

Candlelight® is changing how India experiences classical music concerts

New insights highlight strong audience expansion with 83% first-time attendees and 84% planning to return

The musical show is increasingly emerging as a social experience for couples, friends and families



MUMBAI, June 24, 2026 - **Candlelight®**, the international concert series by **Live Your City**, is reshaping how Indian audiences discover and experience classical music, transforming it into a format that is more social, familiar and accessible. Recent audience insights from India highlight a significant shift in consumption patterns, with Candlelight emerging as a key entry point for both new and evolving listeners.

A striking **83% of attendees are experiencing Candlelight for the first time**, underscoring its strong appeal among new audiences. More importantly, **84% express intent to attend both Candlelight and others of classical music concerts in the**

future, reinforcing the format's role as a powerful gateway to the broader classical music ecosystem.

Commenting on this insight, **Pranjal Bengwani, India Lead of Candlelight** said, *“Candlelight is making classical music more accessible by presenting it in a way that feels familiar and inviting. By combining well-loved music with an immersive atmosphere, it is attracting more first-time attendees and encouraging them to continue their journey with live classical performances.”*

Familiarity plays a central role in driving this engagement. **Nearly 80% of attendees cite the musical programme as their primary reason for attending**, highlighting a clear preference for recognisable and well-loved compositions. Combined with an immersive, candlelit setting, this blend of familiarity makes classical music feel more approachable and relevant to modern audiences.

Additionally, Candlelight is emerging as a distinctly social cultural experience in India. Whether as a couple-outing, a gathering with friends, or a shared family moment, the format is reshaping classical music from a traditionally formal setting into a more inclusive, accessible and experiential cultural activity.

Together, these insights reinforce Candlelight's role in democratising access to classical music in India by lowering entry barriers, enhancing relatability through familiar programmes and creating an environment that encourages continued exploration of the genre.

About LIVE YOUR CITY

LIVE YOUR CITY is a brand under the American company Fever Labs Inc., the world's leading tech platform for discovering culture and live entertainment, inspiring over 300 million people last year to discover the best experiences in over 40 countries. With a mission to democratise access to culture and entertainment in real life, Live Your City inspires users to enjoy unique experiences and events—from immersive exhibitions and sports to interactive theatrical performances, concerts, and festivals— while empowering its partners with data and technology to develop and expand new experiences worldwide.

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