

Hashtag Master List (200+ Hashtags)

Use 5-15 hashtags per post. Mix large (1M+), medium (100K-1M), and small (under 100K) for best reach.

RETAIL & SHOPPING (General)

â€ Large: #shopping #shoplocal #retail #onlineshopping #buy

â€ Medium: #shopowner #smallshop #retailstore #shopnow #newstock

â€ Small: #localshop #shopsmall #supportlocal #retailbusiness

FOOD & RESTAURANT

â€ Large: #food #foodie #restaurant #instafood #foodphotography

â€ Medium: #foodbusiness #restaurantlife #homemade #dailyspecial #foodlover

â€ Small: #localrestaurant #homecook #foodentrepreneur #streetfood

TRAVEL & TOURISM

â€ Large: #travel #wanderlust #travelgram #vacation #explore

â€ Medium: #travelagent #tourpackage #holidayplanning #traveltips #travelindia

â€ Small: #travelagency #touroperator #booktravel #customtours

BEAUTY & SALON

â€ Large: #beauty #salon #makeup #hair #nails

â€ Medium: #beautysalon #hairsalon #salonlife #makeuplook #beautytips

â€ Small: #localsalon #hairstylist #salonowner #beautycare

SMALL BUSINESS & ENTREPRENEUR

â€ Large: #smallbusiness #entrepreneur #business #startup #motivation

â€ Medium: #smallbusinessowner #shopsmall #businessowner #businesstips #hustle

â€ Small: #smallbiz #businessgrowth #shoplocalbusiness #solopreneur

INDIA-SPECIFIC

â€ Medium: #india #indianbusiness #indiabusiness #supportindia #madeinindia

â€ Small: #indiashop #indianentrepreneur #bharatbusiness #desibusiness

HOW TO USE HASHTAGS

[] Use 5-15 hashtags per Instagram post (not more)

[] Always include 2-3 location hashtags: #Chennai #Coimbatore #Tamil etc.

Hashtag Master List (200+ Hashtags)

- [] Mix large (1 or 2), medium (4-5), and small (4-6) hashtags
- [] Avoid banned hashtags â search a hashtag and check if content is visible
- [] Change your hashtag set regularly â do not use the exact same set every post
- [] Create one branded hashtag specific to your business and use it on every post