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Start Selling Art Online in India

Discover how to turn your painting hobby into a profitable business in India. This guide will help artists looking to sell their digital or handmade art online.

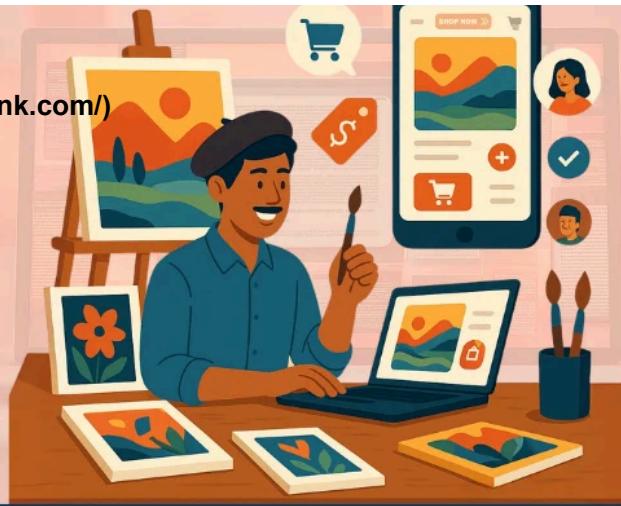
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How to Sell Art Online in India & Make Money Guide (2025)

Selling art online in India has become a significant business opportunity in 2025, enabling artists to turn their passion into a source of income. From choosing your art style to ensuring strong after-sales service, this step-by-step guide helps you build a sustainable art business.

Sivaraman S
Founder of Qikink



Sell Art Online in India

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Do you know that you can make money selling art? The answer is yes. Selling art online in India has become a significant opportunity for artists of all types in the country. From traditional, original paintings to digital and printed art, the art collectors have begun to purchase their favourite art from numerous **art-selling websites** (<https://qikink.com/blog/what-is-the-best-platform-to-sell-art-online-in-india/>).

Yes, you read it correctly. You can sell your art on numerous websites or platforms, or even through **Print on Demand platforms** (<https://qikink.com/blog/best-print-on-demand-sites-in-india/>). Through these print on demand platforms, you also reduce the risk of inventory and storage waste.

Additionally, using social media platforms like Instagram and Facebook allows you to sell your art from the comfort of your own home. This is not only for globally present artists; there are many ways for a digital artist in India to answer the question, 'How to sell digital art online and make money in India?'.

Let's break down the steps to selling art in India in this guide and understand how to build your own art business community.

Key Takeaways:

Qikink Indian artists can now sell paintings, digital art, and merchandise with minimal investment.

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- Choosing the right art style for your art, whether physical paintings, digital creations, or merchandise, sets your path to success.

- Platforms like Etsy help you reach global buyers, while Qikink's print on demand lets you turn your designs into a business.
- Smart pricing, SEO-optimised listings, and engaging marketing dramatically improve your chances of selling and growing your online art business.
- Learning what art sells best online, you can start small from home and scale smoothly, grow faster and earn consistently.

Can You Make Money Selling Art?

You can make money selling art, and this is also a super profitable business. Many Indian artists have started earning a living from their art. You are just a few clicks away from getting profits from your paintings.

By choosing the right platforms and adopting the right approach and ideas, you can also start making money by selling your original paintings as illustrations, digital art, or printed on merchandise products.

Making Money Online as an Indian Artist

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About Founder

Ms. Swarna Raja Kochi

Award-winning Tanjore artist, exponent, and teacher Ms. Swarna Raja Kochi is on a mission to revive and promote traditional Tanjore art. Born in Madurai, Swarna's passion for art began in childhood. She pursued art while studying as hobby and later specialized in Tanjore art.

Reviving Traditional Tanjore Art



Swarna Raja Kochi (<https://www.academyoftraditionalart.com/Founder/>), the founder of Tanjore Art Studio, is an award-winning artist and a teacher at her own art school, Academy of Traditional Art. She started selling her original paintings and artwork online through platforms such as Etsy and Instagram.

Within months, she earned a steady income by selling both original paintings and digital prints. This shows that consistent effort, quality work, and focusing on ideally suited platforms and right approaches can inspire and even help small-scale Indian artists start earning online through their art.

Adapting the right approach and strategy, you can immediately begin your art-selling business in India.

Qikink Art In India: Key Market Trends And Buyer Insights



India's art market is evolving rapidly with the rise of a new generation of art buyers purchasing their favourite art in many different forms online. As more websites and platforms now sell art online, people from both small towns and big cities in India can easily purchase art.

- The global online fine art market was estimated at USD 13.29 billion in 2025 and is projected to reach USD 18.41 billion by 2030, or a higher value depending on the report.
- The digital artwork market is valued at USD 5.8 billion in 2025, and the increasing popularity of digital art forms drives this growth.
- The **India Art Fair** (<https://indiaartfair.in/>), held in New Delhi in February 2025, featured over 120 exhibitors, the largest number to date, with 108 exhibitors in the previous year, reflecting the expanding enthusiasm for the art market and its growing popularity in India.
- The sale of Indian modern and contemporary art globally hit approximately ₹1,016 crore in FY 2024-25, with a consistent annual growth rate of 14-18%.
- Buyers are increasingly seeking authentic, culturally rich artworks that tell a story.

Incorporating elements of Indian heritage and personal narratives into your art can attract discerning collectors.

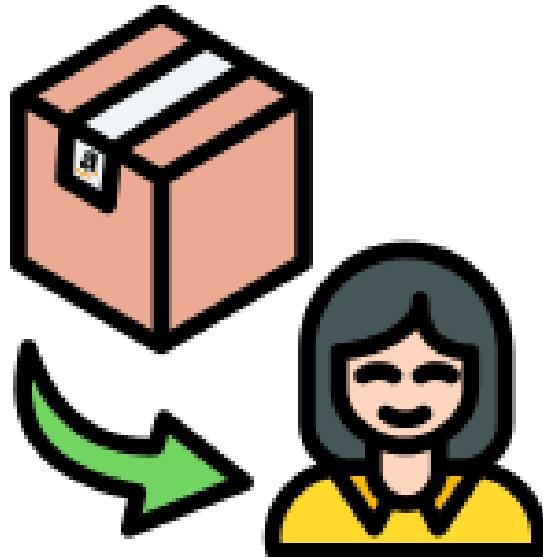
- Innovative galleries, art displays, and viewing experiences, as well as NFT sales, are available on Qikink (<https://qikink.com/dashboard>) to engage with art buyers (<https://qikink.com/blog/>) and collectors in India.

With these trends and buyer preferences in mind, it is now an excellent time for Indian artists to start selling their art online. Understanding the market helps you create art that resonates with buyers and choose the most effective platforms to showcase your work.

Dropshipping Business in India

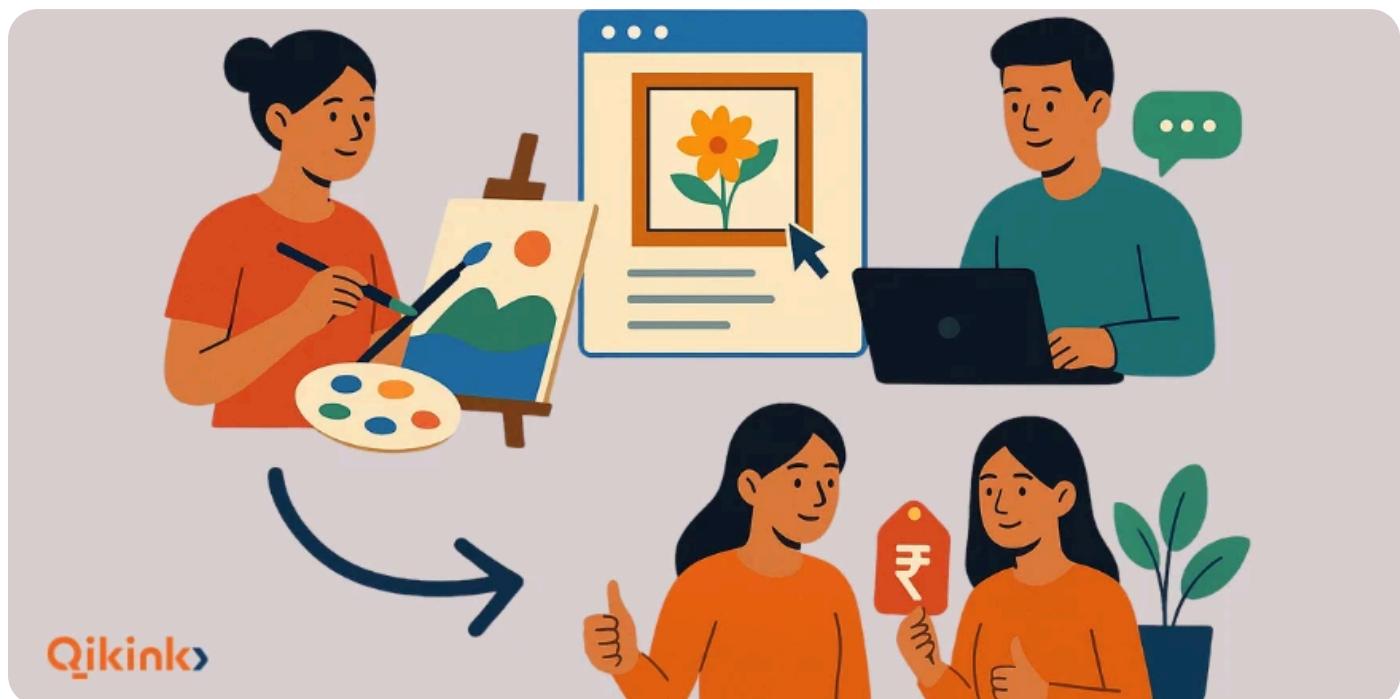
Start your Business with Qikink

How to begin Dropshipping
(<https://qikink.com/blog/tshirt-design-ideas/>)



Qikink

How To Sell Art Online In India: A Step-By-Step Guide



Selling art in India is a real business now, in recent years, through which your passion becomes an income. With so many platforms available to choose from, you can start selling your paintings on the internet today.

Yet, you cannot do that directly in a single click. Here is a step-by-step, detailed guide about how to sell art in India online and make money.

Step 1: Choose Your Art Style

Most businesses start by identifying their type, thing, or style within their respective industry. Likewise, on this art-selling platform, choosing your style of art from the various types available is a must, so that you can establish a stronger foundation for your art sale.

Knowing your art style helps you decide the next step. Some of the primary art forms that you might already be working on as your hobby or practice are,

- Traditional mediums, such as oil and watercolour, or the old Indian heritage art forms, which are gaining wider reach in the current trend, also attract art lovers to buy these original paintings.

Qikink • Digital illustrations, vector art, or paintings created on PC software or Mobile/Tablet apps are
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(<https://dashboard.qikink.com/>) clearly suited for this online sales culture. Primarily, these digital arts can be sold as art,
(<https://qikink.com/blog/>) downloaded as prints, or printed on various merchandise products, with the assistance of
print of demand services to sell your art (<https://qikink.com/blog/print-on-demand-for-artists-where-to-sell-your-art-without-inventory/>).

- Even physical arts, such as sculptures, pottery, and handmade jewellery, are also sold online. Due to the cultural and aesthetic influence of Indian art, art collectors are increasingly eager to collect more physical forms of art.

The style you choose and the consistency and effort you put into it will reflect in your branding and the growth of your art community. Choose your style wisely and pair it with a unique colour palette and storytelling concepts to gain more market share and engagement.

With all these steps taken correctly, along with selecting the perfect platform or website that matches your art style, you have already begun a successful career in this business.

Step 2: Digitise Your Artwork



When customers shop for a product online, they typically only have the image featured on the product name to guide their decision. So, digitising your art is a vital process for your online selling business. Your art's photos must be natural, vibrant, precise and professional so that they will

bring customers to the art.

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If you create physical art, photograph it under natural or studio lighting, avoiding shadows or reflections. Take multiple shots to showcase details, textures, and the artwork as a whole. For digital art, save your files in high-resolution formats, such as PNG or JPEG, to ensure your buyers receive crisp images.

Enhancing images through editing can be helpful, but it's always best to use professional software. For merchandise, ensure the digital files are also scalable.

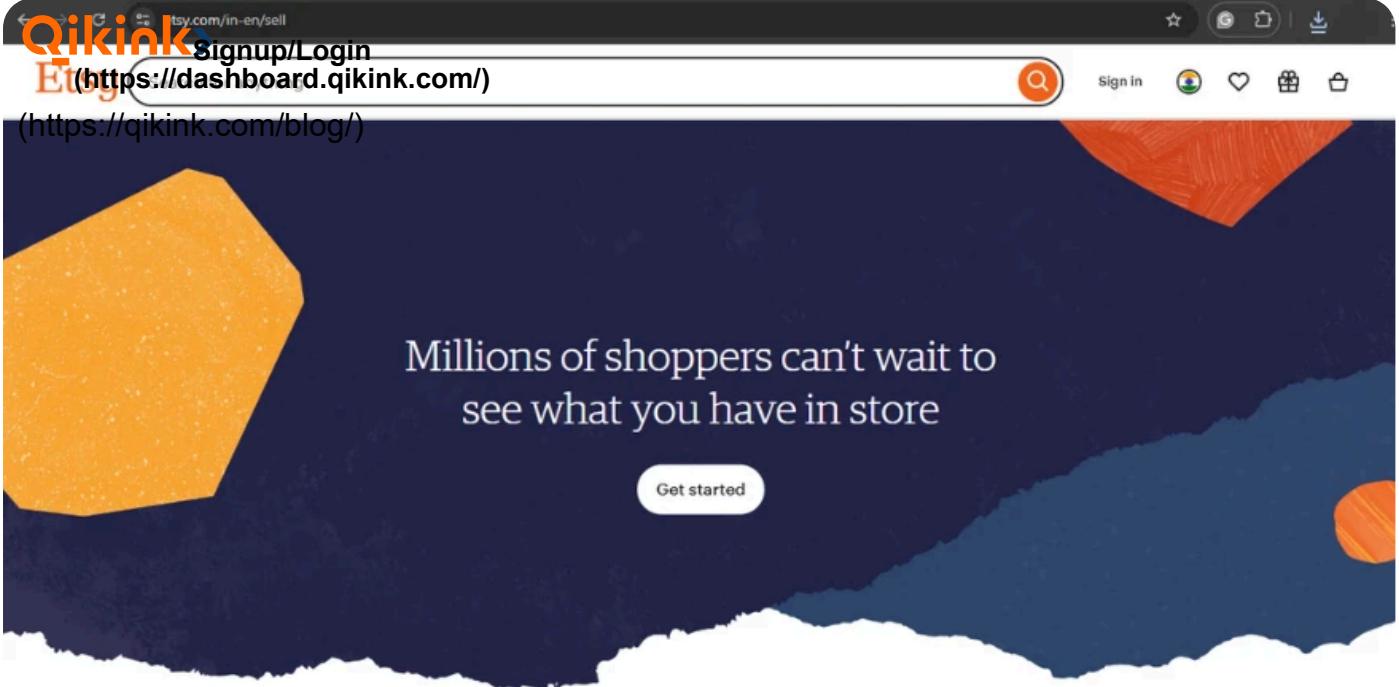
Step 3: Set up the Right Platforms to Sell Your Art

A key to the success of a business online relies on choosing the right platform, which perfectly aligns with your style and background. Also, where your customers like to buy their favourite products is important too.

As said previously, there are numerous platforms to choose from for selling your art. But selecting the suited one is what matters. Before choosing a website, determine your business model: whether you will sell your art directly, through third-party websites, or partner with any print on demand services.

For Indian artists, those who sell on Etsy have found a good opening and growth opportunity due to its trust value. India's top print on demand service, such as Qikink, provides the perfect platform for Indian artists, allowing them to earn a higher profit.

How to Sell Art Online on Etsy:



Etsy is one of the most popular global marketplaces for artists and creators. For Indian artists, it opens up access to buyers not only in India but also worldwide. To start with Etsy,

- Set up your account with Etsy, create your own shop name, and list your products in high quality with detailed descriptions.
- Use SEO-related keywords and image-related information, along with shipping details and pricing, to ensure clarity.
- Check for buyer inquiries and messages, and keep them updated. Also, provide professional after-sales service.
- Share your Etsy listings on social media, run occasional sales or promotions, and encourage customers to leave reviews to build credibility.
- Etsy's dashboard offers various tools to help you create traffic, increase visibility, and drive sales.

Etsy already has millions of buyers searching for art every day, so even beginners can start selling art online without having to build a vast audience first.

Selling Art with Qikink:



If you want to expand your art into merchandise, Qikink is one of the best platforms in India for print on demand. It allows you to turn your digital art into products without any upfront costs, holding inventory or worrying about shipping.

- **Sign up for Qikink** (<https://signup.qikink.com/>), create your account and upload your designs in the required format and size with high resolution.
- You can select your favourite product from the various merchandise choices available at Qikink.
- Connect your Qikink **print on demand store with Etsy** (<https://qikink.com/blog/etsy-print-on-demand/>) and other platforms like Shopify and WooCommerce, through which you can establish your art business as its own brand identity.
- Use Qikink's dashboard to monitor sales, popular designs, and customer feedback so you can adjust your offerings accordingly.

Many successful artists in India use a combination of these two tools, such as Etsy for original paintings and prints, and Qikink for merchandise products. This way, they earn from art lovers who seek unique pieces, as well as from everyday buyers who want affordable products with beautiful designs.

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How to Print Photo on T-Shirt

(<https://qikink.com/blog/>) Start your T-shirt Photo Printing Business with Qikink

Print Photo on T-shirt Online

(<https://qikink.com/blog/print-photo-on-t-shirt-online/>)



Step 4: Product Listing and Pricing

The screenshot shows the Etsy search interface with the query 'art product'. The results page displays four items under the heading 'Art Product' (1,000+ relevant results, with ads). The items are:

- Custom Pixar-Style Cartoon Portrait | Personalized Art**: A cartoon portrait of a man and a dog. Rating: ★★★★★ (5.8k). Price: ₹ 721 ₹1,442 (50% off). Type: Digital Download.
- Black and white Mandala art**: A black and white mandala design. Rating: ★★★★★ (7). Price: ₹ 4,559. Type: FREE delivery, Dispatched from IN.
- Vibrant Varanasi Painting | Indian Architecture Art**: A painting of a cityscape at sunset. Rating: ★★★★★ (7). Price: ₹ 425. Type: Digital Download.
- Watercolor Leopard Art Print: Colorful AI-Gene...**: A colorful watercolor painting of a leopard's face. Rating: ★★★★★ (109). Price: ₹ 215 ₹568 (60% off). Type: Digital Download.

When listing your products in your online store, it should be more than an image. They must convey a story that reaches the buyer's heart, which urges them to buy your art. Most importantly, your description must be detailed to the core about the art, from the inspiration to the techniques

used to create the art.

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(<https://dashboard.qikink.com/>) Pricing plays a prominent role in selling your product. For this, you need to conduct market

(<https://qikink.com/blog/>)

research and stay updated on the type of product you sell. Differentiate the costs in material,

platform fee, packaging, shipping, etc.

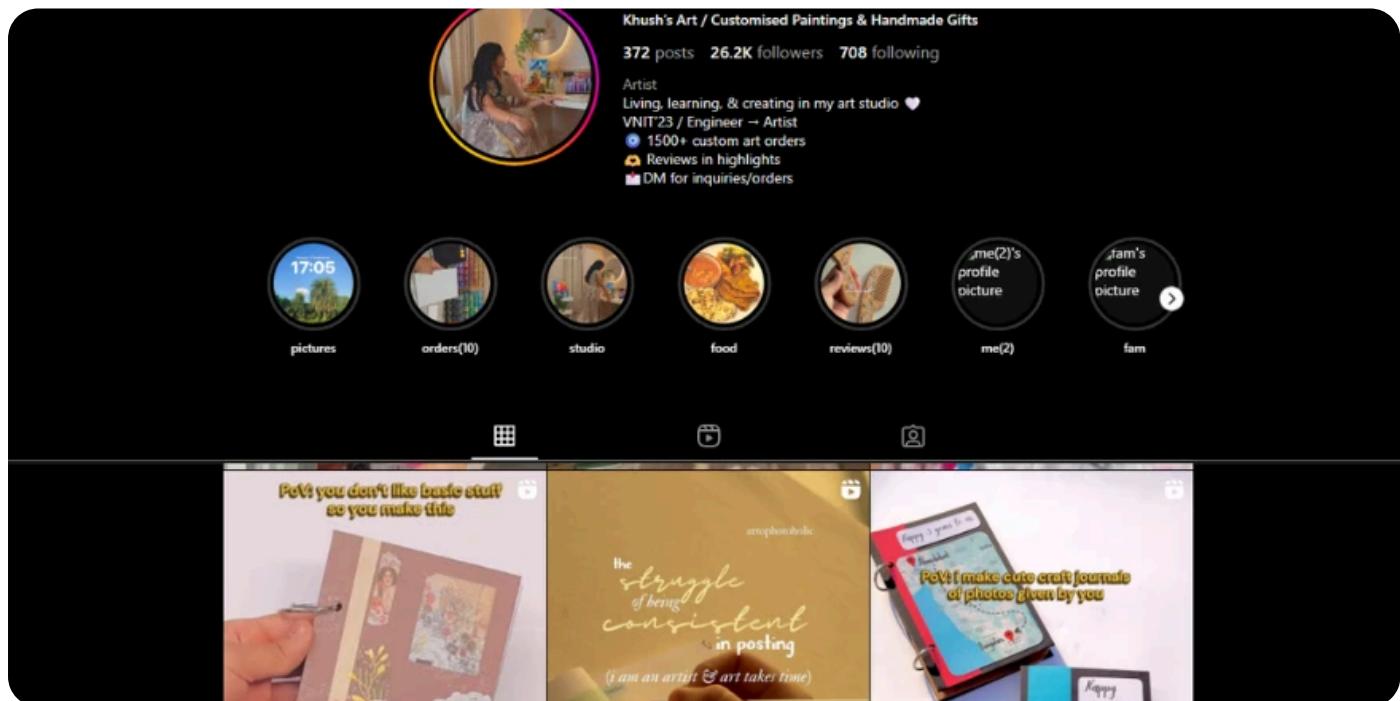
As a beginner, try to keep your prices lower, which you can gradually increase as the days pass and your brand grows. But always value your time, creativity, and hard work; never settle for non-profit prices.

Step 5: Promote Your Art

Social media is no longer just for sharing photos with friends. For artists in India, it has become one of the most powerful tools for promoting, selling, and building a community for their art. In fact, many young artists now make their first sales on Instagram or Facebook even before they set up a website or join marketplaces like Etsy.

Let's see how these two platforms benefit the artists in selling their art.

Selling Art on Instagram





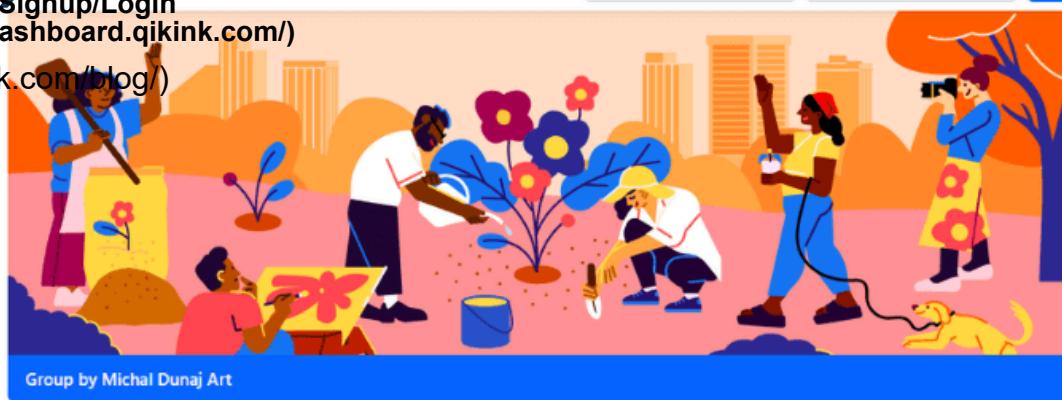
Instagram is a visual platform where its first preference is for images rather than text. This is the most effective way for artists to promote their artwork. Start to **sell products on your Instagram**

(<https://qikink.com/blog/how-to-sell-on-instagram/>) by starting with,

- Sign up for an **Instagram** (<https://www.instagram.com/accounts/emailsignup/>) account, or if you already have one, change it to a Business or Creator account in the settings, which enables your account to create ads.
- Use reels, posts, stories, highlights and every feature possible to promote your art and remember to post high-quality, professional images. Sometimes, behind-the-scenes content can give your brand greater reach.
- Make sure to use the top trending relevant hashtags like DigitalArtIndia, IndianArtist and more to rank your post on the community you need to be in.
- Engagement with your audience is essential, as they will become your customers in the near future. So, make sure to reply to every comment and message, and give them the hype for a new art or product release.

People love a product's backstory, which motivates them to buy the product; therefore, Instagram is a great way to convey it. Along with high-quality images of your art, you can sell them easily through a platform like this

Selling Art on Facebook



Sell Digital Art

Public group - 13.7K members

 Join Group

Log in or sign up for Facebook to connect with friends, family and people you know.

[Log in](#)

or

[Create new account](#)

Facebook is an established platform, yet it remains a valuable medium for selling your art effectively, which can reach a wider audience. Start selling your products with **Facebook dropshipping** (<https://qikink.com/blog/how-to-use-facebook-for-dropshipping/>), by,

- Create a separate account for your art page and ensure that you turn on **professional mode** (<https://www.facebook.com/help/2978174759158711>), which provides access to a range of professional tools on your Facebook profile.
- Add the links of your other online stores and ensure that your account is associated only with your shop. Additionally, join art-related communities, groups, and pages to stay updated on recent trends.
- Sell your products directly on your posts and page, and also join live sessions, participate in Q&As, and create tutorial videos to establish yourself as a trustworthy brand.
- **Facebook Ads** (<https://qikink.com/blog/how-to-run-facebook-ads-for-your-ecommerce-store/>) are affordable in India, allowing you to target people based on their demographics, interests, and location.

Encourage satisfied buyers to share photos of your art in their homes or offices, and repost these posts to showcase your work. Creating personal connections with the audience on an online platform helps develop your community, who support your growing career.

Qikink Protect Your Art and Business

<https://dashboard.qikink.com/>

When you are selling your art and products in an online store, you are in the industry's business too. Therefore, you are also required to protect your business legally through standard copyrights and trademarks, and that's how it works. This makes it essential to protect both your artwork and your brand identity.

Without proper protection, your designs might get copied, or someone might even misuse your shop name. Hence, protecting your art and managing your business legally safeguards your income and reputation in the long run. Let's review a few methods for protecting your business.

1. Copyright gives you the exclusivity to use and sell your original paintings, and no one can misuse them. Once you have created your original art, apply through the **U.S. Copyright Office Website** (<https://copyright.gov.in/>), pay the required fee, submit the necessary documents, and wait for a substantial period. This will automatically register your product under the Indian Copyright law, ensuring you have complete ownership rights to it.
2. You can either protect your copyright against infringement by using the documents or establish your own brand value by incorporating your watermark or logo when sharing your products on the store and social media. Make it hidden so that it cannot be removed by using AI tools.
3. In India, if your annual turnover from art sales exceeds ₹20 lakh, you must register for Goods and Services Tax (GST). Keep detailed records of your sales, expenses, and invoices, and file your taxes for accurate record-keeping and proof. Open a separate bank account for your art sales to keep your finances organised and professional.
4. When you have multiple online stores for your shop, it will be good to have a unique name that no one else uses. After making your name, you can apply for the **Trademark Registry of India** (<https://ipindia.gov.in/trademarks/trademarks>), which prevents others from using your name.

Qikink Shipping, Packaging and Delivery

(<https://dashboard.qikink.com/>)

(<https://qikink.com/blog/>)



After your art is sold online, the next step is to ensure that your product reaches the customer safely and that they have a positive purchase experience, which will encourage repeat sales. Additionally, proper packaging safeguards your art against damage caused by moisture, impacts, and rough handling during shipping.

Use the required paper and cardboard for packing your physical art. If it is a 3D art, use custom boxes and wooden crates for internal balancing. Mark the packages as 'Fragile' to indicate the type of material that requires careful handling during delivery.

Include shipping costs accurately along with the product prices, and provide customers with tracking details. Communicate promptly about shipping times and delays to build trust.

Step 8: Customer Service & After-Sales Support

Selling art isn't only about the first purchase; it's about building lasting relationships with your buyers. A happy customer is more likely to return and even recommend your business to others. Always remember to,

- Reply to your customer with the current status properly and keep them engaged about their orders so that they will feel trust in your brand.

- Once the art is delivered, check in with your customer. A short thank-you note or a digital certificate of authenticity (<https://dashboard.qikink.com/>) can make the experience memorable for your customer.
 - Encourage reviews (<https://qikink.com/reviews>) and request that your customers leave a short review or provide feedback about your product and service. The more reviews a brand receives, the more popular it becomes.
 - Sometimes, parcels may get delayed or damaged. Instead of ignoring the problem, offer a solution, such as a replacement print or a partial refund. Good service often turns even a negative experience into a regular customer.
- By combining timely communication, thoughtful gestures, and reliable support, you can confidently turn your passion into a successful and sustainable online art business in India.

What Art Sells Best Online In India?



Once you've set up your online art business, the next big question is: what type of art sells best in India?. You must understand that the Indian online art market is vibrant and diverse, with strong buyer interest in both traditional and contemporary styles.

As a result, your efforts will attract more buyers and increase your revenue, regardless of the type of art you choose to sell online.

- Original paintings are hugely popular among individuals who appreciate cultural narratives and fine craftsmanship, and attract buyers looking for authentic, handcrafted pieces. These artworks often go for higher prices, especially if you can tell a story behind each piece.

Qikink Signup/Login (<https://dashboard.qikink.com/>) platforms. This growth in digital art sales reflects buyers' (<https://qikink.com/blog/>) preference for affordable, downloadable prints they can frame or use as their home decor.

- Some of the printable digital art includes abstract designs, digital illustrations, and customizable printables that can be printed on merchandise products such as **t-shirts** (<https://qikink.com/product/unisex-t-shirts-classic/>), **mugs**, (<https://qikink.com/product/coffee-mugs-drop-shipping/>) and **posters** (<https://qikink.com/product/posters-dropshipping/>).
- 3D art forms, such as pottery, sculptures, jewellery, or decorative items, sell well online because they combine aesthetics with a distinct structure or form. Buyers now are often looking for unique, culturally rich products that aren't available in typical retail stores.

The best-selling art online in India is a mix of traditional originals, digital creations, affordable prints, 3D crafts, and merchandise. The key is to know your audience and match your art to their preferences while maintaining quality, storytelling, and accessibility.

Tips To Sell Art Online Successfully In India



Selling art online in India not only provides an income but also creates a brand identity for your creations, which requires high-quality, professional work and enables engagement with your brand's community.

Whether you make a digital illustration, a traditional painting, or a printable merchandise design, the consistency, creativity, and hard work you showcase are reflected in your success.

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(<https://qikink.com/blog/>)

Here are some practical tips for Indian artists to sell art online successfully:

- Most online art buyers value a professional presentation and contextual visuals when deciding to make a purchase. Use high-quality photographs and mockups to showcase your art in living spaces or on merchandise. This helps buyers visualise how your art fits their environment, increasing the chances of purchase.
- Bundling multiple items or creating themed collections encourages customers to purchase more at once, thereby boosting your revenue per sale.
- Storytelling deeply connects buyers to your art and differentiates you from other standard works. Use social media, product descriptions, and newsletters to share your artistic journey and creative process.
- Track which artworks and products perform best using the analytics tools on your selling platforms. Adapt your offerings and marketing strategies based on data to improve sales and customer satisfaction continuously.
- Using **fulfilment platforms like Qikink** (<https://qikink.com/print-on-demand-f fulfilment/>) allows you to sell your digital designs on various products without keeping inventory. This reduces upfront costs and risk, letting you scale your business while focusing on creating new art.

Following the step-by-step guide and implementing these tips, along with the steps, can elevate your online art business in India, helping you reach more buyers, increase sales, and create a sustainable creative career selling your art online.

Sell Art using POD

Top Print on Demand Sites for Artists to Sell Art Online