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Your Music, Your Pace: Spotify Launches Running Mode in India, Turning Every Run Into a Soundtrack Made for You



CHENNAI – 26 Nov, 2026 Sometimes the difference between a good run and a great one is the right song at the right moment. Starting today, Spotify is bringing Running Mode to Premium Standard and Platinum users in India, a personalised running experience that turns your music into guided runs shaped around your goals, your taste and your pace.

Whether it's an early-morning jog, a weekend long run or a brisk evening walk after work, Running Mode means less time searching for the right playlist and more time moving.

Built around the way you run

Since launching in July, millions of listeners have embraced Running Mode, using music to power everything from quick weekday runs to weekend workouts. India is one of 11 new markets where the experience is now rolling out, more than doubling its global footprint.

Around the world, runners are already making it their own:

Every runner has their own rhythm: From hip-hop and house to classical and everything in between, nearly one in three Running Mode sessions features a customised playlist.

Going the distance: More than a quarter of sessions last 30 minutes or longer.

Tuesday motivation: Tuesday is the most popular day for Running Mode, with listening peaking between 5 pm and 7 pm.

How to find your rhythm

To find Running Mode, head to the Fitness Hub in the Spotify app, or simply search for "Running Mode" to go straight to its Browse Hub.

Choose from curated running presets spanning different workout styles and genres

Make it your own by setting your workout type (interval, steady, pyramid and more), duration, preferred music, tempo matching and optional audio guidance

Press play, and Spotify will guide your run with music that moves with you, matching beats to your chosen tempo and flowing seamlessly from track to track

A coach in your corner

Need a little extra encouragement? Running Mode includes optional audio cues in English, like a supportive friend running alongside you, offering timely motivation without getting in the way of your music. It's designed to make your listening experience better, and works alongside the fitness content you already love on Spotify, from creator-led workouts to fitness podcasts.

The next step in personalised fitness

Spotify has long been the go-to place for finding the perfect soundtrack for every moment, and fitness is one of the fastest-growing ways people use it. Running Mode is the next step, bringing together personalised music, beat matching and audio guidance so every run feels more energising and more uniquely yours. This is just the beginning, with more workout types and personalisation to come over time.

Shipra Srivastava, Head of Marketing, Spotify India, said, "Running has become one of the fastest-growing parts of India's fitness culture. On Spotify, running-related searches are up 56% YoY, while the number of listeners tuning into running playlists has risen 67%* YoY. More people are lacing up and making running part of their everyday lives, and music is right there with them. With Running Mode, we're giving every runner a soundtrack built just for them, personalized to their taste and matched to their pace, so the music keeps them moving from the first stride to the last. Whether it's a quick jog or a long run, listeners can focus on the road ahead while Spotify takes care of the rest."

Ready to try it? Lace up and tap into Running Mode, rolling out to Spotify Premium Standard and Platinum users in India on iOS and Android starting today.