

CIO INSIGHTS

Leading Technology
Trends 2024 - 25

Contents

Sectors

■ Automotive & Auto Ancillary Industry	07
■ BFSI & Fintech	09
■ Consumer Products	11
■ Industrial Manufacturing	13
■ IT/ IT Enabled Services	15
■ Oil, Chemical, Energy & Utilities	17
■ Healthcare and Life Science	19
■ Real Estate & Infrastructure	21
■ Services	23

Solutions

■ Cloud Computing	26
■ Cyber Security & Privacy	28
■ Data Analytics & Business Insights	30
■ Emerging Technologies	32
■ IT & Digital Transformation	34

Foreword



Mr. Vijay K. Thadani

Chairman of the Jury, CIO Awards &
Co-Chairman of CII Centre for Digital Transformation (CDT)
Vice Chairman and Managing Director – NIIT Ltd.

The rise of Artificial Intelligence has exposed vulnerabilities in businesses, with some rapidly adopting digital-first strategies while others struggled to adapt. Meanwhile, advancements in IoT, Cybersecurity, Privacy, Blockchain, Metaverse, Big Data Analytics, and 5G continue to shape India's journey toward a \$5 trillion economy.

As we analysed digital transformation across industries—from traditional to emerging sectors—we observed diverse and innovative uses of technology, sometimes uniquely applied within the same sector. Recognizing these achievements and the leaders behind them became imperative.

The CII Centre for Digital Transformation (CDT) has long championed business excellence, innovation, and growth. Today, we honour those who have not just adapted to the digital revolution but have led it with vision and commitment. To celebrate their contributions, we established the CIO Excellence Awards, ensuring a rigorous and objective evaluation process in collaboration with our Technical Partner, Protiviti, a global consulting firm.

Each application underwent a thorough review by subject matter experts, followed by shortlisting by the steering committee and a final assessment by a distinguished jury, including:

Dr. Gulshan Rai
Former National
Cybersecurity Coordinator,
Director General CERT-In

Dr. Kiran Karnik
Author, Columnist,
Former President,
NASSCOM

Sunil Chandiramani
Chairman, Sapphire
Foods; Founder & CEO,
NYKA Advisory Services

Their deep expertise was invaluable in assessing and selecting winners, often facing tough decisions due to the high calibre of entries. Their insights and commitment ensured a fair and well-deserved recognition process.

This edition of CIO Insights captures key technology trends and perspectives shared by the CIO community during the awards program, summarized by Protiviti SMEs.

As we celebrate these Champions of Change, let us reflect on what truly sets these digital leaders apart.

I extend my gratitude to all stakeholders for shaping this initiative and believe it will inspire even greater participation in the future.

CII - CIO Excellence Awards 2024



Dr. Gulshan Rai

Former National Cybersecurity Coordinator - PMO and Director General - CERT-in



This year's CIO award nominees showcase the critical role of cybersecurity innovation in driving business success. It's inspiring to see how these leaders are proactively addressing evolving threats and building resilient digital ecosystems. I'm glad to be a part of recognizing their forward-thinking approaches.



Dr. Kiran Karnik

Former President - NASSCOM
Founder Director - ISRO's Development and Educational Communicational Unit



The CIO Awards continue to showcase the driving force behind technological advancement. This year's nominees demonstrate not just an understanding of today's challenges, but a vision for the future. It is inspiring to witness the innovative solutions being developed and the leadership that's shaping the next generation of technology.



Mr. Sunil Chandiramani

Chairman - Sapphire Foods
Founder & CEO at NYKA, Advisory Services



The CIOs we have recognized this year aren't just navigating the digital transformation; they are driving it. Their vision and strategic foresight are shaping the future of business, and it is incredibly inspiring to witness the impact of their leadership. These awards celebrate not just past achievements, but the potential they unlock for tomorrow.

Publication Overview



Mr. Sandeep Gupta

Managing Director

Technology & Digital

Protiviti Member Firm for India

In an era of unprecedented technological disruption, businesses are reimagining their models to stay ahead in a rapidly evolving landscape. At the forefront of this transformation, CIOs are driving innovation, leveraging digital tools to accelerate growth, enhance customer engagement, and optimize operations.

This year's publication, enriched by the insights of CIO Excellence Awards participants, delves into the profound impact of technology across industries. From cloud adoption and AI-driven automation to advancements in generative AI, edge computing, quantum computing, and cybersecurity, CIOs are spearheading modernization efforts that strengthen competitiveness in the global marketplace.

As organizations navigate this digital revolution, the expertise and leadership of CIOs remain invaluable. We extend our deepest gratitude to the CIOs whose contributions have shaped this publication, providing critical insights to guide businesses through the complexities and opportunities of the modern technological era.

Sectors



Automotive & Auto Ancillary Industry

INTRODUCTION

The automotive and auto ancillary industry in 2024 is transforming rapidly with advancements in connected mobility, EVs, and autonomous technologies. While ICE (Internal Combustion Engines) vehicles still dominate the market, OEMs plan to invest \$500B in EV facilities by 2030, reinforcing sustainability goals¹. To stay competitive, companies must leverage digital transformation, AI, and cybersecurity to drive operational efficiencies and innovation in a rapidly evolving automotive landscape.

V2X communication and 5G-enabled smart cars are enhancing real-time vehicle interactions, improving safety, traffic flow, and fleet management while AI-driven predictive maintenance and IoT sensors are optimizing manufacturing, EV performance, and cybersecurity, ensuring seamless operations. The Asia-Pacific leads market growth, with rising four-wheeler adoption and HEV growth projected at 20–25% (2024–25)².

KEY TRENDS

Telematics and Connected Vehicles

Telematics and connected vehicle technologies are revolutionizing the automotive industry by enabling real-time communication between vehicles, infrastructure, and external platforms. These systems collect data from sensors embedded in vehicles, such as performance metrics, fuel efficiency, and maintenance alerts, providing valuable insights for proactive management. Fleet operators benefit from optimized routes, reduced downtime, and improved maintenance, leading to cost savings and enhanced operational efficiency. Telematics systems improve safety by monitoring driving behavior and providing alerts on harsh braking, speeding, and other critical driving habits.

Vehicle-to-Everything (V2X) communication

V2X allows interaction with infrastructure like traffic lights and charging stations to improve traffic flow and safety. The integration of this technology is paving the way for autonomous vehicles, where data-driven decisions can be made in real-time. However, as reliance on connected vehicles grows, ensuring robust cybersecurity measures to protect sensitive data becomes essential. Overall, telematics is enhancing the driving experience, improving operational efficiencies, and laying the foundation for the future of autonomous, connected mobility.

Cybersecurity for Smart Vehicles

As vehicles become more connected and autonomous, cybersecurity has become a critical concern. The rise of advanced technologies such as IoT, AI, and 5G increases the potential for cyber threats, making vehicles vulnerable to attacks. Protecting sensitive vehicle data, ensuring user privacy, and securing communication between vehicles and infrastructure are paramount. A key trend in addressing these challenges is the adoption of **real-time threat detection systems**, such as Managed Detection and Response (MDR) solutions, which enable organizations to quickly identify and respond to security risks. Compliance with **global cybersecurity standards** and certifications further strengthens security measures.

AI and machine learning are increasingly utilized for continuous monitoring, enabling the detection of anomalies and potential threats before they escalate. Additionally, the use of **end-to-end encryption and secure over-the-air updates** is becoming essential in maintaining the integrity and safety of connected vehicle systems, ensuring consumer trust in the evolving automotive landscape.

Source:

1. marketsandmarkets.com, *Global Automotive Outlook – 2025*, <https://www.marketsandmarkets.com/Market-Reports/global-automotive-industry-outlook-77960341.html>
2. S&P Global, *Automotive Suppliers Outlook for 2025: Trends and Challenges* | S&P Global, <https://www.spglobal.com/mobility/en/research-analysis/automotive-suppliers-outlook-2025-trends-and-challenges.html>

Automotive & Auto Ancillary Industry

AI & Robotics in Production Lines

The integration of AI-powered solutions, such as predictive maintenance and data analytics in manufacturing operations, has helped improve operational efficiency, quality control, and predictive capabilities. The Digital Performance Management (DPM) system with real-time monitoring of equipment performance exemplifies how AI and robotics optimize the production process, reduce downtime, and enhance resource utilization. GenAI based assistants along the production line with ensure quick resolution and production line efficiency improvement. In the electric vehicle sector, AI will support in the areas of fleet performance, network optimisation, predictive maintenance help reduce operational costs and downtime.

CONCLUSION

The future of transportation is being shaped by technological advances in the Indian and international automotive sectors. The industry is changing dramatically, from the emergence of connected cars and self-driving systems to the incorporation of AI, 5G, and new manufacturing technology. The way we interact with, and experience automobiles is being completely transformed by innovations such as Vehicle-to-Everything (V2X) connectivity, AI-powered production lines, and the implementation of cybersecurity measures for smart vehicles. With the advent of GenAI, automotive will benefit tremendously by providing quick suggestions to workers on issues along with production line, increasing much needed research efficiency in R&D function, providing real-time support via combination of Edge Computing & 5G to customers/ drivers.

Furthermore, sustainability, efficiency, and safety are being improved by the increased emphasis on electric vehicles and the use of AI and IoT to optimize production processes. The combination of these technologies has the potential to completely revolutionize the automotive industry in the future by providing innovative chances for customer satisfaction, operational effectiveness, and mobility while maintaining strong data security.

BFSI & Fintech

INTRODUCTION

The BFSI and Fintech sectors are pivotal contributors to the global economy, accounting for over 20% of global GDP as per World Bank data. In India, these sectors are driving transformative growth in the country and contributing heavily to the national GDP, while fintech sector, on its own, is poised to reach a market size of \$150 billion by 2025 (Invest India)¹. As 2025 unfolds, the sectors are set to undergo transformative growth, with an anticipated market expansion at a CAGR of 11.7% between 2023 and 2028². Digital transformation continues to reshape the landscape, emphasizing advancements such as decentralized finance (DeFi) and AI-powered wealth management. India's digital payment dominance—led by UPI, which processed over 100 billion transactions in 2023 along with the Digital India initiative and Aadhaar-enabled infrastructure have accelerated financial inclusion, bringing 500 million+ Indians into the formal banking system via PMJDY³.

India continues to have a unique advantage of a vast and frugally penetrated local market combined with a fast-evolving BFSI and Fintech sector that rapidly adopts technology to drive inclusive growth. Indian Financial Institutions are leveraging advanced technologies like AI and machine learning for fraud detection, compliance, and risk management. However, this growth opportunity is not without challenges, as increasing competition, operational inefficiencies, and regulatory pressures create hurdles for organizations striving to stay ahead in this dynamic environment.

KEY TRENDS

AI-Powered Wealth Management

India's retail investment boom has been fueled by platforms that have democratized availability financial services, including wealth management.

AI is transforming wealth management by offering personalized financial solutions and investment strategies tailored to individual needs. Tools like AI-driven analytics and machine learning models help provide real-time, customized financial advice and services to enhance user experience and customer retention.

AI & Machine Learning for Fraud Detection

Advanced fraud detection systems powered by AI and machine learning are being implemented to reduce security risks and enhance trust. Rising incidents such as UPI frauds are pushing Financial Institutions to use tools and technologies such as behavior biometrics and AI-based fraud detection models to identify and prevent fraudulent activities. AI-based systems like behavior biometrics and facial recognition for KYC are being adopted to reduce fraud while improving user experience.

Zero Trust Security Models

The integration of Zero Trust security models is becoming

a core part of securing digital platforms, ensuring that only managed and compliant devices can access internal networks. Financial institutions have adopted Zero Trust models, along with other next-gen tools like CASB, to prevent unauthorized access to sensitive data.

Continuous monitoring and risk assessments are critical in these models to ensure that third-party vulnerabilities do not affect organizational security.

DeFi Growth

Legacy core banking systems are undergoing significant modernization with cloud-native architectures and composable banking solutions. DeFi (Decentralized Finance) continues to evolve as financial institutions shift to blockchain, multi-cloud and hybrid strategies to streamline banking services and improve scalability and cost efficiencies. The rise of decentralized applications in lending, payments, and asset management is pushing traditional financial institutions to adopt more agile, decentralized solutions. Several financial institutions are expanding their digital offerings to include blockchain-based systems, enhancing transparency and security in financial transactions. Initiatives such as, RBI's pilot for a digital rupee (e₹) aims to merge blockchain efficiency with regulatory oversight, potentially revolutionizing wholesale banking.

Source:

1. Invest India, *Driving Financial Innovation: The Role of FDI in India's FinTech Sector*, <https://www.investindia.gov.in/blogs/fdi-fintech?>
2. Nasscom, *BFSI Industry in 2024: Overview, Challenges and Recent Trends* | [nasscom | The Official Community of Indian IT Industry, https://community.nasscom.in/communities/bfsi/bfsi-industry-2024-overview-challenges-and-recent-trends](https://community.nasscom.in/communities/bfsi/bfsi-industry-2024-overview-challenges-and-recent-trends)
3. Linear loop, *Fintech Growth in India: Future Trends and Software Demand*, <https://www.linearloop.io/blog/future-of-fintech-in-india>

BFSI & Fintech

Smart Contracts in BFSI

Smart contracts are being utilized to automate processes in various financial services, including lending, insurance, and asset management. The use of blockchain and smart contracts reduces transaction times, eliminates intermediaries, and ensures secure, transparent agreements. Innovations in smart contracts are allowing faster more efficient customer onboarding and compliance processes in the banking and finance sectors. Evolutionary measures such as the Account Aggregator framework enables secure data sharing, boosting credit access for MSMEs.

Tokenization of Assets

Tokenization is gaining traction as financial institutions explore ways to digitize real-world assets like real estate, commodities, and shares. Banks are leveraging blockchain technology to tokenize assets, providing more accessible, liquid, and secure investment options. This trend enables fractional ownership and global market access, revolutionizing how assets are purchased, sold, and traded in financial markets.

AI in Compliance & Risk Management

AI is transforming compliance and risk management by enabling proactive decision-making and real-time regulatory adherence. Financial institutions are leveraging **RegTech solutions** powered by AI and blockchain to automate reporting, monitor compliance, and streamline

regulatory processes. This shift not only reduces manual efforts but also enhances **operational efficiency**, speeds up audits, and improves risk monitoring. Additionally, banks that embrace compliance-driven innovation gain a **strategic advantage** by building trust with customers and investors while staying ahead of evolving regulations like **ISO 20022 and AI governance rules**. As the regulatory landscape grows more complex, AI-driven compliance is becoming a necessity rather than a choice.

Sustainable & Ethical Finance Gains Momentum

Sustainability has transitioned from a mere compliance requirement to a critical business imperative. Financial institutions are embedding **ESG (Environmental, Social, and Governance)** principles into their core strategies, responding to both regulatory mandates and growing investor expectations. Forward-thinking banks are seizing sustainability as a new **revenue stream and customer engagement tool**. They are differentiating themselves by offering sustainable investment products, such as **ESG-linked funds and impact bonds**, while providing **green loans and sustainability-linked credit** lines to corporates and SMEs. In addition, banks are collaborating with fintech startups to develop innovative **carbon tracking** and **ESG analytics** solutions, further enhancing their commitment to sustainability. By leveraging **blockchain** technology, they are ensuring transparent and credible **ESG reporting**, reinforcing trust and regulatory compliance.

CONCLUSION

Sustainability has transitioned from a mere compliance requirement to a critical business imperative. Financial institutions are embedding ESG (Environmental, Social, and Governance) principles into their core strategies, responding to both regulatory mandates and growing investor expectations. Forward-thinking banks are seizing sustainability as a new revenue stream and customer engagement tool. They are differentiating themselves by offering sustainable investment products, such as ESG-linked funds and impact bonds, while providing green loans and sustainability-linked credit lines to corporates and SMEs. In addition, banks are collaborating with fintech startups to develop innovative carbon tracking and ESG analytics solutions, further enhancing their commitment to sustainability. By leveraging blockchain technology, they are ensuring transparent and credible ESG reporting, reinforcing trust and regulatory compliance.

Consumer Products

INTRODUCTION

The consumer products sector is undergoing a transformation driven by technology, sustainability, and evolving consumer expectations. The market is projected to expand by USD 1,476.3 billion at a CAGR of 4.9% between 2024 and 2029, fueled by e-commerce growth, data-driven personalization, and sustainable innovations¹. The convergence of data analytics, artificial intelligence (AI), the Internet of Things (IoT), and automation is not only driving operational efficiencies but also enhancing the consumer experience. From predictive analytics to AI-driven personalization, businesses are increasingly leveraging technology to stay competitive in an ever-changing market. AI-powered predictive analytics and real-time demand forecasting are helping brands stay ahead of shifting consumer preferences, while connected packaging and smart labels enhance transparency and quality control.

KEY TRENDS

Predictive Analytics for Consumer Trends

The FMCG sector is increasingly turning to predictive analytics to understand consumer behavior and forecast future trends. By analyzing data from various sources, such as past purchasing patterns, market conditions, and even weather patterns, companies are able to predict shifts in consumer demand. This allows businesses to tailor their marketing strategies and product offerings to meet evolving customer expectations.

Direct-to-Consumer (DTC) Acceleration

The DTC model continues to thrive, powered by robust e-commerce platforms, AI-driven logistics, and automated fulfillment. Real-time demand forecasting has become a crucial tool for managing inventory and optimizing the supply chain in the FMCG sector. Advanced algorithms and machine learning models now enable businesses to forecast demand in real-time, considering factors like consumer preferences, market trends, and external events. This capability allows companies to reduce stockouts, minimize overstocking, and improve overall inventory management, ensuring that products are available when and where they are needed. Brands are leveraging first-party data to refine their product offerings, improve customer engagement, and drive higher retention rates.

Blockchain for Transparency & Traceability

Consumer demand for ethical sourcing and product authenticity has propelled the adoption of blockchain in supply chains. Brands are now using decentralized ledgers to provide real-time traceability of raw materials, ensuring compliance with sustainability standards and improving consumer trust.

AI-Powered Smart Manufacturing

AI and IoT-powered manufacturing solutions are driving efficiencies across production lines. The implementation of connected packaging using technologies like NFC (Near Field Communication) and RFID (Radio Frequency Identification) is becoming more prevalent in the FMCG sector. Connected packaging allows consumers to access detailed product information via their smartphones, including details about the product's origin, quality, and authenticity. Smart factories are also leveraging real-time data analytics, predictive maintenance, and automation to reduce costs, enhance productivity, and minimize downtime. These technologies enable real-time tracking and authentication of products throughout the supply chain, improving transparency and consumer trust.

Source:

1. Technavio.com, *Consumer Packaged Goods (CPG) Market Growth Analysis - Size and Forecast 2025-2029*, <https://www.technavio.com/report/consumer-packaged-goods-cpg-market-industry-analysis#:~:text=Consumer%20Packaged%20Goods%20%28CPG%29%20Market%20size%20is%20estimate%20with%20the%20largest%20market%20size>.

Consumer Products

Carbon Neutral & Net-Zero Initiatives

The push for sustainability is a key driver in the FMCG sector, with many businesses striving to meet carbon-neutral and net-zero goals. Technology plays a critical role in helping companies monitor and reduce their carbon footprints, whether by optimizing production processes, reducing energy consumption, or adopting sustainable sourcing practices. The integration of AI and IoT technologies in supply chain and production systems is helping businesses identify inefficiencies and implement solutions to minimize environmental impact. Additionally, the adoption of renewable energy sources and carbon offset programs is helping businesses align with global sustainability goals.

Augmented Reality (AR) for Product Try-Ons

Augmented reality (AR) technology is transforming how consumers interact with products, particularly in industries like cosmetics and fashion. AR allows consumers to virtually try products before purchasing, providing a more interactive and engaging experience. In the FMCG sector, AR is being used for product visualization and virtual try-ons, enabling consumers to see how products will look or function in real-time before making a purchase decision. This technology not only enhances the customer experience but also drives higher conversion rates and customer satisfaction.

CONCLUSION

The consumer products industry is at the intersection of technological advancements and sustainability-driven innovation. AI, IoT, and blockchain are enhancing efficiency, predictive analytics is refining demand forecasting, and AR is transforming consumer engagement. The push for carbon neutrality is shaping supply chains, while connected packaging and smart sensors ensure product authenticity and quality. To remain competitive, companies must leverage digital tools for personalization, transparency, and operational excellence. As these technologies continue to evolve, they will play a crucial role in shaping the future of the FMCG sector, enabling businesses to stay competitive, meet consumer expectations, and drive long-term growth.

Industrial Manufacturing

INTRODUCTION

The global industrial manufacturing sector is undergoing a technology-driven revolution, with the market projected to grow from USD 14.16 trillion in 2024 to USD 20.76 trillion by 2031, at a CAGR of 4.9%¹. As the manufacturing sector continues its evolution towards Industry 4.0, Digital transformation, driven by cutting-edge technologies like IoT, AI, machine learning, and robotics, is fundamentally changing how manufacturing processes operate. Technologies like predictive analytics and real-time process simulation enable proactive maintenance and agile production. Amidst challenges like workforce development and supply chain resilience, success will hinge on embracing innovation, improving operational performance, and creating smarter, more sustainable manufacturing ecosystems.

KEY TRENDS

IoT-Enabled Manufacturing

The integration of IoT technology into manufacturing processes is central to the success of Industry 4.0. Through real-time data capture across factory floors, IoT-enabled systems provide transparency, operational visibility, and enhanced decision-making capabilities. The adoption of IoT in factories has empowered manufacturers to streamline their operations and create a more responsive and dynamic production environment.

Cloud-Based Industrial Automation

Cloud technology is revolutionizing industrial automation by enabling the remote management and monitoring of manufacturing operations. By leveraging cloud-based ERP and Manufacturing Execution Systems (MES), manufacturers can achieve greater scalability, streamline operations, and enhance real-time decision-making. Intelligent ERP solutions like SAP S/4HANA, integrated with AI and analytics, are driving business performance improvements through a modular and flexible architecture. This shift to cloud-based automation not only reduces hardware costs but also enhances supply chain collaboration and operational efficiency, ensuring seamless production management from anywhere in the world.

AI-Driven Production Optimization

Artificial intelligence (AI) is being utilized to drive production optimization by predicting potential bottlenecks, enhancing product quality, and ensuring optimal resource allocation. AI-driven systems can also

adjust production schedules in real-time based on demand fluctuations, ensuring that resources are used as efficiently as possible.

Cobots (Collaborative Robots) Integration

Cobots, or collaborative robots, are designed to work alongside human operators on the factory floor, assisting with tasks that require precision and dexterity. The integration of cobots into manufacturing environments has led to improved productivity, reduced human error, and enhanced worker safety. These robots can handle repetitive tasks, allowing human workers to focus on more complex activities, ultimately improving overall efficiency and production capacity.

Autonomous Mobile Robots (AMRs)

Autonomous Mobile Robots (AMRs) are gaining traction in the manufacturing sector for material handling and logistics operations. AMRs are designed to navigate factory floors, transport materials, and perform tasks independently, eliminating the need for human intervention in potentially hazardous environments. Their implementation helps reduce labor costs, improve warehouse efficiency, and accelerate the movement of goods within manufacturing plants, contributing to smoother operations and faster turnaround times.

Source:

1. StartUs Insights, *Manufacturing Industry Outlook 2025* | StartUs Insights, <https://www.startus-insights.com/innovators-guide/manufacturing-industry-outlook/#:-:text=The%202025%20Manufacturing%20Industry%20Outlook%20analyzes%20the%20global,advanced%20technologies%2C%20sustainability%20initiatives%2C%20and%20evolving%20market%20demands.>

Industrial Manufacturing

Virtual Testing & Prototyping

Virtual testing and prototyping technologies, including **digital twins**, are transforming the design and testing phases of product development. By creating virtual replicas of physical systems, manufacturers can test and refine designs in a simulated environment, reducing the need for costly physical prototypes. Complementing this, **3D printing and additive manufacturing** are enabling rapid prototyping, allowing companies to create cost-effective, functional prototypes in a shorter timeframe. Additionally, on-demand production and mass customization through 3D printing are streamlining manufacturing, while sustainable additive processes help minimize material waste. Together, these advancements accelerate product development, improve quality, and enhance manufacturing efficiency.

AI-Driven Logistics & Inventory Management

AI-powered logistics and inventory management systems are enhancing supply chain efficiency by providing real-time visibility into inventory levels and material flow. These systems use AI algorithms to predict inventory needs, optimize warehouse operations, and ensure that materials are available when needed without overstocking or understocking. This results in cost savings, improved order fulfilment, and enhanced overall supply chain resilience.

CONCLUSION

The industrial manufacturing sector is embracing transformative technologies that are reshaping production processes and driving operational efficiency. IoT-enabled systems are providing real-time insights into operations, enhancing decision-making and agility. AI-driven optimization and cloud-based automation are streamlining production, improving resource allocation, and reducing costs. The integration of cobots and AMRs is enhancing productivity and safety by supporting human workers. Sustainability remains a key focus, with manufacturers adopting circular economy practices and AI-powered logistics to reduce waste and improve resource management. As these technologies continue to evolve, manufacturers that prioritize innovation, sustainability, and adaptability will be well-equipped to navigate challenges and remain competitive in the rapidly changing landscape. The future of manufacturing is one where digital solutions and automation are at the forefront, driving smarter, more efficient, and more sustainable operations.

IT/ IT Enabled Services

INTRODUCTION

The IT and IT-enabled services market is set for robust growth, with global IT spending expected to hit \$5.61 trillion in 2025¹. The growing prevalence of IoT devices, advancements in data, cloud technologies and AI will play a significant role in accelerating IT services market expansion. As businesses move to multi-cloud and hybrid cloud strategies, they gain flexibility, scalability, and resilience while avoiding vendor lock-ins. Furthermore, AI-powered operations (AIOps) are optimizing IT management by automating routine tasks and improving system performance. Real-time data processing and edge computing enable faster decision-making, further enhancing operational efficiency. With the rise of AI integration, cloud strategies, and digital tools, the IT sector is poised for continued dynamic growth, enabling organizations to become more agile and customer centric.

KEY TRENDS

Multi-Cloud & Hybrid Cloud Strategies

As businesses increasingly move to the cloud, adopting **multi-cloud and hybrid cloud strategies** has become essential for balancing scalability and control. These strategies allow businesses to leverage multiple cloud environments, combining the benefits of public and private clouds while mitigating the risks of vendor lock-in. This flexibility allows companies to remain agile, adapt quickly to market demands, and optimize cloud costs. Moreover, integrating different cloud platforms helps businesses ensure compliance with regional data sovereignty regulations and reduces dependency on a single vendor.

Edge Computing for Real-Time Processing

Edge computing is increasingly being adopted to process data closer to its source, reducing latency and improving real-time decision-making particularly in sectors like manufacturing, healthcare, and logistics, where timely responses to data inputs are critical. This technology not only enhances operational efficiency but also reduces bandwidth usage by filtering and processing data at the edge rather than transmitting it to central data centers.

AI-Powered IT Operations (AIOps)

AI-powered IT operations, also known as **AIOps**, is an emerging trend that uses artificial intelligence and machine learning to optimize IT management. AIOps platforms can automate routine IT tasks such as log analysis, incident detection, and response, providing insights into system health and performance. By reducing manual intervention and automating common workflows, AIOps enhances efficiency, minimizes downtime, and accelerates decision-making. This technology is particularly valuable in large-scale environments where the complexity of IT systems requires real-time monitoring and quick issue resolution.

AI for Software Development

AI is playing a critical role in transforming **software development** processes. AI tools can generate code, detect bugs, and optimize software performance. For example, AI-driven tools in development pipelines can automatically identify performance bottlenecks or vulnerabilities in the code, allowing developers to focus on creative aspects of the software.

Source:

• Gartner, *Gartner Forecasts Worldwide IT Spending to Grow 9.8% in 2025*, <https://www.gartner.com/en/newsroom/press-releases/2025-01-21-gartner-forecasts-worldwide-it-spending-to-grow-9-point-8-percent-in-2025>

IT/ IT Enabled Services

Cloud-Based Data Warehousing

With the exponential growth of data, organizations are shifting toward **cloud-based data warehousing** solutions to manage and analyse data more effectively. Cloud platforms offer scalable storage and powerful analytics tools that help organizations unlock insights from their data. These solutions allow businesses to run complex queries and gain actionable insights without the need for on-premises infrastructure. They are integral in driving business intelligence initiatives, enabling organizations to optimize operations and make data-driven decisions.

Cognitive Automation

Cognitive automation, which combines **AI and RPA**, is automating complex tasks that require decision-making capabilities. By incorporating machine learning and natural language understanding, cognitive automation allows systems to learn from past actions and optimize future decision-making. This trend is being widely adopted in industries like finance and customer service, where processes often involve human judgment. For example, **automated claims processing in insurance** leverages cognitive automation to analyse claim data, assess risk, and determine payouts without human intervention.

CONCLUSION

The IT services sector is evolving rapidly, driven by innovations in cloud computing, AI, automation, and data management. As businesses continue to invest in these technologies, they will be better equipped to respond to market demands, improve decision-making, and create more sustainable, secure, and efficient IT environments. The future of IT services is closely linked to the strategic adoption of emerging technologies, which will drive business transformation, operational excellence, and sustainable growth. Organizations that successfully leverage these innovations will not only stay competitive but will also set the benchmark for future advancements in the sector.

Oil, Chemical, Energy & Utilities

INTRODUCTION

As industries in the chemical and energy sectors face increasing pressure to improve efficiency, reduce costs, and meet sustainability goals, technology has emerged as a key enabler for transformation. From AI-driven predictive maintenance to cloud-based operations, these sectors are leveraging emerging technologies to address critical business challenges. Automation, smart sensors, and real-time data processing are enhancing production capabilities while improving safety and reducing operational costs. As these sectors continue to navigate the complexities of modern challenges, the focus on technological integration and innovation remains a central theme, positioning them for growth, efficiency, and sustainability in the years ahead.

KEY TRENDS

Manufacturing Execution Systems (MES)

MES are critical in improving operational efficiency, ensuring quality control, and providing real-time data insights. MES enables seamless data flow between different platforms, providing actionable insights for decision-makers. By integrating with **Advanced Process Control (APC) and IoT**, MES systems enhance real-time monitoring, ensuring that manufacturing processes run smoothly and efficiently.

Autonomous Inspection & Maintenance

AI-powered predictive maintenance systems use machine learning algorithms to monitor the performance of equipment, predicting failures before they occur. This reduces unplanned downtime, ensuring that manufacturing operations run smoothly. Additionally, **autonomous inspection systems** using drones and sensors are improving the accuracy and speed of inspections, allowing for more frequent and efficient assessments of equipment and infrastructure.

Digital Twins in Chemical Manufacturing

The concept of **digital twins** is gaining traction in chemical manufacturing. A **digital twin** is a virtual replica of a physical asset or system, enabling real-time monitoring and optimization. By simulating the performance of chemical plants and refining processes, digital twins provide valuable insights into potential failures and inefficiencies. This technology not only improves **predictive maintenance** but also facilitates better resource management and operational planning.

Remote Asset Management

With the growing complexity of operations and distributed assets in the oil and gas industry, **remote asset management** has become essential. By integrating **IoT and cloud-based platforms**, companies can remotely monitor and manage equipment across multiple locations. **Remote monitoring systems** offer real-time visibility into the health of assets, allowing for quick responses to emerging issues. This reduces the need for on-site inspections and ensures that assets are properly maintained and utilized.

Carbon Capture & Utilization (CCU)

As the world pushes towards **sustainable practices**, **Carbon Capture and Utilization (CCU)** is becoming a focal point in the chemical and energy sectors. CCU technologies capture carbon dioxide emissions and convert them into valuable products, such as chemicals, fuels, or building materials. Hydrogen, particularly "green hydrogen" produced from renewable sources is being increasingly adopted for cleaner industrial processes, thus playing a major role in replacing natural gas or diesel. This is critical in meeting **ESG (Environmental, Social, and Governance)** goals and decarbonizing manufacturing processes. By adopting **CCU technologies**, companies are not only reducing their environmental footprint but also creating new revenue streams from captured carbon.

Oil, Chemical, Energy & Utilities

AI-Powered Reservoir Modelling

In the energy sector, **AI-powered reservoir modelling** is transforming exploration and production operations. By using machine learning algorithms and advanced analytics, companies can optimize the management of oil and gas reservoirs. These models predict reservoir behavior, identify production bottlenecks, and improve decision-making related to drilling and resource extraction. This technology significantly enhances the accuracy of forecasts and optimizes resource utilization, ensuring that energy production is both efficient and sustainable.

Electric Vehicles (EVs) and Battery Storage

The shift to electric vehicles (EVs) is driving increased electricity demand while reducing oil dependency in transportation. This transition boosts the need for **advanced energy storage solutions** to manage the intermittency of renewable energy sources. As more EVs hit the roads, companies in the energy, oil, and utilities sectors must adapt by enhancing **smart grids** and investing in **battery storage** systems to ensure reliable energy supply. Additionally, demand for materials like lithium and cobalt, essential for EV batteries and storage, is expected to rise, creating new opportunities for innovation in energy storage and infrastructure development.

XR & Virtual Training Programs

Extended Reality (XR), including **Virtual Reality (VR)** and **Augmented Reality (AR)**, is revolutionizing training programs in the chemical and energy sectors. These technologies provide immersive learning experiences that allow employees to simulate real-world scenarios without the risks associated with physical training. In high-risk environments, such as chemical plants and energy production facilities, XR training programs ensure that employees are well-prepared to handle complex machinery and emergency situations.

CONCLUSION

Technological innovations are driving transformation allowing companies to address long-standing challenges such as operational inefficiency, compliance, and sustainability. From AI-driven predictive maintenance to carbon capture and utilization, these technologies are improving process optimization, reducing costs, and enhancing operational safety. Moreover, advancements in cloud computing, edge processing, and real-time data analytics are enabling businesses to achieve operational excellence and meet the increasing demands for sustainable practices. The integration of digital twins, smart sensors, and AI-powered analytics is helping companies to not only optimize their existing operations but also set new industry standards for innovation. As the chemical and energy sectors continue to evolve, these technologies will play a critical role in shaping the future of manufacturing.

Healthcare and Lifesciences

INTRODUCTION

The healthcare and pharmaceutical sectors are undergoing a profound transformation driven by technological advancements that are enhancing patient care and operational efficiency. From AI-powered drug discovery platforms to virtual health assistants improving patient engagement, these advancements are helping streamline processes, reduce administrative burdens, and offer more personalized care. AI is at the forefront of this revolution, with the AI in drug discovery market projected to grow to approx. USD 11.93 billion by 2033¹. In parallel, the adoption of virtual health assistants is accelerating. A recent report indicates that the healthcare virtual assistants' market is projected to surpass USD 12.99 billion by 2032, growing at a CAGR of 33.24%².

KEY TRENDS

AI in Drug Discovery

AI is revolutionizing drug discovery by accelerating the process of identifying potential drug candidates. End-to-end automation of the Design-Make-Test-Analyse (DMTA) cycle has significantly sped up the drug discovery process while ensuring data integrity and full transparency. For instance, some companies are using AI to predict the binding affinity of small molecules to target proteins, significantly reducing the time and cost of early-stage drug discovery.

AI-Powered Virtual Health Assistants

Virtual Health Assistants (VHA) powered by AI are enhancing patient engagement and care delivery. These virtual assistants help patients manage their health conditions by providing real-time information, scheduling appointments, and delivering personalized health advice. They are increasingly being integrated into healthcare systems, improving patient interaction and reducing the administrative burden on medical professionals.

Telemedicine and Remote Monitoring

Telemedicine and remote monitoring technologies are becoming increasingly prevalent, allowing patients to consult with healthcare providers from the comfort of their homes. These technologies are particularly beneficial for patients with chronic conditions who require regular check-ups. For example, Teladoc Health provides virtual consultations and remote monitoring services, making healthcare more accessible and convenient.

Medical Training & Simulation

Medical training and simulation technologies, including virtual reality (VR) and augmented reality (AR), are being used to enhance the education of medical professionals. These tools provide realistic, interactive environments for learning complex medical procedures without the risk of harming patients. Simulations also allow practitioners to experience rare or complex cases, improving their readiness for real-life scenarios.

Smart Contracts in Clinical Trials

The use of **smart contracts** in clinical trials is improving transparency, efficiency, and compliance. These blockchain-based contracts automatically execute predefined actions, such as releasing funds or triggering data sharing when certain conditions are met. This reduces administrative overhead, minimizes delays, and ensures that all parties adhere to agreed-upon terms.

Predictive Analytics in Epidemiology

Predictive analytics is increasingly being used to track the spread of diseases and predict future outbreaks. By analysing historical data, weather patterns, and social behaviors, these systems can predict disease trends and identify at-risk populations. This technology has been crucial in managing public health crises like COVID-19, where real-time data analytics were used to inform government responses and allocate healthcare resources more effectively.

Source:

1. BioSpace, <https://www.biospace.com/ai-in-drug-discovery-market-size-to-expand-us-11-93-bn-by-2033>
2. S&S Insider, <https://www.snsinsider.com/reports/healthcare-virtual-assistants-market-2086>

Healthcare and Lifesciences

3D Bioprinting

3D bioprinting is an emerging technology that involves creating biological tissues and organs using 3D printing techniques. This technology has the potential to address the shortage of donor organs and revolutionize regenerative medicine. For example, few companies are developing 3D-printed human tissues for research and therapeutic applications.

CONCLUSION

The healthcare and pharmaceutical sectors are embracing a wide array of technologies to solve longstanding challenges and drive innovation. From AI in drug discovery to smart medical devices and data security solutions, these technologies are revolutionizing the way healthcare is delivered globally. As the adoption of digital solutions accelerates, these innovations are setting new standards for patient outcomes, operational agility, and regulatory compliance. By addressing critical challenges such as data security, process inefficiencies, and regulatory compliance, the healthcare and pharmaceutical sectors are well on their way to achieving a future where technology plays a central role in improving lives and driving industry-wide transformations.

Real Estate & Infrastructure

INTRODUCTION

The global smart buildings market, is projected to grow at a compound annual growth rate (CAGR) of 10.9%, reaching over USD 121.6 billion by 2026¹. This underscores the rapid adoption of innovations such as IoT-enabled smart buildings and automated property management systems to streamline operations, enhance energy efficiency, and improve the quality of living and working environments. AI is playing a crucial role in smart city planning and infrastructure optimization, while the tokenization of real estate assets is democratizing investment opportunities. As these technologies advance, they are addressing critical challenges and driving significant progress toward smarter, more efficient, and sustainable real estate development.

KEY TRENDS

IoT-Enabled Smart Spaces

The integration of **IoT technologies** into buildings is creating "smart spaces" that are more efficient, secure, and responsive to the needs of their occupants. Through sensors, automated systems, and real-time data analysis, buildings can adjust lighting, heating, ventilation, and security systems based on occupancy and environmental conditions. These innovations enhance energy efficiency and provide tenants with a more personalized and sustainable living and working environment.

Tokenization of Real Estate Assets

Tokenization allows real estate assets to be divided into digital tokens, enabling fractional ownership and lowering the barriers to investment. This innovative approach democratizes access to real estate markets, allowing investors to buy and sell portions of assets, which was previously limited to high-net-worth individuals. Tokenization also improves liquidity in real estate investments and provides more transparent and efficient transaction mechanisms.

Green Construction Technologies

Green construction technologies are crucial for reducing the environmental impact of the built environment. These technologies include **solar panels, smart windows, recycled materials, and energy-efficient designs** that reduce energy consumption and carbon emissions. Projects like the **AI-led digital twins in construction** not only help create energy-efficient buildings but also use predictive analytics to optimize building performance over time, ensuring long-term sustainability.

Augmented & Virtual Reality for Home Buyers

AR and VR technologies have revolutionized the way homebuyers experience properties. With **virtual property tours**, prospective buyers can explore homes remotely, saving time and costs associated with physical visits. These immersive experiences are enhanced by the use of **Digital Twins**, which provide a real-time, interactive 3D model of the property, allowing buyers to visualize the space, its layout, and potential renovations before making a purchase decision.

Cybersecurity for Smart Buildings

As buildings become more connected through **IoT**, ensuring robust cybersecurity measures is critical. **Smart buildings** are highly vulnerable to cyberattacks, which can compromise everything from access control to building systems. To protect these buildings, companies are deploying **advanced firewalls, intrusion detection systems, and secure data encryption**. Real estate companies are also investing in **ISO 27001-certified infosec frameworks** to ensure that tenant and operational data is protected from breaches.

Secure IoT Networks for Smart Homes

The rise of **smart homes** with interconnected devices such as **thermostats, security cameras, lighting, and appliances** has increased the need for secure **IoT networks**. **Smart home networks** must be built with robust security protocols to protect user privacy and prevent unauthorized access to sensitive data. **Blockchain and AI-driven security** solutions are increasingly being used to secure IoT devices in smart homes, ensuring that user data remains private and protected from cyber threats.

Source:

1. *Globenewswire*, <https://www.globenewswire.com/news-release/2023/07/28/2713248/0/en/Smart-Buildings-Market-Worth-121-6-billion-by-2026-Growing-At-a-CAGR-of-10-9-Report-by-MarketsandMarkets.html>

Real Estate & Infrastructure

Automated Drone Inspections

Drones are increasingly being used for **site inspections**, maintenance, and **construction monitoring**. They are particularly useful for inspecting hard-to-reach areas, such as rooftops, facades, and infrastructure. Automated drones equipped with **AI-based imaging** systems can detect issues such as cracks, leaks, and structural wear, allowing for timely repairs and reducing the need for manual inspections. These drones also capture detailed data, improving project management and helping to ensure that construction processes stay on schedule.

Environmental Sustainability

Adhering to building techniques that optimize resource use and safeguard the environment for future generations, together with the consistent monitoring of sustainability KPIs, will be a primary priority for this industry. Efficient building measures, such as solar installations, water conservation systems, and waste management, will be required to comply with regulatory standards and client expectations. This will improve reputation, bolster stakeholder confidence, and strengthen the overall corporate social responsibility stance.

CONCLUSION

The integration of automation, AI, and IoT into building management and urban planning is not only improving operational efficiency but also enhancing the quality of life for residents and businesses. The growing emphasis on sustainability through green technologies is making the built environment more eco-friendly and cost-effective. Furthermore, emerging practices like tokenization and cybersecurity advancements are reshaping investment opportunities and protecting critical infrastructure. The future of these sectors is undoubtedly digital, with new technologies continually pushing the boundaries of what's possible in construction, property management, and urban planning.

Services

INTRODUCTION

In today's fast-evolving digital landscape, various industries are facing complex challenges that can hinder their growth, efficiency, and customer satisfaction. With AI and automation playing a central role, organizations are leveraging tools such as virtual agents, predictive analytics, and AI-enhanced self-service platforms to provide more personalized and efficient services. A recent study found that AI adoption in customer service has the potential to increase customer satisfaction by 25% while significantly reducing operational costs¹. At the same time, cloud-based solutions and hybrid work environments are empowering organizations to improve employee engagement and productivity. From improving the employee experience to streamlining business processes, these advancements are setting the stage for a new era in service delivery and operational excellence.

KEY TRENDS

AI-Powered Virtual Agents

Virtual agents powered by AI are revolutionizing customer service across various industries. These **AI virtual agents enhance self-service** capabilities, enabling customers to receive instant support, resolve queries, and complete tasks without human intervention. AI-powered chatbots and virtual agents have streamlined application processes, reduced wait times and improving the overall customer experience.

Generative AI for Customer Insights

Generative AI models have enabled organizations to predict customer behavior, personalize offers, and improve targeting strategies. These models analyse customer data and drive cross-selling and upselling opportunities. This technology has helped increase customer satisfaction while improving conversion rates and revenue generation.

Seamless Customer Experience Across Platforms

To meet the rising expectations of tech-savvy consumers, businesses are focusing on providing a **seamless customer experience** across all platforms. This involves integrating mobile apps, websites, and chatbots into a unified ecosystem. The integration also reduces operational complexities, aiding flexible pricing strategies and improve customer satisfaction.

Sentiment & Voice Analytics

Sentiment analysis and **voice analytics** technologies help organizations understand customer emotions and preferences based on their interactions. These technologies are particularly beneficial in **customer service and sales operations**. AI tools analysing **customer calls** and **social media interactions** enable businesses to improve their response strategies and tailor services to customer needs.

Digital Employee Experience (DEX)

Digital Employee Experience (DEX) platforms have been adopted by companies to enhance employee engagement, streamline HR processes, and improve overall work satisfaction. The integration of employee engagement tools based on AI sentiment analysis provides insights into workforce well-being, allowing organizations to address issues proactively.

AI-Based Process Optimization

AI-based process optimization is essential in industries like **logistics, e-commerce, and travel**, where managing complex operations and ensuring efficiency are critical. By integrating **AI-powered tools** for route optimization, inventory management, and demand forecasting, companies can significantly reduce operational costs, minimize delays, and improve customer satisfaction.

Source:

1. Teneo.Ai, <https://www.teneo.ai/blog/14-eye-opening-stats-about-contact-center-automation-that-will-transform-your-customer-service-strategy>

Services

CONCLUSION

AI-powered virtual agents, predictive analytics, and cloud-based solutions are revolutionizing service delivery by enhancing efficiency, personalizing customer interactions, and boosting employee productivity. Coupled with hybrid work models and advanced security frameworks, these innovations empower organizations to overcome challenges, foster agility, and accelerate digital transformation. By embracing these advancements, businesses can unlock new growth opportunities, improve customer satisfaction, and stay ahead in an increasingly digital-first world.

Solutions Thematic Categories



Cloud Computing

INTRODUCTION

Cloud computing continues to reshape the technological landscape, with businesses increasingly adopting advanced strategies to stay competitive and drive innovation. The global cloud market is projected to grow from USD 626.4 billion in 2023 to over USD 1266.4 billion by 2028, illustrating the rapid pace at which organizations are integrating cloud-based solutions¹. The migration to the cloud provides organizations with increased flexibility, cost optimization, and the ability to harness emerging technologies like Artificial Intelligence (AI), Machine Learning (ML), and data analytics. Key trends such as hybrid and multi-cloud architectures are further enabling businesses to optimize their infrastructure by combining the strengths of multiple cloud providers, ensuring flexibility, scalability, and enhanced security. As businesses continue to leverage these technologies, they are transforming operations, improving customer experiences, and accelerating digital transformation.

KEY TRENDS

Hybrid and Multi-Cloud Architectures

Hybrid and multi-cloud strategies have emerged as critical solutions for businesses seeking to optimize their infrastructure. It allows companies to leverage multiple cloud service providers (CSPs), combining their strengths while ensuring flexibility, scalability, and resilience. A growing number of organizations are adopting **hybrid cloud** environments to integrate on-premises infrastructure with public clouds creating a more secure, scalable, and cost-effective cloud environment. **Unified management** across these multiple clouds simplifies operations, reduces complexity, and allows organizations to optimize resources.

Serverless Computing and Cloud-Native Applications

Serverless computing has become a preferred choice for many organizations, offering **cost-efficient**, **scalable**, and **low-maintenance** cloud solutions. By migrating to cloud-native architectures, such as **Platform-as-a-Service (PaaS)** and **Software-as-a-Service (SaaS)**, organizations can automate updates, reduce infrastructure management overhead, and enhance operational efficiency. The serverless model allows businesses to focus on innovation rather than managing the underlying infrastructure, resulting in faster development and quicker time-to-market.

AI/ML Integration and Cloud-Based Analytics

The integration of **AI** and **ML** technologies within cloud platforms is driving data-driven decision-making and improving operational efficiency. Cloud computing enables organizations to centralize their data and leverage cloud-based AI/ML tools for real-time analytics and predictive modelling, which help businesses optimize processes and enhance customer experiences. AI/ML is also being used to improve business insights, allowing companies to make smarter, data-backed decisions. Predictive analytics tools are becoming increasingly important for industries such as retail, finance, and healthcare, helping businesses better anticipate customer needs and respond proactively.

Data Security, Privacy, and Zero Trust Security Models

As businesses continue to move critical data to the cloud, the need for robust security measures has never been more crucial. **Zero trust security** frameworks are becoming a standard in cloud computing, ensuring that access to sensitive data and applications is strictly controlled and monitored. This security model mitigates risks from both internal and external threats, providing multi-factor authentication and continuous verification of users and devices. Cloud providers are implementing advanced encryption, AI-powered security models, and automated compliance tools to safeguard data in transit and at rest.

Source:

1. marketsandmarkets.com, Cloud Computing Market Size, Share, Growth Drivers, Opportunities & Statistics, <https://www.marketsandmarkets.com/Market-Reports/cloud-computing-market-234.html>

Cloud Computing

Cloud Governance

As organizations expand their cloud footprint driven by technological advancements, establishing a robust cloud governance framework becomes essential. Such a framework ensures transparency in cloud operations, enhances cost visibility, and strengthens security. A comprehensive governance model is crucial for aligning cloud adoption with business strategies and maximizing the value of cloud investments. Key components of this framework include Cloud FinOps, Security management, Automation and Resiliency.

CONCLUSION

The evolution of cloud computing technologies is poised to accelerate further, with businesses embracing more sophisticated and integrated solutions. As hybrid and multi-cloud architectures become the norm, organizations are achieving greater operational resilience and flexibility, enhancing their ability to scale and innovate. Organizations that embrace hybrid and multi-cloud architectures, serverless computing, AI/ML integration, zero trust security models, and low-code/no-code platforms are better positioned to leverage the full potential of cloud technologies. Cloud computing is no longer just a tool for cost reduction; it is a critical enabler of digital transformation, driving business growth, efficiency, and innovation in the modern digital era.

Cybersecurity & Privacy

INTRODUCTION

In today's digital landscape, the cybersecurity sector is experiencing rapid evolution to counter increasingly sophisticated threats. The global cybersecurity market is projected to grow from \$193.73 billion in 2024 to \$562.72 billion by 2032, reflecting a compound annual growth rate (CAGR) of 14.3% during this period¹. This growth is driven by the escalating frequency and sophistication of cyber threats, heightened regulatory compliance demands for data protection, and the growing adoption of digital technologies. In India, the impending enforcement of the Digital Personal Data Protection Act (DPDP) 2023 underscores the urgent need for robust data security measures mandating compliance across industries to safeguard sensitive information².

In order to address these challenges, organizations are adopting advanced security frameworks, integrating artificial intelligence (AI) and machine learning (ML) for proactive threat detection, and implementing zero trust architectures to enhance data protection. These advancements are setting new benchmarks for digital resilience in an increasingly interconnected world.

KEY TRENDS

Digital Personal Data Protection Act

The **Digital Personal Data Protection Act 2023 (DPDP)** sets out the first legal requirements for the protection of personal data and will be relevant to companies including those in the banking, insurance, healthcare and retail sectors. The DPDP's guidelines emphasize transparency, security, and accountability in handling personal data, which has been adopted by several financial institutions, to safeguard sensitive customer data.

Cloud Security Posture Management (CSPM)

As more and more businesses move their operations to the cloud, **Cloud Security Posture Management (CSPM)** tools are needed to secure cloud-native applications. Implementing **CASB (Cloud Access Security Broker)** to secure cloud applications and monitor user activities, prevents data leakage and ensures regulatory compliance. This technology provides visibility, control, and compliance, particularly important as data moves beyond traditional network boundaries.

AI-driven Social Engineering Detection

AI is increasingly used to detect **social engineering** attacks like phishing and spear-phishing, which are common vulnerabilities across sectors. Exceptional progress in reducing phishing rates can be seen through **AI-driven** simulations and proactive security measures. By analysing communication patterns and identifying anomalies, AI helps prevent unauthorized access and scams.

Zero Trust Security Model

Zero Trust models are rapidly changing access control methodologies in organizations, especially in the financial, healthcare and manufacturing industries that deal with valuable and sensitive data. Integrating network **micro-segmentation and identity and access management (IAM)** ensures that access is strictly controlled and continuously verified, regardless of the user's location.

AI and Machine Learning in Cybersecurity

AI and **machine learning (ML)** are becoming central to advanced cybersecurity measures. These systems, proactively detect threats, offering an AI-powered response to emerging vulnerabilities.

Privacy-Enhancing Technologies (PETs)

Privacy-enhancing technologies (PETs) play a crucial role in protecting sensitive data in compliance with privacy regulations. A comprehensive privacy framework, including **Data Loss Prevention** systems and encryption technologies, ensures data confidentiality and integrity across transactions. This framework supports privacy standards such as **ISO 27001 and PCI DSS**, which are important for the protection of data, and thus building trust with clients.

Source:

1. Fortune Business Insights, Cybersecurity Market Size, Share, Analysis | Global Report 2032, <https://www.fortunebusinessinsights.com/industry-reports/cyber-security-market-101165>
2. meiti.gov.in, Digital Personal Data Protection Act 2023.pdf, <https://www.meiti.gov.in/writereaddata/files/Digital%20Personal%20Data%20Protection%20Act%202023.pdf>

Cybersecurity & Privacy

CONCLUSION

The cybersecurity landscape is being reshaped by several key trends. Regulatory interventions such as DPDP prompts the implementation of comprehensive data protection regulations safeguarding personal information and sensitive data. Large scale digital transformation and cloud migration accelerates the adoption of cloud security posture management tools. The zero trust security model, emphasizing strict access controls and continuous verification, is becoming a standard practice. Furthermore, the integration of AI and ML into cybersecurity measures enhances threat detection and response capabilities. Collectively, these developments are enhancing the defences and reliability of critical systems and protecting personal information and critical data against the increasing cyber threats.

Data Analytics & Business Insights

INTRODUCTION

In today's data-driven business environment, organizations are increasingly leveraging advanced analytics to gain actionable insights, and drive strategic decision-making for revenue enhancement, market development, optimizing operations, or managing risk. The global data analytics market is experiencing significant growth, with projections indicating an increase from \$51.55 billion in 2023 to \$279.31 billion by 2030, reflecting a compound annual growth rate (CAGR) of 27.3% during this period¹. This surge is fuelled by the widespread adoption of artificial intelligence (AI) and machine learning (ML), the proliferation of cloud-based analytics platforms, and the rising demand for real-time data processing across various industries. Data analytics & Insights empower organizations to respond swiftly to geo-political or geo-economic changes, thereby remaining competitive in market and ensure sustainable growth. Collectively, these advancements are transforming data into a strategic asset, driving innovation, efficiency, and growth across sectors.

KEY TRENDS

AI and Machine Learning Revolutionizing Analytics

AI and Machine Learning (ML) have become central to modern data analytics, significantly transforming how businesses derive insights from data. By ensuring Data monetisation via Data transformation and, AI/ML model deployment, organizations forecast future trends, identify opportunities, and optimize operations. In the financial sector, for instance, AI-powered **customer segmentation models** have enabled banks to tailor marketing strategies and enhance personalization, generating substantial revenue. Similarly, **predictive analytics** in demand planning has reduced cycle times and improved operational efficiency.

Cloud-Based Analytics Platforms

Cloud-based analytics platforms are empowering organizations with scalable and efficient ways to manage, analyse, and visualize data. Companies are moving to cloud platforms for better integration of data across various systems. This integration reduces the complexity of data governance and improves data democratization, allowing teams to collaborate seamlessly and generate insights faster.

Data Platforms

Modern **data platforms (data lakes etc.)** are foundational to storing and querying large volumes of structured and unstructured data. The implementation significantly improves **data reconciliation** and reporting efficiency. It also simplifies querying and analysis, reducing errors and providing actionable insights to business leaders. Data integration, processing, & transformation can improve the speed of generating reports by up to 50%.

Data Visualization and Storytelling

Data visualization and storytelling help businesses communicate insights in a compelling way, turning raw data into actionable intelligence. By utilizing **augmented analytics (NLP etc.)**, organizations can now automate data interpretation and storytelling, making it easier to understand complex data points. This **AI-powered** approach not only enhances business decision-making but also fosters a data-driven culture where stakeholders can easily interact with and interpret insights.

Source:

1. Grandview Research, Data Analytics Market Size And Share | Industry Report, 2030, <https://www.grandviewresearch.com/industry-analysis/data-analytics-market-report>

Data Analytics & Business Insights

Real-time Analytics

Real-time analytics is transforming industries by providing up-to-the-minute data that allows for immediate decision-making. Organizations are increasingly leveraging **real-time dashboards** and **self-serve analytics** to ensure that business leaders can track KPIs and make decisions on the fly. This level of automation and transparency allows for agile responses to market changes and operational shifts.

Edge Computing

Edge computing is revolutionizing how data is processed by shifting computing power closer to the source of data generation. This reduces latency and ensures faster decision-making at the point of need. In the context of **IoT devices** and **smart infrastructure**, edge computing allows for **real-time analytics** and automated decision-making without relying on centralized cloud systems. For example, **edge computing** enables continuous data collection and analysis from connected devices in **smart cities** and **buildings**, optimizing energy use, enhancing security, and enabling immediate responses to changing conditions without needing to send data to a remote server for processing.

CONCLUSION

The evolution of data analytics is unlocking immense potential across industries, enabling organizations to make data-driven decisions with greater efficiency and accuracy. The integration of AI and machine learning into analytics is revolutionizing how businesses analyse data by automating data interpretation, enabling predictive insights, and optimizing operations. Cloud-based platforms provide scalable solutions for managing vast datasets, fostering collaboration, and ensuring faster reporting. Real-time analytics and edge computing further enhance the agility of organizations, enabling them to make immediate, data-driven decisions. By leveraging data visualization and storytelling, companies can effectively communicate insights to stakeholders, driving innovation and operational efficiency. As businesses continue to embrace these trends, the power of data analytics will become an even more critical asset, driving growth, competitiveness, and resilience in the evolving digital landscape.

Emerging Technologies

INTRODUCTION

Emerging technologies are accelerating industry-wide transformations by reshaping existing business models and operations across sectors. Rapid advances in technologies such as Artificial Intelligence (AI), Industrial Internet of Things (IIoT), Blockchain & Decentralized Finance (DeFi), and Quantum Computing are at the forefront of this Industry 4.0 revolution, leading the charge in improving processes & efficiencies, enhancing security, and driving growth. The global AI market is projected to grow to USD 1,811.75 billion by 2030, growing at a CAGR (Compound Annual Growth Rate) of 36.6%¹. The projected growth of AI/ ML/ big data market is being fueled by the increased need for automation and analytics products and services across sectors. Similarly, the Industrial Internet of Things (IIoT) market is expected to reach USD 1,693.30 billion by 2030 with a projected CAGR of 23.2% propelled through improvements in remote, man-less, real-time data monitoring capabilities². Other emerging technologies, such as Immersive Reality (AR, VR, MR, XR), and Generative AI-based virtual assistants, are further changing the industry landscape. Collectively, the integration of these technologies is laying the foundation for a smarter, more connected future.

KEY TRENDS

Artificial Intelligence (AI) and Machine Learning (ML)

For the past few years, AI/ML has emerged as the driving force behind innovation across multiple sectors. Evolving from simple task automation and facial recognition to self-driving cars and **Generative AI**, these technologies have been instrumental in reshaping the way businesses operate. For instance, AI-driven models have revolutionized early-stage drug development, improving **hit-to-lead identification** by 40%, reducing costs, and improving efficiency in **drug discovery**. In the **banking** sector, AI-driven **fraud detection systems** have significantly improved the bank's predictive capabilities and have helped in real-time risk mitigating, ensuring improved integrity and customer trust. These innovations underscore the further transformative potential of AI in driving **business value**, enhancing security, and fostering growth.

Industrial IoT (IIoT) and Connected Healthcare

Industrial Internet of Things (IIoT) technology and telemetry devices enabled through faster 5G connectivity have improved significantly with reduced downtime and increased productivity. Real-time monitoring of assets, coupled with autonomous mobile robots (AMRs), has helped industries such as manufacturing, mining, agriculture and healthcare in optimizing cycle-times and enhancing quality. In **healthcare** for example, IIoT has facilitated connected devices that enable remote

monitoring of patients, improving care delivery and patient outcomes. Wearable devices integrated with IIoT technology provide continuous health tracking, improving patient engagement and personalized care.

Decentralized Finance (DeFi)

The rise of blockchain-enabled **Decentralized Finance (DeFi)** is reshaping the fabric of the financial system. It enables services to be developed where individuals shall be able to access financial services without relying on centralized intermediaries. DeFi platforms enable transparent, and efficient financial transactions coupled with enhanced data protection, security, and integrity. These platforms are democratizing access to financial services, providing faster settlement times and improving **financial inclusion** by allowing development of customized financial products for **lower transaction fees**.

Digital Identity

Digital identity technology is a critical component in ensuring secure and efficient user authentication across industries. With the growing demand for seamless access to digital services, **biometric systems**, **blockchain-based identities**, and **secure identity verification** methods have been implemented to enhance security, reduce fraud, and streamline customer onboarding. By leveraging **decentralized** models, digital identity systems provide more control and privacy to users while enabling easier access to services.

Source:

1. Grandview Research, <https://www.grandviewresearch.com/press-release/global-artificial-intelligence-ai-market>
2. Grandview Research, <https://www.grandviewresearch.com/press-release/global-industrial-internet-of-things-iiot-market>

Emerging Technologies

Extended Reality (XR)

Extended Reality (XR), which includes **virtual reality (VR)**, **augmented reality (AR)**, and **mixed reality (MR)**, is transforming industries by enhancing user experiences and providing immersive environments for training, collaboration, and entertainment. **XR technologies** have been instrumental in sectors like **manufacturing**, and mining where they enable **remote monitoring, training**, and real-time problem-solving using **virtual and augmented environments**. XR enabled training is especially useful for jobs where actual on-site training may be dangerous or expensive by providing realistic digital twins for practice.

AI-driven Chatbots & Virtual Assistants

Generative AI-driven chatbots, conversation agents and virtual assistants are transforming customer service by enabling companies to provide 24/7 support, automating repetitive tasks, and delivering personalized experiences. Surprisingly, in the manufacturing sector, AI-powered chatbots have assisted with remote troubleshooting, system monitoring, and data management, improving decision-making capabilities.

CONCLUSION

Emerging technologies are not only revolutionizing operational processes but also addressing key challenges faced by industries today. From digital transformation in manufacturing to immersive customer experiences in banking, these technologies are laying the foundation for a secure and connected future by enhancing security, customer engagement, and operational agility. As we move forward, the synergy between these technologies will continue to redefine industries, opening doors to new opportunities for growth and sustainability.

IT & Digital Transformation

INTRODUCTION

In today's rapidly evolving business environment, Information Technology (IT) and Digital Transformation are at the core of organizational strategies to drive growth, enhance operational efficiency, and improve customer experiences. The global digital transformation market is projected to grow at a compound annual growth rate (CAGR) of 27.6%, reaching USD 4,617.78 billion by 2030¹. This growth is driven by the integration of technologies such as cloud computing, artificial intelligence (AI), machine learning (ML), and the Internet of Things (IoT). Cloud computing provides scalable infrastructure, enabling businesses to innovate and reduce costs. AI and ML enhance decision-making and automate processes, while IoT facilitates real-time data collection and analysis, leading to improved operational efficiency. As organizations continue to embrace digital transformation, they are not only enhancing their operational capabilities but also creating new business models and revenue streams. The convergence of these technologies is laying the foundation for a more connected and intelligent future, where businesses can respond more effectively to market demands and customer expectations.

KEY TRENDS

Key Technological Pillars of Digital Transformation

Cloud Computing (Foundational)

Cloud computing has emerged as the backbone for digital transformation. The ability to store, process, and access data and applications from anywhere on scalable cloud infrastructure enables businesses to innovate, reduce costs, and improve operational agility.

Data & Analytics (The Fuel)

Data and analytics are the driving forces behind decision-making in the digital world. With the increasing volume of data generated, organizations are leveraging **data lakes** and advanced **analytics platforms** to gain real-time insights and forecast trends.

Artificial Intelligence and Machine Learning (The Engine)

AI and ML are revolutionizing industries by enabling intelligent automation, predictive analytics, and optimized decision-making. A key advancement in this space is **AI Agentics**, where autonomous AI agents perform complex analysis, automate workflows, and enhance operational efficiency with minimal human intervention. These AI-driven agents can independently learn, adapt, and make real-time decisions, transforming industries like finance, manufacturing, and customer service. In banking, for instance, conversational AI agents are streamlining

queries, improving response times, and elevating customer engagement. As AI models continue to evolve, the agentic approach is shaping the future of digital transformation, making businesses more agile, efficient, and data driven.

APIs and Microservices (The Connectors)

APIs and microservices are the enablers of modern, flexible digital architectures. By breaking down monolithic systems into smaller, manageable services, businesses can achieve greater agility and scalability and seamless integration across platforms. The introduction of **DeepSeek** is further enhancing this transformation by reducing dependency on GPUs and lowering computing costs. This advancement enables organizations to deploy AI-driven microservices more efficiently, unlocking new use cases across industries while optimizing infrastructure investments.

DevOps and Agile (The Accelerators)

The DevOps culture and agile methodologies promote rapid development and deployment of applications, enabling businesses to remain adaptable and efficient. By automating workflows, integrating continuous development cycles, and focusing on collaboration between development and operations teams, companies can accelerate time-to-market for new products and services.

Source:
• Grandview Research, <https://www.grandviewresearch.com/press-release/global-digital-transformation-market>

IT & Digital Transformation

Cybersecurity and Privacy Technologies (The Guardians)

As digital transformation expands, ensuring data security and privacy becomes paramount. Businesses are investing heavily in cybersecurity measures like **firewalls, end-to-end encryption, and multi-factor authentication** to protect sensitive information. However, emerging AI-driven threats, including **deepfake technology**, pose new challenges. Deepfakes, powered by advanced AI models, can manipulate audio, video, and images with alarming realism, increasing risks of identity fraud, misinformation, and social engineering attacks. Additionally, AI-enabled cyber threats are evolving, making it crucial for organizations to adopt **AI-powered security** solutions that can detect anomalies, mitigate risks, and strengthen digital trust in an increasingly complex threat landscape.

Blockchain (The Trust Builder)

Blockchain technology is transforming industries by providing a secure, transparent, and decentralized method of recording transactions. It enables enhanced security, traceability, and trust among stakeholders. The implementation of **Central Bank Digital Currency (CBDC)** is a prime example of how blockchain can revolutionize the financial services industry by ensuring secure and seamless transactions with complete transparency.

Quantum Computing (The Future Disrupter)

Quantum computing is poised to disrupt industries by offering unparalleled processing power, enabling businesses to solve complex problems in record time. Although still in its early stages, quantum computing has the potential to revolutionize fields like **drug discovery, material science, and cryptography**. Companies are investing in research and development to leverage quantum algorithms to stay ahead of the curve and solve previously unsolvable challenges.

CONCLUSION

The integration of advanced technologies has proven to be a game-changer across industries. Digital transformation initiatives have not only enhanced operational efficiency but also improved customer engagement, decision-making, and security. As digital transformation continues to evolve, businesses are leveraging these innovations to streamline operations, create new revenue opportunities, and tackle emerging challenges. With the right technological solutions, organizations are empowered to stay competitive, adapt to market dynamics, meet ever-changing customer expectations, stay agile, maintain a competitive edge over other players in the market, and position themselves for sustained success in the digital era.

About CII | CDT



About CII



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 294 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2024-25, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme, prioritizing 5 key pillars. During the year, it would align its initiatives and activities to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian industry.

With 70 offices, including 12 Centres of Excellence, in India, and 9 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

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About CDT



Committed to empowering a Digital First India, CII is committed to nurture and catalyze India Inc's wholesome Digital Transformation through the CII-Centre for Digital Transformation. As a champion of digital transformation, CDT is powered by the responsibility of enriching and accelerating the technology journey of its members. Since its formation Centre for Digital Transformation has been creating awareness about benefits of various technologies and engaging with industry to help them in their Digital Transformation journey to help them become globally competitive.

Capacity Building

CDT (Centre for Digital Transformation) enhances digital literacy and technological skills through its capacity-building training programs and technology webinars. These initiatives cover topics like digital transformation, Industry 4.0, cybersecurity, cyber law, blockchain, and emerging technologies, benefiting organizations across various sectors.

The webinars feature insights from technology and industry experts, providing valuable knowledge on the latest trends. CDT's capacity-building programs, organized in collaboration with premier institutes and industry experts, are tailored to meet the specific needs of different industries, ensuring participants gain relevant and high-quality training.

Through these efforts, CDT plays a key role in driving digital transformation and innovation, helping organizations stay competitive in a rapidly evolving technological landscape.

CII – Tata Communications Centre for Digital Transformation

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About Protiviti

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Protiviti in India

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