

Infographic

# India General Election 2024: The Return of Coalition Politics

## A Data-Driven Analysis of 543 Constituencies



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## Executive Summary

The BJP-led NDA alliance secured a clear majority in the 543-seat Lok Sabha. NDA won **292 seats (54%)**, while the opposition INDIA alliance took **234 seats (43%)**, and others took 17 seats (3%). Within NDA, the BJP remained dominant with **240 seats**, aided by allies like TDP (16 seats) and JD(U) (12). Among INDIA members, Congress led with **99 seats**, followed by regional parties such as AITC (29) and DMK (22). Overall voter turnout was high at **66.10%**, with a record ~642 million votes cast.

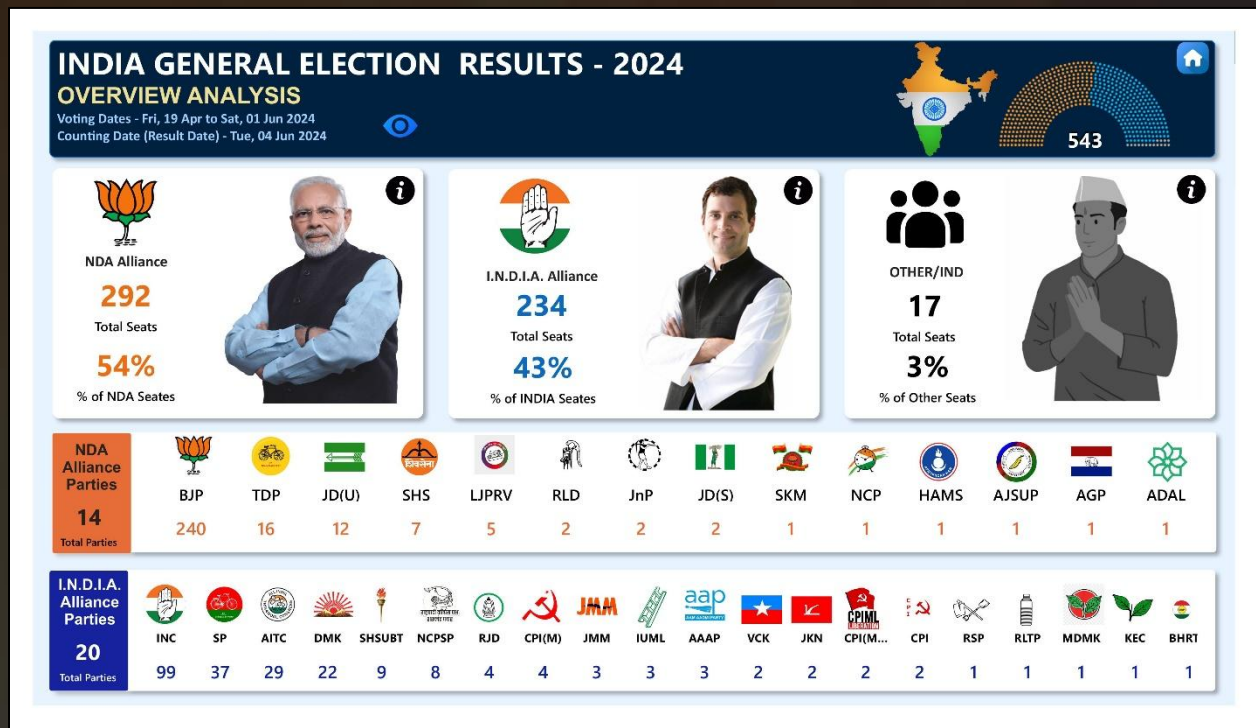
### Key takeaways

NDA retained power but with a reduced margin, while opposition gains were notable in South and East India. Margins varied widely, some BJP victories were landslides (e.g. 461K-vote win in Ahmedabad East), while several races (e.g. Anandpur Sahib) were decided by very thin margins (~10K votes). These trends suggest a more competitive landscape, with regional dynamics playing a crucial role.

## 2. Overall Seat Share & Party Performance

- **Alliance Seat Shares:** NDA's 292 seats (54%) far outnumber INDIA's 234 (43%). The NDA coalition (20 parties) leveraged its size, but BJP alone (240 seats) fell short of a majority, necessitating allies to pass the 272-seat threshold.
- **Top Parties:** The BJP's 240 seats were by far the highest of any single party. Congress (INC) captured 99 seats.
  - **Other major players:** Trinamool Congress won 29 seats and DMK 22, while NDA allies like TDP (16) and JD(U) (12) also contributed significantly. Smaller regional parties (AAP, RJD, etc.) won the remainder of INDIA seats.
- **Seat Share Insights:** Roughly 27% of seats went to Congress, 19% to BJP, 19% to AITC, 17% to DMK, 15% to Shiv Sena (UBT) in Maharashtra, etc.,

reflecting the distribution of power. The distribution underscores that while BJP remains largest, INDIA coalition members collectively closed the gap.



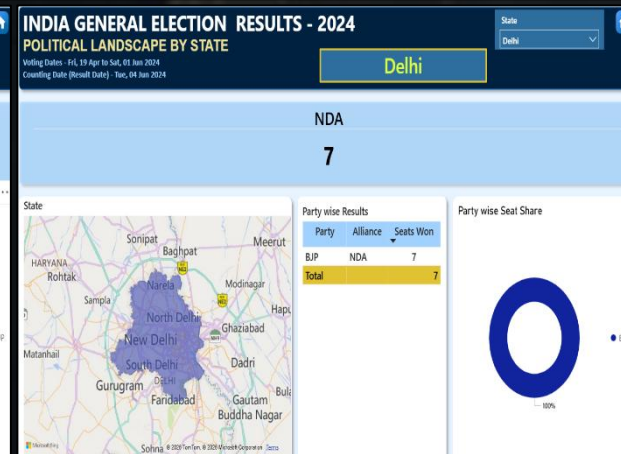
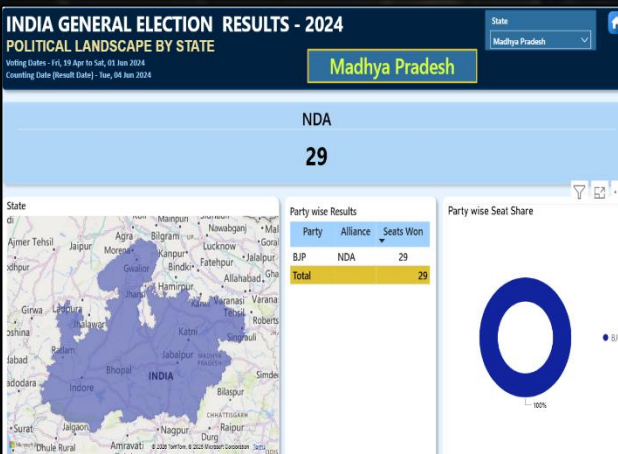
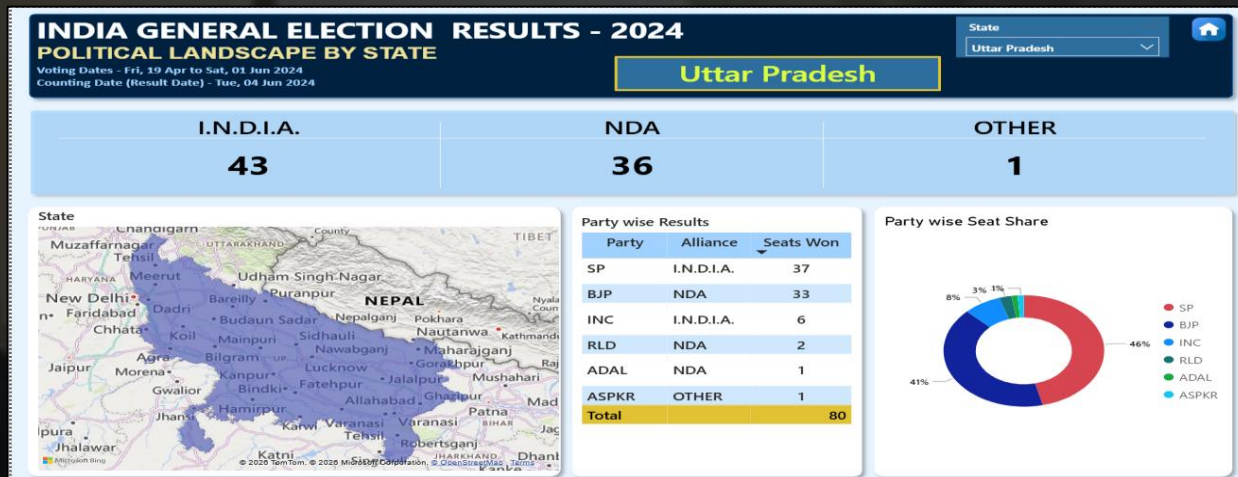
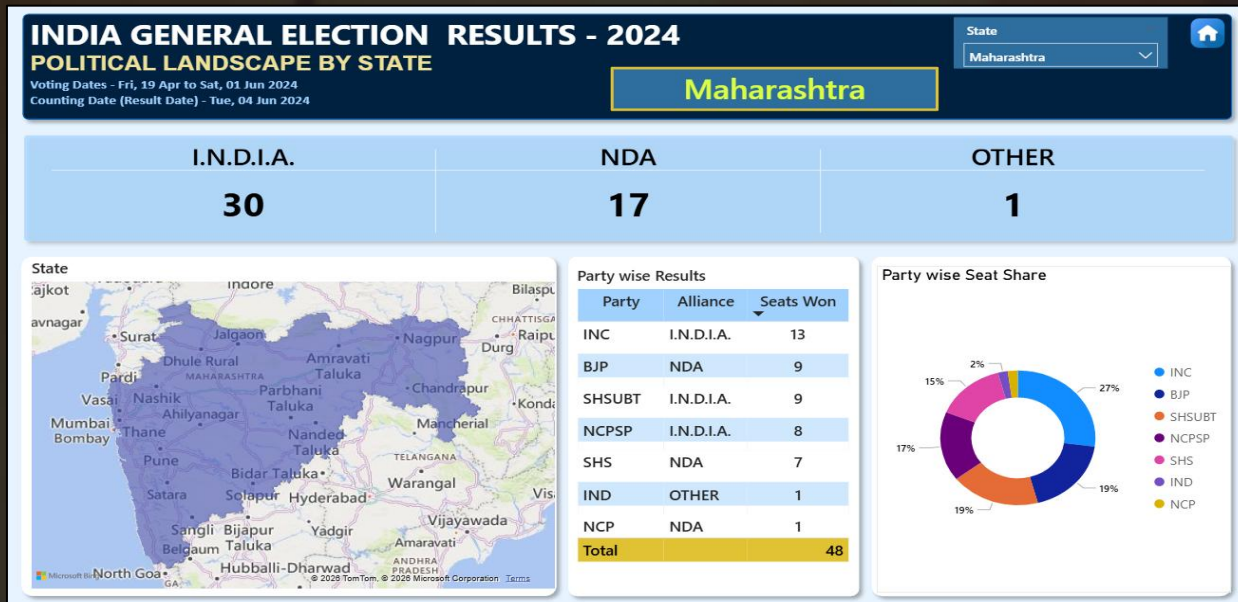
### 3. State-Level Trends

Analysis by state reveals clear geographic patterns.

**NDA dominated many central and western states:** for example, Gujarat (25 of 26 seats to NDA) and Madhya Pradesh (29 of 29) were swept by NDA candidates. Bihar returned 30 NDA MPs vs 9 INDIA, and Uttar Pradesh - traditionally a BJP stronghold - split more evenly (36 NDA vs 43 INDIA).

In contrast, **I.N.D.I.A. performed strongly in the East and South.** West Bengal awarded 30 of 42 seats to INDIA parties (Trinamool and allies), Tamil Nadu gave all 39 seats to INDIA (DMK, Congress, etc.), and Kerala nearly all seats (19 of 20). In Maharashtra (48 seats), INDIA coalition won 30 while NDA took 17; Congress was largest (13 seats), with SHS (UBT) and NCP (SP) also contributing. Notably, Punjab and Andhra were swept by INDIA allies (Punjab: 10/13 INDIA seats; Andhra: TDP+others 21/25).

**Other key results:** Haryana was evenly split (5 NDA, 5 INDIA), Rajasthan leaned NDA (14 vs 11), and Telangana was tied (8 each plus 1 other). **Summary of select state outcomes:** NDA clean-sweeps (e.g. Gujarat, MP), tight races (Haryana 5–5), and INDIA strongholds (Tamil Nadu 39-0, Kerala 19-1, West Bengal 30-12) illustrate the varied political landscape.

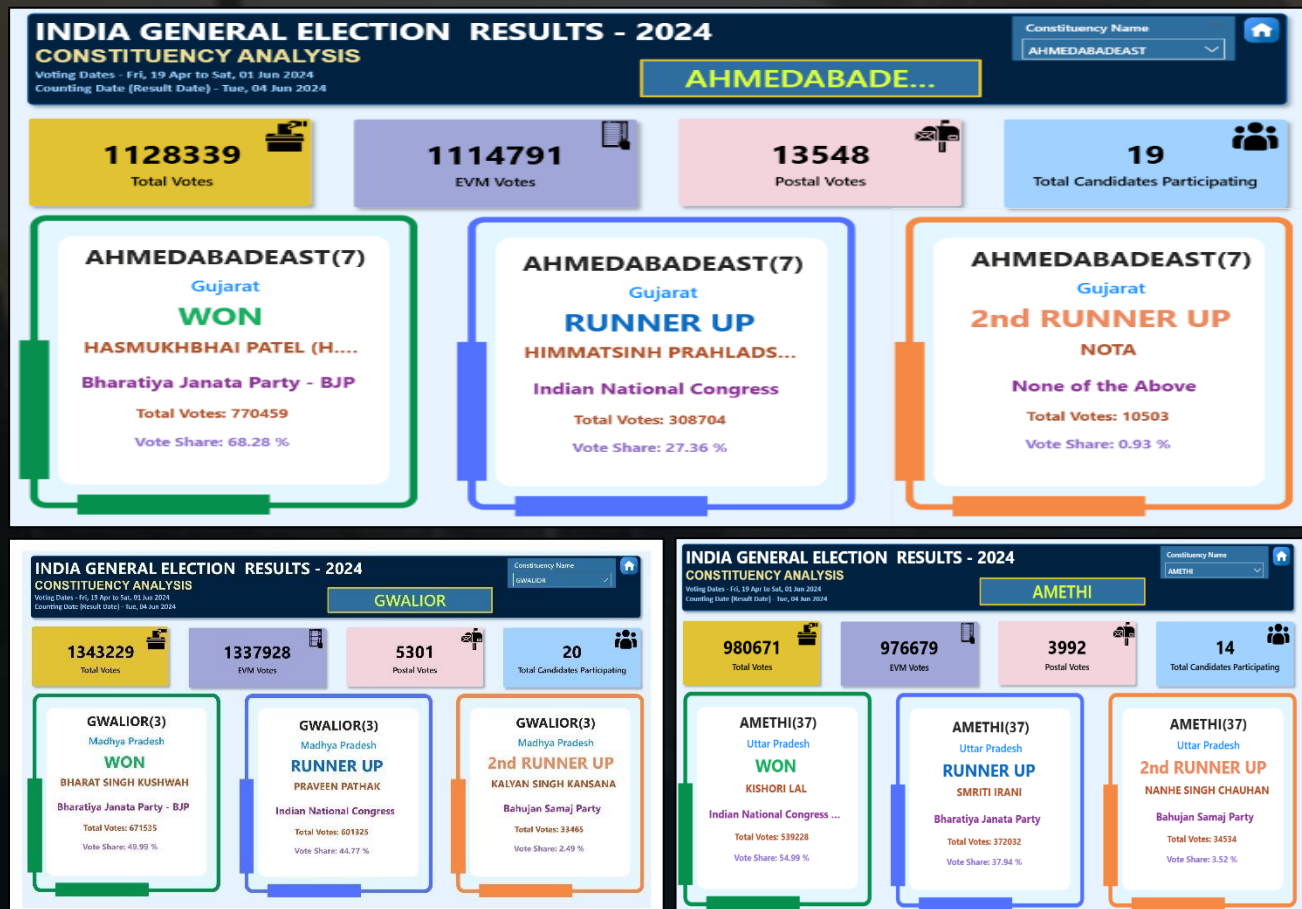




## 4. Constituency-Level Insights

Drilling into individual races highlights electoral dynamics. In Gwalior (Madhya Pradesh), BJP's Bharat Singh Kushwah won narrowly with 671,535 votes (49.99%) against Congress's Praveen Pathak at 601,325 (44.77%) - a margin of ~70K votes. This was one of the closer contests. By contrast, some BJP candidates won by **huge margins**: e.g. Ahmedabad East (GUJ) had a margin of **461,755 votes**, and Ajmer (RJ) by 329,991. The details grid shows many such wide victories (often in rural or BJP-strong areas) alongside tight battles in swing regions. For instance, Anandpur Sahib (Punjab) was decided by only **10,846 votes**. Overall, NDA candidates tended to win comfortably in their strongholds, while INDIA candidates won marginally in competitive seats.

- **High-Margin Wins:** Examples include BJP wins by 200K+ votes in Amethi (167K), Ambala (49K), and urban Gujarati constituencies.
- **Close Races:** Several seats had margins under ~20K, indicating battleground regions. Detailed tabulation helps identify these; these seats could be decisive in future elections if campaigns shift slightly.



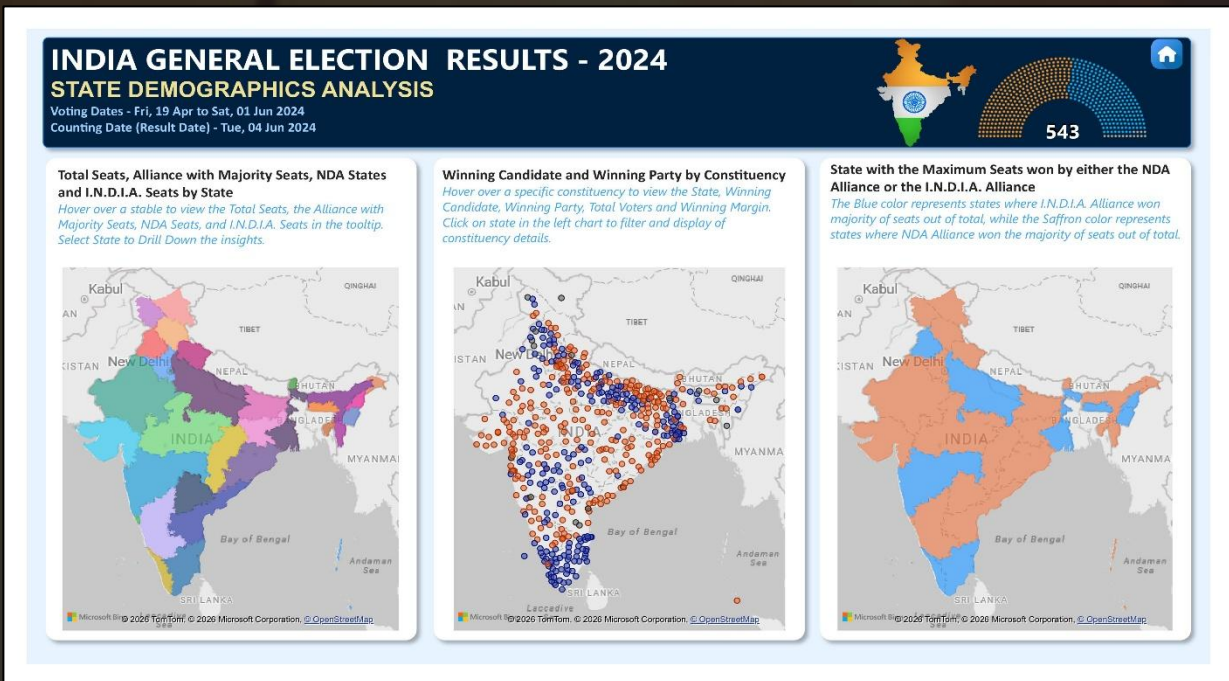
## 5. Voter Turnout & Demographics

Voter engagement remained robust. Overall turnout was **66.10%**, a slight dip (~1.3pp) from 2019. About **642 million** votes were cast, with women contributing a record **312 million** ballots. These figures underline the scale of the election (largest in history) and suggest broad electoral participation. Demographically, the data (and map dashboards) could highlight age or urban/rural splits if available; notably, high turnout in states like West Bengal and Kerala may have helped INDIA parties, while NDA's successes in rural heartlands reflect entrenched support there.

### Key Observations & Trends

- **NDA Maintains Majority Amid Gains by Opposition:** The NDA coalition comfortably cleared the 272-seat mark, but BJP itself lost seats (down from 303 to 240). This shows BJP's alone strength weakened, even as it remained the largest single party. Meanwhile, INDIA coalition's **234 seats** (Congress 99) means the opposition significantly outperformed pre-poll expectations. The seat change (BJP -63, INC +47) highlights this shift.
- **Regional Party Influence:** Many seats were decided by regional allies. For example, TDP's 16 seats in Andhra Pradesh and JD(U)'s 12 in Bihar (both NDA allies) were crucial. On the INDIA side, DMK's 22 seats (almost all Tamil Nadu) and Trinamool's 29 (all West Bengal) carried those states. These dynamics suggest that national outcomes hinged on local factors and coalition arithmetic.
- **Swing States:** States like Uttar Pradesh and Maharashtra (with combined 128 seats) swung away from traditional patterns. UP saw INDIA edges (43 vs 36), while Maharashtra favored INDIA (30 vs 17). In contrast, BJP-held bastions like Madhya Pradesh remained unanimous (29-0). The mixed results imply voters evaluated national vs local issues differently across regions.

- **Turnout Impact:** Regions with higher turnout tended to favor INDIA gains (e.g. Kerala, WB); NDA maintained dominance in states with stable or lower turnout (e.g. Gujarat, MP). The record women turnout suggests gender engagement is growing, a factor both coalitions will consider for future campaigns.



## 6. Strategic Recommendations

Based on the data, the following strategic insights emerge:

- **For the NDA (BJP-led) camp:** Consolidate alliances and focus on swing regions. The data show narrow losses in key states (e.g. UP and Maharashtra). Targeted campaigns in such high-stakes constituencies – especially where past victory margins were small – could flip seats next time. The BJP should also reassess outreach in states where it lost ground (e.g. Tamil Nadu, Kerala). Finally, leveraging the strengths of regional partners (TDP, JD(U), SHS, etc.) will be critical to shore up the coalition's diverse voter bases.
- **For the INDIA alliance:** Build on momentum in strong regions and bridge gaps elsewhere. The gains in the South and East indicate effective coalition messaging;

continuing partnerships with local parties (DMK, TMC, AAP, etc.) can extend this success. In states like Uttar Pradesh and Bihar, where results were mixed, INDIA should analyze tight contests and invest resources accordingly. Maintaining high turnout (especially among young and women voters) as reflected in the data could be a winning strategy.

- **Data-Driven Campaigning:** Parties should use granular data (constituency margins, turnout patterns, demographic charts) to inform messaging and resource allocation. For example, the close result in Anandpur Sahib signals the value of concentrating on even seemingly small constituencies. Overall, the rich dashboard analysis underscores that future elections will be decided not just by broad alliances but by tactical contests at the ground level.

## References

Data is drawn from the provided Power BI election analysis (by Sagar Sharma) and official election records.

**\*\*End of the Report\*\***