F L
14 Jan THU	**Makar Sankranti / Magha Bihu** Kites, til-gur and regional harvest stories in local languages.	17 Dec 2026	F L E
15 Jan FRI	**Pongal** Tamil-first content; kitchen, dairy and new-clothes categories peak.	18 Dec 2026	F L
26 Jan TUE	**Republic Day** Long-weekend sales; pair offers with a genuine 'made in India' story.	29 Dec 2026	E L B

02 February 2027

DATE	OCCASION · IDEA	START BY	FOR
11 Feb THU	**Basant Panchami** Yellow-led creatives; education and stationery brands get a natural hook.	21 Jan	F L
14 Feb SUN	**Valentine's Day** Gifting guides and couple offers; skip the red-rose clichés.	17 Jan	L F E

03 March 2027

DATE	OCCASION · IDEA	START BY	FOR
3 Mar WED	**World Hearing Day** Free screening camps and myth-busting reels for ENT and audiology centres.	10 Feb	H
6 Mar SAT	**Maha Shivaratri** Fasting-food recipes and late-night temple-route content.	13 Feb	F
8 Mar MON	**International Women's Day** Show what you actually do for women (staff, customers, policy), not a pink logo.	8 Feb	All
10 Mar WED	**Eid-ul-Fitr** (tentative) Sheer-khurma recipes, Eidi gifting, ethnic-wear edits; the moon decides the final date.	27 Jan	F L E
15 Mar MON	**World Consumer Rights Day** Transparent pricing and 'what we guarantee' posts build trust.	22 Feb	B E F
22 Mar MON	**Holika Dahan / Dol Jatra** Bengal and Odisha celebrate Dol; plan regional creatives a day early.	1 Mar	F L
23 Mar TUE	**Holi** Skin and hair care, sweets, colours and party packs; book creators early.	9 Feb	F L E

04 April 2027

DATE	OCCASION · IDEA	START BY	FOR
7 Apr WED	**Gudi Padwa / Ugadi / Chaitra Navratri** New-year purchases: vehicles, gold, home appliances; Marathi, Telugu and Kannada creatives.	10 Mar	F L B
7 Apr WED	**World Health Day** Hospital-led health checks and doctor explainers; the theme is announced by WHO.	10 Mar	H
14 Apr WED	**Vaisakhi / Tamil New Year / Ambedkar Jayanti** Harvest and new-year stories for Punjab and Tamil Nadu.	17 Mar	F L
15 Apr THU	**Poila Baisakh / Bohag Bihu / Ram Navami** Bengali new year: halkhata, new ledgers, sweets and sarees.	18 Mar	F L B
22 Apr THU	**Earth Day** Only post if you can show a real change in packaging, energy or sourcing.	1 Apr	All

05 May 2027

DATE	OCCASION · IDEA	START BY	FOR
1 May SAT	**Labour Day / Maharashtra and Gujarat Day** Thank the people behind the product: factory, delivery and service teams.	10 Apr	X B
9 May SUN	**Akshaya Tritiya** The big gold, property and new-beginnings day; run leads 2 weeks before.	28 Mar	L B
9 May SUN	**Mother's Day** Gifting plus health packages for mothers; stories beat sale banners.	11 Apr	L F E H
17 May MON	**Eid-ul-Zuha (Bakrid)** (tentative) Food, family and community content; the moon decides the final date.	19 Apr	F

06 June 2027

DATE	OCCASION · IDEA	START BY	FOR
5 Jun SAT	**World Environment Day** Pledge plus proof: what you will measurably change this year.	15 May	All
20 Jun SUN	**Father's Day** Gadgets, grooming and health check-ups for dads.	23 May	L E F
21 Jun MON	**International Yoga Day** Wellness, activewear and healthy food; partner with local studios.	24 May	H F L

07 July 2027

DATE	OCCASION · IDEA	START BY	FOR
1 Jul THU	**National Doctors' Day / CA Day** Hospitals spotlight their doctors; finance brands thank chartered accountants.	3 Jun	H B
5 Jul MON	**Rath Yatra** Odisha and Bengal-first content; food and travel brands benefit.	14 Jun	F

08 August 2027

DATE	OCCASION · IDEA	START BY	FOR
1 Aug SUN	**Friendship Day** Friends-and-family offers, bundles and UGC challenges.	11 Jul	F L E
15 Aug SUN	**Independence Day / Parsi New Year** Freedom sales are crowded; win with a sharper Indian story instead.	18 Jul	All
17 Aug TUE	**Raksha Bandhan** Gifting, sweets and sibling stories; delivery deadlines decide sales.	6 Jul	F L E
25 Aug WED	**Janmashtami** Dairy, sweets and kids-dressed-as-Krishna UGC.	4 Aug	F

09 September 2027

DATE	OCCASION · IDEA	START BY	FOR
4 Sep SAT	**Ganesh Chaturthi** 10-day Maharashtra peak: modaks, eco-idols, home and vehicle buying.	24 Jul	F L B E
5 Sep SUN	**Teachers' Day** Education and B2B brands thank mentors; avoid generic quote cards.	15 Aug	X F
12 Sep SUN	**Onam** Sadya menus, kasavu edits and Malayalam-first content.	15 Aug	F L E
29 Sep WED	**Mahalaya** Bengal's Durga Puja countdown starts; launch puja campaigns now.	1 Sep	F L
29 Sep WED	**World Heart Day** Cardiac screening drives and simple heart-risk calculators.	1 Sep	H
30 Sep THU	**Navratri begins** Nine colours, garba wear, fasting foods; Gujarat and Mumbai peak.	19 Aug	F L E B
Late Sep TBA	**Festive e-commerce sale season** Marketplaces usually start their big festive sales in late September or early October; exact dates are announced a few weeks before.	Early Aug	E L

10 October 2027

DATE	OCCASION · IDEA	START BY	FOR
2 Oct SAT	**Gandhi Jayanti** Khadi, sustainability and community service; keep it respectful.	11 Sep	X
5–9 Oct TUE	**Durga Puja** Kolkata's biggest week: pandal partnerships, puja shopping and hospital readiness messaging.	10 Aug	F L E B H
9 Oct SAT	**Dussehra / Vijaya Dashami** Vehicle, electronics and property bookings peak; plan offers early.	28 Aug	All
10 Oct SUN	**World Mental Health Day** Helpline-first, stigma-free content from qualified experts.	19 Sep	H
14 Oct THU	**Kojagari Lakshmi Puja / Sharad Purnima** Bengal Lakshmi Puja: savings, finance and sweets.	23 Sep	B F
18 Oct MON	**Karva Chauth** Jewellery, beauty and festive wear; respect the fasting context.	20 Sep	L F
27 Oct WED	**Dhanteras** The year's biggest gold, utensil and appliance buying day.	15 Sep	L B E
29 Oct FRI	**Diwali / Kali Puja** Plan 6–8 weeks ahead: gifting, corporate hampers, home and lifestyle.	3 Sep	All
31 Oct SUN	**Bhai Dooj** Sibling gifting; extend Diwali offers by two days.	3 Oct	F L

11 November 2027

DATE	OCCASION · IDEA	START BY	FOR
4 Nov THU	**Chhath Puja** Bihar and Jharkhand audiences across India; food and travel.	7 Oct	F
13 Nov SAT	**World Kindness Day** Thank a client, a nurse or a supplier publicly.	23 Oct	X H
14 Nov SUN	**Children's Day / Guru Nanak Jayanti / World Diabetes Day** Kids' offers, gurpurab greetings and diabetes screening camps on one date.	17 Oct	H F E
19 Nov FRI	**World Toilet Day** Hygiene and sanitation brands; humour works if it is useful.	29 Oct	H F
26 Nov FRI	**Black Friday** Indian e-commerce now runs Black Friday sales; plan stock and ads early.	29 Oct	E L
29 Nov MON	**Cyber Monday** Gadget and online-only deals; retarget Black Friday visitors.	1 Nov	E

12 December 2027

DATE	OCCASION · IDEA	START BY	FOR
2 Dec THU	**World Computer Literacy Day** Explain one useful thing simply; tech and education brands.	11 Nov	X
12 Dec SUN	**Universal Health Coverage Day** Insurance, cashless care and hospital tie-up explainers.	21 Nov	H B
14 Dec TUE	**National Energy Conservation Day** Show savings in units and rupees, not slogans.	23 Nov	X
25 Dec SAT	**Christmas** Cakes, gifting and winter edits; Park Street-style city moments.	13 Nov	F L E
31 Dec FRI	**New Year's Eve** Party, food delivery and 'year in review' content.	3 Dec	F L E

Don’t plan 58 days. Let us plan yours.

The Occasion Retainer from Tejom Digital picks the days that matter for your audience, builds one strong idea for each, runs short Meta and Google ad bursts and sends a one-page report after every occasion.

WhatsApp +91 79807 31010 · tejomdigital.com/occasions

Sources: Government of India, Department of Personnel and Training holiday list 2027 (July 2026); awareness days per their global or national organisers. Regional dates can differ by a day between states. © 2026 Tejom Digital. Free to share with credit.