

Google Play & Android 2024 impact and contributions for India



Source: Survey of 1,132 online adults based in India conducted in February–March 2025. All results are weighted using Iterative Proportional Fitting, or ‘Raking’. The results are weighted by age, gender, education level, and region to nationally representative proportions. This is Public First analysis, using both non-Google proprietary and publicly available information. Where information has been obtained from third party sources and proprietary research, this is clearly referenced alongside the economic modelling techniques employed in our methodology document. A full modelling methodology can be accessed [here](#).

Google Play & Android are empowering Indian developers and businesses

India's digital economy is one of the largest and fastest-growing in the world, experiencing unprecedented momentum fueled by rapid smartphone adoption, affordable data, and a dynamic ecosystem of developers and entrepreneurs. India is witnessing a digital revolution that is transforming how millions of people participate in the modern economy.¹

62
crore

The number of people across India who can access the internet through Android.

Expanding access: Android's role in digital empowerment.

Android is the world's most commonly used mobile operating system, and is utilised by smartphones, tablets, laptop computers, and other smart technology produced by a range of companies. As a mobile first country, India benefits immensely from Android's reliable systems, which help its citizens access the internet and participate in the digital economy.

Ensuring widespread connectivity

89%

of Indian users' first-time access to a smartphone is via an Android device, helping to diffuse digital tools across the economy. **72%** Android users would have accessed the internet for the first time via the Android operating system.

Connecting users to essential public services

85%

of Android users say their Android phone is one of the main ways they access digital public services in India such as online government portals or healthcare applications.

Enabling access to financial tools

69%

of users in India say their Android phone is now the most common tool they use for payments, as Android helps to boost financial inclusion.

Furthering inclusivity:

Android's role building trust and accessibility in the digital ecosystem.

Beyond initial access, Android plays a crucial role in ensuring a safe and inclusive digital environment for Indian users. By prioritising security measures and incorporating accessibility features, Android fosters trust and empowers a wider range of individuals to fully participate in the digital economy. Globally, Google Play Protect scans over 10,000 crore installed apps daily for malware across billions of devices. Since the Play Protect pilot rolled out in October 2024 in India, it has blocked nearly 6 crore attempts to install high-risk apps that could have led to device infections, involving stopping more than 2.2 lakh unique apps on over 1.3 crore devices.²

Supporting those with accessibility requirements

— **1 in 3** —

Android users regularly use voice, audio, or mobility tools such as speech-to-text, text-to-speech and Switch Access functionality. This ensures hearing and visually impaired users, as well as those with limited mobility, can access the digital world.

Protecting people from scams

— **84%** —

of Android users are confident in the anti-malware protection of their Android device, helping them feel more secure from bad actors.

Facilitating AI adoption

— **69%** —

of Android users in India first started using AI through an app on their Android device, supporting Indian users' adoption of new technologies and associated benefits.

Powering innovation:

The global reach of India's developer and app economy.

With access to cutting-edge tools, training resources, and monetisation options such as subscription and advertising models, developers can build world-class apps and grow sustainable businesses with Google Play.

Fostering Indian talent

— **2nd largest** —

number of active developers registered on Google Play, with **over 10 lakh developer jobs**. 79% of the country's app developers have overseas users.

Connecting developers to users around the world

— **720 crore** —

total app downloads from the Play Store for Indian developers, with **600 crore** from domestic users and **120 crore** from overseas users.

Supporting the digital economy

— **INR 4 lakh crore** —

In 2024, the Play & Android ecosystem generated **INR 4 lakh crore** in revenue for app publishers and the wider economy in India.

² Google's Safety Charter for India's AI-led Transformation. 18 Jun 2025. <https://blog.google/intl/en-in/company-news/googles-safety-charter-for-indias-ai-led-transformation/>

Driving economic impact: Google Play and Android's contribution to India.

The app ecosystem powered by Google Play and Android is also a key engine of growth for India's economy. Indian businesses have expanded beyond national borders as a result of the app ecosystem, further reinforcing the transformative potential of the app economy in driving sustainable growth for India.

Supporting job creation in the app ecosystem

+35 lakh

direct, indirect, & spillover jobs

were created by the app ecosystem Google Play and Android has enabled in India. Spillover jobs also included jobs in manufacturing, with 8 lakh OEM manufacturing jobs created locally with the growth in demand for mobile phones.

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Saving operating costs

INR 25,200 crore

saved by Android device makers in development and operating costs due to the open source nature of Android's offer.

