



Daily Budget Recommendations for Meta Ads 2024 - Indian Businesses

Meta Ads Daily Budget Recommendations

We've put together a helpful guide with **daily budget recommendations for Meta ads** (Facebook and Instagram) across 200+ types of Indian businesses. This guide offers budget ranges by industry to help you get the best results with your ad spending.

In this PDF, you'll find:

- Suggested budgets for different types of businesses.
- Tips to reach and engage your specific audience.
- Ideas for setting up effective ad campaigns.

Take a look and see what works best for your business. Let us know if you have any questions—we're here to help!

Main Category	Business Type	Daily Budget Range (INR)	Notes
Local Services	Laundry Services	200 - 500	Targeted towards local residents
	Locksmiths	200 - 700	Local search targeting for emergency services
	Pet Grooming	500 - 1,000	Pet owners in the vicinity

	Private Tutors	300 - 1,200	Lead generation for personalized tutoring
	Moving & Packing Services	500 - 1,000	Seasonal or event-based ad boosts
E-commerce & Retail	Organic & Specialty Foods	500 - 1,000	Target health-conscious consumers
	Fashion Accessories (Jewelry, Watches)	500 - 1,500	Higher budget for product-focused ads
	Sports Equipment	500 - 1,000	Targeted at fitness enthusiasts
	Pet Supplies	300 - 1,000	Local and niche targeting
	Gift Shops	300 - 800	Seasonal targeting around holidays
Healthcare & Wellness	Ayurvedic Practitioners	500 - 1,000	Focus on alternative health
	Physiotherapy Clinics	500 - 1,500	Targeted for local patients
	Nutritionists	300 - 1,500	Wellness-focused ads for diet and lifestyle
	Mental Health Services	500 - 2,000	Targeted for local support and counseling
	Dental Clinics	500 - 1,500	Local awareness for customer acquisition
Finance & Insurance	Tax Consultants	500 - 2,500	Service-based targeting
	Loan Providers	800 - 2,000	Focus on loan options and offers
	Microfinance Institutions	700 - 2,000	Brand awareness for lending solutions
	Crowdfunding Platforms	500 - 2,000	Campaign-based for social projects
	Cryptocurrency Advisors	1,000 - 3,000	High interest and engagement-based
Education & Training	Language Classes	300 - 1,000	Lead generation for language courses

	Driving Schools	500 - 1,500	Local targeting for beginners
	Dance Studios	500 - 1,000	Performance-based audience targeting
	Cooking Classes	300 - 1,500	Target home cooks and enthusiasts
	Art & Craft Workshops	500 - 1,200	Ideal for engaging hobbyists
Travel & Hospitality	Adventure Tourism	800 - 2,300	Seasonal, higher-budget for adventure seekers
	Wedding Venues	1,000 - 3,000	Seasonal targeting for wedding planners
	Photography Services	300 - 1,500	Local ad targeting based on occasion
	Bed & Breakfast	500 - 1,000	Location-specific targeting for tourists
	Cruise Operators	1,500 - 5,000	Niche targeting, seasonal campaigns
Food & Beverage	Vegan Restaurants	400 - 1,500	Niche targeting for specific dietary preferences
	Street Food Vendors	200 - 1,000	Local, high-frequency targeting
	Brewery/Pubs	500 - 2,500	Evening and weekend-specific targeting
	Cloud Kitchens	400 - 1,800	Focused on delivery within specific areas
	Ice Cream Parlors	300 - 1,200	Seasonal increases for summer months
Entertainment & Events	DJ & Live Bands	500 - 3,000	Event-specific promotions
	Tattoo Studios	300 - 1,500	Lifestyle and visual content-based ads

	Art Galleries	400 - 2,000	Targeted for art enthusiasts
	Comedy Clubs	500 - 2,500	Event-specific targeting for local audiences
	Museums	300 - 1,500	Awareness and local engagement
Automobile Services	Car Wash Services	200 - 800	Location-targeted with frequent ad cycles
	Auto Detailing	300 - 1,200	Visuals-focused ads for local car owners
	Tire Shops	300 - 1,200	Product and service-based targeting
	Car Rental Services	500 - 3,000	Tourist and event-based targeting
	Motorcycle Sales	1,000 - 5,000	High-budget, product promotion
Home & Living	Gardening Services	200 - 1,000	Seasonal increases during spring
	Handyman Services	200 - 800	Local service ad targeting
	Interior Decorators	500 - 3,000	High-quality visuals for lifestyle ads
	Appliance Repairs	200 - 800	Service-based for local neighborhoods
	Waste Management Services	400 - 1,500	Community-targeted environmental campaigns
Technology & IT Services	App Development	1,000 - 3,000	High-budget lead generation
	Web Design Firms	500 - 3,000	Ideal for local business clients
	IT Training Courses	400 - 2,500	Targeted for job-seekers
	Cybersecurity Services	800 - 3,000	Niche, high-value service targeting
	Cloud Service Providers	1,500 - 7,000	High-budget B2B targeting

Construction & Building	Contractors	500 - 3,000	Service-based ad campaigns
	Roofing Companies	500 - 2,000	Focused on specific local areas
	Painters	300 - 1,500	Local engagement
	Landscaping	500 - 2,000	Visual-focused ads for property owners
	Flooring Installers	400 - 1,500	Targeted for home improvement
Professional Services	Law Firms	500 - 4,000	Lead generation with focus on high-value cases
	Accounting Firms	500 - 2,000	Seasonal increases during tax season
	Event Photographers	300 - 1,500	Local event-specific targeting
	Content Writers	200 - 1,200	Targeted at small business owners
	Translation Services	400 - 2,000	Targeted for diverse language needs