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BRAND BOOK ON INDIAN ICT INDUSTRY



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PREFACE



INDIA 2035: BUILDING A \$8 TRILLION TECH-DRIVEN ECONOMY

Dr. Deepak Kumar Sahu
Publisher and Editor-in-Chief

India has embarked on an ambitious journey to become an \$8 trillion economy by 2035. This vision is anchored in four interconnected pillars—technology, capital, entrepreneurship, and formalization—and supported by a proactive policy ecosystem. By embracing innovation and inclusive growth, India aims to position itself as a global leader in the digital economy, ready to meet the challenges and opportunities of a rapidly changing world.

At the heart of this strategy lies technology as a catalyst for national progress. Artificial Intelligence (AI), in particular, is viewed as a transformative force for productivity and inclusivity. India is developing low-cost, AI-powered Digital Public Infrastructure (DPI) in multiple Indian languages, aiming to broaden access to critical services across sectors such as agriculture, healthcare, logistics, and MSMEs. AI will not only lower the cost of delivery but also create more equitable access for underserved populations.

One of the most transformative elements of this technological evolution is the rise of generative AI, especially in video content creation. By making storytelling as simple as typing a prompt, video generative AI democratizes creativity and revolutionizes communication across industries—from education and marketing to entertainment and activism. However, with this power comes responsibility. India is seeing few startups investing in AI trust technologies, such as deepfake detection and real-time authentication. These innovative companies are actively working to combat the increasing threats of synthetic fraud, misinformation, and digital deception. To support innovation, India is also democratizing access to capital, particularly for startups and underserved communities.

Complementing capital access is a renewed focus on mass entrepreneurship, championed through Startup India 2.0. This initiative envisions enabling a billion entrepreneurial ventures, spanning both formal and informal sectors. It aims to simplify regulations, empower gig workers and rural entrepreneurs, and equip small businesses with digital tools for growth. Youth-driven innovation is being prioritized, ensuring the next generation of entrepreneurs has the tools to scale with agility.

Equally critical to this transformation is the structural formalization of India's economy. The goal is to increase formal economic participation from 15% to 80% by 2035. This will be driven by Aadhaar-linked benefits, portable digital credentials, and streamlined tax and labor compliance. Moving informal businesses into the mainstream will not only boost productivity but also build resilience, transparency, and long-term economic sustainability.

With AI and automation rising, security and trust in digital systems are now mission-critical. Synthetic identity fraud surged by 31% in 2024, and global losses from fraud exceeded \$47.8 billion. To counter this, India is implementing edge-ready deepfake detection, privacy-preserving fraud prevention models, and modular, real-time security architectures that do not rely on centralized data. These solutions are critical for protecting sectors such as finance, law enforcement, and digital communication.

Cloud security and data privacy are also top priorities in this digital landscape. While cloud computing offers scalability and cost efficiency, it introduces new risks—especially from data breaches, misconfigurations, and a lack of in-house cloud security expertise. The complexity of the shared responsibility model further complicates protection strategies. At the same time, data privacy is emerging as a clear business advantage: 95% of organizations report a net benefit from privacy investments, with average returns of 1.6x—and 30% of companies seeing 2x ROI—underscoring privacy's growing role in trust-building and compliance.

India's policy momentum is another key enabler of its tech-powered future. Government initiatives like Digital India, Startup India, Make in India, Skill India, and the IndiaAI Mission (including the multilingual BharatGen LLM) are fostering R&D, indigenous manufacturing, cybersecurity, and AI skilling. These frameworks are creating a robust foundation for digital transformation, innovation, and global competitiveness.

Reflecting this ecosystem of growth, innovation, and trust is the 14th Edition of the VARINDIA Brand Book. This landmark edition highlights the role of technology brands in enabling economic transformation and showcases thought leadership from 100 top CIOs in the "Eminent CIOs of India" feature. With in-depth coverage of AI, GenAI, cybersecurity, and cloud in the MarketScape section, the Brand Book serves as a trusted platform for insights, visibility, and meaningful engagement between brands and stakeholders.

As we look ahead, we express our heartfelt gratitude to our advertisers and partners whose insights and support have elevated the quality and impact of the Brand Book. Your contributions continue to add immense value to the wider business community. Together, we are building a future-ready India—anchored in trust, powered by technology, and driven by inclusive growth.

Driving Innovation : The Power of Connection

EDITORIAL



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Kalinga Digital Media is a premier technology-focused media house in South Asia, delivering in-depth IT news, expert analysis, and insights on emerging trends and innovations. Through its comprehensive coverage and thought leadership, it plays a pivotal role in shaping and informing the region's dynamic technology ecosystem.

In today's dynamic landscape, product innovation is a critical lever for growth. For any organization, the ability to innovate and bring fresh solutions to market is directly linked to long-term growth and sustainability. New product launches offer businesses a vital opportunity to cater to untapped customer segments, respond to shifting market demands, and reinforce their brand positioning. Successful new product launches are not just about ideation but about deeply understanding customer needs and delivering solutions that resonate.

At VARINDIA, we prioritize customer insights, ensuring that every launch reflects market demand while leveraging data-driven decisions to refine strategy. The brand book serves as a comprehensive guide to a brand's identity, encompassing its visual elements, mission, values, and tone of communication. It ensures consistency across all channels, helping both internal teams and external partners align with the brand strategy. A well-developed brand book is essential for executing effective go-to-market strategies, as it lays the foundation for unified messaging, cohesive visual identity, and a consistent brand experience.

Developing a high-impact go-to-market strategy requires deep expertise and a customer-centric mindset. Our approach prioritizes innovation and the constant evolution of engagement methods to support our partners and end customers in reaching their business objectives. With a legacy of 26 years in Print, Digital, and Events, we have established enduring credibility and a loyal audience base that sets us apart in the industry.

Our print, digital, and event platforms are thoughtfully crafted to inform, engage, and support our readers, viewers, and attendees. We hold ourselves to the highest standards of quality and integrity, recognizing that our reputation is built on a steadfast commitment to journalistic excellence.

Now in its 14th edition, the Brand Book continues to play a pivotal role in connecting market stakeholders. By circulating in both print and digital formats, it offers strategic insights and facilitates direct engagement between brands and their target audiences—enhancing both visibility and customer impact. At VARINDIA, we're future-ready—investing in a skilled, adaptable team to lead in the generative AI economy. The VARINDIA Brand Book, crafted by a passionate and high-performing team, stands as the ultimate platform to showcase brand power and brand potential. Positioned as the "brand behind the brand," it is a strategic asset for organizations pursuing long-term success.

A heartfelt thank you to our advertisers for your insights and enthusiastic participation. Your support enhances the Brand Book and brings tremendous value to the wider business community. We're excited to build on this partnership in the journey ahead.

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FOREWORD

POWERING BRAND EVOLUTION AND CONSUMER CONNECTION



Successful brands are those that consistently adapt to evolving consumer needs and demonstrate the potential to reshape industries. A key driver behind this success lies in the continuous introduction of innovative products that not only fulfill market demands but also set new standards for excellence.

A product launch is more than a business milestone—it marks a pivotal moment in a brand's evolution and its ability to connect with consumers. It reflects the brand's vision, creativity, and relevance in a fast-paced, competitive marketplace. However, the true impact of a new product depends not just on innovation, but on how effectively it is brought to market.

Effective communication is essential. Even the most ground-breaking product can fall flat without a compelling marketing strategy. Launch success is determined by how well the product story is told—how it engages, excites, and informs the target audience. Marketing becomes the bridge between innovation and consumer adoption.

To build this connection, marketing strategies must be crafted with precision and purpose. Whether through retail media, digital campaigns, in-store experiences, or influencer collaborations, each approach should aim to create anticipation and resonance. These touchpoints are critical in capturing attention, generating buzz, and ultimately, driving engagement and sales.

In today's attention-scarce environment, visibility alone isn't enough. Brands must build trust and excitement around new products by aligning messaging with the values and aspirations of their audience. A clear understanding of the product category, launch objectives, and the brand's positioning in the market is essential to cut through the noise and leave a lasting impression.

Ultimately, launching new products is not just about growth—it's about deepening customer relationships, strengthening brand equity, and reinforcing relevance in an ever-evolving consumer landscape. With the right combination of innovation, insight, and execution, brands can ensure their product launches don't just make headlines—they make an impact.

The 14th edition of the Brand Book is a concise, insightful guide showcasing the impact of leading tech brands. It offers valuable strategies on building brand awareness and trust, making it an essential resource for industry professionals.

Startups are rapidly reshaping industries by leveraging cloud computing, agile methodologies, and AI to scale quickly and respond to market demands. In today's digital-first world, they play a crucial role in driving innovation, market disruption, and economic growth.

Fintech startups are democratizing financial services through mobile payments, digital lending, and robo-advisors, making finance more accessible. Healthcare innovators are revolutionizing care delivery via telemedicine, wearables, and AI-assisted diagnostics. AI startups are pushing boundaries with breakthroughs in chatbots, facial recognition, and autonomous systems—transforming sectors from manufacturing to education.

At the same time, India's AI market is projected to surpass \$17 billion by 2027, driven by rising enterprise adoption, a strong digital ecosystem, and abundant talent. With 16% of the global AI workforce—second only to the U.S.—India leverages its STEM strength

and demographic edge to lead in AI innovation. Fueled by LLMs like GPT-4 and tools like ChatGPT, GenAI is revolutionizing content creation, automating processes, and enabling hyper-personalized experiences.

Both tech giants and startups are racing to develop the next AI breakthrough, signaling a new era of innovation. As GenAI becomes multi-modal and more powerful, it's redefining how businesses operate and interact with users. Continuous innovation and R&D investment remain key for brands aiming to lead in this fast-evolving digital landscape.

This year Brand Book showcases how top tech brands achieve unique differentiation through continuous product innovation to meet evolving consumer needs. It offers actionable insights for brand managers and marketers to plan impactful product launches and stay ahead in a fast-changing market.

Successful brands gain a competitive edge by staying customer-focused and embracing innovation. They track market trends, consumer behavior, and competitors using tools like analytics, surveys, and social listening—driving differentiation and long-term growth.

Brands that consistently innovate and focus on customer needs build a unique value proposition, setting themselves apart in the market. This approach boosts loyalty, strengthens reputation, and drives sustainable long-term growth in a constantly evolving landscape. The featured brands in this year's Brand Book succeed by blending continuous innovation with powerful storytelling, setting them apart and securing lasting relevance in the dynamic digital landscape.

The Brand Book is a definitive guide to showcasing enterprise brand power and strategies for branding success. More than just a business book, it helps you unlock potential by connecting opportunities and building a standout presence—whether you're an individual or a business.

S. Mohini Ratna
Editor



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Digital transformation has long been hailed as the key to business evolution, but today, it's no longer just about adopting technology—it's about fundamentally rethinking how companies operate, create value, and respond to change. The landscape has shifted from digital-first to AI-first, pushing organizations beyond process upgrades into a realm of reinvention. This new era—driven by the intelligence revolution—demands bold moves, not just iterative improvements.

Where many once mistook transformation for simple digitalization—modernizing legacy systems without reimagining the bigger picture—AI now offers a second chance. Businesses can either use it to do the same things more efficiently or truly redefine their models, systems, and cultures for an AI-powered future. To do this, they must embrace customer-centricity, dismantle silos, and realign their core with agility and innovation.

Digital-first companies exemplify this mindset. Built around technology, data, and seamless customer experiences, they don't just digitize old workflows—they rethink everything. Their enterprise architecture, organizational models, and work culture are inherently designed for a connected, digital world.

Customer expectations are evolving rapidly. In this competitive climate, delivering fast, personalized, and effortless experiences is a business imperative. Digital tools like chatbots and data analytics now play a pivotal role in anticipating needs, tailoring services, and offering omnichannel support. AI amplifies these capabilities, offering new insights, automating tasks, and enabling smarter decision-making. But unlocking its full potential requires more than just tools—it demands strategic clarity, robust infrastructure, upskilling talent, and a strong commitment to data governance and ethical use.

As companies adopt technologies like AI, cloud, IoT, blockchain, and 5G, they're also reshaping their operating models to stay resilient and future-ready. India, in particular, is emerging as a global innovation hub. With a thriving tech ecosystem and growing emphasis on collaboration, experimentation, and digital inclusion, the country is poised to address societal challenges and drive sustainable economic progress through innovation.

Digital-first companies face critical cybersecurity and skills gaps, but strategic approaches can manage them effectively. These companies face unique cybersecurity and skills gap challenges, but some have earned strong reputations for trust by effectively addressing these issues while delivering innovative, customer-centric solutions. Below is an overview of the most trusted companies in the technology industry, based on recent data from reputable sources, focusing on their ability to build trust with customers, employees, and investors while navigating the challenges you've highlighted.

Leading the way are twenty-five of India's most trusted companies—recognized for their consistent innovation, strong customer loyalty, and market performance. These organizations demonstrate how a relentless focus on delivering value and embracing transformation can create lasting competitive advantage. Their success is not just about technology; it's about vision, adaptability, and a deep understanding of what customers truly want.

In this age of intelligence, survival and growth hinge on the ability to evolve boldly. The future belongs to those who don't just adapt—but reimagine.





APPLE

Revolutionizing Tech Globally, Growing Strong in India

Technological Innovation: Apple is an American multinational technology company that revolutionized the technology sector through its innovation of computer software, personal computers, mobile tablets, smartphones, and computer peripherals. One of the most recognizable brands in the world, Apple created the first commercially successful personal computer and was also the first to bring the graphical user interface (GUI) into mass adoption.

Product and Service Offerings: Apple offers a wide range of hardware, software, and services. They are known for their iPhones, iPads, Macs, and wearables, as well as their operating systems like iOS, iPadOS, and macOS. Apple also provides services like Apple Music, Apple TV+, iCloud, and Apple Pay. Apple's flagship smartphone, known for its powerful performance and user-friendly interface. Apple Watch, AirPods, and other accessories designed for personal health and fitness.

Brand Connect: Apple Business Connect is a free tool that helps businesses manage their presence across Apple Maps, Siri, Wallet, and more. Known for its premium products, intuitive design, and seamless user experience, Apple continues to grow in India. Its flagship stores in Mumbai and Delhi generated ₹190–210 crore each last fiscal year and consistently achieve monthly sales of ₹16–17 crore, ranking among Apple's top-performing retail locations worldwide.



Tim Cook, CEO

INFOSYS

Accelerating Digital Transformation with AI and Cloud Innovation

Technological Innovation: Infosys, a global IT leader, accelerates digital transformation through AI and automation. With \$18.6B in FY2024 revenue and 300,000+ employees, its Infosys Topaz platform harnesses generative AI to drive efficiency and insights. Infosys leads with an 18% five-year brand value CAGR, ranking among the top 3 global IT services brands.

Product and Service Offerings: Infosys helps organizations develop comprehensive digital strategies aligned with business goals and customer needs. Enhances customer engagement with data-driven marketing and seamless e-commerce platforms. Infosys provides R&D, product development, and IoT solutions for industries like automotive and aerospace. In the space of Application Modernization, it helps to upgrade legacy systems using cloud-native and microservices architectures.

Brand Connect: Infosys leverages AI, blockchain, and cloud technologies through platforms like Topaz and partnerships with NVIDIA and Microsoft Azure. Serving sectors like banking, healthcare, and retail, Infosys drives innovation and efficiency. Its focus on automation, secure transactions, and modernization supports India's digital-first vision and empowers enterprises in their transformation journey.



Salil Parekh, CEO

NVIDIA

From GPU Pioneer to Global AI Powerhouse, Investing Big in India

Technological Innovation: NVIDIA has evolved from a GPU pioneer to a full-stack computing leader, driving innovation in generative AI. Originally known for GeForce GPUs, NVIDIA now powers cutting-edge AI applications like ChatGPT. Its TensorRT-LLM library optimizes large language models on RTX PCs, delivering unmatched AI performance. NVIDIA redefines computing, fueling global innovation from gaming to autonomous systems.

Product and Service Offerings: NVIDIA's digital-first innovation spans gaming, AI, and professional visualization. Its GeForce GPUs deliver high-performance, AI-enhanced gaming, while Quadro GPUs power advanced workflows in design, engineering, and media. The CUDA platform accelerates AI and scientific computing by harnessing GPU power, and TensorRT-LLM boosts large language model performance. Together, these technologies position NVIDIA as a global leader in generative AI and high-performance computing—driving transformation across industries, much like India's Operation Sindoor or Salesforce's AI-led advancements.

Brand Connect: NVIDIA is expanding its footprint in India with a new AI Development Center in Hyderabad, collaborating with Reliance and Tata. Backed by major investments, including a 1-GW data center in Gujarat, the move supports India's emergence as a global AI hub and strengthens NVIDIA's local innovation ecosystem.



Jensen Huang, CEO

HCLTECH

Driving Digital Transformation with AI and Enterprise Solutions

Technological Innovation: HCLTech, a \$13.8B global technology leader with 220,000+ employees across 60 countries, drives digital transformation through AI, ML, and RPA. Its DRYICE platform and innovations like the AI-powered SAP Configurator and Google Cloud collaboration for threat detection position HCLTech as a trusted partner in enterprise modernization.

Product and Service Offerings: HCLTech delivers solutions across digital, engineering, cloud, AI, and software through three key segments: IT and Business Services (ITBS), Engineering and R&D Services (ERS), and HCLSoftware. Its Mode 3 portfolio includes DRYICE, Actian, and IP partnerships, driving automation, innovation, and significant revenue through IP-led, next-gen platforms and services.

Brand Connect: HCLTech is a trusted partner in digital transformation, offering AI-driven solutions through its DRYICE platform, BigFix, and AppScan. Collaborations with Google Cloud and innovations like the 2025 SAP Configurator support India's digital-first vision. Its focus on innovation and local talent empowers enterprises to thrive in a digital economy.



C Vijayakumar, CEO

TCS

Driving Global Digital Transformation with AI, Cloud, and Quantum Innovation

Technological Innovation: TCS, a global IT leader, drives innovation across quantum computing, AI, genome analysis, and cybersecurity. With 600,000+ employees and \$29B in FY2024 revenue, its 2024 AWS partnership accelerates digital transformation through cloud and generative AI. Operating in 55 countries, TCS continues to shape a digital-first global future.

Product and Service Offerings: TCS delivers industry-leading digital solutions across banking, healthcare, and retail. It powers core banking, risk management, and digital platforms; enhances healthcare with EHRs, AI drug discovery, and telemedicine; and redefines retail through omnichannel commerce, analytics, and supply chain innovation. TCS continues to drive global digital transformation.

Brand Connect: Tata Consultancy Services (TCS) has solidified its brand presence in India through a dynamic focus on innovation, digital transformation and social responsibility. TCS enable businesses to navigate the digital landscape. TCS's commitment to quantum computing, AI-driven drug discovery, and omnichannel retail aligns with India's digital-first ethos.



K. Krithivasan, CEO

WIPRO

Driving Digital Transformation with AI and Global IT Services

Technological Innovation: Wipro Limited is a leading global IT, consulting, and business process services company. It helps clients drive digital transformation by combining strengths in consulting, design, engineering, and operations to deliver innovative, technology-driven solutions across industries.

Product and Service Offerings: Wipro's agentic AI solutions enable autonomous decision-making by analyzing real-time data, predicting outcomes, and adapting actions dynamically. Applied in areas like customer service and predictive maintenance, these systems drive next-gen automation. Wipro ensures responsible deployment through robust AI governance aligned with global standards like the EU AI Act and U.S. guidelines.

Brand Connect: Wipro strengthens its market presence and consumer engagement through leading brands like Santoor, Yardley, and Wipro Lighting, while showcasing its excellence in technology services. By leveraging digital platforms and strategic outreach, it builds brand awareness, deepens stakeholder trust, and reinforces its position across consumer and enterprise markets.



Srini Pallia, CEO



HPE

Powering Edge-to-Cloud Transformation with AI and Hybrid Solutions

Technological Innovation: Hewlett Packard Enterprise (HPE) drives digital transformation through innovation in cloud, data management, and AI. Key offerings include HPE GreenLake for hybrid cloud, advanced data storage and analytics solutions, and AI-driven tools that automate tasks and enhance decision-making—fueled by R&D, strategic acquisitions, and global partnerships.

Product and Service Offerings: Hewlett Packard Enterprise (HPE) delivers comprehensive IT solutions, including data storage (Alletra, Nimble, 3PAR), high-performance computing (Apollo, Cray), and cloud-based networking via Aruba. Its software portfolio features Ezmeral for Kubernetes, while services like HPE GreenLake, security, and consulting support edge-to-cloud transformation for modern enterprises.

Brand Connect: Hewlett Packard Enterprise (HPE) is a global edge-to-cloud technology company that empowers businesses to transform and innovate. Its solutions span private cloud, data storage, protection, networking, and AI—enabling organizations to connect, secure, analyze, and act on data seamlessly across edge and cloud environments for greater agility and insight.



**Antonio Neri,
President & CEO**

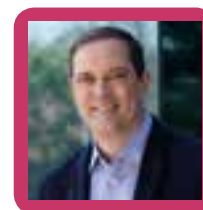
CISCO

Powering a Connected, Secure, and Intelligent Digital Future

Technological Innovation: Cisco Systems is a global technology leader driving innovation in networking, cybersecurity, cloud, AI, and collaboration. Known for breakthroughs like Power over Ethernet and multiprotocol routers, Cisco enhances connectivity, security, and efficiency. With a \$1 billion AI fund, advanced R&D, and strategic partnerships, Cisco is building a more connected, intelligent, and secure digital future.

Product and Service Offerings: Cisco Systems offers a comprehensive range of IT solutions, including routers, switches, wireless systems, and Meraki cloud-managed networking. Its portfolio spans cybersecurity, collaboration tools, data center infrastructure, and IoT platforms. Cisco provides integrated hardware, software, and services for secure networking, cloud computing, smart buildings, and industrial IoT applications.

Brand Connect: Cisco emphasizes technology leadership, global connectivity, and innovation in the AI era. Positioned as “The Bridge to Possible,” it connects people, data, and organizations through advanced networking and AI-powered solutions. Blending optimism and purpose, Cisco’s strategy reflects both Hero and Innocent archetypes, promoting resilience, trust, and digital transformation worldwide.



**Chuck Robbins,
Chair and CEO**

IBM

Powering Enterprise Transformation with Hybrid Cloud, AI, and Quantum Innovation

Technological Innovation: IBM excels in technological innovation, adapting to the evolving landscape. Software is its largest revenue source, driven by a focus on hybrid cloud computing, with consulting and hardware also significant. IBM Watson, its pioneering AI platform, leads in cognitive computing and machine learning. Through its ethical AI, cybersecurity, and quantum computing efforts, IBM continues to be a trusted leader in enterprise technology.

Product and Service Offerings: IBM offers a broad portfolio of products and services, including servers, storage, AI software (like watsonx), cloud platforms, and cybersecurity tools. Its services span consulting, IT, application, and business optimization. IBM also delivers industry-specific solutions across healthcare, finance, aerospace, and manufacturing, focusing on hybrid cloud, AI, data analytics, and digital transformation.

Brand Connect: IBM strategically positions its brand on technological leadership and trusted innovation. As the world’s largest industrial research organization, it heavily invests in cutting-edge technologies like AI, blockchain, and quantum computing. This focus on continuous advancement and its design philosophy to empower users ensures IBM remains at the forefront, building strong brand connections globally.



**Arvind Krishna,
Chairman**

INTEL

Powering AI, Cloud & Edge with Silicon Innovation

Technological Innovation: Intel designs, manufactures, and sells computer components such as CPUs and related products for business and consumer markets. Intel advances computing through breakthroughs in silicon technologies like High-K Metal Gate and 3D FinFET, and packaging innovations such as Foveros and EMIB. Its AI focus includes Intel Developer Cloud, Core Ultra-powered AI PCs, and the OpenVINO toolkit. With edge initiatives like Project Strata, Intel continues to push Moore’s Law, driving innovation across AI, cloud, and edge computing.

Product and Service Offerings: Intel offers a broad portfolio of hardware, software, and services, including Intel Core, Xeon, and Atom processors, Arc GPUs, FPGAs, and AI accelerators like Gaudi. Key solutions span data centers, edge computing, networking, and IoT. Intel also provides development tools like OpenVINO and oneAPI for AI and software optimization.

Brand Connect: Intel delivers seamless connected experiences by unifying users, devices, and data through advanced technologies like Smart Connect, Double Connect, Wi-Fi 6E, and Foundry Direct Connect. Through the Intel Partner Alliance and ConnectiON, it supports digital transformation. Intel® Wireless Solutions ensure high-performance, reliable connectivity for consumers and businesses, enhancing gaming and productivity.



**Lip-Bu Tan,
CEO**

TECH MAHINDRA

Driving Digital Transformation with AI, 5G & Global Expertise

Technological Innovation: Tech Mahindra, a global consulting and systems integration leader operating in 90+ countries, blends digital innovation with industry-focused expertise. Backed by 75 years of Mahindra Group heritage, it leads in 5G, AI, blockchain, and the metaverse. Through initiatives like IndusQ LLM, BHAML, and Makers Lab, it drives inclusive, localized innovation in healthcare, agriculture, and language accessibility.

Product and Service Offerings: Tech Mahindra offers a comprehensive suite of services, including consulting, IT, BPO, and digital solutions. Its expertise spans AI, cloud, digital supply chains, and network services. Key offerings include platforms like Yantra.ai for intelligent execution, cloud migration, engineering, and UX design—serving diverse industries with integrated, tech-driven strategies for transformation and operational excellence.

Brand Connect: Tech Mahindra’s brand strategy showcases its “Scale at Speed™” promise as a global tech leader. By focusing on GenAI, 5G, and sustainability, and driven by its “Connected World, Connected Experiences” philosophy, Tech Mahindra positions itself as a transformative partner, delivering meaningful and sustainable tech solutions.



**Mohit Joshi,
CEO and MD**

SALESFORCE

Leading Cloud CRM with AI-Powered Customer Success

Technological Innovation: Salesforce leads in cloud-based CRM innovation, focusing on AI, data-driven insights, and digital transformation. Its platforms like Einstein AI, Customer 360, and Agentforce enhance customer engagement and automation. With extensible APIs and a unified data model, Salesforce empowers businesses while championing sustainability and ethical AI to drive responsible, future-ready digital solutions across industries.

Product and Service Offerings: Salesforce offers a robust CRM suite including Sales, Service, Marketing, and Commerce Clouds, plus tools like Data Cloud, Tableau, MuleSoft, Slack, and Einstein AI. Its platform supports app development via Heroku and AppExchange. Salesforce also provides solutions for small businesses, customer success, marketing automation, and AI-driven agent support through Agentforce.

Brand Connect: Salesforce is a leading cloud-based CRM platform known for its focus on customer success, AI innovation, and scalable cloud solutions. With a strong presence in India, it partners with local firms, supports digital transformation, and promotes values like trust, equality, and sustainability while offering tools like Salesforce+ for business learning.



**Marc Benioff,
Chair and CEO**



MICROSOFT

Powering Innovation Across Cloud, AI, and Enterprise Solutions

Technological Innovation: Microsoft drives innovation across cloud computing, AI, cybersecurity, and emerging technologies. Azure powers scalable cloud solutions, while Azure AI and Microsoft 365 Copilot enhance productivity through machine learning and natural language processing. Microsoft also pioneers quantum computing via Azure Quantum and invests in futuristic projects like Holoportation, DNA storage, and real-time language translation, advancing technological frontiers globally.

Product and Service Offerings: Microsoft offers a diverse portfolio, including Windows, Microsoft 365, Azure, Dynamics 365, and developer tools like Visual Studio and GitHub. It provides cloud services, AI-powered productivity tools, business solutions, Xbox gaming consoles, and Surface devices. Key platforms like Power Platform and Copilot enhance innovation, collaboration, and enterprise digital transformation.

Brand Connect: Microsoft's Brand Power lies in its comprehensive framework that enables partners and businesses to seamlessly integrate with its trusted ecosystem. Through Microsoft Brand Connect, companies can personalize their brand experience while maintaining alignment with Microsoft. This fosters stronger internal communication, enhances employee belonging, and reinforces a cohesive identity within the broader Microsoft brand environment.



Satya Nadella,
CEO

SAMSUNG INDIA

Innovating with AI, Smart Tech, and Sustainable Solutions

Technological Innovation: Samsung India leads innovation across semiconductors, smart appliances, and mobile communications, with a strong focus on AI and sustainability. Key advancements include AI-integrated Exynos processors, 14nm DDR5 DRAM, and AI-RAN for better network performance. Its Bespoke appliances, SmartThings ecosystem, and 5G leadership enhance everyday life. Through initiatives like Solve for Tomorrow and Innovation Campus, Samsung promotes inclusive design, open innovation, and tech-driven empowerment for India's next generation.

Product and Service Offerings: Samsung India offers a wide range of consumer electronics, including smartphones, TVs, appliances, laptops, and wearables, along with business solutions like Smart Signage. Key innovations include SmartThings for device connectivity, AI-powered Bespoke appliances, Galaxy Book laptops, and QLED/Neo QLED TVs. Support services include online help, troubleshooting, and smart device integration.

Brand Connect: Samsung's brand power is reflected in its top global rankings, strong consumer perception, and 2024 brand value of \$100.8 billion—a 10% year-on-year rise. Known for AI innovation, connected experiences, and sustainability, Samsung leads in on-device AI and semiconductors, consistently outperforming industry averages in brand health and recognition.



JB Park, President
(Samsung Southwest Asia)

AWS

Leading Cloud Innovation in Compute, AI, and Global Infrastructure

Technological Innovation: AWS leads cloud computing innovation with a vast portfolio spanning compute, storage, AI, and data analytics. It champions responsible AI, customer-centric design, and a "Working Backwards" innovation model. AWS fosters agility through DevOps, CI/CD, and cloud-native architecture, while continually launching new features in generative AI and scalable infrastructure to empower developers and enterprises globally.

Product and Service Offerings: AWS offers over 200 cloud-based services, including compute (EC2, Lambda), storage (S3, EBS), networking (VPC, CloudFront), databases (RDS, DynamoDB), analytics (Redshift, Athena), machine learning (SageMaker), and IoT (IoT Core, Greengrass). Its pay-as-you-go model enables scalable, secure, and flexible solutions for businesses across industries and workloads.

Brand Connect: AWS leads the cloud computing market with a vast suite of over 240 services, scalable infrastructure, and global data centers. Its pay-as-you-go model, strong security, and compliance features make it cost-effective and reliable. Programs like Digital Innovation and We Power Tech drive transformation and inclusivity across all business sizes.



Matt Garman,
CEO

KEY HIGHLIGHTS:

- # A strong brand influences not just what people buy, but how they feel, and stay loyal.
- # Brand identity captures the distinct personality and essence of a business.
- # Building brand strength is a continuous effort—but the long-term impact is worth it.
- # Brand loyalty reflects a customer's consistent preference for one brand over others.
- # In today's digital world, brand advocacy has become a powerful way to drive growth and trust.

Technology has significantly reshaped our lives, making us more connected, informed, and efficient. From communication and travel to healthcare and information access, its influence is undeniable. Yet, while technology brings immense value, it's equally important to apply it mindfully, understanding that it's not a universal solution for all.

AI continues to evolve, with the potential to transform industries such as finance, healthcare, retail, and manufacturing. However, ethical considerations, human connection, digital inclusivity, and social impact must remain at the forefront to ensure technology continues to serve the greater good.

In this landscape, marketers play a vital role in leveraging emerging technologies to drive business growth.

The 14th edition of the Brand Book presents a compelling report on the '25 Most Trusted Companies' in India, focusing on innovation and enhancing customer value. Based on insights from over 3,500 consumers, it highlights the importance of consistent messaging, quality delivery, meaningful customer engagement, and the ability to evolve with market needs. The report also identifies key drivers for success, encouraging peers to pursue excellence in customer-centric transformation.

METHODOLOGY

In today's competitive business landscape, building a strong brand is essential for growth but also builds customer trust, boosts perceived value, and ensures long-term success. This is achieved through consistent messaging, quality delivery, meaningful customer engagement, and the ability to evolve with market needs.

Since 1999, VARINDIA has played a pioneering role in brand valuation, earning recognition for its methodology assesses a brand's competitive strength and market performance, providing valuable insights for policymakers alike.

The evaluation process for identifying the 'Most Trusted Companies' is both rigorous and transparent. VARINDIA's editorial team conducts detailed assessments across various dimensions, including brand presence, customer engagement, and value delivery—ultimately selecting those that demonstrate outstanding customer trust, agility, and consistent innovation.

These top 25 companies represent the gold standard in brand performance, setting benchmarks through customer-first strategies, technological adoption, and relentless pursuit of excellence. Their ability to foster trust and loyalty comes from aligning with one of three proven value disciplines: product leadership, customer intimacy, or operational excellence. By focusing deeply on one while maintaining competence in the others, these brands create sustainable competitive advantage.

VARINDIA's brand valuation insights have become indispensable in guiding strategic decisions for companies navigating a rapidly changing digital economy. The growth of AI, e-commerce, and social media continues to redefine how consumers interact with brands in India. In this dynamic environment, strategic branding is more critical than ever—especially for homegrown businesses looking to cement their presence in the market.

Marketers are increasingly investing in brand-building initiatives that center on customer needs, supported by digital tools and clear, authentic communication. Feedback remains a cornerstone of this process—helping brands refine their identity, improve offerings, and stay relevant in a crowded marketplace.

The companies featured in the 'Most Trusted Companies' list serve as industry exemplars. Their commitment to innovation, responsiveness, and customer-centricity not only strengthens loyalty but also drives sustained business growth and leadership in a rapidly evolving world.



think, s. act is l over drive rmed, ccess, e, it's ion. nance, human ont to gies to deliver personalized experiences, deepen customer engagement, and Most Trusted Companies,' showcasing how these leading brands are driving OO CXOs, the report highlights the evolving dynamics of B2B relationships, s. These standout companies are setting industry benchmarks and inspiring al for long-term success. A well-established brand not only sets a company ing recognition in the market. Achieving this requires a clear brand identity, ual distinction, and the ability to adapt based on continuous feedback and ng recognition from both Indian and global institutions. Its trusted valuation nance, making the Brand Book a vital tool for businesses, investors, and comprehensive and rigorous. A distinguished panel comprising CIOs, CTOs, nts throughout the year. This includes analyzing brand perception, market

JIO

Revolutionizing India's Digital Landscape with 5G, AI, and Affordable Connectivity

Technological Innovation: Jio Infocomm Ltd. has revolutionized India's digital landscape with innovations in 4G, 5G, cloud computing, IoT, AI/ML, and blockchain. Through platforms like Jio Platforms and its indigenous 5G stack, Jio offers affordable connectivity, smart devices, and edge/cloud solutions. Supporting "Digital India," Jio empowers millions with cutting-edge, scalable, and accessible digital technologies across sectors.



Akash Ambani,
Chairman

Product and Service Offerings: Reliance Jio offers diverse products and services, including 4G/5G mobile networks, high-speed broadband via JioFiber, and business solutions like cloud and digital marketing. It provides smart devices (JioPhone, JioBook), connectivity tools (JioFi, SD-WAN), JioCloud services, JioNet Wi-Fi, and popular apps like JioTV, JioCinema, and JioSaavn.

Brand Connect: Reliance Jio, a subsidiary of Reliance Industries, is a leading Indian telecom provider supporting the Digital India vision. It offers nationwide LTE coverage, affordable 4G/5G data plans, cloud-based business solutions, and free voice calls. Jio's digital ecosystem includes apps, devices, and global partnerships with Meta, Google, and Microsoft.

AIRTEL

Connecting a Global Digital Future

Technological Innovation: Bharti Airtel Limited, headquartered in New Delhi, is a leading global telecommunications company and among the top three mobile service providers by subscriber base. With a vast network spanning 50 countries and 365,000+ RKMs of submarine cables and satellite links, Airtel delivers reliable ICT services focused on user experience, infrastructure uptime, and exceptional service quality worldwide.



Gopal Vittal, CEO

Product and Service Offerings: Bharti Airtel offers a comprehensive suite of services including 2G to 5G mobile connectivity, fixed-line, home broadband, DTH, and IPTV. It provides digital payments through Airtel Payments Bank, entertainment via OTT platforms, and enterprise telecom solutions. Additional offerings include Airtel Xstream Fiber, mobile commerce, and financial services like loans and FASTag.

Brand Connect: Bharti Airtel is one of India's most valuable brands, known for reliability, innovation, and customer-centricity. Its strong brand power stems from emotional marketing, digital transformation, and diverse offerings across mobile, broadband, and fintech. Airtel's focus on quality service, 5G adoption, and influencer partnerships strengthens its market leadership and customer loyalty.

DELL TECHNOLOGIES

Driving Innovation in AI, Edge, and Enterprise Solutions

Technological Innovation: Dell Technologies drives innovation across industries with a strong focus on AI, edge computing, and cybersecurity. In manufacturing, Dell modernizes operations using 5G, robotics, and AR/VR, while ensuring secure, connected environments. Through global partnerships, a customer-centric model, and programs like "Develop with Dell," it supports digital transformation, product innovation, and education worldwide.



Michael S. Dell, CEO

Product and Service Offerings: Dell Technologies offers a comprehensive range of products and services, including laptops, desktops, servers, storage, monitors, and networking gear. Its solutions span AI, multicloud, HPC, and security. Dell also provides lifecycle services, professional consulting, and cloud offerings through Dell APEX, alongside exclusive deals, training, and member discounts for businesses and individuals.

Brand Connect: Dell Technologies commands strong brand power in PCs and IT infrastructure, leading the hyperconverged infrastructure market. Known for product quality, innovation, and global reach, Dell offers a broad range of laptops, desktops, and servers. Its continued focus on AI PCs and private cloud solutions reinforces its position as a trusted technology leader.

GOOGLE

Innovating with AI & Cloud, Connecting Brands on YouTube

Technological Innovation: Google leads in technological innovation through AI, cloud computing, and mobile ecosystems. Its AI enhances products like Search and Assistant, while Google Cloud powers data-driven solutions across industries. With Android, digital payments, and initiatives like Waymo and Google Earth, Google fosters a risk-taking, collaborative culture that drives transformative impact. It's core focus is on online advertising, search engine technology, cloud computing, computer software, quantum computing, e-commerce, consumer electronics, and artificial intelligence.



Sundar Pichai, CEO

Product and Service Offerings: Google drives innovation through AI, cloud computing, and its Android ecosystem, impacting industries from healthcare to finance. Its AI enhances products like Search and Assistant, while Google Cloud supports data-driven transformation. A culture of creativity, risk-taking, and collaboration fuels projects like Waymo, Google Docs, and AI for public services.

Brand Connect: Google's platform linking brands with creators for authentic influencer marketing. It helps businesses boost awareness, engagement, and conversions by tapping into YouTube's highly engaged audience through streamlined campaign management, creator matching, and performance measurement, including Google Ads integration.





FLASHBACK

INFOTECH FORUM 2024

40 Speakers, **50** Corporates & **550** Delegates
Attended the Brand Book Launch & Infotech Forum





BROADCOM

Powering AI and Enterprise Infrastructure with Semiconductors and Software

Technological Innovation: Broadcom leads in AI, networking, and infrastructure software, advancing custom XPU's, 2nm AI chips with 3.5D packaging, and high-bandwidth Tomahawk 6 switches. Its VMware acquisition expands offerings in cloud and security software. With innovations like Tanzu Platform 10 and VeloCloud Edge 710, Broadcom strengthens data center, edge computing, and enterprise infrastructure capabilities.

Product and Service Offerings: Broadcom delivers semiconductor and infrastructure software solutions spanning data center networking, broadband, wireless, storage, and enterprise security. Key offerings include ASICs, network switches, mainframe software, and automation tools. Broadcom also provides developer resources, product support, and training, serving industries through high-speed connectivity, workload automation, and secure, scalable enterprise environments.

Brand Connect: Broadcom is a global tech leader specializing in semiconductors and infrastructure software. Its portfolio spans data center, networking, and security solutions. Growth through acquisitions like VMware and CA Technologies has expanded its capabilities. Broadcom supports diverse industries worldwide, backed by innovation, a strong partner ecosystem, and a focus on enterprise transformation.



Hock E. Tan,
CEO

INGRAM MICRO INDIA

Driving Digital Transformation Across The Globe

Technological Innovation: Ingram Micro drives digital transformation through AI, cloud, and data solutions tailored to the Indian market. With its Xvantage™ platform and strong partner ecosystem, it supports businesses across sectors and geographies. By deepening reach into Tier II and III cities, it fuels innovation, customer success, and economic growth in India's evolving tech landscape.

Product and Service Offerings: Ingram Micro delivers end-to-end IT, cloud, mobility, and consumer solutions, including servers, storage, and network security. It supports customers with professional services, training, and lifecycle support. Its cloud marketplace integrates AI, generative search, and observability features, empowering resellers with advanced tools to drive digital transformation across industries.

Brand Connect: Ingram Micro India is a leading distributor of technology and mobility solutions, offering products, cloud services, logistics, and financial solutions. With 200+ vendor partnerships and 15,000+ channel partners, it supports nationwide IT needs. Its cloud marketplace and e-commerce platform simplify access. It operates under Platinum Equity's global ownership.



Navneet Singh Bindra,
Senior VP and Chief
Country Executive

REDINGTON

A \$10B+ Tech Distributor Driving Digital Transformation Globally

Technological Innovation: Redington Ltd., valued over \$10 billion, is a leading tech distributor and supply chain innovator, operating across 40 markets with 450+ global brands. It enables digital transformation through AI, analytics, digital platforms, and payment solutions, offering end-to-end support that simplifies enterprise management and accelerates technology adoption across emerging markets.

Product and Service Offerings: Redington Ltd., part of the Redington Group, delivers a broad spectrum of IT products—from laptops and networking gear to solar solutions—alongside logistics, cloud, AR/VR, data analytics, and BPM services. It also offers e-commerce support, financial services, and after-sales care, enabling end-to-end digital and operational transformation.

Brand Connect: Redington Limited specializes in IT and mobility product distribution, end-to-end supply chain solutions, and cloud-based technology services. With a robust PAN India logistics network and financial service offerings, Redington partners with over 290 leading technology brands, helping businesses optimize operations and accelerate digital transformation across diverse industries.



Ramesh Natarajan,
CEO

QUALCOMM

Powering the Connected World with 5G, AI, and Snapdragon Innovation

Technological Innovation: Qualcomm drives wireless innovation through 5G, AI, and power-efficient chipsets, including Snapdragon platforms. Its technologies power smartphones, IoT, automotive, and edge computing. With initiatives like Dragonwing, QVIC, and the Innovation Fellowship, Qualcomm fosters global innovation. Strategic R&D, partnerships, and investments position it as a leader in enabling secure, connected digital transformation across industries.

Product and Service Offerings: Qualcomm delivers advanced chipsets and connectivity solutions across mobile, automotive, and IoT markets. Its Snapdragon platform powers smartphones, cars, and smart devices. Offerings include AI tools, fast-charging tech, and developer platforms for multimedia and automation. Qualcomm supports industries with secure, scalable tech driving connected, intelligent innovation globally.

Brand Connect: Qualcomm delivers integrated wireless connectivity solutions like FastConnect for Wi-Fi and Bluetooth, alongside its Snapdragon platforms powering smartphones, IoT, and automotive systems. The company leads in 5G, AI, and connected vehicle innovation, emphasizing brand-driven business value through digital transformation and intelligent, high-performance chipsets across multiple industries.



Cristiano Amon,
President &
CEO

ORACLE

Innovating Cloud, Data & AI for Enterprise Agility

Technological Innovation: Oracle is a global tech leader, known for innovations in cloud, data, and enterprise software. Its Oracle Cloud Infrastructure (OCI) powers secure, scalable solutions, while tools like Connected Digital Innovation streamline product lifecycle management. Oracle's integration of Generative AI—from OCI services to Database 23ai—keeps businesses agile and future-ready.

Product and Service Offerings: Oracle offers cloud infrastructure (OCI), enterprise software (ERP, CRM, HCM, EPM), and autonomous databases. Its portfolio includes cloud apps, financial services solutions, consulting, support, and customer experience tools. Oracle also enables cloud-native application development and integration, serving diverse industries with scalable, secure, and AI-enhanced digital solutions.

Brand Connect: Oracle is a leading provider of business software, best known for its powerful database solutions. It uniquely offers a complete suite of integrated cloud applications and infrastructure. Oracle Cloud supports the full IT lifecycle—from legacy migrations to cloud-native development—making it an ideal platform for enterprise operations and customer relationship management.



Safra A. Catz,
CEO

ADOBE

Powering Creativity and Digital Experiences with AI Innovation

Technological Innovation: Adobe leads in creative and digital innovation, offering AI-powered tools across its Creative Cloud and Experience Cloud platforms. With products like Photoshop, Illustrator, Firefly generative AI, and AI assistants for marketing and commerce, Adobe enhances creativity, personalization, and productivity. Its focus includes accessibility, sustainability, and empowering users across industries through smarter, streamlined digital experiences and content creation.

Product and Service Offerings: Adobe offers a comprehensive range of products across creative design, document management, and digital experience. Key tools include Photoshop, Illustrator, Premiere Pro, Acrobat, and Firefly for generative AI. Its platforms—Creative Cloud, Document Cloud, and Experience Cloud—support content creation, marketing, e-commerce, and automation. Adobe also delivers AI assistants, web development tools, and 3D design solutions.

Brand Connect: Adobe delivers groundbreaking innovations to help businesses bring ideas to life. Adobe Connect powers engaging, scalable virtual experiences with measurable impact. Brand Concierge and Agentic AI create hyper-personalized interactions, enhancing customer engagement and workflows. Adobe LLM Optimizer boosts brand visibility as consumers shift to AI-powered browsers and conversational discovery platforms.



Shantanu Narayen,
CEO

THE ADMIRER BRANDS SIMPLIFYING COMPLEX PROBLEMS



Technology continues to be a critical driver in reshaping the business landscape, especially during times of uncertainty and disruption. It serves as a catalyst for growth, enabling organizations to overcome challenges, innovate, and achieve strategic goals. Within this evolving ecosystem, technology vendors play a vital role in guiding enterprises to adopt and leverage cutting-edge solutions effectively.







By offering automation, advanced analytics, cloud infrastructure, and emerging technologies, these vendors equip businesses with the agility and adaptability needed to stay competitive and grow sustainably in a constantly shifting market.

The VARINDIA Brand Book is a valuable resource that keeps industry stakeholders informed about the latest technological innovations and strategic directions of leading brands. Its focus on emerging technologies and their impact on productivity highlights the urgent need for businesses to stay ahead in this fast-paced digital era.

India's technology sector reflects this dynamism, with IT spending projected to grow 13.2% year-on-year in 2024. This growth is fueled by rising investments in digital transformation, infrastructure upgrades, and the adoption of next-generation technologies across industries.

VARINDIA's Most Admired Brands selection process follows a rigorous evaluation framework, assessing innovation, brand value, recall, customer satisfaction, service quality, and overall excellence. This holistic methodology ensures a comprehensive appraisal of brands that excel not only in technology leadership but also in customer-centric practices.

By recognizing these standout brands, VARINDIA promotes industry best practices and fosters a culture of continuous innovation and excellence. Such recognition encourages other players to aspire to higher standards, ultimately strengthening the entire technology ecosystem and delivering greater value to businesses and consumers alike.

	<p>Acer India: Comprehensive Solutions, Driving Innovation, Strong Market Presence</p> <p>Acer India holds a strong position by offering a wide spectrum of technology solutions, including laptops, desktops, monitors, projectors, and accessories, catering to diverse consumer, business, and gaming needs. The company actively drives innovation, particularly in the gaming sector with cutting-edge products. Acer has also been focusing on local manufacturing under the 'Make in India' initiative. Recent strategies include expanding into Tier II and Tier III cities and a strong push towards AI-powered PCs and solutions, aiming for market leadership in key segments while emphasizing customer-centricity and a robust distribution network.</p>
	<p>ALE India: Modernizing Networks with Tailored Innovation</p> <p>Alcatel-Lucent Enterprise India is a key driver in modernizing the nation's telecommunications infrastructure, deploying advanced mobile, fixed-line, and broadband solutions. The company offers innovative networking solutions specifically tailored for the Indian market, including fixed broadband access, mobile backhaul, IP routing, and optical networking. ALE's focus on delivering reliable, high-performance services positions it as a significant enabler of India's growing communication needs, with a strong emphasis on enterprise solutions and digital transformation across various sectors.</p>
	<p>Allied Telesis: Secure, Intelligent Networking for a Connected Future</p> <p>Allied Telesis is a global leader in secure IP/Ethernet switching solutions and IP Triple Play networks, prioritizing robust security features like access control, encryption, and intrusion detection. Their comprehensive offerings provide reliable and intelligent connectivity across diverse industries. With a focus on innovation through their Autonomous Management Framework (AMF) and Network AI, they deliver simplified network management, automation, and enhanced security, positioning themselves as a trusted partner in building resilient and future-ready networks worldwide.</p>
	<p>AMD: Driving High-Performance Computing and AI Innovation Across Diverse Markets</p> <p>AMD is a key semiconductor innovator, renowned for its high-performance Zen CPU architecture powering Ryzen, EPYC, and Threadripper processors. Their APUs integrate CPU and GPU for efficient computing. AMD's expanded portfolio includes graphics cards, accelerators, and Xilinx products, crucial for data centers, HPC, and AI. The recent Ryzen AI 300 Series highlights their focus on next-gen AI PCs. With a reputation for quality, customer support, and continuous innovation, AMD is a trusted brand driving the future of computing across gaming, business, and enterprise solutions.</p>
	<p>Cadyce: Customer-Focused Innovation with Reliable Value</p> <p>Cadyce, the brand of KSG Technologies, is committed to technological innovation, continuously evolving its product portfolio through dedicated research and development. With a strong customer-centric approach, they prioritize satisfaction and provide efficient support. Cadyce offers high-quality, reliable, and cost-effective solutions, delivering compelling value to meet the evolving needs of their customer base. Their focus on innovation and customer care builds trust and confidence in the brand.</p>
	<p>Canon: Leading Imaging, Printing, and Digital Transformation Solutions</p> <p>Canon India is a prominent provider of comprehensive imaging and printing solutions, including cameras, printers, and multifunction devices, backed by a strong legacy of innovation. The company is a leader in printing technology and is expanding its focus on digital transformation solutions tailored for diverse industries. These include document management, workflow automation, and enterprise content management, aimed at enhancing productivity and collaboration. Canon's commitment to innovation and reliability solidifies its trusted brand position in the Indian market.</p>
	<p>CommScope : Powering Networks with Quality and Innovation</p> <p>CommScope India is a vital arm of the global leader in communication network infrastructure solutions. They offer a comprehensive portfolio including fiber and copper cables, connectivity solutions, enclosures, antennas, and RF components for both wired and wireless networks. Committed to rigorous quality standards and continuous technological innovation, CommScope India provides reliable and cutting-edge solutions, solidifying its position as a trusted partner in building robust communication networks across the country.</p>



	<p style="text-align: center;">Computhink: Streamlining Document Management with Contentverse</p> <p>Computhink, with its flagship software Contentverse and Contentverse Cloud, offers comprehensive document management, enterprise content management, records management, and document workflow solutions. Designed for businesses of all sizes, the platform focuses on organizing, securing, and enabling seamless collaboration on documents. By providing tools for easy categorization, tagging, and retrieval, Computhink empowers teams to enhance productivity, ensure compliance, and maintain secure access to critical information, positioning Contentverse as a key solution for efficient information management.</p>
	<p style="text-align: center;">CP Plus: Comprehensive Surveillance with AI-Driven Innovation</p> <p>As a division of Aditya Group, CP Plus is a leading provider of end-to-end electronic security solutions, specializing in a wide array of surveillance technologies including CCTV cameras, video door phones, and access control systems. The company, through Aditya Infotech's efficient supply chain, demonstrates a strong commitment to technological innovation by integrating advanced features like AI-driven analytics, cloud connectivity, mobile integration, enhanced energy efficiency, and robust cybersecurity measures into its offerings, positioning itself as a key player in the industry.</p>
	<p style="text-align: center;">CrowdStrike: Cloud-Native Cybersecurity Powerhouse</p> <p>CrowdStrike is a global leader in cybersecurity, offering a unified, cloud-native platform that protects endpoints, cloud workloads, identities, and data. Their comprehensive solution integrates next-gen AV with EDR and managed threat hunting, fueled by vast threat intelligence processed through their cloud. The single, lightweight Falcon agent delivers immediate, actionable protection with exceptional visibility and control, simplifying security and ensuring scalability, solidifying their position as a top-tier cybersecurity innovator.</p>
	<p style="text-align: center;">Cyble: AI-Powered Proactive Threat Intelligence</p> <p>Cyble empowers organizations and individuals with cutting-edge, AI-driven cybersecurity platforms for proactive threat detection. Leveraging proprietary technology, they provide continuous threat monitoring and in-depth analysis to deliver critical insights against emerging cyber threats. Cyble's mission is to establish a secure global environment for transactions and growth, positioning themselves as innovators in preemptive cybersecurity solutions that minimize the fear of cyberattacks.</p>
	<p style="text-align: center;">D-Link: Globally Trusted for Innovative and Comprehensive Networking Solutions</p> <p>D-Link, a global leader in networking, offers a wide array of innovative solutions for homes, businesses, and service providers, including routers, switches, wireless access points, and network cameras. With a strong commitment to technological advancement, quality, and customer satisfaction, D-Link is at the forefront of smart home and IoT integration. Their diverse portfolio and focus on reliability have positioned them as a trusted brand delivering cutting-edge connectivity solutions worldwide, including a significant presence and support infrastructure across India.</p>
	<p style="text-align: center;">ESET: Trusted Cybersecurity for a Safer Digital Future</p> <p>ESET stands out with its cutting-edge, multilayered security solutions, delivering proactive protection against evolving cyber threats. With over three decades of global expertise, ESET's advanced threat detection technologies ensure robust defense with minimal system impact. Its unique combination of machine learning and human expertise enables early threat identification and rapid response. In India, ESET has built a strong presence across enterprises and SMEs, offering reliable, scalable cybersecurity solutions. Positioned as one of the Most Valuable Brands in the highly competitive cybersecurity market, ESET continues to lead with innovation, trust, and a commitment to a secure digital ecosystem.</p>
	<p style="text-align: center;">Fortinet: Integrated Cybersecurity Solutions Powering Global Protection</p> <p>Fortinet is a global cybersecurity leader, providing a vast portfolio encompassing network, endpoint, cloud, and email security, all unified by its innovative Security Fabric. This integrated architecture delivers seamless visibility, control, and automation across the entire IT infrastructure. Fortinet's commitment to innovation, threat intelligence from FortiGuard Labs, and customer satisfaction positions them as a trusted provider of comprehensive and high-performance cybersecurity solutions for organizations worldwide, including a growing presence in India with dedicated data centers.</p>
	<p style="text-align: center;">Hitachi Vantara India: Powering Digital Transformation with Data-Driven Innovation</p> <p>Hitachi Vantara India is a key player in data storage, analytics, and IoT solutions, offering a comprehensive portfolio including storage systems, data management, and digital transformation services. Leveraging global innovation and a customer-centric approach, they empower Indian organizations to effectively manage, protect, and derive value from their data. With a strong local presence and focus on hybrid cloud, AI, and data protection, Hitachi Vantara India is a trusted partner for enterprises seeking to modernize their IT infrastructure and drive business outcomes.</p>
	<p style="text-align: center;">HP India: Driving Innovation in End-to-End PC and Printing Solutions</p> <p>HP India is a leading technology provider, offering a comprehensive range of innovative PCs, laptops, printers, and accessories, with a strong focus on "Make in India" manufacturing. Renowned for its printing technology, HP delivers solutions that enhance productivity and reduce costs for both consumers and businesses. With a commitment to end-to-end solutions, security, sustainability, and excellent service, HP India continues to strengthen customer trust and loyalty, maintaining a leading position in the Indian PC market.</p>
	<p style="text-align: center;">Inflow Technologies: Value-Added Distributor of Emerging ICT Solutions</p> <p>Inflow Technologies is a leading Value Added Distributor in India, specializing in niche ICT technologies including Networking, Cybersecurity, Unified Communications, AIDC, Surveillance, and Server & Storage. They strategically partner with vendors to introduce cutting-edge solutions in Cloud, AI, IoT, and Digital Transformation. With a strong customer focus and value-added services, Inflow empowers businesses across industries to leverage these innovations effectively, establishing themselves as a trusted distribution partner.</p>
	<p style="text-align: center;">iValue: Strategic IT Enabler for Digital Transformation</p> <p>iValue InfoSolutions is a leading Indian technology enabler, providing end-to-end IT solutions and services from global vendors. As a strategic partner and value aggregator, they specialize in consulting, digital transformation, application lifecycle management, and security. iValue focuses on emerging technologies to drive innovation and empower businesses across industries to achieve their strategic objectives and gain a competitive advantage through effective technology leverage.</p>



	<p>Jabra: Premium Audio Solutions for Every Aspect of Life</p> <p>Jabra, a Danish brand by GN Audio, delivers premium audio and videoconferencing solutions for professionals and consumers. Renowned for its wireless, true wireless, and corded headphones, they offer noise-canceling headsets, Bluetooth speakers, and durable sports earbuds with superior sound and seamless connectivity. They support hybrid work with Engage and PanaCast, and daily needs with Elite earbuds, blending innovation, performance, and accessibility to earn the trust of tech-savvy users worldwide.</p>
	<p>Juniper: Architecting the AI-Native Network for Superior Experiences</p> <p>Juniper Networks, a US multinational, develops and markets advanced networking products, including routers, switches, security solutions, and AI-driven network management software. Their AI-Native Network, built with and for AI, aims to deliver exceptional experiences for both users and operators. Juniper's Mist™ platform drives continuous innovation, featuring enhanced digital twins that proactively identify and resolve network issues from client to cloud, ensuring optimal performance and reliability.</p>
	<p>Kaspersky: Proactive Cybersecurity Shield Powered by Innovation</p> <p>Kaspersky India is a leading cybersecurity firm committed to providing innovative solutions and ensuring customer trust. Their cutting-edge software employs advanced AI, including machine learning and behavioral analysis, to proactively detect and neutralize emerging cyber threats in real-time. With a focus on prevention and comprehensive product offerings, Kaspersky India has established a strong reputation for technological excellence and customer satisfaction, safeguarding digital assets across the nation.</p>
	<p>Kyndryl: Powering Enterprise IT Infrastructure for Human Progress</p> <p>Kyndryl specializes in designing, building, managing, and modernizing critical IT infrastructure for enterprises worldwide. With a global team of 90,000 skilled professionals serving 75 of the Fortune 100, Kyndryl aims to be the leading technology services employer. Driven by the purpose of advancing vital systems that fuel human progress, they ensure robust and adaptable digital ecosystems that support continuous growth and unlock possibilities for all.</p>
	<p>Lenovo India: Innovative Technology with Reliable Customer Support</p> <p>Lenovo India offers a wide range of innovative products, including laptops, desktops, tablets, smartphones, and data center solutions(Server & Storage). With a strong network of service centers and partners across India, they prioritize prompt and reliable after-sales support, demonstrating their commitment to customer satisfaction. Lenovo also provides tailored enterprise solutions, fostering trust and strengthening brand reputation among its diverse user base through consistent engagement and support.</p>
	<p>Micron: Global Leader in High-Performance Memory and Storage Solutions</p> <p>Micron Technology is a leading global provider of innovative memory and storage solutions, specializing in high-performance and energy-efficient DRAM, NAND flash, and SSDs. Trusted by professionals, their products power a wide range of applications from PCs and mobile devices to data centers and automotive systems, including industrial IoT and aerospace. Micron's brand is synonymous with quality and reliability for both everyday users and demanding industries.</p>
	<p>NEC: Pioneering IT and Network Integration with AI Expertise</p> <p>With over a century of innovation, NEC is a leader in integrating IT and network technologies to empower individuals, businesses, and society. Their focus spans cutting-edge solutions in IT, telecommunications, biometrics, cybersecurity, and AI. Leveraging extensive AI research, NEC flexibly combines diverse AI technologies to meet evolving social and business needs. Through strategic partnerships, NEC expands its reach and enhances its innovative product and service offerings.</p>
	<p>NetApp: Intelligent Data Infrastructure for a Hybrid Cloud World</p> <p>NetApp is a leading data infrastructure company providing unified storage, integrated data services, and cloud operations solutions. Specializing in innovative data management, they offer storage systems, cloud services, data protection, and software-defined storage. By understanding customer needs, they deliver intelligent data infrastructure that manages any data, for any application, anywhere – optimized, secured, and protected. They empower enterprises in their hybrid cloud journeys.</p>
	<p>Nutanix: Simplifying IT with Hyperconverged Infrastructure</p> <p>Nutanix has positioned itself as a leader in Hyperconverged Infrastructure (HCI), a technology that consolidates compute, storage, and networking into a single, scalable platform. Their brand emphasizes simplification, cost reduction, flexibility, and agility for businesses. By leveraging a software-defined approach, they allow IT infrastructure to easily adapt to evolving needs, unlike traditional hardware-centric solutions. They prioritize user-friendliness, making their platform accessible even for organizations with limited IT resources. This focus on ease of use and management significantly lowers the total cost of ownership (TCO), enabling customers to modernize their data centers and meet changing business requirements effectively.</p>
	<p>Palo Alto Networks: Leading Comprehensive Cybersecurity Defense</p> <p>Palo Alto Networks has strategically positioned its brand as a leader in next-generation cybersecurity, offering comprehensive protection against advanced threats. They achieve this through a platform-based approach integrating firewalls, endpoint, and cloud security, alongside powerful threat intelligence via their renowned Unit 42 team. This team proactively analyzes global threats, publishing research to keep clients ahead of emerging risks. It empowers customers to secure assets and infrastructure with advanced, integrated solutions, fostering a resilient security culture against evolving threats.</p>
	<p>Picus Security: Validating and Optimizing Cybersecurity Defenses</p> <p>Picus Security has strategically positioned itself as the leading Breach and Attack Simulation (BAS) vendor, focused on security validation. Their brand promises to give organizations a clear, business-contextual view of their cyber risk. Picus transforms security by correlating, prioritizing, and validating exposures, enabling teams to pinpoint and fix critical gaps with one-click mitigations. Leveraging their pioneering BAS technology and Numi AI, the Picus Security Validation Platform spans on-prem, hybrid cloud, and endpoints. They emphasize proactive, threat-centric decision-making, helping organizations enhance cyber resilience and achieve optimal protection from their existing security controls, with strong industry recognition.</p>
	<p>Postgres Pro: Enterprise-Grade PostgreSQL for India</p> <p>Postgres Professional, founded in 2015 by key PostgreSQL contributors, offers Postgres Pro, an enhanced enterprise version of PostgreSQL. It delivers advanced features like adaptive query planning, better compression, and heightened security—making it ideal for large-scale, mission-critical deployments. In India, its adoption is rising as businesses and government projects embrace open-source, cost-effective, and scalable alternatives to proprietary databases. Its enterprise-grade capabilities and dedicated support align with India's "open source first" digital strategy, making it a preferred choice for organizations seeking performance, flexibility, and reliability in their database infrastructure.</p>



PRAMA India: Securing India with Indigenous Video Security Product Manufacturing



Founded with the vision to place India on the global map for video security products, PRAMA is India's leading indigenous video security brand, embodying the spirit of 'Atmanirbhar Bharat'. Celebrating the ethos of 'Made for India, Made by India, Made in India', PRAMA manufactures high-quality video security products to meet the myriad security needs. With a state-of-the-art manufacturing facility near Mumbai and a dedicated R&D Center driving innovation, PRAMA is committed to transforming India into a global hub for video security manufacturing and exports. Encouraged by government initiatives, PRAMA India is developing advanced video security solutions across verticals to secure citizens, assets and nation.



Pure Storage: Accelerating Business with All-Flash Data Solutions

Pure Storage has positioned its brand around delivering high-performance, reliable, and efficient flash storage. They specialize in all-flash arrays, NVMe solutions, and cloud data services designed to accelerate applications, consolidate workloads, and simplify IT infrastructure. Pure Storage emphasizes cost savings and higher ROI through advanced data reduction techniques, helping customers store more data in less space and reduce operational overhead. Recent integrations with Nutanix and NVIDIA demonstrate their commitment to providing blazing speed and reliability, crucial for modern, data-intensive workloads like AI, solidifying their market presence and meeting diverse customer needs.



Qualys: Cloud-Native Security for a Modern World

Qualys has strategically positioned its brand as a cloud-native cybersecurity leader offering a unified platform for vulnerability management. Their unique selling proposition lies in high-accuracy scanning and comprehensive solutions for IT assets, web applications, and cloud deployments across major providers like AWS, Azure, and Google Cloud. With over 10,000 customers, including Forbes Global 100 companies, Qualys emphasizes simplifying security operations and lowering compliance costs through its Enterprise TruRisk Platform. They leverage AI-powered solutions to provide critical security intelligence, ensuring organizations can effectively identify, manage, and mitigate risks in today's complex digital landscape.



Red Hat: Trusted Open Source for Enterprise IT

Red Hat has strategically positioned its brand as the trusted leader in open-source software (OSS), combining technological innovation with unwavering customer confidence. Their success stems from a deep commitment to open-source principles, collaboration, and transparency. Red Hat offers enterprise-grade, secure solutions that seamlessly integrate on-premise and hybrid cloud environments, providing crucial flexibility and scalability. By prioritizing robust security and fostering strong customer relationships through comprehensive support and training, Red Hat has earned global trust. Their brand signifies a reliable partner, enabling businesses to leverage cutting-edge open-source technology with confidence.



Rubrik: Unifying Data Security for Cyber Resilience

Rubrik has strategically positioned its brand as a leader in advanced data security, prioritizing customer confidence through its cloud-native, scalable platform. Beyond traditional backup, Rubrik offers a comprehensive, unified solution encompassing disaster recovery, archiving, and robust ransomware protection. Their brand emphasizes continuous innovation to stay ahead of evolving threats, ensuring clients have access to the latest advancements. By providing a single, intuitive platform, Rubrik empowers organizations to effectively protect, manage, and leverage their data, solidifying its role as a reliable partner in building cyber resilience amidst the dynamic cybersecurity landscape.



Savex Technologies: Empowering India's ICT Channel

Savex Technologies has strategically positioned itself as India's third-largest ICT distributor, emphasizing cutting-edge solutions and strong partner relationships. Their brand promise centers on providing a diverse portfolio of hardware, software, networking, security, and cloud services, backed by deep technical expertise. With 107 sales offices and 42 stocking locations, Savex ensures widespread reach and supports over 12,000 monthly customers. Beyond distribution, they offer crucial pre-sales support, training, and technical expertise, solidifying their role as a vital enabler for their extensive partner network and reinforcing their commitment to fostering growth in the Indian IT landscape.



Seagate: Trusted Innovation in Data Storage

Seagate has solidified its market leadership by positioning itself as a provider of innovative and secure storage solutions. Their brand emphasizes continuous technological advancements across HDDs, SSDs, and hybrid offerings, meeting demands for higher capacity and performance. Crucially, Seagate builds unwavering customer trust through robust data security features like self-encrypting drives and comprehensive data recovery services. Having delivered over four zettabytes of capacity globally, their two-pronged strategy—combining cutting-edge technology with a strong focus on data protection—ensures they are seen as a reliable, data-security conscious partner in today's data-driven world.



Securonix: Leading the Future of Intelligent Cyber Defense

Securonix is a pioneer in next-generation SIEM, UEBA, and SOAR solutions, redefining cyber threat management through its advanced analytics and AI-driven platform. Its USP lies in delivering real-time threat detection, automated response, and comprehensive risk management with unmatched accuracy and scalability. Securonix's cloud-native architecture ensures seamless performance and rapid threat mitigation. With a strong footprint in India, it serves leading enterprises across industries, helping them stay ahead in the evolving cybersecurity landscape. Securonix continues to set the standard for innovation, resilience, and trust in a hyper-competitive market.



Sify Technologies: India's Trusted ICT & Cloud Partner











Sify Technologies has strategically positioned itself as India's most comprehensive ICT service and solution provider, with "Cloud@Core" at the heart of its brand. A Fortune India 500 company, Sify leverages its robust infrastructure, including 11 state-of-the-art Data Centers and India's largest MPLS network, to serve over 10,000 businesses across 1600+ cities. They provide a full spectrum of services—from telecom and data center to cloud and managed services—focusing on the evolving demands of the digital economy. Sify's deep expertise and business-outcome-based models make it the preferred choice for enterprises seeking seamless digital transformation and reliable ICT solutions.



SonicWall: Boundless Cybersecurity for the Modern Enterprise

SonicWall has strategically positioned its brand as a cybersecurity leader with 30 years of experience, emphasizing "Boundless Cybersecurity". Their brand promise is to deliver seamless, multi-layered protection across cloud, hybrid, and traditional networks. SonicWall offers advanced solutions including firewalls (like the NSA Series) with deep packet inspection, intrusion prevention, and sandboxing capabilities. This robust approach effectively shields against sophisticated threats such as ransomware and zero-day attacks. By isolating malicious files and combining various cutting-edge technologies, SonicWall ensures comprehensive network security, building strong customer confidence through proactive and adaptable defense.



	<p>Sophos: Unified, AI-Powered Cybersecurity for Total Confidence</p> <p>Sophos has strategically positioned itself as a cybersecurity powerhouse by combining cutting-edge, AI-native technology with unwavering customer confidence. Their brand emphasizes Synchronized Security, a holistic approach where all security solutions—from endpoint to cloud—share real-time threat intelligence. The Sophos Central platform unifies these next-gen defenses, simplifying management and automating responses. Strengthened by the Secureworks acquisition, it is now the leading MDR (Managed Detection and Response) provider, offering an unparalleled, open, and scalable platform. Their emphasis on innovation and automation enables global customers to secure IT estates and maximize cybersecurity ROI.</p>
	<p>Supertron Electronics: Innovating IT Distribution for India's Diverse Needs</p> <p>Supertron Electronics has strategically positioned its brand by combining technological innovation in IT hardware with strong customer relationships. As a prominent Indian electronics player, they offer a comprehensive range of products—from computer hardware and peripherals to networking and consumer electronics—catering to diverse industries. Their recent expansion into Enterprise Solutions, providing networking, server, and cloud computing for large organizations, further solidifies their market relevance. By continuously adapting their portfolio and fostering close partnerships, Supertron ensures they meet the varied and evolving needs of customers across all segments, strengthening their reputation and market presence.</p>
	<p>Tech Data Advanced Solutions: Your Trusted Innovation Partner</p> <p>Tech Data Advanced Solutions has strategically positioned its brand by offering a broad array of cutting-edge technology solutions—including cloud, cybersecurity, AI, and IoT—while cultivating unwavering customer trust. Their brand promise centers on acting as a strategic partner, deeply understanding customer needs, and designing customized solutions for specific challenges. As a leading end-to-end technology distributor, they leverage extensive expertise to guide businesses through digital transformation. This focus on tailored solutions and trusted advisory services differentiates Tech Data, ensuring high-quality delivery and solidifying their role as a key enabler for enterprises navigating today's complex IT landscape.</p>
	<p>Tenable: Securing the Modern Attack Surface</p> <p>Tenable is a global leader in Exposure Management, empowering organizations to predict, prioritize, and remediate cyber risks across their entire attack surface. Its USP lies in delivering unmatched visibility and context-driven insights through its industry-leading solutions like Tenable One and Nessus. Tenable's proactive approach helps organizations manage vulnerabilities, compliance risks, and cloud security challenges effectively. With a growing presence in India, they serve critical sectors including BFSI, IT, and manufacturing. Tenable continues to lead with innovation, trust, and a commitment to securing digital transformation.</p>
	<p>TP-Link: Seamless, High-Performance Connectivity for All</p> <p>TP-Link has strategically positioned its brand as a prominent provider of reliable and high-performance networking equipment. Their array of offerings include routers, switches, and smart home devices, catering to diverse needs in both homes and businesses. They emphasize cutting-edge Wi-Fi technology, by integrating standards like Wi-Fi 6 and 6E to deliver faster speeds, wider coverage, and improved network capacity. Their brand promises user-friendly design and strong customer support, making network management easy. By focusing on innovation and ease-of-use, they remain a trusted name for seamless connectivity solutions.</p>
	<p>Trellix: Redefining Cybersecurity with Living Security</p> <p>Trellix stands apart with its unique "Living Security" platform, blending advanced threat intelligence, AI-driven analytics, and adaptive security architecture. By integrating XDR (Extended Detection and Response) and endpoint protection, Trellix provides real-time threat detection, automated response, and deep visibility across the IT ecosystem. Organizations benefit from proactive defense against evolving cyber threats, reducing response times and enhancing resilience. Positioned as the most preferable cybersecurity brand in India, Trellix empowers enterprises with robust, scalable solutions, ensuring business continuity and regulatory compliance in an increasingly complex digital landscape. Trusted by India's top sectors, Trellix secures today for a safer tomorrow.</p>
	<p>Veeam: Trusted Data Resilience for Every Environment</p> <p>Veeam has strategically positioned its brand as a leader in data protection and recovery, emphasizing unwavering customer confidence through continuous innovation. Their solutions, including Veeam Backup, prioritize data resilience, ensuring businesses can quickly recover from disruptions. Veeam's brand promises a blend of simplicity, speed, reliability, and cost-effectiveness, with a user-friendly interface and automation features. Crucially, their offerings seamlessly integrate across cloud, virtual, physical, SaaS, and Kubernetes environments, allowing comprehensive data protection without major overhauls. Veeam remains a trusted partner in ensuring the availability, integrity, and security of critical data assets in today's digital world.</p>
	<p>Versa Networks: Unifying SASE for Agile, Secure Networking</p> <p>Versa Networks has strategically positioned its brand as a leader in Software-Defined Networking (SDN) and Secure Access Service Edge (SASE). Their core value proposition is a unified platform that seamlessly integrates networking, security, and cloud services. Versa emphasizes enabling businesses to achieve greater agility, significant cost savings, and enhanced flexibility over traditional solutions. Their brand highlights a single console, policy, and data lake for centralized management. By incorporating Zero Trust principles and application-driven intelligence, Versa provides secure, high-speed, and reliable connectivity across diverse deployment configurations, solidifying their role as a comprehensive SASE provider.</p>
	<p>ViewSonic: Redefining Visual Excellence and Performance</p> <p>ViewSonic is renowned for delivering cutting-edge visual solutions with a strong focus on innovation, quality, and performance. Its diverse portfolio, including high-performance monitors and compact, powerful Mini PCs, addresses the evolving needs of consumers and businesses alike. With industry-leading display technologies, superior color accuracy, and ergonomic designs, ViewSonic consistently sets benchmarks in user experience. Backed by a strong and growing presence in the Indian market, ViewSonic is emerging as a strong brand in this hyper-competitive landscape. It continues to drive value and leadership by offering reliable, future-ready products tailored for dynamic market demands.</p>
	<p>Zscaler: Leading the Future of Cybersecurity with Zero Trust</p> <p>Zscaler's USP lies in its cloud-native Zero Trust Exchange platform, offering secure, fast, and scalable access to applications and data. By prioritizing Zero Trust, Zscaler minimizes attack surfaces and eliminates dependence on traditional security appliances. Globally processing over 300 billion transactions daily and blocking 150 million threats, Zscaler empowers enterprises to securely transition to the cloud. In India, it is trusted by major sectors like BFSI, IT, and healthcare. Consistently recognized as a leader in Gartner's Magic Quadrant, Zscaler is redefining cybersecurity with its cutting-edge Secure Web Gateway and SASE solutions.</p>

INDIA'S TECHNOLOGY SECTOR OVERVIEW: FY2024-25



India's technology sector has emerged as a cornerstone of the nation's economic transformation in FY2024-25, demonstrating remarkable resilience and innovation across multiple verticals. The sector continues to drive digital adoption at unprecedented scale, with the government's Digital India initiative catalyzing growth across IT services, hardware manufacturing, telecommunications, and emerging technologies. From artificial intelligence breakthroughs to semiconductor manufacturing ambitions, India has positioned itself as a global technology hub serving both domestic and international markets. The sector's contribution to GDP has expanded significantly, with technology exports reaching new heights while domestic consumption of digital services accelerates across urban and rural markets. Key growth drivers include cloud adoption, cybersecurity investments, data center expansion, and the proliferation of mobile-first digital solutions that are reshaping how businesses and consumers interact with technology.



ARTIFICIAL INTELLIGENCE

AI adoption accelerated across industries, with significant investments in generative AI, machine learning platforms, and AI-powered automation solutions. Both startups and established companies launched innovative AI products, while the government promoted AI research and development through policy initiatives.



BFSI

The BFSI sector accelerated digital transformation initiatives, with increased investments in fintech partnerships, digital banking platforms, and cybersecurity infrastructure. Regulatory changes and growing cyber threats drove significant technology spending across traditional and new-age financial institutions.



CLOUD SERVICES

Cloud adoption surged across enterprises and government entities, driven by cost optimization needs and digital transformation requirements. Major global cloud providers expanded their India presence while domestic players strengthened their offerings in compliance-focused and hybrid cloud solutions.



CYBER SECURITY

India's cybersecurity sector experienced robust growth driven by increasing cyber threats and regulatory compliance requirements. The market expanded significantly as organizations invested in AI-powered security solutions, managed services, and comprehensive threat detection platforms to protect their digital assets.



DATA CENTER

The data center industry witnessed substantial expansion driven by cloud adoption, digital transformation, and data localization requirements. Significant investments in hyperscale facilities, edge computing infrastructure, and green data center technologies positioned India as a key regional data hub.



DATA PRIVACY

Data protection regulations gained prominence with the Digital Personal Data Protection Act framework taking shape. Organizations across sectors initiated comprehensive privacy compliance programs, driving demand for privacy-focused technologies and consulting services while reshaping data handling practices.



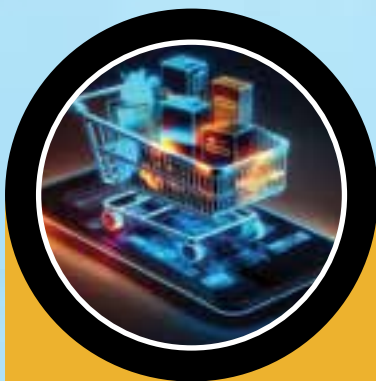
IT HARDWARE

The hardware sector experienced mixed performance, with domestic PC shipments declining due to market saturation and economic pressures. However, government initiatives promoting local manufacturing and import substitution created new opportunities for domestic players in enterprise hardware and infrastructure components.



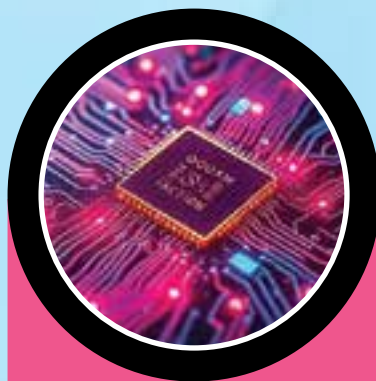
IT SERVICES

India's IT services industry maintained its global leadership position with major players like TCS, Infosys, and Wipro reporting steady growth despite global economic uncertainties. The sector focused heavily on AI integration, cloud transformation services, and digital consulting, while addressing workforce challenges through extensive reskilling programs.



PC MARKET

The PC market experienced contraction due to post-pandemic normalization, economic uncertainties, and extended replacement cycles. However, segments like gaming, content creation, and enterprise refreshes provided stability, while manufacturers focused on premium products and commercial market opportunities.



SEMICONDUCTOR

India's semiconductor ambitions gained momentum with policy support, international partnerships, and significant investment commitments. The sector focused on building domestic capabilities across design, manufacturing, and assembly while attracting global players to establish operations in the country.



SMARTPHONE INDUSTRY

The smartphone market faced challenges from economic pressures and market saturation, leading to inventory corrections and pricing pressures. However, premium segment growth and 5G device adoption provided bright spots, with domestic brands strengthening their market positions.



TELECOM INDUSTRY

The telecommunications sector focused on 5G rollout expansion, network infrastructure modernization, and digital services beyond connectivity. Operators invested heavily in enterprise solutions, IoT platforms, and edge computing capabilities to diversify revenue streams and improve service quality.

SCALING INNOVATION, BUILDING TRUST

India’s artificial intelligence (AI) market reached an inflection point in 2024, transitioning from experimental deployments to industrial-scale adoption across sectors. As enterprises recalibrated their digital strategies post-pandemic, AI emerged as a foundational layer—powering automation, enhancing customer experience, and enabling real-time intelligence. According to Nasscom and EY estimates, India’s AI market grew to USD 7.8 billion in 2024, a robust 44% year-over-year increase, with projections placing it at over USD 17 billion by 2027.

Driving this momentum were critical factors: the proliferation of cloud infrastructure, accelerated adoption of generative AI, maturing data policies, government incentives, and a robust base of AI talent. More than 75% of large Indian enterprises had adopted some form of AI by the end of 2024, reflecting a strategic pivot toward intelligent automation and augmented decision-making.

AI Trends Reshaping Enterprises

One of the defining trends of 2024 was the industrial-scale application of generative AI (GenAI). Enterprises rapidly expanded use cases beyond chatbots into document automation, creative content generation, software coding assistance, and intelligent search. TCS introduced its Cognix GenAI to enable process transformation across industries, while Infosys’ Topaz provided domain-specific AI agents capable of extracting actionable insights from unstructured enterprise data.

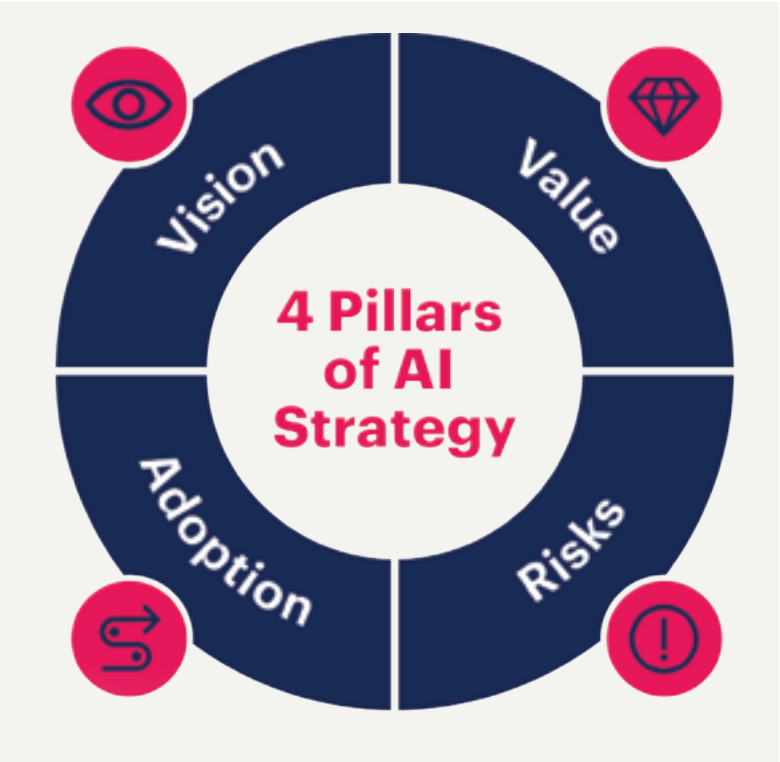
The BFSI sector was an early and aggressive adopter. HDFC Life deployed GenAI-based policy summarizers to reduce document processing time by 40%. Axis Bank deployed AI in fraud detection workflows, shrinking detection-to-response times significantly. Retailers such as Flipkart and Tata Neu utilized GenAI for real-time personalization, boosting customer engagement metrics. In manufacturing, Maruti Suzuki leveraged computer vision for quality inspection and line optimization, while pharma majors implemented machine learning to expedite drug discovery.

Ethical AI became a growing concern. Close to half of India’s top 500 enterprises began implementing internal AI governance protocols. Companies sought to ensure transparency in model behavior, fairness in outcomes, and auditability in high-risk use cases, especially in hiring, lending, and healthcare.

Global AI Movements and Their Influence

The global AI race, led by releases like GPT-4 Turbo and Google’s Gemini, had immediate ripple effects across Indian enterprises and startups. Developers fine-tuned these models using Indian datasets to serve localized needs—from multilingual customer service to Indic-language summarization tools. Open-source models such as Meta’s LLaMA 2 and Mistral offered affordable pathways for startups to build custom AI solutions.

Strategic partnerships flourished. Infosys extended its relationship with NVIDIA, gaining access to advanced GPU infrastructure and accelerating client implementations of LLM-based applications. Wipro co-developed industry-specific AI frameworks with IBM WatsonX, especially in supply chain and customer service automation. India also contributed to global conversations around AI safety, joining the Bletchley Declaration and pushing for inclusion in future AI guardrail-setting bodies.



Sectoral Penetration and Domestic Momentum

AI adoption surged across sectors in 2024. According to IDC, 62% of Indian enterprises deployed at least one AI or machine learning solution at production scale, with BFSI, healthcare, manufacturing, education, and public sector governance leading adoption.

In financial services, SBI Card used AI to optimize cross-sell strategies and improve customer segmentation. ICICI Lombard deployed AI-powered image processing to speed up motor claims adjudication. Apollo Hospitals, in partnership with Microsoft, built risk-prediction algorithms using anonymized patient data, helping detect chronic conditions earlier. In education, platforms like Byju's and PhysicsWallah personalized content and assessments through AI, improving learning outcomes for over 40 million students.

State and central governments embedded AI into service delivery platforms. From predictive traffic management in Bengaluru to AI chatbots for farmer queries in Maharashtra, the applications ranged from logistics to agriculture.

Delhi's environmental ministry launched predictive models to forecast air pollution spikes, supporting pre-emptive response measures.

Ecosystem of Players and Platforms

India's AI economy in 2024 featured a blend of multinational hyperscalers, IT giants, product startups, and academic labs. While AWS, Azure, and Google Cloud led the GenAI infrastructure race, Indian firms complemented them with sector-specific models and services.

Infosys, Wipro, TCS, and HCLTech launched AI lifecycle platforms—covering everything from dataset curation to model monitoring. Infosys Topaz was integrated into customer systems to automate workflows across industries. TCS's Cognix AI powered decision automation in manufacturing and insurance claims.

Startups formed a critical pillar of the AI growth engine. Yellow.ai led in enterprise conversational AI, while KissanAI developed voice-based advisory tools for farmers in vernacular languages.

Qure.ai scaled globally with its FDA-approved radiology models. In total, over 3,500 Indian AI startups operated in 2024, raising USD 900 million in funding. Investors backed solutions in AI security, industry-specific copilots, and low-code AI deployment platforms.

Government Push and Policy Developments

2024 was the year government intervention in AI moved from policy talk to budgeted execution. The INR 10,300 crore IndiaAI Mission was rolled out, comprising funding for compute infrastructure, AI startup accelerators, and open-source foundational models.

Under this initiative, the IndiaAI Compute platform was launched to democratize GPU access for developers, researchers, and startups. The IndiaAI Innovation Centre began development on multilingual LLMs through the BharatGPT project, with partners including IIT Madras and CDAC. These efforts aimed to reduce India's dependence on foreign models and address linguistic diversity.

AI was also integrated into various governance initiatives. The Ministry of Education adopted AI-powered early warning systems to track student dropouts. The Ministry of Health expanded TB and cancer screening using AI diagnostics. Agriculture departments deployed satellite-linked AI models to track crop patterns and disease outbreaks.

On the regulatory front, the Digital Personal Data Protection Act (DPDP) enforced stricter consent and data protection norms, especially around algorithmic decision-making. A draft AI governance framework from

MeitY proposed mandatory registration for high-risk AI systems, ethical review boards for sensitive sectors, and disclosure norms for AI-generated content.

Research, Academia, and Skilling Initiatives

India ranked third globally in AI research output in 2024, producing over 15,000 peer-reviewed papers. IIT Madras, IISc Bangalore, and IIIT Hyderabad were at the forefront, contributing to fields such as reinforcement learning, quantum ML, and responsible AI.

Several academic institutions also launched dedicated AI departments. IIT Bombay's Centre for AI in Society began offering dual-degree programs. IISc Bangalore partnered with Google Research to work on federated learning. These initiatives bridged the talent gap, though the demand for skilled AI professionals still outpaced supply.

Skilling remained a national priority. Government initiatives such as NASSCOM's FutureSkills Prime trained over 250,000 individuals in AI/ML, while platforms like upGrad and Scaler offered industry-recognized certifications.

Specialized skills in AI ethics, MLOps, and large model tuning became increasingly sought after, with salaries for experienced AI engineers surpassing INR 50 lakh annually in some sectors.

Looking Ahead: India's AI Outlook for 2025

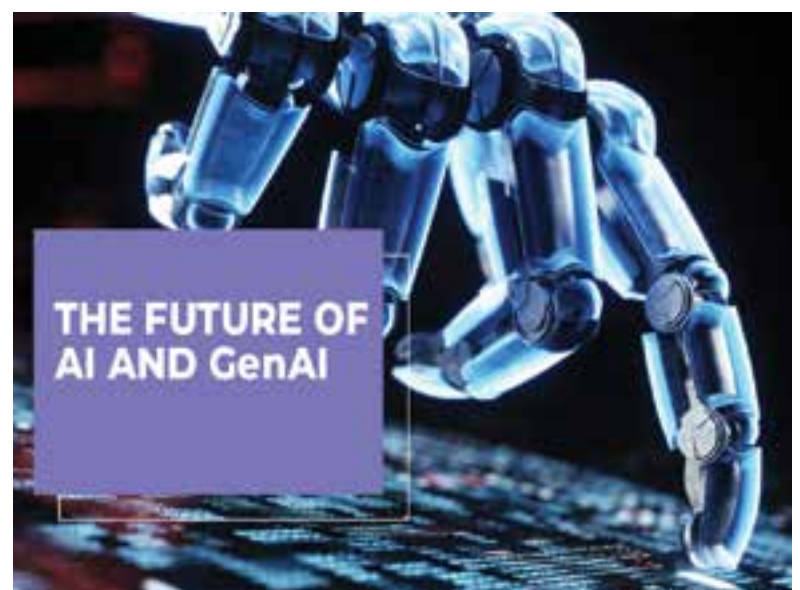
India's AI ambitions for 2025 are poised around three foundational pillars: accessibility, safety, and innovation. The IndiaAI stack will be expanded to include compute, datasets, and open-source models, ensuring that Indian startups can build sovereign, culturally aligned AI systems.

With multilingualism at the core, over 22 Indian languages are expected to be modeled under BharatGPT. This is likely to transform citizen engagement platforms, rural banking interfaces, and edtech platforms catering to Bharat's non-English population.

A National AI Governance Board is expected to be constituted in early 2025, empowered to classify, monitor, and guide high-impact AI systems. Guidelines for watermarking AI-generated content, user consent auditing, and impact assessment will shape ethical implementation.

AI's economic impact is forecast to surpass USD 500 billion by 2025, contributing nearly 10% of India's GDP. The growth will stem from GenAI adoption by SMBs, AI-enabled ESG reporting, AI-led automation in logistics and agriculture, and AI-enhanced public sector service delivery.

In 2024, India matured from a consumer of AI technologies to a builder and exporter of trusted, inclusive AI platforms. The road to 2025 will define India's standing in the global AI economy—not merely as a talent hub, but as a thought leader in human-centric, scalable AI innovation.



DIGITAL
REVOLUTION
POWERS
EXCEPTIONAL
GROWTH IN
FY2024-25

Banking resilience, fintech innovation, and insurance expansion drive the financial ecosystem to new heights amid global headwinds

India's Banking, Financial Services, and Insurance (BFSI) sector demonstrated remarkable resilience and growth during FY2024-25, establishing itself as a cornerstone of the nation's economic transformation. The sector's performance was characterized by robust banking profitability, explosive fintech growth, and expanding insurance penetration, all underpinned by revolutionary digital infrastructure that has positioned India as a global leader in financial innovation.

The year marked a watershed moment as India's financial sector not only weathered global economic uncertainties but also strengthened its position through technological advancement, regulatory innovation, and strategic consolidation. From record-breaking digital payment volumes to unprecedented banking profits and fintech unicorn valuations, FY2024-25 showcased the sector's evolution from a traditional service provider to a technology-driven ecosystem.

Banking Sector : Unprecedented Profitability and Digital Leadership

Stellar Financial Performance

India's banking sector achieved its best-ever performance in FY2024-25, with profitability reaching new heights across both public and private sector banks. Banks' profitability rose for the sixth consecutive year in 2023-24 and continued to rise in H1:2024-25 with the return on assets (RoA) at 1.4 per cent and return on equity (RoE) at 14.6 per cent.

The sector's robust performance was reflected in impressive profit growth metrics. In Q1 FY2024, banks earned Rs. 0.74 lakh crore. This figure marks a 69% increase compared to last year. Public Sector Banks (PSBs) saw their profits double from Rs. 0.15 to 0.34 lakh crore. This dramatic improvement demonstrated the successful turnaround of public sector banks, which had historically lagged behind their private counterparts.

The banking sector's asset quality continued its remarkable improvement trajectory. At a system level, the gross non-performing advances (GNPAs) and net non-performing advances (NNPAs) are at 4.0% and 1.0%, respectively, representing one of the cleanest balance sheets in the sector's recent history.

Leading Bank Performance Analysis

Top Indian Banks Performance FY2024					
Rank	Bank	Net Profit (USD Billion)	ROA (%)	Net Profit Growth (%)	Key Highlights
1	State Bank of India	8.4	1.1	20.4	Largest earnings, improved efficiency
2	HDFC Bank	7.9	1.9	41.8	Post-merger integration success
3	ICICI Bank	5.5	2.2	25.9	Superior operational efficiency
4	Kotak Mahindra Bank	2.2	2.7	22.0	Highest ROA, strategic acquisitions
5	Axis Bank	-	4.22 NIM	33.0 NII growth	Citi acquisition integration

State Bank of India (SBI) recorded the highest earnings among Indian banks at \$8.4 billion in FY2024, with HDFC Bank close behind at \$7.9 billion, and ICICI Bank rounding up the top three with \$5.5 billion. The competitive landscape showed clear differentiation in operational metrics.



Kotak Mahindra Bank reports the highest return on assets (ROA) at 2.7%, surpassing ICICI Bank's 2.2% and HDFC Bank's 1.9%. However, ICICI Bank demonstrates superior operational efficiency with the lowest CIR at 43%.

Digital Banking Revolution

India's banking sector led the global digital transformation, with the country's payment infrastructure setting new benchmarks. The digital payments system in India has evolved the most among 25 countries with India's Immediate Payment Service (IMPS) being the only system at level five in the Faster Payments Innovation Index (FPPII).

The Unified Payments Interface (UPI) continued its exponential growth trajectory. UPI transactions surged to a record 16.73 billion in December 2024, value at Rs. 23,25,000 (US\$ 271.96 billion). This represents a remarkable evolution from a nascent payment system to the world's most successful real-time payment platform.

India's Digital Banking Infrastructure FY2024-25			
Metric	Current Status	Growth Rate	Global Position
UPI Monthly Transactions	16.73 billion	Record highs	World's largest
Banks Using UPI	602	Expanding network	Comprehensive coverage
Digital Transaction Value	Rs. 2,10,000 crore/month	Consistent growth	Leading globally
ATM Network	2.17 lakh	47% in rural areas	2.7
Bank Branches	1.6 lakh	15 per 1 lakh population	Comprehensive access

Credit Growth and Asset Quality

The banking sector maintained healthy credit growth while preserving asset quality. The state-run bank's gross loans grew 14.9% on-year in the September quarter while deposits rose 9.1%. The lender expects a loan growth of 14%-16% for the fiscal year.

However, the sector faced challenges with credit-deposit imbalances. Loans given by Indian banks have been growing at double-digit percentages since April 2022, boosted by a spike in consumer spending, but the rise in deposits has lagged for the most part. This has pushed lenders to raise interest rates or to slow loan growth, hurting margins.

Fintech Sector : Innovation Engine Driving Financial Inclusion

Market Size and Growth Trajectory

India's fintech sector experienced explosive growth in FY2024-25, establishing the country as a global fintech powerhouse. India Fintech Market is expected to witness a CAGR of 16.85% during the forecast period FY2025-FY2032, growing from USD 64.18 billion in FY2024 to USD 223.06 billion in FY2032.

The sector's remarkable expansion was driven by multiple factors including digital adoption, regulatory support, and innovative business models.

Government initiatives aimed at fostering the FinTech ecosystem, along with the emergent wave of FinTech startups, are principal factors envisioned to propel the expansion of the India FinTech sector into 2028, reaching a projected size of USD 143 billion at a CAGR of 17.1%.

Funding Landscape and Investment Trends

The fintech funding environment showed mixed signals during FY2024-25, reflecting global market conditions while maintaining India's position as a leading destination for fintech investment.

India Fintech Funding Analysis FY2024-25			
Period	Funding Amount	Growth Rate	Key Highlights
Q3 2024	USD 778 million	+66% YoY	Major recovery quarter
H1 2024	USD 795 million	-11% YoY	Global funding winter impact
Q3 2023 Comparison	USD 468 million	Base period	Lower comparison base
Alternative Lending Q3 2024	USD 517 million	+49% YoY	Sector leader in funding

India's fintech sector attracted substantial funding in Q3 of 2024, securing US\$778 million - a 66% increase compared to Q3 2023. This recovery demonstrated the sector's resilience and investor confidence despite global headwinds.

The fintech sector received a total funding of USD 795Mn in H1 2024, decreasing 11% on a YoY basis from USD 896 Mn in H1 2023, mainly due to global trends like funding winter and geopolitical issues.

Digital Payments Revolution

The payments segment remained the crown jewel of India's fintech ecosystem, with UPI leading the global digital payments revolution.

UPI Growth Trajectory and Projections				
Metric	2016	2024	2025 Projection	2030 Projection
Monthly Transactions	1 million	16.73 billion	1 billion daily	-
Transaction Value	Minimal	Rs. 23,25,000 crore	-	\$11 trillion annually
QR Codes	-	202 million	317 million	-
Revenue Potential	-	-	-	\$50 billion

The journey of UPI (Unified Payments Interface) is nothing short of spectacular. From a modest 1 million transactions in 2016, UPI has crossed the landmark of 10 billion transactions, marking a seismic shift in how people transact digitally.

The report forecasts that the lending sector's book size will grow 6.6 times to US\$300 billion within the next five to six years. Additionally, the insurtech sector is expected to reach US\$15 billion in gross written premium, and assets under management by wealthtech platforms are likely to surge fourfold to US\$237 billion.





Fintech Segment Performance

Fintech Segment Analysis FY2024-25				
Segment	Market Size 2024	Growth Rate	Key Players	2030 Projection
Digital Payments	Dominant	Leading	Paytm, PhonePe, Google Pay	\$11 trillion transactions
Digital Lending	\$270 billion (2022)	Rapid	DMI Finance, Lendingkart	\$350 billion
Insurtech	Growing	15x potential	PolicyBazaar, others	\$88.4 billion
Wealthtech	Emerging	High growth	Multiple platforms	\$237 billion AUM
Neobanking	Early stage	Promising	Digital-only banks	Expanding

Regulatory Environment and Innovation

India's fintech success was underpinned by progressive regulatory frameworks and government initiatives. India Stack: A set of APIs that allows governments, businesses, startups and developers to utilise a unique digital infrastructure. One of the most important digital initiatives undertaken globally, aimed at putting up a public digital infrastructure based on open APIs to promote public and private digital initiatives.

The Account Aggregator framework represented a significant innovation in financial data sharing. Account Aggregator Framework (AA): AA is an advanced framework of sharing consent based financial information between Financial Information Providers (FIPs) and Financial Information Users (FIUs). With 23 Banks onboarded to the AA framework, more than 1.1 Bn bank accounts are eligible to share data on AA.

Insurance Sector : Expansion Amid Market Transformation

Market Size and Growth Dynamics

India's insurance sector demonstrated robust growth in FY2024-25, driven by increased awareness, product innovation, and regulatory support. India insurance sector growth pegged at 7.1% in 2024-28, reflecting sustained expansion across both life and non-life segments.

The sector's growth was particularly pronounced in specific segments. General insurance industry likely to grow 13% in FY26, indicating strong momentum in non-life insurance products.

Life Insurance Performance

The life insurance segment maintained its dominant position with strong premium growth across major players.

Life Insurance Market Leaders FY2024-25				
Rank	Company	Premium Collection (Rs. Crore)	Premium (USD Billion)	Market Position
1	LIC	1,74,000 (Apr-Jan FY25)	20.19	56.96% market share
2	SBI Life	29,530	3.42	Leading private player
3	HDFC Life	25,672	2.98	Strong private presence
4	ICICI Prudential Life	16,916	1.96	Top 3 private player

In the April-Jan period of FY25, the Life Insurance Corporation of India (LIC) recorded a 7.8% YoY increase in new business premium. From total insurance new business premium collection, LIC alone contributed

over 56.96% to the total new business premium collection.

Among the private players, SBI Life, HDFC Life and ICICI Prudential Life led the industry in premium collection. SBI Life collected Rs. 29,530 crore (US\$ 3.42 billion) premium, while HDFC Life and ICICI Prudential Life received Rs. 25,672 crore (US\$ 2.98 billion) and Rs. 16,916 crore (US\$ 1.96 billion), respectively.

Non-Life Insurance Growth

The non-life insurance sector showed impressive expansion, driven by health insurance and motor insurance demand.

Non-Life Insurance Segment Performance FY2024			
Segment	Premium (Rs. Billion)	Market Share	Growth Drivers
Health Insurance	704.8	Leading segment	Rising health awareness
Motor Insurance	579.28	Second largest	Vehicle insurance mandate
Overall Non-Life	2,21,765	Total market	Economic growth

In the financial year 2024, the non-life insurance sector in India was led by health insurance segment with a gross direct premium of 704.8 billion Indian rupees. Motor insurance followed closely with a premium of 579.28 billion Indian rupees.

The non-life insurance market in India reached Rs. 2,21,765 crore (US\$ 25.7 billion) in FY24 (Until December 2023).

Digital Innovation in Insurance

The insurance sector embraced digital transformation, with insurtech companies leading innovation in product distribution and customer experience. India's insurtech sector is the second largest in the Asia-Pacific (APAC) region and is projected to grow 15-fold, reaching \$88.4billion by 2030, positioning India as one of the world's fastest-growing insurance markets.

Sector-Wide Trends and Transformation Drivers

Digital Infrastructure Leadership

India's BFSI sector benefited from world-class digital infrastructure that enabled financial inclusion at scale. BCG predicts that the proportion of digital payments will grow to 65% by 2026, indicating continued digitalization momentum.

The Jan Dhan-Aadhaar-Mobile (JAM) trinity continued to drive financial inclusion. As of May 2024, the Jan Dhan Yojana scheme has banked 52.30 crore beneficiaries, with a total amount of Rs. 2,28,057 crore (US\$ 27.32 billion).

Regulatory Innovation and Support

The regulatory environment remained supportive of innovation while maintaining financial stability. Key initiatives included:

- Central Bank Digital Currency (CBDC):** In November 2022, RBI launched a pilot project on Central Bank Digital Currency (CBDC).



- **Digital KYC:** Simplified know-your-customer processes using risk-based approaches
- **Fintech Sandbox:** Continued support for fintech innovation within regulatory boundaries

Mergers and Acquisitions Activity

The sector witnessed significant consolidation activity as companies sought scale and capability enhancement. M&A activity with an India angle hit a record Rs. 14,81,373 crore (US\$ 171 billion) in 2022, demonstrating active corporate restructuring.

Notable transactions included strategic acquisitions by major banks to enhance their digital capabilities and market reach, particularly in the fintech space.

Challenges and Risk Factors

Credit-Deposit Imbalance

The banking sector faced structural challenges with credit growth outpacing deposit growth. This has pushed lenders to raise interest rates or to slow loan growth, hurting margins, creating pressure on net interest margins across the sector.

Cybersecurity and Digital Risks

With increased digitalization came heightened cybersecurity concerns. The Digital Threat Report 2024, launched collaboratively by CERT-In, CSIRT-Fin, and SISA, provides a comprehensive analysis of the cybersecurity landscape for India's Banking, Financial Services, and Insurance (BFSI) sector.

Regulatory Compliance

Constant regulatory and compliance-related challenges pose hurdles for fintech startups in India. Fintechs fall under the realm of various governing bodies like SEBI, RBI, IRDAI, and National Payments Corporation of India.

Future Outlook and Growth Projections

Short-term Prospects (FY2025-26)

- The BFSI sector is positioned for continued growth, supported by several positive factors:
- **Banking Sector:** Continued profitability improvement with expected margin stabilization
 - **Fintech:** slight uptick in discretionary spend by customers in the banking, financial services & insurance (BFSI) and retail sectors in some markets and investments in Generative AI (GenAI) initiatives translating into new order inflows
 - **Insurance:** Projected 13% growth in general insurance driven by health insurance demand

Medium-term Vision (2026-2030)

BFSI Sector Projections 2030			
Segment	Current Size	2030 Projection	Growth Driver
Digital Payments	\$271.96 billion/month	\$11 trillion annually	UPI expansion
Fintech Market	\$64.18 billion	\$223.06 billion	Technology adoption
Insurtech	Current base	\$88.4 billion	Digital transformation
Wealthtech AUM	Current levels	\$237 billion	Retail investor growth

Technology Integration and AI

The sector is embracing artificial intelligence and machine learning technologies. Leading Indian IT services companies have trained a sizeable portion of their employee base in GenAI skills and have already started ramping up their capabilities and service offerings, to deliver GenAI-based solutions to their clients.

The healthcare and BFSI sectors remain the early adopters of AI/GenAI capabilities and continue to invest in the same, positioning these sectors at the forefront of technological innovation.

Global Recognition and Competitiveness

India's BFSI sector gained international recognition for its innovation and performance. India is among the three Asian countries in the global ranking of banking sectors' net profits, holding a 3.3% share of the total profits generated by banks globally. India has advanced from sixth to fourth place in net profit share, overtaking France.

The fintech sector's global positioning also strengthened significantly. India now ranks fourth in all-time fintech funding, trailing the US, China, and the UK. However, in Q3 2024, India's ranking jumped to second place.

Conclusion: A Sector Transformed

FY2024-25 marked a transformative year for India's BFSI sector, characterized by record-breaking performance across banking, explosive growth in fintech, and expanding insurance penetration. The sector's success was built on a foundation of digital innovation, regulatory support, and strong economic fundamentals.

The banking sector's achievement of six consecutive years of profit growth, combined with the world's most advanced digital payments infrastructure and a rapidly expanding fintech ecosystem, positions India as a global leader in financial services innovation.

The insurance sector's steady growth and digital transformation further strengthened the overall BFSI ecosystem.

Looking ahead, the sector is well-positioned to capitalize on India's economic growth, demographic dividend, and technology leadership. With projected growth rates significantly above global averages and continued innovation in digital financial services, India's BFSI sector is set to play a crucial role in the country's journey toward becoming a developed economy.



DIGITAL TRANSFORMATION ACCELERATES \$30 BILLION MARKET GROWTH IN FY2024-25

AI-driven demand, enterprise adoption, and massive data center investments reshape India's cloud landscape amid global hyperscaler expansion

India's cloud services market experienced unprecedented growth in FY2024-25, establishing the country as one of the world's fastest-growing cloud markets. The sector's transformation was driven by accelerating digital transformation initiatives, artificial intelligence adoption, and massive infrastructure investments that positioned India as a global cloud hub. The market demonstrated remarkable resilience and innovation as enterprises across sectors embraced cloud-first strategies to enhance operational efficiency and competitive advantage.

The year marked a defining moment for India's cloud ecosystem, characterized by record-breaking investments from global hyperscalers, rapid expansion of domestic cloud capabilities, and groundbreaking government initiatives in data sovereignty. The India Cloud Computing Market size is expected to reach USD 21.37 billion in 2025 and grow at a CAGR of 19.57% to reach USD 52.22 billion by 2030, reflecting the sector's exceptional growth trajectory and strategic importance to India's digital economy.

This remarkable expansion was underpinned by several converging factors including the government's Digital India initiative, increasing enterprise cloud adoption, the proliferation of artificial intelligence workloads, and significant improvements in digital infrastructure that collectively created an enabling environment for cloud services proliferation across the country.

Market Overview and Growth Dynamics

Market Size and Trajectory

India's cloud services market demonstrated exceptional growth momentum throughout FY2024-25, with multiple research sources confirming the sector's robust expansion across all service categories. The cloud

computing market in India is expected to reach a projected revenue of US\$ 76,385.7 million by 2030.

A compound annual growth rate of 26.5% is expected of India cloud computing market from 2025 to 2030, indicating sustained high-growth prospects that outpace most global markets.

Different market segments showed varying growth patterns, with The Public Cloud market in India projected to grow by 23.54% (2025-2029) resulting in a market volume of US\$29.70bn in 2029. This growth trajectory reflected the increasing enterprise preference for public cloud solutions over traditional on-premises infrastructure, driven by cost efficiency, scalability, and access to advanced services that would be prohibitively expensive to develop internally.

The market's expansion was further validated by IDC projections showing robust near-term growth potential. According to International Data Corporation (IDC), the overall public cloud services market in India is estimated to reach US\$ 17.8 billion by 2027, demonstrating the sustained momentum in cloud adoption across enterprises, government organizations, and small and medium businesses.

Service Model Distribution

The Indian cloud market exhibited clear preferences across different service delivery models, with Software as a Service (SaaS) maintaining its dominant position while Infrastructure as a Service (IaaS) and Platform as a Service (PaaS) showed strong growth potential. In 2022, SaaS was the largest component of the overall public cloud services market, followed by IaaS and PaaS, with the top two cloud service providers controlling more than 40% of the Indian public cloud services market.



India Cloud Services Market Segmentation FY2024-25				
Service Model	Market Share	Growth Rate	Key Drivers	Leading Use Cases
SaaS	54.0%	Stable dominance	Ease of deployment	Productivity, CRM, ERP
IaaS	Growing	High growth	Digital transformation	Compute, storage, networking
PaaS	Emerging	Rapid adoption	Development efficiency	Application development
Cloud Storage	17.38% CAGR	Strong growth	Data explosion	Backup, archival, analytics

The distribution patterns reflected the maturity of different market segments and user requirements. SaaS applications continued to dominate due to their unparalleled ease of use and deployment, requiring minimal technical expertise from end users while providing immediate access to sophisticated business applications. IaaS showed particularly strong growth as enterprises migrated existing workloads to cloud infrastructure and deployed new applications with cloud-native architectures.

Global Hyperscaler Performance and Competition

Market Leadership and Share Distribution

The global cloud infrastructure market continued to be dominated by three major hyperscalers, with their collective market presence significantly influencing the Indian cloud services landscape. AWS is the leader with 31% of market share, Azure closely follows with 25% and Google Cloud with 11% of market share, together accounting for approximately 67% of the global cloud infrastructure market.

Global Cloud Market Share Impact on India (Q3 2024)				
Provider	Global Market Share	Q3 2024 Revenue	India Strategy	Growth Rate
Amazon Web Services	31%	\$25.04 billion	Multi-region expansion	12.5% YoY
Microsoft Azure	25%	\$25 billion quarterly	Enterprise focus	35% YoY
Google Cloud	11%	\$9.57 billion	AI-first approach	28% YoY
Others	33%	Various	Niche specialization	Variable

Investment Commitments and Infrastructure Expansion

Global hyperscalers demonstrated unprecedented commitment to the Indian market through massive infrastructure investments and capacity expansion programs. In January 2024, Microsoft CEO Satya Nadella announced that the company will invest \$3 billion (about Rs 25,700 crore) to strengthen its cloud computing and artificial intelligence capabilities in India. This investment represented one of the largest commitments by a global technology company to the Indian market and underscored the strategic importance of India for Microsoft's global cloud strategy.

Google Cloud Platform maintained its aggressive expansion trajectory with significant investments in data center infrastructure and AI capabilities. Google Cloud delivered a stellar performance in Q1 2024, with revenue surging 28% year-over-year to \$9.57 billion. This growth is fueled by the rising demand for generative AI tools, which heavily rely on cloud infrastructure, services, and applications.

Amazon Web Services continued its market leadership position through sustained investment in infrastructure and services expansion. Amazon Web Services (AWS) reported strong financial results in their Q1 2024 report, with revenue reaching \$25.04 billion. Looking ahead, this upward trajectory suggests AWS could potentially reach the \$100 billion revenue mark in 2024, reflecting the company's dominant position and growth potential.

Regional Competition and Emerging Players

While global hyperscalers maintained market leadership, regional players began establishing significant presence in specific market segments. Emerging contenders like Alibaba Cloud and Tencent Cloud are making waves, particularly in the Asia-Pacific region. Alibaba Cloud, with a 7.7% share of the public cloud market, ranks third globally in the IaaS sector and is the top-ranked in the Asia-Pacific region.

The competitive landscape reflected the growing sophistication of cloud services demand in India, with different providers focusing on specific market segments and use cases. Global hyperscalers leveraged their scale and advanced service portfolios to capture enterprise and large-scale deployments, while regional providers focused on specific industries, compliance requirements, and cost-sensitive market segments.

Domestic Cloud Infrastructure and Data Center Growth

Data Center Capacity Expansion

India's data center infrastructure experienced explosive growth during FY2024-25, driven by increasing cloud adoption and digital transformation initiatives across sectors. India's total DC capacity reached approximately 1,255 MW between January and September and is projected to expand further to around 1,600 MW by the end of 2024. This rapid expansion reflected the country's emergence as a major data center hub for both domestic and international cloud service providers.

The growth trajectory appeared sustainable with substantial capacity under development. The rapid growth of the DC segment is expected to continue into 2025, with nearly 475 MW currently under construction across several cities. This planned capacity represented a significant increase in the country's ability to support cloud workloads and meet growing demand from both enterprise customers and government organizations.

India Data Center Market Growth FY2024-25				
Metric	2024 Status	2025 Projection	Growth Rate	Investment Required
Total Capacity	1,255 MW	1,600 MW	27.5%	\$6 billion
Under Construction	475 MW	Additional expansion	Continuous	Ongoing
Market Value	\$5.03 billion	\$12.85 billion by 2033	10.43% CAGR	Substantial
Real Estate	7.8 million sq ft	Expanding	Significant	Infrastructure

Investment Patterns and International Commitments

The data center sector attracted substantial international investment, reflecting global confidence in India's cloud market potential. Between 2019 and 2024 alone, India attracted nearly \$60 billion in data center investment commitments, with Maharashtra and Tamil Nadu emerging as preferred destinations due to favorable state policies and infrastructure.

Major technology companies demonstrated long-term commitment through substantial infrastructure investments. Major global tech companies like Amazon Web Services, Microsoft, and Google are collectively investing



over \$2 billion in expanding their data centre footprints in India, contributing to the industry's rapid expansion. These investments encompassed not only physical infrastructure but also advanced technologies, talent development, and ecosystem partnerships.

Recent developments highlighted the sustained investor interest in India's data center market. November 2024: Colt Data Centre Services and RMZ Corp formed a joint venture to invest USD 1.7 Billion in India's digital infrastructure. The partnership will develop over 250MW of data center capacity in Navi Mumbai, Chennai, and a third location, driven by rising demand from AI and cloud adoption.

Regional Distribution and Specialization

Data center development showed clear geographic concentration patterns, with specific regions emerging as preferred destinations for different types of cloud infrastructure. Maharashtra accounted for the largest market share in 2024, driven by factors including the government's focus on digital transformation, the increasing adoption of cloud computing, and the expanding e-commerce sector.

Geographic distribution reflected the complex interplay of factors including power availability, connectivity infrastructure, regulatory environment, and talent availability. South India, encompassing Bangalore, Hyderabad, and Chennai, accounts for approximately 35% of the market share, leveraging the region's established technology ecosystem and skilled workforce. North and West India collectively contribute to nearly 50% of the market share, with robust industrial and service sectors driving adoption in Delhi NCR, Pune, and Ahmedabad.

Enterprise Adoption and Digital Transformation

Sector-wise Cloud Adoption Patterns

Enterprise cloud adoption accelerated significantly during FY2024-25, with different sectors showing varying patterns of cloud service utilization and digital transformation priorities. From the demand perspective, BFSI and technology sector companies are anticipated to drive the space take-up in the coming year, reflecting these sectors' advanced digital maturity and regulatory compliance requirements that favor cloud-based solutions.

The financial services sector emerged as a leading adopter of cloud technologies, driven by digital banking initiatives, regulatory compliance requirements, and the need for scalable infrastructure to support growing transaction volumes. The Banking, Financial Services, and Insurance (BFSI) sector's cloud adoption was facilitated by improved regulatory clarity and enhanced security offerings from cloud service providers.

Sector-wise Cloud Adoption Analysis FY2024-25				
Sector	Adoption Rate	Primary Use Cases	Growth Drivers	Cloud Preference
BFSI	High	Digital banking, analytics	Compliance, scalability	Hybrid cloud
Technology	Very High	Development, testing	Agility, cost	Multi-cloud
Healthcare	Growing	EMR, telemedicine	Patient care, efficiency	Private cloud
Manufacturing	Moderate	ERP, IoT	Industry 4.0	Hybrid cloud
Government	Increasing	E-governance, services	Citizen services	Public cloud

Enterprise Size Segmentation

Cloud adoption patterns varied significantly across different enterprise sizes, with large enterprises leading in absolute spending while small and

medium enterprises showed higher growth rates. Based on enterprise size, the large enterprises category accounted for the highest revenue share, of around 45%, in 2023. This dominance reflected large enterprises' greater resources, complex requirements, and ability to invest in advanced technology solutions.

Small and medium enterprises demonstrated the highest growth potential in cloud adoption, driven by the accessibility and cost-effectiveness of cloud services that previously required substantial upfront investments. SMBs should emphasize contextual use cases, explore partnerships with tech SMEs to jumpstart AI initiatives, ensure strong leadership commitment, gain knowledge of data regulations, and foster peer learning to overcome adoption barriers.

The enterprise adoption patterns reflected the democratizing effect of cloud computing, enabling smaller organizations to access enterprise-grade technology capabilities without the traditional barriers of high capital expenditure and technical complexity. Cloud solutions offered SMEs the ability to scale rapidly, access advanced analytics and AI capabilities, and compete more effectively with larger organizations.

Digital Transformation Investment Trends

Enterprise digital transformation investments showed strong correlation with cloud adoption, indicating the fundamental role of cloud services in enabling broader digital initiatives. The Indian digital transformation market generated revenue of USD 31.2 billion in 2023, and it is expected to progress with a CAGR of 25.1% during 2024-2030, with cloud services representing a significant component of this investment.

Rapid digitalization trends created sustained demand for cloud services across all enterprise segments. Rapid digitalization by enterprise users – 70% of surveyed companies spend over 20% of IT budgets on digital and emerging technologies, indicating a fundamental shift in technology investment priorities toward cloud-enabled digital capabilities.

Artificial Intelligence and Cloud Integration

AI-Driven Cloud Demand

Artificial intelligence emerged as a primary driver of cloud services demand during FY2024-25, with AI workloads requiring specialized infrastructure and services that were optimally delivered through cloud platforms. The impact of generative AI (Gen AI) on the cloud services market has proved significant since the launch of ChatGPT in late 2022. The technology has driven half of the market growth over the past two years through new platform services, GPU-as-a-service offerings, and enhancements to existing cloud infrastructure.

AI adoption patterns varied across sectors, with technology and financial services leading in AI-enabled cloud deployments. India's AI market is expected to grow at a 25-35% CAGR over the next 3-4 years, inline with global growth, creating substantial demand for AI-optimized cloud infrastructure and services.

AI-Cloud Integration Market Impact FY2024-25				
AI Application	Cloud Requirement	Market Growth	Investment Priority	Sector Leadership
Generative AI	GPU clusters	50% of cloud growth	High	Technology, BFSI
Machine Learning	Data platforms	Substantial	Medium	Multiple sectors
Natural Language	API services	Rapid	Medium	Customer service
Computer Vision	Edge computing	Growing	Emerging	Manufacturing
Predictive Analytics	Data lakes	Established	Stable	BFSI, retail



AI Infrastructure Requirements

The integration of AI workloads with cloud services created new infrastructure requirements that influenced data center design and cloud service offerings. AI-ready data centres are set to transform the digital ecosystem by creating a resilient environment. Reports indicate that India's data center capacity will expand by 500 MW over the next four years, primarily driven by increasing AI workloads.

Data center operators responded to AI requirements by investing in specialized infrastructure optimized for AI workloads. To address the growing demand for data centres that are caused by the integration of AI across sectors, data centre operators are investing heavily in new infrastructure. The investments include the construction of new facilities, upgrading of existing ones, and adoption of advanced cooling and power management technologies.

The infrastructure requirements for AI workloads differed significantly from traditional cloud applications, requiring high-performance computing capabilities, specialized networking, and advanced cooling systems to manage the increased power consumption and heat generation associated with AI processing.

Economic Impact Projections

AI adoption through cloud platforms showed significant potential for economic value creation across the Indian economy. According to a blog by the Times of India, AI is expected to contribute around US\$ 967 billion to the Indian economy by 2035. Furthermore, it is predicted to contribute between US\$ 450-500 billion to India's GDP by 2025, accounting for almost 10% of the country's potential GDP of US\$ 5 trillion.

The economic impact projections highlighted the strategic importance of cloud infrastructure in enabling AI adoption and realizing the associated economic benefits. Cloud platforms provided the essential infrastructure and services required for AI development, deployment, and scaling, making them critical enablers of India's AI-driven economic transformation.

Government Initiatives and Policy Framework

Digital India and Cloud Adoption

Government initiatives played a crucial role in driving cloud adoption across public sector organizations and creating an enabling environment for private sector cloud investment. The Digital India Mission and related initiatives have created an enabling environment for cloud computing adoption. Cloud services are being adopted by government organisations more frequently to improve service delivery, reduce expenses, and advance data-driven governance.

Government policies consistently promoted cloud-first approaches for new technology deployments and digital transformation initiatives. Government-led programs such as Digital India, Startup India, and Make in India are boosting cloud adoption across enterprises and public sector organizations. Policies promoting data localization and cloud-first strategies for government projects are creating demand for domestic cloud services.

Government Cloud Initiatives FY2024-25				
Initiative	Scope	Impact	Timeline	Budget Allocation
Digital India	National	Comprehensive	Ongoing	Substantial
Cloud-First Policy	Government	Procurement	Active	Sectoral
Data Localization	Regulatory	Compliance	Phased	Compliance-driven
Startup India	Ecosystem	Innovation	Continuous	Supporting
Make in India	Manufacturing	Production	Long-term	Significant

Data Sovereignty and Localization

Data localization requirements emerged as a significant policy driver for domestic cloud infrastructure development and investment. The introduction of the Personal Data Protection Bill (PDPB) and sectoral data regulations are further driving businesses to invest in secure, compliant cloud infrastructure, creating opportunities for both domestic and international cloud service providers.

Regulatory developments reinforced the importance of data sovereignty while creating opportunities for cloud service providers who could demonstrate compliance with local requirements. Enacted on September 1, 2023, the India Digital Personal Data Protection Act 2023 (DPDPA) stood as a pivotal legislation, championing individual privacy in the digital era. This Act is pertinent to all entities handling the personal data of Indian citizens.

The Reserve Bank of India demonstrated leadership in data sovereignty through its cloud initiative. In November 2024, the Reserve Bank of India (RBI) announced plans to launch a pilot program in 2025, offering local cloud data storage services to financial institutions at affordable prices. This initiative aims to challenge the dominance of global cloud service providers like Amazon Web Services, Microsoft Azure, Google Cloud, and IBM Cloud in the Indian market.

Investment Incentives and Support

Government policies provided substantial support for cloud infrastructure development through various incentive schemes and regulatory frameworks. The data localisation policies alone are projected to drive the construction of over 100 new data centres by 2025, creating significant opportunities for both domestic and international cloud service providers.

Policy support extended beyond data center construction to encompass broader ecosystem development including talent development, research and development, and technology innovation. The government's approach recognized cloud computing as a strategic technology for economic development and digital transformation, leading to comprehensive support frameworks that addressed multiple aspects of cloud ecosystem development.

Professional Services and Implementation

Cloud Professional Services Market

The cloud professional services market experienced robust growth as enterprises required specialized expertise for cloud migration, implementation, and optimization. The India Cloud Professional Services Market is projected to grow from USD 789.84 million in 2024 to an estimated USD 3200.03 million by 2032, with a CAGR of 19.11% from 2024 to 2032.

Professional services encompassed a broad range of capabilities including cloud strategy development, migration planning and execution, application modernization, and ongoing managed services. The growth in professional services reflected the complexity of cloud adoption and the need for specialized expertise to maximize the value of cloud investments.

Cloud Professional Services Segmentation				
Service Category	Market Share	Growth Rate	Key Providers	Service Focus
Implementation & Migration	Leading	High	Global integrators	Transformation
Managed Services	Growing	Very High	Service providers	Operations
Consulting	Established	Moderate	Consulting firms	Strategy
Training & Support	Emerging	Rapid	Training providers	Skills



Regional Service Distribution

Professional services demand showed clear geographic concentration patterns aligned with enterprise cloud adoption centers. South India, encompassing Bangalore, Hyderabad, and Chennai, accounts for approximately 35% of the market share, leveraging the region's established technology services ecosystem and availability of skilled cloud professionals.

The geographic distribution of professional services reflected the concentration of technology talent and enterprise customers in specific regions. Tier-2 and Tier-3 Cities: Emerging cities like Pune, Jaipur, Ahmedabad, and Coimbatore are rapidly adopting cloud services, accounting for around 20-25% of the market share. The government's focus on improving digital infrastructure in these regions, coupled with the rising presence of SMEs, is driving this growth.

Professional services providers adapted their delivery models to serve the expanding geographic footprint of cloud adoption, establishing local presence and partnerships to serve emerging markets while maintaining centers of excellence in established technology hubs.

Storage and Data Management Services

Cloud Storage Market Expansion

Cloud storage services experienced exceptional growth as organizations generated increasing volumes of data and sought scalable, cost-effective storage solutions. The Indian cloud storage market size was estimated at USD 3.0 billion in FY2024 and is projected to reach USD 10.9 billion in FY2032, growing at a CAGR of 17.38% between FY2025 and FY2032.

Storage growth was driven by multiple factors including increasing data generation, regulatory compliance requirements, and the need for disaster recovery and business continuity solutions. The adoption of cloud storage by small and medium sized enterprises (SMEs) in India has been growing steadily over the past few years, reflecting the democratizing effect of cloud storage services.

Cloud Storage Market Drivers FY2024-25				
Driver	Impact Level	Market Segment	Growth Contribution	Future Potential
Data Explosion	Very High	All segments	Primary	Exponential
5G Deployment	High	Mobile, IoT	Significant	Transformational
AI/ML Workloads	Growing	Enterprise	Substantial	Revolutionary
Compliance	Moderate	Regulated sectors	Steady	Stable
Digital Transformation	High	All sectors	Major	Sustained

Technology Integration and Innovation

Cloud storage services evolved to support emerging technologies and use cases, with particular emphasis on artificial intelligence and machine learning workloads. Rolling out of 5G networks in India will offer faster internet speed, making cloud storage more accessible and convenient. 5G technology coupled with cloud computing opens up several opportunities for the India market including increased accessibility, IoT connectivity, improved security systems and better connectivity for work from anywhere.

Storage service providers invested in advanced capabilities including artificial intelligence integration, enhanced security features, and improved performance characteristics. While choosing cloud storage solutions, organisations are looking for AI (Artificial Intelligence) and ML (Machine Learning) capabilities, especially with data analytics and processing becoming more critical for business operations.

Cloud Storage Global Market Report 2025



The integration of cloud storage with emerging technologies created new use cases and market opportunities, while also requiring storage providers to invest in advanced infrastructure and capabilities to support these demanding workloads.

Future Outlook and Growth Projections

Market Growth Trajectories

The medium to long-term outlook for India's cloud services market remained exceptionally positive, with multiple growth drivers supporting sustained expansion across all service categories. According to a report by Oliver Wyman and NASSCOM, cloud technology will account for 8% of India's GDP by 2026. It has the potential to boost the country's GDP by US\$ 310-380 billion by 2026, while also producing 14 million employment.

Investment patterns suggested continued strong growth potential across the cloud ecosystem. A concentrated all-around effort can result in a continuous 25-30% increase in cloud investment over the next five years (2022 onwards) to reach US\$ 18.5 billion, assisting India in realising the full potential of the cloud market.

India Cloud Market Projections 2025-2030					
Metric	2025	2027	2030	CAGR	Key Drivers
Total Market	\$21.37B	\$35B+	\$76.39B	26.5%	Digital transformation
Public Cloud	\$17.8B	\$25B+	\$29.7B	23.54%	Enterprise adoption
Data Centers	\$6.48B	\$8B+	\$10.7B	8.72%	Infrastructure demand
AI/Cloud Integration	Growing	Substantial	Dominant	25-35%	AI adoption
Employment	14M potential by 2026	Expanding	Significant	High	Skills development

Technology Evolution and Innovation

Cloud services continued to evolve with emerging technologies creating new service categories and market opportunities. Edge computing emerged as a significant trend with substantial market potential. The adoption of edge computing in sectors such as smart cities, finance and banking is increasing rapidly, leading to a projected market worth US\$7 billion by 2025.

Sustainability considerations gained prominence in cloud service development and data center operations. The adoption of green technologies in data centres, recent advances in renewable energy sources, efficient cooling systems, AI, modular designs and energy-efficient hardware have considerably reduced the environmental impact of enterprise data centres.



Innovation in cloud services encompassed multiple dimensions including performance optimization, cost reduction, security enhancement, and integration with emerging technologies such as quantum computing, extended reality, and advanced artificial intelligence capabilities.

Investment and Infrastructure Development

Future infrastructure development plans reflected the anticipated continued growth in cloud services demand and the need for advanced capabilities to support emerging workloads. The Indian data center colocation market is transforming, driven by rapid technological advancements and the increasing adoption of artificial intelligence (AI). The market is projected to grow at an impressive compound annual growth rate (CAGR) of 24.68% from 2023 to 2029.

Infrastructure investment priorities aligned with emerging technology requirements and sustainability considerations. Looking ahead, the data centre industry in India is expected to continue its rapid expansion. The market is projected to grow to \$8 billion by 2026. Companies will likely invest heavily in modernizing existing facilities and constructing new ones to keep pace with technological advancements and growing demand.

Long-term infrastructure development encompassed not only capacity expansion but also technology advancement, sustainability improvement, and ecosystem development to support India's position as a global cloud services hub.

Challenges and Market Constraints

Infrastructure and Technical Challenges

Despite robust growth, the cloud services market faced several challenges that required strategic solutions and continued investment. The requirement for extensive energy input makes it difficult for many established data centres to support Artificial Intelligence (AI) operations that require them. Data centres already use a lot of electricity, but this problem has been made even more pronounced by the incorporation of AI workloads.

Cost considerations remained a significant constraint for many potential cloud adopters, particularly in the small and medium enterprise segment. High costs of renovation and integration challenges with legacy systems pose significant restraints to market growth. Small and medium-sized enterprises (SMEs) often struggle to allocate funds for large-scale renovations, leading to delays in modernization efforts.

Operational challenges during cloud migration and infrastructure modernization created additional complexity for organizations seeking

to adopt cloud services. Migrating workloads, upgrading servers, and optimizing cooling systems require meticulous planning to minimize service interruptions. Organizations must adopt phased renovation strategies and leverage modular upgrades to balance cost-effectiveness and operational efficiency.

Skills and Talent Development

The rapid growth of cloud services created substantial demand for skilled professionals across multiple technology domains, creating both opportunities and challenges for market development. The cloud ecosystem required diverse skills including cloud architecture, security, data management, artificial intelligence, and emerging technologies, requiring substantial investment in talent development and training programs.

Educational institutions and training providers responded to market demands by developing specialized curricula and certification programs, but the pace of technology change continued to create skills gaps that required ongoing attention and investment from both public and private sector stakeholders.

Conclusion: India's Cloud Leadership Position

FY2024-25 marked a transformative year for India's cloud services market, establishing the country as one of the world's most dynamic and fastest-growing cloud ecosystems. The sector's remarkable expansion, driven by digital transformation initiatives, artificial intelligence adoption, and massive infrastructure investments, positioned India as a global cloud hub capable of supporting both domestic and international cloud services demand.

The successful integration of global hyperscaler investments with domestic cloud infrastructure development, combined with progressive government policies and robust enterprise adoption patterns, created a sustainable foundation for continued growth. With projected market expansion to over \$75 billion by 2030 and the potential to contribute significantly to India's GDP growth, the cloud services sector demonstrated its strategic importance to the country's economic development and digital transformation objectives.

The market's evolution from a nascent technology adoption phase to a mature ecosystem supporting advanced capabilities including artificial intelligence, edge computing, and specialized industry solutions reflected India's emergence as a global technology leader. As cloud services continued to enable innovation across sectors and support India's ambitious digital economy goals, the foundation established in FY2024-25 positioned the country for sustained leadership in the global cloud services market.



FORTIFYING THE DIGITAL ECONOMY



India's cybersecurity landscape stands at a transformative juncture as the nation continues its remarkable digital evolution. The cybersecurity market, valued at approximately \$4.54 billion in 2024, is projected to surge to \$5.56 billion in 2025, representing an impressive compound annual growth rate of 18.33%. This aggressive growth trajectory reflects not only the expanding digital economy but also the escalating cyber threat environment that has positioned India as the world's second-most targeted country for cyberattacks. As organizations across sectors embrace cloud computing, artificial intelligence, and Internet of Things technologies, the imperative for robust cybersecurity infrastructure has never been more critical.

Market Dynamics and Growth Trajectory

The Indian cybersecurity market's remarkable expansion is driven by multiple converging factors that underscore the nation's digital transformation challenges and opportunities. The market size is expected to reach USD 5.56 billion in 2025 and grow at a CAGR of 18.33% to reach USD 12.90 billion by 2030, positioning it among the fastest-growing cybersecurity markets globally. This growth is significantly outpacing many developed markets, reflecting both the rapid digitization occurring across Indian industries and the urgent need to address sophisticated cyber threats.

The market segmentation reveals interesting dynamics, with hardware solutions currently dominating approximately 59.46% of the revenue share in 2024. This hardware-heavy composition reflects the substantial infrastructure investments organizations are making to establish foundational security capabilities. However, the services segment is emerging as the fastest-growing category, driven by the increasing demand for managed security services, threat intelligence, and specialized consulting. Organizations are recognizing that cybersecurity requires not just technology but also expertise, leading to a surge in outsourced security operations and managed detection and response services.

The Banking, Financial Services, and Insurance sector continues to lead cybersecurity adoption, accounting for a significant portion of market investments. The sector's prominence stems from both regulatory requirements and the high-value targets these organizations represent for

cybercriminals. Government and public sector entities follow closely, driven by national security imperatives and the need to protect critical infrastructure. Manufacturing, healthcare, and telecommunications sectors are also experiencing rapid cybersecurity investment growth as they undergo digital transformation initiatives that expand their attack surfaces.

Technology Trends Reshaping the Landscape

Artificial Intelligence and Machine Learning technologies are fundamentally transforming India's cybersecurity approach, moving organizations from reactive to predictive security models. These technologies enable real-time analysis of vast datasets, pattern recognition for threat detection, and automated response capabilities that significantly enhance security team effectiveness. Indian organizations are increasingly deploying AI-powered security analytics platforms that can identify anomalous behavior, predict potential attack vectors, and provide contextual threat intelligence. The integration of natural language processing capabilities allows these systems to analyze threat feeds, security research, and dark web intelligence to provide comprehensive threat awareness.

The adoption of Zero Trust architecture represents another significant trend reshaping the cybersecurity landscape. Traditional perimeter-based security models have proven inadequate in an era of remote work, cloud adoption, and sophisticated attack techniques. Indian enterprises are increasingly implementing comprehensive identity verification, continuous monitoring, and micro-segmentation strategies that assume no implicit trust within network boundaries. This architectural shift requires substantial investment in identity and access management solutions, endpoint detection and response capabilities, and network segmentation technologies.

Cloud security evolution has become paramount as Indian organizations accelerate their cloud adoption strategies. The focus has shifted from simply securing cloud workloads to implementing cloud-native security architectures that can scale dynamically and provide consistent protection across multi-cloud environments. Organizations are investing in Cloud Access Security Brokers, container security solutions, and DevSecOps integration to ensure security is embedded throughout the application development and deployment lifecycle rather than treated as an afterthought.



Pure-Play Cybersecurity Vendors and Market Leaders

The Indian cybersecurity market is characterized by a robust ecosystem of pure-play cybersecurity vendors alongside global technology leaders, each specializing in specific security domains and delivering innovative solutions to address evolving threats. These vendors have demonstrated significant growth and market traction throughout FY2024-25, establishing themselves as critical components of India's cybersecurity infrastructure.

International Pure-Play Leaders dominate the enterprise segment with sophisticated platforms and comprehensive security architectures. Palo Alto Networks captured 22.4% market share in the security appliance market in Q2 2024, up from 20.9% in the previous year, establishing itself as the market leader in next-generation firewalls and comprehensive security platforms. The company's Prisma cloud security suite and Cortex XDR platform have gained significant adoption among Indian enterprises seeking integrated security operations. Fortinet grew 26.2% to reach 7.0% market share, with its Security Fabric architecture resonating particularly well with organizations seeking unified threat management and network security convergence.

Cisco Systems, while experiencing slower growth in traditional firewall segments, has strengthened its position through strategic acquisitions and platform launches focusing on SASE (Secure Access Service Edge) and cloud security. The company's Umbrella, Duo, and SecureX platforms have gained considerable traction in the Indian market, particularly among organizations embracing hybrid work models and cloud-first strategies.

Emerging Indian Cybersecurity Champions have demonstrated remarkable innovation and growth, establishing strong positions in both domestic and international markets. Seclore, the leading provider of data-centric security solutions, was named Data Security Solution of the Year in the 2024 CyberSecurity Breakthrough Awards, highlighting the company's innovative approach to protecting data regardless of location or device. The company's Enterprise Digital Rights Management platform has gained significant adoption among organizations requiring granular data protection and compliance capabilities.

Cyble has been recognized as a leader in multiple analyst reports, including being named among the top #5 cyber threat intelligence platforms globally and featured in Gartner's 2024 Hype Cycle for Cyber Risk Management for its expertise in Digital Risk Protection Services. The company's Vision platform provides comprehensive threat intelligence, dark web monitoring, and attack surface management capabilities that have attracted global enterprise clients.

Domestic Specialists and Innovators continue to carve out significant market niches through specialized solutions and deep local market understanding. Quick Heal Technologies has evolved beyond traditional antivirus solutions to offer comprehensive endpoint security, enterprise solutions, and threat intelligence services tailored for the Indian market. K7 Computing, headquartered in Chennai, has established itself as a trusted cybersecurity brand with efficient, lightweight security products that cater to both domestic and international markets.

Sequestek has demonstrated exceptional growth with a CAGR of over 50% year-over-year, securing close to 120 customers worldwide through its AI-driven Percept Cloud Security Platform. The company's comprehensive approach covering threat monitoring, incident response, device security, and identity governance has gained recognition from technology influencers including Gartner and NASSCOM.

FireCompass has been recognized in Gartner Hype Cycle 2024 for External Attack Surface Management, positioning the company at the forefront of addressing the expanding attack surfaces facing modern organizations. Their EASM tools provide comprehensive visibility into internet-facing assets and continuous monitoring for exposures.

Specialized Solution Providers focus on niche areas with high-value propositions. Innefu Labs leverages artificial intelligence to provide advanced cybersecurity solutions including multi-factor authentication,

predictive intelligence, and secure access management, with particular strength in defense, healthcare, and banking sectors. WiJungle offers unified network security gateways that combine multiple security functions into single platforms, gaining popularity among government organizations and small-to-medium enterprises seeking cost-effective solutions.

Major Cybersecurity Vendors Operating in India - FY2024-25

Vendor	Primary Products/ Solutions	Key USPs	Major Deployments/ Wins in 2024
Check Point	Quantum Security Gateways, CloudGuard, Harmony	SandBlast Zero-Day Protection, threat prevention	Strong enterprise firewall deployments, enhanced cloud security offerings
Cisco Systems	Umbrella, Duo, SecureX, Firepower	SASE capabilities, zero trust architecture, integrated networking-security	Major hybrid work security deployments, cloud security platform launches, enterprise SD-WAN wins
CrowdStrike	Falcon platform, Endpoint Detection and Response	Cloud-native EDR, threat hunting, 34.5% growth	Fastest cybersecurity company to S&P 500, expanded enterprise market share to 4.5%
Cyble	Vision platform, Threat Intelligence, Dark Web Monitoring	AI-powered threat intelligence, top #5 global CTI platform, Gartner recognition	Named CTI leader by Frost & Sullivan, expanded enterprise client base globally
ESET	Endpoint Security, Server Protection, Advanced Threat Defense	Multi-layered protection, lightweight performance, cross-platform support	Won AV-Comparatives 2024 Product of the Year, 99.9% malware protection rate
Fortinet	FortiGate NGFW, Security Fabric, FortiSIEM	Integrated security architecture, ASIC-based performance, 98.21% protection rate in testing	26.2% market share growth, strong government sector adoption, network security convergence projects
Kaspersky	Endpoint Security, Premium/ Plus consumer plans, NEXT EDR	Award-winning detection, adaptive anomaly control, advanced threat defense	Won 9 AV-TEST Best Awards 2024, top performance in malware detection and system impact
Microsoft	Defender suite, Sentinel SIEM, Entra ID	Cloud-native security, AI integration, enterprise ecosystem	32.3% growth in cybersecurity segment, extensive government cloud security projects
Palo Alto Networks	Next-Generation Firewalls, Prisma Cloud, Cortex XDR	AI-powered threat prevention, unified platform approach, 22.4% security appliance market share	Expanded enterprise cloud security deployments, significant BFSI sector wins, 23.6% Q1 growth



Vendor	Primary Products/ Solutions	Key USPs	Major Deployments/ Wins in 2024
Qualys	VMDR with TruRisk, Cloud Security, Vulnerability Management	Risk-based prioritization, cloud-native platform, 25+ threat intelligence feeds	Won Best Vulnerability Management Solution 2024 (second consecutive year), enhanced TruRisk capabilities
Quick Heal	Total Security, Internet Security, Enterprise Endpoint Protection	Comprehensive antivirus, local market expertise, cost-effective solutions	Enhanced enterprise security suite, expanded B2B/B2G segment penetration
Radware	Cloud WAF, DDoS Protection, Application Security	Cloud application security, traffic analysis	Addressed cloud WAF vulnerabilities, enhanced application protection services
Securonix	Unified Defense SIEM, UEBA, EON AI Platform	AI-Reinforced SIEM, cloud-native architecture, 4.7/5 Gartner rating	Named 2024 Gartner Customers' Choice, expanded India operations with 300+ employees
Sequestek	Percept XDR, Percept EDR, Percept IGA	AI-driven platform, 50%+ CAGR growth, comprehensive security operations	Secured 120+ global customers, partnerships with Intel and Ingram Micro
SonicWall	NSa/TZ Series NGFW, Capture ATP, SD-WAN	Unified management platform, SMB focus, partner-driven approach	Launched SonicPlatform management system, secured major restaurant chain deployment (AAB Sweets)
Sophos	XGS Firewall Series, Endpoint Protection, MDR Services	Xstream architecture, integrated platform, ease of use focus	Launched 9 new XGS desktop models, 4.7/5 Gartner rating, Customers' Choice for Network Firewalls 2024
Thales	Data Protection, Hardware Security Modules, Identity Solutions	FIPS compliance, hardware-based security, strong encryption	Released 2024 Data Threat Report for India, enhanced compliance solutions for SEBI framework

Key Market Dynamics:

- Market Consolidation:** Top 12 vendors account for 48.6% of total customer spend
- Platform Strategy Success:** Vendors with unified platforms gaining market share as customers consolidate multi-point products
- Growth Segments:** Identity security (+14.3%), web and email security (+16.0%) showing strongest growth
- Customer Segment Performance:** Large enterprises (500+ employees) driving 13.3% growth in cybersecurity spending

This table reflects the current competitive landscape where pure-play

cybersecurity vendors are leading innovation in specialized areas while system integrators like TCS, Infosys, and Wipro provide implementation and managed services capabilities.

Government Policy and Regulatory Framework

India's cybersecurity regulatory landscape has evolved significantly, creating a comprehensive framework that balances security imperatives with business operational requirements. The Information Technology Act of 2000, amended in 2008, serves as the foundational legislation governing cybersecurity, data protection, and digital governance. Section 43A of the IT Act requires Indian businesses and organizations to have "reasonable security practices and procedures" to protect sensitive information from being compromised, damaged, exposed, or misused. This broad mandate has created substantial compliance obligations for organizations across all sectors, driving significant cybersecurity investments.

The Computer Emergency Response Team - India (CERT-In) plays a central role in the national cybersecurity framework, serving as the designated nodal agency for cybersecurity incident coordination and response. CERT-In provides guidelines for monitoring, detecting, preventing, and managing cybersecurity incidents, with service providers, intermediaries, data centres, body corporates, and Government organisations obligated to take specific actions for cyber incident responses and protective measures. The 2022 CERT-In cybersecurity directions have significantly expanded reporting requirements, mandating incident notification within six hours and requiring organizations to maintain cybersecurity logs for 180 days.

The National Critical Information Infrastructure Protection Centre (NCIIIPC), established under the Prime Minister's Office, focuses on protecting critical infrastructure across six key sectors: Power & Energy, Banking, Financial Services & Insurance, Telecom, Transport, and Government. This institutional framework recognizes that certain infrastructure elements are so vital to national security and economic stability that they require specialized protection measures beyond standard cybersecurity practices. The Digital Personal Data Protection Act of 2023, though still awaiting full enforcement, represents a significant evolution in India's privacy and security regulatory landscape. This legislation will require data fiduciaries to implement appropriate technical and organizational security safeguards to protect personal data against breaches, creating new compliance obligations that will drive additional cybersecurity investments across all sectors handling personal information.

Major Market Developments and Industry Evolution

The year 2024 has witnessed several significant developments that are reshaping the Indian cybersecurity market and setting the stage for future growth. Hinduja Global Solutions launched an extensive range of advanced cybersecurity solutions specifically designed for the Indian market, leveraging Artificial Intelligence and Machine Learning technologies to enhance system security capabilities. This launch reflects the growing recognition that cybersecurity solutions must be tailored to local threat landscapes and regulatory requirements rather than simply adapting global solutions for the Indian market.

IBM Corporation's expansion of its Technology Expert Labs capacity in India demonstrates the growing confidence international vendors have in the Indian market's potential. This expansion enables IBM to offer enhanced AI, Hybrid Cloud, and Cybersecurity solutions directly from Indian operations, providing local clients with access to cutting-edge technologies while benefiting from proximity and cultural understanding. Such investments by global vendors are crucial for building local cybersecurity capabilities and knowledge transfer.

The government's launch of India's first Digital Threat Report 2024, specifically supporting cybersecurity in the Banking, Financial Services,



and Insurance sector, represents a significant step toward sector-specific threat intelligence sharing. This initiative recognizes that different industries face unique threat profiles and require tailored intelligence to build effective defenses. The report provides crucial insights into attack patterns, threat actor behavior, and defensive recommendations specifically relevant to the BFSI sector.

Product innovation has accelerated significantly, with companies like Atlas Systems introducing specialized solutions such as ComplyScore, designed specifically for mid-to-large-sized companies in the healthcare sector. This trend toward industry-specific solutions reflects the market's maturation and the recognition that generic cybersecurity approaches are insufficient to address the unique challenges facing different sectors.

Critical Challenges Facing the Market

Despite its impressive growth trajectory, the Indian cybersecurity market faces several critical challenges that could impact its future development. The skilled workforce shortage represents perhaps the most significant obstacle, with organizations across all sectors struggling to recruit and retain qualified cybersecurity professionals. The rapid evolution of threats requires continuous learning and adaptation, creating an environment where even experienced professionals must constantly update their skills to remain effective. This skills gap is particularly acute in emerging areas such as cloud security, AI-powered threat detection, and industrial control system security.

The threat landscape continues to evolve at an alarming pace, with India experiencing 98 ransomware incidents in 2024, marking a 55% increase compared to the 63 incidents reported in 2023. This surge in ransomware attacks reflects the broader trend of cybercriminals increasingly targeting Indian organizations due to the country's growing digital economy and, in some cases, inadequate security measures. The sophistication of these attacks has also increased, with threat actors employing advanced techniques such as double and triple extortion, supply chain compromises, and living-off-the-land tactics that make detection and attribution extremely challenging.

Compliance complexity represents another significant challenge as organizations must navigate multiple regulatory frameworks that often overlap and sometimes conflict. The intersection of data protection regulations, cybersecurity requirements, sector-specific mandates, and international standards creates a complex compliance environment that requires sophisticated governance frameworks and substantial legal and technical expertise. Many organizations struggle to maintain compliance across all applicable regulations while simultaneously managing business operations and security requirements.

Budget constraints continue to limit cybersecurity investments, particularly among small and medium enterprises that may lack the resources to implement comprehensive security measures. The cost of advanced cybersecurity solutions, combined with the need for skilled personnel to operate and maintain these systems, often exceeds the available budgets of smaller organizations. This creates a two-tiered security environment where large enterprises can afford comprehensive protection while smaller organizations remain vulnerable, potentially creating systemic risks as these smaller entities are often part of larger supply chains.

Sector-Specific Landscape and Challenges

The Banking, Financial Services, and Insurance sector continues to face the most intense cyber threat pressure, driven by both the high value of financial assets and the sector's extensive digital transformation initiatives. The rapid adoption of digital payment systems, particularly the Unified Payments Interface (UPI), has created new attack vectors that cybercriminals actively exploit. The country's financial sector has witnessed drastic growth from the implementation of Digital India, UPI, and Jan-Dhan Yojana, but is also

among the most exploited sectors by cybercriminals. Financial institutions are responding by implementing advanced fraud detection systems, enhanced authentication mechanisms, and comprehensive customer education programs, but the evolving threat landscape requires constant vigilance and adaptation.

Healthcare organizations face unique cybersecurity challenges as they balance patient care requirements with security imperatives. The sector's digital transformation, accelerated by telemedicine adoption and electronic health record implementation, has expanded attack surfaces while regulatory requirements demand strict patient privacy protection. Healthcare entities often struggle with legacy medical equipment that cannot be easily updated or secured, creating persistent vulnerabilities that threat actors increasingly target.

Government and public sector entities operate in an environment of persistent nation-state threats and advanced persistent attacks. The implementation of Digital India initiatives has expanded the attack surface exponentially, as government services become increasingly digitized and citizen data is consolidated into large databases. These organizations must balance accessibility and citizen service delivery with robust security measures, often operating under budget constraints that limit their ability to implement comprehensive security measures.

Manufacturing and industrial sectors face the unique challenge of converging Information Technology and Operational Technology networks as they embrace Industry 4.0 concepts. This convergence creates new attack vectors where cybercriminals can potentially impact physical production processes, creating safety risks beyond traditional data security concerns. The sector's traditionally conservative approach to technology adoption often conflicts with the rapid pace of cybersecurity evolution, creating gaps that threat actors can exploit.

Future Outlook and Market Projections

Looking toward 2025 and beyond, the Indian cybersecurity market is poised for continued robust growth driven by several key factors. The ongoing digital transformation across all sectors will continue to expand attack surfaces and create new security requirements. Cloud adoption will accelerate further, particularly as organizations seek to leverage artificial intelligence and machine learning capabilities that require substantial computing resources. The Internet of Things ecosystem will expand dramatically as smart city initiatives, industrial automation, and consumer device adoption continue to grow.

Regulatory developments will continue to shape market dynamics, with the full implementation of the Digital Personal Data Protection Act expected to drive significant compliance-related cybersecurity investments. Additional sector-specific regulations are anticipated, particularly for critical infrastructure sectors such as healthcare, energy, and telecommunications. International cooperation in cybersecurity will expand, with India likely to participate more actively in global threat intelligence sharing initiatives and collaborative defense frameworks.

Technology evolution will accelerate, with quantum-resistant cryptography beginning to emerge as a practical consideration rather than a theoretical future requirement. Extended Detection and Response platforms will become mainstream as organizations seek to consolidate their security operations and improve threat detection effectiveness. Security automation and orchestration will become essential capabilities as organizations struggle to address the persistent skills shortage while managing increasingly complex threat environments.

Investment priorities will continue to focus on AI-powered security analytics, cloud-native security solutions, and managed security services. Organizations will increasingly recognize that cybersecurity requires specialized expertise that may be more effectively obtained through service providers rather than in-house capabilities. Zero Trust architecture implementation will accelerate as organizations recognize that traditional perimeter-based security models are insufficient in modern computing environments.

FUELING THE DIGITAL ECONOMY, POWERING THE AI ERA

India's data centre (DC) industry in 2024 reached a pivotal moment, reflecting both the velocity of the country's digital transformation and its ambitions to become a \$1 trillion digital economy by 2027–28. The crossing of the 1 gigawatt (GW) mark in total data centre capacity this year signals more than just expansion—it marks the shift to a future where data sovereignty, artificial intelligence (AI), next-gen hardware, and regulatory frameworks converge to redefine how India processes, protects, and powers its data.

From sovereign cloud initiatives and AI-ready infrastructure to the widespread adoption of liquid cooling and edge computing, India's DC market is undergoing a rapid metamorphosis. With a sharp year-on-year growth in capacity absorption and pre-commitments for AI workloads surging, the country's data centre landscape is preparing to meet both global expectations and domestic digital ambitions.

The Market in Numbers: Capacity Growth and Demand Trends

India's total colocation data centre capacity stood at 1,030 megawatts (MW) by H1 2024, an increase of nearly 54% in just two years from the 668 MW recorded in H1 2022. Of this, 993 MW is already live. The country recorded 122 MW of absorption in the first half of the year, a 51% year-on-year growth. Mumbai alone accounted for 46% of the absorption in H1 2024, followed by Chennai at 19% and Noida at 15%.

With nearly 68% of the absorption attributed to hyperscalers and cloud providers, the scale of pre-leasing indicates not just current growth but sustained demand for future-ready capacity. The industry is now preparing to add approximately 785 MW of new capacity between 2024 and 2027, which will require more than 9.3 million sq. ft of real estate and a cumulative investment of around USD 5 billion.

The demand drivers are diverse: AI deployments, digitization across industries, smart city initiatives, and the increasing popularity of streaming services and gaming platforms have all contributed to the need for scalable, secure, and highly connected data infrastructure. Data consumption in India is projected to exceed 25 GB per user per month by the end of 2024, further emphasizing the growing pressure on backend data infrastructure.

The AI Catalyst: Infrastructure Transformation

The rapid evolution of AI and machine learning technologies is a defining feature of the infrastructure upgrades witnessed in 2024. Modern GPUs designed for AI workloads consume three times more power than traditional CPUs and generate heat densities that are unsustainable for legacy air-cooling systems. This year, multiple colocation providers reported client requests for rack densities in excess of 40 kW, especially for GPU-heavy workloads such as LLM training.

Training times for AI models have also drastically reduced—what took 32 hours in 2019 can now be achieved in just one second. This exponential leap in performance has heightened the urgency for infrastructure that can sustain AI deployment at scale.

Consequently, data centre design has seen a marked shift towards high-density racks, liquid cooling technologies, and modular power distribution systems. Players like Yotta, STT GDC, and Web Werks are already deploying high-density-ready floors in new builds, reflecting this urgent pivot.

AI-driven demand is expected to account for over 30% of new data centre pre-leasing in the coming year, with LLM training and inference infrastructure becoming an integral part of facility planning and load distribution strategies.

Liquid Cooling: The New Normal for AI-Era Data Centres

Traditional air-based cooling systems are proving insufficient for the power profiles of new AI hardware. Liquid cooling, which offers up to 70% energy efficiency in hybrid systems, has gained rapid acceptance across new builds and retrofits.

India is gradually moving towards mainstreaming solutions such as direct-to-chip (DTC) cooling, rear-door heat exchangers (RDHx), and immersive liquid cooling. These technologies enable rack densities to scale beyond 50 kW, a threshold necessary for supporting future AI workloads.

Major providers are now building floors specifically optimized for liquid cooling deployment. This year, over 25% of new capacity in Mumbai and



Chennai is being constructed with native support for hybrid or full-liquid cooling configurations.

The Bureau of Energy Efficiency (BEE) and Ministry of Power are also in discussions to establish guidelines for energy-efficient cooling in data centres, which could accelerate adoption further in 2025.

NeoCloud and the Edge Computing Revolution

As latency-sensitive use cases such as IoT, AR/VR, and autonomous vehicles gain traction, India is witnessing the rise of NeoCloud architectures. These architectures distribute compute closer to users, enhancing performance and reliability. The emergence of tier-2 and tier-3 city data centres is a clear sign of this transition.

Edge data centres are now being planned or deployed in cities like Indore, Lucknow, Jaipur, and Visakhapatnam. These facilities are typically 1–5 MW in capacity and are being integrated into broader hyperscale ecosystems to ensure seamless workload migration and disaster recovery.

In 2024, the total edge capacity in India surpassed 100 MW for the first time, with more than 30 new edge sites under development. The shift toward distributed computing models is no longer speculative—it's foundational.

Additionally, global CDNs and telcos are partnering with Indian operators to deploy micro data centres near mobile switching hubs to support 5G rollouts and content caching for real-time video, gaming, and cloud applications.

Policy Push: Data Sovereignty and the DPDP Act

The passage of the Digital Personal Data Protection (DPDP) Act in 2023 has had a ripple effect across the data centre ecosystem in 2024. The Act mandates specific responsibilities for data fiduciaries and processors, emphasizing localization, consent architecture, and the protection of sensitive information.

To comply with the DPDP Act, hyperscalers and global platforms are increasingly turning to Indian colocation providers for compliant infrastructure. Mumbai, Pune, and Noida have emerged as preferred destinations for such projects due to their strong policy environments, proximity to submarine cable landings, and state-level digital policies.

India's sovereign cloud initiative has also added momentum to this shift. Public sector tenders now include clauses around data localisation, redundancy across zones, and AI-readiness—effectively setting new benchmarks for compliance.

The MeitY-led IndiaAI mission and Ministry of Electronics & IT's Centre for Excellence in AI are working to define audit frameworks, performance benchmarks, and data retention norms for AI and cloud infrastructure. This is expected to enhance India's regulatory attractiveness for global firms.

Hyperscaler Momentum and Enterprise Digitalisation

Hyperscaler activity reached new highs in 2024. Amazon Web Services, Microsoft Azure, and Google Cloud together accounted for over 65% of pre-leased capacity across top six cities. Hyperscaler demand is being driven by three key factors: growing AI and analytics workloads, cloud-native digital transformation programs, and increasing use of hybrid multi-cloud models.

Domestic enterprises too are expanding their colocation footprints. BFSI and telecom companies in particular are migrating mission-critical workloads to colocation facilities to reduce latency and enhance control. The rise in enterprise AI deployments—from chatbots to risk engines—is reinforcing this migration.

A growing number of Indian SaaS companies and unicorns are turning to managed colocation to better control costs, enhance data security, and

ensure DPDP compliance—especially in regulated sectors like healthcare, edtech, and insurance.

Real Estate and Investment Landscape

Data centre development in India is now a core vertical within real estate portfolios. Top six cities—Mumbai, Chennai, Bengaluru, Pune, Noida, and Hyderabad—collectively house over 90% of the current colocation capacity. Mumbai continues to lead with 46% of total capacity, followed by Chennai (16%) and Bengaluru (13%).

This year, total capacity across the top 6 cities stood at 1,030 MW. Notably, Chennai saw the highest YoY growth in capacity addition, followed by Hyderabad and Noida. Land acquisitions have picked up pace in Ambattur (Chennai), Hinjewadi (Pune), and Gachibowli (Hyderabad), with 500+ acres under evaluation for future expansion.

Private equity and sovereign funds are doubling down on data centre investments. Over USD 2.4 billion worth of capital commitments were announced in the first half of 2024 alone. Investors are increasingly looking at REIT structures and greenfield data centre parks for long-term yield.

Integrated DC parks with captive power supply, water recycling, and connectivity hubs are gaining preference, with new models being developed in Navi Mumbai, Tambaram, and Greater Noida.

Sustainability and the Road to Net Zero

With the global spotlight on sustainability, Indian data centre operators are making strategic investments in green energy procurement, carbon credit instruments, and energy-efficient cooling systems. The adoption of renewable energy—solar, wind, and hydro—is on the rise. In Mumbai and Chennai, over 35% of operational capacity is now backed by green power purchase agreements.

Sustainability certifications such as LEED, IGBC, and BREEAM are becoming standard requirements in operator RFPs. Moreover, AI-enabled DCIM (Data Centre Infrastructure Management) tools are being used to optimize energy use across mechanical, electrical, and cooling systems.

By mid-2025, a green rating framework for data centres is expected to be launched by the Bureau of Energy Efficiency, enabling tiered incentives for operators meeting efficiency benchmarks.

What's in 2025?

The trajectory for India's data centre market in 2025 points toward acceleration on all fronts. Liquid cooling and high-density racks will move from early adoption to industry standard. Edge data centres will proliferate in tier-2 cities, powered by demand for low-latency content delivery, real-time analytics, and 5G applications.

Hyperscalers will continue to anchor new builds, but enterprise clients—especially in BFSI, pharma, and manufacturing—will increasingly drive demand for scalable, AI-ready colocation services. Regulatory enforcement of the DPDP Act will also enter its active phase, forcing providers to double down on compliance infrastructure.

India's data centre capacity is expected to cross 1,400 MW by the end of 2025, backed by over USD 6.5 billion in cumulative investments. With high-growth drivers like AI, 5G, digital public infrastructure, and smart cities aligning, 2025 may well be the year India transitions from a high-potential market to a global data centre powerhouse.

The future will also bring sharper focus on supply chain resilience, skilled workforce availability, and the development of sovereign AI platforms that will rely on India's data centre ecosystem not just as a utility, but as a critical pillar of national digital infrastructure.

TOWARD A RIGHTS-DRIVEN DIGITAL ECONOMY

In 2024, India's data privacy ecosystem entered a new era with the enforcement of the Digital Personal Data Protection (DPDP) Act. This landmark legislation marked a long-awaited shift toward a comprehensive, citizen-centric framework governing how personal data is collected, processed, and safeguarded. Against the backdrop of expanding digital infrastructure, AI adoption, fintech proliferation, and growing internet penetration-India's population of over 850 million internet users demanded stronger accountability in the digital space. India's data privacy journey this year reflected the country's effort to align itself with global privacy standards like the EU's GDPR and California's CCPA, while balancing its own socioeconomic and governance contexts.

The DPDP Act represented the first substantive attempt to codify individual rights around data, create a regulatory enforcement regime, and bring clarity to the role of data fiduciaries operating in one of the world's fastest-growing digital markets.

The DPDP Act: Structural Overview and Industry Impact

The Digital Personal Data Protection Act, passed in 2023 and operationalized in stages through 2024, laid the foundation for a regulatory regime focused on purpose limitation, informed consent, data minimization, and user rights. The Act introduced the role of the Data Protection Board (DPB), empowered to adjudicate data breaches, enforce penalties, and ensure institutional compliance.

For enterprises, the Act redefined risk management strategies. Large-scale data processors-banks, insurers, e-commerce platforms, telcos, and health tech firms-implemented new mechanisms for data lifecycle management. Consent architectures were overhauled to meet the 'clear, specific, and unambiguous' consent standards. Several firms introduced granular consent dashboards and auto-expiry options for stored data, enhancing transparency for users.

Cross-border data transfers-an area of concern for tech and SaaS providers-were addressed via an allowlist approach. Countries designated as 'trusted jurisdictions' were approved by the central government for outbound transfers, subject to contractual safeguards and periodic reviews.

Sectoral Adoption and Readiness

The BFSI sector moved quickly to integrate DPDP compliance into customer onboarding, credit profiling, and digital lending workflows. Regulatory clarity from RBI and SEBI supplemented the central law, ensuring convergence between sectoral privacy and security standards. Insurers like HDFC Life and ICICI Lombard introduced real-time breach notification protocols and privacy scorecards.

The healthcare sector, which had been historically lax in privacy hygiene, faced a reckoning. Hospitals and health-tech platforms introduced data anonymization and tokenization for patient records. Cloud service providers hosting EHRs underwent audits to verify compliance. Public health programs like Ayushman Bharat Digital Mission updated consent layers in health data exchanges.

Edtech, mobility, and social commerce platforms also adapted their architectures to allow parental consent for minors and implemented stronger access controls around behavioral tracking. Ride-hailing services began encrypting ride history and geolocation data. Food delivery and e-commerce apps introduced time-bound retention of user interaction data, aligning with purpose limitation requirements.

Technology and Compliance Enablement

Privacy-tech innovation saw an upswing in 2024. Indian startups such as Privado, Dope.security, and Securiti.ai developed tools for privacy impact assessments, data discovery, and consent management at scale. These platforms enabled automation of DSAR (Data Subject Access Requests), breach simulations, and records of processing activities (RoPA).

Cybersecurity and data privacy converged further. Enterprises aligned their security architectures to ensure that PII (Personally Identifiable Information) was encrypted at rest and in transit, backed by role-based access controls. The adoption of PETs (Privacy Enhancing Technologies), including homomorphic encryption and differential privacy, began to take shape in analytics-heavy industries like retail and insurance.

The regulatory technology (RegTech) market grew significantly, with vendors offering audit trail generators, breach notification modules, and

AI-powered privacy policy verifiers.

Additionally, cloud service providers added native privacy tools for compliance mapping, including pre-integrated consent layers and automated data tagging capabilities. Multi-cloud environments introduced additional complexity, pushing enterprises to invest in unified privacy controls across platforms. As organizations increasingly relied on third-party SaaS solutions, vendor due diligence became a critical compliance task.

Government and Legal Ecosystem

The DPB, although operationally nascent, began issuing advisories and launched a voluntary compliance window. The government created a centralized consent repository to standardize user permissions across public services. Legal experts noted that the Act, while strong on consent and fiduciary obligations, lacked strong provisions on non-personal data and algorithmic accountability.

India's legal community and civil society organizations remained active in pushing for further reforms. Digital rights groups argued for more independence for the DPB and for judicial oversight in surveillance-linked data access. Litigation around exemptions for government entities surfaced in multiple High Courts, raising questions about proportionality and necessity in state-led data collection.

Still, many viewed the DPDP Act as a pragmatic first step, and momentum began to build toward a phased implementation of sector-specific codes of practice in fintech, AI, and e-governance.

Legal education institutes began offering data protection law electives, while law firms established dedicated privacy practices. The number of certified data protection officers (DPOs) in India more than doubled during the year, as compliance roles gained prominence across IT, legal, and risk teams.

Global Alignment and Cross-Border Data Strategy

India's data governance ambitions were increasingly shaped by international engagement. The government participated in G20 digital economy dialogues, OECD cross-border data flow forums, and bilateral consultations with the EU, US, and Japan. In return, global tech giants operating in India invested in building local data centers and consent-compliant customer journeys.

In 2024, over 30 countries were in negotiations with India for recognition under its 'trusted jurisdiction' framework for data transfers. The strategy aimed to balance India's data sovereignty priorities with the needs of global commerce, particularly SaaS exports and shared AI development.

Multinational firms restructured their India operations to ensure data residency, with major players such as Google, Meta, and AWS expanding their Indian cloud infrastructure footprints.

Data transfer frameworks began aligning with international contractual standards, including model clauses and adequacy determinations. For Indian startups with global customers, this helped streamline compliance while ensuring continued access to international markets.

Challenges and Implementation Bottlenecks

Despite its promise, the road to enforcement was uneven. Many small and mid-sized enterprises lacked the resources to implement end-to-end privacy programs. Uncertainty around certain definitions—like 'significant data fiduciary'—and the lack of subordinate rules delayed full compliance

for some sectors.

The consent fatigue phenomenon also emerged, as users were flooded with granular prompts without meaningful choices. Experts argued that UI design and behavioral nudges needed regulatory scrutiny to prevent dark patterns.

The government faced criticism over limited capacity within the DPB and the lack of a strong grievance redressal mechanism for citizens. Meanwhile, data localization norms remained a contentious issue for foreign firms, especially in fintech and telecom.

Public awareness of privacy rights, while growing, remained uneven across regions. Educational campaigns were launched by the Ministry of Electronics and Information Technology (MeitY) in partnership with civil society groups to promote digital hygiene, consent awareness, and grievance redressal processes.

The Road Ahead: Data Empowerment and Ecosystem Maturity

Looking forward to 2025, India's data privacy regime is expected to evolve with the release of sector-specific codes of practice, judicial rulings clarifying exemptions, and stronger civil society participation in privacy discourse.

The DPDP Act will likely see the creation of automated compliance benchmarks for different categories of data fiduciaries. AI governance guidelines under MeitY will intersect with privacy rules to manage algorithmic profiling and inference risk. Companies will increasingly move toward privacy-by-design frameworks, integrating risk assessments into product development lifecycles.

Privacy certification schemes for startups and SMEs may emerge to signal trustworthiness to consumers. Interoperability between government consent systems and private consent managers could enhance user control and transparency.

India's data privacy landscape in 2024 marked a foundational year—where legal structures, technological responses, and citizen awareness began to coalesce. As the country aims to become a global digital economy leader, the maturity of its data protection frameworks will remain a key determinant of international trust, investment, and innovation.



INDIA'S IT HARDWARE MARKET SOARS

A DIGITAL RENAISSANCE IN FY2024-25

Strong recovery driven by AI adoption, enterprise modernization, and government initiatives across PCs, servers, storage, and printing segments

India's information technology hardware market experienced a remarkable transformation in FY2024-25, marking a decisive shift from the pandemic-induced volatility to sustained growth across multiple segments. The India IT Hardware Market is expected to reach USD 21.17 billion in 2025 and grow at a CAGR of 7.10% to reach USD 29.84 billion by 2030. This robust expansion reflects the nation's accelerating digital transformation, driven by government initiatives, enterprise modernization, and the emergence of artificial intelligence-powered computing devices.

The year proved pivotal for India's hardware ecosystem, with recovery patterns varying significantly across different product categories. While traditional PC segments showed steady but measured growth, servers and storage experienced substantial expansion driven by data center investments, and emerging technologies like AI-capable devices began reshaping market dynamics. India's technology industry revenue (including hardware) is estimated to reach \$254 Bn (3.8% y-o-y growth) in FY2024, an addition of over \$9 Bn over last year.

import restriction concerns that had clouded the market in the previous year.

The commercial segment emerged as the primary growth driver, posting impressive gains throughout the year. The commercial segment grew by 5.1% YoY in FY2024 and 11.1% YoY in 4Q2024. The demand from global enterprises and government departments, including GeM (Government e-Marketplace), led to growth in the enterprise and government segments by 10.6%YoY each in 2024. This enterprise-led recovery was underpinned by delayed IT procurement decisions finally materializing as businesses resumed normal investment cycles.

Consumer demand also showed encouraging signs, albeit with different growth patterns. The consumer segment grew by 2.6% YoY in 2024 and 2.2% YoY in 4Q2024, driven by the eTailer channel, which grew by 21.7% YoY in 2024 and 29% YoY in 4Q24. The strong performance of online retail channels highlighted the continued shift in consumer purchasing behavior, with e-commerce platforms becoming increasingly important for hardware distribution.

PC and Laptop Market: Steady Recovery Amid AI Transformation

Market Performance and Shipment Trends

India's personal computer market demonstrated resilience in FY2024-25, overcoming previous year challenges to post positive growth. India's PC Market Grew 3.8% YoY in 2024 to 14.4 Million Units, representing a significant recovery from the 6.6% decline experienced in 2023. This turnaround was particularly notable given the inventory corrections and



Vendor Market Share and Performance Analysis

The competitive landscape remained dominated by established players, with some notable shifts in market positioning throughout FY2024-25:

India PC Market Vendor Performance FY2024				
Rank Vendor	Market Share 2024	Market Share 2023	YoY Growth	Key Strengths
HP Inc.	30.1%	31.5%	-7.5% (Consumer) / +14.7% (Government)	Market leader across commercial and consumer segments
Lenovo	17.2%	16.7%	+7% (Consumer) / +7.4% (Commercial)	Strong SMB segment performance
Dell Technologies	14.6%	15.5%	+4.7% (Commercial) / -5.4% (Consumer)	Dominant in enterprise segment
Acer Group	14.6%	12.3%	+26.2% overall	Leader in commercial desktop category
ASUS	9.7%	7.9%	Variable by quarter	Strong consumer notebook presence

HP Inc. led the market with a 30.1% share in 2024 as it led both the consumer and commercial segments. While its government and enterprise segments grew by 14.7% and 14.3% respectively, its consumer segment declined by 7.5% YoY due to increasing competition, especially in the eTailer channel.

Lenovo stood at second with a 17.2% share in 2024. Lenovo grew across both the consumer and commercial segments by 7% and 7.4% YoY respectively. The company's consistent performance across segments reflected its balanced approach to both consumer and enterprise markets.

Technology Evolution and AI Integration

A significant trend reshaping the PC landscape was the emergence of AI-powered computing devices. "The consumer PC market has been on a growth trajectory driven by gaming and AI-powered PCs," said Bharath Shenoy, research manager, IDC India & South Asia. "The demand for gaming notebooks has been robust, with double-digit growth in FY2024. Also, since mid-2024, shipments of AI-powered notebooks increased substantially."

This technological evolution reflects broader market shifts toward more sophisticated computing requirements. Gaming remained a robust growth segment, indicating consumers' willingness to invest in higher-performance hardware. The integration of AI capabilities in mainstream PCs marked the beginning of a new product category that would likely define future market dynamics.

Server Market: Infrastructure Boom Drives Growth

Market Expansion and Investment Trends

India's server market experienced substantial growth driven by the country's expanding digital infrastructure requirements. The India Data Center Server Market size is expected to reach USD 6.08 billion in 2024 and grow at a CAGR of 7.70% to reach USD 9.48 billion by 2030. This growth was underpinned by massive investments in data center capacity across the country.

India's data centre capacity is projected to experience significant growth, doubling from 0.9 GW in 2023 to approximately 2 GW by 2026. This expansion is driven by the increasing digitization and data localization trends within the country.



Vendor Landscape and Market Dynamics

The Indian server market has historically been dominated by multinational vendors, with competition intensifying as hyperscale data center deployments accelerated:

India Server Market Vendor Analysis			
Vendor	Historical Market Position	Key Strengths	Growth Drivers FY2024-25
HP Inc.	25.4% (x86 servers)	Strong in telecom, government, banking	Data center modernization projects
Dell Technologies	24.5% (x86 servers)	Enterprise dominance, storage integration	Cloud infrastructure deployments
Cisco	8.4% (x86 servers)	Networking integration	Converged infrastructure demand
Lenovo	6.6% (x86 servers)	Cost-competitive solutions	SMB market expansion
IBM	Strong in non-x86	Mainframe and POWER systems	Mission-critical applications

HPE has a server revenue share of 25.4 percent. Dell has 24.5 percent share in the Indian server market. HPE registered few server deals from telecoms, manufacturing, IT and ITeS companies recording revenue of \$67 million. Key wins for Dell Technologies came from professional services, telecoms, banks, and high-tech semiconductor companies to reach revenue of \$64.6 million.

Regional Distribution and Growth Hubs

Server deployments concentrated in key technology hubs, reflecting infrastructure development patterns:

Mumbai is expected to account for 57 percent of the new supply followed by Chennai at 25 percent. Navi Mumbai holds the largest data centre market with a 44% alone. The total capacity is 289 MW, with 3.6 million sq ft in its functional area.

Bangalore, known as the Silicon Valley of India, has a major data centre presence due to its large IT infrastructure. As of 2020 Bangalore has a total capacity of 162 MW having 1.74 Million sq ft used for data centre. It possesses a 25% of the market share.

Storage Market: Exponential Growth in Data Infrastructure

Market Size and Growth Trajectory

The storage market demonstrated even more robust expansion prospects than servers. The India Data Center Storage Market is projected to grow



significantly from USD 1,978.61 million in 2023 to USD 6,429.38 million by 2032, reflecting a robust compound annual growth rate of 13.05%.

The Indian Data Storage Market, valued at USD 22.8B in 2024, is projected to reach USD 50.79B by 2030, growing at a 14.1% CAGR. This remarkable growth reflects the increasing data generation and storage requirements across enterprises and cloud service providers.

Vendor Competition and Market Share

The storage market maintained a highly competitive landscape with several global leaders vying for market share:

India Storage Market Vendor Performance		
Rank Vendor	Key Technologies	India Market Position
Dell EMC	PowerStore, PowerScale, Unity	Market leader with comprehensive portfolio
Huawei	OceanStor Dorado, Pacific	Strong enterprise presence
HPE	Alletra MP, 3PAR StoreServ	Greenlake as-a-service model
Lenovo/NetApp	NetApp partnerships	Growing enterprise adoption
NetApp	AFF, ASA arrays	Cloud-focused solutions
Pure Storage	DirectFlash Modules	High-performance flash storage

Though data for FY2024 is not available, in 2023, IDC ranked Dell top of the storage array makers with market share of 26%. That was quite a long way ahead of Huawei (9.7%), HPE (8.3%), Lenovo/Lenovo-NetApp (7.7%), NetApp (7%), Pure Storage (6.1%), and Hitachi and IBM (both just under 5%).

Technology Trends and Innovation

The storage market benefited from several technological innovations:

- All-Flash Arrays:** Increasing adoption of NVMe-based storage solutions
- Hyper-Converged Infrastructure:** Integration of compute and storage resources
- Cloud Storage Integration:** Hybrid cloud storage solutions gaining traction
- AI-Optimized Storage:** Purpose-built storage for artificial intelligence workloads

Key players in the Storage market include companies such as Dell, HPE, NetApp, and IBM. These vendors continued to invest heavily in R&D to address evolving enterprise storage requirements.

Printer Market: Gradual Recovery and Technology Shifts

Market Dynamics and Growth Patterns

India's printer market experienced mixed trends during FY2024-25, with different technology segments showing varying performance patterns.

The printer market in India is expected to reach a projected revenue of US\$ 4,927.3 million by 2030. A compound annual growth rate of 7% is expected of India printer market from 2024 to 2030.

The inkjet printer segment continued to demonstrate strong fundamentals, benefiting from lower initial costs and operational advantages. Inkjet printers are witnessing consistent year-over-year growth in unit shipments globally, including in India. In India, this growth is predominantly driven by the online channel, especially with sales events leading up to the Diwali Festival.

Vendor Market Share and Competition

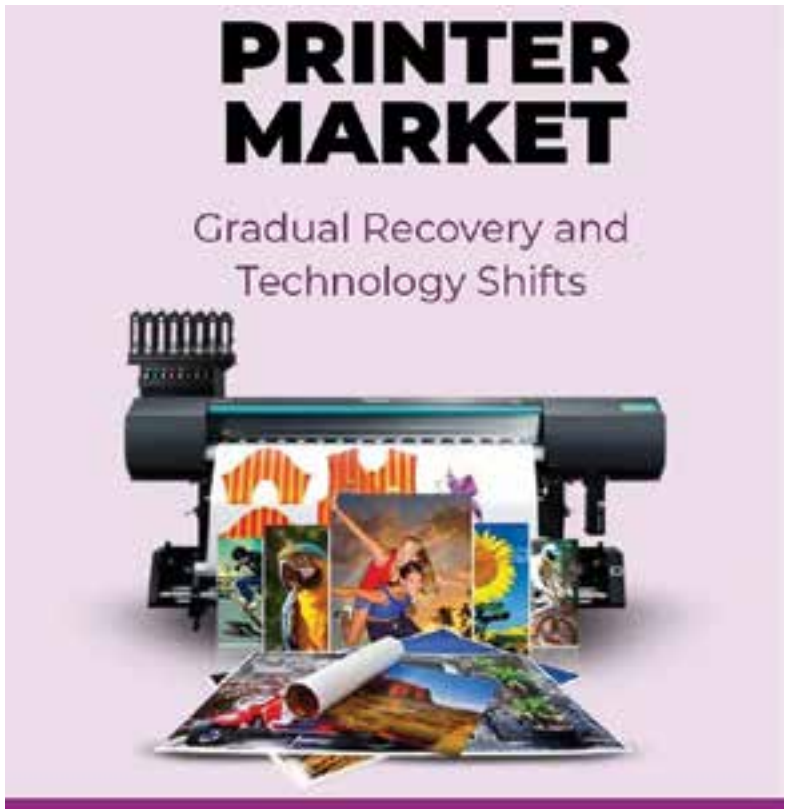
The printer market maintained a well-established competitive hierarchy with global brands dominating:

India Printer Market Vendor Analysis				
Vendor	Global Market Share 2024	India Market Position	Key Strengths	Technology Focus
HP Inc.	34.2%	Market leader	Complete product portfolio	Inkjet and laser printers
Epson	22.5%	Strong second	EcoTank technology	Ink tank printers
Canon	20.4%	Significant presence	Professional printing	All-in-one solutions
Brother	9.8%	Growing market share	SMB focus	Compact laser printers
Others	13.1%	Fragmented	Regional brands	Cost-competitive solutions

HP Inc. led with 7,502,356 unit shipments and 34.2% market share in 4Q24, showing +6.3% growth. Epson followed with 4,944,913 units and 22.5% share (+5.4% growth). Canon Group held 4,466,240 units and 20.4% share (-0.9% growth). Brother maintained 2,146,550 units and 9.8% share (+6.7% growth).

Technology Transition Trends

A notable shift occurred within the printer market as traditional laser printer demand showed signs of decline while ink tank printers gained traction. While laser printer shipments are declining, ink tank printers are on the rise, compensating for this dip.





Additionally, the Indian government's crackdown on the reconditioned copier market is likely to boost demand for genuine laser printers.

Major players like HP Inc., Canon, and Epson are at the forefront, significantly propelling the growth of inkjet printers.

The shift toward ink tank technology reflected changing user preferences toward more cost-effective printing solutions, particularly important in price-sensitive segments of the Indian market.

Key Market Trends and Growth Drivers

Digital Transformation Acceleration

Several key trends shaped India's IT hardware market performance during FY2024-25. The acceleration of digital transformation across enterprises, government agencies, and educational institutions created sustained demand across multiple hardware categories.

Remote work adoption, digital education initiatives, and e-governance programs all contributed to this growth momentum.

The rise of artificial intelligence as a mainstream technology trend began influencing purchasing decisions. Organizations started evaluating AI-capable hardware not just as a future need but as an immediate requirement for staying competitive.

Government Policy Impact

Government initiatives played a crucial role in market dynamics. Cabinet approved PLI Scheme – 2.0 for IT Hardware with a budgetary outlay of Rs. 17,000 crore (US\$ 2.06 billion). This production-linked incentive scheme aimed to boost domestic manufacturing and reduce import dependence.

The Union Budget 2024-25, presented by Finance Minister Nirmala Sitharaman on July 23, 2024, proposes an allocation of Rs. 1,16,342 crore (US\$ 13.98 billion) for IT and Telecom sectors.

Data Center Infrastructure Boom

The estimated capital expenditure required for this capacity addition is around Rs 50,000 crore over the next three years. The cost of setting up data centres has also risen, with the average cost per MW increasing from Rs 40-45 crore to Rs 60-70 crore.

Despite rising costs, strong demand continued to drive investment, with revenue for industry players growing at a CAGR of nearly 25% from FY17 to FY23.

Outlook for 2026: AI-Driven Transformation

Artificial Intelligence Integration

Looking ahead to 2026, artificial intelligence is expected to fundamentally reshape India's IT hardware landscape. By the end of 2024, Gartner forecasts AI PC shipments will reach 22 per cent. In India, AI PCs could have a high impact on the PC market by bringing content and ease of accessibility in native languages.

The enterprise segment is anticipated to lead this transformation.

"Organisations who understand how they can extract the most from AI-powered laptops will use them in productivity tools and will automate a lot of work. AI PCs will reduce a lot of their efforts in areas like researching, pre-sales, marketing, and other such functions."

Market Growth Projections

The overall market outlook remains highly positive, with continued strong growth expected across most segments. IDC expects commercial and

school renewal projects to be the biggest driver for 2025. AI PC purchases have faced hurdles since their launch, but IDC expects a more robust ecosystem to emerge by latter 2025, leading most new PCs to be GenAI-capable by 2026.

Infrastructure and Data Center Expansion

Data Centre capacity is expected to surpass 4,500 megawatts by 2030, driven by rising demand from cloud services, Artificial Intelligence (AI) workloads, and edge computing.

The data center and storage markets are expected to maintain their rapid expansion trajectory. The Indian Data Center Market was valued at USD 6.48 Billion in 2024, and is projected to reach USD 10.70 Billion by 2030, rising at a CAGR of 8.72%.

Enterprise AI Adoption Timeline

By 2026, 100% of enterprise PC purchases will be AI PCs, according to Gartner forecasts. This represents a fundamental shift in enterprise computing, where AI capabilities will become standard rather than premium features.

Challenges and Opportunities

Looking forward, the market faces both opportunities and challenges. On the positive side, continued government investment in digital infrastructure, rising enterprise IT budgets, and growing consumer adoption of technology create favorable conditions for sustained growth.

However, challenges include potential supply chain disruptions, component cost inflation, and the need for continuous technology upgrades to keep pace with rapidly evolving requirements.

The success of AI hardware adoption will largely depend on the development of compelling use cases that justify the premium pricing of AI-capable devices.

Key Success Factors for 2026:

- Development of localized AI applications and content
- Competitive pricing strategies for AI-enabled hardware
- Robust ecosystem development around AI technologies
- Continued government support for digital transformation initiatives

Conclusion: A Market in Transformation

FY2024-25 marked a pivotal year for India's IT hardware market, characterized by strong recovery across most segments and the emergence of transformative technologies. The PC segment's steady recovery, the infrastructure boom in servers and storage, and the gradual modernization of the printer market all contributed to a positive market narrative.

The foundation has been laid for sustained growth through 2026 and beyond, with artificial intelligence poised to become the next major growth driver. As India continues its digital transformation journey, the IT hardware market appears well-positioned to capitalize on emerging opportunities while navigating the challenges of a rapidly evolving technology landscape.

The combination of government support, enterprise modernization needs, and infrastructure expansion creates a robust foundation for continued growth.

With AI integration accelerating and data center investments continuing, India's IT hardware market is set to play an increasingly important role in the global technology ecosystem, driven by strong domestic demand and emerging export opportunities.

GROWTH REBOUNDS WITH AI, CLOUD AND DOMESTIC DIGITAL AMBITIONS

After a period of cautious optimism and slower deal cycles in 2023, India's IT services market is charting a steady path forward in 2024. The first half of the year witnessed a revival in client engagements, driven by a mix of cloud modernization, GenAI experimentation, and growing demand from the domestic market. IDC expects India's IT services market to grow by 6.3% year-on-year, reaching \$15.1 billion by the end of 2024. Although the growth is slightly below the historical average, it reflects the industry's shift towards deeper, value-led engagements and its growing role in the strategic transformation of enterprises.

The market's revival is largely fueled by a combination of GenAI-led projects, demand for hybrid and multi-cloud services, and increased IT spending by Indian enterprises and government departments. Despite lingering macroeconomic concerns in key global markets, Indian service providers remain well-positioned, with diversified portfolios and an ability to deliver across verticals and geographies.

Cloud-first to AI-first: A New Playbook for Digital Transformation

2024 has marked a turning point in the way enterprises approach digital transformation. While cloud remains a foundational pillar, the integration of generative AI into business operations is redefining the scope of IT services. Indian service providers have moved swiftly to adapt to this shift. The year has seen most of the top-tier IT firms either launching or scaling up their proprietary GenAI platforms, co-creating solutions with hyperscalers, and offering dedicated sandboxes for client experimentation.

Enterprises across sectors-ranging from financial services to manufacturing and retail-are now actively engaging in GenAI pilots focused on improving productivity, reducing customer response times, and accelerating software development. GenAI's integration is no longer confined to proof-of-concept exercises. In sectors like BFSI, AI models are being embedded into risk scoring engines, fraud detection systems, and document summarization tools. In retail and e-commerce, brands are leveraging AI to generate personalized content and enhance virtual customer support.

Service providers are responding by building large GenAI-focused talent pools, upskilling thousands of engineers in LLM deployment, prompt engineering, and ethical AI. IDC estimates that up to 20% of all new IT

services engagements in 2024 will either be centered on or significantly influenced by AI-related objectives.

Project Services Make a Comeback

The rebound in 2024 is most evident in the growth of project-oriented services. Following a subdued 2023 when discretionary spending was delayed or reallocated, enterprises have resumed their focus on modernization initiatives. Large-scale transformation projects-especially around application modernization, cloud-native development, and system integration-are back on the table. The renewed confidence in IT investments is driven by the clear business value demonstrated during earlier digital investments, as well as the urgent need to remain competitive in a rapidly evolving technology landscape.

For service providers, this has meant a return to multi-year engagements, albeit with increased accountability on outcomes, efficiency, and speed of delivery. Clients are expecting AI-led automation to be embedded from day one, pushing vendors to reimagine project delivery models. There is also a growing appetite for vertical-specific platforms and accelerators, allowing faster time-to-value in industries such as healthcare, telecom, and logistics.

Managed Services Evolve with Automation and AIOps

Another key trend shaping the IT services landscape in 2024 is the transformation of managed services. As enterprise IT estates grow more complex-spanning multi-cloud environments, edge workloads, and remote workforces-the need for integrated, intelligent managed services has grown considerably. Indian IT firms have responded by embedding automation and AIOps into their offerings, thereby reducing operational costs and increasing service quality.

What was once a primarily reactive support model has now become predictive and autonomous in many areas. For example, infrastructure monitoring tools can now preempt failures using machine learning models, while AI-based service desks are handling first-level employee queries with minimal human intervention. This evolution is pushing service providers to transition away from traditional headcount-based pricing models towards

outcome-based contracts.

With global enterprises tightening IT budgets, managed services have also become a strategic lever for cost optimization. Several large organizations have consolidated their vendor base and awarded integrated managed services contracts to Indian firms, expecting not just continuity but innovation and proactive support. This shift is helping vendors drive higher margins while maintaining competitive pricing.

Cloud Spending Shifts Gears, Fueling Services Growth

Cloud remains the bedrock of most digital transformation strategies in India. However, the nature of cloud adoption has matured significantly in 2024. The initial rush to migrate workloads has given way to a more deliberate focus on cloud-native applications, DevOps integration, and FinOps optimization. Enterprises are now re-architecting applications to take advantage of microservices, containers, and API-driven ecosystems.

Moreover, hybrid and multi-cloud strategies have become the norm rather than the exception. With concerns around data residency, vendor lock-in, and performance optimization, Indian enterprises are deploying workloads across multiple hyperscalers, as well as private cloud environments. This trend has created significant demand for cloud strategy consulting, orchestration, and governance services—all areas where Indian IT service providers have built considerable expertise.

The year has also seen a sharp rise in demand for industry cloud platforms—especially in regulated sectors like healthcare, banking, and insurance. These platforms, built with sector-specific compliance and data governance requirements in mind, are helping enterprises accelerate innovation while managing risk.

Domestic Market Picks Up Momentum

While India's IT services sector has traditionally been dominated by exports, 2024 has brought the domestic market into sharper focus. Spurred by digital public infrastructure initiatives and a growing appetite for digital transformation among Indian enterprises, the domestic IT services market has expanded at a healthy clip.

From government ministries deploying AI-driven platforms to automate citizen services, to private banks building cloud-native core systems, the breadth of digital transformation in India is deeper than ever. Key drivers include the rollout of platforms like ONDC, the scaling of DigiLocker and Aadhaar 2.0, and the increasing use of analytics in healthcare and education.

Domestic IT spending has also been catalyzed by favorable policy interventions. Several states have mandated the use of cloud for departmental IT systems, while the central government has expanded its investments in sovereign cloud and AI research infrastructure. Indian IT service providers, who once focused largely on international clients, are now aggressively targeting domestic opportunities with dedicated public sector business units and region-specific delivery models.

Export Growth Remains Resilient

Despite concerns around recessionary pressures in key global markets, India's IT services exports have remained resilient in 2024. The U.S., which accounts for over 50% of export revenues, has seen cautious but steady IT spending in critical areas like cybersecurity, compliance, and cloud cost optimization. Meanwhile, Europe and Asia-Pacific have provided new growth opportunities, particularly in sectors such as manufacturing and energy.

The average deal size has declined slightly compared to 2022 highs, reflecting a broader industry trend of shorter, more agile engagements. Clients are increasingly favoring modular contracts with flexible pricing,

rather than large, monolithic deals. This is pushing Indian firms to enhance their value propositions with IP-led offerings, accelerators, and low-code platforms.

What's noteworthy is the growing presence of Indian IT companies in newer geographies like the Middle East, Africa, and Southeast Asia. With digital infrastructure being built at scale in these regions, service providers are establishing on-ground teams, forging local partnerships, and co-creating solutions tailored to regional needs.

Talent Transformation in Full Swing

The IT services industry in India continues to be a significant employer, and 2024 has been a year of strategic workforce transformation. Hiring has stabilized after the post-pandemic surge, but the focus has shifted to quality, specialization, and adaptability. Service providers are investing heavily in upskilling their existing workforce, with a sharp focus on GenAI, full-stack development, cloud architecture, and cybersecurity.

Internal training programs are being supplemented with global certifications and university tie-ups. For instance, companies are collaborating with IITs and foreign universities to develop niche programs in LLM engineering and ethical AI. At the same time, there is a growing reliance on gig workers, freelancers, and outcome-based project teams to handle specialized workloads.

The demand for hybrid skills—such as business analysts with AI knowledge, or cybersecurity specialists with cloud experience—is reshaping recruitment strategies. As the sector prepares for long-term transformation, talent development has emerged as a board-level priority.

Outlook: From Delivery Powerhouse to Innovation Engine

As 2024 enters its final quarter, India's IT services market stands at a crossroads. It is no longer just a global delivery powerhouse—it is increasingly becoming an engine for technology innovation. With GenAI moving from pilot to production, cloud strategies maturing, and digital infrastructure projects accelerating at home, the Indian IT services sector is poised for sustained, value-led growth.

The journey ahead will require service providers to balance scale with specialization, standardization with agility, and automation with empathy. The next phase of growth will not be defined by size alone, but by the ability to co-create, co-innovate, and deliver measurable business outcomes.

For an industry that has consistently reinvented itself through global shifts, the momentum in 2024 signals that Indian IT services are not just adapting to the future—they are actively shaping it.



GROWTH DRIVEN BY COMMERCIAL DEMAND AND ETAILER PUSH

India's traditional PC market saw a revival in 2024, bouncing back with a healthy 3.8% year-over-year (YoY) growth, according to the latest data from the International Data Corporation (IDC) Worldwide Quarterly Personal Computing Device Tracker. The total shipments—including desktops, notebooks, and workstations—reached 14.4 million units for the year, with signs of consistent recovery across both consumer and commercial segments.

This resurgence marks a significant comeback for a market that had shown signs of stagnation post-pandemic, driven by remote work fatigue and uncertain macroeconomic conditions. The combination of robust commercial demand, strong year-end online promotions, and government procurement momentum helped the PC ecosystem in India navigate through competition and consumer shifts.

Notebook and Workstation Segments Lead Growth

Among the three categories—desktops, notebooks, and workstations—notebooks remained the volume driver, with a YoY growth of 4.5%, underscoring their importance in both home and enterprise setups. Meanwhile, desktop shipments also posted modest growth of 1.8%, supported by demand from education and small businesses.

The real standout, however, was the workstation segment, which registered a 10.9% YoY growth, the highest among all categories. This suggests an increasing demand for high-performance machines among professionals in fields such as design, engineering, media production, and data-intensive roles.

4Q24 Ends Strong, Setting the Stage for 2025

The PC market closed the year on a strong note. In Q4 2024, shipments grew 6.9% YoY, driven by a 9.6% YoY increase in notebook shipments. Premium notebook models (priced above US\$1,000) saw a particularly strong uptick of 13.8% YoY across the full year, signaling a shift in consumer behavior toward more powerful, future-ready devices.

Late December stocking by vendors in preparation for Republic Day sales

in January 2025, coupled with high online promotions and cashback offers, created a surge in retail momentum, particularly in the consumer notebook segment.

Consumer Segment : Slow Growth, but eTailer Channels Shine

The consumer PC segment saw a modest 2.6% YoY growth in 2024 and a 2.2% increase in 4Q24, as consumer confidence remained cautious but stable. The real growth engine in this segment came from the eTailer channel, which grew by 21.7% YoY in 2024 and 29% YoY in the fourth quarter alone.

Online retail platforms like Amazon, Flipkart, and brand-specific stores capitalized on demand spikes during major sale seasons. Brands that were agile in offering discounts and financing options gained traction, particularly in Tier 2 and Tier 3 cities, where affordability and value-for-money drive purchase decisions.

Commercial Segment: Government and Enterprise Demand Drives Momentum

The commercial segment posted 5.1% YoY growth in 2024 and an impressive 11.1% YoY growth in 4Q24, buoyed by procurement from global enterprises and government departments. The Government e-Marketplace (GeM) played a crucial role in boosting government buying activity, with both the enterprise and government verticals growing by 10.6% YoY each during the year. Notably, Small and Medium Businesses (SMBs) also contributed significantly, especially in verticals like education, healthcare, and retail. Hybrid work models and the need for digital transformation kept demand steady across commercial verticals.

Top 5 Vendors: Market Share and Strategy Breakdown

1. HP Inc. – Leading from the Front

HP Inc. maintained its leadership position in the Indian PC market with a 30.1% share in 2024. The company led both the consumer and commercial



segments. While its commercial performance was strong—14.7% YoY growth in the government sector and 14.3% in enterprise—its consumer business declined by 7.5%, largely due to increasing competition in the online retail space. HP’s success in commercial was attributed to a focused portfolio for education and government verticals, while its consumer performance showed the need for renewed pricing and channel strategies amid rising price sensitivity.

2. Lenovo – Consistent Growth Across Segments

Lenovo ranked second with a 17.2% market share, showcasing 7% growth in the consumer segment and 7.4% in commercial. Its success was driven by shipments to the enterprise segment and a well-managed eTailer channel strategy. Lenovo’s appeal across price bands and continued investment in local manufacturing helped it maintain steady momentum. The company remained strong in both urban and semi-urban markets and focused on hybrid work solutions, digital learning tools, and gaming PCs—all of which contributed to its all-round performance.

3. Dell Technologies – Commercial Strength, Consumer Challenge

Dell Technologies secured the third spot with a 16.1% market share. It retained the second position in the commercial segment with a 21% share, driven by strong performance in enterprise and SMB markets. However, Dell struggled in the consumer segment, slipping to fifth place due to stiff competition and limited traction in the value-conscious market. With just 3.9% YoY growth in the consumer space, the company’s challenge remains in balancing premium offerings with volume-driven affordability.

4. Acer Group – Fastest Growing Vendor

Acer had a breakout year, registering the highest growth among the top five vendors, finishing with a 15.1% share. It saw a staggering 48.4% YoY growth in the consumer segment, thanks to aggressive pricing, festive season promotions, and strategic channel stocking.

Acer also grew 16.6% YoY in commercial, supported by demand from SMBs and government orders. The company’s focus on affordability, especially in the sub-\$500 segment, resonated well with cost-sensitive consumers and businesses alike.

5. Asus – Betting Big on Commercial

Asus rounded out the top five with a 7% market share, despite a 7.8% YoY decline in overall shipments. The vendor adopted a cautious approach in 2024, focusing on maintaining healthy inventory levels rather than overextending channel supplies. On the positive side, Asus recorded a noteworthy 18.4% YoY growth in the commercial segment, indicating a strategic shift toward enterprise and SMB accounts. With new commercial product lines and business-specific models, Asus appears to be laying the groundwork for long-term B2B growth.

Key Trends Defining India’s PC Market in 2024

1. Rise of Premium Devices

There was a clear shift toward premium notebooks, with units priced above US\$1,000 growing 13.8% YoY. Professionals, gamers, and creators are increasingly opting for high-performance devices, driven by productivity, entertainment, and content creation needs.

2. eTailer-Led Sales Cycles

Online channels became a powerful force, especially in Tier 2/3 cities. Consumers responded strongly to cashback offers, exchange deals, and EMIs, creating an ongoing cycle of e-commerce-driven demand during festive seasons.

3. Government Digitization Initiatives

Projects under GeM, public sector education rollouts, and government office modernization played a pivotal role in commercial growth. Brands with strong government sales channels gained a clear edge.

4. Demand for Workstations and Creator PCs

With more creative professionals, engineers, and designers working remotely or in hybrid environments, demand for workstations and creator-centric devices grew rapidly. Expect this trend to continue in 2025 as more companies prioritize power and performance.

Looking Ahead: What to Expect in 2025

As India continues to digitize at scale, the PC market is poised for further evolution in 2025. Commercial demand will likely stay robust, aided by growing enterprise and government procurement. The consumer side could see greater fragmentation, with competition intensifying in the entry-to-mid tier segments and a growing focus on gaming, AI-integrated PCs, and hybrid work solutions.

As India’s PC market charts a course of steady growth, a significant disruption is on the horizon — the rise of AI PCs. Industry analysts believe 2025 will mark the beginning of a new computing era, where AI-enabled PCs equipped with on-device neural processing units (NPUs) will begin to replace traditional models. These machines will deliver improved performance, enhanced security, and superior energy efficiency, making them highly attractive for both enterprise and individual users.

With Make-in-India efforts gaining traction, local manufacturing will also play a key role in pricing competitiveness and supply chain resilience.

Key to success in 2025 will be a brand’s ability to align pricing, performance, and channel strength—especially in a market as diverse and fast-changing as India.

Leading global OEMs such as HP, Dell, Lenovo, and Acer have already started showcasing AI PC prototypes and announced roadmaps for broader availability in the second half of 2025. These AI PCs, powered by next-gen chips from Intel, AMD, and Qualcomm, will support on-device generative AI capabilities like real-time transcription, intelligent summarization, image creation, and performance optimization — all without needing cloud connectivity. In the Indian context, adoption is expected to be gradual but promising. Large enterprises, IT services firms, design studios, and software developers are likely to be the first movers, leveraging AI PCs for faster workloads, local inference capabilities, and tighter data security. Moreover, government departments with sensitive workloads may also turn to AI PCs for localized processing without relying on external cloud services.

Consumer adoption could take slightly longer, as price sensitivity remains high in India. However, mid-to-premium notebook segments — particularly those in the ₹70,000-plus price bracket — may see early traction as brands bundle AI features for productivity, content creation, and personalized user experiences. According to IDC, the premium notebook segment (>US\$1,000) already grew by 13.8% YoY in 2024, indicating a growing appetite for high-end machines.

Retailers and eTailers are expected to play a key role in building awareness around AI PCs, showcasing real-world use cases like video editing, AI-based learning tools, or adaptive performance in gaming. If coupled with bank offers and festive pricing, AI PCs could become an aspirational category by late 2025.

In sum, while 2024 was marked by stable recovery and growth in India’s PC market, 2025 could be a transformational year — not just in terms of volume, but in redefining what a PC is capable of. The race for AI PC leadership will test vendor agility, channel readiness, and most importantly, how well brands can align innovation with India’s diverse customer needs.

India PC Market, Top Five Companies, Market Share, Year-over-Year Growth 2024 (Shipments are in thousands of units)					
Company	2024 Shipments	2024 Market Share	2023 Shipments	2023 Market Share	Year-over-Year unit change (2024 vs 2023)
1. HP Inc.	4,345	30.1%	4,385	31.5%	-0.9%
2. Lenovo	2,485	17.2%	2,317	16.7%	7.3%
3. Dell Technologies	2,329	16.1%	2,154	15.5%	8.1%
4. Acer Group	2,176	15.1%	1,705	12.3%	27.7%
5. Asus	1,014	7.0%	1,100	7.9%	-7.8%
Others	2,099	14.5%	2,254	16.2%	-6.9%
Total	14,448	100.0%	13,914	100.0%	3.8%

LAYING THE GROUNDWORK FOR A CHIP-POWERED FUTURE

India's semiconductor industry in 2024 is undergoing a strategic reset, evolving from being a purely consumption-driven market to building a foundational semiconductor ecosystem that supports design, manufacturing, testing, and packaging. Against the backdrop of global chip shortages, heightened geopolitical competition, and supply chain realignments, India is making bold moves to establish itself as a global semiconductor hub.

Government-backed initiatives, massive private investments, and increasing demand from domestic sectors such as electronics, automotive, telecom, and data centres have made 2024 a turning point year for India's semiconductor ambitions. While India still imports nearly all of its semiconductor requirements, the groundwork laid this year signals a clear shift from aspiration to execution. The country is now actively seeking to not only become self-reliant in chip production but also emerge as a key global player in the semiconductor value chain.

Market Landscape: Demand Soars, Supply Being Built

India is currently one of the world's fastest-growing markets for semiconductors. The total semiconductor consumption in the country reached over USD 30 billion in 2024, and projections indicate that this figure could rise to USD 80–90 billion by 2030. This exponential growth is primarily driven by an expanding electronics manufacturing sector, the deployment of 5G networks, increasing adoption of electric vehicles, and rapid digitisation across industries.

The country's reliance on imported chips is unsustainable in the long run, especially in light of global uncertainties and increasing localisation mandates. Today, semiconductors form the backbone of everything from mobile phones and televisions to aerospace equipment and smart appliances. India's position as the second-largest smartphone manufacturer globally, and its rapidly growing automotive and electronics sectors, further intensify the need for a localised, resilient semiconductor ecosystem.

In 2024, demand from consumer electronics and mobile phone manufacturing remained robust. This was supplemented by surging requirements from emerging sectors like renewable energy, smart city infrastructure, and cloud data centres. The surge in AI-based applications,

especially within India's startup ecosystem and enterprise solutions, also created strong demand for application-specific integrated circuits and AI-optimised chipsets.

Government Push: From Policy to Progress

Recognising the strategic importance of semiconductors to the digital economy, the Indian government has taken a decisive stance. Through the India Semiconductor Mission (ISM), with a planned outlay of USD 10 billion, the government is actively incentivising companies to establish manufacturing and design capabilities within the country. This mission, administered under the Ministry of Electronics and Information Technology (MeitY), has become the central coordinating force in India's chip ambitions.

In 2024, some of the most significant developments have been the approvals and early-stage construction of major semiconductor and packaging units. Micron Technology's USD 2.75 billion investment in an outsourced semiconductor assembly and test (OSAT) facility in Sanand, Gujarat, marked one of the most high-profile entries into the Indian chip ecosystem. The facility is expected to become operational by 2025 and will play a crucial role in the backend segment of the semiconductor supply chain.

Another milestone was the formalisation of a joint venture between Tata Electronics and Powerchip Semiconductor Manufacturing Corp (PSMC), which laid the foundation for a USD 11 billion fabrication plant in Gujarat. Once operational, it will manufacture 28nm and 40nm nodes, which are critical for automotive, consumer electronics, and industrial applications.

Alongside these developments, CG Power's collaboration with Renesas Electronics and Stars Microelectronics has led to the planning of another ATMP (Assembly, Testing, Marking, and Packaging) unit in Gujarat. This cluster-based approach—creating multiple units in proximity—helps in forming a collaborative supply chain network and facilitates easier access to skilled labour and logistics support.

Chip Design and Fabless Momentum

India's strength in chip design is well documented. The country contributes over 20% of the global semiconductor design talent, and most leading



global chip companies-Intel, Qualcomm, AMD, Broadcom, NXP, and Texas Instruments-have their R&D centres in India. These facilities are responsible not only for VLSI design and validation but also for complete product development cycles in many cases.

In 2024, this design prowess received a boost from the Design Linked Incentive (DLI) scheme, which continues to support startups and SMEs engaged in developing IP cores, semiconductor IP blocks, and integrated circuits tailored for niche markets. Over 30 domestic design startups are actively working on radio chipsets, AI accelerators, image signal processors, and microcontrollers aimed at the Indian market. Startups like Saankhya Labs, InCore Semiconductors, and Signalchip have gained industry recognition for creating indigenous designs for telecom, satellite, and automotive applications.

Bengaluru, Hyderabad, and Pune have emerged as vibrant hubs for fabless innovation. In parallel, several engineering institutions have begun offering specialised semiconductor design programs. Industry-academia collaborations are being supported through Centres of Excellence in semiconductor R&D, many of which have received support from ISM and DLI grants.

This vibrant chip design landscape ensures that even in the absence of large-scale fabs, India is contributing significantly to the global semiconductor design value chain. The challenge, however, lies in transforming this strength into end-to-end value by enabling the prototyping, fabrication, and packaging of these designs within the country.

Ecosystem Developments and Key Players

In 2024, India's semiconductor ecosystem showed signs of maturing beyond just individual projects. Companies across the value chain-fabrication, design, OSAT, and EDA (Electronic Design Automation)-are now beginning to collaborate more strategically. The Tata Group has taken the lead in not only driving fabrication ambitions but also in laying out a vision for a fully integrated semiconductor roadmap that includes chip packaging, electronics manufacturing, and end-use product development.

Micron's entry has been especially significant in bringing global credibility and attracting adjacent players in the OSAT and supply chain space. Firms involved in testing equipment, clean room setup, and raw material logistics are setting up shop in Gujarat, indicating the beginning of a larger industrial cluster. The creation of semiconductor parks in Tamil Nadu and Karnataka has also garnered interest from multinational equipment manufacturers and material suppliers.

Moreover, Indian IT services majors such as TCS, Wipro, and HCLTech have expanded their semiconductor service portfolios to include embedded system development, EDA tool development, and turnkey chip design services. This trend of traditional IT firms entering the semiconductor services domain underlines the convergence of hardware and software capabilities in India.

SPEL Semiconductors, an established OSAT player based in Tamil Nadu, also began expanding its capacity to support testing services for mobile chipsets and automotive-grade chips. New initiatives to promote foundry-less innovation have led to partnerships between design firms and overseas

fabs, enabling Indian players to test and validate their chip designs abroad while they wait for local facilities to go live.

Challenges and Structural Bottlenecks

Despite these encouraging developments, India's semiconductor story remains at a nascent stage. One of the biggest challenges is the absence of proven fabrication experience. Setting up a foundry requires not only billions in investment but also a highly skilled workforce, clean room infrastructure, and long-term technological collaborations. Technology transfer from established players in Taiwan, Japan, or the US involves complex licensing negotiations and geopolitical considerations.

India also faces bottlenecks in water and power infrastructure-both critical inputs for running a fab. While state governments have offered incentives such as land, subsidies, and tax waivers, consistent delivery of utilities remains a challenge. Moreover, semiconductor fabs require hundreds of process engineers, physicists, and chemical technicians. Building such a talent pool at scale will require sustained investment in education, training, and R&D.

There is also the question of ensuring stable demand once these facilities come online. Without a robust domestic market for consumption of made-in-India chips-especially from government-backed procurement or defence sector requirements-the fabs may struggle to maintain profitability in the early years.

Outlook: What's in 2025?

Looking ahead, 2025 will be a year of visible progress. The operationalisation of Micron's OSAT unit is expected to begin in mid-to-late 2025. If timelines remain on track, construction on the Tata-PSMC fabrication facility will enter an advanced phase. The government is also expected to roll out a more refined set of guidelines for component suppliers, utilities provisioning, and cluster development.

There will likely be new announcements from global players evaluating India for back-end or niche-node fabs. India may also emerge as a hub for specialty semiconductor segments such as power electronics, compound semiconductors, and automotive-grade chips. With increasing traction in electric vehicles, industrial IoT, and renewable energy, demand for such niche chips will provide early monetisation opportunities.

Additionally, India's efforts to become part of the global semiconductor supply chain will receive support from multilateral engagements like the Quad and the India-US initiative on Critical and Emerging Technologies (iCET), which aim to de-risk global chip supply lines and promote collaborative innovation.

While it is too early to claim success, India's semiconductor market in 2024 has decisively moved from policy announcements to project execution. What unfolds in 2025 will determine whether the country can transition from being a semiconductor design powerhouse to a credible chip manufacturing nation. The road ahead remains challenging, but the direction is clear-and the opportunity, immense.



GROWTH,
TRENDS, AND
FUTURE OUTLOOK

India's Smartphone Landscape: Evolution in a Competitive Market

The Indian mobile phone market witnessed steady growth in 2024, driven by increased smartphone adoption, aggressive pricing strategies, and evolving consumer preferences. Despite fluctuations in demand and economic uncertainties, India remained a key battleground for major global and domestic smartphone brands, with notable shifts in market leadership and competitive dynamics.

Market Overview

According to International Data Corporation's (IDC) Worldwide Quarterly Mobile Phone Tracker, India's smartphone market grew by 4% year-over-year (YoY), with total shipments reaching 151 million units. The first half of the year saw robust growth of 7%, compensating for the slower 2% growth in the latter half. However, the market experienced a cyclical decline in the fourth quarter, with shipments dropping by 3% to 36 million units.

Key Developments in 2024

Apple's Record Performance

Apple emerged as a key player in the Indian smartphone market in 2024, securing its position as the fourth-largest market globally after the USA, China, and Japan. Apple shipped a record 12 million units, registering an impressive 35% YoY growth. Notably, the brand entered India's Top 5 smartphone rankings for the first time in Q4 2024, capturing a 10% market share. The iPhone 15 and iPhone 13 dominated sales, accounting for 6% of total shipments during the quarter.

Apple's growing investment in India's manufacturing ecosystem also played a pivotal role in its success. With the 'Make in India' initiative gaining traction, Apple increased local production, reducing dependency on imports and making its devices more competitively priced. Additionally, strategic partnerships with leading retail chains and e-commerce platforms helped Apple expand its reach beyond metropolitan cities to tier-2 and tier-3 regions.

Changing Pricing Trends

The average selling price (ASP) of smartphones reached a new high of \$259, marking a 2% YoY growth. However, this was a significant drop from the double-digit growth seen in previous years. The entry-premium segment (\$200-\$400) witnessed the highest surge at 35.3% YoY, capturing 28% of the market share. Meanwhile, the premium segment (\$600-\$800) saw a 34.9% increase, with Apple and Samsung leading the category through popular models such as the iPhone 15/13/14 and Galaxy S23/S24.

With affordability becoming a key factor in consumer decision-making, brands focused on offering exchange programs, cashback offers, and flexible financing options like No-Cost EMI. This trend particularly benefited the premium and entry-premium segments, as consumers were able to upgrade their devices without bearing the full upfront cost.

India Smartphone Market, Top 10 Brands (Unit Market Share, Year-over-Year Growth, 2024/23)			
Brands	2023 Market Share	2024 Market Share	Year-over-Year unit change
1. vivo	15.2%	16.6%	13.9%
2. Samsung	17.0%	13.2%	-19.4%
3. OPPO	10.4%	12.0%	21.0%
4. Xiaomi	12.5%	12.0%	0.2%
5. realme	12.5%	11.0%	-8.5%
6. Apple	6.4%	8.2%	34.6%
7. Motorola	2.7%	6.0%	135.9%
8. POCO	4.9%	5.6%	18.9%
9. OnePlus	6.1%	3.9%	-32.6%
10. iQOO	2.3%	3.3%	50.9%
Others	10.0%	8.2%	-18.1%
Total	100.0%	100.0%	4.1%



5G Adoption Surges

The transition to 5G accelerated in 2024, with 120 million 5G smartphones shipped. The share of 5G smartphones grew from 55% in 2023 to 79% in 2024, while ASPs for 5G devices fell by 19% to \$303. Budget 5G smartphones (\$100-\$200) saw a significant rise, capturing a 47% market share. Popular models in this category included the Xiaomi Redmi 13C, Apple iPhone 15, vivo Y28, Apple iPhone 13, and vivo T3X.

The rollout of 5G networks by major telecom providers like Jio and Airtel played a crucial role in driving this adoption. As 5G services expanded to smaller towns and rural areas, demand for 5G-enabled devices increased. Furthermore, government initiatives promoting domestic semiconductor manufacturing are expected to further push 5G adoption by lowering component costs and enhancing supply chain resilience.

Online vs. Offline Sales Trends

The distribution of smartphone sales remained nearly balanced between offline (51%) and online (49%) channels, with both segments growing at an equal 4% YoY. Samsung led the online market, while Apple climbed to the fourth position, with the iPhone 15 being the most shipped online device. In the offline space, vivo retained its dominance, while OPPO and Xiaomi secured the second and third positions, respectively.

With increasing digital penetration and growing trust in online shopping, platforms like Amazon, Flipkart, and Tata Neu saw an uptick in sales. At the same time, brands invested in strengthening their offline presence by opening experience stores and exclusive retail outlets, catering to consumers who prefer hands-on product interactions before making a purchase.

Regional and Consumer Trends

India's diverse consumer base led to varied smartphone adoption patterns across regions. While metro cities continued to drive premium smartphone demand, tier-2 and tier-3 cities showed remarkable growth in the mid-range and budget segments. Rural areas also witnessed a sharp increase in smartphone penetration due to government-led digital inclusion programs and improved internet infrastructure.

Interestingly, South India led in smartphone adoption, with higher demand for premium models compared to other regions. The North Indian market, on the other hand, saw a surge in budget smartphones driven by affordability and aspirational buying among first-time users. The Western and Eastern regions exhibited balanced growth, with a steady mix of budget and mid-range smartphone sales.

AI-Powered Smartphones on the Rise

Artificial intelligence (AI) has emerged as a major differentiator in smartphone technology. Brands are integrating AI-powered features such as enhanced voice assistants, predictive text, camera optimizations, and battery efficiency enhancements. Generative AI capabilities are expected to be a key focus in upcoming smartphone releases, enhancing user experience through smarter, more personalized interactions.

AI-powered photography has become a significant selling point, with features like automatic scene recognition, real-time image enhancements, and AI-assisted video editing gaining traction. Additionally, AI-driven chatbots and customer support assistants have improved post-sales services, reducing the need for physical service centers.

Market Leadership Shifts

For the first time, vivo overtook Samsung to become the top smartphone brand in India. Vivo's omnichannel approach, extensive product portfolio, and channel support strategy contributed to this leadership shift. Meanwhile, Nothing recorded the highest annual growth, followed by Motorola and iQOO. The market also saw an increasing presence of smaller brands, with the collective market share of the top five vendors declining from 76% in 2022 to 65% in 2024.

The increasing fragmentation of the market indicates growing consumer demand for differentiation, with brands focusing on unique design, software experience, and innovative features to gain market share.

Tablet Market Sees Resurgence

While smartphones dominated the headlines in 2024, India's tablet market also witnessed a significant upswing. According to IDC's Worldwide Quarterly Personal Computing Device Tracker, total tablet shipments—including both detachables and slates—reached 5.73 million units, reflecting a strong 42.8% year-over-year (YoY) growth. Detachable tablets grew by 30% YoY, while slate tablets surged by 47.2%. However, the market experienced a slowdown in the fourth quarter (4Q24), declining 17% YoY due to delays in government-related procurement under manifesto commitments.

The consumer segment grew by 19.2% YoY, bolstered by aggressive promotional campaigns by e-commerce players, along with attractive discounts and cashback offers. Samsung led the eTailer channel with a 24.4% share in 2024. On the other hand, the commercial segment saw robust growth of 69.7% YoY, primarily fueled by a 104.5% YoY increase in the education sector. This growth was driven by multiple government-funded education projects, even as the Very Large Business (VLB) segment saw a 9.9% YoY dip.

Top Tablet Vendors in 2024

Samsung retained its leadership position with a commanding 42.6% market share, topping both commercial and consumer segments with 51.1% and 32.1% shares, respectively. In 4Q24 alone, it held a 35.5% share, driven by public sector education deals, widespread consumer reach, and a strategic inventory push during online festive sales.

Acer Group secured the second spot with an 18.7% market share for the year. Its strength lay in the commercial segment, where it captured 32.8% market share by fulfilling several large-scale government and educational contracts. In 4Q24, Acer accounted for 8.9% of the overall market.

Apple ranked third with an 11% overall share. The brand registered a strong 45.3% YoY growth in the commercial segment and a modest 4.7% growth in consumer sales. Its tablets found growing acceptance among senior executives in government, enterprise, and FMCG sectors. Apple held an 18.1% market share in 4Q24.

Lenovo and Xiaomi shared the fourth position with 9% market share each. Lenovo posted an 18.6% YoY growth in the consumer segment, driven by demand for its mid-range models (\$150-\$250) via online channels. Xiaomi, on the other hand, saw an impressive 101.7% YoY growth, largely due to strong Q3 shipments and a 27.3% share of the total consumer tablet market. Both brands maintained solid 4Q24 performances with 12.5% (Lenovo) and 10.5% (Xiaomi) shares, respectively.

As the line between smartphones and tablets continues to blur—especially with larger screen phones and productivity-focused use cases—the renewed momentum in the tablet market offers a compelling growth narrative alongside smartphones. The education sector, in particular, will likely remain a key driver in the coming quarters, further bolstered by government digital initiatives.

Outlook for 2025

Looking ahead, the Indian smartphone market is expected to grow at a low single-digit rate in 2025, with an estimated annual growth below 5%. The key growth drivers will be the expansion of the mass-market segment (\$100-\$200) and increased offerings in the entry-premium category (\$200-\$400). AI-powered smartphones are likely to dominate the market, while affordability and financing options will continue to play a vital role in shaping consumer demand.

With increasing competition and technological advancements, 2025 is set to be another transformative year for India's mobile phone industry.

MARKET
CONSOLIDATION
AND 5G LEADERSHIP
DRIVE FY2024-25
GROWTH

Tariff optimization, network expansion, and digital transformation reshape India's telecommunications landscape amid intense competition

India's telecom services market experienced a transformative year in FY2024-25, marked by strategic tariff increases, aggressive 5G deployment, and continued market consolidation. The sector demonstrated resilience and innovation as operators balanced subscriber growth with revenue optimization, establishing India as a global leader in digital connectivity and next-generation network technologies.

The market's evolution was characterized by a clear bifurcation between winners and struggling players, with market leaders Reliance Jio and Bharti Airtel capitalizing on their network investments and financial strength, while Vodafone Idea fought to stabilize its operations. This period marked a decisive shift from the price war era to a more sustainable revenue-focused approach across the industry.

The Indian telecom market is valued at \$53.18 billion in 2025 and is expected to reach \$83.34 billion by 2030, at a CAGR of 9.4%, reflecting the sector's strong fundamentals and growth potential in the world's second-largest telecom market.

Market Overview and Subscriber Dynamics

Market Structure and Competition

India's telecom landscape is dominated by three major private operators alongside state-owned entities. According to Visible Alpha consensus, Jio, Airtel, and Vi together account for approximately 88% of the 1.14 billion wireless subscribers in India in 2024. This concentrated market structure has enabled more rational pricing and improved service quality.

The market witnessed significant subscriber movements throughout FY2024-25, with clear winners and losers emerging from competitive dynamics and strategic decisions.

India Telecom Market Share and Subscriber Base (2024-25)				
Operator	Market Share	Subscriber Base (Million)	YoY Change	Key Performance Metrics
Reliance Jio	50.44%	474.61 (May 2024)	+40 lakh (Dec 2023)	Market leader, highest growth
Bharti Airtel	30.62%	387.76 (May 2024)	+2.8 million (Mar 2024)	Premium positioning, highest ARPU
Vodafone Idea	13.21%	218.15 (May 2024)	-0.6 million (Mar 2024)	Stabilization efforts ongoing
BSNL	3.91%	86.32 (May 2024)	Declining trend	State-owned, rural focus
Others	1.82%	Various	Marginal presence	Regional players

Subscriber Growth Trends

The overall telecom subscriber base reached 120.5 crore in June 2024, demonstrating the market's continued expansion despite tariff increases. The wireless subscriber base grew marginally to over 117 crore and wireline connections in the country increased to 3.51 crore in June from 116.89 crore and 3.47 crore, respectively, in May.

Reliance Jio continued its dominance in subscriber additions. Reliance Jio clocked in 3.6 million new subscribers and Bharti Airtel added 2.8 million subscribers in March 2024, while Vodafone Idea loss 0.6 million, illustrating the ongoing market share shifts.

The company's subscriber acquisition strategy focused on quality over



quantity, as evidenced by improved customer metrics. Jio continued its reign at the top and accounted for a market share of 39.69%, followed by Airtel with 32.95%. Vi's market share stood at 19.25%, while BSNL accounted for 7.94% of customers.

Revenue Performance and ARPU Analysis

Tariff Rationalization Impact

FY2024-25 marked a watershed moment for the Indian telecom industry as operators successfully implemented tariff increases for the first time in nearly three years. All three Indian mobile carriers-Jio, Bharti Airtel, and Vodafone Idea- increased their tariffs in June for the first time in nearly three years, aiming to recoup billions invested in 5G technology.

This strategic shift from aggressive price competition to revenue optimization yielded immediate results across the industry.

ARPU Performance Comparison FY2024-25				
Operator	Q2 FY25 ARPU (Rs.)	Sequential Growth	YoY Growth	Strategic Position
Bharti Airtel	233	+10%	+18%	Premium market leader
Reliance Jio	195.1	+7.4%	+14%	Volume-focused growth
Vodafone Idea	146	+13.7%	-	Recovery phase
Industry Average	194	+9%	-	Sector improvement

Financial Performance Leaders

Bharti Airtel emerged as the clear winner in terms of revenue quality and profitability metrics. The company's average revenue per user (ARPU), a key performance metric for telecom firms, where Airtel leads its rivals by a wide margin, rose 10% sequentially to 233 rupees. This is higher than Reliance Industries-owned Jio's 195.1 rupees for the same period.

The sequential improvement in ARPU reflected the immediate impact of tariff adjustments. Airtel's average revenue per user (ARPU), which it leads its rivals by a wide margin, rose 5.2% sequentially and 18% year-on-year to 245 rupees. Reliance Industries-owned Jio's ARPU was 203.3 rupees, demonstrating sustained monetization improvements.

Revenue Market Share Analysis

The tariff increases resulted in a significant reshuffling of revenue market share, with Airtel emerging as the primary beneficiary. Airtel emerged as the biggest gainer from the tariff hikes, securing ~49 percent of the incremental revenue market share (RMS) compared to its overall RMS of ~39 percent in Q2FY25.

Revenue Growth Performance Q2 FY2025				
Operator	Revenue (Rs. Billion)	QoQ Growth	YoY Growth	Incremental RMS
Reliance Jio	280	+7%	+14%	~49% (5-year)
Bharti Airtel	260	+11%	+19%	~48% (5-year)
Vodafone Idea	97	+5%	-	~2% (5-year)
Others (BSNL)	38	+8%	+7%	Marginal

The industry's revenue growth trajectory looked promising for the remainder of FY2025. The revenue of the telecom sector is expected to increase by 16-17% year-over-year in Q4FY25, driven by the sustained impact of tariff adjustments and improving customer mix.

5G Network Deployment and Spectrum Strategy

Spectrum Acquisition and Investment

India's 5G journey reached a critical milestone with the successful completion of spectrum auctions and rapid network deployment. The 2022 5G spectrum auction represented a historic investment in India's digital infrastructure. India's first-ever 5G spectrum auction ended with companies bidding for spectrum worth INR 1,50,173 Lakh Cr, marking the highest revenue collected by the government from a spectrum sale.

5G Spectrum Acquisition (2022 Major Auction)				
Operator	Spectrum Amount (MHz)	Investment (Rs. Crore)	Coverage Strategy	Deployment Status
Reliance Jio	24,740	88,078	Pan-India SA network	Fastest deployment
Fastest deployment	19,867	43,084	All-circle coverage	NSA architecture
Vodafone Idea	-	18,799	Select markets	Limited launch
Adani Data Networks	-	212	Enterprise focus	B2B applications

Network Deployment Progress

The deployment of 5G networks proceeded at an unprecedented pace, with Indian operators achieving some of the fastest rollouts globally. Reliance Jio emerged as the deployment leader with its standalone (SA) 5G architecture.

Jio deployed over 115,000 5G sites and around 690,000 5G cells as of June 2023. The telco believes that it is on track to complete the fastest 5G roll-out globally and announced that its pan-India 5G roll-out will be complete before December 2023.

Bharti Airtel pursued a comprehensive coverage strategy across the country. The company's head Sunil Bharti Mittal, announced that Airtel has rolled out 5G services in 5,000 towns and 20,000 villages across India and is on track to cover the entire country with this technology by March 2024.

5G Service Innovation

Both major operators launched innovative 5G-based services to monetize their network investments:

Fixed Wireless Access (FWA): Reliance Jio Infocomm's 5G fixed wireless access (FWA) offering, dubbed JioAirFiber, is already commercially available in 514 cities in 25 states across India.

Enterprise Solutions: Airtel launched its 5G FWA offering, dubbed Airtel Xstream AirFiber, in Delhi and Mumbai, targeting fiber-dark areas with plug-and-play connectivity solutions.

Data Consumption and Broadband Growth

Mobile Data Usage Explosion

India continued to lead the world in mobile data consumption, with usage patterns reflecting the country's digital-first approach. The total aggregated



data consumption in India grew 40.76% from 13,094 TB in June 2024 to 18,431 TB in September 2024, demonstrating explosive growth in data usage.

Data Consumption Breakdown (April-December 2024)			
Technology	Data Usage (PB)	Market Share	Growth Trend
4G	42,935	86.66%	Dominant platform
5G	6,239	12.59%	Rapid adoption
3G	324	0.65%	Declining
2G	45	0.09%	Legacy usage

The data consumption patterns reflected the successful transition to higher-speed networks. As per TRAI, average wireless data usage per wireless data subscriber was 17.11 GB per month in December 2022 from 61.66 MB in March 2014, showcasing the dramatic transformation in user behavior.

Broadband Market Expansion

The broadband services market experienced robust growth across both wireless and wired segments. The broadband services market in India is expected to reach a projected revenue of US\$ 116,617.6 million by 2030. A compound annual growth rate of 15.6% is expected of India broadband services market from 2025 to 2030.

Wired Broadband Growth: The wired broadband segment showed particularly strong momentum. In recent years, India has experienced a remarkable increase in wired broadband subscribers, reaching 39.4 million as of February 29, 2024. This represents a 20% growth compared to the previous year.

Wireless Broadband Dominance: Wireless broadband continued to dominate the Indian market. There are 898.63 million mobile device and dongle users in India as of 2025, which is a 5.72% increase from the previous year, reflecting the mobile-first nature of Indian internet consumption.

Competitive Landscape Analysis

Market Leader Performance

Reliance Jio: Maintained its position as the undisputed market leader through aggressive network expansion and subscriber acquisition. As of May 2024, the wireless subscriber base of Jio stood at 474.61 million, followed by Bharti Airtel 387.76 million, representing continued market dominance. The company's strategic advantages included:

- Largest spectrum holdings at 26,801 MHz post-2024 auction
- Fastest 5G deployment with SA architecture
- Integrated digital services portfolio
- Strong financial backing from parent Reliance Industries

Bharti Airtel: Emerged as the profitability leader with superior ARPU performance and efficient operations. The company successfully positioned itself as the premium operator in the Indian market.

Key differentiators included:

- Highest ARPU at Rs. 233 (Q2 FY25)
- Premium customer focus

- Strong enterprise and international presence
- Efficient capital allocation

Struggling Player Recovery

Vodafone Idea: Continued its challenging journey toward financial stability and operational recovery. The company faced significant headwinds but showed signs of stabilization.

Recovery indicators included:

- Successful fundraising of Rs. 18,000 crore
- Selective 5G launch in Delhi and Pune
- ARPU improvement despite subscriber losses
- Strategic spectrum acquisitions for network strengthening

Technology Evolution and Innovation

Network Technology Migration

The industry witnessed a significant technology migration as operators invested heavily in next-generation infrastructure, fundamentally reshaping India's telecommunications landscape. The 5G ecosystem development represented a strategic divergence in architectural approaches, with Jio opting for Standalone (SA) 5G deployment to ensure future-ready capabilities and complete independence from legacy 4G infrastructure, while Airtel chose Non-Standalone (NSA) architecture for faster initial rollout and immediate service availability. This technological differentiation reflected each operator's strategic priorities, with Jio focusing on long-term technological leadership and Airtel emphasizing rapid market penetration and revenue generation.

Operators leveraged sophisticated spectrum strategies across multiple frequency bands to optimize coverage and capacity deployment. Low-band spectrum in the 700 MHz and 800 MHz ranges provided extensive coverage and superior indoor penetration, making it ideal for rural connectivity and building penetration in urban areas. Mid-band spectrum, particularly the 3300 MHz band, emerged as the workhorse for 5G networks, offering an optimal balance between coverage and capacity for urban and suburban deployments. High-band spectrum in the 26 GHz range enabled ultra-high capacity applications and supported advanced use cases like enhanced mobile broadband and ultra-reliable low-latency communications for enterprise applications.

Digital Services Integration

Telecom operators strategically expanded beyond traditional connectivity services to become comprehensive digital service providers, leveraging their 5G investments to create new revenue streams and enhance customer value propositions. Enterprise solutions emerged as a key growth area, with operators developing 5G-enabled applications including Internet of Things (IoT) connectivity, edge computing services, and private network solutions for industrial customers. These enterprise offerings addressed specific industry requirements such as manufacturing automation, smart city infrastructure, and connected vehicle applications, positioning telecom operators as technology partners rather than mere connectivity providers.



Consumer digital services integration represented another significant transformation, with operators creating integrated platforms that combined connectivity with entertainment, digital payments, e-commerce, and cloud services. This ecosystem approach enabled operators to increase customer engagement, reduce churn, and improve average revenue per user through value-added services that leveraged their network capabilities and customer relationships.

Regulatory Environment and Policy Impact

Government Initiatives

The government played a crucial role in supporting sector growth through progressive policies and comprehensive infrastructure development initiatives that created an enabling environment for telecom innovation and expansion. Spectrum policy reforms introduced flexible payment terms and renewal mechanisms that significantly supported operator cash flows during intensive network expansion phases, allowing companies to spread their capital investments over longer periods while maintaining liquidity for ongoing operations. The government's approach to 5G promotion included substantial support for indigenous 5G development and deployment acceleration, recognizing the strategic importance of next-generation networks for national competitiveness and economic development.

The Digital India initiative continued to serve as a cornerstone of government policy, maintaining focus on digital infrastructure development and rural connectivity expansion to bridge the digital divide between urban and rural areas. This comprehensive program encompassed various aspects of digital transformation, from improving basic connectivity infrastructure to promoting digital literacy and enabling government services delivery through digital channels. The initiative's success in driving telecom sector growth was evident in the dramatic increase in internet penetration and digital service adoption across the country.

Industry Challenges

The telecom sector faced several persistent challenges that required strategic solutions and industry-wide collaboration to address effectively. Financial stress remained a significant concern as operators grappled with the dual burden of high spectrum acquisition costs and massive infrastructure investment requirements for 5G deployment. The capital-intensive nature of modern telecommunications, particularly the need for dense network deployment and continuous technology upgrades, continued to pressure operator balance sheets and required careful financial management to maintain growth momentum while ensuring long-term sustainability.

Rural connectivity presented an ongoing challenge as operators struggled to balance the provision of affordable services in rural areas with the need to maintain financial viability and return on investment. The economics of rural network deployment remained challenging due to lower population density, reduced average revenue per user, and higher infrastructure costs per subscriber. Additionally, evolving regulations around data privacy, cybersecurity, and content management required ongoing compliance investments and operational adjustments that added complexity to business operations while ensuring consumer protection and national security requirements were met.

Future Outlook and Growth Projections

Short-term Prospects (FY2025-26)

The telecom sector positioned itself for sustained growth based on several positive indicators that reflected both operational improvements and market maturation. Revenue growth prospects appeared robust, driven by continued ARPU improvement and subscriber quality enhancement initiatives that focused on retaining high-value customers while attracting

premium segments. The successful implementation of tariff increases demonstrated the industry's ability to move away from unsustainable price competition toward value-based pricing that better reflected the quality and sophistication of services provided. This transition created a healthier competitive environment where operators could invest in network quality and service innovation rather than engaging in destructive price wars.

5G monetization represented a critical transition phase as operators moved from initial coverage deployment to active revenue generation through advanced services and applications. The gradual adoption of 5G-enabled services, enterprise solutions, and premium consumer offerings indicated growing opportunities for revenue diversification beyond traditional voice and data services. Market consolidation trends suggested the potential for further industry rationalization, which could create an even more sustainable competitive environment with stronger players capable of making long-term investments in network infrastructure and service innovation.

Medium-term Vision (2026-2030)

The medium-term outlook for India's telecom sector reflected ambitious growth projections supported by fundamental digital transformation trends across the economy. Digital transformation initiatives across industries, government digitization programs, and changing consumer behavior patterns were expected to drive sustained demand for advanced connectivity services and digital solutions. The projected market growth to \$83.34 billion by 2030 appeared achievable given the strong fundamentals of increasing digital adoption, expanding use cases for 5G technology, and India's position as a global technology hub.

5G subscriber adoption was anticipated to reach majority levels by 2030 as network maturity improved service quality and new applications emerged to justify premium pricing for advanced services. The evolution from basic connectivity to sophisticated digital services would enable continued ARPU growth as operators successfully monetized their network investments through value-added services, enterprise solutions, and partnership-based revenue models. Data usage growth was expected to continue its exponential trajectory, driven by emerging applications such as augmented reality, virtual reality, artificial intelligence, and Internet of Things implementations across various sectors.

Technology Roadmap

The technology development roadmap extended beyond 5G implementation to encompass next-generation innovations that would define India's telecommunications future. 6G development emerged as a strategic priority, with India now ranking among the top six nations globally in 6G patent filings and the government demonstrating commitment through funding of US\$ 35.14 million for 111 6G research projects. This early investment in 6G research positioned India to be a technology leader rather than a follower in the next generation of wireless technology, potentially creating opportunities for intellectual property development and technology exports.

Network densification efforts would continue as operators invested in infrastructure expansion to support growing data demands and emerging applications that required higher network capacity and lower latency. The integration of edge computing capabilities represented another significant technological advancement, enabling operators to support latency-sensitive applications and services that required processing power closer to end users. This technological evolution would enable new categories of services and applications while improving the performance and user experience of existing services.

Investment and Infrastructure Development

Capital Expenditure Trends

The sector witnessed significant capital deployment for network modernization and expansion. Capital expenditure (Capex) in the sector



has seen dynamic shifts over the years. The overall market Capex decreased from INR 1006 billion in 2016 to INR 970 billion in 2022, but the composition shifted toward next-generation technologies.

5G Investment Priority: Operators prioritized 5G infrastructure development over legacy network expansion, resulting in more efficient capital allocation.

Fiber Backhaul: Increased investment in fiber-optic backhaul networks to support 5G and broadband services.

Infrastructure Sharing

Operators increasingly adopted infrastructure sharing models to optimize costs and accelerate network deployment:

Tower Sharing: Continued growth in passive infrastructure sharing through companies like Indus Towers.

Active Sharing: Exploration of active network sharing for non-core coverage areas.

Spectrum Sharing: Potential future applications of spectrum sharing technologies for improved efficiency.

Global Competitiveness and Innovation
International Recognition

India's telecom sector gained substantial international recognition for its unprecedented scale, rapid innovation, and exceptional deployment speed, establishing the country as a global benchmark for telecommunications development in emerging markets. The sector's achievements in 5G leadership positioned India among the fastest 5G deployment programs globally, with innovative Standalone architecture implementation that demonstrated technical sophistication and strategic vision. This technological leadership was complemented by the development of world-class digital infrastructure that supported not only telecommunications services but also digital payments, e-governance, and fintech innovation that became models for other developing nations.

The sector's ability to maintain some of the world's lowest data costs while simultaneously improving service quality and network coverage represented a unique achievement in global telecommunications. This cost efficiency, combined with massive scale and rapid technology adoption, created a compelling value proposition that attracted international attention from technology vendors, investors, and policy makers seeking to understand and replicate India's success in democratizing digital access.

Export Opportunities

The transformation of India's telecom sector created significant opportunities for technology and service exports that could contribute to the country's economic development and global technology leadership ambitions. Telecom equipment manufacturing emerged as a strategic focus area, with growing emphasis on domestic production capabilities and potential for equipment exports to other emerging markets. The government's production-linked incentive schemes and "Make in India" initiatives supported the development of local manufacturing capabilities that could serve both domestic demand and international markets, particularly in countries with similar infrastructure requirements and cost considerations.

Digital services and platforms developed specifically for the Indian market demonstrated strong potential for adaptation and export to other emerging economies facing similar challenges in digital transformation and connectivity. The expertise gained in deploying large-scale networks efficiently, managing diverse customer segments, and creating innovative service offerings positioned Indian companies to compete internationally in telecommunications consulting, network deployment services, and digital platform development. Technology solutions developed for India's unique requirements, including innovative approaches to rural connectivity, low-cost device integration, and spectrum efficiency optimization, represented valuable intellectual property that could be licensed to other markets facing similar challenges in telecommunications development and digital inclusion.

Conclusion: Transformation Through Strategic Focus

FY2024-25 marked a pivotal year for India's telecom services market, characterized by successful revenue optimization, rapid 5G deployment, and market maturation. The sector's transformation from a price-focused to a value-driven market created a more sustainable foundation for long-term growth.

The clear differentiation between market leaders Jio and Airtel, the gradual recovery of Vodafone Idea, and the rapid adoption of 5G technologies positioned India's telecom sector for continued global leadership. With projected market growth to \$83.34 billion by 2030 and emerging opportunities in 6G development, the sector demonstrates strong fundamentals for sustained expansion.

The successful tariff rationalization, combined with innovative 5G service development and expanding broadband penetration, establishes India's telecom market as a key driver of the country's digital economy ambitions. As operators continue to balance growth with profitability and invest in next-generation technologies, India's telecom sector is well-positioned to support the nation's journey toward becoming a digitally empowered society and trillion-dollar digital economy.





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STRATEGIC BRAND OUTLOOK

Acer's brand narrative is built on a simple yet powerful belief: technology should bridge the gap between people and their true potential. From the beginning, Acer's focus has been on making innovation accessible and delivering well-crafted, dependable technology that empowers every user.

"What sets our story apart is that it goes beyond products; it's about the experiences they create," explains Sanjeev Mehtani, Chief Sales Officer, Acer India. "From our Predator series driving esports performance to the Swift lineup supporting mobile professionals, to the eco-conscious Vero range, every product line reflects our mission to make technology more human, inclusive, and meaningful."

"In an increasingly crowded market, we bring our brand to life by connecting with our audience where they are engaging digital campaigns, collaborations with creators and gamers, and authentic storytelling. Our partners are our Brand Ambassadors, and our exclusive stores are experience centres which further resonate the story to a larger consumer audience. At the heart of it all is trust, earned by listening, evolving, and co-creating a story that truly belongs to our users," Sanjeev further reiterates.

VISION FOR INDIA'S TECH GROWTH

The IT industry is undergoing a seismic shift, driven by accelerated digital transformation, AI integration, hybrid work models, and a growing emphasis on sustainability and cybersecurity. To capitalize on this potential, Acer is doubling down on localization—investing in local assembly, strengthening its channel

SANJEEV MEHTANI
Chief Sales Officer
Acer India



ecosystem, and enhancing after-sales support to better serve Indian consumers and enterprises. The brand is also actively aligning with government initiatives like Make in India, which support Acer's business growth and national development goals.

Acer is also expanding its portfolio in high-growth segments like gaming, AI-powered laptops, Premium lifestyle segments, education, cloud-based solutions, and green tech. By staying agile, listening to market signals, and building long-term partnerships, Acer is not just forecasting India's growth, but is preparing to lead it.

ELEVATING THE BRAND NARRATIVE

"At Acer, we know that relevance is everything, so we take a user-first approach to ensure our brand messaging and positioning truly connect with our audience," cites Sanjeev. "We start by understanding their needs, behaviors, and aspirations. We assure that the product will be usable for its life cycle of 5 years by ensuring spare availability and repairability, and that is the Acer brand assurance and Ethos."

Acer invests heavily in market research, social listening, and community engagement to stay attuned to what matters most to its customers. This helps the brand to shape messaging that's

In an increasingly crowded market, Acer brings its brand to life by connecting with its audience where they are engaging digital campaigns, collaborations with creators and gamers, and authentic storytelling.

not only consistent with its brand values like innovation, reliability, and sustainability, but also emotionally and functionally relevant.

Beyond messaging, Acer ensures its product experience delivers on the promise. "Because brand trust is built not just on what we say but on how we make people feel every time they interact with Acer," Sanjeev commends.

FUTURE-FOCUSED INNOVATION

Innovation, for Acer, is not limited to a department; it's a mindset that permeates everything the brand does. In an industry defined by rapid change, staying ahead means continuously investing in research, staying attuned to evolving user demands, and having the foresight to shape future possibilities.

Acer's innovation philosophy revolves around three core pillars: high performance, sustainability, and user-centricity. Whether it is integrating AI into everyday functionality, optimizing thermal solutions for gamers, or designing eco-friendly products like its Vero series, every initiative is anchored in real-world utility. Collaborations with partners also help Acer to push the envelope in areas like edge intelligence, cloud-native solutions, and advanced display technology.

"India is a crucial part of this innovation landscape. With its vibrant talent pool and growing ecosystem, we are deepening our R&D footprint here to build solutions that are globally cutting-edge yet deeply relevant to local needs," sums up Sanjeev.





BE READY TO ACE WITH THE ACER RANGE OF PRODUCTS.



Smart Surveillance for everyone: Taking world-class solutions to the last-mile of India's security ecosystem

STRATEGIC BRAND OUTLOOK

The roadmap for FY 2025-26 for CP PLUS is firmly aligned with aggressive expansion, relentless innovation, and a deepened commitment to trust and excellence. As a proud Made-in-Bharat brand, the company is capitalizing on its momentum from the successful STQC Certification - a landmark achievement that solidifies its position as a trusted provider of indigenously developed, secure, and high-quality surveillance solutions.

“We have recently unveiled our revolutionary CTC Technology, an evolutionary leap forward that is set to redefine the landscape of security surveillance,” says Aditya Khemka, Managing Director, CP PLUS (Aditya Infotech Ltd.). “Designed with the future in mind, CTC enhances interoperability, system resilience, and operational efficiency - empowering businesses, institutions, and citizens alike.”

CP PLUS' robust CP PLUS Galaxy Store initiative and the expanding CP PLUS World Network are reinforcing brand visibility and accessibility across metros, tier-2, and tier-3 cities. These experiential platforms are creating meaningful touchpoints with customers.

“Our goal is clear: to democratize smart surveillance and take dependable, cutting-edge solutions to the last mile of India's security ecosystem. Whether through our growing retail presence, our pioneering technologies, or our steadfast adherence to quality and compliance, CP PLUS is poised to lead the way in making surveillance smarter, safer, and more inclusive for FY 2025-26 and beyond,” says Aditya Khemka.

ELEVATING THE BRAND NARRATIVE

CP PLUS has a bold vision to make world-class security accessible to every Indian. From the outset, the brand has challenged conventions by offering advanced, AI-powered surveillance solutions that are affordable, reliable, and proudly Made-in-Bharat.

“Our relentless focus on indigenous innovation and R&D has enabled us to lead the transformation of India's security ecosystem, not just with products, but with purpose. We communicate our brand ethos through every touchpoint, whether it's through our CP PLUS Galaxy Stores, on-ground initiatives, or strategic public-private partnerships. We are not just selling surveillance systems; we are delivering peace of mind, empowering citizens, and supporting national infrastructure - from railway stations to schools - with intelligent, sustainable security solutions,” states Aditya Khemka.

By integrating cutting-edge video analytics and smart features, CP PLUS is elevating the standards of safety and convenience across the country. As the landscape evolves, the brand will continue to shape the future of surveillance - intelligent, inclusive, and impactful.

VISION FOR INDIA'S TECH GROWTH

The security industry in 2024 reflects a dynamic, tech-driven evolution powered by AI, machine learning, and cloud technologies. As India embraces digital transformation, the demand for intelligent, scalable, and real-time surveillance solutions continues to surge across sectors like smart cities, critical infrastructure, and enterprise environments.

CP PLUS is strategically investing in indigenous R&D to harness the potential of AI-powered analytics, facial recognition, and intelligent video management systems. The aim is to future-proof security infrastructure while empowering public and private sectors with smart, seamless surveillance.

Despite global uncertainties, the Indian market remains robust, with a clear push towards digital safety. By focusing on integrated ecosystems, more and more local manufacturing, and scalable solutions, CP PLUS is poised to ride the wave of India's IT growth - transforming not just security, but the way safety and technology intersect in a connected future.



ADITYA KHEMKA

Managing Director,
CP PLUS (Aditya Infotech Ltd.)

“Our commitment to 100% local manufacturing strengthens not only our supply chain but also our credibility in a market that values authenticity and trust. Our journey is a testament to the power of indigenous innovation.”

FUTURE-FOCUSED INNOVATION

At CP PLUS, innovation is not just a goal, it's a responsibility. The company is committed to making India a global R&D hub for advanced surveillance solutions that are designed, developed, and manufactured entirely in India.

“From developing proprietary chipsets to pioneering smart surveillance through AI and IoT integration, CP PLUS continues to set industry benchmarks. We are investing hundreds of crores in Indian R&D over the next 3-5 years to strengthen local innovation and accelerate India's journey towards self-reliance,” says Aditya Khemka.

Staying ahead of the curve demands relentless innovation. The company's mission remains clear: to deliver reliable, cutting-edge, and affordable security solutions that redefine surveillance for tomorrow's world.

Empowering Next-Gen Technology

More Trusted • More Secure • More Reliable



Secure Boot



Secure
Transmission



Strong Cryptography
Algorithms



Tamper Proof



Data Security





Alcatel-Lucent 
Enterprise

Advancing automation and predictive analytics capabilities across cloud and network environments

RAHUL SHARMA

**Vice President - UAE & Indian Subcontinent,
Alcatel-Lucent Enterprise**

STRATEGIC BRAND OUTLOOK

Alcatel-Lucent Enterprise is focused on using AI in practical ways that help its customers achieve their journey towards Digital transformation.

“For us, it’s about making a real impact and we achieve this by pushing automation and predictive analytics across our cloud and network platforms,” says Rahul Sharma, Vice President - UAE & Indian Subcontinent, Alcatel-Lucent Enterprise. “For instance, in a healthcare environment, our solutions can detect unusual network behavior, predict outages, and reroute traffic - all automatically - to keep operations running smoothly. That’s the kind of value we’re bringing: smart, proactive systems that support critical services. We are building long-term partnerships by helping customers move faster and smarter in their digital journey.”

ENHANCING THE BRAND NARRATIVE

“Where Everything Connects’ isn’t just our tagline - it’s the core of how we work. Alcatel-Lucent Enterprise is focused on creating secure, intelligent digital infrastructure that brings people, places, and systems together. We achieve this by leveraging multiple channels - LinkedIn for thought leadership, YouTube for product stories, and dedicated portals for our partners. Campaigns like “Digital Age Networking” and community programs like supporting education in rural India, show the breadth of our impact. We’re not just telling people what we do, we are exhibiting this through real examples that resonate with our customers,” explains Rahul.

Alcatel-Lucent Enterprise has built AI into its marketing approach to help personalize everything, from email campaigns to partner platforms. “We segment by role, industry, and region to make sure what we say actually transforms into reality to the person experiencing it. Whether it’s a chatbot, a landing page, or a sales tool, the experience adjusts in real time,” explains Rahul.

VISION FOR INDIA’S TECH GROWTH

With India’s tech landscape moving fast, Alcatel-Lucent Enterprise uses AI tools to stay on top of market shifts, whether it’s hybrid work, smart cities, or digital public infrastructure. Its strategy is to stay agile and hence tailors its offerings to meet customer needs and market dynamics through proposing scalable cloud-managed networks and AI-powered UCaaS tools.

The ALE Autonomous Network architecture provides automated service provisioning between users, devices, and applications and ensures a robust network infrastructure by automating moves, adds, and changes, reducing the time and effort it takes to maintain and operate a network.

“Our strategy focuses on three critical aspects -

- Enhancing administrator visibility and control with OmniVista Network Advisor
- Using AI at the edge to speed up responses to threats and performance changes
- Improving user experience with QoE metrics managed through OmniVista Cirrus

This approach guarantees rapid response times, optimized network performance and a balance of automation with human control, resulting in a superior user experience,” says Rahul.

FUTURE-FOCUSED INNOVATION

Alcatel-Lucent Enterprise is deeply invested in research and development, particularly in AI and

automation, to stay ahead of industry disruptions. The company prioritizes continuous innovation through several key initiatives including -

- Improving the support interactions with customers and partners. This is done through a chatbot empowered by AI which has access to the knowledge database and will be able to answer all of their questions. If there is a need to get a person on the line, with one click one can escalate to a human to take over. This will help the company to communicate and interact better and more accurately with customers and partners.

“We will enrich our OmniVista Network Advisor further. It is a fantastic AI that helps to remediate issues on the fly and we are already investing to become more proactive. For example, to predict based on trends the risk of an issue before it occurs,” points out Rahul.

- Telemetry and Quality of Experience are some of these features already available in the company’s Networking Management System. The Quality of Experience will provide metrics that can be used to enhance the customer experience such as network and Client Analytics. For example, the “Time-to-connect” and Roaming and Coverage metrics.
- The autonomous network is part of the company’s strategy to improve the customer experience. The auto-recover, and auto-optimization will ease the life of the network administrator. It takes a lot of time and energy to troubleshoot and analyze issues, but AI will make it easier.

Alcatel-Lucent Enterprise uses AI tools to stay on top of market shifts, whether it’s hybrid work, smart cities, or digital public infrastructure. Its strategy is to stay agile and hence tailors its offerings to meet customer needs and market dynamics through proposing scalable cloud-managed networks and AI-powered UCaaS tools.

Alcatel-Lucent
Enterprise



Creating a world **Where Everything Connects**



Alcatel-Lucent Enterprise is one of the world's leading networking, communications, and cloud solutions providers. With flexible business models in the cloud, on premises and in hybrid environments, our technology connects everything and everyone.

We create new and better ways of working together, enabling people to communicate and collaborate more effectively. All our solutions are tailored for the needs of individual organisations, whatever their size, with built-in security and limited environmental impact.

Discover what Alcatel-Lucent Enterprise can do for you
www.al-enterprise.com



#WhereEverythingConnects

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Building Intelligent, Integrated, and Future-ready Networks

SUBHASISH GUPTA

Regional Director- India & Saarc,
Allied Telesis India

ADDRESSING CUSTOMER PAIN POINTS

Over the past decade, digital transformation has been a top priority for CIOs, CXOs, and CISOs striving to streamline operations, enhance agility, and maintain a competitive edge. In India's dynamic market, large enterprises must operate with the nimbleness of startups to meet evolving customer demands.

However, with rapid digitalization including the adoption of IoT, IIoT, and Industry 4.0 - new and sophisticated cybersecurity threats have emerged. This makes a secure, reliable, and scalable network infrastructure a mission-critical component for every modern organization. To stay ahead, IT, OT, CCTV, and BMS infrastructures must not be treated in silos. True digital resilience requires collaboration between CIOs, CISOs, and CXOs, underpinned by a unified approach to network and security strategy.

"At Allied Telesis, our mission is clear," says Subhasish Gupta – Regional Director- India & Saarc, Allied Telesis India. "Build intelligent, integrated, and future-ready networks that deliver operational excellence, visibility, and security. The key differentiators that help our customers address real-world challenges include -

- **Unified Network Visibility:** A user-friendly, single-pane dashboard that offers comprehensive monitoring of your LAN, WAN, WLAN, and third-party legacy devices including cybersecurity assets. Our platform integrates with over 30 leading cybersecurity vendors like Palo Alto, SOPHOS, Fortinet, and Forescout, eliminating the need for multiple dashboards.
- **True Zero Touch Recovery:** Our AI-powered automation enables hardware replacement without engineering intervention, ensuring maximum uptime and seamless operations for wired and wireless products.
- **Zero Trust Security Architecture:** Through our open API framework and cybersecurity partnerships, we deliver a converged solution that enables real-time threat mitigation and policy enforcement across your entire network infrastructure.
- **Autonomous Management Framework Plus (AMF Plus):** An AI/ML-driven orchestration platform offering predictive insights, proactive fault detection, and intelligent automation - empowering your IT/OT/BMS/CCTV infrastructure to self-manage with minimal human effort.
- **End-to-End Network Operating System:** A unified OS for wired, wireless, and WAN environments simplifies deployment and support - from the core to the edge."

Allied Telesis in India has established itself as one of the most trusted and channel-focused business models. As a 100% channel-driven organization, the company invests in building long-term partnerships through a robust and rewarding partner program.

EASE OF DOING BUSINESS WITH ALLIED TELESIS

In India, Allied Telesis has established itself as one of the most trusted and channel-focused business models. As a 100% channel-driven organization, the company invests in building long-term partnerships through a robust and rewarding partner program. This includes skill enablement, co-engagement, and ongoing support to help partners elevate their offerings.

As a true Japanese network solutions manufacturer, Allied Telesis is known for:


- Exceptional product quality
- Seamless IT and OT integration
- Global and local technology partnerships
- Proven success in surveillance, infrastructure, and enterprise deployments.

"Our commitment to customer satisfaction is evident in our 98%+ customer retention rate in India - a result of our product excellence, responsiveness, and trusted ecosystem," explains Subhasish.

STRATEGIC INVESTMENTS IN INDIA

India remains a key strategic market for Allied Telesis. Prioritised investments in people, partnerships and bringing in global eco-system relationships are in the anvil for the company. Wireless and data centre solutions, in addition to its robust switching platform will be areas of high focus and revenue growth in the coming years.

"Together, we are building a secure, agile, and intelligent network foundation for India's digital future," sums up Subhasish.



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Wi-Fi 6 AP
4.8Gbps Wi-Fi Performance
5Gbps Uplink Throughput
DPI Support

TQ7403-R
Wi-Fi 6E AP
4.2Gbps Wi-Fi Performance
5Gbps Uplink Throughput
DPI Support

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Multi-Gig PoE SW
24 x 1/2.5/5G Interfaces
280Gbps Throughput
PoE++ Support

Allied Telesis Wi-Fi Solutions

Next-Gen Speed, Zero Limits.

Allied Telesis wireless solutions provide security, reliability and unmatched roaming performance combined with lower running costs to meet the needs of modern digital organizations.

Your Wi-Fi and Connectivity issues are solved by the Allied Telesis Autonomous Wave Controller, empowered by AI.

- ✓ Optimized Channel and Radio Power Selection
- ✓ Automatic Interference Mitigation
- ✓ Self-Healing Wi-Fi Networks
- ✓ Improved Wi-Fi Performance

Learn more about AWC on our YouTube channel:



AWC
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AWC-CB
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Pioneering Innovation and delivering cutting-edge Solutions built for the Future

PRASHANT MISHRA

Director, Alpha Max Technologies



What truly sets Alpha Max Technologies apart is its commitment to the “Make in India” initiative. It designs and manufactures all its networking, IoT and IT products in-house, which not only ensures high quality but also supports local innovation.

BRAND VALUE PROPOSITION

What truly sets Alpha Max Technologies apart is its commitment to the “Make in India” initiative. It designs and manufactures all its networking, IoT and IT products in-house, which not only ensures high quality but also supports local innovation.

“One of our biggest strengths is offering complete, end-to-end solutions—from product design to final delivery—all under one roof. We also place a lot of importance on our channel partners, and we consider their growth as a key indicator of our own success,” says Prashant Mishra, Director, Alpha Max Technologies.

Looking ahead to 2025, Alpha Max Technologies plans to keep strengthening its brand by staying innovative, sharing real success stories, and continuing to offer advanced, future-ready solutions.

“Our value proposition is centered around delivering innovative, efficient, and customizable networking solutions. Whether

we’re working with government clients or private businesses, we aim to help build strong digital infrastructure through high-quality, reliable products. We make sure this message is communicated clearly across all customer touchpoints—through events, social media, blogs, and team interactions,” says Prashant.

ENHANCING THE BRAND NARRATIVE

To understand how people see the brand, Alpha Max Technologies relies heavily on direct engagement.

“We are constantly in touch with our channel partners, we listen closely to their feedback, and we keep a strong presence on social media to stay part of relevant conversations. These insights help us shape our strategy and make informed decisions about our brand direction,” says Prashant.

BUILDING THE BRAND CONNECT

Consistency in how Alpha Max Technologies

presents its brand and it is something that it takes pride in.

“Whether it’s our website, social media, or even internal training, we make sure our brand voice, visual identity, and messaging are all aligned. For example, red is our primary color, chosen for its energy and confidence. We also regularly train our team and partners so that everyone communicates our message clearly and consistently. We mainly track our brand effectiveness by looking at the growth and engagement of our channel partners,” explains Prashant.

FUTURE-FOCUSED INNOVATION

Research and development plays a major role in everything Alpha Max Technologies does. Its in-house R&D team is always working to improve existing products and create new ones that solve real-world problems. By keeping its research internal, Alpha Max Technologies protects its ideas and ensures its solutions are always one step ahead.

“This focus on innovation not only boosts our competitiveness but also ensures we’re delivering real value to our customers,” concludes Prashant.



From **HIGH PERFORMANCE** switches to **RELIABLE** monitors and **ADVANCED** Wi-Fi devices, we've got every layer of connectivity covered

www.AlphaMax.co.in





COMMScope™
now meets next

CommScope Reshaping the Future of Connectivity by addressing today's challenges



MYLARAIAH JN

**Vice President, Building & Campus Business,
India & SAARC, CommScope**

CommScope's brand story is centered
around how the brand continues to
empower networks to solve what's
now—and what's next



STRATEGIC BRAND OUTLOOK

With 45+ years of proven experience, a network of 10,000 installation partners across the globe and hundreds of CommScope field application engineers, and 15,000 global patents, CommScope designs, manufactures, installs and supports the hardware infrastructure and software intelligence that enable the digital society to interact and thrive. Working with customers, CommScope advances broadband, enterprise and wireless networks to power progress and create lasting connections.

ELEVATING THE BRAND NARRATIVE

"Our brand story is centered around how CommScope continues to empower networks to solve what's now—and what's next," states Mylaraiah JN, Vice President, Building & Campus Business, India & SAARC, CommScope. "Because connectivity is everywhere, all the time, that's how CommScope solutions enable it—everywhere, all the time. Not only in all the ways that connectivity exists today, but how it will exist tomorrow."

VISION FOR INDIA'S TECH GROWTH

Fast digitalization across industries has become the primary element to fuel the expansion of the telco equipment industry. According to the Economic Survey 2025, 5G connectivity is available in 779 out of 783 districts across India. Technologies such as cloud computing, AI-based services, and modernization of applications, driven by 5G, will continue to spur IT growth. In turn, these trends will contribute to a greater data centre demand in India. There are already expansions happening with data centre operators and hyperscalers acquiring land across key cities. In 2024, over 200 acres of land were acquired in Mumbai, Hyderabad, Pune, Chennai and Bengaluru.

Across the globe, CommScope is redefining connectivity, solving today's challenges and driving the innovation that will meet the needs of the customers.

CONNECTING BRAND TO MARKET

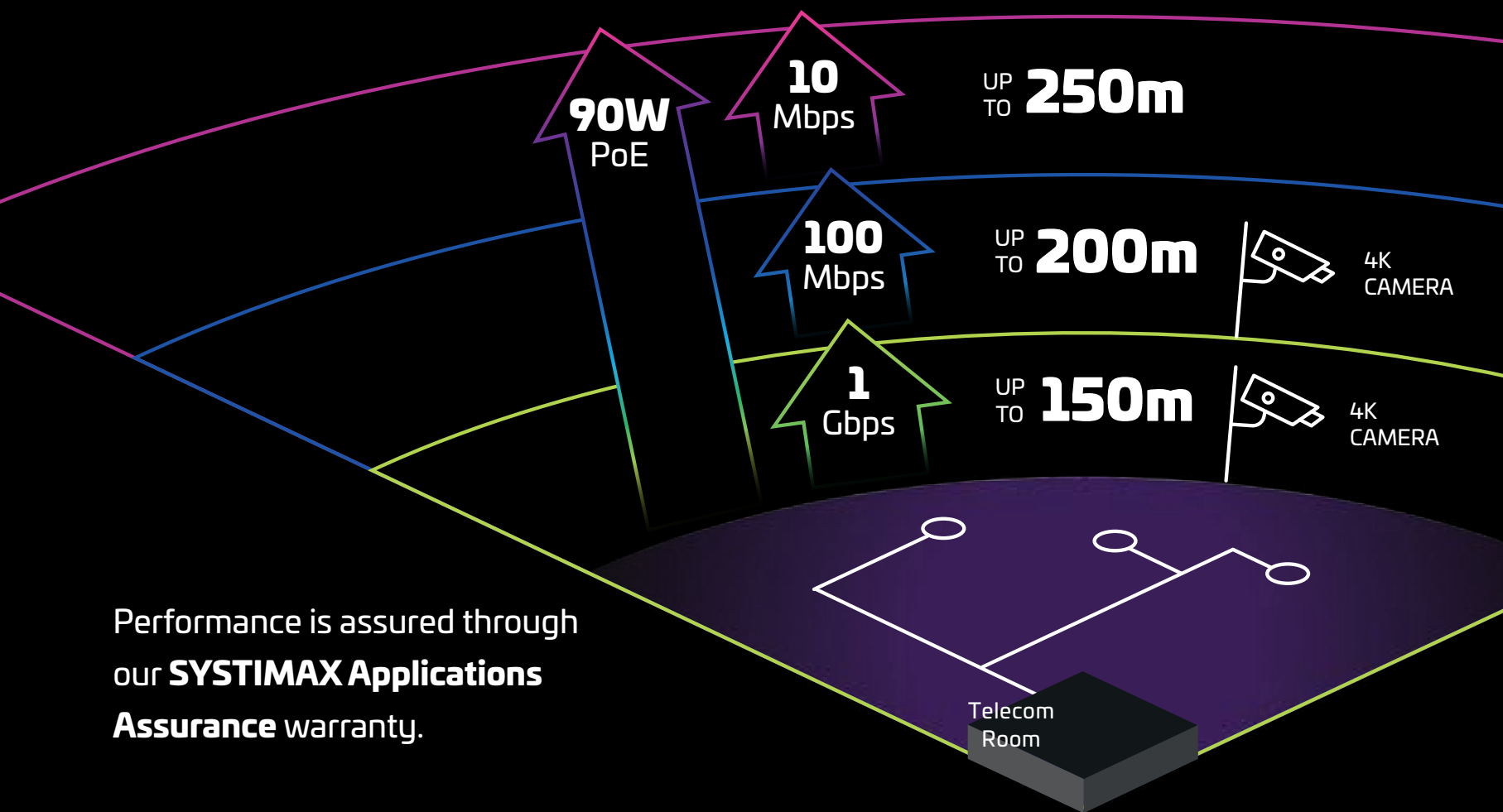
A strong brand will reinforce a company story and messaging and is something people can identify with and feel connected to. How the customer perceives the value, or what the brand stands for is likely defined by their interactions with a company.

"A strong brand must also reflect the company values and speaks exactly what it stands for. Innovation remains the centre of everything we do at CommScope. Our continued investments in manufacturing including our facility in Goa, and R&D demonstrate our long-term commitment to India. We will continue strategically contributing to India's growing telecom sector while innovating faster and developing premium global solutions," explains Mylaraiah.

GigaREACH[™] XL

Extend your reach, not your risk.

GigaREACH XL, the first Cat 6, UTP solution to ensure support for 100 Mbps/90 W up to 200 m, 1 Gbps/90 W up to 150 meters and 10 Mbps/90 W up to 250 m.



Performance is assured through
our **SYSTIMAX Applications**
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Warrantied performance

- 100 Mbps—200 m—90 W PoE
- 1 Gbps—150 m—90 W PoE
- 10 Mbps—250 m—90 W PoE

Performance is warrantied, supported by
CommScope's **SYSTIMAX Assurance** and backed
by our **25-Year Extended Product Warranty**

Learn more



Guiding companies through the complexities of modern regulations

AMOD PHADKE

COO & Director, Computhink India



ELEVATING THE BRAND NARRATIVE

The narrative of Contentverse centers on “Enabling Compliance. Powering Seamless Workflows. Transforming Document Management.”

“We position Contentverse as a mission-critical solution that helps organizations achieve document control, operational efficiency, and regulatory compliance in one platform. This message is consistently amplified through LinkedIn thought leadership, targeted Google Ads, email campaigns, industry events, and CXO roundtables. Whether we are connecting with compliance officers, IT heads, or department managers, we tailor our messaging to show how Contentverse enables visibility, security, and efficiency at scale—helping businesses confidently navigate today’s complex regulatory landscape. Our clients range from large enterprises to mid-sized businesses looking to digitize operations, enhance compliance, and streamline document-intensive workflows,” explains Amod.

BRAND OUTLOOK FOR 2025-26

Contentverse is leveraging AI, ICR (Intelligent Character Recognition), OCR, and bar code reading to deliver a truly intelligent Document Management System that empowers clients to automate workflows, digitize records, and most importantly - enable compliance across industries. With support for both structured and handwritten inputs, the system minimizes manual effort while ensuring accuracy and traceability.

“Our platform supports unlimited automated workflows, audit trails, and access controls—offering an enterprise-grade foundation for secure digital transformation,” states Amod Phadke - COO & Director, Computhink India. “Combined with actionable analytics and multi-platform access (cloud, on-prem, mobile), we help clients modernize operations while staying compliant

with regulatory and industry standards.”

VISION FOR INDIA’S TECH GROWTH

To keep pace with India’s dynamic IT ecosystem, Contentverse uses AI-driven insights and behavioural analytics to anticipate client needs and deliver forward-looking solutions. It is developing predictive compliance alerts, automated audit readiness, and context-sensitive content suggestions that directly help clients stay ahead of regulatory deadlines and governance requirements.

The company’s roadmap also includes vertical-specific connectors for BFSI, healthcare, and government sectors—supporting rapid deployment and integration. By enabling smarter decisions and compliance alignment, Contentverse positions its clients—and the brand—for sustainable, future-ready growth.

CONNECTING BRAND TO MARKET

Contentverse optimizes the brand messaging through AI-powered segmentation and adaptive targeting, ensuring relevance across roles and industries. For example, CIOs receive messaging focused on digital scalability and security, while compliance managers see how Contentverse helps them simplify audits and meet regulatory standards. Campaigns across Google Ads, emailers, and social media are continuously optimized using performance insights. This ensures every message speaks to a real need—whether it’s risk reduction, operational efficiency, or compliance enablement—delivering better resonance and results across enterprise decision makers.

FUTURE-FOCUSED INNOVATION

Contentverse places R&D at the core of its

PRODUCT LINE

Contentverse is an enterprise-grade Document and Content Management System (DMS/ECM)

Market segments catered

- Accounting Services
- A/E/C
- Education
- Engineering
- Invoice Processing
- Legal
- Manufacturing
- Financial Services
- Food Industry
- Government
- Healthcare
- Human Resources
- Non-Profit
- Pharma
- Transportation

growth strategy, especially as generative AI reshapes enterprise software.

“We are developing AI capabilities for automatic document classification, summary generation, audit report drafting, and intelligent search. These tools help clients automate compliance documentation, reduce manual effort, and respond faster to regulatory changes. Our agile development cycles, combined with direct customer input, ensure every innovation solves a real-world challenge. By continually enhancing our compliance-focused architecture, we help organizations stay prepared, adaptive, and competitive in an increasingly regulated environment,” sums up Amod.



Compliance-Enabled, Affordable, and Built for Every Industry



Contentverse Document Management System

Struggling to keep up with document chaos or evolving compliance needs?

Contentverse is the secure, affordable, and enterprise-grade Document Management System that transforms how you handle, store, and access information — while staying audit-ready.

Advanced Key Features

- ✓ Audit Trails & Logs
- ✓ Smart Capture
- ✓ Real-time Collaboration
- ✓ Unlimited Workflows
- ✓ Secured Data Transmission
- ✓ Auto Redaction
- ✓ Version Control & Comparison
- ✓ Smart Search (OCR/ICR)
- ✓ Digital Signatures
- ✓ Access Control & Role-Based Permissions

What Sets Contentverse Apart

• FLEXIBLE LICENSING MODELS

Available in Perpetual, SaaS, and Yearly Subscription formats

• VERTICAL-AGNOSTIC

Trusted across sectors for its flexibility and scalability

• AFFORDABLE DMS

Cost-effective without compromising on features or compliance

• COMPLIANCE-BUILT

Designed for document integrity, audit readiness, and data security

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Scan the QR code to learn more and schedule a demo.





Affirming Cyble's position as a trusted cyber security advisor

MANDAR PATIL

**SVP - International Markets and Customer Success,
Cyble**

By embracing cloud-native architectures, advanced NLP models, and federated threat feeds, Cyble is accelerating digital transformation internally and externally—ensuring its solutions evolve with the rapidly changing threat landscape and the expanding digital attack surface.

STRATEGIC BRAND OUTLOOK

At Cyble, AI, data analytics, and digital transformation are not just enablers—they are foundational to its mission of democratizing cyber-threat intelligence.

“In FY 2025-26, we are further scaling our AI-driven threat detection models and predictive analytics capabilities to deliver hyper real-time, actionable intelligence to enterprises and governments,” says Mandar Patil, SVP - International Markets and Customer Success, Cyble. “Our proprietary AI models continuously analyze billions of data points across the dark web, deep web, and surface web to help organizations anticipate threats before they materialize. This intelligent automation is also embedded into our Digital Risk Protection platform, enabling faster incident response, reduced dwell time, and improved ROI for our clients.”

By embracing cloud-native architectures, advanced NLP models, and federated threat feeds, Cyble is accelerating digital transformation internally and externally—ensuring its solutions evolve with the rapidly changing threat landscape and the expanding digital attack surface.

ELEVATING THE BRAND NARRATIVE

Cyble's brand narrative is rooted in trust, visibility, and resilience. It empowers organizations to proactively defend against emerging threats with contextual, curated, and country-specific intelligence. In a world where cyber-risk is both business risk and reputational risk, Cyble's narrative resonates with CXOs, CISOs, and security practitioners alike.

“We amplify this narrative across omnichannel platforms by blending thought leadership with community engagement. Our brand voice carries through threat research reports, executive interviews, multilingual content campaigns, and industry-first alerts that often go viral across platforms like LinkedIn, Twitter, and cybersecurity forums. We also invest in localized storytelling—tailoring our insights to resonate with regional markets across India, the U.S., MEA, and Southeast Asia,” explains Mandar.

VISION FOR INDIA'S TECH GROWTH

India's digital ecosystem is undergoing a historic transformation—from cloud-first initiatives to AI-driven public infrastructure. Cyble sees this evolution as both an opportunity and an imperative.

“We are deploying AI-powered telemetry systems to analyze emerging threats in the BFSI, healthcare, critical infrastructure, and SaaS sectors—leveraging predictive threat modeling to anticipate regional risks. Our India-focused CTI (Cyber Threat Intelligence) division collaborates with both government and private stakeholders to inform policy, compliance, and incident readiness. Through our real-time threat hunting and dark web monitoring capabilities, we are also helping Indian organizations mitigate third-party risks and brand attacks—areas that are increasingly critical in a hyper connected economy,” contends Mandar.

CONNECTING BRAND TO MARKET

Cyble uses AI and machine learning to understand how different security stakeholders—CISOs, SOC teams, CIOs, and even regulators—

consume content, make decisions, and engage with its platforms. This enables the company to deliver hyper-personalized messaging that speaks directly to their pain points, risk profiles, and compliance needs.

Cyble's adaptive marketing strategy includes intelligent segmentation, behavioral analytics, and real-time content optimization. Whether it's a regional cybersecurity bulletin, an executive brief, or a zero-day threat alert, Cyble ensures that its content reaches the right audience, through the right channels, in the right format. This not only drives deeper engagement but also reinforces Cyble's position as a trusted advisor in the cybersecurity landscape.

FUTURE-FOCUSED INNOVATION

R&D is the heartbeat of Cyble. “We have a dedicated innovation lab that focuses on evolving use cases for generative AI, autonomous threat intelligence, and synthetic attack surface mapping. In 2025, we are investing further into LLM-tuned threat summarization engines, zero-day detection mechanisms, and multilingual intelligence extraction tools to serve global customers,” says Mandar.

Cyble is also exploring responsible AI frameworks—aligning with regulatory developments around AI governance—to ensure its models are transparent, auditable, and secure. Cyble's philosophy is simple - innovation without ethics is a risk.

“So, we innovate with intent—co-creating with customers, refining based on adversarial trends, and constantly evolving our platforms to offer not just visibility, but foresight,” sums up Mandar.

CYBLE VISION

Expose the Invisible. Defend the Inevitable.

One Platform. Limitless Defense.

13+ Capabilities

80+ Use Cases

Threats Can Run. But They Can't Hide.

Meet **Cyble Vision** — the AI-powered threat intelligence platform built for relentless visibility, razor-sharp insights, and pre-tactical strike power. Designed for those who don't just play defense — they dominate it.

100TB+

Dark Web Telemetry
Analyzed Monthly

35K+

Cybercrime Sources
Monitored in Real Time

20 Bn+

Pages Monitored
Daily

25 Mn+

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From Insight to Impact: Dell's Blueprint for AI-Driven Business Transformation

VIVEK MALHOTRA

Senior Director – India Channels,
Dell Technologies

STRATEGIC BRAND OUTLOOK

For Dell Technologies, AI and data are the twin engines that are propelling the next wave of digital transformation.

“In FY26, our focus is on democratizing access to AI-powered infrastructure through innovations like the Dell AI Factory with NVIDIA,” says Vivek Malhotra, Senior Director – India Channels, Dell Technologies. “This full-stack solution enables enterprises to seamlessly integrate AI across desktops, data centers, and cloud, accelerating use case development in sectors like healthcare, finance, and manufacturing.”

“We are also strengthening our AI-ready infrastructure with intelligent data management platforms such as the Dell AI Data Platform, which help enterprises make sense of unstructured data, improve decision-making, and unlock new business value,” says Vivek.

ENHANCING THE BRAND NARRATIVE

Dell Technologies stands for innovation that drives human progress. The brand's narrative is centered on helping people and businesses transform with technology—ethically, responsibly, and at scale.

“We emphasize themes like AI readiness, sustainability, digital inclusion, and cyber resilience to connect with audiences that demand both innovation and accountability. In today's hyper-digital landscape, brand amplification needs to be purposeful and omnichannel. We adopt a storytelling approach across social media allowing us to build relevance and trust with stakeholders across customer, partner, and employee ecosystems,” explains Vivek.

VISION FOR INDIA'S TECH GROWTH

India's growing digital economy, combined with its talent pool and innovation ecosystem, makes it a high-priority growth market for Dell Technologies. Our predictive strategies center around building future-ready infrastructure and AI-powered insights that help enterprises move from experimentation to real-world AI deployments.

“We support India's growing developer ecosystem with GenAI-ready devices and platforms, ensuring AI is inclusive and impactful. As Indian enterprises gear up to meet the demands of AI, multicloud, and edge computing, our strategies focus on enabling them to scale responsibly, manage risks, and unlock long-term business value,” observes Vivek.

“John Roesse, our global CTO, announced several key growth drivers this month that are expected to shape the tech landscape in 2025. This holds true for India and other markets as well,” states Vivek.

These key drivers are –

- **The Rise of Agentic AI Architecture:** Agentic AI marks a significant shift in human-AI interaction, with experts predicting it to redefine AI architecture and drive substantial progress by 2025. These agents, expected to revolutionize industries, demand advancements in technology stacks to support their diverse architectures.
- **Strategies for scaling enterprise AI success:** Enterprise AI is set to scale significantly by 2025, with organizations prioritizing return-on-investment through structured AI initiatives led by Chief AI Officers or CIOs. The Dell AI Factory is pivotal in enabling scalable, impactful AI deployments, even as regulatory diversity drives privatized and on-premises AI adoption.

- **Embracing Sovereign AI for localized innovation:** Sovereign AI, focusing on localized ecosystems aligned with cultural, linguistic, and data security needs, is emerging as a key trend. Roesse outlined diverse national approaches, from building shared AI resources to fostering private-sector innovation through co-design.
- **Convergence of AI technologies:** AI's integration with technologies like quantum computing, intelligent edge, and digital twins underscores its transformative potential. Roesse highlighted the game-changing synergy between quantum computing and AI for complex fields such as material science and drug discovery.
- **The AI evolution reshaping the workforce:** AI is reshaping the workforce, automating routine tasks and creating high-level roles that emphasize strategic thinking and problem-solving. Roesse noted the emergence of new professions, such as software composers and AI interpreters, driven by AI's transformative impact.

FUTURE-FOCUSED INNOVATION

“At Dell Technologies, innovation is built into our organizational DNA with a diverse team and unique perspectives, united in our purpose, our strategy and our culture. We are driven by our ambition and the power of technology to drive human progress,” points out Vivek.

In the past three years, Dell Technologies has invested more than \$4 billion in R&D at a global level. As a global leader in end-to-end IT infrastructure, Dell Technologies is a key enabler of transformative IT technologies such as Generative AI, multi-cloud management, edge computing, Telco etc. The India R&D teams contribute significantly to the server, storage, networking and client solutions portfolio of Dell Technologies.

“With a commitment to customer first philosophy and breakthrough innovation, we remain focused on developing cutting-edge solutions that empower businesses, accelerate digital transformation, and shape the future of technology,” sums up Vivek.

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LIC/P1/2024-25/01/Eng



D-Link®

Building a future-ready, responsive and a resilient brand in today's hyper-connected world

SANKET KULKARNI

**Sr. VP – Consumer Business,
D-Link (India) Limited**



STRATEGIC BRAND OUTLOOK

At D-Link India, technology is the cornerstone of its brand strategy, driving innovation and enhancing its ability to connect people and businesses.

“As we move into FY 2025–26, we continue to harness data-driven insights into our go-to-market strategies, ensuring that our marketing efforts are both targeted and impactful,” says Sanket Kulkarni, Sr. VP – Consumer Business, D-Link (India) Limited. “Through our strategic presence on social media, e-commerce platforms, and digital advertising, we reach the right audience effectively, fostering deeper engagement and customer loyalty.”

D-Link's focus on digital transformation spans across all facets of its business - from cloud-based solutions and smart networking technologies to a stronger omnichannel presence. A key focus area is the integration of AI-powered tools to enhance customer support and services, enabling faster, more personalized interactions and improving overall customer experience.

“This digital-first approach not only keeps us agile but also helps us build deeper customer relationships and remain ahead of evolving industry trends. As we look ahead to FY 2025–26, D-Link is dedicated to leveraging innovative technologies to drive growth, boost brand preference, and create lasting value for our customers and partners,” cites Sanket.

ENHANCING THE BRAND NARRATIVE

D-Link India's brand narrative is encapsulated in the motto, “One Connection. Infinite Possibilities.” The brand believes in the transformative power of technology, and its mission is to empower users with solutions that not only meet their connectivity needs but also open doors to endless opportunities.

“We amplify this narrative through a robust omnichannel strategy that spans digital platforms, retail networks, strategic partnerships, and localized customer engagement. Our online

presence—driven by content marketing, social media storytelling, influencer collaborations, and AI-enabled customer service—ensures we connect meaningfully with today's digital-first consumers. Simultaneously, our offline strategy includes an expansive partner network, strong retail presence, and localized manufacturing under the ‘Make in India’ initiative, all of which reinforce trust and accessibility,” explains Sanket.

VISION FOR INDIA'S TECH GROWTH

For D-Link India, predictive strategies and AI-driven insights are central to its brand strategy, helping to enhance market visibility, customer engagement, and operational efficiency.

“A key example of our commitment to innovation is our EAGLE PRO AI and AQUILA PRO AI product lines—the next-generation mesh networking solutions that harness the power of artificial intelligence. These AI-integrated devices optimize network performance in real time, ensuring seamless connectivity, adaptive bandwidth management, and enhanced user experience. They represent how D-Link is embedding intelligence into its core offerings, redefining the future of connected living,”

explains Sanket.

As digital transformation accelerates across sectors, D-Link remains committed to harnessing emerging technologies not just to adapt to change, but to lead it—building a future-focused brand that consistently delivers long-term value to both consumers and businesses.

BUILDING THE BRAND CONNECT

To align with evolving consumer expectations, D-Link optimizes its brand messaging through AI-powered personalization and adaptive marketing strategies that make every interaction meaningful. By leveraging data-driven insights, it understands consumer behaviour patterns and preferences at a granular level, in order to create highly targeted, relevant, and timely communications. These insights also drive D-Link's go-to-market strategies, enabling marketing efforts that are not only impactful but also scalable.

“Through this approach, we continue to shape a future-ready brand experience that resonates deeply with both individual users and enterprise customers,” says Sanket.

FUTURE-FOCUSED INNOVATION

D-Link recognizes that in an era defined by generative AI and automation, staying ahead of disruptive industry shifts demands an unwavering commitment to R&D and continuous innovation. Its dedicated teams of engineers and researchers are invested in developing solutions that incorporate cutting-edge technologies which power the next generation of smart networking solutions.

“We are focused on localized R&D and ‘Make in India’ initiatives, allowing us to deliver solutions that are contextually relevant to regional needs while adhering to global standards. As the pace of technological change accelerates, D-Link remains committed to fostering a resilient, future-ready innovation pipeline that ensures we don't just respond to industry disruptions—we actively shape the future of connectivity and remain at the forefront of innovation,” sums up Sanket.

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Infinite Possibilities

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Whole Home Mesh Router



AQUILA PRO AI



EAGLE PRO AI

One Connection - Infinite Possibilities



Whole Home Mesh Router



Home Wi-Fi



5G/4G Router



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PIYUSH SOMANI

**Promoter, Managing Director and Chairman,
ESDS Software Solution**

STRATEGIC BRAND OUTLOOK

India's AI ecosystem is expanding rapidly, with over 240+ GenAI startups operating by 2024, according to NASSCOM, across areas like computer vision, natural language processing, and automation. As digital transformation accelerates, enterprises demand scalable, efficient, and secure cloud environments.

"At ESDS Software Solution Limited, our in-house R&D team, comprising over 103 members as of January 31, 2025, across service delivery to enhance operational efficiency and resilience," cites Piyush Somani, Promoter, Managing Director and Chairman, ESDS Software Solution. "Aligned with these evolving needs, we offer an end-to-end AI-enabled platform consisting of cloud services, managed services, data centre infrastructure, and SaaS solutions."

Our platform includes Infrastructure as a Service (IaaS) offerings—divided into colocation, cloud computing managed services, and Software as a Service (SaaS)—enabling secure, cost-optimized, and scalable cloud adoption journeys. We cater to a diverse customer base, including BFSI, government institutions, small and medium-sized businesses (SMBs), and large enterprises."

ELEVATING THE BRAND NARRATIVE

With India's internet user base expected to grow from 794.4 million in 2022 to 1.2 billion by 2029, as per nexdigm report, the demand for secure, scalable, and efficient digital infrastructure. The brand narrative of ESDS is rooted in delivering AI-enabled cloud, managed services, data center infrastructure, and SaaS solutions that are scalable, secure, and efficient. "We serve customers including BFSI, government, SMBs, and large enterprises. Our approach to brand amplification leverages integrated marketing across digital channels such as our website, industry publications, events, and direct engagement with key stakeholders. Our digital presence is supported by data-backed insights, aiming to ensure factual communication aligned with industry needs," explains Piyush.

VISION FOR INDIA'S TECH GROWTH

According to the nexdigm report, today India's data center market is projected to grow at a 19.7% CAGR reaching INR 240 billion by 2030. To address this growth, ESDS is exploring cloud node & GPU node servers, modern storage, and networking equipment to expand and optimize its data centre infrastructure. The company's efforts also include upgrading legacy systems and adopting next-generation technologies to drive operational efficiency, cost optimization, and service reliability.

On the AI/ML front, ESDS is building automation capabilities to streamline customer onboarding, self-provisioning, and vertical-specific cloud solutions, helping enterprises adapt faster to change. Its service areas also include agriculture, where its Famrut platform supports farmers in trying to improve yields and income, and cloud automation, where customers can independently configure services using self-service platforms. Through flexible, consumption-based service models, ESDS aims to offer customer control over their digital transformation journeys.



ESDS is exploring cloud node & GPU node servers, modern storage, and networking equipment to expand and optimize its data centre infrastructure. The company's efforts also include upgrading legacy systems and adopting next-generation technologies to drive operational efficiency, cost optimization, and service reliability.

CONNECTING BRAND TO MARKET

With 40-45% of SMEs, as per a report, citing improved security compliance as primary reason for cloud adoption, the expectation for solution-driven personalization has increased. Having said this, ESDS has integrated AI and Machine learning features into its service platforms providing deep personalization combined with hyper adaptive solutions to its enterprise and government customers.

"Our primary focus is on B2B customers, especially those in regulated industries where we deliver industry-specific cloud & managed service solutions. Rather than relying on consumer data personalization, our approach emphasizes solution driven that aligns with compliance requirements. This meets the evolving enterprise needs for security, scalability and operational efficiency," says Piyush.

FUTURE-FOCUSED INNOVATION

ESDS Software Solution Limited focuses on constant innovation by investing in AI/ML based initiatives.

"As of January 31, 2025, our research and development team included over 103 members who work on, inter alia, autonomous cloud platforms to enable vertical-specific AI capabilities in areas such as credit analytics (in financial services) or smart agriculture platform Famrut; liquid cooling Data Centre. Our research and development costs as a percentage of our revenue from operations were 2.63% for the six months ended September 30, 2024. We collaborate with technology partners across security, cloud computing, and Data Centre operations," sums up Piyush.

ESDS Software Solution Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its equity shares and has filed a draft red herring prospectus ("DRHP") with the Securities and Exchange Board of India ("SEBI") that is available on the website of the Company at <https://www.esds.co.in/>, the website of SEBI at www.sebi.gov.in as well as on the websites of the book running lead managers, DAM Capital Advisors Limited at <https://www.damcapital.in/> and Systematix Corporate Services Limited at <http://www.systematixgroup.in/>. The website of the National Stock Exchange of India Limited at www.nseindia.com and the website of the BSE Limited at www.bseindia.com, respectively. Investors should note that investment in equity shares involves a high degree of risk. For details, potential investors should refer to the RHP which may be filed with the Registrar of Companies, Maharashtra at Mumbai, in future including the section titled "Risk Factors". Potential investors should not rely on the DRHP filed with SEBI in making any investment decision.



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ESET pushing the envelope to outpace threat actors and safeguard the Digital Future

BRAND OUTLOOK FOR 2025-26

ESET is successfully addressing the evolving cybersecurity needs of Indian businesses. The company achieved strong double-digit growth last year, with particularly significant traction in the SMB and Enterprise segments.

With the introduction of ESET AI Advisor, ESET is taking its AI leadership a step further. This cutting-edge capability leverages advanced machine learning models and natural language processing to assist IT administrators and security teams in understanding threats, improving response times, and simplifying complex security workflows.

ESET is also broadening its offerings by introducing features like Ransomware Remediation at no additional cost for business customers. In the near future, it will roll out new Managed Detection and Response (MDR) services and cybersecurity awareness training solutions.

“A key driver of this success has been our PAN India channel expansion efforts along with the ESET Connect enablement program for resellers and partners,” explains Parvinder Walia, President, APAC Region, ESET. “India remains a strategic market for ESET in 2025. We have ambitious goals and are targeting mid to high double-digit growth. To support this, we will continue investing in our channel ecosystem, recognizing that success in cybersecurity requires not only powerful tools but also a skilled workforce.”

ELEVATING THE BRAND NARRATIVE

Founded in 1992 and headquartered in Slovakia, ESET is a European cybersecurity company. For more than three decades, ESET has been protecting progress through advanced threat detection technologies, combining AI, machine learning, and human expertise to proactively stop cyberattacks before they occur.

“Our tagline —Progress. Protected. —drives our commitment to empower businesses and individuals with trusted cybersecurity solutions that enable secure digital transformation. ESET’s capabilities are strengthened by close collaboration with respected international bodies, including CISA, FBI, Interpol, and NATO. With an award-winning track record and a legacy of innovation, we now protect over one billion individuals and 400,000+ businesses across the globe,” states Parvinder. ESET also believes that trust is the foundation of every successful relationship—especially in cybersecurity.

“That’s why we focus on the “3 Cs”: Commitment, Competency, and Consistency. These core qualities define the ESET difference and guide everything we do.



PARVINDER WALIA

President, APAC Region, ESET

We also make it a point to tailor our communications to each audience segment, emphasizing the unique value we bring and ensuring clear, meaningful, and impactful narratives across all our platforms,” explains Parvinder.

VISION FOR INDIA’S TECH GROWTH

With India’s digital economy projected to exceed USD 1 trillion by 2030, cybersecurity is emerging as a critical enabler of trust in the country’s digital transformation. One of the most significant opportunities lies in the rising demand for cybersecurity services. Businesses and government institutions alike are making substantial investments to protect critical infrastructure and safeguard citizens’ personal information. Government cybersecurity policies and regulatory compliances will also play a crucial role in strengthening the national cybersecurity framework and driving adoption of best practices across industries.

ESET is committed to continuously evolving and enhancing its cybersecurity portfolio to meet the growing needs of businesses and to help keep them secure in an increasingly complex digital world.

FUTURE-FOCUSED INNOVATION

Product & technology, innovation and R&D are at the core of ESET’s DNA. ESET has been using machine learning for more than 20 years for the detection of macro viruses, with neural networks making their first appearance in our products in 1997. The ESET Technology division has over 800 professionals and includes Threat Intelligence Analysts, Security Architects, Malware Analysts, Data Scientists, Software Engineers, Security Monitoring Analysts, and Security Awareness Specialists around the globe. ESET also operates 11 Research & Development Centers. “With a globally distributed network of security centers, our research labs never sleep. The vast number of sensors we protect around the world allows us to collect and process data to give us immediate access to unrivalled cyber-threat intelligence,” sums up Parvinder.

At the beginning of ESET's corporate history in 1987, the Iron Curtain separated Austria from what is now Slovakia, where the antivirus manufacturer was founded and still has its headquarters. At that time, two young programmers discovered one of the first computer viruses, a member of the Vienna family - at the Bohunice nuclear power plant. This laid the foundation for the NOD antivirus product line.

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FORTINET

Fortinet's commitment to AI-driven security remains stronger than ever



VIVEK SRIVASTAVA
Country Manager, India & SAARC
Fortinet

ELEVATING THE BRAND NARRATIVE

Fortinet's leadership stems from its long-standing commitment to innovation, convergence, and consolidation. Fortinet is now the world's number one secure networking vendor, securing over 50% of all firewalls worldwide.

"A key driver of this differentiation is our custom FortiASIC processors, which we have been actively developing for nearly 25 years," says Vivek Srivastava, Country Manager, India & SAARC, Fortinet. These purpose-built chips deliver unmatched scalability, cost-effectiveness, and performance, reinforcing Fortinet's leadership in secure networking."

By aligning its strategies with evolving market needs, Fortinet is expanding its impact while reducing complexity and cost. "We can see this as our customers typically start with one solution and then expand to other security solutions," explains Vivek.

STRATEGIC BRAND OUTLOOK

In the continuous battle against cyberthreats, FortiAI offers a decisive advantage. FortiAI doesn't just react; it anticipates. Delivering real-time, always-on protection empowers organizations to detect and respond to threats at warp speed. It delivers value in three key areas: protection against threats, even the very latest AI-driven threats, automation for NOCs and SOCs, and AI security.

Unlike siloed point solutions that apply AI for specific tasks, FortiAI innovations provide intelligent, autonomous AI-driven protection across the Fabric, streamline operations, and enhance security for AI systems. With FortiAI embedded across the Fortinet Security Fabric,

organizations are empowered to fight escalating AI threats with innovative AI, confidently embrace the transformative potential of AI, and unburden overwhelmed NOC and SOC teams.

VISION FOR INDIA'S TECH GROWTH

Fortinet's unique ability to deliver a fully integrated security and networking platform at scale sets the brand apart in the market. While many vendors offer standalone point solutions or limited platform approaches, Fortinet provides the most comprehensive portfolio spanning secure networking, SASE, AI-driven security operations, cloud-based security, and unified endpoint protection. This integration enables customers to streamline security management, reduce complexity, and enhance overall protection.

"We are the clear leader in firewall security, securing 55% of all deployed firewalls worldwide. Additionally, we have solidified our leadership in SD-WAN, holding the top strategic position in the Gartner Magic Quadrant while delivering the fastest-growing SASE solution and the most comprehensive SecOps platform in the industry," Vivek states. "Whether a midsize business aims to reduce costs or a global enterprise is looking to manage its complex hybrid infrastructure more effectively, Fortinet delivers security solutions that adapt to each organization's unique needs while ensuring seamless integration, operational efficiency, and superior protection."

DEEPENING BRAND RESONANCE

As threat actors find new, more clever ways to infiltrate networks and leverage new technologies to augment their attacks, everyone in an enterprise must take responsibility for keeping the organization safe. Cybersecurity

is everyone's job, not just the concern of the security and IT teams.

Given the ubiquity of AI, the Fortinet Training Institute recently added two new AI-focused modules to its Security Awareness and Training service to enhance learners' understanding of AI and the role this technology plays in cybersecurity.

The first new module centers on generative AI (GenAI), offering an introduction to GenAI, a technology with diverse applications. Key topics covered in the module include open and closed AI models, common misconceptions about AI, and accuracy issues when using GenAI.

The second module focuses on AI-powered threats, covering the various methods that cybercriminals use when harnessing AI to create and enhance cyberattacks. The module includes content on data privacy concerns, deepfakes and voice cloning, AI-generated malware, and how AI is used to create and distribute misinformation.

FUTURE-FOCUSED INNOVATION

Fortinet's commitment to AI-driven security innovation in 2025 and beyond remains stronger than ever. It will continue enhancing FortiGuard AI-Powered Security Services to analyze real-time threat intelligence, strengthening defenses against known, unknown, and AI-driven cyberthreats.

FortiAIOps will further evolve its machine learning capabilities to provide even more predictive insights, enabling IT teams to proactively manage performance and security. Fortinet will also advance its AI-powered DLP to better prevent data leaks and unauthorized AI access, ensuring compliance and safeguarding sensitive information.

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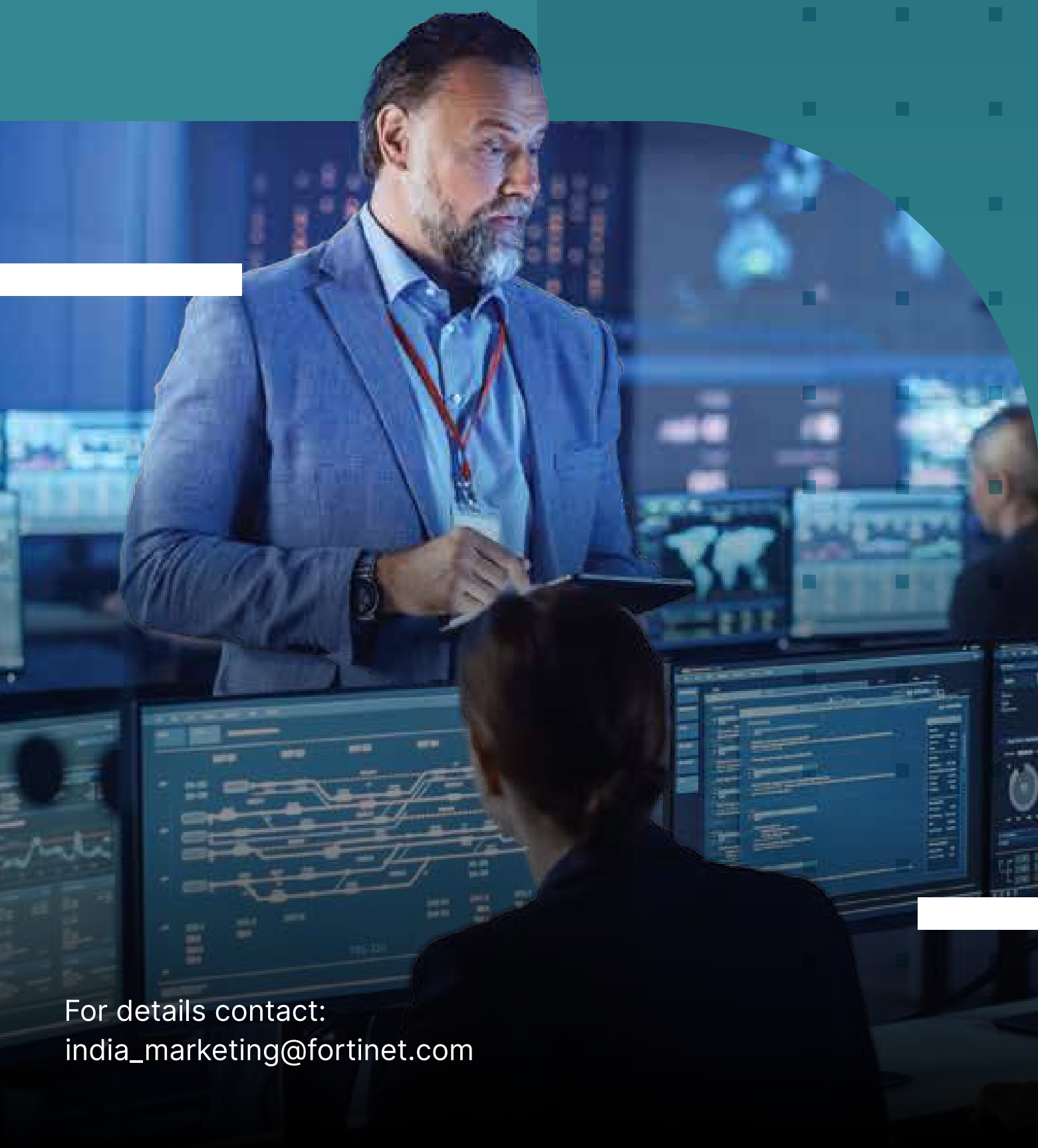
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Haier

Empowering Indian consumers with intelligent, life-simplifying solutions

STRATEGIC BRAND OUTLOOK

Haier India's journey has evolved into one of the fastest-growing players in the consumer durables space. Looking ahead to FY 2025–26, the company is focused on an ambitious target of ₹11,500 crores in revenue and aims to become the second-largest home appliance brand in the country within the next five years.

"We take great pride in our commitment to 'Make in India, Made for India', with over 90% of our products being manufactured locally at our advanced facilities in Greater Noida and Pune," says NS Satish, President, Haier Appliances India. "Alongside product innovation, we are enhancing consumer engagement through our 'Sport-o-Tainment' strategy, leveraging high-impact sports partnerships like cricket and tennis to connect with younger, digitally savvy audiences. We are also expanding our footprint across Tier I, II, and III cities with strong retail partnerships, on-ground activations, and regional outreach. This integrated approach — combining innovation, domestic manufacturing, smart distribution, and emotionally resonant marketing — is how Haier India plans to build preference and lead purposeful growth in the coming year and beyond."

ELEVATING THE BRAND NARRATIVE

Haier India is anchored in a simple yet powerful belief: 'More Creation, More Possibility.' This tagline is a guiding philosophy shaping every aspect of Haier's mission to empower Indian consumers with intelligent, life-simplifying solutions.

"Our success story of empowering every household over the last 20 years, is a testament of offering meaningful innovation that touches lives, offering endless possibilities. The essence of our brand lies in three pillars: innovation, localization, and customer-centricity. Whether it's AI-powered appliances that adapt to user habits or products designed specifically for Indian conditions — like Lumiere refrigerators, India's only 4 Door Convertible Side by Side model, featuring AI-powered smart cooling and 100% convertible and customizable storage," explains N S Satish.

VISION FOR INDIA'S TECH GROWTH

Haier India sees the future of the IT industry as dynamic and opportunity-rich, driven by rapid



NS SATISH

**President
Haier Appliances India**

advancements in artificial intelligence, cloud computing, and digital infrastructure. As digital adoption accelerates, the demand for smart, connected ecosystems that simplify life will only grow stronger.

"To forecast and capitalize on India's growth potential, we are investing heavily in emerging technologies and expanding our R&D footprint to develop solutions tailored for both Indian and global markets. We are also committed to nurturing local talent through large-scale hiring and upskilling initiatives, ensuring our workforce is prepared for the demands of tomorrow. This rapid transformation aligns with our approach of bringing customer centric technology, building the connected homes of the future. We believe these strategies will not only help us stay ahead of industry trends but also empower India's IT sector to reach new heights in the years ahead," says N S Satish.

CONNECTING BRAND TO MARKET

To truly resonate with its audience, Haier

India starts with deep consumer insights. Understanding the diversity of Indian lifestyles, aspirations, and regional nuances is critical to crafting messaging that is both emotionally relevant and functionally meaningful.

Haier India's philosophy, 'More Creation, More Possibility,' embodies its commitment to delivering innovation that empowers modern Indian homes. Each product reflects this purpose, whether it's an AI-driven refrigerator, an energy-efficient, AI-powered air conditioner, or a washing machine with advanced smart features.

"We implement a multi-channel communication strategy — from digital platforms and influencer collaborations to ATL/BTL campaigns and immersive retail experiences — meeting consumers wherever they are. Continuous consumer feedback, social listening, and data-driven insights enable us to refine our messaging in real-time, ensuring Haier India remains relatable, trusted, and top of mind," says N S Satish.

FUTURE-FOCUSED INNOVATION

Innovation is at the heart of Haier India's strategy. It prioritizes R&D to design future-ready products that align with both emerging technologies and Indian consumer needs. Haier India's local R&D and innovation centers allow the brand to develop solutions that are technologically advanced yet deeply relevant to Indian households.

By monitoring global tech trends alongside local insights, and leveraging its local manufacturing agility, Haier India ensures its innovation pipeline remains relevant and differentiated. This solid R&D foundation empowers us to meet today's demands and lead the next phase of transformation in India's home appliance sector.

Haier India strengthens its B2B foothold

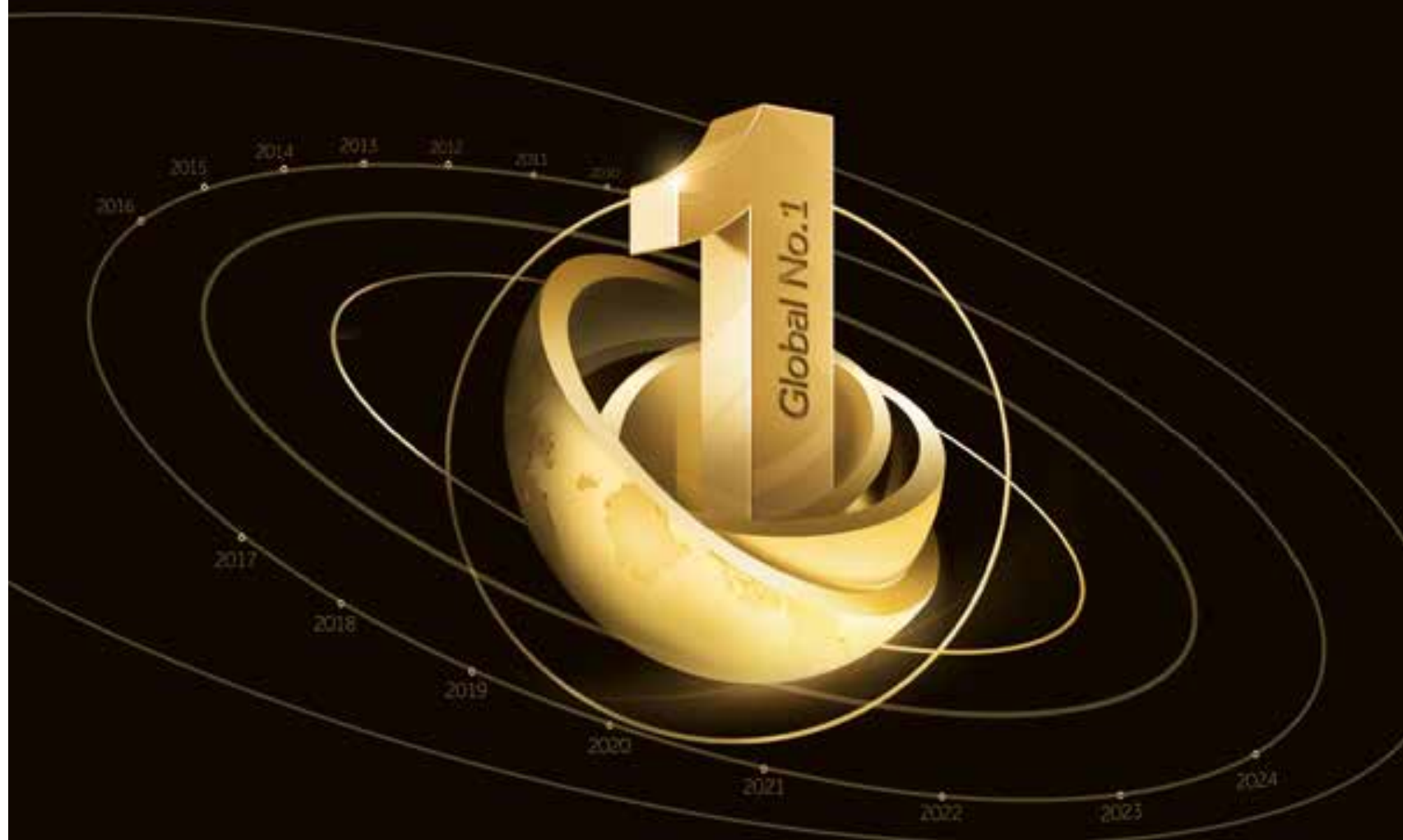
Over the years, Haier India has built a robust portfolio in the commercial and B2B segment, complementing its leadership in premium home appliances. This includes a diverse range of commercial-grade solutions such as high-efficiency cassette, ductable, and VRF air conditioners, along with upright showcase chillers, deep freezers, and laundry equipment tailored for sectors like hospitality, healthcare, retail, education, and real estate. Its commercial products are engineered with advanced technology and energy-efficient features to meet the rigorous demands of business operations—delivering high performance, reliability, and long-term durability. The B2B segment continues to be a strategic growth engine for Haier India.

Haier



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*Source: Euromonitor International Limited. Consumer Appliances 2023 vol. % and share. 2024 volume sales data.



Mission-critical reliability is not a feature but the foundation for Haritasa

V PRABHAKAR,
Managing Director,
Haritasa Electronics Solutions



STRATEGIC BRAND OUTLOOK

Haritasa Electronics Solutions Pvt Ltd is strategically enhancing its turnkey ELV (Electronic Low Voltage) and integrated system solutions across India and overseas through digital transformation and intelligent technologies. Key Initiatives include -

- **Smart Energy Controllers:** Developed in partnership with a US firm, manufactured for export, enabling advanced energy management.
- **Smart Surveillance Integration:** Applied in the Cyberabad City Surveillance initiative and key installations at ISRO and DRDO, combining control systems with analytics-ready infrastructure.

In FY 2025-26, Haritasa plans to strengthen its offerings through AI-enabled access control, data-driven Building Management Systems (BMS), predictive maintenance in critical infrastructure and nuclear-grade automation for the nation's most sensitive sectors. With a legacy of serving critical installations like nuclear power plants, defense zones, and international airports, Haritasa is elevating its technological offerings to lead India's digital infrastructure transformation.

ENHANCING THE BRAND NARRATIVE

Haritasa's brand narrative—"Engineering Trust Through Technology"—emphasizes reliability, compliance, and technical excellence. Since 1994, Haritasa has been a trusted system integrator for India's critical infrastructure sectors including nuclear power, aerospace, defense, and public safety.

Haritasa's brand amplification channels include -

- **Landmark Projects:** Kochi Metro, Delhi and Hyderabad Airports, NTPC, ISRO.
- **Certifications:** ISO standards, Bosch partnerships.
- **Digital Presence:** Case studies, thought leadership content, public-private sector engagements.

This omnichannel presence reinforces Haritasa's leadership in secure and intelligent infrastructure solutions.

VISION FOR INDIA'S TECH GROWTH

Haritasa is embedding predictive intelligence into its core offerings for high-stakes environments.

These insights help clients shift from reactive to proactive operations, unlocking new models in managed services and AMC contracts.

Predictive strategy highlights include -

- **BMS and Energy Platforms:** Use of IP-based communication and data systems to forecast faults and optimize usage.
- **Healthcare Applications:** AI-powered diagnostics and event prediction in Nurse Call Systems at hospitals like Fortis and Columbia Asia.

BUILDING THE BRAND CONNECT

Targeting a B2B and B2G audience, Haritasa is investing in systems that enhance personalization based on industry and engagement history. These systems include Sector-Specific Messaging, which are tailored communications for hospitality (ITC Hotels), power (NTPC), and healthcare (Apollo, Fortis); and CRM and Data Tools that involve marketing strategies to become increasingly data-informed.

By aligning value propositions with sector priorities, Haritasa enhances relevance and accelerates client engagement.

FUTURE-FOCUSED INNOVATION

Haritasa fosters innovation through in-house product development and global collaborations.

R&D and innovation milestones include -

- **30+ Proprietary Products:** Including CMRI/CPRI-certified IP-based Emergency Talk Back Stations, Wide Crash Alarm Systems, and Nurse Call Systems.
- **Global Collaboration:** Co-developing Smart Energy Controllers with a U.S. company.
- **Next-Gen Focus:** Investment in AI-compatible devices and scalable automation solutions for smart cities, industrial systems, and defense sectors.

Cross-functional teams, vendor ecosystems, and project feedback loops ensure Haritasa remains agile and competitive in FY 2025-26 and beyond.

Engineering the Nation's Nerve Centers: Mission-Critical Projects

Haritasa has successfully delivered robust, fail-safe solutions for mission-critical environments, where lives, assets, and national security are at stake. These include:

- **Nuclear Power Plants (RAPP, KAPP):** Engineered and deployed Fire Alarm Systems with redundancy, fault isolation, and IP-integrated alerts.
- **ISRO, DRDO, and BARC:** Custom-developed communication and CCTV systems for clean rooms, high-security zones, and satellite control units.
- **Indian Air Terminals:** Emergency communication systems (Wide Crash Alarm, IP PA systems) at Delhi, Hyderabad, and Bangalore Airports.

What's Next in FY 2025-26?

- **Smart City Deployment:** AI + IoT across city surveillance, water, energy, and traffic control
- **Defense Expansion:** Ruggedized systems for DRDO labs and military-grade control rooms
- **Export Excellence:** Boosting Make-in-India for global ELV, BMS, and energy platforms



Haritasa Electronics Solutions Pvt. Ltd.

(AN ISO 9001-2015 CERTIFIED COMPANY)



IT System Integration & Leaders for Communication, Security and Building Management Systems

Mission-Critical Solutions Trusted by India's Strategic Infrastructure

Haritasa Electronics Solutions Pvt. Ltd, has consistently delivered high-performance system integration and manufacturing solutions for mission-critical environments.

Trusted Partner for National Security and Core Infrastructure

Systems in ensure as:

- ◆ Nuclear Power Plants
- ◆ Safety and Security Solutions
- ◆ 24X7 uptime
- ◆ Multi-layer redundancy
- ◆ High compliance
- ◆ Defense
- ◆ Data & Voice Solutions

Haritasa Electronics Solutions is a leading provider of Extra Low Voltage (EL V) turnkey solutions in the field of:

- ◆ Security Systems
- ◆ Safety and Security Solutions
- ◆ Voice & Data communication
- ◆ Building Management Systems (BMS)
- ◆ Nurse Call System (NCS)
- ◆ Parking Management System
- ◆ Maintenance Services

Our Partners



Bosch is our preferred OEM partner for PAS, IPA, CCTV, ACS, FAS.



Commend International is our OEM partner for IP Based Two Way Communication System.



Alcatel-Lucent is our OEM partner for EPABX and Data Products.



Helion Concepts Inc. is OEM Partner for Smart Energy



Honeywell Trend is our OEM partner for Building Management System

Haritasa Electronics Solutions Pvt. Ltd.

#4194, 2nd 'A' Main, Girinagar, 4th Phase, (Behind Seetha Circle Petrol Bunk) Bangalore-85

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Jabra GN

Paving its way into the India market through Innovation and Investment

PETER JAY

Vice President & Managing Director of South Asia & APAC Channels, Jabra



A 100% CHANNEL ROUTE

Jabra has been in India and the rest of the South Asian market for the last 25 years; essentially the company initially catered to the needs of the contact center, when it was a booming industry in India.

“What this industry required was essentially very good audio devices which could provide crystal clear voice to their customers and also comfort to their agents,” reminisces Peter Jay, Vice President & Managing Director of South Asia & APAC Channels, Jabra. “During this time, there was a big move towards Unified Communication as a lot of industries, especially the IT industry started embracing it. So that’s when we started working with a lot of these partners who provide IT equipment and supporting services to these multinational and software companies, besides the non IT sector and small and medium businesses. So that’s how we expanded our growth in the last 10 years and our main focus has always been to have a trained partner base.”

Globally, Jabra has always been 100% indirect and would always work along with its partners. The company has this model which it calls ‘Direct Touch, Indirect fulfillment’, which enables Jabra to engage with end customers along with partners to understand their needs, understand the pain points, and define the solution. But the transaction thereafter and the fulfillment is done only by its partners.

CUSTOMIZED PRODUCTS TO MEET VARIED NEEDS

Jabra has been one organization which has always placed great emphasis on innovation. The brand ensures to go to the customers first and study the market to understand the workplace trends every six months.

“So our products and solutions are based on those findings. In line with the new trends that we saw in the working space, Jabra launched its first range of Evolve products, which was also fueled by the UC growth. Then during the Covid times, almost 100% of the global workforce was working from home. This necessitated different styles of working and different kinds of need came into the picture. That’s when we built the second generation of the Evolve products (Evolve2). We had both wired and wireless headsets, starting from Evolve2 30, Evolve2 40, Evolve2 50 in the wired category and Evolve2 65, Evolve2 75 and Evolve2 85 in the wireless category catering to different needs,” explains Peter.

During the same time, Jabra also developed the PanaCast range of video bars which was an all-in-one video bar with excellent microphone quality, and speakers as an easy-to-use meeting room solution.

FOSTERING STRONG PARTNERSHIPS

As Jabra started signing up and expanding its partner base, Jabra realized that it was very important to equip them with knowledge and tools for them to go and interact with the customers.

“When we say knowledge, it is not just about informing them about the products but taking them through the industry needs, industry pain points and about the evolving technology trends. So this knowledge transfer is a continuous process that we do with our partners. We also help our partners in generating leads, whether it is with their existing customer, or helping them get new potential customers,” says Peter.

Jabra also has something called account management, where it works with a set of premium partners. Jabra’s account managers would interact with them frequently and help them build account plans.

“Before any new product hits the market, we make sure that partners are a part of our product knowledge sessions. We also have this partner portal called YellowHub, where our premium partners are registered, and they get access to all the information. There are also online training courses available which partners can go through and get certified. So these are some of the things we have to equip and empower our partners,” explains Peter.

Jabra not only caters to the market requirement, but also caters to the partner aspirations. Among the strategies that Jabra has set, one key priority is channel expansion. “With both India and the South Asia market growing, adoption of high-end technology is also on the rise. More and more customers are going ahead with execution of large voice projects where they are equipping their end users or employees with headsets for seamless communication and a better audio experience. Along with audio devices, big meeting rooms are also being video enabled. So for a brand like us, the market is growing for both personal audio as well as audio video equipment,” concludes Peter.



Jabra GN

**team
yellow**

PanaCast 50 VBS

Reseller Incentive
Program



Drive Sales and Earn More with Jabra

Sell Jabra PanaCast 50 VBS and get rewarded!

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- 💵 Sales executive: Rs. 8,000; Organisation: Rs. 2,000
- 📅 Program ends on **30th June 2025**

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✉️ **kkumar@jabra.com**

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kaspersky

Guided by its mission to build a safer world, Kaspersky designing systems that are secure by design

STRATEGIC BRAND OUTLOOK

Kaspersky is positioning its brand for FY 2025-26 with a clear focus on deepening its footprint in India, a key growth market. With a proactive, trustworthy, and innovation-led tonality, Kaspersky has tripled its workforce in India, strengthening its capabilities in sales, pre-sales, and support. The company is heavily investing in local talent and R&D, integrating global threat intelligence teams that monitor over 900 APT groups daily. Kaspersky is also focused on building strategic partnerships with government, enterprises, and SMBs to deliver cutting-edge cybersecurity solutions.

ELEVATING THE BRAND NARRATIVE

Kaspersky's brand story is anchored in its mission to "build a safer world," evolving from a traditional antivirus provider to a global cybersecurity leader focused on Cyber Immunity—designing systems that are secure by design.

To communicate this effectively and strengthen brand power in today's hyper-competitive market, Kaspersky employs several strategies:

1) **Thought Leadership:** Through its Global Research and Analysis Team (GReAT), Kaspersky shares insights on advanced persistent threats (APTs) and emerging cyber risks, positioning itself at the forefront of cybersecurity research.

2) **Educational Initiatives:** Kaspersky offers security awareness training programs like the Automated Security Awareness Platform (ASAP) to educate users and organizations on cybersecurity best practices.

3) **Transparency Efforts:** The company has established Transparency Centers and launched the Global Transparency Initiative to allow stakeholders to review its code, software updates, and threat detection rules.

4) **Localized Engagement:** Recognizing the importance of regional markets, Kaspersky has expanded its operations in countries like India, tripling its workforce and enhancing research capabilities to address local cybersecurity needs.

VISION FOR INDIA'S TECH GROWTH

Kaspersky envisions a future IT landscape that is

shaped by the growing convergence of AI, cloud computing, and secure digital infrastructure. As digital ecosystems become more complex, the need for proactive, intelligence-driven cybersecurity will be critical. In this dynamic environment, Kaspersky is positioning itself as a key enabler of digital trust and resilience.

To capitalize on India's accelerating digital growth, Kaspersky has adopted a multi-layered strategy. Firstly, it has tripled its workforce in India, emphasizing local talent and capabilities in sales, support, and R&D. Secondly, through collaborations with Indian enterprises, government agencies, and educational institutions, Kaspersky is shaping a cyber-aware ecosystem.

Thirdly, Kaspersky is adapting its portfolio to India's regulatory landscape and sector-specific needs, ensuring scalable and compliant protection. Additionally, by running cybersecurity awareness campaigns and training programs, the brand is nurturing a culture of security across India's growing digital economy.

CONNECTING BRAND TO MARKET

"At Kaspersky, we ensure our brand's messaging resonates by focusing on key strategies," says Jaydeep Singh, General Manager for India, Kaspersky. "We tailor our messaging to address the specific cybersecurity challenges of different segments, from individuals to enterprises, informed by research and market trends, particularly in high-growth markets like India. Our messaging is adapted to regional needs, such as in India, where we align our offerings with local regulations and emerging threats, ensuring relevancy and trust."

Kaspersky ensures that its messaging remains clear and consistent across all platforms, reinforcing trust and reliability, so the audience knows what Kaspersky stands for.

"We also actively listen to our customers and refine our messaging based on their feedback, ensuring that we meet their evolving security needs," says Jaydeep. "These strategies help Kaspersky foster deeper connections and trust with our audience, ensuring our messaging is both relevant and impactful."

FUTURE-FOCUSED INNOVATION

Kaspersky is prioritizing R&D and product innovation to stay ahead of industry shifts by continuously adapting to the rapidly changing technological landscape. Kaspersky has significantly expanded its R&D teams,



JAYDEEP SINGH

General Manager for India, Kaspersky

Kaspersky is heavily investing in local talent and R&D, integrating global threat intelligence teams that monitor over 900 APT groups daily. By aligning its offerings with local needs and fostering cybersecurity awareness, Kaspersky aims to drive preference and sustainable growth in the region.

including in high-growth markets like India, to enhance product innovation and accelerate the development of tailored cybersecurity solutions.

The company invests heavily in developing AI-driven tools and threat intelligence platforms to predict and mitigate emerging threats, ensuring that its solutions remain at the forefront of cybersecurity.

Its commitment to building "secure-by-design" technologies means that its R&D teams are focused on integrating advanced security features in both consumer and enterprise products, addressing new vulnerabilities as they emerge.

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Run a SOC

Managed security

MDR



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Investigation

Incident Response



! Incident response retainer
! Incident response emergency

Build a SOC

Core technological stack

SIEM



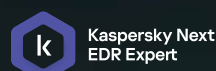
XDR



NDR



EDR



Frameworks and processes

Consulting Services



! SOC framework development
! Cyberthreat intelligence framework
! Incident response readiness

Improve your SOC

Threat intelligence

Data Feeds



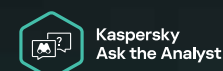
Threat Intelligence Platform



Threat Intelligence Portal



Threat Intelligence Insights



Skills and performance

Trainings



! Security operations and threat hunting
! Incident response
! Malware analysis
! Digital forensics

Consulting Services



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RUN AND REIMAGINE THE SYSTEMS THAT DRIVE MARKET LEADERSHIP



ANUJ VAID

Vice President, Strategic Business, Kyndryl India

STRATEGIC BRAND OUTLOOK

Kyndryl views technology infrastructure as not just a business requirement — but a strategic asset that protects, accelerates, and unlocks business value.

“In FY 2025–26, we are doubling down on AI-powered insights, automation, and advanced analytics to help enterprises run and reimagine their mission-critical systems,” says Anuj Vaid, Vice President, Strategic Business, Kyndryl India.

“Kyndryl Bridge, our open integration platform, is central to this transformation. It ingests and analyzes billions of operational data points to deliver real-time visibility, predictive insights, and continuous optimization — empowering our customers to scale innovation securely and confidently.”

ELEVATING THE BRAND NARRATIVE

Kyndryl's narrative is grounded in a single promise: We run and reimagine the mission-critical technology systems that drive advantage for the world's leading enterprises.

“In a world that never stands still, we help enterprises create uninterrupted momentum by modernizing and future-proofing their technology foundation,” explains Anuj. “Through omnichannel amplification—LinkedIn thought leadership, industry partnerships, customer storytelling, and targeted Account-Based Marketing—we ensure our message reaches the right decision-makers at the right time. This narrative is brought to life through Kyndryl Bridge, our AI-led platform, and our relentless focus on delivering measurable outcomes.”

VISION FOR INDIA'S TECH GROWTH

India's digital transformation is accelerating, and Kyndryl is enabling customers to stay ahead through proactive, insight-driven strategies.

“With Kyndryl Bridge, we are helping customers move from reactive support models to predictive performance—unlocking speed, scale, and system-wide intelligence,” says Anuj.

“We combine real-time telemetry with deep industry expertise to identify new growth levers—especially in sectors like BFSI, manufacturing, government, and telecom. Our strong partner ecosystem further strengthens our ability to co-create sector-specific innovation aligned to India's evolving technology landscape.”

CONNECTING BRAND TO MARKET

Kyndryl takes a highly contextual, insight-led approach to brand messaging.

Using first-party data, AI-powered content testing, and persona-based segmentation, the company adapts its storytelling to resonate with key stakeholders—CIOs, CTOs, COOs, and transformation leaders.

“

At Kyndryl, innovation is not an initiative—it's embedded in how it delivers value. Through Kyndryl Bridge, we are redefining enterprise IT with an always-on platform that integrates observability, automation, and AI to continuously improve operations.

Kyndryl invests in R&D with the purpose of co-innovating with clients, expanding cloud-native capabilities, and applying GenAI to solve complex infrastructure problems.

”

“Whether it's through dynamic creative formats, thought leadership, or ambassador-led advocacy, our messaging continuously evolves based on customer feedback and market shifts,” notes Anuj.

“This ensures our brand stays relevant, resonant, and reinforces Kyndryl as the trusted transformation partner.”


FUTURE-FOCUSED INNOVATION

“At Kyndryl, innovation is not an initiative—it's embedded in how we deliver value,” says Anuj.

Through Kyndryl Bridge, the company is redefining enterprise IT with an always-on platform that integrates observability, automation, and AI to continuously improve operations.

Kyndryl invests in R&D with purpose—co-innovating with clients, expanding cloud-native capabilities, and applying Generative AI to solve complex infrastructure challenges.

“Our Kyndryl Vital engagements use design thinking to turn customer challenges into future-forward solutions,” Anuj concludes. “Combined with our sustainability focus and strong ecosystem partnerships, we're shaping the next frontier of enterprise transformation.”

Two women with long dark hair and glasses stand side-by-side in a modern office setting. The woman on the left wears a light blue suit with a yellow tie and holds a black tablet. The woman on the right wears a yellow suit with a light blue tie and also holds a black tablet. They are both looking directly at the camera with slight smiles.

Be Gen AI ready without generating another you

You don't need another you to
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today while innovating for tomorrow.
Double your impact with Kyndryl.



kyndryl[®]

The Heart of Progress[™]



Lenovo bringing smarter, more impactful AI to everyone with its AI-ready technologies, infrastructure & tools

Lenovo

AMIT LUTHRA
MD – India, Lenovo ISG

STRATEGIC BRAND OUTLOOK

Lenovo is accelerating digital transformation in India through its Hybrid AI strategy – combining public, personal, and enterprise AI to deliver Smarter AI for All. From AI PCs to infrastructure and services, the company is embedding intelligence across its portfolio to simplify IT, drive outcomes, and unlock new possibilities.

“A significant milestone in this journey is our recent launch of the largest storage portfolio refresh in Lenovo’s history,” says Amit Luthra, MD – India, Lenovo ISG. “This includes 21 new ThinkSystem and ThinkAgile models optimized for AI workloads, virtualization, and sustainability. These solutions are designed to handle the exponential growth in data, ensuring faster inferencing, improved efficiency, and scalability for AI-driven enterprises.”

Amit further adds, “In India, we are focusing on expanding our AI PC offerings and AI-enabled infrastructure solutions, supporting local data processing, enhanced security, and generative AI workloads. These initiatives are backed by significant investment in R&D and deep collaboration with our 23,000+ channel partners globally – 15,000+ partners in India – to ensure AI solutions are outcome-driven and easy to scale.”

ENHANCING THE BRAND NARRATIVE

Lenovo’s brand story - “Smarter Technology for All” – is brought to life through its Hybrid AI vision, local R&D investment, and its channel-first go-to-market strategy.

“In India, we are amplifying this narrative through integrated campaigns across briefings, events, digital, media, partner platforms, and CSR initiatives. We use data-driven personalization to tailor engagement across online and offline touchpoints – from AI-powered customer support to targeted marketing on platforms like LinkedIn, YouTube, and partner networks. The recent storage portfolio refresh, emphasizing AI-optimized solutions, is a testament to our

Lenovo’s brand story -
“Smarter Technology for All”
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channel program - Lenovo
360 further reinforces the
brand through co-branded
partner content and shared
solution showcases.

commitment to delivering smarter technology that meets evolving customer needs,” points out Amit.

Lenovo’s global channel program - Lenovo 360 further reinforces the brand through co-branded partner content and shared solution showcases.

VISION FOR INDIA’S TECH GROWTH

India is a strategic hub for Lenovo’s AI expansion. Its roadmap includes -

- Hybrid AI solutions tailored for enterprises, SMBs, and the public sector
- AI PCs and AI-optimized infrastructure designed for GenAI workloads
- Investing in India-based R&D and manufacturing to drive innovation that supports both local and global needs
- Channel enablement to deliver AI-led business outcomes across industries

“Our storage portfolio addresses the critical need for efficient data processing in AI applications,

offering up to 3x faster performance and significant energy savings, enabling businesses to manage AI workloads more effectively. We are focused on real-world use cases – from education and healthcare to manufacturing – and ensuring our AI offerings are secure, scalable, and responsible,” says Amit.

BUILDING THE BRAND CONNECT

Lenovo is using AI to deliver personalized experiences across the customer journey - from smarter product recommendations to contextual support and marketing. In India, Lenovo has seen a strong response to AI-driven services like predictive maintenance and adaptive user interfaces on devices.

“Our messaging also aligns with what customers care about - data security, faster innovation, and practical ROI from AI investments. Tools like Lenovo’s Premier Support and TruScale as-a-Service solutions ensure customers receive consistent, intelligent engagement backed by personalized SLAs and analytics,” explains Amit.

FUTURE-FOCUSED INNOVATION

India plays a critical role in Lenovo’s global innovation engine. The company is investing in local R&D to advance edge AI, firmware, software, and generative AI infrastructure. Lenovo’s recent announcements in India – Including AI PCs and ThinkSystem infrastructure for GenAI – reflect this commitment. Globally, Lenovo has invested over \$2 billion in AI innovation. Lenovo’s Neptune liquid cooling technology leads data center innovation, backed by 12+ years of expertise, 40+ patents, and 100% heat removal efficiency.

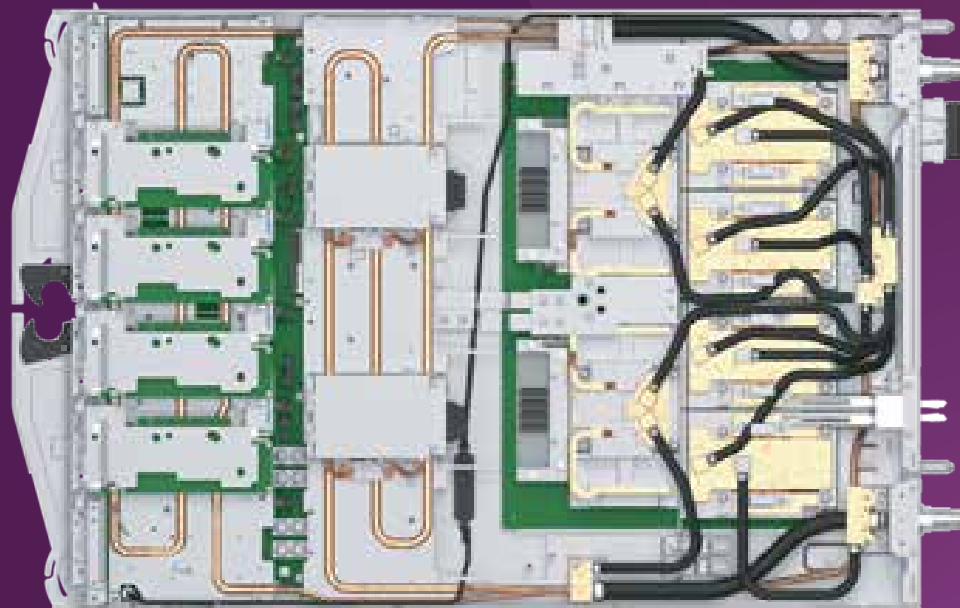
“Locally, we are empowering our ecosystem to build and deploy GenAI models with tools, accelerators, and training. Our Lenovo 360 program ensures partners stay ahead of the curve, with upskilling and incentives aligned to the growing demand for automation and AI-powered transformation,” states Amit. Lenovo will continue to invest in innovation across its AI-ready portfolio, infrastructure, and tools to ensure partners can deliver Smarter AI for All – with speed, scale, and impact.

Lenovo Neptune™ Liquid Cooling enables performance without compromise

Smarter
technology
for all

Lenovo

ThinkSystem
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micron



RAJESH GUPTA
Director, Country Manager
– India Sales, Micron
Technology

Pushing the boundaries of Technology to leverage the Power of AI

Micron's
journey has been marked
by key partnerships, strategic
acquisitions, and a commitment to data-driven
innovation, impacting industries like precision medicine,
smart vehicles, consumer/client,
Cloud/Datacenter/Enterprise and AI.

STRATEGIC BRAND OUTLOOK

Micron is a world leader in innovative memory solutions that transform how the world uses information to enrich life for all. The world is moving to a new economic model, where data is driving value creation in ways we had not imagined just a few years ago. Data is today's new business currency, and memory and storage are strategic differentiators which will redefine how we extract value from data to expand the global economy and transform our society.

As the leader in innovative memory solutions, Micron is helping the world make sense of data by delivering technology that is transforming how the world uses information to enrich life for all. Through our global brands — Micron and Crucial — we offer the industry's broadest portfolio. We are the only company manufacturing today's major memory and storage technologies: DRAM, NAND, and NOR technology.

Micron and Crucial brands are recognized for their quality and reliability. Micron develops products tailored to its various business segments, while Crucial focuses on retail consumers upgrading their devices for better performance or lower power consumption. Micron serves OEMs like HP, Dell, and Lenovo, providing SSDs and DRAM after extensive testing and customization.

"Micron is introducing advanced technology products in FY2025-26 to meet the demands of modern workloads," says Rajesh Gupta, Director of India Sales at Micron Technology. "Micron and Crucial brands will continue to deliver great enhancement in performance, technology, features, and aesthetics."

ELEVATING THE BRAND NARRATIVE

Micron Technology's brand narrative is a testament to innovation and growth. Established as a semiconductor design company in Boise, Idaho, in 1978, it has evolved into a global leader in memory and storage solutions. From its inception to constructing its first fabrication plant and unveiling the world's smallest 256K DRAM, Micron has continually advanced the frontiers of technology.

Micron highlights its resilience, expertise, and influence through its "Ahead of the Curve" ethos, commitment to technology, and global reach.

VISION FOR INDIA'S TECH GROWTH

The IT industry is set for growth with emerging technologies like AI, cloud computing, and cybersecurity. Micron envisions AI deeply impacting lives and focuses on transforming information use through AI, high-performance computing, and advanced storage solutions. India anticipates substantial IT sector growth due to digital transformation, AI adoption, and increased tech spending.

Micron recently announced reorganization based on market segments to leverage AI-driven growth from data centers to edge devices. This structure aims to gain significant market share globally, especially in economies like India.

FUTURE-FOCUSED INNOVATION

Micron invests significant resources in Research and Development (R&D) and innovation. This investment is essential for Micron to maintain its position in the memory and storage market.

"Micron's R&D initiatives concentrate on advanced DRAM and NAND technologies, increasing storage density, reducing latency, lowering power consumption, and enhancing performance. The company also utilizes AI and recent innovations to improve manufacturing processes and yields," states Rajesh.

Micron's newly launched monolithic 96GB/128GB RDIMMs offer 16% lower latency, the highest capacity, and 28% faster AI performance. They provide over 24% energy efficiency, resulting in the lowest TCO, thanks to a simple monolithic design compared to other 3DS options.

Micron is a leader in Gen 5 NVMe consumer SSDs with the launch of the high-performing T705. Micron maintains its edge in AI memory solutions by consistently delivering exceptional power and performance, as shown with the launch of HBM4.

micron
crucial

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Boost multitasking and
device performance



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A fusion of Innovation, Insight, and Storytelling positions NEC as a Shaper of the Future



ARVIND SAXENA
Chief Marketing Officer,
NEC Corporation India

“What truly sets NEC apart is our 360-degree integration across marketing, corporate communications, internal engagement, and digital strategy, ensuring every message stems from a unified brand story that is both consistent and contextual.”

PURPOSE-DRIVEN INNOVATION

NEC India’s marketing framework is built as a multidimensional engine—globally aligned, locally rooted, and impact-focused. Anchored in its distinctive three-tier brand architecture—NEC as a Global Technology Leader, a Problem Solver, and a Person—this structure empowers the brand to craft communications that are clear, credible, and purpose-driven across audiences, from governments and enterprises to internal teams and end users, the citizens.

“What truly sets us apart is our 360-degree integration across marketing, corporate communications, internal engagement, and digital strategy, ensuring every message stems from a unified brand story that is both consistent and contextual,” says Arvind Saxena, Chief Marketing Officer, NEC Corporation India. “Rooted in strong local thought leadership, we play a pivotal role in driving global initiatives—not only fostering innovation and communication frameworks at home but also exporting them to influence and shape strategies worldwide. By aligning our storytelling with business strategy, stakeholder sentiment, and national development goals, NEC India’s marketing framework delivers more than visibility—it fosters trust, transformation, and long-term value creation.”

ELEVATING THE BRAND NARRATIVE

NEC’s India positioning is centered on “Empowering Lives, Building Tomorrow”—a promise that blends global innovation with deep local relevance.

“We amplify this message through a multi-platform omnichannel strategy—spanning mainstream media, digital channels, trade publications, influencer engagement, and

new-age formats like podcasts and leadership video editorials. Flagship campaigns like #WeThinkEqual, NEC Makes It Happen, and Powering Billion Dreams bring this ethos to life—reaching audiences from policymakers to next-gen talent,” says Arvind. “Internally, we nurture employee advocacy to extend the vision with authenticity and credibility. Externally, a unified 360-degree framework ensures storytelling consistency across touchpoints, allowing us to build deeper engagement in a hyper-digital world.”

Besides, strategic communication is central to NEC’s identity as a technology provider. It embodies its commitment to being “present from sea to space—and everything in between”. This principle forms the foundation of NEC’s communication strategy and reinforces its position as a digital transformation leader with a presence in over 60 countries.

“Through media and analyst relations, as well as thought leadership, we use clear and compelling storytelling to highlight NEC’s role in building mission-critical infrastructure—whether it’s Integrated Command and Control Centres (ICCCs), AI-powered public safety, or Intelligent Traffic Management Systems (ITMS)—across the length and breadth of the nation. Internal storytelling—through success stories, innovation spotlights, and leadership perspectives—fosters a culture of shared purpose and transforms employees into active brand ambassadors,” explains Arvind. This integrated storytelling approach—from the ground up and the top down—positions NEC not just as a solution provider, but as a trusted social innovation partner for the world’s largest democracy.

FUTURE-FOCUSED INNOVATION

At NEC, innovation is both cultural and

structural. In a landscape shaped by generative AI, automation, and intelligent infrastructure, NEC is investing in R&D that combines global expertise with local insight to develop solutions that are scalable, cost effective, human-centric, and impact-led.

“Our Global Smart City Suite, built from India, exemplifies this mindset. Solutions like NEC Mi-Command (ICCC), NEC Mi-City (citizen portal), NEC Mi-Eye (intelligent video analytics), and NEC Mi-WareSync (warehouse automation) reflect our commitment to building smarter, safer, and more connected cities—not just in India, but globally,” explains Arvind.

“Simultaneously, our contributions to national-scale programs—from Aadhaar to biometric boarding at airports to subsea cable networks—highlight our ability to innovate across the spectrum - from foundational infrastructure to frontier technology. Through our GCC/GDC unit at NEC India, we are steadfastly committed to the vision of “In India - For India, from India - for the globe.” We empower global digital transformation by delivering cutting-edge solutions that leverage India’s technological expertise within the global NEC ecosystem,” continues Arvind.

What’s equally important is the role of marketing. As a strategic partner across the product lifecycle, marketing informs GTM strategies, shapes user insights, and enables purpose-driven brand positioning. This intersection of innovation, insight, and storytelling is what makes NEC not just future-ready, but future-shaping.



The Future's Smart.
Are You Ready?

Let's Make
**TOMORROW
SMARTER**



Building the foundation for a secure and inclusive internet

To enhance cybersecurity in the financial sector, the Reserve Bank of India has mandated that all banks migrate their net banking websites to the exclusive “.bank.in” domain. To operationalize this domain, the Institute for Development and Research in Banking Technology has been designated as the exclusive registrar by NIXI under the Ministry of Electronics and Information Technology (MeitY).



DR. DEVESH TYAGI
CEO, NIXI

A TWO DECADE LONG JOURNEY

For over two decades, NIXI has been working to enable safe, secure, efficient, sustainable and inclusive internet in the country. It initially began as an Internet exchange service provider, following which two more services were added - .IN Registry and IRINN (Indian Registry for Internet Names and Numbers). In the area of .IN domain, NIXI is supporting India's digital identity with over 4.25 million active domains, and is making steady progress towards achieving the figure of 50 lakhs .IN domains.

When it comes to the country code top-level domain (ccTLD), NIXI is among the top ten nations globally.

ROLE OF NIXI IN INDIA'S DIGITAL ECOSYSTEM

Across India, NIXI has set up 77 Internet Exchange Points (IXPs) enabling local data routing between ISPs. This reduces foreign bandwidth use, lowers latency, and boosts internet resilience with reliable infrastructure, even during disruptions. Under the guidance of the Ministry of Electronics and Information Technology (MeitY), NIXI is in the process of developing more exchange points to take care of the needs of the entire country.

NIXI is also offering domain names in 22 Indian languages to improve access for non-English users with the aim of achieving the vision of 'Internet for all'.

“As of June 2025, India has 974 million internet users. We believe that the next wave

of internet users in India will be non-English speakers,” says Dr. Devesh Tyagi, CEO, NIXI. “The initiative for having domains and websites in vernacular languages is aimed at curbing the digital divide by making the internet inclusive.”

IRINN is providing allocation and registration services of Internet Protocol addresses - IPv4 & IPv6 throughout the country. NIXI supports Tier 1 and 2 networks, local traffic management, and digital autonomy by handling IP registry operations. It promotes IPv6 adoption by providing near-free IPv6 allocations with IPv4 blocks.

KEY INITIATIVES TAKEN

NIXI has taken up several initiatives to facilitate an inclusive internet ecosystem in India. One of the key achievements of NIXI is India's leadership in IPv6 adoption.

“NIXI has also prioritized the .IN domain, aiming to reach a target of 5 million users,” explains Dr. Devesh Tyagi. “The .IN domain not only promotes India's national digital identity but also plays an important role in enabling secure digital governance, especially for government departments, public service portals, educational institutions and Indian businesses. Through the NIXI Academy, the organization delivers expert training and sensitization courses in areas such as IPv6 adoption, digital literacy and best cybersecurity practices.”

To enhance cybersecurity in the financial sector, the Reserve Bank of India has mandated that all banks migrate their net banking websites to the exclusive “.bank.in” domain. To operationalize

this domain, the Institute for Development and Research in Banking Technology has been designated as the exclusive registrar by NIXI under the Ministry of Electronics and Information Technology (MeitY). This move ensures regulated access, robust verification and improved security for all participating banks.

FUTURE ROADMAP

NIXI plans to expand its digital infrastructure to rural and semi-urban areas by setting up additional IXPs. It will continue to promote wider IPv6 adoption which will be supported by awareness initiatives and technical training via NIXI Academy. Efforts are also underway to increase the adoption of .IN and .भारत domains in regional languages to enhance digital inclusivity and support local internet access.

NIXI is also formulating an internet resilience policy to ensure uninterrupted access to critical digital services, even if global connectivity is disrupted.

Furthermore, SSL (Secure Sockets Layer) certificates in India are being given by foreign players as there are no Web Trust Certified Root CA in India. To bolster India's cybersecurity landscape and internet resilience, NIXI in close association with the office of the Controller of Certifying Authorities, MeitY is implementing advanced protective measures by establishing infrastructure for the Webtrust-compliant SSL Certifying Authority, for the issuance of SSL certificates for secure and trusted web communications.

Once this project is completed, India's SSL will be recognized globally.

INTERNET EXCHANGE



CONNECT AND GROW

INDIA'S LARGEST NETWORK OF INTERNET EXCHANGE POINTS!



.IN REGISTRY



MILLION DOMAINS AND GROWING



PROUDLY RANKED AMONG THE
TOP 10 ccTLDs GLOBALLY

COME AND GROW WITH .IN

IRINN

TAKE CONTROL OF YOUR NETWORK

GET YOUR OWN IP ADDRESS

IPv4 & IPv6 Addresses



KNOW MORE



NIXI - ENABLING INTERNET FOR INDIA



Why CMO-CIO Alignment Matters in the AI Era for the Future of Work

LISA SIM

Vice President, Marketing, Asia Pacific & Japan,
Palo Alto Networks

The way we work and lead has fundamentally changed...again, thanks to AI. As someone who has led through several waves of transformation, I've come to realize that what used to be considered 'future of work' is already the reality.

As the VP of marketing for Palo Alto Networks in Asia Pacific & Japan, I am a business partner first and a marketer second. I no longer think in terms of what IT owns versus what marketing owns. Now more than ever, I find that alignment with the CIO is essential.

REIMAGINING WORK WITH AI AND BROWSER-BASED ACCESS

When you consider around 85% of an employee's entire day is spent glued to their browser, work isn't a physical place anymore. Just as AI is becoming part of everyday workflows, browsers are becoming our weak spots.

Latest findings in an Omdia research report commissioned by Palo Alto Networks revealed that 95% of organizations experienced browser-based attacks, such as phishing and malware intrusions, in the past year.

Browsers are becoming more vulnerable as a primary attack vector highlighting the need for enhanced browser security measures. It's understandable when you consider the proliferation of AI in organisations across three areas:

1. Employees using tools like ChatGPT or Grammarly
2. Product and service innovation
3. Supply chain tools embedded in CRM and MarTech stacks

The CIO must take a global view to future-proof business operations, and the CMO is increasingly aligned with this approach. Today's tools such as chatbots, generative AI, CRM automation, interact directly with customers, making collaboration between marketing and IT essential. AI transformation has also elevated data security and access management as shared priorities. A data breach, misconfiguration, or system outage can derail months of marketing momentum. That's why secure browser environments are becoming critical: they offer speed, scalability, and a significant reduction in risk.

SPOTTING SHADOW AI BEFORE IT BECOMES A BRAND PROBLEM

'Shadow AI' has become the new 'Shadow IT', a term to describe the

unknown AI software tools that creep into business systems, usually through employees bolting on tools they believe they need without consulting their employer. For example, there's been a flurry of enthusiasm among employees in many workplaces to use AI writing assistants to help polish copy. It seems harmless, until you consider that content might be logged, analyzed, or even used to train third-party models. That's not just a compliance issue. It becomes a brand issue when a data breach is detected.

This is one of many examples of why I'm an advocate for developing AI enablement frameworks as a joint effort with IT. We maintain an approved list of tools, define usage policies, and continually educate our team. We also vet vendors more rigorously than ever. I want to know: What data are they collecting? Where is it going? Who else gets access?

ALIGNING MARKETING SPEED WITH IT GUARDRAILS

I used to think of system updates as IT's problem. But one software bug can crash an ecommerce experience. I've learned that marketing speed only works when it's matched with infrastructure resilience.

This is why I advocate for teams to meet regularly to review shared roadmaps. If we're planning a new campaign, we want to know what upgrades or migrations might overlap. The ability to act fast under pressure extends beyond tools and is critically dependent upon trust.

C-suite leaders need to step outside their organization charts to build this kind of trust. It comes from working through the risk scenarios together, before they happen.

HOW CMOS AND CIOs LEAD BETTER WHEN THEY LEAD TOGETHER

Everything we do—from growth strategy to contractor onboarding to AI tool adoption—touches customer experience. That means every decision we make must balance opportunity with responsibility.

I have learned that my best work happens when I maintain the mindset of leading in tandem with my CIO. It doesn't have to be an official reporting line, but by thinking and working together, we can solve for speed, access, and risk in a single conversation.

Finally, the modern CMO, to my mind, has a healthy regard for their CIO counterpart around being an agent for change, an innovation partner, and a business partner.

Here's what I tell my peers - you can either spend an hour with your CIO shaping policy, or you can spend six weeks cleaning up a preventable mess. I know which I prefer.

It's time to fight AI with AI.

Predict cyberthreats and stop them in real time
with Precision AI[®] by Palo Alto Networks.

See what's possible.





Adversarial Exposure Validation: Bridging the gap between Assessment and Action in CTEM

Picus Security is the worldwide pioneer of Breach & Attack Simulation technology. With over a decade's experience in helping more than 500 customers globally on their security posture management journey, Picus is leading the charter of security validation into its emerging realms.

THE CONCEPT OF CTEM

The offensive security validation space is enriched with multiple technologies - BAS, CART, ASM, so forth. Continuous Threat Exposure Management or CTEM is a framework which helps to align data, people, and processes to drive safer, more efficient organizational outcomes.

"The CTEM framework offers a five-step approach made up of Scoping, Discovery, Prioritization, Validation, and Mobilization in order to connect Exposure Assessment with Exposure Validation," says Harmeet Kalra, Regional Sales Director, India & SAARC, Picus Security. "Exposure Assessment is the process of gathering and correlating one's vulnerability, attack surface, and threat data into one place. Exposure Validation offers the ability to validate whether an exposure is exploitable. Thus, Exposure Validation enriches Exposure Assessment with insights derived from the attackers' perspective. This context includes the ability to understand the ease with which vulnerabilities can be exploited, the available attack paths to critical assets, and the effectiveness of existing security controls."

Gartner predicts that by 2026, organizations that prioritize their security investments based on a CTEM program will be three times less likely to suffer a breach.

CRITICAL SECURITY ISSUES CTEM TARGETS

"This is where we are today - 16,000+ CVEs, growing 30% year-over-year; 61% marked high or critical. And yet, we know most of them aren't even exploitable in real-world environments. We don't have a quantity problem, we have over-prioritization problem which leads to real pains like Resource Misallocation as time and effort are spent on patching low-risk or irrelevant vulnerabilities, while truly dangerous ones may be missed; Remediation Inefficiency as patching efforts become reactive and scattershot, often disrupting operations with minimal risk reduction; Security/IT Team Burnout as constant fire-fighting, false alarms, and unrealistic patching expectations wear down teams; Inaccurate Risk Assessments as reports may suggest high risk where none exists and miss actual risk areas, misleading stakeholders; and Credibility Loss if security teams consistently cry wolf or fail to show measurable improvements, trust erodes among business leaders," explains Harmeet.



HARMEET KALRA

Regional Sales Director, India & SAARC, Picus Security

With its unique Adversarial Exposure Validation approach, Picus offers an evidence-centric exposure score, which truly reflects the attacker's perspective based on validated security control effectiveness and real-world exploitability rather than theoretical ones. With its proven capabilities in specific and actionable recommendations to strengthen security controls, Picus improves security effectiveness by mitigating exposures quickly and easily.

SELECTING AN IDEAL EXPOSURE VALIDATION TOOL

"At the foremost, determine the types and recency of threats a tool can simulate and its coverage against the MITRE ATT&CK framework. Ask the vendor's SLA for emerging threat support and releases. Next, check for exposure assessment support, as some exposure validation tools integrate with ASM & VM solutions, while others offer their own native capabilities, which can streamline your workflow even further.

It is vital to understand the extent to which a tool can integrate and validate your choice of security controls, plus ingest attack surface, vulnerability, and cyber threat intelligence data. Since offensive security is seen as a red-skills area, an often-missed aspect in tool evaluation is mitigation ability and support - the tool should not only be capable of identifying and prioritizing exposures, it should also supply one-click fixes to help you mitigate them quickly. Lastly, ease of operations is key to realize a swift time to value equation, look for an exposure validation tool that can be set up and configured in hours, not days. Identify a tool that can perform validation testing in your environment without disrupting," says Harmeet.

SEE THE PICUS DIFFERENCE

Consistently correlate, prioritize and validate exposures across siloed findings and allow your team to focus on high-impact fixes. Quickly mitigate exposures across environments with one-click vendor-specific mitigations.



Integrations with 50+ technologies





Postgres Professional: Global PostgreSQL Leader with 30+ Years of Expertise

Comprehensive support and services

- 24/7 technical support from expert Postgres Professional developers
- assistance in migration from other DBMSs
- DBMS performance optimization
- technical audit and custom development
- technical support portal with knowledge base

Postgres Professional is a leading global contributor to PostgreSQL, backed by 30+ years of hands-on experience in DBMS development. It delivers exceptional technical support and tackle the most complex PostgreSQL challenges.

Postgres Professional stands among the world's top contributors to PostgreSQL, backed by three decades of hands-on DBMS expertise. It provides exceptional technical support and solves the most complex PostgreSQL challenges.

“With deep knowledge and expertise, we have built Postgres Pro—a high-performance, enterprise-grade database management system with multiple features tailored for large enterprises,” says Andrey Fleyta, Deputy CEO and Co-founder, Postgres Professional. “Today, over 3,000 companies worldwide trust Postgres Pro to power their critical information systems.”

Key Highlights

- 3,000+ enterprise clients globally
- 15+ products for high-load systems
- 30 years of PostgreSQL core development experience
- No. 1 among non-American PostgreSQL contributors (EDB ranking)
- 100+ patches contributed to PostgreSQL annually

POWERING BUSINESSES WITH CUTTING-EDGE DATABASE MANAGEMENT SOLUTIONS

Founded by PostgreSQL Major Contributors Oleg Bartunov and Teodor Sigaev, along with partners Ivan Panchenko and Andrey Fleyta, the Postgres Professional team includes the authors of PostgreSQL's groundbreaking

technologies -

- GiST, GIN, and SP-GiST access methods
- Full-text search and KNN indexing
- NoSQL features (HStore, JSONB)
- Extensions for fuzzy search, tree structures, and arrays

As a top 3 global force shaping PostgreSQL's future, the company drives community-led innovation through conferences, free educational resources, and open collaboration.

ENTERPRISE-GRADE SOLUTIONS FOR LARGE BUSINESSES

The company's products provide end-to-end database management solutions tailored for enterprise businesses: OLTP and OLAP DBMS, database machines, Postgres Pro Enterprise Manager graphical platform, DBaaS, tools for simplified migration and many more.

- **Postgres Pro Enterprise** — Its flagship DBMS with over 100 innovative features for large corporations, industrial enterprises, and government institutions with complex IT infrastructures and extensive data volumes. Leading companies in the oil & gas, financial, and public sectors are already leveraging Postgres Pro Enterprise for their critical operations. The DBMS ensures maximum reliability and is built to tackle complex industrial challenges.
- **Postgres Pro Standard** — Featuring 40+ key innovations, the system supports table partitioning, enhanced full-text search, covering indexes, pg_probackup, pgpro_pwr extension, the PPEM GUI platform,



ANDREY FLEYTA

Deputy CEO and Co-founder,
Postgres Professional

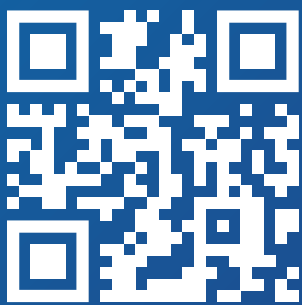
and other advanced capabilities.

- **Postgres Pro Shardman** is intended to enable horizontal scaling of online transaction processing (OLTP) databases while preserving the strong ACID semantics. Shardman provides strong ACID guarantees, compatibility with Postgres Pro Enterprise, several clusters support, transparent horizontal scaling without a need in adopting NoSQL DBMS, built-in support of replication with no single point of failure, with any node being able to become coordinator that requires no system shut down and prevents any data loss; capacity of up to 100 cluster nodes.
- **Postgres Pro Machine** is a performative data base machine for highload systems. The deep optimization of the Postgres Pro Enterprise core for the hardware platform has achieved the highest performance and synchronous replication with minimal delays.
- **Key Postgres Pro Machine** advantages include Integrated hardware and software, high-throughput low-latency interconnect, special synchronization of the nodes, redeveloped nodes communication and replication and RDMA.
- **PPEM** is a powerful graphical platform designed to simplify the management of Postgres Pro databases. It helps database administrators efficiently handle routine tasks, monitor system health, diagnose issues, and optimize database performance.



Reliable DBMS for extremely high-workload requirements

Learn more
on the website:

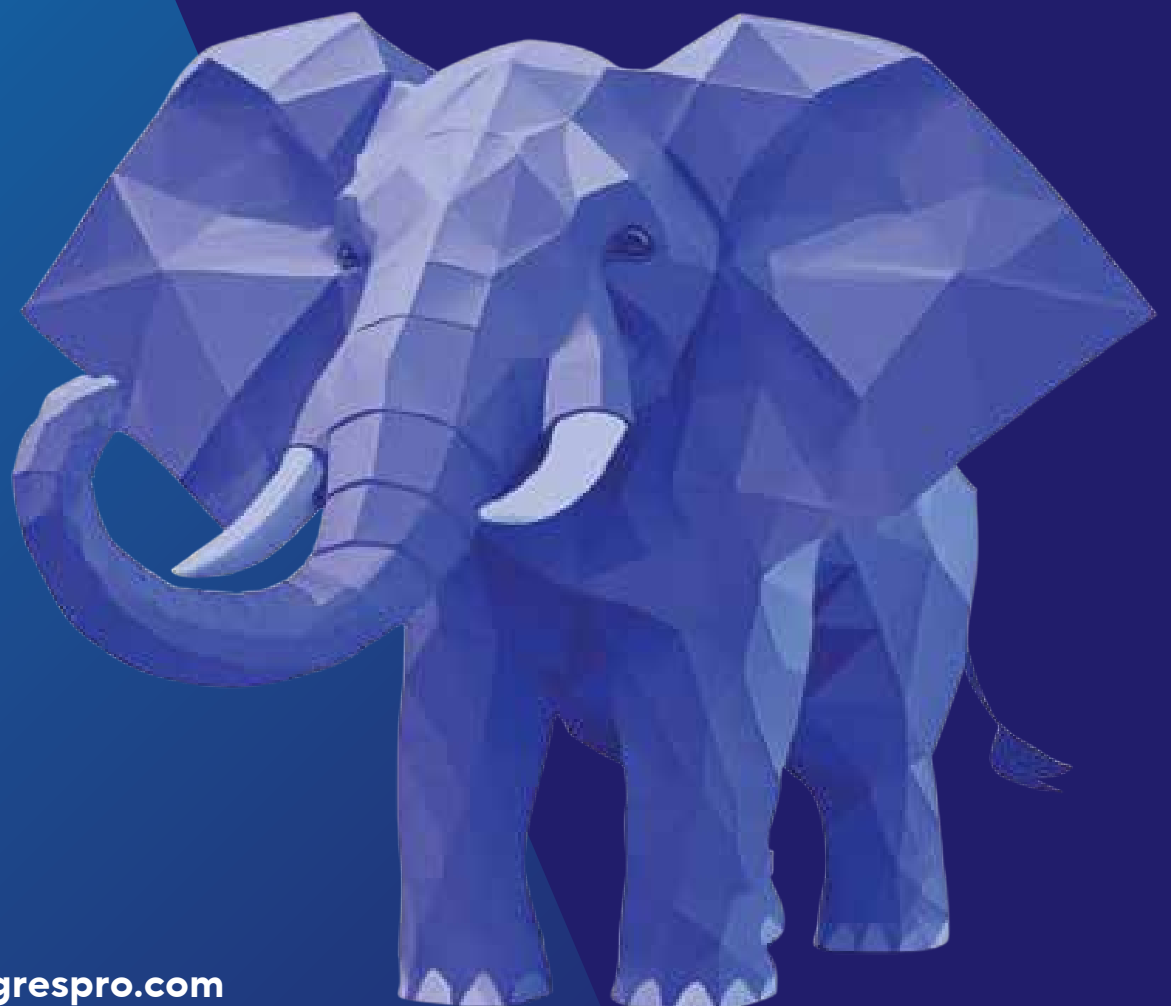


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PRAMA leads as a Premier Indian CCTV Brand in the Security Market

STRATEGIC BRAND OUTLOOK

PRAMA India is positioning its brand to drive preference and growth through several strategies and key initiatives. It aims to give businesses peace of mind, knowing their security systems are reliable and protected in every way.

- **Indigenous Manufacturing:** PRAMA India emphasizes its commitment to “Made in India” and “Atmanirbhar Bharat” (self-reliant India) initiatives, showcasing its manufacturing capabilities and promoting local economic growth.
- **Brand Stores and Experience Centers:** The company has opened flagship brand stores in cities like Mumbai, Navi Mumbai, Aurangabad, Kochi and Cuttack, providing customers with hands-on experience of its security products and solutions.
- **Customized Solutions:** The company offers tailored solutions for various industries, including intelligent retail, tourism, banking, education, healthcare, and transportation.
- **Innovation and R&D:** PRAMA India invests in research and development, focusing on AI-powered video surveillance, IoT, and other emerging technologies.

PRAMA is banking on following growth drivers -

- **Partner Network:** PRAMA India aims to strengthen its presence across Tier-I, Tier-II, and Tier-III cities through partnerships with system integrators, distributors, and dealers.
- **Training and Skill Development:** The company conducts training programs for its ecosystem partners, system integrators, and end-users to enhance knowledge sharing and technology updates.
- **Quality and Innovation:** PRAMA India prioritizes quality and innovation, ensuring its products and solutions meet Indian environmental and standards framework requirements.

By emphasizing indigenous manufacturing, innovative solutions, and customer-centric approaches, PRAMA India is well-positioned to drive growth and preference in the Indian security industry.

ENHANCING THE BRAND NARRATIVE

PRAMA's brand story revolves around empowering security and surveillance through innovative, indigenous solutions. PRAMA's brand story is evolving with times and trends with new milestones and technological marvels. It emphasizes its commitment to “Made in India” and self-reliance. To ensure PRAMA brand's messaging and positioning resonate with its target audience, the brand follows several strategies through various platforms.

PRAMA conducts thorough market research to gain insights into its target audience's needs, preferences, and pain points. Prama clearly articulates its brand's unique benefits and value proposition that sets it apart from competitors. It goes hyperlocal and uses local language and terminology that resonates with its target audience and speaks to their interests and concerns.

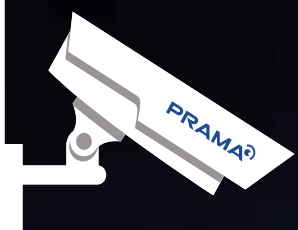


FUTURE-FOCUSED INNOVATION

PRAMA India is prioritizing R&D and product innovation through strategic partnerships and technology transfers. Key initiatives include -

- **Indigenous Manufacturing:** PRAMA India is committed to indigenous manufacturing, with a state-of-the-art facility near Mumbai that produces high-quality video security products. This focus on indigenous manufacturing supports the “Atmanirbhar Bharat” initiative.
- **Innovative Vertical Solutions:** PRAMA India is developing innovative solutions for various verticals, including PRAMA India has introduced indigenously manufactured video security products, including - Ai Sense Series Cameras, Ranginview Series, ATMS Series Cameras, DVRs, NVRs, Body worn Cameras, Mobile Enforcement solution, Network Switches & Cables, Video Management Software and various other products and key components. By prioritizing R&D and product innovation, PRAMA INDIA aims to stay ahead of industry shifts and deliver cutting-edge solutions to its customers.





PRAMA[®]
MADE FOR INDIA - MADE BY INDIA - MADE IN INDIA

WORLD-CLASS **SURVEILLANCE** UNBREAKABLE PROTECTION

PRAMA CCTV CAMERA FOR UNMATCHED SECURITY

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भारत में बना, भारत का अपना सर्वेलेंस ब्रांड

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Weaving a story that centers on delivering Simple, Intelligent and Scalable Data Storage

JITHESH CHEMBIL

Head – Channels, Pure Storage India

STRATEGIC BRAND OUTLOOK

At Pure Storage, innovation is part of its DNA. For FY 2025-26, Pure Storage is doubling down on AI and data analytics to fuel digital transformation across the board.

“Take our Pure1 Assets dashboard, for example,” cites Jithesh Chembil, Head – Channels, Pure Storage India. “It gives partners real-time insights into their environments, helping them stay a step ahead with smarter asset management and seamless service delivery. We are also seeing strong traction with our subscription-based storage model, which gives customers the flexibility and efficiency they need in today’s fast-paced world. By combining AI-driven intelligence with a customer-first approach, we are helping our partners grow strategically and deliver even more value.”

ENHANCING THE BRAND NARRATIVE

Pure Storage’s story is all about making data storage simple, smart, and scalable. It carries that message across every touchpoint - be it digital campaigns, training programs, or its Partner Portal.

“It is all about consistency and clarity. We work closely with partners to ensure they have the right tools and resources to tell that story effectively in their own markets. Whether it’s through personalized content, targeted messaging, or on-demand support, we are making sure our brand voice is loud, clear, and aligned with what our customers care about most,” says Jithesh.

VISION FOR INDIA’S TECH GROWTH

India’s IT scene is buzzing with potential, and Pure Storage as an IT pioneer that delivers the world’s most advanced data storage platform and services, is keeping pace through predictive strategies backed by AI.

Pure Storage’s Partner Intelligence Tools offer a full view of the customer journey - from current business to future pipeline - and provide actionable insights like when to upgrade, upsell, or renew. “It is like having a built-in growth advisor. These insights help partners make smarter decisions and move faster in a dynamic market. It’s all about being proactive, not reactive,” explains Jithesh.

BUILDING THE BRAND CONNECT

Consumers expect brands to speak their language - and Pure Storage takes that very seriously. By using AI to analyze behavior and preferences, the company tailors its messages to suit different segments and personas.

“It’s not just about delivering content; it’s about making sure it lands in the right way. Our adaptive marketing lets us pivot quickly when consumer needs change, keeping our communications relevant and engaging. It’s a win-win for us and our customers,” believes Jithesh.

FUTURE-FOCUSED INNOVATION

Going forward, Pure Storage sees generative AI and automation as huge opportunities, and the company is actively investing in R&D to stay ahead.

“A great example is FlashBlade//EXA - it’s built for AI and high-performance computing, and it’s just the beginning. We are also collaborating with tech leaders to push boundaries and co-create future-ready solutions. Innovation at Pure Storage isn’t just about solving today’s problems - it’s about anticipating what’s next and making sure our customers and partners are ready for it,” concludes Jithesh.

“

Pure Storage’s story is all about making data storage simple, smart, and scalable. It carries that message across every touchpoint - be it digital campaigns, training programs, or its Partner Portal.

”



Unleashing the Power of Data:

The Future of Storage

**Storage Designed to Solve
Storage Problems**





Guiding Enterprises strategically to build Cyber Resilience and Business Agility

DEBASHISH JYOTIPRAKASH

Managing Director, India and ASEAN, Qualys

In today's fast-moving and complex threat landscape, Qualys plays a crucial role in strengthening an enterprise's cybersecurity posture. Unlike monolithic, one-size-fits-all solutions, Qualys platforms are built around deep specialization.

"One of the biggest advantages is the depth of visibility and control we provide. Security teams get real-time insights, advanced analytics, and context-rich threat intelligence that enables faster, more accurate detection and response," says Debashish Jyotiprakash, Managing Director, India and ASEAN, Qualys. "In essence, Qualys enables enterprises to create a resilient, scalable, and forward-looking security architecture, something that's absolutely vital in today's environment."

QUALYS' UNIFIED PLATFORM VS TRADITIONAL CYBERSECURITY SOLUTIONS

A unified platform approach marks a significant shift from traditional cybersecurity models, which often rely on a patchwork of point solutions from different vendors. One of the primary differentiators is consolidation, which enables centralized visibility across the entire environment, which is critical for reducing blind spots and accelerating response times.

"In contrast, traditional solutions often operate in silos, requiring manual correlation across tools, which can delay detection and create inefficiencies," explains Debashish. "Another key advantage is data consistency. In a unified platform, all tools operate on the same underlying data model, reducing duplication and improving the accuracy of insights. Traditional environments often struggle with data fragmentation and integration challenges."

"Lastly, the total cost of ownership is often lower with a unified approach, not just in terms of licensing, but also in reduced training, maintenance, and operational burden. All of this makes the unified platform approach particularly compelling for organizations looking to scale their cybersecurity posture in a more efficient, cohesive manner," he explains further.

TRUSTED INNOVATION PARTNER

India is witnessing a rapid acceleration in cloud adoption and digital transformation across sectors, from banking/FinTech and healthcare to manufacturing and startups. In this context, Qualys plays a pivotal role in enabling secure innovation. It starts with embedding security early in the transformation journey, whether that's through DevSecOps practices, cloud-native security controls, Securing AI, or real-time visibility across hybrid environments.

Qualys brings in deep threat intelligence, automation, and a scalable platform that not only protect digital assets but also accelerate innovation

by removing friction. Crucially, Qualys doesn't just offer tools, but it provides strategic guidance, help build cyber resilience, and support business agility.

"In a high-growth market like India, this kind of enablement empowers organizations to confidently adopt AI, IoT, and cloud-native architectures, driving innovation with security as a built-in advantage, not an afterthought," cites Debashish.

SUPPORTING COMPLIANCE GOALS FOR BUSINESSES

Qualys acts as both a technology enabler and a strategic partner when it comes to regulatory compliance in India. It helps by offering platforms that continuously monitor systems, generate audit-ready reports, and provide real-time insights into potential policy violations or breaches.

Qualys also helps organizations build privacy-by-design frameworks, secure sensitive data across cloud and on-prem environments, and audit role-based access controls, key components of complying with India's data protection laws.

"Ultimately, Qualys doesn't just help you tick the compliance box, we embed security into your operations, reduce audit fatigue, and ensure that compliance becomes a sustainable, continuous process rather than a reactive effort," says Debashish.

STRATEGIC FOCUS FOR THE INDIA MARKET

The Indian market presents tremendous opportunities. As digital adoption deepens, from cloud-first enterprises to smart cities and critical infrastructure, the strategic focus for Qualys is to go beyond just product sales. "Collaborating with Indian system integrators, MSSPs, and cloud providers will help deliver localized solutions at scale and ensure faster deployment and support. Second, our pride investment in a large R&D site in Pune, regional threat intelligence hubs, or innovation labs and participation with academia, signals commitment to the market and helps in adapting solutions to India-specific needs like CERT-In directives or data sovereignty," explains Debashish.

Expansion is also important, and so Qualys has now gone beyond metro cities and investing in Tier 2 and Tier 3 ecosystems, where digital transformation is now picking up pace, especially in sectors like fintech, manufacturing, smart government and education. "Lastly, cybersecurity education and community building, through skill development, threat research sharing, and university collaborations is our differentiator too. Qualys is focused on enabling India's digital trust agenda, rather than just selling products, and we will lead the market in the years to come," concludes Debashish.



Qualys Enterprise TruRisk™ Management (ETM)

World's First Risk Operations Center in the Cloud

In today's complex digital environment, risks emerge from everywhere - code, applications, cloud, endpoints, user identities & more, expanding the attack surface. Multiple siloed, asset-specific tools further complicate security efforts, as they lack business context and prioritization. CISOs face the challenge of fragmented security solutions, which hampers risk remediation and elimination, leaving enterprises vulnerable to cyber threats, operational disruptions, and financial losses.

With an expanding attack surface, surge in vulnerabilities - over 31,000 new disclosures globally in 2023 alone - and faster exploitation of these vulnerabilities, traditional methods fall short. A **Risk Operations Center (ROC)** is essential for unifying risk management across multiple tools, enabling CISOs to monitor and respond to evolving threats in real-time, and ensuring that cybersecurity strategies align with business priorities.

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Qualys Enterprise TruRisk Management (ETM)



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Red Hat's brand messaging is a blend of AI insights with human intuition

ARPITA SENGUPTA

Director and Head of Marketing & Communications, Red Hat

AI REDEFINING BRANDING & MARKETING STRATEGY

AI is fundamentally redefining how brands engage with their audiences by enabling scale, precision, and personalization like never before.

“At Red Hat, we see AI as a powerful ally that helps marketers decode consumer behavior, spot patterns across massive data sets, and respond in real time with relevant messaging,” says Arpita Sengupta, Director and Head of Marketing & Communications at Red Hat. “AI empowers us to understand micro-trends across regions, identify which content resonates where, and deploy highly personalized experiences at scale. For example, using AI-powered data models, we can tailor our communications strategy to different verticals and regions, ensuring that our storytelling reflects both the technical depth and local relevance expected by our stakeholders.”

In the B2B space, especially in the enterprise IT sector, AI allows marketing to move from being a support function to a growth driver—proactively identifying what Red Hat's audiences care about, aligning with their

business goals, and demonstrating how open source solutions like Red Hat's drive real-world impact.

Some of the most compelling campaigns today blend AI's capabilities with human ingenuity. Red Hat's own approach to content localization provides a great example. “We have implemented an internal generative AI workflow to speed up translation processes. This frees our creative teams to focus on value-added storytelling and cultural customization—areas where AI still falls short.

The message is clear: when humans guide AI with purpose, the result is marketing that's more inclusive, scalable, and impactful.”

CONSTRAINTS TO AI USAGE IN MARKETING

AI lacks intuition, empathy, and moral reasoning. It cannot understand tone, interpret satire, or navigate the emotional undercurrents that often define powerful brand storytelling. Especially in a market like India—where humor, context, and symbolism can vary dramatically from one region to another—relying on AI alone can lead to messaging that feels tone-deaf or generic.

“At Red Hat, we have seen that even the best AI models need thoughtful human review to ensure that content is inclusive, accurate, and aligned with our brand's values. It's not just about data—it's about delivering meaning, and only humans can truly do that,” says Arpita.

At the same time, AI can deliver insights, optimize workflows, and automate content delivery—but it cannot replicate the depth of human creativity, empathy, or cultural understanding. Red Hat firmly believes that creativity and intuition remain the backbone of impactful marketing.

“AI might tell us what's trending, but only a human can tell a story that builds trust and emotional resonance. In a culturally complex market like India, this becomes even more

critical. Our audiences don't just want content—they want context. That's where human marketers step in: interpreting data in ways that are empathetic, inclusive, and imaginative,” points out Arpita. “We encourage our teams to see AI as a partner in the creative process—supporting ideation, but never replacing the human spark that drives brand differentiation.”

A COLLABORATIVE, INNOVATIVE APPROACH TO AI

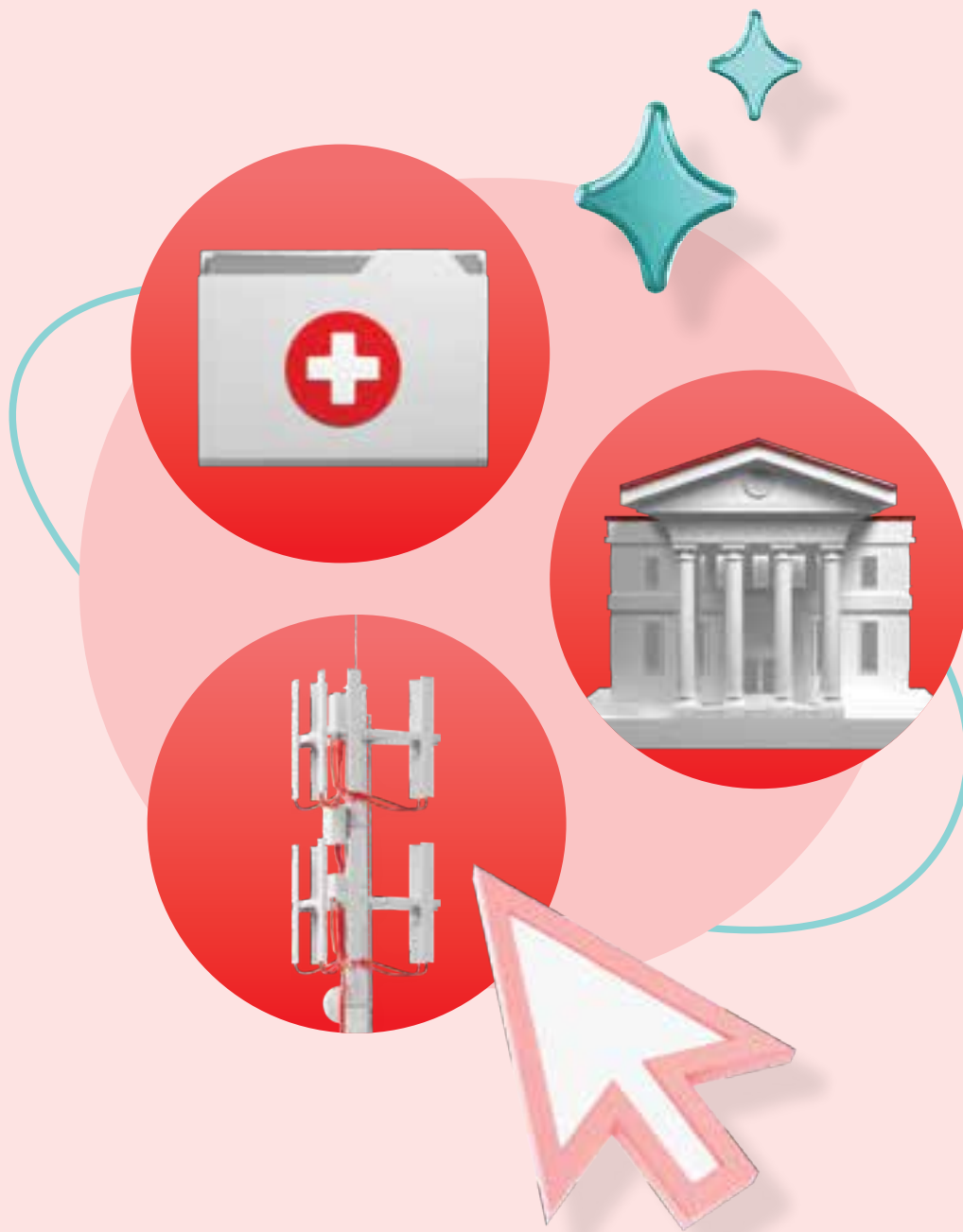
Red Hat's open source culture is not just a technology model—it's a way of thinking that permeates every part of the organization, including marketing. Its belief in transparency, collaboration, and community drives how Red Hat approaches AI.

“We don't see AI as a proprietary black box—we view it as a tool to be explored, questioned, and improved upon collectively,” says Arpita. “For example, our in-house generative AI workflows reflect this ethos. We use AI not just to automate, but to augment—freeing up our teams to focus on creativity, strategic planning, and deeper engagement. And because our systems are grounded in open hybrid cloud architectures, we ensure that the data powering our insights is secure, ethical, and scalable.”

Red Hat is deeply committed to leveraging AI and data-driven insights to better understand market dynamics in India. Its open source culture empowers the brand to collaborate widely, sharing knowledge and best practices to drive innovation.

“We are using AI-driven predictive analytics to anticipate shifts in technology adoption, helping us align our go-to-market strategies with where our customers and partners are headed. This includes everything from analyzing trends in hybrid cloud adoption to understanding regional variations in IT infrastructure needs. By combining these insights with human expertise, we're better able to serve India's diverse and rapidly evolving IT landscape,” explains Arpita.

“Red Hat's approach to brand messaging is centered on balancing AI-driven insights with human understanding. We leverage AI to analyze vast data sets and personalize content delivery, ensuring our messaging is relevant to different audiences in India's dynamic market. We never lose sight of the human element.”



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Rubrik's approach to AI focuses on securing data and making it more resilient

ABHILASH PURUSHOTHAMAN

General Manager and Vice President Asia, Rubrik

ENHANCING THE BRAND NARRATIVE

Rubrik's story is built on a simple idea – customer's data should be safe, no matter what. Everything Rubrik does reflects that belief.

"We are not in the business of making security feel overwhelming. We make it manageable, reliable, and ready when it counts," says Abhilash Purushothaman, General Manager and Vice President Asia, Rubrik. "That message comes through in our conversations with customers, in the way we build partnerships, and in how we show up across digital and in-person platforms. Our marketing doesn't chase virality. It aligns with our brand promise: Zero Trust Data Security, built for real-world complexity. Our thought leadership, customer proof points, and partner alliances such as the one with Microsoft are grounded in this narrative. It's a long game and we're clear on who we are."

STRATEGIC BRAND OUTLOOK

"At Rubrik, we are not chasing trends. We are solving urgent problems. Our use of AI is centered around protecting data, not overcomplicating it. Cyber threats are getting smarter, so our platform has to stay a step ahead. We have integrated AI into core functions like ransomware detection, threat monitoring, and impact analysis, not to dazzle but to respond faster and recover smarter," cites Abhilash.

For FY 2025-26, Rubrik's focus is on strengthening Rubrik Security Cloud to make security less reactive and more resilient. It is investing in machine learning not as a feature but as an intelligence layer that quietly powers threat response, anomaly detection, and cyber recovery across hybrid, cloud, and SaaS environments.

"It's a practical approach that earns trust and drives growth, especially as enterprises prioritize secure digital transformation," observes Abhilash.

VISION FOR INDIA'S TECH GROWTH

India is going through a major digital shift, and Rubrik sees this as a chance to bring real value. Its teams are focused on helping Indian businesses build stronger, more secure systems that can grow with them.

"We look closely at how customers use our platform, what threats they are facing, and where their environments are headed. We are expanding our footprint in India with

"A security leader needs a different conversation than a system administrator, and we respect that. We use insights from product usage and customer feedback to adapt our campaigns. If a customer is scaling their Microsoft 365 environment, we don't send them a whitepaper about VMware. We show them how Rubrik integrates with their stack and protects what matters. It's less about personalization in the marketing-speak sense and more about being useful to the right person at the right time."

stronger channel partnerships and cloud-native integrations that cater to the hybrid environments typical in Indian enterprises. We also analyze telemetry data across deployments to detect usage patterns and optimize configurations. What really sets us apart is how we apply those insights, not just to sell more but to improve recovery time, minimize breach impact, and tailor onboarding for Indian IT teams," explains Abhilash.

BUILDING THE BRAND CONNECT

Rubrik keeps things simple and relevant. For Rubrik, personalization means giving people the right message at the right time, based on what they actually care about.

"A security leader needs a different conversation than a system administrator, and we respect that," explains Abhilash. "We use insights from product usage and customer feedback to adapt our campaigns. If a customer is scaling their Microsoft 365 environment, we don't send them a whitepaper about VMware. We show them how Rubrik integrates with their stack and protects what matters. It's less about personalization in the marketing-speak sense and more about being useful to the right person at the right time."

FUTURE-FOCUSED INNOVATION

Rubrik does not see innovation as a buzzword, but it is about staying practical and always being one step ahead of the threats that customers face. Rubrik's R&D teams are focused on building solutions that are simple to use but powerful under pressure.

"Whether it's early threat detection, smart recovery, or automation that reduces manual work, we are always asking how we can make life easier and safer for our users. Tools like our AI assistant Ruby are just one example of how we bring that thinking to life. We build for real needs, not for headlines, and that's what keeps us ahead of the curve," sums up Abhilash.



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Rubrik is a cybersecurity company, and our mission is to secure the world's data. We pioneered Zero Trust Data Security™ to help organizations achieve business resilience against cyberattacks, malicious insiders, and operational disruptions. Rubrik Security Cloud, powered by machine learning, delivers data protection and cyber resilience in a single platform across enterprise, cloud, and SaaS applications. Our platform automates policy management of data and enforcement of data security through the entire data lifecycle. We help organizations uphold data integrity, deliver data availability, continuously monitor data risks and threats, and restore businesses with their data when infrastructure is attacked. Rubrik is a registered trademark of Rubrik, Inc. All company names, product names, and other such names in this document are registered trademarks or trademarks of the relevant company.



securonix

Continuous Innovation keeps Securonix at the forefront of the Cybersecurity Industry



STRATEGIC BRAND OUTLOOK

Securonix prioritizes innovation that begins with understanding its customers' needs. Where real-time insights, predictive intelligence, and automation converge to deliver a superior cybersecurity experience. It continuously analyzes feedback from analyst reviews, customers, and partners to assess the brand perception and identifies areas of enhancement.

"Events like our flagship SPARK Roadshow play a pivotal role in this strategy," says Dipesh Kaura, Country Director – India & SAARC, Securonix. "These interactions allow us to understand customer-specific security needs and demonstrate how Securonix can tailor its AI-reinforced SIEM and EON platform to address those challenges effectively."

By aligning its solutions with real-world requirements and harnessing the power of AI and analytics, Securonix is not only building stronger relationships with customers and partners but also driving sustained growth, preference, and trust across global markets.

ENHANCING THE BRAND NARRATIVE

The brand narrative of Securonix is rooted in innovation, trust, and customer-centricity. As a pioneer in User and Entity Behavior Analytics (UEBA) and the force behind the industry-leading EON platform, it combines agentic AI with a deep commitment to its customers.

"Our approach is driven by a 'customer-first' philosophy, a strong focus on strategic partnerships, and a channel-first model that ensures scalable and collaborative growth. This consistent narrative defines who we are and how we lead in the cybersecurity space," says Dipesh. "To amplify this across today's hyper-digital landscape, we leverage a robust omnichannel strategy — including educational content on YouTube, insightful whitepapers, thought-provoking research reports, digital marketing initiatives, and impactful PR.

VISION FOR INDIA'S TECH GROWTH

India's IT ecosystem is experiencing unprecedented growth, and Securonix is strategically positioned to lead this evolution through AI-driven innovation and predictive intelligence. The company's approach is centered around leveraging advanced analytics, machine learning, and behavioral modeling to proactively detect and mitigate evolving cyber threats — even before they occur.

"We are continuously enhancing our EON platform with predictive threat detection capabilities, enabling enterprises to stay ahead of adversaries in real time. Additionally, our threat research and global intelligence teams deliver localized insights that help organizations in India and beyond navigate emerging security challenges with agility. Our vision is to empower India's digital transformation journey with a secure, scalable, and intelligent cybersecurity framework," says Dipesh.

BUILDING THE BRAND CONNECT

Securonix recognizes that relevance and precision in brand messaging are critical in today's dynamic digital environment. To meet evolving customer expectations, the brand leverages AI-powered personalization and adaptive marketing strategies that ensure its communications are timely, contextual, and impactful.

"Using advanced data analytics and machine learning, we tailor content and messaging based on audience behavior, industry needs, and regional threat landscapes. Our marketing platforms adapt in real-time to deliver customized experiences — whether it's through targeted digital campaigns, personalized email workflows, or tailored educational content for different buyer personas. Additionally, insights from our threat intelligence and customer engagement data inform both our brand and product messaging, allowing us to maintain consistency while evolving with market demands," explains Dipesh.



DIPESH KAURA

Country Director – India & SAARC, Securonix

FUTURE-FOCUSED INNOVATION

Securonix is deeply committed to R&D and continuous innovation is the cornerstone of its growth and leadership in cybersecurity. The company's investments are focused on enhancing its EON platform with cutting-edge capabilities such as agentic AI and generative AI for threat intelligence synthesis. These innovations enable security teams to detect, investigate, and respond to threats with greater speed and precision.

"We have established dedicated R&D hubs and threat research teams that work relentlessly to anticipate future threat vectors, adapt to the evolving digital landscape, and integrate the latest advancements into our product offerings. Our innovation roadmap is closely aligned with customer feedback, industry trends, and global compliance standards to ensure we remain agile, relevant, and proactive," concludes Dipesh.

DISCOVER

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Navigate the Complex Regulatory and Compliance Landscape

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Securonix is pushing forward in its mission to secure the world by staying ahead of cyber threats. Securonix EON provides organizations with the first and only AI-Reinforced threat detection, investigation and response (TDIR) solution built with a cybersecurity mesh architecture on a highly scalable data cloud. The innovative cloud-native solution delivers a frictionless SecOps experience and enables organizations to scale up their security operations and keep up with evolving threats. For more information, visit www.securonix.com or follow us on LinkedIn and Twitter.



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SONICWALL

Building an Advanced Portfolio of Cybersecurity solutions for the Future



SANJEEV KUMAR

**Regional Sales Director – India & SAARC
SonicWall**

STRATEGIC BRAND OUTLOOK

SonicWall is a 30+ year-old partner-centric, platform-enabled cybersecurity company that supports a community of users to take a more informed and relentless approach to cybersecurity. In the recent years, the company has been undoing significant transformations where SonicWall is embracing an outside-in approach - listening more and talking less to bring the most advanced solutions to its partners and end customers.

“By deploying this strategy, SonicWall is positioned as a leader in the cybersecurity industry, ensuring that our partners and end-users never stand alone in the face of rising cyberthreats by providing relentless security,” states Sanjeev Kumar, Regional Sales Director - India & SAARC, SonicWall.

ELEVATING THE BRAND NARRATIVE

Over the last three decades, SonicWall has maintained its vision to evolve its cybersecurity portfolio to meet the diverse needs of its customers and partners across a variety of complex on-premises, hybrid cloud and multi-cloud environments. Today, there is remarkable momentum sweeping across its business, empowering SonicWall to extend managed services to its growing SonicWall community.

“Our commitment to empower our vast growing partner community is our way to success as a company and as a brand,” says Sanjeev. “We have a relentless focus on our partners (MSP/MSSPs). To further strengthen this association, we continue to work on how to make it easier for them to do business with us. Partners’ needs are shaping our roadmap, and we will continue to focus on how we can enable them to provide value-add services that will be mutually beneficial.”

From business focus to DE&I initiatives, SonicWall is transforming its business. It is constantly adding more accountability, building up its product portfolio, and acquiring businesses to fill gaps. These practices are helping SonicWall evolve as a brand and grow its product offerings while expanding its partner network, while also ensuring that the cybersecurity requirements of its end customer/ target audiences are fulfilled, keeping their businesses safe and running smoothly.

VISION FOR INDIA’S TECH GROWTH

SonicWall stands strong with a long history of effectively managing and mitigating cybersecurity incidents and vulnerabilities for its customers. To stay ahead in this game, SonicWall has recently introduced its SonicPlatform designed to unify all SonicWall products under a singular, integrated interface. This enhances

its threat detection and response capabilities to better protect customers against similar threats in the future.

“India continues to be a key market for the APAC region for SonicWall. We have been actively working with different industry verticals such as government projects, telecom companies and NSPs, educational and corporate accounts. Today we are a strong team of over 17000 partners in various regions across the globe of which 2500 partners are based in India. Our success is based on the philosophy of knowledge building and knowledge sharing and our unique partner programs bring our channel partner community closer to the company so we can learn and grow together to provide the best products, solutions and services to customers,” explains Sanjeev.

FUTURE-FOCUSED INNOVATION

SonicWall presently has more than 500 people working in India, and it is the second largest team across any region. Its Bangalore based R&D center houses more than 350 people who are already providing technical support and working in the R&D space. In the near future, there are plans to expand the facility with an increased headcount in the engineering domain which will further reiterate our commitment towards India’s growth plans.

At SonicWall, research and development are of utmost importance. SonicWall Capture Labs threat researchers gather, analyze, and vet cross-vector threat information from the SonicWall Capture Threat Network, consisting of global devices and resources, including more than 1 million security sensors in nearly 215 countries and territories.

SonicWall’s Capture Advanced Threat Protection (ATP) service, which includes patented Real-Time Deep Memory Inspection™ (RTDMI) technology to catch the most advanced and unknown malware faster, has been earning a perfect score in independent ICSA Labs Advanced Threat Defense (ATD) certification.

“SonicWall’s recent acquisitions of SGI and Banyan are strategic to fill gaps in our platform of solutions and transform the company’s business journey to embrace managed services and cloud security.”



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TallyPrime 6.0 Revolutionizing Financial Operations for SMEs with Connected Banking

TEJAS GOENKA

Managing Director
Tally Solutions

STRATEGIC BRAND OUTLOOK

A tech and innovation-led company providing business management software globally Tally Solutions it has revolutionized business operations with simple yet powerful solutions. Its flagship product, TallyPrime, integrates accounting, inventory, compliance, and banking into a unified platform, serving over 2.5 million businesses and 7 million users across 100+ countries.

UPGRADING TO THE NEXT LEVEL

Tally Solutions's latest release, TallyPrime 6.0 is designed to simplify financial operations for small and medium enterprises (SMEs) and make it seamless via Connected Banking experience. This advanced upgrade revolutionizes bank reconciliation, banking automation, and financial management for businesses and accountants.

Building on its expertise in delivering connected services such as e-invoicing, e-way bill generation, and GST compliance, Tally takes another significant step towards empowering SMEs with integrated banking capabilities. This further reinforces Tally's commitment to connecting businesses with their ecosystems and enabling them to operate with unparalleled simplicity.

"Our mission has always been to build technology that helps simplify business operations for SMEs," says Tejas Goenka, Managing Director, Tally Solutions. "With TallyPrime 6.0, we're addressing a critical need by integrating banking directly within the Tally platform empowering businesses to focus on growth and innovation without the distraction of operational complexities, enabling them to save 30-50% of their time. This release comes

with multiple other features like enhanced bank reconciliation, working capital optimization through financial institution linkages, further strengthening the existing capabilities of GST compliance with connected e-invoicing and e-way bill generation."

MAKING INFORMED FINANCIAL CHOICES

Keeping with its vision of making the business network seamless TallyPrime's Connected Banking feature takes integration to the next level by bringing banks inside Tally. Unifying accounting and banking into a single system, with secure login and real-time connectivity through partnerships with Axis Bank and Kotak Mahindra Bank. Users can access live bank balances and transaction updates directly within the platform, ensuring they always have the most updated information and insights about their working capital, empowering businesses to make smarter financial decisions. With the ability to process payments, instantly reconcile transactions, and monitor bank balances within Tally, businesses can stay agile, optimize resources, and maintain full control over their financial operations.

TallyPrime's smart bank reconciliation transforms how SMEs and accountants manage their books by seamlessly aligning financial records with banking transactions. Enabling faster reconciliation, timely account finalization for audits, and real-time operational insights—all within a unified, intuitive platform. Additionally, the integration of UPI payments and payment links simplifies collections, ensuring smoother cash flow.

STRIVE FOR EXCELLENCE

Tally continues to enhance business management with advanced technology, offering a seamless and holistic experience through TallyPrime 6.0. From connected GST and e-invoicing to WhatsApp-based alerts (WABA), cloud access, and integrated financing, Tally empowers businesses with simplified, efficient, and connected solutions for smoother operations.

With an unwavering focus on innovation and simplicity, Tally continues to empower MSMEs and drive sustainable business growth.

Security remains a cornerstone of TallyPrime 6.0, incorporating end-to-end encryption, multi-layered access controls, and real-time fraud detection to ensure safe banking transactions. This launch reaffirms the company's commitment to ensuring complete security and privacy of its customers' financial data.

Tally Prime 6.0



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Rajnish Gupta

Managing Director and Country Manager
for India

STRATEGIC BRAND OUTLOOK

Tenable has set the gold standard in vulnerability and exposure management. But as new exposures explode across modern enterprises' attack surfaces, business risk has reached an untenable level.

"We recognize that scattered tools, siloed teams, and fragmented attack surfaces can't effectively combat cyber threats," says Rajnish Gupta, Managing Director and Country Manager, Tenable India. "Our exposure management platform offers a unified approach. It consolidates risk insights across all assets, breaking down silos and empowering disparate teams with the intelligence to act as one. We defined what exposure management is and we're pioneering its evolution. Our vision recognizes that security requires a comprehensive view, integrating insights from the cloud, identities, OT, and IoT to pinpoint and remediate business-critical exposures wherever they arise."

Tenable is positioning itself as the only solution that offers a flexible path for organisations to evolve at their own pace, adapting to their unique needs and risk profiles. It's more than a product. It is the future of proactive security.

ELEVATING THE BRAND NARRATIVE

As the market leader in exposure management, Tenable helps organisations know, expose and close cyber exposure gaps that erode business value, reputation and trust. Tenable's strong value proposition means that it is evolving just as fast as the attack surface.

"In a crowded industry, it's important to separate noise from sound. For Tenable, it's all about contextualising across different domains. Many organisations understand the concept of risk but often lack clarity on which vulnerabilities and exposures to prioritise," says Rajnish.

VISION FOR INDIA'S TECH GROWTH

As the technology becomes more accessible, more and more organisations will be incorporating AI into their infrastructure and products. This widespread adoption will lead to data being distributed across a more complex landscape of locations, accounts, and applications, creating new security and infrastructure challenges.

As AI adoption skyrockets and data storage demands grow, safeguarding distributed data has never been more critical. Businesses need to incorporate security from the very start of their cloud deployment process to prevent issues from cropping up further in the development cycle. 'Security by design' will mean embedding security checks into every phase of the development lifecycle.

"A continuous threat exposure management program gives unified visibility across IT, cloud, OT, IoT and identity systems and evaluates all potential exposures. A CNAPP solution integrating Data Security Posture Management (DSPM) and AI Security Posture Management (AI-SPM) offers significant advantages over standalone tools. These platforms empower security teams with comprehensive capabilities for data discovery, classification, and contextual risk analysis, ensuring sensitive information is identified and prioritised for protection. Additionally, AI entitlement management enforces strict access policies, safeguarding proprietary AI models against unauthorised users," explains Rajnish.

CONNECTING BRAND TO MARKET

AI and cloud computing are evolving faster than organisations can learn about the risks. For example, Tenable's recent Cloud AI Risk Report 2025, found that cloud-based AI is prone to avoidable toxic combinations that leave sensitive AI data and models vulnerable to manipulation, data tampering and data leakage. Cloud and AI are undeniable game changers for businesses. However, both introduce complex cyber risks when combined.

"Tenable understands these concerns and that

The acquisition of Vulcan has enhanced Tenable's continuous threat exposure management capabilities, introducing robust third-party integration. Tenable now offers a comprehensive platform that scans for vulnerabilities and misconfigurations across the entire attack surface.

is why we launch timely and essential products that make life easier for our customers. And we communicate this clearly," says Rajnish.

Tenable's recent acquisition of Vulcan Cyber, will expand the Tenable One Exposure Management Platform's capabilities, including enhanced visibility, extended third-party data flows, superior risk prioritisation, and optimised remediation.

"We understand that our customers are stuck using numerous security tools that are siloed, and they have no context about which exposures to close first. We pioneered exposure management to help our customers minimize risk significantly. We make products that resolve challenges organisations face and that's why it resonates with our customers," sums up Rajnish.

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A Trusted Partner for offering Seamless and Smart Connectivity for Everyone

SANJAY SEHGAL

CEO & MD, TP-Link India

STRATEGIC BRAND OUTLOOK

TP-Link India, especially in the enterprise segment, is positioning itself as the trusted partner for reliable, scalable, and intelligent networking solutions. Through its flagship Omada SDN Solutions and VIGI Surveillance Systems, TP-Link is enabling enterprises to simplify IT operations, enhance connectivity, and strengthen security vital pillars for businesses moving toward digital transformation.

“Our focus for FY 2025-26 is on strengthening partner ecosystems, enhancing service delivery, and expanding our footprint across tier-1, tier-2, and emerging enterprise markets in India,” says Sanjay Sehgal, CEO & MD, TP-Link India.

ENHANCING THE BRAND NARRATIVE

TP-Link’s journey is built on a vision - “Reliably Smart Connectivity for All.”

“In the enterprise sector, we translate this into delivering cost-effective, cutting-edge, and highly manageable IT infrastructure solutions for businesses of all sizes. We effectively communicate our brand promise by -

- Showcasing real-world success stories of enterprise deployments.
- Conducting partner-driven workshops and technical training sessions.
- Participating actively in enterprise and technology summits across India.

Our story is simple yet powerful “Empowering Businesses with Intelligent Networking and Surveillance Solutions,” explains Sanjay.

VISION FOR INDIA’S TECH GROWTH

India’s IT landscape is heading towards a hyper connected, secure, and AI-augmented future.

For enterprises, this means higher demands on network reliability, scalability, cybersecurity, and intelligent management.

TP-Link’s strategies to capitalize on this growth include -

- Investing in SDN (Software Defined Networking) and Cloud-Managed Solutions like Omada.
- Expanding VIGI Surveillance offerings to meet rising security needs across commercial and industrial sectors.
- Strengthening local manufacturing and R&D to offer India-specific enterprise solutions aligned with “Make in India” and “Digital India” visions.
- Building deeper collaborations with system integrators, MSPs, and large enterprises.

BUILDING THE BRAND CONNECT

TP-Link adopts a customer-first and solutions-driven communication approach. The brand’s messaging for enterprises focuses on real benefits like -

- Ease of deployment and centralized management.
- Scalable architectures supporting business growth.
- Enhanced security and network resilience.

“By offering clear value propositions backed by case studies, technical proof points, and direct partner engagement we ensure TP-Link’s messaging resonates strongly with our stakeholders across industries,” explains Sanjay.

FUTURE-FOCUSED INNOVATION

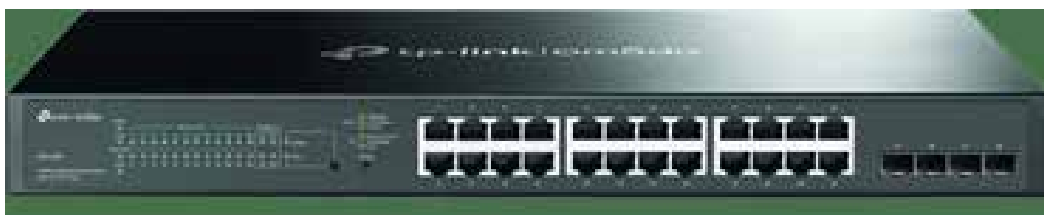
Innovation is at the heart of TP-Link’s strategy. It prioritizes R&D across three major fronts -

- Enterprise Wi-Fi 7 Solutions: Investing early into next-generation Wi-Fi technologies.
- Cloud-Managed SDN Platforms: Enhancing capabilities of Omada Controller for scalable, multi-site deployments.
- Integrated Surveillance & Networking: Innovating solutions where security and connectivity work seamlessly together.

“Additionally, our new India-based initiatives under “local for local” ensure that enterprise customers benefit from quicker deployments, customization, and support,” says Sanjay.

Omada 28-Port Gigabit Smart Switch with 24-Port PoE+

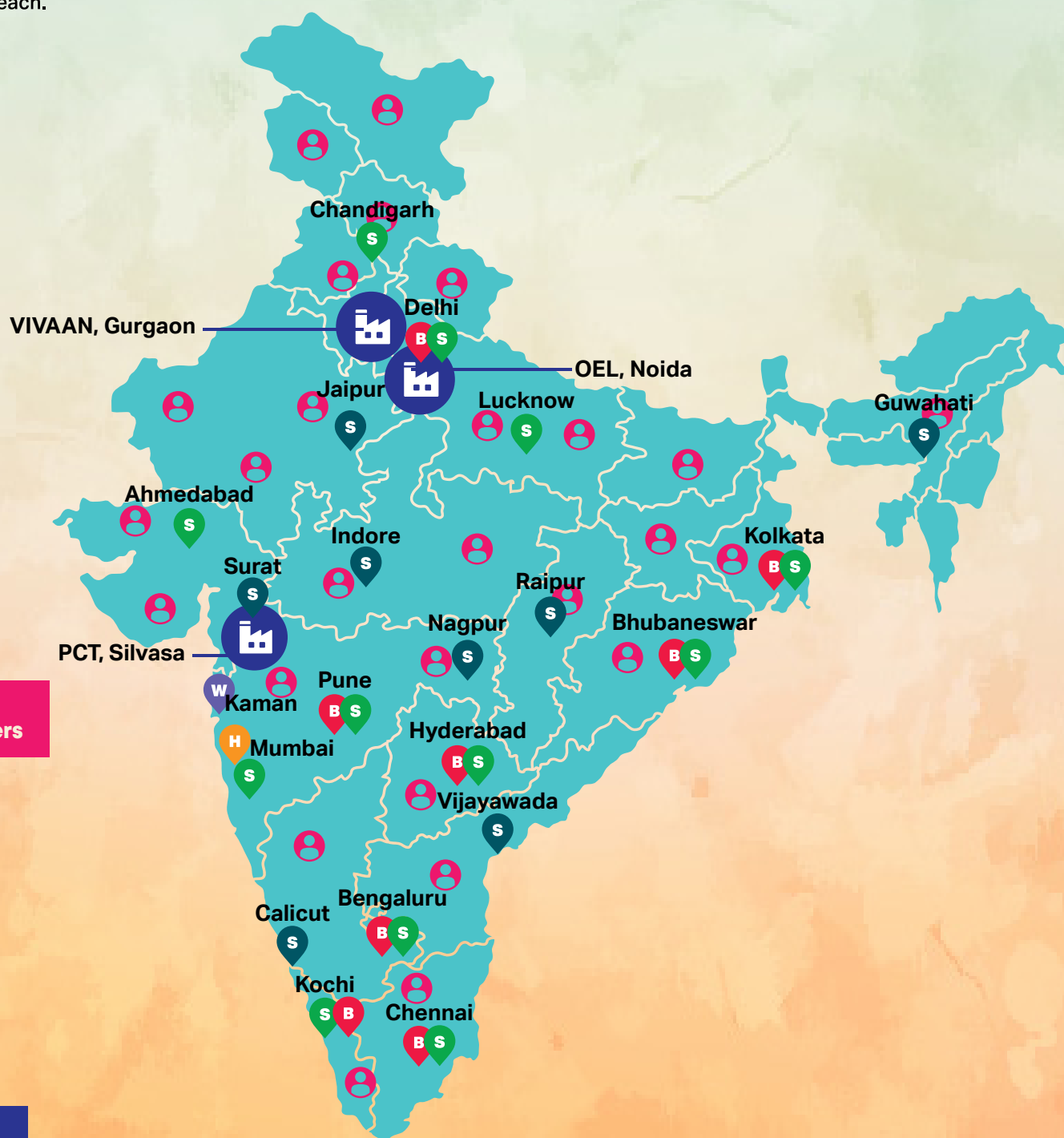
- 24× Gigabit 802.3af/at PoE+ ports and 4× Gigabit SFP slots
- 250 W total PoE budget with up to 30 W PoE output per port
- Centralized cloud management via the web or the Omada app
- Standalone management via web, CLI, SNMP, and RMON
- Static Routing helps route internal traffic for higher efficiency
- VLAN, ACL, QoS, and IGMP Snooping
- Durable metal casing and rack mountable design





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 **13** Service Centres

 **8** Upcoming Service Centres

 **3** Manufacturing Units

 **H** Head Office
Mumbai, Andheri

 **S** Upcoming Service
Centres

 **W** Master Warehouse
Mumbai

 **S** Service
Centres

 **B** Branch
Offices

 **M** Manufacturing
Units

 **S** Sales
Manager



Trellix

Building a secure and a resilient Digital Future

GANESH IYER

**Managing Director,
India and SAARC, Trellix**



STRATEGIC BRAND OUTLOOK

Trellix uses AI, advanced analytics, and automation to transform cybersecurity from a reactive necessity into a proactive enabler. By integrating AI-driven detection and response, via Trellix Wise - the AI foundation of the Trellix Security Platform - Trellix reduces time to identify and mitigate cyber risks significantly.

“Our analytics capabilities provide insights into emerging threat patterns, empowering strategic decision-making for businesses,” says Ganesh Iyer, Managing Director, India and SAARC, Trellix. “Automation streamlines security operations, freeing up resources to focus on innovation and problem-solving. Collectively, these technologies enhance protection and enable clients to operate with confidence and agility.”

Furthermore, Trellix’s collaboration with Amazon Web Services (AWS) has enhanced the capability of its unified interface - Trellix Helix Connect. This solution automates investigations for low-severity alerts, saving an average of 8 hours of human time per 100 alerts, accelerating the detection and response cycle. These advancements not only bolster market position but also contributes to growth by enhancing customer satisfaction and operational resilience.

BOLSTERING ITS MARKET PRESENCE

Trellix’s vision centers on delivering comprehensive, AI-powered cybersecurity to empower organizations to defend against evolving threats. Its strategy involves integrating advanced threat intelligence, automation, and analytics into its security platform to enhance detection, investigation, and response capabilities, and delivering on that strategy in the form that customers require – be it in the cloud,

on-premise, hybrid, or air gapped.

“Trellix envisions a cybersecurity landscape where resilience is built into the very fabric of enterprise and public sector infrastructures,” explains Ganesh.

Trellix is deeply committed to supporting India’s digital transformation and aligning its cybersecurity solutions with local regulatory requirements. “We have a robust R&D program in Bangalore. This plays a pivotal role in developing and refining cybersecurity solutions tailored to the challenges of the market,” states Ganesh.

In 2022, Trellix launched an India data center to assist enterprises in meeting data residency and compliance mandates. It enhances its ability to deliver high-performance access to Endpoint Protection Platform (EPP), Endpoint Detection and Response (EDR), and threat analytics solutions, while ensuring sensitive data remains

within the country—critical for banking, finance, and government.

Trellix offers solutions designed to meet the requirements of local regulations. Trellix’s Data Loss Prevention (DLP) solutions provide out-of-the-box reporting aligned with key regional frameworks, facilitating quick demonstrations of compliance. Trellix is also assisting organizations in preparing for the Digital Personal Data Protection (DPDP) Act with comprehensive assessments, tailored strategies, and advanced security technologies.

FUTURE-FOCUSED INNOVATION

Trellix places a strong emphasis on R&D to drive continuous innovation. The establishment of the Trellix Advanced Research Center underscores the company’s commitment to advancing AI and automation technologies, and the efficacy of its products.

Trellix also integrates AI from leaders like AWS and Anthropic into its offerings. By staying at the cutting edge of technological advancements, Trellix ensures that its solutions remain effective against evolving cyber threats.

FOSTERING TALENT & LEADERSHIP

Trellix recognizes the importance of leadership and talent development. “Our Emerging Leader Program is designed to cultivate the next generation of cybersecurity leaders by providing diverse experiences and leadership training,” says Ganesh. “Further, we collaborate with industry partners, government agencies, and research institutions to foster community. One of these initiatives is our Mind of the CISO which studies the most pressing challenges facing cybersecurity leaders today.”

Trellix is deeply committed to supporting India's digital transformation and aligning its cybersecurity solutions with local regulatory requirements. In 2022, Trellix launched an India data center to assist enterprises in meeting data residency and compliance mandates.



Eliminate Network Security Blind Spots with Trellix® NDR

In today's relentless threat landscape, traditional security measures leave you vulnerable. It's time to see the unseen, detect the undetectable, and respond with unparalleled speed and precision.

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Stop reactively chasing alerts. Start proactively securing your network and reclaim control.



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Versa's narrative centers on delivering secure, scalable and simplified networking



VENKATA SR DATLA

Head - Channel Sales - India & SAARC,
Versa Networks

STRATEGIC BRAND OUTLOOK

Versa is a global leader in SASE and it enables organizations to create self-protecting networks that radically simplify and automate their network and security infrastructure.

Versa is leveraging AI and data analytics within its Versa One Platform to deliver intelligent, automated, and secure networking. By unifying networking and security through a single, integrated platform, Versa simplifies operations, enhances visibility, and enables faster decision-making — driving digital transformation, customer preference, and sustained growth in FY 2025-26.

Powered by AI, the Versa One platform delivers converged SASE, SSE, SD-WAN, and SD-LAN products via a unified platform to securely connect all users, devices, locations, and workloads across any and all networks. The platform enables customers to reduce risk and improve resilience, while simplifying and lowering the costs of the IT infrastructure. Leveraging AI capabilities, Versa One enables customers to simplify operations, bolster cyber defense, enhance network resilience, and maximize performance.

ENHANCING THE BRAND NARRATIVE

Versa's narrative centers on delivering secure, scalable, and simplified networking through the Versa One Platform, where security is built-in—not bolt-on.

"Our customers have experienced the value of

this integrated approach and actively advocate for Versa across digital and industry platforms," says Venkata SR Datla, Head - Channel Sales - India & SAARC, Versa Networks. "We amplify our story through these voices, along with thought leadership and consistent omnichannel engagement, to strengthen brand power in today's hyper-digital world."

VISION FOR INDIA'S TECH GROWTH

Versa leverages AI-driven insights and predictive analytics to proactively detect threats, optimize network performance, and ensure

seamless, secure connectivity. In India, Versa's platform is deployed at scale—from SMEs to large enterprises, and across sectors like government and BFSI—who have significantly benefited from its deep analytics and intelligent automation.

BUILDING THE BRAND CONNECT

Versa leverages AI to analyze customer behavior, engagement patterns, and intent signals across channels—enabling hyper-personalized messaging at every stage of the buyer journey. Its adaptive marketing approach dynamically adjusts content, format, and timing based on real-time insights, ensuring relevance and resonance.

"By continuously optimizing campaigns through A/B testing and automated workflows, we align closely with evolving customer expectations and maximize impact across digital touchpoints," says Venkata.

FUTURE-FOCUSED INNOVATION

At Versa, continuous innovation is driven by its largest R&D center in India, which focuses on embedding AI and automation deeply into its platform.

"For example, our AI tools like Verbo, which enables intelligent network orchestration, and Vani, our AI-powered threat detection engine, showcase how we leverage generative AI to enhance security and operational efficiency. This India-based team ensures we rapidly develop and deploy future-ready solutions that keep enterprises secure, agile, and ahead of industry disruptions globally," explains Venkata.

In India, Versa's platform is deployed at scale—from SMEs to large enterprises, and across sectors like government and BFSI—who have significantly benefited from its deep analytics and intelligent automation.



VERSAONE UNIVERSAL SASE PLATFORM

Powered by VersaAI™



www.versa-networks.com



Fueling continued growth, innovation, and industry leadership in the Display space

BRAND RECAP 2024

2024 has been an exceptional year for ViewSonic, marked by significant growth, market expansion, and impactful initiatives. The company achieved an impressive 26% growth over the previous year, reinforcing its position as a key player in the display industry.

Some of its major milestones in 2024 include -

- **Market Expansion & Enterprise Growth** – ViewSonic successfully expanded its reach in the enterprise segment, catering to businesses with high-performance monitors tailored for professional and corporate needs.
- **Strengthening Key Product Segments** – ViewSonic saw remarkable growth in gaming, touch, and WorkPro series, solidifying its leadership in these categories.
- **Market Share & Product Portfolio Growth** – With multiple new product launches, ViewSonic has strengthened its overall portfolio, offering more choices across gaming, enterprise, and interactive displays.
- **Notable Business Wins** – ViewSonic's continuous innovation and customer-centric approach have helped secure key projects and partnerships, further boosting its market presence.

STRATEGIC FINDINGS & LESSONS LEARNT

Consumer preferences are evolving rapidly, and businesses are seeking high-performance, cost-effective solutions that align with their unique needs.

In 2025, ViewSonic plans to -

Enhance Product Differentiation – Strengthening its WorkPro and gaming monitor line-up with advanced features that directly address user pain points, such as higher refresh rates, better ergonomics, and superior display quality.

- **Optimize Go-To-Market Strategy** – Leveraging e-commerce platforms, regional distribution channels, and strategic partnerships to increase accessibility and customer engagement.
- **Focus on Enterprise Solutions** – Expanding its touch monitor offerings for automation and interactive applications to

ViewSonic
see the difference™



SANJAY BHATTACHARYA
Director of Sales Marketing -
IT BU, ViewSonic

cater to the growing demand in corporate, retail, and industrial segments.

- **Improve Affordability Without Compromising Quality** – Introducing budget-friendly 4K and high-refresh-rate monitors to ensure premium experiences are accessible to a wider audience.
- **Strengthen After-Sales Support** – Enhancing customer experience through better service networks, improved warranty policies, and proactive technical support.

One of the biggest challenges in the market is intense competition and price sensitivity, especially in the gaming and enterprise segments. Balancing innovation, performance, and affordability while maintaining profitability and brand differentiation remains a key focus for ViewSonic.

Additionally, supply chain dynamics, evolving consumer preferences, and increasing demand for localized solutions add to the complexity. However, with its strong product strategy, market expansion efforts, and customer-centric approach, ViewSonic is well-equipped to navigate these challenges.

KEY AGENDA FOR 2025

In 2025, ViewSonic's top priority will be to expand its market share by strengthening key product segments and widening its geographical reach. To position itself as a leading brand in both consumer and enterprise display solutions, ViewSonic is focusing on -

- **Gaming Monitors** – Enhancing its line-up with high refresh rate models, including 240Hz monitors and an ultra-wide 34-inch 3K gaming display, to cater to the evolving demands of gamers.
- **WorkPro Series** – Expanding ViewSonic's enterprise-centric WorkPro portfolio with VG1409U-2 and VG2709U-2K, addressing the growing needs of professionals and businesses.
- **Touch Monitors for Automation & Interactive Applications** – Increasing its presence in automation and interactive solutions with advanced touch displays, catering to sectors like retail, industrial automation, and education.
- **Enterprise Business Expansion** – Strengthening its presence in the B2B segment by offering high-quality, productivity-enhancing displays for corporate and institutional customers.
- **Geographical Expansion** – Extending its reach to untapped markets to drive adoption across India and beyond.

ViewSonic is also strengthening its portfolio in the WorkPro monitor category with models like VG1409U-2 and VG2709U-2K, catering to the growing demand from the enterprise segment. Additionally, it is expanding its gaming line-up with a 34-inch 3K Ultra-Wide gaming monitor, while also reinforcing its 4K segment with an affordable 32-inch 4K monitor.

To meet the rising demand for high-performance displays, ViewSonic is also introducing a range of 240Hz high refresh rate monitors, delivering a seamless and immersive experience for gamers.

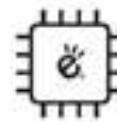


Compact Power, Limitless Possibilities

Redefine the Future of Computing with ViewSonic Mini PCs



ViewSonic Slim PC Series
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Intel Alder Lake 12th Gen Core
Intel UHD graphics for
12th Gen Intel Processors



RAM up to 32 GB



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Audio, WiFi IEEE 802.11ac, Bluetooth 4.2



Light weight
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Compact size
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3 Simultaneous
Displays



Smaller Carbon
foot prints

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EMINENT

EMINENT
CIOs OF
INDIA

INDIA



CIOs: FROM TECH EXPERTS TO STRATEGIC BUSINESS LEADERS



ANIL SHARMA



ARVIND KUMAR



ASHIS ROUT



**DR. BALVINDER
SINGH BANGA**



KHUSHBU JAIN



**PARTHA PROTIM
MONDAL**

In today's digitally driven business landscape, the role of the Chief Information Officer (CIO) has undergone a profound transformation. No longer confined to managing IT infrastructure and operational efficiency, CIOs have become strategic leaders at the forefront of enterprise growth and innovation. As digital technologies become integral to every business function, CIOs are emerging as vital change agents who align technology with broader organizational goals.

Gone are the days when CIOs were solely technical custodians. The CIO role has evolved beyond technical oversight to become a key driver of mission-critical strategies, reflecting its rise in organizational prominence. Today's CIOs are visionaries who shape business strategy, drive transformation, and foster innovation. Their expanded mandate includes leveraging emerging technologies, such as artificial intelligence (AI), machine learning (ML), and automation, to reimagine processes and improve both customer and employee experiences.

In this era of digital transformation, agility and adaptability have become essential CIO competencies. Traditional IT models—characterized by rigidity and long development cycles—are being replaced by agile methodologies and flexible IT strategies. CIOs are now expected to lead with speed and precision, enabling their organizations to pivot quickly in response to evolving market demands and unforeseen disruptions.

To stay competitive, CIOs must invest in future-ready architectures that are scalable and responsive. These architectures support continuous innovation and foster a culture of experimentation, allowing organizations to quickly test, learn, and iterate. Embracing adaptive IT strategies also equips businesses to respond to challenges with resilience and speed—hallmarks of modern digital enterprises.

Central to this evolution is the CIO's role in implementing and governing AI-driven solutions. From chatbots and predictive analytics to robotic process automation (RPA) and AIOps, CIOs are deploying intelligent technologies that improve decision-making, enhance customer engagement, and streamline operations. However, their responsibilities extend beyond deployment; they must also ensure ethical AI usage, establish governance frameworks, and uphold compliance to mitigate risks related to bias, security, and data privacy.

CIOs today function not only as technology enablers but also as strategic business partners. Their ability to align digital initiatives with revenue goals and customer outcomes places them at the core of organizational success. By delivering sustained value through innovation and transformation, they help drive long-term competitive advantage.

The Eminent CIOs of India 2025 (ECIO 2025) exemplify this new leadership paradigm. These distinguished IT leaders have led their organizations through complex challenges by embracing digital innovation and driving meaningful change. Through their transformative vision, they have not only modernized their enterprises but have also positioned them for sustainable growth in an increasingly dynamic technological environment.

Recognized as pioneers in their field, the ECIO 2025 honorees represent the future of IT leadership—bold, adaptive, and relentlessly focused on delivering impact.



**ADV. (DR.)
PRASHANT MALI**



PUNEESH LAMBA



**DR. SANDIP
PRADHAN**



VIJAY SETHI



**YOGENDRA
SINGH**



**DR. YUSUF
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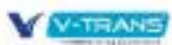
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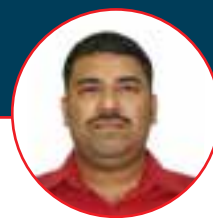
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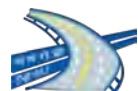
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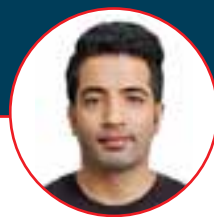
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DIGITAL FORTRESSES REIMAGINED: THE NEW SECURITY SYMPHONY

SHIBU V KURIAN, CHIEF INFORMATION & TECHNOLOGY OFFICER, 7 SAGES SOLUTIONS

In 2025, enterprises are being reshaped by transformative technologies. AI oracles, quantum computing, zero-trust security, and edge computing enhance decision-making and data handling. Digital twins and virtual platforms improve collaboration, while blockchain ensures secure transactions.

Automation blends human and machine strengths. These innovations are redefining business operations, driving security, innovation, and efficiency, making digital capabilities central to competitive advantage in the modern corporate landscape.

THE METAMORPHOSIS OF THE MODERN CIO

The modern CIO has transformed from a mere IT manager to a strategic business catalyst. They're now visionaries who turn data into gold, juggling innovation and disruption while balancing cybersecurity threats. Their role has shifted from cost management to revenue generation, with a seat at the boardroom table. They orchestrate technology to harmonize with business goals, leveraging AI, automation, and analytics to drive profit. As digital architects, they blueprint transformations across departments, harnessing tech to propel organizations forward. Technology is no longer just an enabler, but the business itself, with the CIO at its helm.

CULTIVATING DIGITAL ARMOR

Organizations are fostering a security-first culture by embedding digital protection into everyday practices. Security training has evolved into engaging activities like 'Breach Breakfast' and 'Vulnerability Olympics,' empowering non-IT staff as 'Security Champions.' Development teams follow 'Secure by Design' principles, while micro-learning keeps security top of mind daily.

AI, automation, and zero-trust frameworks enhance defense by detecting threats, orchestrating responses, and verifying every interaction. Security fusion centers combine human expertise with machine intelligence to create adaptive, proactive protection. This holistic approach makes cybersecurity a shared responsibility and transforms it into a dynamic, forward-looking safeguard for digital assets.

THE TRANSFORMATION OF DIGITAL LEADERSHIP:

In 2025 and beyond, C-suite roles are evolving with CIOs turning digital assets into strategic value, CTOs driving innovation through diverse technologies, CISOs managing risk by balancing security and opportunity, and DPOs acting as data ethicists focused on AI governance. These leaders must blend technology, business, security, and ethics to foster growth while mitigating risks.

Although these roles share a technological base, they remain distinct due to unique responsibilities. DPOs require legal independence, CISOs prioritize security, CTOs focus on innovation, and CIOs oversee information management. This separation ensures accountability and protects sensitive data through a system of checks and balances.

ENABLING INNOVATION WHILE SAFEGUARDING ENTERPRISE ASSETS

KUSHAL KUMAR VARSHNEY, AVP & HEAD IT, ACME

CIOs AS STRATEGIC BUSINESS ENABLERS

The role of the Chief Information Officer (CIO) is evolving rapidly—from traditional IT management to becoming a strategic enabler of business growth. Modern CIOs are at the forefront of digital transformation, aligning technology with business objectives, generating digital revenue streams, and enhancing customer experiences.

They play a pivotal role in promoting innovation, improving cybersecurity posture, and leveraging data-driven insights and AI to unlock business value. CIOs are now essential contributors to shaping business strategies, increasing operational efficiency, and nurturing a culture of agility and resilience across the enterprise.



FOSTERING A SECURITY-FIRST CULTURE

To safeguard digital assets in an increasingly complex threat landscape, organizations are cultivating a security-first culture. This includes conducting extensive training programs, regular phishing simulations, and promoting strict adherence to cybersecurity policies. The emphasis is on raising awareness, building accountability, and encouraging cyber hygiene at every organizational level. IT teams are being trained to adopt a "Security by Design" approach, embedding security protocols into systems from the outset to enhance resilience and reduce vulnerabilities.

LEVERAGING AI AND ZERO TRUST FOR CYBER RESILIENCE

Enterprises are increasingly turning to advanced technologies like AI and Zero Trust architectures to bolster their security frameworks. Key measures include AI-driven threat detection, automated incident response, identity verification, micro-segmentation, and signatureless, behavior-based AI security systems. Additionally, tools such as AI-powered honeypots and predictive analytics are being implemented for continuous monitoring and rapid mitigation of cyber risks. These proactive strategies are essential to strengthening enterprise resilience and ensuring uninterrupted operations in a digital-first world.

COLLABORATIVE LEADERSHIP: CIOs, CTOS, CISOs, AND DPOS

The roles of CIOs, Chief Technology Officers (CTOs), Chief Information Security Officers (CISOs), and Data Protection Officers (DPOs) are increasingly strategic, interconnected, and collaborative. While CIOs align IT with business goals, CTOs drive technology innovation. CISOs are responsible for cybersecurity and protecting information assets, while DPOs ensure data privacy and regulatory compliance under frameworks like DPDP, GDPR, and CCPA. In smaller organizations, CIOs or CISOs may assume DPO responsibilities; however, legal frameworks typically require DPOs to operate independently to prevent conflicts of interest. Effective collaboration among these leaders is critical to building resilient, secure, and compliant enterprise environments.



STRENGTHENING HEALTHCARE CYBERSECURITY IN THE ERA OF DIGITAL TRANSFORMATION

DR. SUSHIL MEHER, HEAD – IT, AIIMS

In an increasingly dynamic digital landscape, staying ahead of cyber threats is vital. As cybercriminals evolve and deploy sophisticated tools, organizations must proactively assess their vulnerabilities and adopt next-generation technologies to protect sensitive information.

THE EVOLVING HEALTHCARE REGULATORY LANDSCAPE

India's healthcare sector stands at the cusp of a major regulatory overhaul with the introduction of the Digital Personal Data Protection (DPDP) Act. Initially conceptualized as the Personal Data Protection Bill, the DPDP Act has now replaced earlier frameworks such as the Digital Information Security in Healthcare Act (DISHA), which remains pending due to broader delays in formalizing a national data protection policy. With the DPDP Act currently open for public consultation, it is poised to significantly shape the eventual rollout of healthcare-specific data regulations like DISHA.

Given the highly sensitive nature of healthcare data—ranging from medical histories to biometric identifiers—it has become a prime target for cybercriminals. On the dark web, such records can fetch between \$30 and \$300 each, making them far more valuable than typical financial data. The DPDP Act introduces stringent data access controls, ensuring that only authorized healthcare professionals can retrieve patient records. However, ensuring compliance while maintaining operational efficiency and patient care continuity will be a delicate balancing act.

THE EXPANDING ROLE OF THE CIO

As healthcare organizations continue their digital journeys, the Chief Information Officer (CIO) now plays a strategic leadership role—balancing regulatory compliance, cybersecurity, and digital integration. One of the pressing issues is ensuring data security without slowing down critical healthcare operations. With DPDP enforcement on the horizon, the appointment of a Chief Data Officer (CDO) will become essential. While many organizations have yet to formalize this role, strategic planning is underway to ensure readiness.

FOSTERING A SECURITY-FIRST CULTURE

A proactive, security-centric approach is critical for safeguarding healthcare data. Our cybersecurity team comprises over 20 dedicated professionals and 300+ IT specialists focused on defending against emerging threats. A primary objective is to implement security measures that do not impede clinical workflows. With AI serving both as a threat vector and a defense tool, staying informed through continuous education and knowledge sharing is essential.

As compliance with DPDP becomes mandatory, our commitment remains clear: protecting patient data through robust, adaptive, and efficient security frameworks that support seamless healthcare delivery.

ORGANIZATIONS ARE DEPLOYING AI-DRIVEN BEHAVIOURAL ANALYTICS TO DETECT INSIDER THREATS

RAMKUMAR MOHAN, SR. VP & CIO, AIR WORKS INDIA ENGINEERING PVT. LTD.

Today, enterprises are embracing a range of transformative technologies to stay competitive and future-ready. AI-powered automation is streamlining workflows and improving decision-making through predictive insights. Edge computing is reducing latency and enabling real-time data processing at the source, enhancing responsiveness in mission-critical environments.

Cybersecurity is also evolving, with zero-trust frameworks and AI-based threat detection becoming foundational to modern digital defense. Scalable, cloud-native architectures are empowering organizations with agility and efficiency, while blockchain adoption is improving transparency, trust, and integrity across supply chains and business operations. These trends are redefining enterprise operations, demanding strategic adoption for long-term success.



THE STRATEGIC BUSINESS DRIVERS

CIOs are evolving from IT managers into strategic enablers of digital innovation and enterprise growth. Their role now includes aligning technology initiatives with broader business goals, driving revenue through digital transformation, and enhancing customer experiences using data analytics, AI, and cloud technologies. Beyond maintaining IT infrastructure, they foster innovation, ensure regulatory compliance, and embed agility into business models. By collaborating across departments, CIOs are leading change, making technology a cornerstone of enterprise success rather than just a support function.

THE ALL-NEW ENTERPRISE CULTURE

A security-first culture requires proactive employee training, strict access controls, and integration of cybersecurity into daily operations. Embedding security metrics into performance reviews and leadership advocacy fosters accountability. Enterprises are also adopting AI-driven threat detection, automated incident response, and zero-trust frameworks to enhance protection. AI supports real-time monitoring and behavioral analytics, while automation speeds up threat mitigation. These combined efforts reduce vulnerabilities, detect insider threats, and strengthen endpoint security, ensuring business continuity, compliance, and resilience against evolving cyber risks across the organization.

CONVERGING ROLES FOR ENHANCED GOVERNANCE

As enterprises become more data-driven, the roles of CIOs, CTOs, CISOs, and DPOs are increasingly interlinked. While CIOs focus on digital strategy and transformation, CTOs drive tech innovation and infrastructure. CISOs are now central to managing cyber risk and compliance, while DPOs ensure regulatory adherence and ethical data governance.

Although the DPO role ideally remains independent, in resource-constrained organizations, CIOs or CISOs may assume these responsibilities, provided clear governance frameworks are in place. Together, these leaders are building resilient, compliant, and innovation-ready enterprises through collaboration and shared accountability.



THE TECH MAKEOVER: UNLOCKING OPPORTUNITIES IN 2025

BIBHAS SEN CHOUDHURI, DGM – IT, AMBUJA NEOTIA HEALTHCARE VENTURE LIMITED

In 2025, rapid technological advancements are profoundly transforming the enterprise landscape, unlocking new growth opportunities and operational efficiencies. Key trends shaping this evolution include the integration of Artificial Intelligence (AI), the rise of cloud-native technologies, the adoption of edge computing, enhanced cybersecurity practices, AI-driven customer experiences, sustainable technology initiatives, and significant progress in quantum computing.

These innovations are not only optimizing internal processes but also redefining how businesses engage with customers and manage resources.

CIOS TAKE CENTER STAGE IN DRIVING INNOVATION

The role of the Chief Information Officer (CIO) is evolving dramatically. In 2025, CIOs are no longer limited to overseeing IT infrastructure. They are now expected to act as strategic enablers of business transformation, working closely with other executives to shape organizational direction and foster innovation. Their responsibilities extend to driving digital transformation, establishing robust data strategies, ensuring business-IT alignment, managing cybersecurity risks, enhancing customer experience through technology, and leading sustainable tech initiatives.

In many mid-sized enterprises, however, resource constraints mean that roles such as CIO, Chief Information Security Officer (CISO), and Data Protection Officer (DPO) are often combined. While their responsibilities are distinct, these roles are frequently handled by one individual—usually the CIO or CTO—posing challenges in balancing priorities across compliance, security, and strategic IT leadership.

BUILDING A SECURITY-FIRST CULTURE ACROSS THE ORGANIZATION

As cyber threats become increasingly sophisticated in 2025, fostering a security-first culture has become a top priority for businesses. Cybersecurity is no longer the sole responsibility of IT or security teams; it is a shared responsibility across all departments and levels of the organization. Companies are embedding security into their operations by implementing mandatory and role-specific training, applying “security by design” principles during product and process development, promoting Zero Trust awareness and frameworks, and conducting continuous awareness programs.

Enterprises are also appointing “security champions” within various departments to drive awareness and accountability. Creating this culture means making secure behavior instinctive and consistent—focused not just on compliance but on nurturing habits and a proactive mindset.

Ultimately, as businesses embrace these emerging technologies and cultural shifts, they are positioning themselves for long-term resilience, innovation, and responsible growth.

DPOS TO ALIGN DATA HANDLING WITH EVOLVING PRIVACY LAWS AND ETHICAL STANDARDS

KRIPADYUTI SARKAR, CIO, AMBUJANEOTIA GROUP

India's enterprise technology landscape is undergoing a profound transformation in 2025, driven by AI, cloud innovation, cybersecurity, and evolving executive leadership roles. From business-aligned CIOs to AI-powered security strategies, organizations are adopting bold digital strategies to remain agile, secure, and competitive.

STRATEGIC TECH ADOPTION: FROM AI AUTOMATION TO SUSTAINABLE IT

Enterprise adoption of Generative AI is accelerating, with deeper integrations into ERP and CRM platforms to enhance productivity, customer satisfaction, and process efficiency. At the edge, IoT and edge computing are empowering real-time decision-making by generating data insights from distributed environments. In parallel, network modernization is enabling ultra-secure, high-speed connectivity, while hybrid cloud infrastructure ensures scalability and cost efficiency.

Additionally, enterprises are prioritizing sustainable technologies—including energy-efficient data centers, carbon tracking, and green IT initiatives—as ESG compliance becomes both a regulatory and reputational imperative.

EVOLVING TECH LEADERSHIP: CIOS, CTOS, CISOS & DPOS REDEFINED

The CIO role in 2025 has transformed from a traditional IT custodian to a strategic business enabler, focused on aligning technology initiatives with revenue growth, customer experience, and innovation. CIOs are now expected to demonstrate clear ROI, facilitate cross-functional collaboration, and lead customer-centric IT transformations.

CTOs are emerging as innovation champions, overseeing the integration of emerging technologies like GenAI, blockchain, and quantum computing. They are also playing a crucial role in product strategy, developer experience (DevEx), and sustainability-focused architecture.

Meanwhile, CISOs are moving from reactive risk managers to cyber-resilience architects, prioritizing Zero Trust models, AI-powered threat detection, and board-level visibility. The DPO's role, distinct yet complementary, is evolving into a data ethics guardian, navigating global privacy regulations and ensuring transparency and responsible AI usage.

SECURITY-FIRST CULTURE AND AI-DRIVEN CYBER DEFENSE

Enterprises are embedding a security-first mindset across all levels through executive-led initiatives, continuous cyber awareness training, and clear policies on data handling. As cyber threats intensify, organizations are integrating Zero Trust Architecture, AI and machine learning for anomaly detection, and automation through SOAR platforms for rapid threat remediation.

Real-time behavioral analytics, NLP for phishing detection, and predictive fraud models are becoming standard security tools. Together, these innovations create intelligent, adaptive, and resilient enterprise ecosystems ready for the future.





CIOs ARE AT THE CROSSROADS OF AGENTIC AI AND ENTERPRISE REINVENTION

SUBROTO KUMAR PANDA, CIO & CTO, ANAND AND ANAND

GENERATIVE TO AGENTIC AI: THE NEXT LEAP

By 2025, Generative AI has reshaped the digital business landscape, becoming deeply embedded in enterprise workflows. As its benefits crystallize, organizations are now stepping into the era of Agentic AI—autonomous virtual agents capable of transforming operations. This shift, far more complex than Robotic Process Automation (RPA), demands rigorous monitoring and continual optimization.

AI-DRIVEN COMPLIANCE AND CYBERSECURITY

The rise of virtual workforces has intensified compliance challenges, making AI in governance essential. AI helps streamline compliance, reduce human error, and maintain regulatory alignment. In cybersecurity, AI is a double-edged sword—deployed by both attackers and defenders. Enterprises use AI to reduce false positives and identify advanced threats more efficiently.

SHIFTING INFRASTRUCTURE: CLOUD, GREEN IT & XR

Organizations are migrating from on-premise setups to cloud-native and multi-cloud architectures, which offer greater agility and scalability. At the same time, green IT initiatives are taking hold, promoting sustainability. Meanwhile, 5G connectivity and extended reality (XR) are unlocking immersive digital experiences, combining virtual, spatial, and real-world computing.

THE CIO: STRATEGIC ARCHITECT, NOT JUST IT LEADER

The modern Chief Information Officer (CIO) is a strategic powerhouse, bridging tech with business. They harness AI, quantum computing, and analytics to drive innovation, improve customer experience, and generate new revenue. CIOs are also deeply involved in change management, fostering a digital-first culture and enhancing workforce capabilities. With cybersecurity now a boardroom concern, they ensure seamless, secure access across enterprise systems.

THE NEW AGE TECH CXO SUITE

By 2025, CIOs, CTOs, CISOs, and DPOs have evolved into visionaries. CIOs drive AI-led transformation. CTOs lead innovation with bleeding-edge technologies like neuromorphic computing. CISOs enforce zero-trust security frameworks and align enterprise resilience with evolving threats. DPOs, meanwhile, are stewards of privacy, ensuring ethical AI use and regulatory compliance.

WHY DPOs MUST REMAIN INDEPENDENT

Unlike other CXOs, Data Protection Officers (DPOs) must remain fully independent. They monitor data privacy, conduct assessments, and ensure regulatory alignment. Having CIOs, CTOs, or CISOs double as DPOs creates conflicts of interest, violating GDPR's requirement for autonomy. Even in smaller organizations, outsourcing the DPO role is recommended to preserve objectivity. Ultimately, the DPO must remain a neutral, ethical guardian of personal data—separate from operational tech leadership.

CLOUD NATIVE ARCHITECTURES AND AUTOMATION ALLOW COMPANIES TO PIVOT QUICKLY AND STAY AGILE

KHUSHBU JAIN, PARTNER, ARK LEGAL

AI AND AGILITY TAKE CENTER STAGE

In 2025, Artificial Intelligence has moved from hype to core business driver. Enterprises are using AI to predict customer needs, automate routine tasks, and unlock strategic value.

By integrating AI across operations, companies free up human talent to focus on innovation and decision-making. Alongside this, cloud-native architectures and process automation are helping organizations stay agile and competitive in fast-changing markets. These technologies enable rapid adaptation and experimentation, giving businesses the tools to scale quickly and smartly.

THE CIO AS A STRATEGIC CATALYST

CIOs have evolved into pivotal business enablers, no longer confined to managing IT infrastructure. They work hand-in-hand with other executives to align technology with broader business goals. Acting as innovation architects, CIOs bring together AI, data analytics, and digital platforms to drive customer-centric growth. Their expanded role includes steering digital transformation, identifying new revenue streams, and embedding tech at the heart of enterprise strategy. This shift positions CIOs as essential voices at the executive table, shaping the future of their organizations.

SECURITY BECOMES EVERYONE'S JOB

Security in 2025 is a shared organizational responsibility. Enterprises are embedding a security-first mindset across all levels, ensuring every employee understands the importance of data protection and cyber hygiene. Regular, interactive training and real-world simulations make cybersecurity awareness part of daily routines. By fostering open discussions about threats and prevention, organizations build a culture of vigilance. This proactive approach strengthens defenses against attacks, minimizing the risk of human error, which remains a key vulnerability.

SMART, UNIFIED DEFENSES FOR A HYBRID WORLD

AI, automation, and zero trust frameworks are redefining enterprise security. AI-led systems monitor networks around the clock, detecting anomalies in real-time and enabling rapid response. Security orchestration tools automate routine tasks, allowing experts to focus on complex threats. Zero trust ensures that no user or device is trusted by default—continuous verification is now the norm. These measures are integrated within unified platforms like XDR and SASE, offering holistic visibility and protection across hybrid and multi-cloud environments.

In 2025, CIOs, CTOs, CISOs, and DPOs are no longer siloed—they operate as a cohesive team. Together, they balance innovation with compliance, security, and resilience, orchestrating a future-ready enterprise.





DIGITAL TRANSFORMATION RESHAPING BUSINESS TRANSFORMATION!

GANESH VISWANATHAN, PRESIDENT, ASSISTO TECHNOLOGIES PVT. LTD.

Enterprises are embracing key technology trends that enhance intelligence, sustainability, and resilience. Agentic AI drives autonomous task execution and productivity with strong governance. Sustainable computing reduces environmental impact, while cloud integration modernizes infrastructure and streamlines operations. IoT transforms industries through real-time monitoring and predictive maintenance. AI governance platforms ensure ethical and compliant AI use. Collectively, these innovations are reshaping enterprise strategies, enabling smarter, greener, and more agile business models for the future.

CIOs: FROM IT MANAGEMENT TO BUSINESS ENABLER

In 2025, CIOs have transitioned from IT managers to strategic business enablers. They now align technology with business goals, drive digital transformation, and foster innovation through AI, data analytics, and emerging tech. CIOs lead cybersecurity efforts with Zero Trust models and AI-driven defenses, ensuring enterprise resilience. Their role includes building agile, cloud-based infrastructures and emphasizing AI governance. Success is no longer measured by IT metrics alone but by business impact, customer satisfaction, and growth—making CIOs central to enterprise transformation and competitive advantage.

STRENGTHENING CYBERSECURITY

To foster a security-first culture, organizations are focusing on continuous employee training in cyber hygiene, covering phishing, password safety, and secure browsing. Leadership plays a key role by championing cybersecurity and embedding it into business strategy. Clear security policies, regular assessments, open communication, and recognition of secure behavior strengthen accountability and vigilance. Enterprises are also integrating AI, automation, and Zero Trust frameworks. AI-driven tools enable real-time threat detection and automated response, while platforms like SOAR streamline incident management. Predictive analytics and behavioral monitoring help counter emerging threats. Zero Trust is reinforced with continuous user and device verification.

CONVERGENCE OF TECH ROLES

In 2025, executive tech roles are converging as AI adoption, cybersecurity demands, and business alignment reshape priorities. CIOs are evolving into strategic enablers, scaling enterprise-wide AI and aligning tech with business outcomes. CTOs focus on secure innovation, managing hybrid-cloud environments, and advancing emerging tech like blockchain and quantum computing. CISOs now act as proactive risk managers, using AI for threat detection and ensuring cyber resilience. DPOs lead ethical AI governance, auditing for bias and enforcing data privacy compliance.

These roles are increasingly interconnected, emphasizing shared priorities such as AI ethics, zero-trust frameworks, and collaborative agility—critical for enabling innovation while ensuring security, transparency, and regulatory compliance across the enterprise.

ENTERPRISES ARE INCREASINGLY INVESTING IN EXPLAINABLE AI, BIAS AUDITS, AND TRANSPARENT DATA POLICIES

YOGENDRA SINGH, HEAD - IT & SAP, BARISTA

AI EVERYWHERE: STRATEGIC, GENERATIVE & PREDICTIVE

Artificial Intelligence is no longer just a support tool—it is becoming a strategic co-pilot. Generative AI is widely used in content creation, code generation, and customer engagement, while Predictive AI enhances decision-making, demand forecasting, and hyper-personalization.

HYPER AUTOMATION & INTELLIGENT RPA

Organizations are adopting hyper automation by combining RPA, AI, ML, and process mining to streamline complex workflows in finance, HR, and supply chains—boosting efficiency and reducing manual effort.

AI-DRIVEN CYBERSECURITY & ZERO TRUST

Security systems now use AI and ML for real-time threat detection and adaptive responses. Enterprises implement Zero Trust architectures, least-privilege policies, and multi-factor authentication to strengthen digital defenses.

EDGE COMPUTING WITH IOT

To meet real-time data needs, edge computing is integrated with IoT, allowing faster decision-making at the source—especially in sectors like retail, manufacturing, and healthcare.

ETHICAL AI & RESPONSIBLE GOVERNANCE

Trust and compliance are driving investments in explainable AI, bias audits, and transparent data policies—ensuring responsible AI use aligned with global regulations.

THE CIO'S EXPANDING ROLE

Today's CIOs are digital transformation strategists. They align technology with business goals, unlock new revenue streams, and create customer-centric models through AI, cloud, and automation.

CHAMPIONING DATA-DRIVEN DECISIONS

By leveraging AI and analytics, CIOs are transforming raw data into actionable insights that drive operations and strategic planning.

INNOVATION, AGILITY & CULTURE BUILDING

Modern CIOs bridge technical and business cultures, lead legacy modernization, and foster innovation by collaborating with startups, tech vendors, and academic institutions.





HYBRID WORK CONTINUES TO EVOLVE, WITH AI-DRIVEN COLLABORATION TOOLS!

PARTHA PROTIM MONDAL, CHIEF INFORMATION OFFICER, BERGER PAINTS INDIA LTD.

Today, we see enterprises embracing transformative technologies that blend AI innovation, infrastructure evolution, and a heightened focus on responsible digital practices.

RISE OF AGENTIC AI

AI is evolving into autonomous agents that plan and execute tasks independently, streamlining operations in customer service, logistics, finance, and software development. Governance frameworks are emerging to manage AI ethics, transparency, and compliance. Inspired by the human brain, neuromorphic computing enables faster, energy-efficient AI processing, especially beneficial for edge computing and real-time applications.

SECURITY VS EVOLVING DIGITAL WORKPLACES

Hybrid work continues to mature with AI-powered collaboration tools, virtual environments, and productivity analytics becoming standard in enterprise ecosystems. With the spread of generative AI, companies are shifting from network-based to identity-first security. This includes real-time authentication, zero-trust frameworks, fraud detection, and brand protection tools. Organizations are optimizing multi-cloud strategies for cost, performance, and compliance. AI-driven observability (AIOps) helps monitor complex IT systems, detect anomalies, and ensure uptime.

CIOs AS STRATEGIC BUSINESS ENABLERS

CIOs are no longer just tech managers—they are central to business strategy. They drive innovation through Gen-AI, IoT, and edge computing, oversee enterprise-wide data governance, and promote digital transformation aligned with business goals. They also lead cyber risk mitigation, employee upskilling, and vendor ecosystem management.

BUILDING A SECURITY-FIRST CULTURE

Enterprises are ensuring cybersecurity awareness across all levels through:

- ◆ Executive involvement and leadership modeling
- ◆ Continuous role-specific training and simulations
- ◆ Clear, accessible security policies
- ◆ Embedded prompts in digital tools like Slack and Teams

INTEGRATING AI, AUTOMATION, AND ZERO TRUST

Advanced AI-powered systems detect anomalies and automate responses. Zero-trust frameworks assess behavior in real time for access control. AI tools also automate compliance, patching, and security analytics, helping enterprises stay resilient and compliant.

THE EVOLVING ROLES OF CIOs, CTOs, CISOs, AND DPOs

- ◆ CIOs/CTOs: Lead digital transformation and AI integration
- ◆ CISOs: Become cyber-resilience strategists
- ◆ DPOs: Shift to ethical data stewards ensuring privacy compliance

Although overlaps exist, DPOs should operate independently to avoid conflicts of interest, especially under regulations like GDPR.

FINANCIAL INSTITUTIONS MUST STAY AGILE AS CHALLENGES EVOLVE

BHASKAR RAO, CISO, BHARAT CO-OPERATIVE BANK (MUMBAI) LTD.

SECURITY PRIORITIES IN BANKING SECTOR

Cybersecurity is one of the major challenges in the financial sector, particularly for banks as they must protect both customer data and internal systems. Banks handle sensitive customer transactions and store critical data in data centers, making security a top priority.

To address this, financial institutions deploy various security measures such as securing applications, protecting data centers from external threats, and utilizing micro-segmentation to safeguard their networks.

However, cybersecurity is a dynamic field that evolves every day. Threats and security risks change continuously, meaning banks must constantly upgrade their systems to stay ahead. What worked yesterday might no longer be effective today. Therefore, financial institutions are required to not only update their individual systems but also overhaul their entire security infrastructure to stay resilient in the face of changing challenges.

BALANCING SECURITY ACROSS BANK SIZES

The banking sector also faces significant disparities in resources. Large banks have the financial means to deploy sophisticated security technologies, but smaller institutions, particularly in the cooperative sector, often rely on third-party vendors. This reliance can create gaps in security capabilities and make it harder for smaller banks to keep up with the evolving threats. Additionally, a shortage of experienced security professionals exacerbates the issue, making it difficult for banks to find skilled personnel to manage their cybersecurity effectively.

CISOs STEER CYBERSECURITY FORWARD

The role of the Chief Information Security Officer (CISO) is particularly demanding. CISOs must balance protecting customer data, ensuring compliance with regulatory standards, and defending against cyberattacks. Moreover, they need to adapt to constantly changing threats. With the rise of AI technologies, the landscape of cybersecurity is shifting, and AI is becoming a vital tool.

AI can consolidate security events, generate detailed reports, and identify threats more quickly than human analysis alone. It allows banks to track, detect, and block potential security breaches efficiently.

ELEVATING CYBER RESILIENCE WITH AI

Rather than viewing AI as a challenge, it is increasingly seen as a necessary tool for improving security in the financial sector. As AI continues to evolve, it will play a key role in strengthening cybersecurity measures, ultimately making financial institutions more secure and resilient in an increasingly digital world.





BEYOND BUZZWORDS: AI & AUTOMATION TO FUEL 2025 ENTERPRISE EVOLUTION

ANAND KUMAR SINHA, CIO & GLOBAL HEAD IT, BIRLASOFT (C K A BIRLA GROUP)

In 2025, AI, automation, and edge computing are no longer futuristic concepts—they are reshaping how businesses operate. Enterprises are integrating AI to streamline workflows, enhance customer experiences, and drive data-based decisions. AI-powered chatbots, for example, now deliver instant customer support, boosting satisfaction and efficiency. Simultaneously, edge computing is enabling real-time data processing, which is crucial for applications that demand low latency.

The rollout of 5G and the growth of IoT are further transforming industries. In manufacturing, IoT sensors monitor machine performance and predict maintenance needs, reducing downtime and boosting productivity. These technologies create seamless connectivity across devices, enhancing operations across sectors. However, this digital shift also underscores the importance of cybersecurity. As digital threats evolve, organizations are increasing investments in cyber defenses, emphasizing the need to protect assets and maintain business continuity.

SECURITY-FIRST CULTURE AND SHIFTING LEADERSHIP ROLES

CIOs have emerged as strategic business leaders rather than just technology heads. Their role now includes aligning IT strategies with business goals, driving innovation, and collaborating with other executives. For instance, a CIO might implement AI analytics tools to help sales teams identify prospects and personalize customer interactions—directly impacting business outcomes. Today's CIO must think beyond IT management and focus on delivering measurable business value.

With cyber risks on the rise, companies are building a security-first culture through employee training, real-world simulations, and frequent security audits. Emphasizing the business impact of cybersecurity, leaders foster accountability and awareness across all departments. Automation and AI are playing key roles in cybersecurity—streamlining threat detection and response, reducing human error, and improving compliance. Zero-trust frameworks are gaining popularity by ensuring real-time identity verification and strict access controls, minimizing risks from insider threats and breaches.

As technology advances, leadership roles such as CIO, CTO, CISO, and DPO are evolving. CIOs are focusing on business alignment and digital transformation, while CTOs lead scalable tech strategies and R&D.

CISOs are tasked with proactive threat detection and zero-trust implementation. DPOs, with their legal and regulatory expertise, manage privacy compliance and audit readiness. Though these roles may overlap, the DPO remains distinct in its focus on legal standards like GDPR. Ensuring separation between data security and privacy compliance helps organizations meet regulations effectively while maintaining operational integrity.

LEADERSHIP MUST VISIBLY CHAMPION SECURITY INITIATIVES, ALLOCATE TIME AND RECOGNITION FOR COMPLETION!

DR. SANDIP PRADHAN, CHIEF INFORMATION OFFICER, CENTURY PLYBOARDS (INDIA) LIMITED

Enterprises have started embracing transformative technologies that redefine how they operate and innovate. Agentic AI—autonomous systems capable of complex decision-making—and Ambient Invisible Intelligence are seamlessly embedding contextual computing into workflows. Spatial computing is enhancing collaboration through immersive, mixed-reality environments. Meanwhile, AI governance platforms are emerging to ensure ethical and compliant deployment of models. Security is also evolving, with Post-Quantum Cryptography preparing organizations for quantum-era threats, and Hybrid Computing blending cloud, edge, and on-premises resources to ensure optimal performance and resilience. These technologies signify a shift toward intelligent, adaptive, and integrated digital infrastructures.



THE CIO'S SHIFT FROM IT MANAGER TO VALUE CREATOR

The role of the CIO has expanded significantly. No longer confined to IT management, CIOs are becoming strategic enablers, driving enterprise value. They lead cross-functional innovation through modernized data architectures and AI-powered “analytics factories.” Instead of treating cloud services as cost centers, they now manage them as strategic assets. CIOs are embedding sustainability metrics into tech roadmaps and focusing on upskilling employees in digital fluency. Balancing legacy systems with new technologies like generative AI, CIOs are central to bridging technological capabilities with long-term business objectives.

BUILDING A SECURITY-FIRST CULTURE ACROSS ALL LEVELS

Organizations are embedding cybersecurity awareness at every stage—from recruitment and onboarding to performance evaluations. Regular, role-specific training, phishing simulations, and threat-based learning modules reinforce cyber hygiene. Leadership plays a key role by championing initiatives, recognizing compliance, and fostering transparent reporting environments. Feedback mechanisms, such as surveys and threat-intelligence dashboards, allow for real-time program updates, ensuring persistent organizational vigilance against cyber threats.

AI, AUTOMATION, AND ZERO TRUST IN ENTERPRISE SECURITY

Enterprises are integrating predictive AI and behavioral analytics to fortify Zero Trust frameworks, validating every access request and flagging threats in real time. Automation enhances security operations by accelerating incident response and streamlining threat mitigation. Identity proofing powered by AI continuously assesses risks and adjusts access dynamically. Together, AI, automation, and Zero Trust form a unified, resilient security strategy, reducing vulnerabilities while improving efficiency.

As these transformations unfold, CIOs, CTOs, CISOs, and DPOs are evolving into collaborative leaders, each with specialized mandates yet united by the shared goal of driving innovation, security, and regulatory compliance.



BUILDING A SECURITY-FIRST CULTURE IN A HYPERCONNECTED ENTERPRISE

MOHAN SHAH, CTO, CLAIMPRO ASSIST PVT. LTD.

ClaimPro Assist is at the forefront of a technological revolution reshaping enterprise operations. Key trends such as artificial intelligence (AI) and hyperautomation are driving operational efficiency by automating repetitive tasks and enabling smarter decision-making. Edge computing and the Internet of Things (IoT) play a crucial role in real-time logistics management, ensuring seamless monitoring and faster response times across supply chains. To protect these interconnected systems, ClaimPro Assist leverages a cybersecurity mesh framework, enhancing resilience against increasingly sophisticated cyber threats.

Additionally, the adoption of sustainable technologies, 5G connectivity, and data fabric architecture is further accelerating business agility. Combined with human-centric design principles, these innovations empower the company to deliver logistics solutions that are smarter, faster, and greener, positioning the company as a leader in the evolving global market.

THE EVOLVING ROLE OF TECHNOLOGY LEADERSHIP

At ClaimPro Assist, the role of technology leaders—especially Chief Information Officers (CIOs)—has evolved significantly beyond traditional IT management. Today's CIOs are strategic enablers who integrate technology deeply into every business process to drive growth and improve customer experience. They spearhead digital transformation initiatives, champion data-driven decision-making, and align IT investments closely with business goals.

Alongside CIOs, Chief Technology Officers (CTOs) focus on innovation and infrastructure optimization, while Chief Information Security Officers (CISOs) transition from reactive cybersecurity roles to proactive architects of enterprise resilience. Data Protection Officers (DPOs) are gaining critical prominence as organizations place increasing emphasis on data privacy and compliance. Together, these leaders collaborate closely to ensure technology, security, and governance strategies support agile, future-ready enterprises.

BUILDING A SECURITY-FIRST, ADAPTIVE ENTERPRISE

ClaimPro Assist prioritizes building a security-first culture by providing continuous cybersecurity awareness training across all employee levels. This includes education on data protection, phishing prevention, and safe digital practices reinforced through clear policies and simulated attack drills.

AI and automation are deeply embedded within security operations, enabling real-time threat detection, predictive analytics, and rapid incident response. Automated workflows reduce human error and enhance system reliability. Furthermore, the company employs a zero-trust security framework that rigorously verifies every user, device, and connection both inside and outside the corporate network. This comprehensive, adaptive approach ensures that the company's IT and security strategies remain robust and capable of addressing evolving cyber risks in today's dynamic digital landscape.

THE NEW FRONTIERS OF IT: AI, ZERO TRUST, AND THE EVOLVING CIO

PUNEESH LAMBA, CIO, CMR GREEN TECHNOLOGIES LTD.

The enterprise landscape in manufacturing is undergoing a massive transformation, driven by evolving technologies and new business demands. Three major trends are at the forefront of this change, reshaping operations, security, and digital strategy.

AI EVERYWHERE: FROM AUTOMATION TO INTELLIGENCE

Artificial Intelligence (AI) is no longer limited to task automation—it has become a strategic driver across manufacturing operations. AI now supports real-time decision-making, predictive and assisted analytics, and hyper-personalized customer experiences. Generative AI is transforming everyday workflows by automating email writing, presentation building, summarizing documents, and assisting with coding and contract creation. Many organizations are now building custom AI models tailored to their industry, unlocking strategic advantages and faster innovation cycles.



ZERO TRUST SECURITY: REINVENTING CYBER HYGIENE

With cloud adoption and hybrid work models becoming the norm, cybersecurity strategies have evolved to adopt the Zero Trust model. This approach centers on continuous identity verification, constant monitoring, and decentralized security. Enterprises are educating employees through awareness programs and scenario-based simulations. Cyber hygiene has gone beyond password protection—it now includes verifying suspicious emails, identifying deepfake scams, and ensuring voice calls are genuine. Security teams are addressing these evolving threats with proactive tools and adaptive responses.

THE RISE OF PARALLEL APPLICATION ECOSYSTEMS

Enterprise Resource Planning (ERP) systems, once seen as strategic assets, are now considered basic infrastructure. Today, organizations are creating parallel ecosystems of lightweight, flexible applications that solve specific business problems faster and more affordably. These solutions bypass the constraints of large ERP upgrades and allow for more customized, responsive, and cost-effective implementations.

THE CIO AS A STRATEGIC BUSINESS ENABLER

The role of the CIO is evolving rapidly from tech implementer to business problem-solver. With technology advancing quickly, CIOs are shifting from long-term planning to agile execution—constantly presenting new ideas to the board for competitive advantage. Their role now mirrors that of any strategic business leader.

INTEGRATING AI, AUTOMATION & ZERO TRUST IN ENTERPRISE IT

AI and ML are now being embedded into IT strategies to detect threats, automate responses, and reduce risk. Identity and Access Management (IAM), MFA, and Secure Access Service Edge (SASE) frameworks are being adopted, while employee training on Zero Trust and AI tools is critical to reduce human error and foster a resilient, security-first culture.



CYBERSECURITY IS A SHARED PRIORITY – SO OWN THE RESPONSIBILITY

BHARAT B ANAND, GROUP CIO AND CTO, CONTEC GLOBAL

AI'S EVOLVING ROLE IN DATA SECURITY

AI presents both challenges and opportunities for organizations, particularly in the context of protecting data. While AI can be used to enhance security, organizations need to be cautious about how they apply it, especially when it comes to safeguarding sensitive data. The application of AI models—whether supervised or unsupervised—can be instrumental in predicting patterns and improving security measures. AI is not yet truly "artificial" intelligence, but rather "augmented intelligence" that assists in enhancing human decision-making. Although significant strides have been made in AI in recent years, especially compared to its status in the 2010s, it is still evolving, and organizations must adapt accordingly.

TRANSFORMING CIO ROLES AND CYBERSECURITY PRACTICES

The role of Chief Information Officers (CIOs) has expanded beyond managing information to shaping an organization's strategic direction. Today, CIOs drive transformation across all functions, ensuring business objectives align with emerging technologies like AI. This shift demands continuous learning and adaptability.

As cybersecurity becomes a shared priority, individuals must take responsibility for their digital security. Whether using banking apps or handling sensitive data, security awareness is essential. Organizations must cultivate a cybersecurity-first culture, emphasizing that security is everyone's responsibility—not just IT's. Training, awareness programs, and adopting security frameworks like zero-trust networks are crucial. By fostering proactive security practices, businesses can mitigate risks and build resilience against evolving cyber threats.

DEMOCRATIZING CYBERSECURITY FOR ALL BUSINESSES

With the proliferation of devices generating vast amounts of data, organizations face significant challenges in managing and analyzing this data effectively. The varying formats, frequencies, and sources of data make it difficult to extract useful information for security purposes. This, combined with the ever-evolving nature of cyber threats, means that organizations must constantly adapt and innovate.

The relationship between organizations and hackers is a constant tug of war, with the balance often determined by an organization's risk appetite. While large corporations may have more resources to invest in cybersecurity, small businesses face greater challenges due to limited budgets. To address these issues, it is vital to democratize cybersecurity and make it more accessible to businesses of all sizes.

SECURITY REIMAGINED: LEADERSHIP, TRUST, AND THE NEW DIGITAL MANDATE

ANIL NAMA, CIO, CTRLS DATACENTERS

In 2025, enterprise technology is no longer about digital transformation for its own sake—it's about achieving tangible business outcomes. Core technologies like Generative AI, distributed cloud, and zero-trust security have matured into operational essentials.

THE NEW DIGITAL CORE

Generative AI is now a cornerstone of enterprise strategy. Gartner predicts that by 2027, over 50% of GenAI models will be tailored to specific industries or functions—up from just 1% in 2023—signaling a move toward targeted innovation. Cloud infrastructure has also matured, with distributed cloud enabling compliance, data sovereignty, and smarter workload management. Sustainable IT is gaining ground, particularly in datacenter operations, where energy-efficient practices cut costs and environmental impact.

Meanwhile, cybersecurity is being redefined. As hybrid work becomes standard, zero-trust security frameworks are replacing traditional perimeter-based models. IBM's 2024 report reveals that companies with advanced zero-trust systems save \$2.23 million per breach on average. In this new era, true resilience depends on proactive security, agility, and continuous preparedness.

BUILDING A CULTURE OF SECURITY

At CtrlS Datacenters, building a security-first culture is fundamental. Employees are trained in phishing awareness, password hygiene, and incident response through simulations, workshops, and certifications. Clear roles, accountability, and open reporting systems reinforce a shared sense of responsibility.

CtrlS is also embracing AI and automation to future-proof its infrastructure. Its AI-ready datacenters support the rapid adoption of GenAI and cloud technologies, while automated security systems provide real-time threat detection, 24x7 monitoring, and seamless protection for clients.

EVOLVING TECH LEADERSHIP

The CIO role is shifting from IT oversight to business strategy, focusing on revenue, innovation, and customer experience. As 74% of CEOs see AI as a game-changer, CIOs and CTOs must align tech with business goals. CTOs drive adoption of AI, cloud, and blockchain; CISOs manage cybersecurity; and DPOs, post-DPDP Act, ensure compliance and data privacy. DPOs now play a pivotal role in navigating regulations, establishing data governance, and ensuring responsible data use—balancing innovation with protection of individual rights and organizational integrity in a fast-evolving digital landscape.

Although some mid-sized firms consolidate responsibilities, India's expanding digital ecosystem and evolving regulations call for specialized leadership. Looking ahead, resilient and secure growth depends on how well technology leaders anticipate change, drive innovation, and embed digital trust at every level.





BUILDING A CULTURE OF ACCOUNTABILITY WITH HUMANS AT THE HEART OF CYBER DEFENSE!

ADV. (DR.) PRASHANT MALI, PRESIDENT - CYBER LAW CONSULTING (ADVOCATES & ATTORNEYS)

Technology is becoming a part of everything around us, and two areas leading the way are Artificial Intelligence (AI)—especially Generative AI—and hybrid cloud computing. These technologies are making devices and services smarter, faster, and more efficient. Alongside them, 5G networks and edge computing are helping process data closer to where it is generated, which speeds things up—especially for smart devices and IoT (Internet of Things).

CYBERSECURITY IS EVOLVING WITH AI AND AUTOMATION

Cybersecurity is more important than ever. Threats are becoming more advanced, and many attackers are now using AI to plan and carry out their attacks. To stay safe, businesses are also starting to use AI and automation in their defenses. This allows companies to detect and respond to threats faster and more accurately. The Zero Trust security model is gaining popularity too—it means no one is trusted by default, and everyone must be verified all the time.

Companies are also realizing that technology alone isn't enough to protect them. People play a key role in keeping things secure. Instead of boring, one-time training sessions, businesses are now using fun, real-life examples and simulations to teach employees how to stay safe online. Leaders are also setting the tone by making security a part of everyday work and encouraging open discussions around it.

DPO MUST STAY INDEPENDENT

The role of the Chief Information Officer (CIO) is changing. They are no longer just in charge of IT systems. Today's CIOs are becoming business leaders, helping companies grow, innovate, and lead digital transformation. They work closely with CEOs and other leaders, understanding business goals and using technology to achieve them.

Other tech leadership roles are also becoming more defined. The Chief Technology Officer (CTO) focuses on future technologies and innovation. The Chief Information Security Officer (CISO) handles cybersecurity. And the Data Protection Officer (DPO) ensures the company follows data privacy laws, especially with new rules like India's DPDP Act.

Although these roles are connected, it's best that the DPO remains independent. If the same person is managing both data privacy and IT or security, it can lead to a conflict of interest. Independence helps the DPO hold others accountable and ensures data privacy is taken seriously.

AI, EDGE, AND HYBRID CLOUD FORMS THE BACKBONE OF ENTERPRISE EVOLUTION

DR. HAROLD D'COSTA, PRESIDENT - CYBER SECURITY CORPORATION, ADVISOR (LAW ENFORCEMENT AGENCIES - CYBER CRIME), INTERNATIONAL TRAINER (JUDGES & PUBLIC PROSECUTOR)

By 2025, enterprises are accelerating the adoption of AI-driven automation, edge computing, and hybrid cloud strategies. AI has evolved into a fundamental element across decision-making, cybersecurity, and operational optimization. Generative AI is redefining software development, customer interaction, and threat intelligence. Concurrently, edge computing is driving low-latency data processing and enabling real-time analytics, especially in IoT-intensive sectors like logistics, manufacturing, and energy.



Hybrid and multi-cloud architectures are now the standard, offering scalability, resilience, and flexibility while minimizing dependence on single vendors. Security frameworks are rapidly transitioning to Zero Trust models, ensuring continuous verification and granular access control to counter sophisticated, AI-enabled cyber threats. With the advent of quantum computing, enterprises are exploring post-quantum cryptography to future-proof their encryption mechanisms. The key challenge for IT leaders remains integrating these technologies while safeguarding security, ensuring compliance, and demonstrating ROI.

ROLE OF CIOs IN BUSINESS STRATEGY AND COMPLIANCE

The role of the CIO has evolved from operational oversight to strategic leadership. In 2025, CIOs are pivotal in aligning IT investments with business goals, enabling revenue growth, and accelerating digital transformation. They collaborate closely with CEOs, CFOs, CHROs, and marketing heads to embed AI in decision-making, enhance customer experiences, and streamline operations.

CIOs are also accountable for regulatory compliance and sustainability initiatives, helping organizations meet ESG targets. As technology becomes a key business differentiator, CIOs must foster a data-centric culture that encourages collaboration and innovation. Success is now measured by business agility, customer value delivery, and competitive advantage rather than infrastructure uptime alone.

RESPONSIBILITY CONVERGENCE

CIOs, CTOs, CISOs, and DPOs are increasingly operating in tandem as security, privacy, and innovation intersect. While CIOs manage risk and compliance, CTOs lead R&D and emerging tech adoption. CISOs protect against cyber threats, and DPOs ensure legal adherence to data protection regulations, such as the DPDP Act 2023, often operating independently to avoid conflict of interest.

Security is shifting from isolated IT functions to organization-wide responsibility. Enterprises are embedding cybersecurity into culture through awareness programs, phishing simulations, and executive-level threat education. AI-enabled threat detection, behavioral analytics, and Zero Trust frameworks are now integral, with Identity and Access Management (IAM), continuous authentication, and micro-segmentation forming the foundation of modern enterprise defense.



DPDP ACT BRINGS A NEW ERA FOR DATA GOVERNANCE IN INDIA

DR. RAKSHIT TANDON, CYBER SECURITY EVANGELIST

As a technology specialist and cybercrime investigator who has worked closely with Indian law enforcement, I've trained officers across state and central police academies in cybersecurity and digital investigations. Over the years, I've seen cyber threats evolve rapidly—and 2024 stands out as a pivotal year for data security.

THE DPDP ACT: A DEFINING MOMENT FOR INDIAN BUSINESSES

The Digital Personal Data Protection (DPDP) Act has introduced a game-changing legal framework for how Indian businesses handle and secure personal data. With cybercrime rising over 900% in the past four years, the urgency to act is undeniable. Ransomware, phishing, and malware are no longer isolated incidents—they're systemic threats.

What sets the DPDP Act apart is its enforcement muscle: penalties of ₹50 crore for non-compliance and ₹250 crore for breaches. This signals that data protection is no longer optional. Businesses must now embed 'security by design' into every product and process. Crucially, the law differentiates between types of data—personal, sensitive, and critical—requiring tailored protections.

This shift is also redefining leadership roles. The CIO, CTO, and CISO must now work in sync with a new key player: the Data Protection Officer (DPO). Together, they must drive privacy frameworks, ensure compliance, and foster a culture of security from the ground up.

AI: INNOVATION MEETS THREAT

Artificial intelligence is transforming business operations—but it's also equipping cybercriminals with powerful tools. Generative AI is being used to create intelligent phishing campaigns, deepfakes, and malware. Alarmingly, attackers are now targeting AI models themselves through "AI poisoning," manipulating training data to generate false or biased outcomes.

Businesses must act fast—not only to protect data but to secure the logic and integrity of their AI systems. Robust AI governance, transparency, and ethical usage are now non-negotiables.

PROACTIVE STEPS AND THE ROAD AHEAD

Encouragingly, we're seeing government-led initiatives: blocking fraudulent SIMs, tagging suspicious calls, and the RBI's push for uniform domain structures like '.bank.in'. These are important steps—but businesses must go further.

Compliance is not a checkbox. It's a cultural shift. As targeted scams grow more personal and data becomes weaponized, Indian companies must move from awareness to action. The DPDP Act gives us the legal foundation. Now, it's up to every enterprise to act—urgently, responsibly, and decisively.

DPDP DISRUPTION: INDIA'S DATA LAW IS TRANSFORMING TECH, TEAMS & TRUST

LEE NOCON, CO-FOUNDER AND CTO, DATA SAFEGUARD INDIA

As data privacy becomes a global imperative, technological trends are shifting rapidly to accommodate regulatory mandates such as India's Digital Personal Data Protection (DPDP) Act. One of the most significant changes in this landscape is the transformation of data ownership—from enterprises controlling data to individuals asserting ownership over their personal information. This transition compels organizations to reassess and restructure their IT architectures, data management protocols, and compliance frameworks to align with evolving expectations around transparency, accountability, and consumer rights.



COMPLIANCE CHALLENGES AND GAPS

The initial phase of compliance poses substantial operational challenges. Most organizations lack full visibility into their data ecosystems—specifically, where sensitive data resides, how it flows, and who has access to it. This obscurity complicates risk assessments and hinders the identification of compliance gaps. Many businesses are still in the nascent stages of adopting DPDP-related practices, yet with regulatory enforcement in motion, there is increasing recognition of the need to act swiftly and decisively.

MARKET IMPLICATIONS FOR MSPS AND SIs

For system integrators (SIs), managed service providers (MSPs), and technology consultants, the path to compliance introduces new hurdles, particularly in terms of cost management. Achieving regulatory alignment demands significant investments in data discovery tools, secure infrastructure, compliance-oriented software solutions, and professional services. Organizations must now weigh the cost of inaction—which includes legal penalties and reputational damage—against the financial outlay required for transformation.

RISE OF DPOs

Chief Information Security Officers (CISOs) are traditionally focused on perimeter security, dealing with threats from outside the organization. However, data privacy requires a more nuanced approach centered on internal data governance, lifecycle management, and minimization. As such, CISOs must evolve their skillsets to bridge this gap. Chief Technology Officers (CTOs), meanwhile, face the challenge of implementing privacy by design—integrating data privacy measures into every layer of technology and process architecture. In response, organizations are increasingly appointing Data Privacy Officers (DPOs) or expanding the mandate of Chief Data Officers (CDOs) to ensure dedicated oversight.

ETHICAL AI IN PRIVACY-DRIVEN SOLUTIONS

At DataSafeguard, our proprietary AI and machine learning solutions are engineered to support data privacy automation and synthetic fraud detection. Unlike generic AI tools, our technology is hand-coded, ensuring ethical deployment, precision, and compliance. As AI becomes central to privacy management, responsible and transparent use will be key to building trust and achieving scalable compliance.



AI, AUTOMATION, AND SECURITY IS ENGINEERING THE FUTURE FOR ENTERPRISE TECH

BALWANT SINGH, GROUP CISO & DPO, DHARAMPAL SATYAPAL LIMITED (DS GROUP)

LEVERAGING NEX-GEN TECHNOLOGIES

In 2025, enterprise technology is being reshaped by a convergence of advanced innovations. AI and Machine Learning are optimizing manufacturing with predictive maintenance, intelligent automation, and real-time quality checks. Edge computing enables faster decisions by processing data close to the source, crucial for smart factories. IoT continues to enhance production and logistics visibility, while cloud-native architectures and digital twins support scalable operations and real-time simulations. Cybersecurity has become more sophisticated with identity-first security, behavior-based threat detection, and zero-trust models, enabling organizations to operate with greater agility, efficiency, and resilience.

Establishing a security-first culture requires more than implementing policies it demands continuous engagement across organizational levels. Companies must implement comprehensive cyber awareness programs, including tailored training sessions, phishing simulations, and real-life scenario workshops. Integrating security into onboarding and reinforcing it through leadership messaging and periodic refreshers strengthens awareness. Incentivizing good cyber hygiene and embedding security practices into daily workflows fosters a shared sense of responsibility, ensuring every employee plays a role in safeguarding digital assets.

AI and automation are now core to modern cybersecurity strategies. AI powered analytics monitor network activity, user behavior, and endpoint interactions to detect threats in real time. Automation enables rapid incident response, reducing human dependency and minimizing damage. Central to this is the Zero Trust model requiring continuous authentication and strict access controls. Components like identity and access management, micro-segmentation, and real-time monitoring enhance visibility, shrink attack surfaces, and adapt security postures to today's threats.

NEW ROLES NAVIGATING THE INTERSECTION

The CIO's role has expanded beyond managing infrastructure to becoming a strategic leader. In manufacturing and FMCG sectors, CIOs are aligning digital initiatives with business goals, optimizing supply chains, enhancing customer experiences, and supporting data-driven strategies. They promote cross-functional collaboration, ensure business continuity, and mitigate digital risks turning IT into a value creator.

Looking ahead, the CIO, CTO, CISO, and DPO roles are increasingly collaborative. CIOs and CTOs lead innovation, CISOs integrate cybersecurity across systems, and DPOs ensure regulatory compliance and data privacy. Together, these leadership roles ensure secure, compliant, and future-ready enterprises.

EMBEDDING DATA PRIVACY INTO PRODUCTS AND SERVICES WILL BECOME STANDARD PRACTICE

PANKAJ MITTAL, FOUNDER & CEO, DIGIZEN CONSULTING

TRENDS REDEFINING IT IN 2025

In 2025, several transformative trends are shaping the future of IT. AI and machine learning will dominate, with generative AI enhancing content creation and AI-powered assistants streamlining software development. There's also a push for Explainable AI (XAI) to ensure ethical and transparent AI decisions. Quantum computing breakthroughs promise major advancements in cryptography and drug discovery, driven by investments from giants like IBM and Google.



Edge computing combined with the expansion of 5G and emerging 6G networks is enabling real-time, low-latency applications, particularly in IoT and smart cities. Cybersecurity will take center stage with Zero Trust Architecture, AI-driven threat detection, and the rise of post-quantum cryptography. Cloud computing is evolving with multi-cloud, hybrid cloud, and serverless architectures, while blockchain finds new relevance beyond crypto, powering decentralized identity and transparent supply chains. Sustainability in tech is also key—green IT, carbon tracking, and efficient data centers are rising. Additional innovations in extended reality (XR), robotics, and ethical AI governance continue to redefine enterprise priorities.

THE EXPANDING ROLE OF CIOs, CTOS, CISOS, AND DPOS

The CIO is now a strategic business leader, steering digital transformation, aligning IT with business goals, and optimizing cloud, AI, and cybersecurity strategies. They also champion green computing and enterprise-wide collaboration. CTOs are focused on emerging tech integration, leading innovation around AI, quantum computing, and blockchain, and shaping new tech-driven business models.

CISOs are embedding Zero Trust frameworks, using AI for cyber resilience, and ensuring compliance with evolving regulations. They now oversee end-to-end supply chain security. Meanwhile, DPOs focus on AI ethics, privacy-by-design, and data sovereignty amidst tightening global data protection laws. Across all roles, AI and regulatory complexity are common priorities, along with a growing emphasis on sustainability and talent upskilling.

BUILDING A SECURITY-FIRST CULTURE AND INTELLIGENT IT

Organizations are prioritizing security-first cultures with leadership commitment, frequent employee training, and role-specific cyber hygiene protocols. Simulated phishing, strong authentication, and least-privilege access are standard. Security is now embedded in daily operations and reinforced via gamification, departmental security champions, and automated tech like AI-based SIEM, SOAR, and ZTNA.

AI and automation are also being deeply integrated into DevSecOps, endpoint and cloud security, and data privacy. Enterprises are leveraging self-healing systems, real-time behavioral analytics, and AI-powered threat intelligence to enhance resilience in an increasingly complex threat landscape.



EFFECTIVE COMMUNICATION WITH C-SUITE EXECUTIVES ENSURES TECHNOLOGY INVESTMENTS DELIVER MEASURABLE BUSINESS VALUE

FARMAN KHALID, HEAD IT / CHIEF DIGITAL OFFICER, EMAAR INDIA

In 2025, enterprises are adopting cutting-edge technologies to enhance agility, security, and innovation. Agentic AI is gaining traction, enabling autonomous systems to independently plan and execute complex tasks. AI Governance Platforms are becoming essential to ensure ethical, compliant, and transparent AI usage. As Disinformation Security tools emerge, they help mitigate the impact of misinformation. Enterprises are also leveraging Generative AI for content creation and process automation. Meanwhile, consumption-based pricing models are reshaping software procurement, aligning costs with actual usage. The demand for data skills is increasing, driving a surge in specialized roles for analytics and cybersecurity. Hyperscale investments by major cloud providers continue, enabling high-performance computing at scale and reinforcing hybrid

enterprise architectures.

CIO AS STRATEGIC BUSINESS LEADERS

The CIO role is evolving from traditional IT management to one of strategic business leadership. CIOs now align technology initiatives with business goals and lead digital transformation efforts across functions. They contribute to core strategies involving AI, data monetization, and customer experience, acting as key decision-makers within the C-suite. As business technologists, CIOs are also managing vendor relationships strategically, integrating sustainability into tech roadmaps, and guiding enterprise-wide innovation. Their expanded responsibilities now include change management, risk oversight, and compliance, making them central to driving competitive advantage.

CREATING A SECURITY-FIRST CULTURE

To address rising cyber threats, organizations are embedding security at every level. Leadership plays a critical role in championing cybersecurity, while employees undergo continuous training in data protection, phishing awareness, and password hygiene. Clear policies and incident reporting systems encourage vigilance and responsiveness. Organizations are deploying advanced tools such as multi-factor authentication and AI-based threat detection to strengthen defenses. These efforts ensure security becomes a shared responsibility embedded in the culture rather than just a function of IT.

AI, AUTOMATION, AND ZERO TRUST IN ENTERPRISE SECURITY

Enterprises are modernizing IT and security strategies with AI-driven threat detection, automated incident response, and Zero Trust frameworks that verify every access request. Behavioral analytics detect anomalies, and adaptive access control adjusts privileges in real-time. These integrated measures enhance threat response, minimize human error, and ensure resilient, scalable enterprise security infrastructures.

Simultaneously, CIOs, CTOs, CISOs, and DPOs are evolving into collaborative leaders with specialized yet interdependent roles—each critical in shaping the future of digital enterprises.

ENTERPRISE SECURITY IS BEING REDEFINED WITH AI, AUTOMATION, AND ZERO-TRUST

SIVAKUMAR NANDIPATI, CDO, FEDBANK FINANCIAL SERVICES

In 2025, AI is the new credit officer, cloud is the new branch, and APIs are the new front desk.

THE NEW FOUNDATIONS OF MODERN NBFCs

In the evolving landscape of Non-Banking Financial Companies (NBFCs), technologies like embedded finance, ONDC-driven sourcing, and AI-led risk engines are fundamentally transforming how credit is accessed, underwritten, and serviced. Real-time analytics and consent-based data sharing are turning generic transactions into highly personalized financial experiences.



The Chief Information Officer (CIO) is no longer confined to the server room. In NBFCs, the CIO has become a growth architect—co-piloting alongside business leaders to drive embedded credit offerings, orchestrate fintech partnerships, and create real-time data strategies. Their responsibilities now encompass not just infrastructure uptime but also business KPIs and customer experience outcomes.

FROM DETECTION TO PREVENTION

A security-first culture is being instilled across organizations. Cyber awareness is no longer relegated to policy documents. Much like ATM PIN literacy, the effectiveness of cyber protocols depends on collective understanding and vigilance. NBFCs are now conducting cyber drills akin to fire drills, embedding gamified phishing simulations into training modules, and integrating security compliance into employee onboarding. Cyber hygiene is being visualized daily through dashboards, making it a living, breathing part of the organization's DNA.

Enterprise security strategies are being redefined with AI, automation, and zero-trust frameworks at the core. AI is functioning as a next-gen SOC analyst, capable of detecting behavioral anomalies in real time. Fraud detection systems are layered with behavior-based AI, access control mechanisms are automated, and zero-trust principles are enforced with rigor—mirroring credit underwriting logic where nothing is trusted unless verified repeatedly across every access point.

THE NEW LEADERSHIP STACK

The roles of CIOs, CTOs, CISOs, and DPOs are converging into a unified digital trust command center. CIOs act as business enablers, CTOs scout and integrate emerging technologies, CISOs design cyber resilience strategies, and DPOs ensure compliance with privacy norms and ethical standards. Together, they form a collaborative risk-intelligence hub.

While in smaller setups, roles like Data Protection Officer (DPO) may overlap with those of the CIO, CTO, or CISO, these functions are inherently distinct. Just as an auditor is not the same as an accountant, a DPO provides necessary checks and balances—critical at a time when regulators like the RBI are sharpening their focus on data governance and compliance.



SECURITY-FIRST CULTURE IS NOT A ONE-TIME INITIATIVE; IT REQUIRES CONTINUOUS EFFORT AND IMPROVEMENT

LALIT TRIVEDI, HEAD INFORMATION SECURITY, FLEXM

TRENDS SHAPING ENTERPRISES IN 2025

Enterprises will be reshaped by ten powerful technology trends. Generative and applied AI will drive smarter decision-making and automation, while quantum computing will solve complex problems at lightning speed. AR/VR will offer immersive experiences, and advanced machine learning will support real-time insights. Cybersecurity will evolve to counter rising digital threats, and advanced robotics will streamline operations. Blockchain will boost transparency and trust, edge computing will enable faster processing, and IoT will expand smart connectivity—together forming the foundation for more agile, innovative, and competitive businesses.

CIOs AS STRATEGIC BUSINESS LEADERS

Modern CIOs have evolved into strategic business leaders. Beyond managing technology, they align IT with corporate goals, leverage data analytics for growth, and help shape overall business direction. As key drivers of digital transformation, they play a crucial role in fostering innovation, guiding change, and ensuring the organization's long-term success.

THE GROWING ROLE OF CXOs

CXOs have transitioned from advisors to strategic stakeholders, playing a key role in shaping tech-driven business strategies. As digital transformation accelerates, their responsibilities grow, requiring visionary leadership to drive innovation and maintain competitiveness.

SECURITY-FIRST CULTURE STARTS AT THE TOP

For robust cybersecurity, building a security-first culture is critical:

- ◆ CISOs must lead with a clear understanding of the organization.
- ◆ Focus on continuous improvement, interdepartmental collaboration, and employee empowerment.
- ◆ Rewarding secure behavior helps sustain awareness.
- ◆ Policies and technologies alone are not enough—education, engagement, and ongoing reinforcement are essential.

RESPONSIBLE AI IMPLEMENTATION

Effective AI adoption requires quality data, skilled teams, seamless system integration, and employee training. Continuous performance monitoring and ethical practices are key. A clear roadmap ensures responsible, efficient deployment of AI across enterprise operations.

WHY DPO SHOULD BE SEPARATE?

Privacy regulations require a Data Protection Officer (DPO) to remain independent. CIOs, CTOs, or CISOs usually face conflicts of interest in this role. However, a CISO may serve as a DPO if they possess strong privacy law expertise and can operate without conflicting responsibilities.

ENTERPRISE TECH IN 2025: AUTONOMY, SECURITY, INNOVATION, AND INTELLIGENCE LEAD THE WAY

SUNIL GUBRANI, HEAD IT SECURITY & INFRA, FRATELLI WINES

AUTONOMOUS AND IMMERSIVE TECHNOLOGIES RESHAPE OPERATIONS

Enterprise technology in 2025 is rapidly evolving with intelligent automation and immersive tools at its core. Agentic AI—autonomous systems capable of making decisions—are expected to handle 15% of daily workplace decisions by 2028. Meanwhile, polyfunctional robots are taking on diverse roles alongside humans, significantly improving productivity. Spatial computing is also gaining ground, blending digital and physical realities through AR/VR, with widespread adoption projected by 2033.



SMARTER, GREENER, AND MORE SECURE COMPUTING

Energy-efficient computing is on the rise, driven by green cloud infrastructure, optimized algorithms, and innovations like optical and neuromorphic processors. Hybrid computing, combining CPUs, GPUs, edge devices, and ASICs, balances performance with flexibility for peak workloads. On the security front, disinformation security and post-quantum cryptography are emerging priorities, with enterprises investing in systems to counter fake content and prepare for quantum-era threats. Ambient sensors are making operations smarter by tracking physical assets in real time.

EVOLVING LEADERSHIP IN TECH-DRIVEN ENTERPRISES

CIOs in 2025 are no longer limited to IT management. They now drive digital transformation, influence product strategies, and enhance customer experience. Collaborating across the C-suite, they foster innovation and agility, ensure regulatory compliance, and build cybersecurity resilience. This transformation positions CIOs as essential business leaders, bridging tech with revenue, customer engagement, and organizational strategy.

EMBEDDING A CULTURE OF CYBERSECURITY

Security is becoming everyone's responsibility. Companies are building a security-first culture by securing leadership commitment, offering continuous training, integrating security into everyday operations, and recognizing secure behavior. Employees are encouraged to be vigilant and proactive through gamified learning and open communication.

Enterprises are reinforcing IT frameworks by converging AI, automation, and Zero Trust architectures. These measures enable real-time threat detection, automated incident response, and continuous verification. Identity and Access Management (IAM), least-privilege access, and micro-segmentation form the backbone of Zero Trust. Meanwhile, protecting non-human identities like AI agents through token security and human oversight ensures accountability. This holistic security model ensures agility and resilience in a volatile threat landscape.

2025 marks a pivotal year for enterprise tech, with organizations prioritizing autonomy, efficiency, innovation, and security. Forward-looking businesses that embrace these trends and foster a digitally aligned leadership culture will be better equipped to thrive in a fast-changing, intelligent economy.



DATA PROTECTION OFFICERS (DPOS) ENSURE REGULATORY COMPLIANCE AMIDST LAWS LIKE DPDPA

PROF. TRIVENI SINGH, CHAIRPERSON & CHIEF MENTOR, FUTURE CRIME RESEARCH FOUNDATION (FCRF ACADEMY)

India's digital and enterprise technology landscape is undergoing a massive transformation in 2025, driven by cutting-edge innovations in Artificial Intelligence (AI), Generative AI (GenAI), blockchain, and cybersecurity, alongside stricter regulatory frameworks like the Digital Personal Data Protection Act (DPDPA), 2023.

AI, BLOCKCHAIN, GENAI, AND AUTOMATION ON THE RISE

AI and GenAI are reshaping business functions across industries by enabling automation, advanced analytics, and hyper-personalised user experiences. GenAI models are now widely used for generating insights, customer interaction, and content creation. However, the increase in AI deployment has also triggered new risks—such as deepfakes, impersonation fraud, and sophisticated phishing attacks—making ethical and responsible AI governance a top priority. Blockchain is emerging as a game-changer in sectors where data authenticity and traceability are vital. Whether it's healthcare records, financial transactions, or supply chain management, blockchain offers tamper-proof recordkeeping and transaction transparency, improving accountability and reducing fraud.

DATA PRIVACY AND THE DPDPA EFFECT

India's DPDPA, 2023, now enforces strict compliance on data protection, requiring companies to establish consent-based mechanisms, ensure data localisation, and enforce robust data governance. These changes mirror global standards like the EU's GDPR, compelling Indian enterprises—especially those in BFSI, healthcare, and IT—to overhaul their data management practices.

CYBERSECURITY AND REGULATORY PUSH

Cybersecurity has become a critical business function, with Indian regulators such as CERT-In, RBI, SEBI, and IRDAI mandating comprehensive cyber audit practices, real-time incident reporting, and business continuity planning. Despite this, India lags in Digital Forensics and Incident Response (DFIR) preparedness—with only 24% of firms fully equipped to manage advanced cyber threats, as per a 2023 report. Indian organizations are moving towards Zero-Trust architectures, where no device or user is automatically trusted. Combined with AI-powered threat detection and automated incident response systems, these strategies are helping businesses build cyber resilience against over 370 million malware attacks recorded in India in 2024.

SPECIALISED TECH LEADERSHIP ROLES

In 2025, roles such as CIO, CTO, CISO, and DPO are more distinct and specialized than ever:

- ◆ CIOs focus on aligning IT with business growth
- ◆ CTOs lead innovation and tech strategy
- ◆ CISOs manage cybersecurity and risk

To avoid conflicts of interest, organizations—especially Global Capability Centers (GCCs)—are establishing Privacy Centres of Excellence, with DPO roles separate from IT leadership to strengthen compliance and accountability.

CYBER FIRST, NOT CYBER LAST: RETHINKING SECURITY CULTURE

MAJOR GENERAL DR. DILAWAR SINGH, SR. VICE PRESIDENT - GLOBAL ECONOMIST FORUM

AI: A DOUBLE-EDGED SWORD IN CYBERSECURITY

Artificial Intelligence (AI) is revolutionizing cybersecurity by offering unmatched speed and accuracy in threat detection and response. While attackers can exploit AI, defenders can also use it to their advantage, automating complex tasks and minimizing errors under pressure. When combined with quantum computing, AI becomes even more powerful, enhancing its ability to anticipate and neutralize cyber threats. With quality data and clear goals, AI transforms cybersecurity from a reactive process to a proactive and intelligent system. This dual-use nature of AI highlights the urgent need for responsible development and management to safeguard against the rapidly evolving landscape of cyber threats.



BUILDING A CYBER-FIRST CULTURE

Building a "cyber-first" culture requires strong training and awareness at all levels. While upskilling programs exist, clearer policies and better execution are needed. Employees must understand key cybersecurity concepts like access control and authentication, supported by robust orientation sessions. Although CIOs have helped educate leaders, many senior executives still lack urgency on cybersecurity issues, creating gaps in communication with CISOs. Aligning top leadership and empowering employees with the right knowledge and tools will make cybersecurity a shared responsibility and an essential part of every organization's culture across the country.

BRIDGING THE GAPS

Despite their critical roles, CIOs and CISOs often face resource constraints, limiting their ability to safeguard organizational assets effectively. To address this, corporate and government leadership must prioritize equipping these professionals with the tools, technologies, and budgets they need. As we look toward 2025 and beyond, the roles of CIOs and CISOs will become increasingly pivotal to business success. Their ability to adapt through continuous learning, unlearning, and relearning will determine their effectiveness in securing organizational growth. With proactive engagement, they can champion the timely adoption of security protocols, procedures, and advanced equipment, ensuring resilience against emerging threats.

FIVE KEY STEPS TO CYBERSECURITY SUCCESS

1. Recognize the Value of Data and Cyber Assets
2. Implement Correct Processes and Procedures
3. Commit to Regular Training
4. Incentivize Excellence
5. Allocate Adequate Resources

By following these steps and fostering a cyber-first mindset, organizations can transform cybersecurity into a foundational pillar of their operational strategy, ensuring both resilience and growth in an increasingly digital world.



AI RESHAPING LEADERSHIP ROLES, ELEVATING CYBERSECURITY, AND DRIVING INNOVATION

DR. PANKAJ DIKSHIT, CTO, GOVERNMENT E-MARKETPLACE GOVT. OF INDIA

THE CHANGING ROLES OF CISO

As technology advances, certain leadership roles in organizations may undergo significant changes. The growing influence of automation and AI is leading to a re-evaluation of executive positions like Chief Information Officer (CIO) and Chief Technology Officer (CTO), with the possibility that these roles could roll into one due to overlapping responsibilities.

However, the role of Chief Information Security Officer (CISO) remains essential due to its domain-specific focus and regulatory mandates around data security. With increasing concerns over data privacy and digital protection, the demand for dedicated Data Protection Officers is also rising.

AI'S DISRUPTION AND EMERGING RISKS

AI, particularly generative AI, is causing a profound disruption across industries by automating tasks traditionally performed by lower-level workers. This shift is no longer just a theoretical concept but a reality, with AI increasingly replacing jobs in sectors like engineering, software development, and design.

The disruptive power of AI is rapidly transforming company functions, and its impact is felt daily. While AI can drive efficiency, speed, and accuracy, it also introduces new risks. Malicious actors can use AI to develop malware, conduct cyberattacks, and carry out other harmful activities. As a result, businesses and security professionals must be vigilant in safeguarding against these emerging threats.

STAYING AHEAD OF THREATS

The role of the CISO is becoming increasingly challenging in today's environment. CISOs must stay ahead of the evolving security landscape by constantly updating their knowledge and awareness of emerging risks. Global awareness is essential, as a cyberattack in one part of the world can quickly affect organizations elsewhere. By staying informed, CISOs can protect their companies from such threats and maintain robust security postures.

INDIA EXCELS IN TECH ADOPTION

In India, while the country may not lead in developing AI hardware like Nvidia, it excels in leveraging technology effectively. Nvidia is a global leader in AI hardware, particularly with its graphics processing units (GPUs), which power many AI applications. India, though not at the forefront of AI chip manufacturing, demonstrates remarkable skill in utilizing technology for public benefit.

Initiatives like Aadhaar, the National Payments Corporation of India (NPCI), Government e-Marketplace (GeM), and the Goods and Services Tax Network (GSTN) showcase India's ability to adopt and use technology to improve services for its citizens.

DRIVING TRANSFORMATION THROUGH AI, CTEM, AND UNIFIED SECURITY LEADERSHIP

SANJAY KUMAR DAS, WBCS (EXECUTIVE), NATIONAL CYBER SECURITY SCHOLAR; ADDITIONAL SECRETARY, DEPARTMENT OF SCIENCE & TECHNOLOGY AND BIO-TECHNOLOGY AND STATE INFORMATION SECURITY OFFICER, GOVERNMENT OF WEST BENGAL

KEY TECHNOLOGY TRENDS RESHAPING ENTERPRISES

Enterprises are embracing AI-driven automation, Zero Trust Architecture (ZTA), post-quantum cryptography (PQC), and decentralized identity management (DID) to enhance operational efficiency, data privacy, and security. Blockchain and confidential computing further elevate data integrity. A foundational pillar across all trends is Continuous Threat Exposure Management (CTEM)—a proactive strategy that identifies and mitigates vulnerabilities across an expanding digital attack surface, extending beyond traditional endpoint security.



THE CIO'S NEW AVATAR

The Chief Information Officer's role now includes crafting cybersecurity roadmaps, embedding AI-powered controls, and driving post-quantum readiness. CIOs must lead CTEM implementation, providing a 360-degree view of internal and external threats. From cloud-first security strategies to managing growing device ecosystems, CIOs focus on enabling secure digital transformation while ensuring business continuity and risk-informed decision-making.

INSTITUTIONALIZING A SECURITY-FIRST CULTURE

Building a resilient enterprise requires embedding security into every layer—from development to operations. Organizations are deploying AI-based awareness training, red teaming, and adaptive threat modelling. CTEM remains central, providing real-time monitoring, vulnerability assessments, sandbox testing, and intelligence mapping. These efforts are essential to enforce cyber hygiene, prepare for quantum-era threats, and detect insider risks through behavioural analytics.

INTEGRATING AI, AUTOMATION, AND ZERO TRUST

Modern enterprises are adopting AI-driven SOAR platforms, PQC-ready frameworks, federated learning, and cybersecurity mesh architectures (CSMA) to secure hybrid environments. CTEM supports these efforts by enabling precise asset inventory, attack surface mapping, and cross-vector exposure analysis—from APIs to authentication tools. This integration helps organizations continuously monitor and strengthen their security posture.

UNIFIED GOVERNANCE AND ROLE COLLABORATION

The roles of CIOs, CTOs, CISOs, and DPOs are converging under a unified governance model. Each leader contributes to enterprise resilience—CIOs ensure digital continuity, CTOs advance cryptographic standards, CISOs lead AI-based threat responses, and DPOs enforce data privacy. CTEM serves as the common foundation that unites these roles through shared risk visibility and proactive mitigation strategies.

SPECIALIZATION AND COLLABORATION

While collaboration is key, specialized roles remain critical. The DPO's focus on legal compliance complements CIO and CISO responsibilities. As digital ecosystems grow, CTEM becomes indispensable, demanding both coordination and deep expertise. In a quantum-threat environment, this convergence around CTEM ensures agile, forward-looking cybersecurity across the enterprise.



AI RESHAPING CYBERSECURITY WITH POWER, PERIL, AND PROMISE

BRIJESH SINGH, ADGP & PRINCIPAL SECRETARY TO CHIEF MINISTER, GOVT. OF MAHARASHTRA

AI'S DUAL-EDGED ROLE

The rise of artificial intelligence has fundamentally reshaped the cybersecurity landscape, introducing both unprecedented risks and powerful solutions. AI-driven tools now allow cybercriminals to rapidly generate sophisticated malware (using advanced coding models), including polymorphic variants that can easily evade traditional, signature-based detection systems. Additionally, AI has supercharged social engineering tactics—voice cloning, deepfake videos, and highly personalized phishing emails make it increasingly difficult for users to distinguish between legitimate and malicious communication.

At the same time, AI is revolutionizing cyber defence. Technologies like User and Entity Behavior Analytics (UEBA) and real-time analysis of vast structured and unstructured data enable faster, more accurate threat detection. AI is not just a tool for attackers—it is also becoming a vital asset for defenders, creating a dual-use dynamic that is redefining cybersecurity.

RE-SKILLING FOR THE AI ERA

In industries such as banking and financial services, AI is transforming customer interactions, risk scoring, and compliance processes like KYC. However, this shift also signals the decline of many routine jobs. With AI tools capable of performing up to 70% of basic coding tasks, the demand for re-skilling across sectors—from law and consulting to design and IT—is urgent and widespread.

DIGITAL VIGILANCE AGAINST CYBER FRAUD

India is responding through rapid digitization and strong institutional efforts. Government agencies such as CERT-In, NCIIPC, and the Ministry of Home Affairs are driving public awareness campaigns, issuing advisories, and equipping law enforcement with advanced forensic tools. Cybersecurity frameworks like those from the RBI are enhancing sectoral resilience. Yet, threats like “digital arrests”—where scammers impersonate officials using breached personal data—continue to exploit public trust through psychological manipulation. Combating these threats requires continuous public education and awareness.

AI SECURITY AS PRIORITY

India's cybersecurity talent, particularly in the BFSI and fintech sectors, is globally competitive. However, reliance on imported tools remains a concern. Greater investment in indigenous technologies and academic research is critical to achieving cybersecurity sovereignty. As AI systems begin to power critical infrastructure and decision-making, their own security becomes paramount. From prompt injection to model inversion and API abuse, securing AI itself is now a core pillar of modern cybersecurity. Building awareness—both technical and public—is essential for a safe digital future.

COMPLIANCE AND OPERATIONAL EFFICIENCY ARE KEY TO SUSTAINABLE SUCCESS

JASPREET SINGH (PARTNER), CLIENTS & MARKETS LEADER - ADVISORY SERVICES, GRANT THORNTON BHARAT LLP

TECH LANDSCAPE

In 2025, enterprises are harnessing cutting-edge technology to drive smarter operations and stay competitive.

- ◆ GenAI driving faster fraud detection, smarter lending, and personalized customer experiences, while strict governance ensures fairness and compliance.
- ◆ Cybersecurity is reinforced with AI-driven threat detection, zero trust models, and early defences against quantum threats.
- ◆ Cloud-native and multi-cloud strategies enable agility and cost control, while edge computing and private 5G support real-time data processing.
- ◆ Digital twins and AR/VR optimize industrial operations, and sustainability is prioritized through energy-efficient systems and circular IT.
- ◆ Deepfake detection tools and AI-augmented workforces for greater resilience are also embraced by the enterprises for combating misinformation.



Simulated attacks and interactive learning boost engagement. Clear policies, automated tools, and committed leadership reinforce secure practices. Continuous reminders, recognition programs, and security champions promote a proactive, security-first culture that enhances risk management and operational efficiency across the organization.

EMERGING BIZ GUARDIANS

By 2025, CIOs will evolve from IT managers to strategic business leaders driving innovation, cybersecurity, and digital transformation. They will integrate AI, cloud, and blockchain, ensure data privacy, and enable agile operations. Collaborating with C-suite peers, CIOs will align technology with business goals to enhance efficiency, growth, and competitiveness. Their leadership will focus on improving customer experience, ensuring security and compliance, and building resilient, future-ready organizations grounded in digital trust.

NO ROLE OVERLAPPING

While the DPO role could, in some smaller organizations, be taken on by the CIO, CTO, or CISO, it is typically a separate and specialized role due to the specific legal and compliance responsibilities associated with data protection.

- ◆ **CIO:** While the CIO may have broad oversight of IT systems, combining this role with DPO could create a conflict of interest since the CIO is responsible for technological decisions that may impact data privacy.
- ◆ **CTO:** Similarly, the CTO focuses on technology and innovation, which might conflict with the DPO's role of ensuring privacy and compliance.
- ◆ **CISO:** While the CISO has a security focus, the DPO needs to be independent from IT and security operations to ensure unbiased data privacy oversight.



CIOS ARE CHAMPIONING THE INTEGRATION OF AI AND RPA TO ENHANCE PRODUCTIVITY

SAURABH GUPTA, GROUP CHIEF DIGITAL AND INFORMATION OFFICER, GUJARAT FLUOROchemicals LIMITED

In 2025, enterprise technology is being revolutionized by a series of transformative trends that are redefining operations, innovation, and business value creation.

AI-POWERED AUTOMATION, CLOUD-NATIVE AND EDGE TECHNOLOGIES

AI is now embedded across business functions, enhancing customer service, development, and decision-making. AI copilots are becoming standard, boosting productivity. Hyperautomation—powered by AI, RPA, and low-code platforms—is enabling full-scale process automation, accelerating workflows and cutting costs.

Enterprises are adopting serverless computing, Kubernetes, and multi-cloud strategies to gain scalability and resilience. Edge computing is enabling real-time data insights closer to the source.

SECURITY AND CYBER RESILIENCE

Cybersecurity mesh architecture and Zero Trust models are strengthening threat detection and access control. Automation and AI are driving proactive incident response, vulnerability detection, and policy enforcement across hybrid environments.

Enterprises are embedding cybersecurity awareness at every level. Key measures include executive leadership buy-in, tailored employee training, gamified learning, secure onboarding, routine simulations, and AI-driven threat detection. Encouraging openness, rewarding secure behaviors, and securing remote work environments are critical to success. AI and automation are now central to security strategies. They enable real-time threat detection, automated incident response, compliance monitoring, and proactive risk management. Zero Trust architectures enforce identity verification, access control, and segmentation. Cloud-native security tools, AI analytics, biometric authentication, and secure DevSecOps pipelines round out the enterprise defense strategy.

NEX-GEN TECH AND EMPLOYEE-CENTRIC PLATFORMS

Unified data architectures (data fabrics) are improving data governance, access, and analytics. Digital twins allow virtual modeling and simulation, enhancing decision-making and operational efficiency. Cloud platforms tailored to specific industries are gaining traction, blending SaaS, PaaS, and IaaS for vertical-specific use cases. Meanwhile, quantum computing is starting to impact sectors like logistics and materials science. Sustainability is a priority, with enterprises investing in energy-efficient data centers and green cloud solutions. Employee Experience Platforms (EXP) are integrating well-being, collaboration, and learning to engage hybrid workforces.

THE CIO'S EXPANDING ROLE

CIOs are evolving from IT managers to strategic digital enablers. They're aligning technology with business goals, driving customer-centric innovations, leading data strategy, and ensuring cybersecurity. They also influence talent strategy, promote sustainability, and contribute directly to financial ROI and agility.

AI-POWERED CYBERSECURITY AND SUSTAINABLE GROWTH LEADS CIO AGENDAS

ASHIS ROUT, SR. VICE PRESIDENT - IT, HDFC BANK

The BFSI sector continues to lead in technology adoption, particularly with Generative AI poised to become a major driver of innovation and productivity. Quantum computing is also expected to see significant breakthroughs in 2025, especially in healthcare, materials science, and financial modeling. It holds promising potential in preventing data breaches by enhancing encryption and data security.

AI-powered cybersecurity is emerging as a strategic imperative, enabling predictive modeling from data lakes and proactively addressing zero-day vulnerabilities. Green technologies, energy-efficient solutions, and circular economy models are also gaining traction as businesses focus on sustainable growth.



THE CHANGING ROLE OF CIOs AND CYBERSECURITY STRATEGY

The role of the CIO has transformed significantly—from managing IT costs to becoming a strategic business enabler. Today's CIOs are tasked with driving innovation, enhancing customer experiences, streamlining operations, and aligning technology with business goals. They work closely with business leaders, spearheading digital transformation through cloud computing, big data, artificial intelligence, and cybersecurity initiatives.

In response to rising cyber threats, CIOs now collaborate with CISOs to enforce robust cybersecurity strategies. Building a security-first culture is a priority, requiring regular employee training, clear policies, and active leadership involvement. The five golden steps to foster this culture include: leading by example, promoting awareness, embedding security in business processes, recognizing secure behavior, and addressing human vulnerabilities.

Zero Trust architecture, combined with AI, is the next frontier in cybersecurity. Based on the principle of "Trust Nothing, Verify Everything," this model involves controlling access, monitoring traffic, and automating data protection. AI strengthens Zero Trust by improving identity management, detecting threats intelligently, automating governance, ensuring data privacy compliance, and continuously training models.

COLLABORATIVE LEADERSHIP IN A DIGITALLY EVOLVING ENTERPRISE

CIOs, CTOs, CISOs, and DPOs now hold distinct yet collaborative roles. While CIOs focus on digital transformation, CTOs lead tech innovation. CISOs ensure security is embedded in core business strategies, and DPOs safeguard data privacy and compliance. In large enterprises, these roles are distinct. In mid-sized firms, CIO and CTO responsibilities may merge, and virtual CISOs (v-CISOs) may be appointed. DPO functions, due to evolving Indian privacy laws, are often folded under the CIO or CISO.

To establish a strong DPO function, legal expertise, knowledge of privacy regulations, and the ability to translate legal jargon into actionable business insights are essential.



DPO MUST REMAIN INDEPENDENT AND REPORT TO TOP LEADERSHIP

HARSH KUMAR ARORA, GROUP HEAD IT, HINDUSTAN POWER PROJECTS

In today's rapidly evolving digital environment, technology trends are emerging and transforming industries faster than ever. Several breakthrough innovations are set to redefine enterprise strategies in 2025:

Agentic AI enables autonomous decision-making, enhancing efficiency across sectors like manufacturing and customer service.

Sustainability-focused technologies such as green hydrogen, renewable energy, and climate tech are gaining prominence as environmental priorities intensify.

AI-enabled Cybersecurity will provide advanced threat detection, enabling smarter and more adaptive responses.

Quantum Computing is expected to revolutionize sectors like cybersecurity and pharmaceuticals, although still in its nascent stage.

Generative AI is being adopted to personalize customer experiences, innovate product development, and streamline content creation.

Open-source Large Language Models (LLMs) will democratize AI, allowing startups and developers broader access to cutting-edge tools.

CIOs AND THE CYBERSECURITY IMPERATIVE

CIOs today are more than IT leaders—they are strategic business enablers. Their focus lies in leveraging emerging technologies to drive innovation, operational efficiency, and revenue growth. Increasing cyber threats demand that CIOs instill a strong security-first culture across organizations. Cyber hygiene is now everyone's responsibility, not just that of the IT team. Employees must be trained on laws, compliance protocols, and best practices to mitigate risks effectively.

ZERO TRUST AND AI: THE FUTURE OF CYBERSECURITY

Traditional cybersecurity can't counter today's complex threats. Zero Trust Architecture, based on "never trust, always verify," strengthens defense through strict access control and continuous monitoring. Integrating AI amplifies its power—AI analyzes user and network behavior in real time, detects anomalies, and enables context-aware, risk-based access decisions. By evaluating factors like location, device health, and behavior, AI-driven Zero Trust ensures adaptive, proactive, and resilient cybersecurity across the enterprise.

THE NEED FOR INDEPENDENT DATA PROTECTION OVERSIGHT

As regulatory requirements tighten, IT leaders must adapt—but the role of Data Protection Officer (DPO) should remain independent. Assigning it to CIOs, CTOs, or CISOs creates potential conflicts of interest. A dedicated DPO, reporting directly to top leadership, ensures unbiased governance over privacy compliance and data protection, safeguarding trust and legal accountability.

TECHNOLOGY AND LEADERSHIP ARE REDEFINING THE ENTERPRISE LANDSCAPE

GAURAV VIJ, CIO, HOOLIV.COM

In 2025, enterprises are embracing transformative technologies that are redefining how businesses operate:

AI Integration: AI has become central to enterprise functions, powering content creation, chatbots, code generation, predictive analytics, supply chain optimization, and hyper-personalized customer experiences. Scalable and explainable AI models are critical for long-term adoption.

Edge Computing: With increased IoT usage, enterprises now process data closer to its source. This reduces latency, improves real-time decision-making, and strengthens security—vital for sectors like healthcare, automotive, and manufacturing.

Sustainability Tech: Green IT is a top priority. Businesses are adopting energy-efficient infrastructure, carbon-aware cloud services, and circular economy principles to meet sustainability targets.

Hyper-Automation: Robotic Process Automation (RPA) has advanced to include AI, ML, and process mining, allowing automation of complex workflows. Human-AI collaboration is enhancing creativity and efficiency.

Extended Reality (XR): AR and VR are becoming mainstream enterprise tools for immersive training, design, and fieldwork, helping bridge physical-digital divides.

Zero Trust Security: With increasing cyber threats, identity-driven, AI-enabled security models have become standard. Zero-trust architecture is now essential.

Low-Code/No-Code Platforms: These tools are empowering non-IT teams to build apps, accelerating digital transformation while introducing governance challenges.

5G and Early 6G: High-speed connectivity is enabling innovations like private 5G networks, real-time industrial IoT, and ultra-reliable communications.

These interconnected trends are driving a major shift in leadership roles—especially that of the Chief Information Officer (CIO).

THE EVOLVING CIO

CIOs in 2025 are no longer just tech managers—they are strategic business enablers:

Innovation Drivers: Spearheading AI, edge, and quantum projects to unlock new revenue.

Business Co-Creators: Collaborating with CEOs and CFOs on strategy using data insights.

Customer Experience Champions: Using tech to personalize and enhance customer journeys.

Risk & Resilience Leaders: Implementing AI-powered security and compliance frameworks.

Sustainability Advocates: Aligning tech choices with ESG goals.

Ecosystem Orchestrators: Managing interconnected partner networks and APIs.

Financial Strategists: Tying tech investments to ROI and market advantage.

The CIO's evolution mirrors that of other C-suite roles—CTOs as innovation architects, CISOs as trust guardians, and DPOs as privacy strategists. As technology becomes inseparable from business, these roles are converging, emphasizing agility, foresight, and ethical leadership in a fast-changing digital world.





REGULAR SIMULATIONS AND DRILLS PREPARE TEAMS FOR REAL-WORLD THREATS

SANJEEV SAXENA, GM – IT, IFB INDUSTRIES LIMITED

SMART TECH

In 2025, enterprises are embracing advanced technologies to enhance efficiency, foster innovation, and promote sustainability. AI-driven analytics are optimizing decisions, while edge computing ensures real-time data processing with minimal latency. The rise of the metaverse is reshaping collaboration and customer engagement through immersive experiences. These technologies are not only transforming business operations but also enabling agile data management and stronger cybersecurity. A growing emphasis on sustainability integrates green practices across operations, ensuring long-term resilience and competitive edge in the digital economy.

THE ALL-NEW ROLE OF CIOs

The role of the CIO has evolved beyond traditional IT oversight. Today's CIO is a strategic leader, aligning technology with business goals and championing digital transformation. They drive innovation, facilitate data-driven decision-making, and implement enterprise-wide cybersecurity frameworks. Building partnerships with tech leaders, CIOs stay ahead of trends, ensuring the organization remains resilient and future-ready. They are no longer just tech experts—but business enablers accelerating growth and securing digital transformation.

BUILDING A SECURITY-FIRST CULTURE

Security is a collective responsibility embedded into daily operations. Enterprises are adopting a proactive security culture through comprehensive training, gamified learning, and mandatory onboarding sessions. Regular drills, phishing simulations, and incident response exercises reinforce awareness. With cross-functional collaboration and leadership backing, organizations continuously enhance their security posture. Feedback loops, audits, and dynamic updates ensure resilience against evolving threats—empowering every team member to protect data and systems.

STRATEGIC LEADERSHIP ACROSS TECH ROLES

- ◆ CIOs, CTOs, CISOs, and DPOs are taking on strategic leadership roles.
- ◆ CIOs drive transformation by aligning IT with business strategy.
- ◆ CTOs lead innovation by advancing AI, cloud, and IoT solutions.
- ◆ CISOs move from reactive defense to proactive risk mitigation using AI and Zero Trust models.
- ◆ DPOs evolve into data governance leaders, managing privacy risks and regulatory compliance.

Together, they form a cohesive force steering innovation, digital resilience, and business success. But, to prevent conflicts of interest, best practices recommend keeping the DPO role independent—especially crucial in smaller firms where multiple roles may overlap. Independence safeguards accountability in data protection strategies.

MODERN THREAT DEFENSE STARTS WITH EMBRACING CYBERSECURITY-AS-A-SERVICE (CAAS)

DHANANJAY ROKDE, DIRECTOR & CTSO, IMANEDGE SERVICES

Today any business has to focus on the three key advancements namely, Defence & Protection, Cyber Operations Management, and Evolving Threat landscape management strategies

DEFENCE & PROTECTION STRATEGY -

In 2025, enterprises will prioritize zero-trust architecture, secure browsers, and cloud-native security with multi-factor authentication and IAM. Supply chain security will also be critical, emphasizing vendor transparency, real-time code analysis, and strong security posture management to combat evolving cyber threats and prevent data breaches.

CYBER OPERATIONS MANAGEMENT STRATEGY-

Cybersecurity-as-a-Service (CaaS), threat hunting, and AI-driven semi-autonomous security operations will rise in 2025, empowering organizations with proactive threat detection, rapid response, and comprehensive protection through scalable, intelligent security solutions.

EVOLVING THREAT MANAGEMENT LANDSCAPE MANAGEMENT -

AI-powered threats will escalate, with personalized phishing and social engineering attacks bypassing traditional defenses. Generative AI may introduce code vulnerabilities, raising security risks. Deepfakes will pose serious challenges to identity verification, enabling fraud and undermining KYC protocols.

TECH TRENDS INTEGRATION

AI-powered security leverages anomaly detection, predictive analytics, and automated incident response to identify and mitigate threats proactively. Automation through SOAR, patch management, and compliance reporting enhances efficiency and reduces risk. Zero-trust frameworks strengthen security with IAM, micro-segmentation, and least privilege access. Integration tools like SIEM and cloud security gateways enable centralized monitoring and control of security events across hybrid environments, improving visibility and compliance. These combined approaches ensure a robust, adaptive, and proactive cybersecurity posture, minimizing vulnerabilities, streamlining operations, and enhancing protection against evolving threats in real-time. Enterprises must embrace these technologies to stay resilient in today's complex digital threat landscape.

MOVING BEYOND OPERATIONS

The roles of CIOs, CISOs, and DPOs are rapidly evolving from operational support to strategic leadership. Traditional metrics like uptime and incident count are being replaced with KPIs tied to innovation, customer satisfaction, and business impact. Security must be championed from the top, with boards driving messaging. Practices like SecDevOps, continuous threat-based training, and mandatory incident response are becoming standard. New ISO standards require full organizational compliance. The ability to predict and respond to threats is now key. With deep technical and legal expertise, future DPOs may emerge from CIO/CISO backgrounds—though independence and strong oversight by the Privacy Enforcement Committee remain essential.





CYBERSECURITY MOVES FROM DEFENSE TO PROACTIVE INTELLIGENCE

ARCHIE JACKSON, VP - CIO & CISO, INCEDO INC.

In 2025, several emerging technologies are reshaping the enterprise landscape. Artificial Intelligence (AI) and Machine Learning (ML) are central to business operations, enabling automation, predictive analytics, and smarter decision-making. With increasing adoption, AI governance platforms are being introduced to ensure ethical and effective use.

Agentic AI—AI systems capable of independently executing tasks to meet user-defined goals—is gaining ground, boosting workforce productivity. Quantum computing is also advancing rapidly, offering new capabilities in fields such as cryptography and complex simulations. Meanwhile, edge computing is becoming vital for processing data closer to IoT devices, minimizing latency and enabling real-time insights.

TO INTEGRATE AI, AUTOMATION, AND ZERO-TRUST SECURITY FRAMEWORKS, ORGANIZATIONS ARE:

- ◆ Deploying AI-driven threat detection systems.
- ◆ Adopting zero-trust architectures that continuously verify users and devices.
- ◆ Automating incident response with AI tools.
- ◆ Leveraging behavioral analytics for proactive threat management.

Cybersecurity continues to evolve with innovations in disinformation security and advanced threat detection, addressing increasingly sophisticated cyber threats. Additionally, enterprises are embracing sustainable technologies, such as green IT practices, to reduce environmental impact and improve energy efficiency.

CREATING A SECURITY-FIRST CULTURE INVOLVES SEVERAL KEY STRATEGIES:

- ◆ Conducting regular, role-based training on cyber hygiene and phishing.
- ◆ Using gamification and micro-learning to boost engagement.
- ◆ Establishing security champions in each department.
- ◆ Keeping security policies updated with evolving threats.
- ◆ Enforcing multi-factor authentication (MFA) for stronger access control.

ENTERPRISE TECH LEADERSHIP ROLES ARE ALSO EVOLVING:

In today's enterprise landscape, CIOs have evolved from traditional IT managers to strategic leaders driving digital transformation and aligning technology with business goals. They leverage data and AI to enhance customer experiences and promote agility and innovation. CTOs focus on emerging technologies like AI and quantum computing, spearheading tech advancements. CISOs manage cybersecurity, integrating it with broader business risk strategies, while DPOs ensure data privacy and regulatory compliance. Though these roles may overlap, each carries unique responsibilities. In smaller firms, they are often combined, but in larger organizations, dedicated experts in each role ensure deeper focus and better decision-making.

UPSKILLING INTERNAL TEAMS IN AI, IOT, AND CLOUD HAS BECOME A TOP PRIORITY!

SANJEEV SINHA, PRESIDENT – IT & DIGITALIZATION, INDIA POWER

Across industries in 2025, organizations are prioritizing two core areas—effective data use and cybersecurity. While some trends are universal, others are industry-specific and compliance-driven. The rapid adoption of AI and Generative AI is transforming automation, predictive analytics, customer service, and personalized marketing. Service providers are embedding GenAI into client solutions. Simultaneously, Zero Trust Architecture, cloud-native modernization, 5G, edge computing, and hybrid workplace tech are shaping the modern enterprise.



CIOs & SECURITY-FIRST CULTURE IN POWER SECTOR

In the power sector, CIOs are emerging as strategic leaders, driving initiatives like smart grid modernization, AI-based forecasting, and IoT-enabled monitoring. Leveraging big data, digital twins, and real-time analytics, they enhance power generation, distribution, and maintenance. CIOs also lead energy transition efforts by integrating renewables and smart energy systems, while ensuring cybersecurity through Zero Trust models and compliance with NERC standards.

As IT and OT converge, upskilling teams in AI, IoT, and cloud is essential. For Critical Information Infrastructure (CII) organizations, cybersecurity is a shared responsibility. Multi-layered defense strategies include onboarding security training, phishing simulations, and executive involvement. Risk Committees oversee cyber readiness, ensuring alignment with CERT-in and national guidelines for robust infrastructure protection.

AI AND ZERO TRUST IN CYBERSECURITY STRATEGY

Organizations are adopting AI-powered SOC (Security Operations Centers) to detect, prioritize, and respond to threats across IT and OT environments. Machine learning models now analyze behavior patterns for early threat detection, including insider threats. Automation in patch management and vulnerability scanning reduces exposure risks. Zero Trust Architecture is becoming non-negotiable to protect national infrastructure.

LEADERSHIP EVOLUTION: TECH ROLES REIMAGINED

CIOs, CTOs, CISOs, and DPOs are transitioning into strategic, cross-functional roles:

- ◆ CIO: Digital strategist & transformation leader
- ◆ CTO: Innovation architect & tech futurist
- ◆ CISO: Cyber resilience leader & trust enabler
- ◆ DPO: Strategic advisor for data ethics & governance

While DPO duties may overlap with CIO/CTO/CISO roles in smaller firms, independence is ideal to avoid conflicts of interest—subject to Risk Committee oversight. AI fluency and collaboration across functions are now crucial competitive advantages.



THE INTEGRATION OF AI AND AUTOMATION IS LEADING TO IMPROVED PRODUCTIVITY AND DECISION-MAKING

NITIN DHINGRA, CHIEF TECHNOLOGY OFFICER, INDIRA IVF HOSPITAL LTD.

As we move into 2025, enterprises are experiencing a significant shift driven by technologies like artificial intelligence (AI), machine learning (ML), and automation. AI is no longer limited to innovation labs; it is actively enhancing enterprise functions—from automating document processing and analyzing patient data to improving clinical decision-making and customer engagement. Concurrently, the adoption of zero-trust frameworks is reshaping cybersecurity.

This approach assumes no implicit trust and requires continuous verification of user identity and access, reinforcing data protection in increasingly complex digital environments. Together, AI and zero trust are redefining productivity, efficiency, and digital trust.

THE STRATEGIC EVOLUTION OF THE CIO

The role of the Chief Information Officer (CIO) has evolved far beyond managing IT infrastructure. CIOs today are strategic leaders, instrumental in driving digital transformation and aligning technology initiatives with business objectives. They are expected to foster a culture of innovation, balance AI implementation with regulatory compliance, and oversee emerging technologies like automation and hybrid computing. Collaboration with other C-suite leaders—such as the CEO, CTO, and CFO—is crucial to ensuring that IT investments lead to tangible business outcomes and sustainable growth.

BUILDING A SECURITY-FIRST CULTURE ACROSS THE ENTERPRISE

Creating a security-first mindset across all levels of the organization is vital in today's threat landscape. Enterprises are investing in continuous employee education to reinforce best practices in data handling, cyber hygiene, and regulatory compliance. Regular audits, real-time risk assessments, and simulated breach scenarios are being used to identify vulnerabilities. Consent management systems are being deployed to securely capture, store, and manage user consent, particularly in data-sensitive industries like healthcare and finance. These efforts ensure not only legal compliance but also increased trust among stakeholders.

COLLABORATIVE ROLES IN THE NEW TECH LANDSCAPE

As technology governance becomes more complex, the roles of CIOs, CTOs, CISOs (Chief Information Security Officers), and DPOs (Data Protection Officers) are increasingly interdependent.

While CIOs and CTOs focus on innovation and digital strategy, CISOs lead cybersecurity efforts, and DPOs ensure compliance with data protection regulations. Although these roles have distinct responsibilities, overlaps are emerging—especially in data security and privacy. In some cases, CIOs or CTOs may take on DPO duties, provided they possess the necessary legal and regulatory expertise. This convergence is key to building secure, compliant, and future-ready enterprises.

EMPOWERING BUSINESS TRANSFORMATION WITH AI, CLOUD AND COMPLIANCE!

DEEPAK KUMAR, HEAD – CYBER DEFENSE, INFOGAIN

By 2025, enterprises are being reshaped by transformative technologies. Generative AI is driving change across content creation and decision-making processes, while cloud-native architectures and edge computing, supported by 5G, enable real-time, decentralized operations.

AI-driven automation is streamlining workflows, and Zero Trust models, enhanced by AI, are improving security through dynamic access control and real-time threat detection. Digital twins and simulation models provide valuable insights into performance and operational foresight. Low-code/no-code platforms accelerate innovation by empowering non-technical teams, and sustainable tech initiatives like green IT and energy-efficient infrastructure are becoming essential priorities for businesses.



EMBRACING SECURITY-FIRST APPROACH

Cybersecurity is deeply integrated into business operations. Leadership sets the tone for a security-conscious culture, ensuring it's treated as a shared responsibility across the organization. Continuous awareness programs, role-specific training, and gamified initiatives foster vigilance. Security protocols are embedded into daily workflows, making it easy for employees to report suspicious activities and engage in feedback loops.

On the technology front, AI and automation lead the charge—machine learning models detect anomalies, and SOAR platforms streamline responses. The Zero Trust model enforces strict identity verification and microsegmentation, limiting access and lateral movement. Real-time verification, cloud-native security frameworks, and AI-assisted IT operations (AIOps) ensure that businesses remain agile, resilient, and secure in the face of evolving threats.

CIOs AS DIGITAL VALUE ARCHITECTS

The role of the CIO is evolving from managing systems to becoming a strategic value creator in 2025. Modern CIOs play a crucial role in shaping business models, driving digital strategies, and leading innovation through data monetization, AI, and enhanced customer experiences. They guide transformations across people, processes, and platforms, ensuring business agility and measurable digital outcomes. In addition to driving technological advancements, CIOs are integral to enterprise risk management, cybersecurity, and operational continuity.

CIOs work closely with C-suite peers—CMOs, CFOs, and CHROs—to seamlessly integrate technology into every aspect of the business. In parallel, the CTO leads the charge on emerging technologies such as AI and quantum computing, while the CISO evolves into a Trust Builder, leveraging AI to proactively manage risks and embed security into business operations. The DPO, as the Guardian of Data, ensures compliance with global privacy regulations, fostering trust and ethical data use throughout the organization.



DRIVING GOVERNANCE, RISK, AND GROWTH IN HARMONY

DR. JAGANNATH SAHOO, CISO, INOX WIND LTD.

Enterprises are rapidly adopting transformative technologies to boost agility and competitiveness. AI and GenAI are streamlining operations through automation, smarter decision-making, and personalized customer experiences.

Cybersecurity is now integral, with Zero Trust, SASE, and quantum-ready encryption built into systems from the start. The convergence of cloud and edge computing is enabling real-time, data-driven insights across industries. Meanwhile, sustainability is gaining momentum, as businesses prioritize Green IT, energy-efficient infrastructure, and ESG-aligned digital strategies to meet evolving environmental and regulatory demands.

DRIVING INNOVATION THROUGH COMPOSABLE AND DATA-DRIVEN MODELS

The shift towards composable business architectures is empowering organizations to respond to market changes with speed and flexibility. API-first platforms and modular applications are enabling scalable, resilient operations primed for continuous innovation.

Leading this charge are CIOs, who are aligning tech investments with long-term business objectives, acting as value creators across departments. Their role extends to fostering a culture of innovation—encouraging cross-functional collaboration, running experimentation labs, and enabling real-time, data-informed decision-making through AI and analytics tools.

EMBEDDING CYBERSECURITY INTO ORGANIZATIONAL DNA

Cybersecurity is evolving into a shared organizational priority. Companies are running continuous awareness programs including phishing simulations and gamified training. Customized, role-based security modules ensure relevance across all job levels—from front-line staff to top executives. CISOs and CXOs champion the “secure-by-design” approach, embedding security into daily workflows. Positive cybersecurity behavior is reinforced through recognition programs, including certificates and leaderboards that drive active engagement across the workforce.

Automation is playing a crucial role in enhancing cybersecurity operations. With SOAR (Security Orchestration, Automation and Response), repetitive SOC tasks are being streamlined for better scalability. Organizations are also adopting Zero Trust models that focus on identity-first security and continuous access verification. Unified identity management systems integrating IAM, MFA, and behavioral analytics further fortify hybrid work environments. Additionally, AI-powered risk analytics are enabling organizations to predict and mitigate threats proactively.

LEADERSHIP IN THE ERA OF DIGITAL CONVERGENCE

Today's enterprise leaders—including CIOs, CTOs, CISOs, and DPOs—are driving strategy, not just systems. While CIOs and CTOs focus on innovation, growth, and digital resilience, CISOs are emerging as risk advisors, and DPOs are steering ethical data governance. These roles are increasingly interconnected, reflecting a collaborative approach to AI governance, privacy, sustainability, and global compliance in the digital age.

CISOs, CIOs, AND CTOS SHOULDN'T SERVE AS DPOs UNDER GDPR DUE TO CONFLICT OF INTEREST

DR. PAVAN DUGGAL, CHAIRMAN, INTERNATIONAL COMMISSION ON CYBER SECURITY LAW

Indian enterprises are rapidly adopting emerging technologies to stay competitive. Artificial Intelligence (AI) and automation are driving smarter decision-making and process efficiencies. Cloud and edge computing are being integrated to reduce latency and enable faster, real-time data processing. The traditional security perimeter is fading, making way for Zero Trust models that treat every user and device as untrusted by default. At the same time, the rise of IoT and growing interest in sustainable technologies are reshaping how businesses innovate, operate, and grow in an increasingly digital world.

CIOs EMERGE AS STRATEGIC LEADERS

The role of the Chief Information Officer (CIO) has evolved significantly, especially following the implementation of the Digital Personal Data Protection Act (DPDP), 2023. CIOs are no longer just tech managers—they are now strategic leaders who align digital initiatives with business goals. They ensure compliance, support innovation, and help deliver measurable business outcomes. CIOs are working closely with CTOs, CISOs, and DPOs to build a secure, agile, and compliant digital ecosystem.

FOSTERING A CULTURE OF SECURITY

Organizations are prioritizing a security-first culture by investing in cyber awareness programs for all employees. Regular training sessions, phishing simulations, and clear communication around policies ensure that data protection becomes everyone's responsibility. Leadership plays a crucial role in reinforcing this mindset, while gamification and continuous learning keep employees updated and engaged.

AI, AUTOMATION, AND ZERO TRUST INTEGRATION

To stay ahead of rising cyber threats, enterprises are embedding AI into their IT and security strategies. AI helps detect threats in real-time, while automation ensures faster incident responses and fewer human errors. Zero Trust frameworks are being widely adopted, with tools like identity and access management, micro-segmentation, and continuous monitoring becoming standard.

EVOLVING ROLES OF CIOs, CISOs, AND DPOs

The CIO and CTO focus on technology strategy and execution, while the CISO handles information security and risk management. The DPO ensures compliance with data protection laws and must remain independent to avoid conflicts of interest. As per GDPR—and soon in India—CIOs, CTOs, or CISOs shouldn't serve as DPOs. Separating these roles maintains necessary checks and balances within organizations and upholds accountability in data governance.





STRONG KNOWLEDGE OF LEGAL & REGULATORY FRAMEWORK WILL ADD VALUE TO THE CIO'S SKILLS

SANDEEP SENGUPTA, MANAGING DIRECTOR, ISOAH DATA SECURITIES PVT. LTD., NASSCOM NATIONAL SME COUNCIL MEMBER

EMERGING TECHNOLOGIES: DISRUPTION OR HYPE?

Technologies like AI-ML, Blockchain/Crypto, Data Science, Cybersecurity, Quantum Computing, and OT/IoT are at the forefront of digital transformation. Those who invest their resources wisely in these areas will lead future disruptions. A significant number of companies will adapt and survive; those that fail to evolve may not withstand the pace of change.

The CIO must foresee emerging technologies and guide the organization to stay future-ready. As risks and opportunities evolve, a lack of foresight may leave companies behind. Beyond vision, CIOs must differentiate between genuine disruptions and overhyped trends—discernment is key. Compliance remains a core responsibility amid shifting privacy laws, data protection norms, and regulatory changes. To succeed, CIOs must combine technological insight with a strong understanding of legal frameworks, enabling them to lead securely, strategically, and responsibly in an increasingly complex digital environment.

FOSTERING A SECURITY-FIRST CULTURE FROM THE TOP

Awareness and responsibility must flow from the top down. CXOs, business owners, and those in positions of power often exhibit the greatest disregard for security policies. For an organization to successfully cultivate a security-first culture, every policy must be enforced equally—from senior leadership to junior employees. Any leniency for top management undermines the integrity of the entire system. Even with significant investment in employee training, if junior staff see exceptions made for leadership, they are likely to mirror that behavior—rendering the investment ineffective.

REDEFINING ROLES IN THE TECH-DRIVEN ENTERPRISE

The integration of AI, automation, and zero-trust frameworks into enterprise security and IT strategies will primarily be driven by OEMs conducting extensive research. However, we can expect to see startups emerge with innovative AI-ML-security solutions that could challenge and even replace established industry leaders.

It is essential to distinguish between various leadership roles in this evolving landscape:

- ◆ CDOs/CTOs focus on IT modernization to improve core organizational efficiency.
- ◆ CIOs oversee overall information security and regulatory compliance.
- ◆ CISOs are responsible for core cybersecurity operations.
- ◆ DPOs are typically legal professionals with knowledge of cybersecurity—or vice versa.

These roles are increasingly being outsourced to legal firms that possess technical expertise. Each role demands a distinct set of competencies, but together, they form the backbone of a resilient, future-ready organization.

ENABLING INNOVATION THROUGH DATA, R&D AND DIGITAL TRANSFORMATION

V RANGANATHAN IYER, CIO & EVP-IT, JBM GROUP

SUSTAINABILITY AND INNOVATION IN AUTOMOTIVE

The automotive industry is undergoing a transformative shift, with sustainability at its core. Automakers are adopting eco-friendly materials, energy-efficient processes, and robust recycling programs, particularly for EV batteries, to lower carbon emissions and promote a circular economy. The shift to renewable energy sources like solar and waste-to-energy is supporting green vehicle production. Advanced manufacturing techniques using lightweight materials and innovative designs are boosting fuel efficiency across all vehicle categories—two-wheelers to buses.

Electric Vehicles (EVs) are gaining traction due to battery innovations, expanding models, and government incentives. The rise of Software-Defined Vehicles (SDVs), connectivity, and AI is improving performance and enabling predictive maintenance, diagnostics, and real-time user assistance. Autonomous driving, too, is evolving with AI-powered safety systems and driver assistance.

DIGITAL TRANSFORMATION & LEADERSHIP IN IT

Chief Information Officers (CIOs), Chief Technology Officers (CTOs), Chief Information Security Officers (CISOs), and Data Protection Officers (DPOs) are leading digital transformation initiatives in manufacturing. CIOs are integrating AI, IoT, and blockchain into processes to drive efficiency, reduce costs, and foster innovation.

They are enabling data-driven decision-making and steering smart vehicle R&D. CTOs are aligning product management with business goals, accelerating engineering velocity, and enhancing customer satisfaction through AI and automation. CISOs are moving beyond traditional cybersecurity roles, focusing on AI-powered threat detection, zero-trust frameworks, and board-level strategy alignment. DPOs are strengthening compliance with evolving data protection laws, promoting ethical data use, and balancing innovation with privacy concerns.

CYBERSECURITY CULTURE AND METRICS OF SUCCESS

Building a security-first culture is critical. Leadership commitment, continuous education, role-specific training, and reward systems encourage secure behavior. Embedding cybersecurity into daily workflows and fostering open communication enhances awareness. Regular audits help mitigate risks. CIOs, CTOs, and CISOs rely on metrics like IT ROI, system uptime, engineering velocity, incident response time, and training completion rates to track performance and success.

DPOs focus on compliance rates, privacy assessments, breach incidents, and data request fulfilment rates. While CIOs and CTOs have technical and strategic strengths, DPO roles require specialized knowledge of legal compliance. CISOs bring robust risk management expertise, but may lack legal nuance. Therefore, legal and finance professionals are best suited for the DPO role due to their regulatory acumen.





ORGANIZATIONS ARE FOCUSING ON MATURED SECURITY CULTURE

DR. YUSUF HASHMI, GROUP CHIEF INFORMATION SECURITY OFFICER, JUBILANT BHARTIA GROUP

NAVIGATING ENTERPRISE TRANSFORMATION IN 2025: FIVE STRATEGIC TECH TRENDS

In 2025, enterprises are undergoing rapid digital transformation, powered by five key technology trends:

- ◆ **AI Everywhere:** Generative AI tools like copilots and intelligent agents are embedded across business functions. AIOps is transforming IT operations into predictive, self-healing environments.
- ◆ **Hyperautomation:** Organizations are accelerating operational efficiency through a powerful mix of RPA, AI, and low-code/no-code platforms. Intelligent workflows, including document processing and human-in-the-loop automation, are redefining process optimization.
- ◆ **Cybersecurity by Design:** Security is shifting from reactive to intrinsic. Zero Trust architectures, identity-centric models, and advanced XDR tools are forming the backbone of proactive defense.

- ◆ **Composable & Cloud-Native Architectures:** Enterprises are embracing modular, API-first design principles and hybrid/multi-cloud strategies to ensure agility, resilience, and rapid scalability.
- ◆ **Sustainability & Digital Responsibility:** Green IT practices—such as carbon footprint tracking, energy-efficient infrastructure, and ethical AI—are being adopted to meet ESG goals and enhance digital trust.

THE EVOLVING ROLE OF THE CIO: FROM IT LEADER TO BUSINESS STRATEGIST

Today's CIO is no longer just a technology custodian but a pivotal driver of enterprise strategy. Modern CIOs are:

- ◆ Orchestrating AI and analytics to fuel innovation and competitive differentiation.
- ◆ Driving operational agility through DevOps, cloud modernization, and adaptive governance.
- ◆ Ensuring regulatory compliance, business continuity, and cyber resilience.
- ◆ Leading workforce transformation through digital upskilling and next-gen workplace platforms.

BUILDING A SECURITY-FIRST CULTURE

Cybersecurity maturity now begins with people, not just technology. Enterprises are investing in:

- ◆ **Role-based, gamified training** and real-time phishing simulations.
- ◆ **Executive accountability** with C-suite sponsorship and board-level risk discussions.
- ◆ **Security champions** across business units to drive contextual awareness.
- ◆ **DevSecOps integration** embedding security in the development lifecycle.
- ◆ **Behavioral metrics and incentives** to track improvement and promote secure practices.

INTEGRATED SECURITY THROUGH REDEFINED LEADERSHIP

Modern security strategies now rely on AI-powered threat detection, SOAR, continuous authentication, and integrated stacks like XDR and SASE. With Zero Trust and automation as defaults, strong AI governance ensures ethical, transparent, and compliant security practices.

Enterprises are forming digital leadership teams to drive innovation with trust. However, role clarity is critical meaning, maintaining the DPO's independence is essential to ensure unbiased oversight of data governance, privacy, and compliance—without interference from other tech leadership roles.

FOR GROWTH ORGANISATIONS NEED DIGITALISATION AND INTEGRATION OF PROCESSES AND APPLICATIONS

PRASENJIT MUKHERJEE, CIO & CDO, JWIL INFRASTRUCTURE LTD.

CIOs AT THE CORE OF BUSINESS TRANSFORMATION

In today's digital-first landscape, the Chief Information Officer (CIO) is no longer confined to managing IT operations or generating reports. Modern CIOs play a pivotal role across all business functions, shaping strategies for business agility, growth, stability, integrity, and insights. Their core responsibility now includes enabling great customer experiences and aligning technology with organizational goals. Digitalisation has become essential to business survival—akin to oxygen—making CIOs key figures in driving transformation through technology.



INTEGRATION, CYBERSECURITY & AUTOMATION

As businesses advance in digital maturity, process integration and cybersecurity become top priorities. However, increased digitalisation also amplifies the risk of cyber threats. CIOs must deploy a holistic security strategy comprising structured frameworks, regular posture and compliance audits, robust policies, and employee awareness programs. Ensuring a strong cybersecurity culture is as important as deploying technological tools.

In terms of automation and IT-OT architecture, organizations must clearly differentiate and define frameworks for handling operational and informational technology. Implementing Zero Trust models, although widely discussed, remains complex and requires cross-functional collaboration to prevent disruption in business operations.

Moreover, the rise of AI-driven automation adds new layers of complexity, especially in terms of data security and leakage risks. Public AI engines are often chosen due to cost constraints, but CIOs must ensure watertight agreements with service providers to mitigate risks and protect critical business data.

THE EXPANDING ROLE OF TECH LEADERS

In today's fast-evolving business landscape, organizations are under constant pressure to reduce operational costs, scale efficiently, and launch products faster. Achieving these goals increasingly depends on the strategic leadership of CIOs, CTOs, and CDOs, who are now expected to build agile, automated, and data-driven technology platforms that align closely with business objectives.

With technologies like Robotic Process Automation (RPA), Artificial Intelligence (AI), and Machine Learning (ML) becoming central to growth strategies, the CIO's role has transformed from a support function into a critical business enabler.

Meanwhile, Data Protection Officers (DPOs) oversee compliance and data privacy, but in many cases, CIOs are expected to wear multiple hats, often managing CISO and DPO responsibilities. This shift underlines the growing need for flexible leadership structures and clear role demarcations in today's digital organizations.



THE ENFORCEMENT OF THE DPDP ACT UNDERSCORES THE IMPORTANCE OF DPOS

RAVI RAZDAN, DIRECTOR – IT & HR, JYOTHY LABS

The top key trends that will continue keep shaping the enterprise will be **Generative AI**: Generative AI will continue to grow and many use cases will emerge which will further push the adoption of Gen AI in the enterprise landscape.

Manufacturing 4.0/5.0: We have already been discussing Industry 5.0, which builds on 4.0. In 2025, we will however see more cases built on 4.0 which focuses on enhancing productivity and efficiency. Manufacturing 5.0 will focus on more human machine collaboration for sustainability and HSE.

Spatial Computing: AR/VR are already creating significant impact in various industries, lot of use cases could emerge from Industrial Safety, Training apart from Automobiles and Real Estate.

Cyber Security: With the adoption of newer technologies, Cyber security will become even more important

both for IT & OT. Convergence of threat data from IT & OT would also be vital.

EVOLUTION OF CIOs

The Chief Information Officer (CIO) is now a strategic partner in business, focusing on aligning technology with company goals. Beyond operational systems, CIOs implement predictive tools to aid forecasting and decision-making. They are also responsible for filtering hype around emerging tech and adopting what best suits their industry and organizational readiness.

SECURITY IS PRIME

A strong security foundation begins with:

Awareness: Educating all employees on potential threats and their impacts.

Training: Equipping staff with protocols for handling security incidents.

Security Tools: Implementing and understanding essential tools and measures.

Vulnerability Assessment: Ensuring applications undergo VAPT before deployment.

Cyber Hygiene: Promoting best practices like strong passwords, phishing awareness, and safe email habits.

STRENGTHENING CYBERSECURITY

With the rise of AI and automation, integrating with the Zero Trust Framework is critical. This includes:

Zero Trust Network Access: Verifying all users and devices before access.

AI-Powered Threat Detection: Using real-time behavioral analytics.

SOAR: Automating security operations and incident response.

Endpoint Protection: Monitoring and isolating suspicious endpoint activity.

COLLABORATION AMONG TECH LEADERS

CIOs, CTOs, CISOs, and DPOs must work in tandem to ensure secure, compliant, and scalable IT operations. With regulations like India's DPDP Act, DPOs play a key role in safeguarding privacy. For efficient governance, DPOs should work collaboratively with the CIOs & CISOs.

LEADERSHIP COMMITMENT AND VISIBLE EXECUTIVE ADVOCACY DRIVE SECURITY-FIRST CULTURE

PRADIPTA PATRO, HEAD - CYBER SECURITY & IT PLATFORM, KEC INTERNATIONAL LIMITED (AN RPG GROUP COMPANY)

The 2025 enterprise landscape will be driven by AI, GenAI, IoT, 5G, edge computing, blockchain, and quantum computing. GenAI and autonomous AI agents will automate tasks and enhance decision-making, while edge computing will be powered by IoT and 5G.

Quantum computing will support advanced cybersecurity. AI-powered threat detection, zero-trust security, and cyber resilience will take center stage. Enterprises will adopt secure-by-design principles and focus on carbon-aware cloud operations and green data centers. Predictive analytics will guide strategy by identifying trends and forecasting outcomes, helping businesses remain agile, competitive, and sustainable.

CIOs EVOLVE AS STRATEGIC LEADERS

Today's CIOs are no longer just technology custodians; they are strategic business partners driving innovation and transformation. Their responsibilities span leading digital innovation initiatives, building agile IT architectures, and fostering cross-functional collaboration. CIOs are instrumental in shaping data and cybersecurity strategies, enabling operational agility, and ensuring resilience. By leveraging emerging technologies, driving process improvements, and harnessing data analytics, CIOs facilitate data-driven decisions. Talent development is equally critical—CIOs must build strong IT teams, emphasize continuous learning, and promote a collaborative culture across departments to facilitate board-level decision-making and organizational agility.

EMBEDDING A SECURITY-FIRST CULTURE

Security is as much about people as it is about technology. Creating a security-first culture requires leadership commitment, visible security practices, and executive advocacy. Integrating cybersecurity into the business strategy involves early stakeholder engagement, secure-by-design approaches, and comprehensive awareness programs. Mandatory training, particularly for high-risk roles, coupled with ongoing assessments, policy reinforcement, and recognition, ensures continuous improvement and risk mitigation.

AI, ZERO TRUST, AND THE FUTURE OF SECURITY LEADERSHIP

AI and automation are becoming central to enterprise security. SIEM platforms now embed AI for threat detection, phishing analysis, and automated incident response. Zero trust is emerging as the new baseline in hybrid and multi-cloud environments, emphasizing identity, micro-segmentation, and policy enforcement. Roles of CIOs, CTOs, CISOs, and DPOs are growing more strategic, with CIOs focusing on transformation, CTOs aligning tech with business, CISOs enhancing risk management, and DPOs ensuring data privacy. While role overlap exists, the DPO must remain independent, especially under India's DPDP law, avoiding conflicts of interest with roles responsible for processing personal data.





CIOs IN MANUFACTURING: FROM OPERATIONAL SUPPORT TO STRATEGIC INNOVATION IN THE AI ERA

ASHOK RAMCHANDRA JADE, GLOBAL CIO (CIC), KIRLOSKAR BROTHERS LIMITED

In 2025, the manufacturing industry is undergoing a seismic transformation driven by artificial intelligence (AI), machine learning (ML), digital twins, and advanced cybersecurity. These technologies are no longer optional—they are foundational to how industrial enterprises operate, innovate, and compete in a globally interconnected and digitally accelerated landscape. CIOs in Manufacturing industries are now redefining their roles—not merely as custodians of IT infrastructure, but as strategic architects of growth, efficiency, and innovation.

TECH TRENDS IN ENTERPRISE LANDSCAPE:

While AI and ML were initially deployed to automate repetitive tasks and streamline operations, their potential has now expanded significantly. Today's CIOs are leveraging these technologies to unlock new revenue streams, develop AI-powered product offerings, and drive data-informed decisions across design, production, and supply chains. With generative AI and digital twins, manufacturers are simulating and optimizing factory operations before physical changes are made, accelerating time-to-market and minimizing waste. Edge computing and real-time analytics are fuelling predictive maintenance, smart robotics, and autonomous quality control—ushering in a new era of intelligent and adaptive manufacturing.

BOARD EXPECTATIONS:

As manufacturing enterprises evolve, the expectations from CIOs have shifted profoundly. Boards are no longer satisfied with IT leaders focusing solely on traditional objectives like process automation or cost optimization. The new mandate is to create enterprise value—to use technology as a lever for business model innovation, market expansion, and channel development. AI is becoming a growth engine, helping manufacturers tailor offerings to hyper-local markets, streamline global logistics, and create digital service ecosystems around physical products. At the same time, cybersecurity has taken center stage. In an industry where production lines, IP, and customer trust are constantly at risk, CIOs are moving beyond mitigation to a mindset of near-zero risk tolerance. AI-driven cybersecurity systems now detect threats in real-time, adapt to evolving attack patterns, and ensure compliance with complex international regulations. CIOs are embedding security by design into every layer of the operational technology stack—from sensors on the shop floor to enterprise cloud platforms—fostering a proactive and resilient digital culture.

Looking ahead, the CIO's role will increasingly converge with other leadership functions such as CTOs, CISOs, and DPOs, especially as AI, quantum computing, and intelligent automation blur the lines between innovation, security, and compliance. In larger enterprises, these roles will work in close orchestration; in smaller setups, they may overlap—but clarity, independence, and governance will be crucial to managing complexity without compromising agility. The modern manufacturing CIO is no longer just enabling digital transformation—they are driving digital reinvention. Their success will be measured not only by system uptime or IT efficiency, but by how effectively they can turn technology into competitive advantage, unlock growth, and future-proof the enterprise in an increasingly

LEAD SMARTLY AS AI'S POWER COMES WITH CYBER RISKS

VIJAY SETHI, CHAIRMAN - MENTORKART AND CRAFTSOL TECHNOLOGIES

AI DRIVING BUSINESS TRANSFORMATION

The year 2025 marks a transformative era for technology, with AI taking centre stage across organizations. AI is no longer limited to basic automation; it is now deeply integrated into critical business functions like sales, production, quality control, and finance.

Generative AI tools such as ChatGPT and Gemini are revolutionizing operations, enabling advanced analytics, predictive modelling, and content creation. Beyond generative AI, technologies like IoT, operational technologies (OT), and robotic process automation (RPA) are reshaping traditional systems, driving organizations toward becoming fully data-driven.

A key trend is the rise of agentic AI, where AI agents autonomously perform tasks without constant human input, significantly enhancing efficiency and transforming workflows.

BALANCING AI BENEFITS AND RISKS

However, AI is a double-edged sword. While it boosts productivity, reduces costs, and fosters innovation, it also introduces significant cybersecurity risks. Cybercriminals are leveraging AI to target organizational data, and the potential for data poisoning or misuse of generative AI tools poses serious threats. Employees often unknowingly expose sensitive information through AI platforms, highlighting the need for robust cybersecurity measures and greater awareness.

Despite organizations implementing policies, adopting zero-trust frameworks, and conducting training programs, integrating cybersecurity into the organizational culture remains a challenge. Without deeper commitment, the negative impacts of AI could outweigh its benefits.

CIOs TRANSITION TO STRATEGIC LEADERS

The role of Chief Information Officers (CIOs) is also evolving. As organizations increasingly rely on technology for growth, CIOs are transitioning from tactical roles to strategic leadership positions. They are now expected to drive innovation, align technology with business goals, and contribute to organizational success.

This shift requires CIOs to enhance their management skills, understand business operations deeply, and collaborate closely with business leaders. While training programs are available, CIOs must actively broaden their perspectives, focusing on how technology creates value rather than just its technical aspects.

THE AI INFLECTION POINT

To sum up, 2025 is a pivotal year for technology adoption, with AI driving organizational transformation. While AI offers immense potential, it demands careful management of cybersecurity risks and a strategic approach to leadership. CIOs must embrace their evolving roles, balancing technical expertise with strategic vision to ensure technology remains a cornerstone of organizational success.





ADVANCED SECURITY STRATEGIES: BUILDING RESILIENCE IN A RAPIDLY CHANGING IT LANDSCAPE

PARVEEN KUMAR SHARMA, VICE PRESIDENT – IT, MIGSUN GROUP

The IT landscape is driven by automation, AI, and innovation. Generative AI boosts decision-making and personalization, while RPA and low-code platforms power autonomous operations. Edge computing with IoT reduces latency by processing data locally. Cybersecurity adopts Zero Trust Security for continuous authentication. Enterprises embrace multi-cloud and hybrid strategies for resilience. Quantum computing emerges for complex tasks, and immersive technologies like AR and VR enhance training, remote collaboration, and user engagement across industries.

THE EVOLVING ROLE OF THE CIO

The Chief Information Officer (CIO) has transformed from a traditional IT manager into a strategic business enabler. CIOs align technology with business objectives, drive digital transformation using AI and cloud, and foster innovation to gain competitive advantage. They also focus on enhancing customer experience with personalized digital solutions and lead cybersecurity and risk management efforts. CIOs collaborate closely with CEOs, CFOs, and CMOs, integrating technology into broader corporate strategies while championing workforce transformation through digital upskilling and hybrid work models.

ADVANCED SECURITY MEASURES

Cybersecurity is now a strategic priority, starting with leadership commitment and extending to continuous employee training, phishing simulations, and incident response drills. Organizations enforce Zero Trust models, multi-factor authentication, and least-privilege access while promoting a non-punitive reporting culture. Robust security is maintained through continuous monitoring, regular audits, and adaptability to emerging threats. Advanced technologies like AI-powered threat detection, SOAR tools, and AI-driven cloud security management accelerate threat mitigation. Endpoint Detection and Response (EDR/XDR), behavioral analytics, and 24/7 AI-enabled Security Operations Centers (SOCs) further strengthen defenses against both external attacks and insider threats, ensuring comprehensive, real-time protection.

DISTINCT LEADERSHIP ROLES IN TECHNOLOGY AND SECURITY

- ◆ CIO: Aligns IT strategy with business growth and customer experience.
- ◆ CTO: Drives technology innovation, research, and product development.
- ◆ CISO: Leads cybersecurity, risk management, and threat mitigation.
- ◆ DPO: Oversees data protection, privacy compliance, and ethical AI use.

While CIOs, CTOs, or CISOs can technically serve as Data Protection Officers (DPOs), best practice recommends appointing an independent DPO. This ensures impartiality and focused attention on data privacy, avoiding conflicts of interest inherent when combining roles with broader business or security responsibilities. Independent DPOs are crucial, especially in regulated industries, to maintain unbiased and effective privacy governance.

GENERATIVE AI: TRANSFORMING CONTENT, CODE, AND COLLABORATION

LAKSHMANA VADAGA, CIO, MIND NERVES TECHNOLOGY PVT. LTD.

Today enterprises are being transformed by key technology trends centered around efficiency, automation, resilience, and sustainability.

TECH LANDSCAPE

Generative AI is now deeply integrated into business operations—from content and code creation to customer service and R&D. AI copilots are assisting knowledge workers across platforms like Microsoft 365 and Salesforce, accelerating productivity.

Hyper automation is merging AI, robotic process automation (RPA), and machine learning to create autonomous enterprises with minimal human intervention. Simulation tools such as digital twins are helping organizations model scenarios and optimize processes, especially in manufacturing and logistics. Edge computing and the growing Internet of Things (IoT) reduce latency and support real-time analytics at data sources. Meanwhile, AI-powered cybersecurity mesh and zero-trust frameworks are enhancing enterprise protection. Sustainability tech is also gaining ground, driven by ESG mandates that require carbon tracking, green data centers, and energy-efficient AI.

THE EXPANDING ROLE OF CIOs AND TECH LEADERS

CIOs are no longer just IT stewards—they are strategic business partners. Their responsibilities now include shaping business strategy, aligning tech with P&L goals, and championing digital transformation initiatives. They're also expected to lead innovation, evaluate emerging technologies, and oversee enterprise data strategy.

CTOs are driving AI adoption and ensuring tech infrastructure aligns with business objectives. CISOs, once technical experts, are now involved in board-level decisions, legal risk discussions, and digital trust. DPOs are navigating complex regulatory environments like GDPR and the EU's DORA while ensuring ethical AI and data privacy.

CYBERSECURITY: A BUSINESS-WIDE RESPONSIBILITY

CIOs and CISOs are fostering a security-first culture. This includes executive-level commitment, continuous employee training, real-time simulations, and gamified awareness programs. Security is embedded in onboarding/offboarding, and champions are appointed in each department to reinforce safe practices. AI enhances cybersecurity with adaptive access controls, behavioral analytics, and automated incident response.

AI, AUTOMATION, AND IDENTITY MANAGEMENT

AI is powering predictive analytics, automated audits, and security orchestration platforms like SOAR. Identity and Access Management (IAM) tools are being updated to manage non-human AI agents, assigning dynamic roles and securing credentials to prevent misuse.

As digital threats evolve, so do the roles of enterprise tech leaders, who are now critical drivers of resilience, innovation, and trust in a cyber-first business environment.





TECH ROLES HAVE DIFFERENT RESPONSIBILITIES, BUT SHARE COMMON GOALS OF SECURITY AND COMPLIANCE

NIKHIL KUMAR NIGAM, DIRECTOR TECHNOLOGY - GLOBAL OPERATIONS, MSM UNIFY

TECH PRIORITIES IN 2025

In 2025, enterprises are prioritizing AI-driven automation, blockchain for secure and transparent transactions, and zero-trust security frameworks. Cloud computing continues to evolve with hybrid and multi-cloud strategies, enabling greater flexibility, resilience, and performance optimization. As global data privacy regulations tighten, organizations are adopting more sophisticated security architectures to stay compliant and protect sensitive information.

CIOs: FROM IT MANAGERS TO STRATEGIC BUSINESS ENABLERS

The role of the Chief Information Officer (CIO) is undergoing a major transformation. CIOs are now integral to shaping business strategy, leveraging technology to drive growth, efficiency, and superior customer experiences. Through AI, automation, and real-time data analytics, CIOs enable organizations to remain agile and competitive in fast-changing markets. They bridge the gap between technology and business, aligning digital initiatives with strategic outcomes.

CULTIVATING A SECURITY-FIRST CULTURE

Organizations are embedding cybersecurity into their culture by training employees at all levels in data protection and cyber hygiene. Regular training sessions, strict access protocols, and awareness programs are now standard practices. AI-driven threat detection systems and real-time monitoring ensure rapid response to anomalies. Clear, actionable security policies and compliance frameworks help employees understand their responsibilities, reducing human error and strengthening overall security posture.

INTEGRATING AI, AUTOMATION, AND ZERO-TRUST INTO ENTERPRISE IT

Enterprises are implementing AI tools for instant threat detection and automated response systems to reduce manual errors. Zero-trust security—where no user or device is automatically trusted—is gaining traction, emphasizing identity verification, encryption, and continuous activity monitoring. Together, these measures create a robust, proactive defense against evolving cyber threats.

EVOLVING ROLES:

Technology leadership roles are converging around the shared goals of innovation, compliance, and security:

- ◆ CIOs and CTOs lead digital transformation and innovation.
- ◆ CISOs focus on building cyber resilience and managing risk.
- ◆ DPOs ensure compliance with data privacy laws and ethical data handling.

While their responsibilities differ, these roles increasingly collaborate to align enterprise goals with secure and compliant digital operations.

CAN THESE ROLES OVERLAP?

Although CIOs, CTOs, or CISOs can sometimes assume DPO responsibilities, it demands deep expertise in data protection laws. Ideally, a dedicated DPO ensures focused attention on privacy regulations, while closely coordinating with other tech leaders to maintain a unified, secure digital strategy.

AI AND AUTOMATION MAKE YOUR ROAD TO DIGITAL MATURITY SEAMLESS

DR. CHITRANJAN KESARI, HEAD OF IT, N R AGARWAL INDUSTRIES LTD.

In 2025, cloud computing, automation, generative AI, and cybersecurity are reshaping how we operate.

DNA OF TODAY'S BUSINESS!

At NR Agarwal, the IT team actively monitors all business areas to identify where automation can deliver the most value. From Bill of Materials (BOM) to production routing and warehousing, we are integrating digital solutions across the value chain.

Technology is no longer a support function—it is a driver of business success. As trends like AI-driven analytics, edge computing, and sustainable tech practices take center stage, we're committed to embracing continuous learning and digital transformation. This forward-looking approach ensures our enterprise remains competitive, secure, and ready for the future.

ENTERPRISE CYBER CULTURE

For a Certified Information Security Manager (CISM), security remains core focus. Together with top management, I've been actively working to institutionalize a security-first culture within our organization. We've clearly segregated IT and OT security, ensuring that operational technologies receive the same level of cyber protection as our IT systems.

Our progress in identity and access management, threat detection, automated data governance, and AI-powered security tools has been remarkable. But beyond tools, our key achievement lies in creating a mindset where cybersecurity is everyone's responsibility. Management leads by example, and employees are empowered to contribute to a safer digital environment.

CHANGE OF NOMENCLATURES WITH TIME

In today's enterprise environment, the names of roles may change, but their core responsibilities often remain the same. Over the years, we've seen the evolution of positions like EDP (Electronic Data Processing) Managers into roles such as CIOs, CISOs, and DPOs. Despite the change in titles, the fundamental aim continues to be enabling business through secure, efficient, and innovative use of technology.

We acknowledge that business growth is being driven by digital maturity. The contribution of IT professionals has expanded beyond managing infrastructure to aligning technology with strategic goals. These evolving titles reflect the growing influence of IT leadership in shaping sustainable, secure, and scalable business models. Our management values this transformation and strongly supports the team's role in positioning us as a global leader in innovation, sustainability, and operational excellence.





2025 TO CONTINUE WITNESS THE NEW STANDARDS FOR CYBERSECURITY EXCELLENCE

DOMINIC VIJAY KUMAR, PRESIDENT & HEAD OF TECHNOLOGY, NAMDEV FINVEST PRIVATE LIMITED

FUTURE ENTERPRISE FORMULA

Modern cybersecurity training prioritizes engagement, personalization, and strong leadership involvement. Gamified, AI-driven, and role-specific modules improve learning retention and ensure relevance across roles. All employees receive regular refreshers, while high-risk functions such as HR, finance, and development undergo targeted instruction. Simulated attacks and red/blue team drills test organizational readiness in real time. Leaders play a key role in establishing a culture of shared responsibility, supported by Zero Trust principles embedded across tools via MFA, DLP, and real-time prompts. Human risk scoring and peer

advocates reinforce accountability, while metrics like phishing click rates and incident reporting drive continuous feedback and program refinement.

Cybersecurity frameworks increasingly rely on Zero Trust Architecture (ZTA), which mandates continuous identity verification, least-privilege access, and microsegmentation. AI strengthens threat detection using behavioral analytics, real-time threat intelligence, and automated responses. Automation enhances IT efficiency through self-healing systems, rapid incident management, and automated compliance checks. In the cloud, SASE, API protection, and identity-aware proxies reinforce defenses. Secure development practices now include AI-led vulnerability scans, Infrastructure-as-Code (IaC) checks, and integrated DevSecOps. Unified oversight is achieved via XDR and attack surface management, while tools like UEBA and DLP support continuous trust validation and third-party risk mitigation.

REDEFINING ROLES IN 2025

CIOs have evolved into strategic business enablers, co-driving digital strategy, revenue growth, and innovation. They lead AI adoption, cloud transformation, and data governance—ensuring ethical AI use and maximizing data value. In partnership with CMOs, COOs, and CFOs, CIOs help design digital experiences that align tech investments with business goals. They also promote agile culture, talent development, and cross-functional collaboration, with success metrics spanning customer experience, efficiency, and innovation impact.

Looking ahead, CIOs, CTOs, CISOs, and DPOs are becoming co-creators of enterprise resilience and digital trust. CIOs shape digital products and platforms; CTOs spearhead emerging tech and scalability; CISOs lead AI-powered security strategies; and DPOs ensure privacy-by-design, regulatory compliance, and data ethics. Their collective efforts define organizational trust, resilience, and innovation in an increasingly regulated landscape.

However, despite overlaps, the Data Protection Officer (DPO) must remain independent, especially under laws like GDPR, CCPA, and DPDP. CIOs, CTOs, or CISOs typically influence how data is processed, presenting a conflict of interest. To uphold trust and compliance, the DPO should operate without interference from operational decision-making roles.

IMMERSIVE TECHNOLOGIES REDEFINING INFRASTRUCTURE BIZ

DEEPAK KUMAR PANDA, GM – IT, NATIONAL HIGHWAY INFRA TRUST

As a representative of the construction and tolling industries, I'd like to highlight key technology trends shaping these sectors in 2025. Both industries are undergoing a significant transformation, driven by innovations that enhance efficiency, safety, sustainability, and project execution.

BUILDING INFORMATION MODELLING (BIM): BIM now goes beyond 3D models to include 5D (cost) and 6D (sustainability and lifecycle) data, supporting smarter design, planning, and long-term asset management.

DIGITAL TWINS: Widely adopted, digital twins offer real-time simulations and monitoring of physical assets, improving both pre-construction planning and post-construction operations.

AI AND MACHINE LEARNING: AI and ML are transforming operations by enabling predictive analytics, optimizing processes, enhancing safety, and reducing costs in both construction and tolling.

DRONES AND AERIAL SURVEYING: Drones provide high-resolution, real-time data, improving accuracy, speed, and safety while minimizing labor-intensive work in surveying and monitoring.

AR, VR, AND MIXED REALITY: Immersive technologies bridge digital design and physical execution. They improve communication, reduce on-site errors, and enhance safety and efficiency throughout the project lifecycle.

IOT AND SMART SENSORS: These technologies enable real-time data collection, automate toll systems, support predictive maintenance, and enhance safety and asset management.

CLOUD-BASED CONSTRUCTION MANAGEMENT PLATFORMS: Integrated enterprise applications on the cloud centralize data, streamline collaboration, and support real-time decision-making, significantly improving project delivery in both sectors.

The Chief Information Officer (CIO) role in these industries is rapidly evolving—from traditional IT oversight to becoming a strategic enabler of digital transformation. CIOs are leveraging digital capabilities to align technology with business goals, enhance resilience, and drive growth.

CIOs LEADING THIS TRANSFORMATION

In 2025, CIOs are at the forefront of digital transformation in construction and tolling. They lead the integration of emerging technologies, harness data for predictive planning and dynamic pricing, and enhance operations through ERP systems and tolling platforms. With robust cybersecurity and cross-functional collaboration, CIOs drive innovation, operational efficiency, and long-term competitiveness across smart infrastructure initiatives.





TECHNOLOGY SHOULD BE USED AS A CATALYST FOR BUSINESS IMPROVEMENTS

PRAMOD KUMAR MOHAPATRA, GM - IT & CISO, NATIONAL HIGHWAYS AUTHORITY OF INDIA

Day by day businesses are getting transformed by technologies like Artificial Intelligence (AI), Generative AI (GenAI), IoT, 5G, Edge Computing, and Blockchain. AI will be deeply embedded in core business applications, with autonomous agents helping automate tasks and make decisions. Edge computing, powered by 5G and IoT, will make data processing faster and smarter.

Quantum computing will improve cybersecurity, while AI-based tools will help predict threats and respond quickly. More businesses will use AI-driven analytics to understand trends and improve decision-making. Companies will also prioritize eco-friendly technology through carbon-aware cloud operations and green data centres.

BUILDING A SECURITY-FIRST CULTURE

Creating a security-first culture requires more than just technology—it's about educating people, changing habits, and encouraging awareness. Leadership must show visible commitment to cybersecurity, support training programs, and involve all departments. Key steps include embedding secure-by-design principles, conducting regular awareness programs, training high-risk roles, and doing regular risk assessments. Policies should be clearly communicated, with continuous improvement and reinforcement of good security behaviour. A collaborative approach between departments is essential to ensure cybersecurity is part of everyday operations and decisions.

THE EXPANDING ROLE OF TECHNOLOGY LEADERS

The Chief Information Officer (CIO) has evolved into a strategic business leader, driving digital transformation and innovation. CIOs lead agile IT initiatives, foster cross-functional collaboration, and shape data and cybersecurity strategies. They enhance decision-making through data insights and continuous process improvement. By building strong IT teams and promoting ongoing learning, CIOs support organizational adaptability. Their close collaboration with other departments helps leadership make informed decisions. This modern role emphasizes the strategic value of data as a core business asset and a driver of growth.

EVOLUTION IN A TRUST-CENTRIC ENTERPRISE

Roles like CIO, CTO, CISO, and Data Protection Officer (DPO) are becoming more strategic. CIOs and CTOs focus on innovation and aligning technology with business goals. CISOs are now risk managers, using AI to detect and prevent threats. DPOs ensure data privacy compliance and protect digital data. While these roles overlap in areas like security and data governance, DPOs must remain independent due to legal concerns. Under India's DPDP law, DPOs shouldn't control how data is processed. Their focus is solely on protecting personal data, while CIOs, CTOs, and CISOs manage the systems that process it.

DATA-DRIVEN PERSONALIZATION AND NEXT-GEN CONNECTIVITY POWERING THE FUTURE OF MEDIA

HARMIT SINGH MALHOTRA, CHIEF TECHNOLOGY OFFICER, NDTV-PROFIT

Generative AI is transforming media by introducing innovative formats, personalized content experiences, and automation-driven efficiency from production to distribution. This evolution not only reduces costs but also accelerates workflows, enabling creative teams to focus on strategy and storytelling. Simultaneously, advancements in cybersecurity are essential for safeguarding media assets, ensuring secure content delivery, and maintaining integrity in a rapidly expanding digital landscape.

A strong data focus is essential. Data Fabric and Democratization unify access for personalized content, audience insights, and targeted ads. Real-time processing ensures timely delivery, engagement measurement, and ad optimization. Next-gen connectivity with high-speed, low-latency networks enhances streaming, supports mobile media growth, and enables innovative formats.



TECH-DRIVEN C-SUITE

The CTO role is evolving from traditional IT management to a strategic business enabler, evident in several areas:

Driving Business Growth: CTOs prioritize IT initiatives that expand audiences, increase viewership, and boost revenue.

Enhancing Customer Experience: AI and machine learning revolutionize media engagement by delivering hyper-personalized content, refining user interactions, and optimizing ad experiences all in real time.

Improving Operational Efficiency: The modernizing infrastructure, automating workflows, and optimizing resource allocation driving cost savings and improved performance.

Enabling Innovation: CTOs drive innovation by harnessing cloud-native technologies to accelerate product launches, enhance agility, and unlock new market opportunities, shaping the digital landscape.

Strategic Decision-Making: The strategic decision-making by aligning IT initiatives with business objectives, showcasing technology's value in driving growth, efficiency, and innovation.

PRACTICE SECURITY FIRST CULTURE

Security thrives on strong leadership, proactive training, and a culture of trust. Seamless integration into workflows ensures productivity, while continuous audits and threat intelligence maintain agility. As Media CTO security-first mindset, protecting high-value content and platform integrity. Organizations increasingly leverage AI-driven threat detection, automated incident response, and Zero Trust architectures with continuous authentication, granular access controls, and micro-segmentation. Security orchestration enhances efficiency by automating vulnerability management and policy enforcement, ensuring resilience against emerging threats.

Key leadership roles :- Technology leaders—CIOs, CTOs, CISOs, and DPOs—are becoming strategic partners, aligning IT with business goals. While their roles often overlap, DPOs focus solely on regulatory compliance and data privacy, ensuring independence in governance and maintaining competitive advantage.



COMPOSABLE, CONNECTED, COMPLIANT: THE 3 PILLARS OF FUTURE-READY ENTERPRISES

ASHISH GUPTA, CIO & CISO, NEC CORPORATION INDIA PVT. LTD.

In 2025, enterprises are embracing smarter, more agile technology frameworks. Artificial intelligence and machine learning are embedded in operations, customer service, and decision-making. Cloud-native platforms provide the flexibility and scalability that legacy systems lack, while edge computing is gaining momentum—especially in sectors like retail, logistics, and manufacturing—for real-time data processing and reduced latency.

Organizations are also shifting to composable enterprise models, building modular systems that can quickly adapt to change. Meanwhile, sustainability is becoming a tech priority, with enterprises making decisions based on energy efficiency and environmental impact. Cybersecurity remains foundational, with a sharp rise in zero-trust architectures and real-time threat intelligence as digital threats grow more complex.

CIOS AT THE CORE OF BUSINESS TRANSFORMATION

The CIO's role has evolved into a business-critical leadership position. No longer confined to managing infrastructure, today's CIOs are driving innovation, shaping customer journeys, and even influencing revenue models. As technology becomes a strategic business lever, CIOs must think like business leaders—balancing agility with governance, experimentation with long-term vision, and ensuring that IT strategy aligns with company goals.

CIOs are also influencing company culture and cross-functional collaboration. Effective leaders now guide transformation across departments, using technology to create measurable business outcomes. Their role is not just about keeping systems running—it's about enabling the enterprise to adapt, compete, and grow.

BUILDING A CULTURE OF CYBERSECURITY AND TRUST

Cybersecurity is no longer siloed within IT departments—it's embedded across the organization. Companies are investing in immersive training, gamified learning, and real-world simulations to build awareness. At NEC India, this means role-based modules, performance-linked KPIs, and regular simulations to make data protection everyone's responsibility.

AI and automation are integral to modern security frameworks. Enterprises are adopting SOAR platforms and using AI-driven analytics for faster detection, triaging, and resolution of threats. Zero-trust models are now standard, especially in hybrid environments, ensuring secure access at every layer.

As digital roles converge, CIOs, CTOs, CISOs, and DPOs must collaborate—each bringing unique focus areas. The DPO's independence remains crucial, especially for legal compliance under India's evolving privacy laws. Together, these roles form the foundation for secure, scalable, and ethical innovation.

REGULAR SIMULATED CYBERATTACK DRILLS IMPROVE INCIDENT RESPONSE AND PREPAREDNESS

PRINCE JOSEPH, GROUP CIO, NeST GROUP AND SFO TECHNOLOGIES

The enterprise landscape is being shaped by key technological advancements, including AI-driven automation, hybrid and multi-cloud strategies, enhanced cybersecurity, and Industry 4.0 adoption. AI and machine learning are central to streamlining decisions, improving threat detection, and enabling predictive analytics. Zero-trust models are becoming critical to defend against evolving cyber risks.

Cloud-agnostic infrastructures provide businesses with greater flexibility, resilience, and control. In manufacturing, technologies like IoT, digital twins, and AI-powered MES systems are driving real-time insights and operational efficiency. Sustainability is also a growing priority, with a shift toward green data centers, energy-efficient computing, and circular IT models.

CIOS AND DIGITAL TRANSFORMATION

CIOs have transitioned from pure IT managers to strategic business leaders who are instrumental in aligning technology with enterprise goals. They are spearheading digital transformation initiatives using AI, cloud platforms, and automation to improve scalability, cost-efficiency, and business agility. With tools like Microsoft Dynamics 365 ERP and hybrid cloud deployments, CIOs are enhancing enterprise adaptability. In manufacturing, they are leading the integration of IoT and predictive analytics into smart factory models. CIOs also work closely with CFOs, COOs, and CISOs to ensure IT investments generate tangible returns while addressing security, compliance, and operational risks.

EMBEDDING A SECURITY-FIRST CULTURE ACROSS THE ORGANIZATION

Developing a robust security-first culture is a continuous effort that combines education, technology, and process improvements. Organizations are rolling out comprehensive cybersecurity awareness programs, role-specific training, and simulated cyberattack drills to reinforce vigilance. By embedding security into the development pipeline (DevSecOps), companies are ensuring that applications are secure from inception.

With zero-trust models, strong IAM policies, and endpoint protection, enterprises reduce vulnerabilities. Real-time monitoring through SIEM and SOAR tools further enhances threat detection and incident response capabilities. These efforts align with ISO 27001, SOC 2, and other best practices, strengthening organizational resilience.

CONVERGING ROLES OF CIO, CTO, CISO, AND DPO

Technology leadership roles are evolving, with increased collaboration among CIOs, CTOs, CISOs, and DPOs. CIOs are now focused on driving innovation and strategy; CTOs manage emerging technologies and infrastructure; CISOs oversee security and compliance; and DPOs govern data privacy. While some responsibilities may overlap, the DPO role requires specialized expertise in privacy laws and must function independently. In regulated industries, clear separation of duties is essential for compliance and accountability. Together, these leaders are navigating complex digital ecosystems to ensure sustainable growth and security.





LEADERSHIP TEAMS ARE ACTIVELY INVOLVED IN PROMOTING SECURITY-FIRST CULTURE

ROHIT KACHROO, CO-FOUNDER AND CTO, OMNI CYBERX PRIVATE LIMITED

TRENDS DRIVING TRANSFORMATION

In 2025, Artificial Intelligence (AI) and Machine Learning (ML) will be at the core of enterprise evolution. These technologies will enhance decision-making, customer engagement, and operational efficiency. Automation will streamline workflows, boost productivity, and reduce manual errors. Enterprises are also shifting to cloud-native solutions for better scalability, agility, and cost-efficiency.

ZERO TRUST AND EDGE COMPUTING GAIN GROUND

With growing cyber threats, Zero Trust security frameworks are becoming essential. These models verify every user and device before granting access, strengthening enterprise defenses. Meanwhile, Edge Computing—often paired with the Internet of Things (IoT)—enables real-time data processing closer to the source, resulting in faster decisions and optimized operations.

THE CIO'S NEW AVATAR

The CIO role is evolving into a business leadership position. No longer limited to IT infrastructure, CIOs are now central to digital transformation. They bridge the gap between technology and business strategy, leveraging data analytics, AI, and automation to foster innovation and align tech initiatives with organizational goals. They also ensure compliance with emerging regulatory standards.

FOSTERING A SECURITY-FIRST CULTURE

Organizations are embedding cybersecurity into their culture. Regular training, cyber hygiene practices, phishing simulations, and secure coding methods are becoming standard. Employees at all levels are educated on risks and best practices. Leadership plays an active role, reinforcing accountability and emphasizing compliance with data protection regulations like India's DPDP Act and the EU's GDPR.

AI AND AUTOMATION IN CYBERSECURITY

AI is revolutionizing enterprise security by enabling real-time threat detection and proactive incident response. Automation streamlines security operations and reduces human error. Security Orchestration, Automation and Response (SOAR) platforms and Endpoint Protection systems further enhance resilience. These tools help organizations remain agile, secure, and compliant.

COMPLIANCE TAKES CENTER STAGE

As digital transformation accelerates, roles like CIO, CTO, CISO, and DPO are becoming more interdependent. The CTO drives tech innovation; the CISO secures systems; and the DPO ensures data privacy compliance. While roles may overlap in smaller firms, larger organizations often maintain clear distinctions to ensure focused attention on cybersecurity, innovation, and legal compliance. With stricter data regulations, enterprises are prioritizing compliance. The DPO's role, in particular, is critical to navigating evolving laws such as DPDP and GDPR. Together, tech leaders must build a secure, compliant, and forward-thinking enterprise.

THE PANDEMIC TRANSFORMED HOW PEOPLE USE TECHNOLOGY AND ACCESS EVERYDAY SERVICES

GOLOK KUMAR SIMLI, CTO, PASSPORT SEVA PROGRAM, MINISTRY OF EXTERNAL AFFAIRS, GOVT. OF INDIA

The COVID-19 pandemic fast-tracked digital transformation, moving services like banking and shopping online. Cloud computing, mobile tech, and secure networks made remote access easy and safe. AI played a major role, making services more efficient and personalized across personal, business, and government use.

As AI becomes part of everyday life, it's important to focus on smooth adoption, proper training, and understanding how AI works. Humans must be able to explain AI decisions to ensure responsible use. Always ask AI for its key value, use case, and real-world application to stay informed and make the best use of its power.



CYBER HYGIENE FOR DATA CENTRIC ORGANISATIONS

Capacity building and change management must be intrinsic to the transformation process, not treated as a separate patch work. Training should be seamlessly integrated into daily operations and technology adoption, enabling continuous learning. When embedded into the ecosystem, stakeholders learn naturally without realizing it, making transformation more effective and sustainable.

DPDP MEANS WHAT, WHY AND HOW OF DATA

India's Digital Personal Data Protection (DPDP) Act emphasizes the importance of data privacy and security. Organizations must clearly explain what data they collect, why they collect it, how they use it, and how they protect it. A strong data protection strategy requires a mix of people, processes, governance, and technology. The goal is to ensure inclusive growth and public good while maintaining secure and trusted digital systems. Data should be treated as a national asset, and protecting it is crucial for maintaining citizen trust. Any data breach can harm both public confidence and the success of digital transformation efforts.

TECH ROLES BECOMING CENTRAL

The roles of CIOs and CTOs have evolved into strategic leadership positions, driving business growth and innovation. No longer limited to IT, they now influence boardroom decisions, forecast trends, and explore new markets. In the digital era, technology leaders are leading—not just supporting—business functions, ensuring that tech investments align with organizational goals, growth and deliver value.

Their expertise is vital in navigating complex environments and shaping future success. Similarly, becoming a Data Protection Officer (DPO) requires experience and deep understanding of data, security, and governance. It's a journey—one cannot simply be appointed DPO without truly grasping these critical responsibilities and without having hands on experiences.



FORGING ENTERPRISE AGILITY WITH GOVERNANCE AND CYBER VIGILANCE

ARVIND KUMAR, AVP-IT, PATHKIND DIAGNOSTICS PVT. LTD.

As enterprises continue to transform in 2025, several key technology trends are reshaping the business landscape. These include digital transformation, Agentic AI, AI/ML governance platforms, enhanced cybersecurity practices, and hybrid/multi-cloud computing environments.

THE AGE OF TECHNOLOGY

To stay resilient and competitive, organizations must embed a cyber security-first culture across all levels. This begins with strong leadership commitment — ensuring cyber security is treated as a strategic priority. Regular employee training programs help to build awareness of modern threats like phishing, ransomware, and social engineering. Clear, accessible cyber security policies and procedures ensure handling of data security and

incidents (if any). Encouraging proactive approach through gamification, recognition, and regular audits promotes a vigilant workforce. AI based automation or autonomous systems for system / application / network / endpoint updates, patches, and routine monitoring further strengthens defenses without burdening employees.

AI AUTOMATION AND ZTNA INTEGRATION: STEPS FOR SUCCESS

Enterprises looking to integrate AI automation and Zero Trust Network Access (ZTNA) frameworks, must follow a structured approach. The first step is identifying suitable use cases—typically repetitive, time-consuming processes that benefit from automation. Ensuring data quality and clean data management practices is critical for accurate AI outcomes. Organizations should begin with pilot testing, monitor performance, and adjust systems according to their needs before broader implementation. Training employees on AI tools and their implications encourages smoother adoption and minimizes resistance to change. In the context of ZTNA, businesses must ensure compliance with relevant regulations and build governance frameworks. Security teams should be well-versed in ZTNA principles such as continuous verification, least-privilege access, and network micro-segmentation. Continuous monitoring and real-time threat detection tools must be in place to respond to security events in time.

EVOLVING ROLES: CIOs, CISOs, AND DPOs IN 2025 AND BEYOND

The role of the CIO has expanded beyond IT operations and now has become a strategic business partner. CIOs now align IT strategy with business goals, lead digital transformation initiatives, and leverage technologies like AI, blockchain, and data analytics to drive growth. CISOs are involved in enterprise strategy—managing cybersecurity risks, regulatory compliance, and governance. DPOs lead responsible data governance, ensuring privacy-by-design and adherence to data protection laws. While overlaps exist in smaller organizations, maintaining clear role boundaries is crucial. Collaboration among CIOs, CTOs, CISOs, and DPOs enables a cohesive approach to innovation, security, and compliance in the digital age.

SUSTAINABLE TECHNOLOGY IS RISING, WITH BUSINESSES ADOPTING ENERGY-EFFICIENT INFRASTRUCTURE

MRINMOY MUKHERJEE, CIO (AVP-IT), PATTON INTERNATIONAL LIMITED

KEY TECHNOLOGY TRENDS IN 2025:

- ◆ Agentic AI enhances automation, freeing humans to focus on strategy.
- ◆ Generative AI supports client management, innovation, and content creation.
- ◆ Edge Computing speeds up data processing by bringing computation closer to data sources.
- ◆ Spatial computing (AR/VR/XR) transforms workforce training, collaboration, and customer engagement.
- ◆ Sustainable tech practices promote Green IT and energy-efficient infrastructure.
- ◆ Advanced cybersecurity uses AI and post-quantum encryption to protect data.

EVOLVING ROLE OF THE CIO:

- ◆ Combines business acumen and strategic leadership to align technology with growth.
- ◆ Leads digital transformation leveraging AI, data, and cloud technologies.
- ◆ Shifts IT from a cost center to a value center by delivering innovative tech solutions.
- ◆ Builds strategic partnerships with leaders, vendors, and startups.
- ◆ Emphasizes data-driven decision-making for optimized processes and informed decisions.

AI-ENABLED CYBERSECURITY

Enterprises are adopting AI-powered tools for automated threat detection, vulnerability assessment, and faster incident response. Zero-trust frameworks continuously validate user identities and device security regardless of location, while automation streamlines routine tasks like patch management and data loss prevention, reducing human error. Regular security audits ensure compliance and highlight weaknesses, and AI-enabled endpoint security uses machine learning to detect and prevent unknown threats. Together, these measures strengthen security, build resilience, and empower employees to address cybersecurity challenges effectively.

EVOLVING ROLES OF CIOs, CTOs, CISOs, AND DPOs

By 2025 and beyond, CIOs, CTOs, CISOs, and DPOs are becoming more strategic, aligning technology investments with business goals and focusing on emerging tech like AI and IoT. They deepen expertise in cybersecurity and data protection to meet evolving regulations and collaborate closely with business leaders to drive innovation and growth. While their roles are distinct, requiring specialized skills, smaller organizations may combine responsibilities. However, as data protection becomes more complex, having a dedicated Data Protection Officer (DPO) ensures focused attention on privacy and regulatory compliance, reinforcing enterprise trust and governance.





CIOs ARE CRUCIAL FOR DRIVING DATA MONETIZATION AND AI-DRIVEN INSIGHTS

VINOD KUMAR GUPTA, CISO AND DPO, PAYTM MONEY

The enterprise technology ecosystem is set to experience transformative shifts, driven by innovations in AI, edge computing, quantum advancements, and hyper automation. Businesses are embracing these technologies not just for efficiency, but to redefine customer engagement, operational intelligence, and security strategies.

KEY TECHNOLOGY DRIVERS IN 2025

AI and Generative AI will become central to decision-making, automation, and personalized customer interactions. From chatbots to intelligent analytics, AI will drive real-time insights and smart process automation.

Edge Computing and IoT will enable real-time data collection and processing at the source—crucial for sectors like manufacturing, retail, and healthcare. This ensures faster response times and localized intelligence. Quantum Computing, though in its early stages, will begin tackling complex challenges in logistics optimization, drug discovery, and cryptography, paving the way for a new class of computational power. Hyper Automation will integrate RPA, AI, ML, and low-code platforms to automate entire business workflows, boosting productivity and reducing dependency on manual tasks.

THE EVOLVING ROLE OF CIOs AND TECH LEADERS

CIOs are no longer just managing IT infrastructure—they are now strategic enablers. Their responsibilities include:

- ◆ Leading digital transformation initiatives that are agile, scalable, and aligned with business outcomes.
- ◆ Using data and AI to create new revenue streams and operational efficiencies.
- ◆ Collaborating with the C-suite to enhance customer experience (CX), while ensuring systems are robust and resilient.

In parallel, CTOs, CISOs, and DPOs are evolving:

- ◆ CTOs are driving innovation and scalable technology architectures.
- ◆ CISOs are moving beyond cybersecurity to embed cyber resilience as a core business growth factor.
- ◆ DPOs are ensuring privacy-by-design amidst global data regulations like GDPR and India's DPDP Act.

CYBERSECURITY: BUILDING A SECURITY-FIRST CULTURE

To protect this digital-first landscape:

- ◆ Continuous Training on cybersecurity best practices is crucial.
- ◆ Zero Trust Architecture (ZTA) must be implemented, ensuring “never trust, always verify” policies.
- ◆ AI-powered threat detection and automated compliance tools will help proactively manage risks.
- ◆ Behavioral tracking and secure-by-default platforms will drive enterprise-wide compliance and accountability.

In 2025, cross-functional collaboration between CIOs, CTOs, CISOs, and DPOs will be key to sustainable digital transformation.

GUARDIANS OF THE ENTERPRISE: AI-POWERED CYBER DEFENSE

ANIL SHARMA, SENIOR DIRECTOR S&T (AMESA), PEPSICO INC.

By 2025, enterprise technology will be dominated by AI and ML, enhancing content creation, automation, and cybersecurity.

TECH LANDSCAPE

Cloud computing will prioritize cloud-native and multi-cloud strategies, with edge computing gaining importance. AI-driven cybersecurity and data sovereignty will be critical. Extended Reality (XR) will expand in training and customer experiences, while quantum computing impacts optimization, drug discovery, and security. Advanced networking through 5G and 6G will boost connectivity. Digital transformation will accelerate, necessitating employee reskilling, ethical AI practices, and robust data protection.

SECURITY-FIRST CULTURE

AI and automation enhance security by streamlining workflows, reducing manual tasks, and enabling faster threat detection and response. Tools like AI-driven IAM, SIEM, UEBA, and SOAR support zero-trust models through adaptive access control, continuous authentication, and intelligent anomaly detection, strengthening enterprise cyber defenses. To build a “security-first” culture, organizations must:

- ◆ Demonstrate strong cybersecurity commitment from leadership.
- ◆ Offer tailored training programs with interactive methods such as gamified modules and simulated attacks.
- ◆ Establish and regularly update security policies and guidelines.
- ◆ Foster a trust culture to encourage reporting of security incident and concerns.
- ◆ Leverage automated tools for threat detection, policy enforcement, implement password managers, multi-factor authentication, and data loss prevention tools.

FROM GUARDING TO GUIDING

The role of the Chief Information Officer (CIO) has transformed from a traditional IT manager to a strategic business leader responsible for driving innovation, digital transformation, and sustainable growth. Today's CIOs align technology with core business objectives, repositioning IT as a value-creating function. They lead cross-functional collaboration, manage enterprise-wide data, and embrace emerging technologies like AI and cloud to enhance competitiveness. Alongside them, Data Protection Officers (DPOs) play a critical role in ensuring compliance with global data privacy laws such as GDPR and CCPA, promoting ethical AI and data practices, and working closely with Chief Information Security Officers (CISOs) to secure organizational data.

As the responsibilities of these roles begin to overlap, the question arises: Can CIOs, CTOs, or CISOs also serve as DPOs? The answer depends on independence. If these leaders influence data processing decisions, it creates a conflict of interest, compromising regulatory compliance. While smaller firms may merge roles due to resource constraints, larger enterprises typically require an independent DPO with legal, technical, and organizational expertise to meet complex compliance requirements.





CREATING A CULTURE OF CYBER VIGILANCE IS A BIZ PRIORITY

DEBOJYOTI MITRA, HEAD – IT, POLAR ELEKTRIC LIMITED

In 2025, enterprises are navigating a rapidly evolving technological landscape defined by several transformative trends.

ENTERPRISE LANDSCAPE IN 2025

AI and machine learning (ML) are accelerating hyper-automation and enabling intelligent AI agents, while cloud-native architectures and multi-cloud strategies are enhancing agility and resilience. Data fabric and edge computing allow real-time data access and utilization across distributed environments.

Simultaneously, the rollout of 5G and enhanced connectivity is catalyzing innovation in emerging technologies such as extended reality (XR). Developments in quantum computing, cybersecurity, and sustainable computing are also shaping enterprise strategies, redefining how businesses operate and compete.

A strong security-first culture is now foundational to enterprise success. It begins with leadership commitment, positioning cybersecurity as a core business value. Regular, engaging training helps employees across all levels understand data protection, phishing threats, and password best practices. Clear policies, recognition of secure behavior, accountability mechanisms, and integration of security into daily workflows promote a proactive, resilient organizational mindset.

To strengthen their cybersecurity posture, enterprises are increasingly adopting AI, automation, and Zero Trust frameworks. AI enables real-time threat detection, predictive analysis, and faster incident response. Automated systems isolate threats, patch vulnerabilities, and enforce policies with minimal human input. Identity and access management is enhanced with behavior-based authentication. Micro-segmentation and behavioral analytics limit breach impact and detect anomalies. AI also powers data loss prevention (DLP) and classification, while integration with SIEM and SOAR ensures continuous monitoring and intelligent automated responses, in line with the Zero Trust principle of “never trust, always verify.”

RISE OF THE STRATEGIC BUSINESS ENABLERS

The role of the CIO has expanded significantly, moving beyond IT operations to become a strategic enabler of innovation and growth. Today's CIOs drive the adoption of emerging technologies like AI, ML, and XR, align IT with business objectives, and lead digital transformation to improve efficiency, customer experience, and decision-making. Cybersecurity and digital resilience have also become key areas of responsibility.

This transformation is mirrored across tech leadership. CTOs are focused on disruptive innovation, exploring quantum computing and next-gen networks. CISOs act as strategic risk advisors, embedding security enterprise-wide. DPOs are evolving into ethical data stewards, promoting privacy-first cultures and enabling responsible data use. While smaller firms may consolidate these roles, DPO independence is essential for unbiased regulatory compliance and effective data protection governance.

TECHNOLOGY LEADERS ARE NOW INTEGRAL MEMBERS OF EXECUTIVE TEAMS!

TEJAS SHAH, HEAD IT INFRA, CYBER SECURITY, APPLICATIONS, PRINCE PIPES AND FITTINGS LTD.

As we move through 2025, enterprises are navigating an increasingly complex technology landscape. Several trends are emerging as central to driving resilience, efficiency, and strategic alignment within organizations.

- ◆ **Digital Workplace Evolution remains at the forefront.** With remote and hybrid work models now permanent fixtures, organizations are investing in collaboration platforms, cloud-based tools, and digital employee experience solutions that support productivity and engagement from anywhere.
- ◆ **Multi-Cloud Strategies** are being adopted to mitigate economic pressures while ensuring agility and operational continuity. Companies are no longer relying on a single cloud vendor but are spreading workloads across platforms to boost resilience and reduce vendor lock-in.
- ◆ **Observability is another vital trend.** Real-time monitoring and data insights across systems enable IT teams to proactively detect anomalies, optimize performance, and ensure uptime, thus supporting business continuity and improving customer experiences.
- ◆ **Cybersecurity and Zero Trust Architecture** are no longer optional—they're critical. With the rise in ransomware and sophisticated cyber threats, a zero-trust approach—where nothing is trusted by default—ensures that identity verification, data protection, and access control are embedded in all systems.



TECH LEADERS AS STRATEGIC BUSINESS ENABLERS

Modern technology leaders are evolving from IT operators to strategic enablers who shape business direction and innovation. They are aligning IT roadmaps with business goals, ensuring every technology investment drives measurable outcomes. Digital Transformation Leadership is core to this shift. CIOs and CTOs are leading the charge in adopting AI, cloud computing, and robust cybersecurity frameworks to enhance operational efficiency and spark innovation.

They are now key players in business strategy development, bringing a technology lens to boardroom discussions and influencing long-term growth planning. Their insights into emerging tools help shape company strategy in an increasingly digital-first world. A customer-centric focus also defines this new leadership paradigm. From personalized digital services to seamless engagement tools, technology is being used to enhance customer satisfaction and loyalty.

TO EMBED A SECURITY-FIRST CULTURE, ORGANIZATIONS ARE TAKING PRACTICAL STEPS:

- ◆ Regular awareness mailers
- ◆ Cybersecurity workshops and training sessions
- ◆ Certification assessments
- ◆ Clear communication of basic security policies

Roles like CIO, CTO, CISO, and DPO are increasingly integrated, working together across departments to drive innovation, data compliance, and resilience. While DPO duties can sometimes overlap with other leadership roles, maintaining a dedicated DPO ensures focused attention on data privacy and regulatory compliance.



THE RISE OF GREEN LOGISTICS AND SCALABLE CLOUD SOLUTIONS!

AMIT KAPOOR, GROUP HEAD IT/APPLICATION, PRISTINE GROUP

In 2025, the logistics and supply chain sector is undergoing a major transformation powered by AI, automation, IoT, blockchain, and 5G.

ENTERPRISE TECH LANDSCAPE

AI-driven predictive analytics and automation streamline operations, while IoT devices enable real-time tracking and visibility. Blockchain ensures transparency in transactions and supply chain traceability. 5G enhances communication, and digital twins along with robotics are revolutionizing warehouse management. Cloud computing provides scalable infrastructure, and sustainability is gaining traction through green logistics solutions. As digital adoption accelerates, cybersecurity has emerged as a critical priority.

CYBER RESILIENCE IN A DIGITAL WORLD

Creating a security-first culture within logistics requires a mix of policies, training, and technology. Organizations are conducting regular cybersecurity awareness programs, phishing simulations, and data protection workshops. Cyber defenses such as multi-factor authentication, endpoint security, and strict access controls are now standard. AI-powered threat detection and automated incident response systems enable real-time monitoring and swift mitigation. Embedding cybersecurity in everyday operations, and making it a collective responsibility, helps safeguard critical supply chain data.

Logistics companies are deploying AI and automation not just for operational efficiency, but also for proactive cybersecurity. Zero-trust frameworks, which involve continuous authentication of users and devices, are being widely adopted. Blockchain is also being used for secure and tamper-proof transactions. Enhanced identity and access management (IAM) ensures that only authorized personnel access sensitive systems. These tools support compliance with global data protection standards and build a resilient cyber defense strategy.

NEW ARCHITECTS OF FUTURE BUSINESS

The role of the CIO has evolved beyond IT oversight to becoming a driver of digital transformation. CIOs are integrating technologies like AI and cloud to optimize supply chains, cut costs, and improve customer experience. They work with business leaders to align IT strategies with corporate goals, ensuring both innovation and security. As cyber threats grow, CIOs also play a central role in risk management.

In today's complex digital landscape, the roles of CIOs, CTOs, CISOs, and DPOs are becoming more interconnected. While CIOs and CTOs lead digital innovation and implementation, CISOs focus on cybersecurity, and DPOs ensure compliance with privacy laws. Collaboration among these leaders is essential. In larger enterprises, role separation brings better focus, while in smaller firms, overlap is common. Their collective efforts ensure secure, efficient, and future-ready logistics operations.

EMPLOYEES SHOULD BE TRAINED ON FUNDAMENTAL DATA PROTECTION METHODOLOGIES IN SIMPLE TERMS

VIVEKANANDA NASKAR, DIRECTOR – IT, PROTEGRITY INDIA

BLOCKCHAIN AND QUANTUM: RISING TECH TRENDS

While opinions on cryptocurrency remain divided, the underlying Blockchain technology continues to evolve and mature. Alongside this, Quantum Computing is set to become a mainstream trend, especially useful for complex simulations and deep drug discovery. Meanwhile, Generative AI and Machine Learning will remain focal points, with widespread applications across automation, cybersecurity, coding, productivity, and customer service, all aimed at enhancing human life.

AI & ML: DRIVING EFFICIENCY AND INNOVATION

For CIOs to emerge as strategic business leaders, they must align with the organization's broader vision, goals, and challenges. Staying updated on emerging technologies like AI, Blockchain, Cloud, and Quantum Computing is essential. Moreover, a CIO must understand the core operations, profitability drivers, market competitiveness, geopolitical risks, and customer demands to contribute meaningfully to business strategy.

AI'S EXPANDING ROLE

AI's utility in cybersecurity is rapidly expanding, especially in Extended Detection and Response (XDR). AI can effectively detect phishing attempts, malware, anomalies, and perform deep log analysis and incident response. Other areas include performance monitoring, capacity planning, and automated auditing, with AI handling compliance checks and risk scoring efficiently.

EFFECTIVE AND ENGAGING DATA PROTECTION TRAINING

Employees should be trained in fundamental data protection methodologies using simple, easy-to-understand language. The training should be aligned with the DPDP Act 2023, GDPR, or a combination of both, depending on the company's target markets. To engage non-IT employees, the training modules must be interesting and interactive. Management should schedule training at reasonable intervals, as overly frequent sessions may lead to disengagement. Well-established methods such as workshops, phishing simulations, and interactive games can be used to enhance learning. All security and data protection policies should be easily accessible to everyone.

EVOLVING ROLES OF CIOs, CTOs, AND DPOs

The roles of CIO and CTO are constantly evolving with the fast-changing tech landscape. Beyond technical expertise, CIOs must excel in talent management, embrace top leadership responsibilities, and drive strong cross-functional collaboration. The DPO role, however, is highly specialized, requiring deep knowledge of data security, local laws, and geopolitical contexts. While a skilled CIO or CTO can transition into the DPO role, especially in smaller organizations, it is advisable to keep these roles separate in larger enterprises. This separation ensures objectivity, effective governance, and better manageability in handling data privacy and compliance challenges.





FROM GREEN GOALS TO GENAI: DRIVING FORCE OF ENTERPRISE'S

ARVIND SINGH, CHIEF TECHNOLOGY & PRODUCT OFFICER, PURAVANKARA LIMITED

In 2025, enterprises will be increasingly driven by sustainability and regulatory compliance as governments worldwide prioritize green technologies. Organizations will be required to demonstrate their environmental responsibility through stricter regulatory adherence, pushing them to innovate while reducing their carbon footprint.

AUTOMATION ACCELERATES WITH RPA AND GENERATIVE AI

Robotic Process Automation (RPA) will continue to evolve, enabling companies to automate repetitive tasks and improve operational efficiency with the help of intelligent bots that minimize human intervention and optimize productivity. GenAI is expected to mature with real-world industrial implementations, while quantum and edge computing will gain further traction, offering unprecedented computing power and real-time data processing capabilities. Extended Reality (XR)—including Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR)—will reshape how companies approach marketing, training, and collaboration, creating immersive experiences and new engagement models.

Blockchain technology will go beyond cryptocurrencies, finding enterprise applications such as smart contracts that automate agreements, reduce costs, and eliminate intermediaries. Cybersecurity will become the cornerstone of enterprise tech strategy, with a sharp focus on AI-driven threat detection, zero-trust security models, and Secure Access Service Edge (SASE) frameworks to protect digital assets in an increasingly connected and vulnerable environment.

DATA GOVERNANCE & SECURITY CULTURE GO MAINSTREAM

Data Governance & cyber awareness is getting into organisation culture through comprehensive training & awareness programs, establishing clear policies, involving leadership, leveraging technology, and encouraging a security-conscious mindset across organization. Robust security posture will shape up through Automated threat detection, Predictive Analysis & Intelligent Incident Responses, Automatic patch management, SASE will evolve to encompass ZTNA & beyond so multiple security tool dependency & complexity will get reduced.

CIOs AS INNOVATION CATALYSTS

In 2025 and beyond, the CIO's role is evolving beyond traditional IT, positioning them as key business leaders driving innovation, digital transformation, organizational agility, and talent development. As Agentic AI reshapes the enterprise operations, the lines between CIOs, CTOs, CISOs, and DPOs are increasingly blurring. With overlapping responsibilities in technology, data protection, and cybersecurity, many small to mid-sized enterprises are consolidating these roles for efficiency. Notably, the DPO & CISO role is often absorbed by CIOs or CTOs—a trend expected to rise amid growing regulatory and technological complexities.

2025 WILL WITNESS GROWING IMPORTANCE OF CYBER HYGIENE AND EMPLOYEE AWARENESS

J. P. DWIVEDI, CIO, RAJIV GANDHI CANCER INSTITUTE & RESEARCH CENTRE, ROHINI

AI'S EXPANDING ROLE IN BUSINESS

Artificial Intelligence (AI) has become central to today's business landscape, transforming how companies operate and compete. It encompasses diverse technologies such as Generative AI, which creates content; Machine Learning, which enables systems to learn from data; Robotic Process Automation (RPA), which automates repetitive tasks; and Predictive and Prescriptive Analytics, which forecast trends and recommend actions. The rapid increase in affordable computing power and cloud infrastructure is accelerating AI adoption across industries. As AI capabilities grow, businesses can harness it to improve decision-making, optimize operations, enhance customer experiences, and drive innovation at unprecedented scales.



LIMITATIONS TO CYBER HYGIENE

Employee is the weakest link in entire security apparatus. Most of the times, breaches happen due inadvertent steps taken by employees due to sheer ignorance. The threat vectors are sharpening day by day and aware workforce is the only key to address the risks posed by hackers. Constant awareness is required and this needs to be reinforced by refresher training. We recently cleared ISO 27001 certification process and are waiting for certificate to arrive. This is an excellent framework to ensure proper training to the employees.

THE EVOLVING ROLE OF THE CIO

The Chief Information Officer (CIO) today is far beyond just automating processes. They are true enablers of business transformation, leveraging technology and process improvements to unlock value across the enterprise. A CIO understands the intricacies of organizational workflows and optimizes them—sometimes by deploying new technologies, other times through techniques like value stream mapping, or simply by removing outdated, redundant steps that persist due to legacy thinking. This shift redefines the CIO's role from a technical executor to a strategic partner who accelerates business growth and innovation.

DISTINCT LEADERSHIP ROLES

Leadership roles in technology and security are becoming more specialized: the CIO focuses on business enablement; the CTO manages the technology infrastructure; the Chief Information Security Officer (CISO) safeguards the information security posture; and the Data Protection Officer (DPO) ensures compliance with data privacy laws. Unlike the other roles, the DPO is a statutory position with dual reporting lines—to the board and to regulatory authorities—and cannot be assumed by the CIO, CTO, or CISO. This clear division ensures dedicated focus on data privacy and legal compliance, critical in today's data-driven world.



'ZERO-TRUST' IS THE NEW MOTTO - BASICALLY, DON'T TRUST ANYONE OR ANYTHING AUTOMATICALLY

DR. ARINDAM SARKAR, HOD & ASSISTANT PROFESSOR, DEPARTMENT OF COMPUTER SCIENCE AND ELECTRONICS, RAMAKRISHNA MISSION VIDYAMANDIRA

ENTERPRISE TECH TRANSFORMATION IN 2025

In 2025, enterprises are embracing advanced technologies that prioritize efficiency, security, and innovation. Agentic AI, which enables systems to autonomously plan and execute tasks, is revolutionizing sectors like customer service, logistics, finance, and software development. To manage this AI integration responsibly, organizations are deploying AI governance platforms that ensure ethical, legal, and operational compliance across model lifecycles.

SMARTER CYBERSECURITY

Quantum computing is transitioning from theory to practice, with industries such as finance, healthcare, and cybersecurity preparing for its impact. This includes investing in post-quantum cryptography and piloting quantum projects. Meanwhile, AI is enhancing cybersecurity through intelligent systems that detect and respond to threats autonomously. Data privacy remains a key focus amid increasing regulatory scrutiny. Enterprises are shifting from traditional perimeter-based security models to identity-first frameworks emphasizing zero-trust principles, real-time authentication, and fraud prevention to maintain brand trust.

Creating a security-first culture involves integrating cybersecurity into all aspects of the organization. Executive involvement is crucial—linking cyber hygiene to performance metrics, conducting breach simulations, and ensuring regular training. Interactive modules and in-app guidance empower employees to make secure choices, while communication platforms issue real-time alerts about security risks.

THE EVOLVING CIOs

Workplaces are adapting with hybrid environments supported by AI-driven collaboration tools, virtual experiences, and productivity analytics. Multi-cloud strategies are also being optimized for better performance, compliance, and cost-efficiency.

The role of the CIO has evolved significantly. CIOs are no longer limited to IT operations but act as strategic enablers driving digital transformation aligned with business goals like customer satisfaction, sustainability, and revenue. They manage AI “factories” that democratize data access and promote ethical AI practices. CIOs also play a key role in digital trust and governance, working closely with CISOs and DPOs to manage regulatory compliance, partner ecosystems, and digital workforce development.

TECHNOLOGY LEADERSHIP CONVERGING ON DIGITAL TRUST

Technology leadership roles are converging to focus on digital trust:

- ◆ CIOs become “Impact Officers” overseeing AI governance and ESG strategies.
- ◆ CTOs act as “Innovation Architects” spearheading quantum and generative AI efforts.
- ◆ CISOs evolve into “Cyber Resilience Strategists” focused on global threat defense.
- ◆ DPOs emerge as “Chief Trust Officers” ensuring ethical data use and regulatory compliance.

Together, these leaders form Digital Trust Councils, guiding responsible, secure, and resilient digital transformation.

CISO'S ARE EVOLVING FROM A TECHNICAL GATEKEEPER TO A STRATEGIC RISK ADVISOR WITH BOARD-LEVEL VISIBILITY

AJAY KUMAR AJMERA, CIO, ROCKMAN INDUSTRIES LIMITED

THE CIO'S STRATEGIC EVOLUTION AND EMERGING TECHNOLOGIES

As enterprises move into 2025, CIOs are evolving into strategic business enablers, focusing on aligning technology with measurable outcomes, innovation, and customer experience. Artificial Intelligence, especially agentic AI, is set to revolutionize operations like supply chains and customer service through autonomous, goal-driven systems.

Cloud strategies are maturing into hybrid and multi-cloud setups that boost flexibility, performance, and AI readiness while avoiding vendor lock-in. Cloud platform modernization is vital to support agility.

Edge computing is gaining momentum with the rise of IoT and 5G, allowing for real-time data processing. Sustainability is a growing focus, with Green IT aimed at reducing energy consumption. Spatial computing technologies like AR, VR, and MR are also poised to transform enterprise training, collaboration, and design environments.

BUILDING CYBER RESILIENCE

Cybersecurity remains paramount, with Zero Trust Architecture (ZTA) becoming standard. Organizations are embedding a “never trust, always verify” approach using multi-factor authentication and least-privilege access. To foster a security-first culture, leadership visibly champions cybersecurity as a shared responsibility. Interactive and role-specific training, phishing simulations, and continuous education help keep threats top-of-mind.

Employees are encouraged to report suspicious activity, supported by prompt, constructive feedback. Security is embedded in workflows—from project reviews to vendor procurement—ensuring it's not an afterthought. Integrating AI and automation enhances threat detection and response. AI-driven SIEM and SOAR platforms analyze data in real-time, detect anomalies, and reduce alert fatigue. AI is also used in threat intelligence to anticipate emerging threats and spot sophisticated phishing attacks.

REDEFINING LEADERSHIP ROLES: CIO, CTO, CISO, AND DPO

By 2025, leadership roles will evolve into strategic enablers. The CIO will drive digital transformation and enterprise agility. The CTO will focus on innovation, emerging technologies, and product strategy. The CISO will transform into a board-level advisor, focusing on enterprise risk, cyber resilience, and Zero Trust implementation. The DPO will become crucial in managing global data privacy regulations and ethical AI deployment.

These roles are distinct. While small organizations may combine responsibilities, regulatory demands like India's DPDP Act require independent DPOs to avoid conflicts of interest, especially where privacy rights may clash with broader organizational priorities. Each role contributes uniquely to digital trust, innovation, and resilience.





CTOS ARE BALANCING RAPID TECHNOLOGICAL ADVANCEMENTS WITH LONG-TERM SUSTAINABILITY AND BUSINESS OBJECTIVES

SUJOY BRAHMACHARI, CIO & CISO - SMART CARD BUSINESS, ROSMERTA TECHNOLOGIES LTD.

As technology continues to reshape the enterprise landscape, 2025 is marked by rapid evolution across several fronts. From AI-driven strategies to hybrid work, cybersecurity, and changing C-suite roles, enterprises are embracing transformative trends to stay competitive and secure.

KEY ENTERPRISE TECHNOLOGY TRENDS OF 2025

Agentic and Generative AI is being used more selectively, with enterprises focusing on high-ROI use cases. These tools are now embedded in business processes, driving efficiencies in decision-making, customer interaction, and operations. Hybrid Cloud Strategies are also on the rise, with organizations leveraging both on-premises and cloud environments for performance and cost optimization.

Meanwhile, cybersecurity is a major concern, as threats grow more sophisticated. Enterprises are investing in AI-powered threat detection, risk analysis, and response systems. The shift to remote and hybrid work is accelerating the development of secure, collaborative digital tools that enhance productivity and maintain workforce flexibility.

CIOs AS STRATEGIC BUSINESS ENABLERS

The role of the CIO is expanding well beyond IT management. Today's CIOs shape business strategy, lead digital transformation, and apply AI and analytics to generate actionable insights. They are responsible for driving innovation, promoting cross-functional collaboration, and attracting top tech talent to future-proof their organizations.

BUILDING A SECURITY-FIRST CULTURE

Enterprises are implementing multi-level strategies to build a security-first culture. This includes leadership commitment, continuous training, clear security policies, and gamified awareness programs. Regular audits and rewarding good practices help reinforce secure behavior across the workforce.

INTEGRATING AI, AUTOMATION & ZERO TRUST IN SECURITY

AI now plays a central role in threat detection, identity management, and incident response. Automation supports routine tasks and integrates security processes across systems. Meanwhile, zero-trust frameworks emphasize strict verification, continuous monitoring, and endpoint security.

FUTURE OF CIOs, CTOs, CISOs & DPOs

- ◆ CIOs drive digital innovation and customer-centric strategies.
- ◆ CISOs now influence business risk and compliance.
- ◆ CTOs integrate product and technology roadmaps.
- ◆ DPOs ensure legal and ethical data governance.

Importantly, DPOs must remain distinct roles, separate from CIOs, CTOs, or CISOs, to maintain compliance focus and avoid conflicts of interest under data protection laws like DPDP and GDPR.

CIOs WEAR MULTIPLE HATS AS STRATEGIC LEADERS

PRAGNESH MISTRY, HEAD OF IT AND CYBER SECURITY, RPG ENTERPRISES LTD. (RPG GROUP)

The enterprise landscape in 2025 will be transformed by several emerging technologies. Artificial Intelligence (AI) and machine learning will enhance automation and predictive analytics, while cloud and edge computing will support real-time data processing.

5G and IoT will power hyper-connectivity, and quantum computing will begin impacting cybersecurity. Enterprises will adopt blockchain for secure transactions, explore AR/VR for immersive experiences, and focus on sustainability through green tech and carbon-aware cloud operations. Smart robotics and RPA will increase efficiency, and data-driven decision-making will become central to business success. These trends will converge to reshape how enterprises function, collaborate, and deliver value.



THE MODERN CIO

In 2025, the CIO's role is far beyond managing IT infrastructure. CIOs are now seen as key business strategists, responsible for driving digital transformation, fostering innovation, and ensuring that technology aligns with business goals. They lead the development of agile IT systems, promote cross-department collaboration, and encourage data-driven decision-making. Additionally, they play a critical role in shaping cybersecurity strategies, developing future-ready teams, and building a culture of continuous learning. As business partners, CIOs guide leadership in navigating change, enhancing competitiveness, and delivering customer value.

STRENGTHENING ENTERPRISE SECURITY WITH AI AND ZERO TRUST

Cybersecurity is no longer just a technical concern—it's an organizational priority. Building a security-first culture involves leadership advocacy, employee training on data protection, and the integration of cybersecurity into business strategies. AI and automation are now key tools in enterprise security, helping detect anomalies, respond to threats in real time, and automate routine tasks. Zero Trust frameworks are being adopted to limit access and reduce risk, especially in cloud environments. Together, these efforts strengthen resilience and reduce human error across the organization.

CIO, CTO, CISO, AND DPO: STRATEGIC ALIGNMENT

The roles of CIOs, CTOs, CISOs, and DPOs are becoming more collaborative and strategic. While responsibilities may overlap—especially in data security and governance—it's ideal for larger enterprises to appoint an independent DPO to ensure regulatory compliance and avoid conflicts of interest. In smaller organizations, a CIO or CISO may act as a DPO if qualified. By 2025, these leaders will play pivotal roles in shaping business strategies, maintaining digital trust, and guiding enterprises through complex technological landscapes.



TO ENHANCE IT SECURITY, ORGANIZATIONS ARE INTEGRATING AI, AUTOMATION, AND ZERO TRUST MODEL

SOURAV DAS, GROUP CHIEF OF DIGITAL & IT, RUPA AND COMPANY LIMITED

Today, enterprises are getting reshaped by pivotal technology trends. AI and automation accelerate decision-making through chatbots, predictive analytics, and auto-generated reports. The Zero Trust Security model becomes essential, requiring strict verification for every access request to maintain safety. Hybrid IT architectures combining cloud and on-premise systems offer businesses enhanced flexibility and scalability. With stricter regulations, data privacy and compliance receive greater focus, compelling responsible customer data management. Edge computing and the Internet of Things (IoT) enable real-time monitoring in manufacturing and logistics. Sustainable IT practices, including energy-efficient infrastructure, help companies reduce their carbon footprint.

THE EVOLUTION OF ROLES

The CIO's role has evolved from managing IT to becoming a strategic business partner. Today's CIO leads digital transformation, including AI adoption and e-commerce growth, aligning technology investments with business goals in close collaboration with CEOs and CFOs. Beyond infrastructure management, CIOs drive revenue generation, enhance customer experience, and improve operational efficiency. They also spearhead data monetization and promote enterprise-wide AI adoption, positioning technology as a key competitive advantage.

BUILDING A SECURITY-FIRST CULTURE

Organizations prioritize security by fostering a culture of vigilance. Regular employee training enhances awareness of cyber threats like phishing. Security becomes a shared responsibility across teams, supported by simulated exercises such as mock phishing drills. Clear data protection policies ensure compliance and ease of adoption. Recognition and rewards for strong security practices encourage positive behavior, while leadership models best practices to reinforce security's importance at all levels.

AI'S BROADER OPERATIONAL IMPACT

Security is strengthened through AI-driven threat detection, automation of routine tasks, and strict Zero Trust verification. Continuous real-time monitoring and mandatory Multi-Factor Authentication (MFA) protect enterprise systems. These tools integrate seamlessly with existing IT infrastructure to ensure efficiency and robust protection. Beyond security, AI improves operations by automating inventory tracking via cameras and conveyor belts, enhancing demand forecasting, digitizing inventory management, and enabling smarter promotion predictions. These applications boost accuracy, efficiency, and overall business performance.

EVOLVING EXECUTIVE ROLES IN TECHNOLOGY AND SECURITY

By 2025, CIOs, CTOs, CISOs, and DPOs will assume distinct, strategic roles. CIOs lead business-driven IT strategies; CTOs focus on technology innovation including AI and quantum computing; CISOs manage cyber risk and resilience; and DPOs ensure compliance with evolving privacy laws. While smaller firms may combine these roles, larger enterprises separate them to maintain clear focus, governance, and compliance.

TRANSFORMATIVE TECH AND EVOLVING LEADERSHIP SET TO RESHAPE HEALTHCARE IN 2025

BHOOPENDRA SOLANKI, CHIEF INFORMATION OFFICER, SAKRA WORLD HOSPITAL

Transformative technologies will reshape the healthcare enterprise landscape in 2025 and beyond. Artificial Intelligence (AI), Remote Patient Monitoring (RPM), and digital therapeutics will take center stage, enhancing diagnostic accuracy, treatment personalization, and patient engagement.

Supporting technologies like blockchain, virtual reality (VR), augmented reality (AR), and the Internet of Things (IoT) are also expected to revolutionize data sharing, immersive training, and patient care delivery. Emerging tools such as ambient listening and AI-driven automation will tackle workforce shortages, streamline operations, and improve clinical outcomes. Accelerated digital transformation is projected to have the most significant impact on global health systems.



EVOLVING TECH LEADERSHIP AND A SECURITY-FIRST CULTURE

The CIO's role is no longer limited to managing IT infrastructure. Today, CIOs are pivotal business leaders who enable growth through strategic technology adoption, lean operations, and timely, data-driven decision-making. Their evolving role includes fostering agility, leading innovation, and driving sustainable outcomes. As enterprise architecture becomes more technology-dependent, the CIO is now expected to bridge the gap between technical solutions and business value.

Meanwhile, cultivating a security-first culture is more critical than ever. Organizations must focus on continuous education, gamified learning modules, and awareness through real-world breach scenarios. Employees should earn points for completing security tasks, participate in phishing simulations, and understand how their actions affect organizational safety. A security culture is built through persistent training and clear communication, ensuring security is everyone's responsibility.

STRATEGIC SHIFTS IN THE CIO, CTO, CISO, AND DPO ROLES

Organizations are increasingly forming dedicated teams to assess data flow risks, conduct regular VAPT (Vulnerability Assessment and Penetration Testing), and adopt deny-all policies to establish zero-trust frameworks. The journey of automation is continuous, and finding the right AI use cases remains a strategic priority.

As the technology landscape evolves, so do leadership roles. CIOs are now innovation catalysts. CTOs are moving beyond technical expertise to drive long-term vision and competitive advantage.

CISOs are becoming integral to strategic risk management and business decision-making, while DPOs ensure compliance, act as liaisons with regulatory bodies, and build trust. However, role boundaries remain important—CISOs and DPOs must operate independently to avoid conflicts of interest, as one ensures security while the other upholds privacy and compliance.



CYBER HYGIENE 2.0: BUILDING A CULTURE OF SECURITY

AJAY YADAV, HEAD -IT, SECURITY & E-COMMERCE, SBL HOMOEOPATHY

The 2025 enterprise landscape is shaped by AI automation, cloud-native and edge computing, and advanced cybersecurity like zero-trust and SASE. AI is enhancing decision-making and customer interactions, while composable architectures boost agility. Sustainability is also in focus, with green computing and energy-efficient data centers becoming critical priorities for future-ready, scalable, and secure digital business operations.

CYBER HYGIENE

At SBL, building a security-first culture involves a strategic blend of awareness, training, policies, and technology. We conduct regular cybersecurity training, including phishing simulations and secure coding workshops. Zero-trust access controls, backed by MFA, safeguard sensitive data. AI-driven tools enable automated threat detection and rapid response. We standardize security policies around data classification and password management. Most importantly, leadership buy-in ensures that cybersecurity remains a top priority embedded into every business decision across all levels.

Organizations are increasingly embracing AI-powered threat intelligence, automated security operations, and zero-trust models to strengthen cybersecurity. Key strategies include AI-driven threat detection for real-time risk identification, zero-trust architecture with continuous authentication, and security automation using SOAR (Security Orchestration, Automation, and Response) for faster incident response. NLP-based chatbots are enhancing employee awareness, while AI and blockchain integration supports secure identity management and fraud prevention—marking a shift toward smarter, more proactive, and resilient cybersecurity frameworks in 2025 and beyond.

DIGITAL LEADERSHIP DRIVERS

In 2025, CIOs are emerging as digital visionaries—leading business transformation, aligning tech investments with revenue goals, and enhancing customer experience. Their role now blends strategy, innovation, and execution as they partner with CFOs, CMOs, and COOs to harness AI, data, and automation. As CIOs lead cross-functional efforts—from e-commerce to cybersecurity—C-suite roles are becoming more interdependent.

While CIOs drive digital growth, CTOs advance tech innovation, CISOs focus on cybersecurity and compliance, and DPOs ensure data privacy. Together, they are shaping secure, scalable, and customer-centric enterprises for the future.

While there may be some overlap, the Data Protection Officer (DPO) role is distinct, demanding deep expertise in legal, compliance, and data privacy. In smaller firms, CIOs or CTOs may absorb this role, but in larger enterprises, DPOs should remain independent to avoid conflicts of interest. The ideal structure includes a CIO driving strategy, a CISO managing security, a CTO leading innovation, and a DPO ensuring regulatory compliance.

CREATING VALUE BY CONTINUOUSLY DEPLOYING TECH AT SCALE

DR. MAKARAND SAWANT, DIRECTOR & CTO, SEAFB

The extensive adoption of AI-enabled technologies and cloud platforms is fundamentally reshaping the landscape of analytics, business applications, Industry 4.0, and cybersecurity. These technologies are making systems smarter, operations faster, and processes more seamless.

Automation is now embedded across nearly every domain of business and operations, driving efficiency, scalability, and cost-effectiveness. To ensure business continuity, high availability, and consistent performance, organizations are increasingly embracing service-based architectures that support modularity and resilience.

FUTURE ENTERPRISE FORMULA

To support regulatory frameworks such as ISMS (Information Security Management System) and DPDPA (Digital Personal Data Protection Act), many enterprises are deploying AI-powered threat intelligence platforms. These platforms offer real-time insights, automated threat detection, and response capabilities, all integrated within a zero-trust security framework.

Cybersecurity is embedded as a core service, ensuring proactive protection of both business and operational applications hosted on the cloud. In parallel, organizations mandate comprehensive security awareness programs—comprising role-based training, policy education, and simulated threat scenarios—to foster a culture of cyber resilience and monitor maturity levels across the workforce.

CYBER HYGIENE

In organizations with a digital-first culture, leadership roles such as CIO, CISO, and DPO are becoming increasingly specialized and prominent. Digital transformation is now business-critical, often topping strategic priority lists. Consequently, leadership structures must clearly delineate responsibilities across compliance, governance, data protection, and cybersecurity to ensure alignment with best practices and regulatory expectations.

DIGITAL LEADERSHIP RELOADED

Today's CIOs are no longer limited to IT oversight—they are expected to play a strategic role in shaping business outcomes through digital transformation initiatives. As a result, CIOs must develop strong business and domain knowledge in addition to technical expertise. Their expanded responsibilities also include overseeing compliance with data protection standards, cybersecurity frameworks, and regulatory mandates that align with organizational goals and risk tolerance.

As per global standards and compliance requirements, it is essential that these roles remain distinct in scope and accountability. For instance, organizations processing large volumes of sensitive personal data are legally required to appoint a Data Protection Officer (DPO). The DPO plays a pivotal role in guiding data governance strategy, ensuring lawful data processing practices, and maintaining continuous alignment with evolving data protection laws.





LEADERSHIP AT THE CROSSROADS OF INNOVATION, SECURITY, AND DATA ETHICS

ANAND RUHELA, HEAD – IT, SGT UNIVERSITY

Enterprises today are navigating a wave of technological evolution that is reshaping their operations and competitive landscape. From Generative AI, hyperautomation, and autonomous operations to cloud evolution, edge computing, and cybersecurity mesh architecture (CSMA), organizations are investing in advanced capabilities to unlock agility and resilience.

Technologies like sustainable IT, digital twins, quantum readiness, industry cloud platforms, composable architecture, and human-tech collaboration are no longer experimental—they're forming the foundation of the modern digital enterprise.

FOSTERING A SECURITY-FIRST CULTURE IN THE HYBRID ERA

As enterprises embrace digital innovation, fostering a security-first culture is imperative. Security is no longer confined to the IT department—it requires active participation from every employee. Organizations are investing in role-based training, phishing simulations, and well-defined reporting mechanisms to instill cyber hygiene across teams.

Security Ambassador Programs and gamified learning are helping employees stay engaged and informed. Leadership plays a critical role in positioning cybersecurity as a core business priority. As hybrid work becomes the norm, building a culture where each individual acts as a human firewall is vital for resilience and risk mitigation.

Simultaneously, enterprises are rearchitecting their security strategies by integrating AI, automation, and zero-trust principles. AI and machine learning enable real-time threat detection, anomaly analysis, and predictive risk mitigation. Automation accelerates incident response and reduces human error, while zero-trust frameworks ensure strict identity verification, access controls, and continuous validation across devices and users. Together, these innovations enable a smarter, faster, and more proactive approach to enterprise cybersecurity.

EVOLVING TECH LEADERSHIP FOR A DIGITALLY-DRIVEN FUTURE

In this dynamic environment, the role of the CIO has evolved into that of a strategic business enabler. CIOs now lead digital transformation initiatives, enhance customer experiences, and leverage technology for new revenue streams. The CIO, alongside the CTO, CISO, and DPO, is now integral to enterprise success.

CTOs are driving innovation through emerging technologies; CISOs are becoming risk and trust leaders; and DPOs ensure ethical data governance. While their roles differ, their collaboration is key in aligning technology with trust and business outcomes. Together, they are redefining leadership in the age of digital transformation.

INTEGRATING ADVANCED CYBERSECURITY CULTURE INTO THE ENTERPRISE DNA!

DINESH KAUSHIK, CIO, SHARDA MOTOR INDUSTRIES LIMITED

AI is now integral across functions, powering chatbots, analytics, and generative content. Hyper automation is streamlining workflows via AI, RPA, and smart document tools. Zero Trust Architecture is vital for securing hybrid workforces. Composable enterprises use modular, API-driven apps for agility and innovation.

Sustainability tech—like carbon tracking and green IT—is shaping IT strategies. Quantum readiness is emerging, with firms exploring quantum-safe encryption. These shifts are redefining business and tech models, placing CIOs at the helm of transformation and innovation.



MOVING TO HOLISTIC CYBER HYGIENE

Cyber hygiene is now a company-wide priority, starting with scenario-based, gamified training for all employees. Regular phishing simulations and microlearning modules boost vigilance and retention. Security awareness is embedded into onboarding, with role-specific training via LMS platforms. A Security Champions Network within business units promotes best practices, while executive leadership drives a culture of accountability. Behavioral analytics help monitor user actions, enabling targeted nudges and interventions to correct risky behavior. With leadership buy-in and continuous learning, cybersecurity awareness is no longer an IT concern alone—it's a shared responsibility across the organization.

INTEGRATING NEX-GEN TECHNOLOGIES

AI is transforming security through behavioral analytics, anomaly detection, and automated incident response. Self-healing systems enable proactive maintenance and quick issue resolution. Zero Trust frameworks enforce identity-first security with continuous verification. Secure Access Service Edge (SASE) integrates networking and security in cloud-native environments. DevSecOps embeds security early in development, ensuring vulnerabilities are addressed from the start. Together, these advancements create a resilient, adaptive cybersecurity posture.

RISE OF STRATEGIC BUSINESS LEADERS

The CIO has evolved from an IT custodian to a business strategist, driving revenue, customer experience, and innovation. They now lead digital transformation, AI initiatives, and product alignment, while collaborating across HR, finance, and marketing to embed technology into core operations. As data stewards, CIOs also oversee enterprise data strategy and governance. This transformation has led to closer collaboration among CIOs, CTOs, CISOs, and DPOs—though roles remain distinct. While CTOs focus on innovation, CISOs manage cybersecurity, and DPOs ensure compliance, these leaders increasingly converge on data governance, AI ethics, and cyber risk.

In smaller firms, the DPO role is often merged with the CIO or CISO due to limited resources. However, regulations like GDPR recommend independence to avoid conflicts. In data-driven sectors, maintaining a standalone DPO is best practice to ensure compliance and uphold data ethics.



CONNECTED LEADERSHIP & INTELLIGENT ECOSYSTEMS LEADS TO A SECURE TOMORROW

AMIT ARORA, CIO, SHR LIFESTYLES (P) LTD.

Generative Artificial Intelligence (GenAI) is revolutionizing creativity with personalized designs and predictive capabilities. Edge computing and 5G enable real-time analytics across operations, while IoT tracks sustainable supply chains. AI-driven automation and copilots transform workflows, with cloud-native architectures becoming standard.

Zero-trust security frameworks are essential for protecting intellectual property amid rising cyber threats. AR/VR dominates virtual experiences, creating digital-physical blends. Digital twins optimize production while reducing environmental impact. Sustainable IT has become a strategic priority across industries.

INTERCONNECTED ROLES IN DATA LEADERSHIP

Today's CIO has transformed from a traditional IT leader into a strategic business enabler. By leveraging AI, data analytics, and automation, they drive innovation and convert tech investments into tangible business value. Collaborating across the C-suite, CIOs align digital strategies with overarching goals, build cloud-native and sustainable ecosystems, and turn data into a competitive asset.

Their ability to merge technology with business storytelling enhances customer experience and cements their role as growth-oriented leaders who specialize in tech.

As tech leadership becomes more interconnected, CIOs and CTOs focus on digital acceleration and innovation, while CISOs safeguard enterprise security, and DPOs uphold data privacy compliance. In smaller organizations, CIOs or CISOs may handle DPO duties if conflicts of interest are avoided. However, larger enterprises require dedicated DPOs to manage rising data privacy and AI governance demands. Collaboration among these roles is essential to balance innovation, risk, and compliance—ensuring the business remains secure, scalable, and future-ready.

DIGITAL DNA OF TOMORROW'S BUSINESS

Organizations are weaving security into their cultural fabric through ongoing, role-specific training. Gamified phishing simulations make learning engaging, while executive role modeling reinforces best practices. Zero-trust principles empower employees with secure access decisions, and transparent BYOD policies foster trust. Security champions bridge technical needs and business context, with recognition programs promoting awareness. This transforms cybersecurity into a shared, everyday responsibility across functions.

AI-driven security tools now detect threats in real-time, automating responses to minimize human error. Zero-trust frameworks authenticate every user and device, replacing perimeter-based models. In industries like fashion, AI combats counterfeiting and fraud. Self-healing systems resolve cloud outages autonomously, while ethical AI audits prevent bias in security algorithms. Cloud-native architectures ensure scalable, responsive protection suited to dynamic business environments.

COMPANIES THAT FAIL TO EMBRACE INNOVATIONS ARE PRONE TO MORE CYBER THREATS

HARIHARAN SUBRAMANIAN, VICE PRESIDENT - INFORMATION TECHNOLOGY, SHRIRAM PROPERTIES

Cybersecurity is no longer just an IT concern—it's a shared responsibility across the organization. At Shriram Properties, we've embedded a security-first culture into our daily operations. Regular employee training, practical cyber drills, and personalized awareness help staff internalize security practices. We follow a Zero Trust model, verifying every access request to protect sensitive data.



TECH HELPS IN BETTER DECISION MAKING

We've adopted AI-driven analytics to detect anomalies in real time and use RPA tools like UiPath to automate security operations, reducing manual efforts and improving response times. These aren't isolated IT upgrades—they're part of a broader transformation that makes cybersecurity instinctive and proactive.

Looking ahead to 2025, AI, automation, and scalable cloud solutions will define the digital landscape. Companies are moving from experimenting with AI to fully integrating it for better decision-making and operational efficiency. Cybersecurity strategies now focus on prevention, with Zero Trust and AI-enhanced analytics becoming standard.

In real estate, innovations like IoT-enabled smart infrastructure are improving construction site monitoring, energy management, and predictive maintenance. The real value lies not just in adopting new technology, but in leveraging it effectively to create secure, efficient, and future-ready businesses.

RISE OF STRATEGIC BUSINESS ENABLER

The CIO's role has evolved from managing IT systems to driving business growth and innovation. At Shriram Properties, this shift was evident through the integration of SAP S/4HANA, Salesforce CRM, and UI Path RPA—enhancing data management, reducing errors by 80%, and improving customer satisfaction by 30%. CIOs now serve as strategists, risk managers, and innovators, especially as cloud-first approaches make cybersecurity a business priority. Traditional roles like CIO, CTO, CISO, and DPO are converging, requiring collaboration to align technology, security, and data privacy for future-ready business success.

DPOS IS A DEDICATED ROLE

CIOs, CTOs, and CISOs have overlapping roles, but the Data Protection Officer (DPO) role is distinct, focusing specifically on compliance and data privacy regulations. CIOs and CTOs drive technology and innovation, while CISOs handle cybersecurity and risk management. DPOs ensure adherence to data protection laws, manage privacy policies, and conduct audits to reduce legal risks. Although CIOs or CISOs might temporarily assume DPO duties, increasing data privacy complexities require dedicated DPOs. Beyond data protection, DPOs play a crucial role in safeguarding an organization's reputation and maintaining customer trust.



PLANNING, LEARNING AND COMMITMENT TO SECURITY IS KEY TO SECURITY RESILIENCE

BHAVESH KUMAR, CISO & DPO, SK FINANCE

CYBERSECURITY AS BUSINESS STRATEGY

Cybersecurity is both a challenge and an opportunity for businesses to enhance their operations and remain competitive in the market. Organizations can leverage artificial intelligence (AI) to streamline processes, improve efficiency, and strengthen their security posture. In today's digital landscape, Chief Information Officers (CIOs), Chief Technology Officers (CTOs), and Chief Information Security Officers (CISOs) are integral to an organization's backbone. With technology driving both front-end and back-end operations, these roles are critical to ensuring streamlined and secure systems. In regulated industries, CISOs, CIOs, and CTOs often hold positions on board-level committees, reflecting their importance in shaping business strategy and

safeguarding organizational assets.

TRUST NO ONE APPROACH FOR SAFETY

A "Security First" approach means embedding security by design from the very beginning of any technology or solution development. This proactive strategy ensures that security is not an afterthought but a foundational element, protecting both technology and data. The cybersecurity landscape is evolving rapidly, with traditional authentication methods giving way to advanced frameworks like zero-trust technology. In a zero-trust environment, no entity is inherently trusted, and continuous authentication is required to secure organizational systems.

ADAPTING TO EMERGING THREATS

For CISOs, CIOs, and CTOs, there is no specific training program that prepares them for their roles. Instead, they must be domain experts in both technology and security. A combination of technical expertise, security knowledge, and leadership skills is essential to perform their duties effectively. These leaders must continuously adapt to new technologies and evolving threats to avoid becoming obsolete. Upgrading skills and staying ahead of technological advancements is crucial to supporting business objectives and maintaining a robust security posture.

CISOS AND CTOS LEAD STRATEGICALLY

The primary goal of cybersecurity is not to outpace hackers but to protect the organization's environment. CISOs and CTOs are uniquely positioned to do this because they understand their systems better than anyone else. By adopting a focused, risk-based approach, they can develop strategies tailored to their organization's specific needs. Cybersecurity is not about engaging in a cat-and-mouse game with hackers but about creating a resilient defence mechanism that safeguards critical assets and ensures business continuity. In this ever-changing landscape, the key lies in proactive planning, continuous learning, and a commitment to security by design.

ALIGNING INNOVATION WITH INTEGRITY FOR LONG-TERM GROWTH IN A DIGITAL WORLD

SANDIIP KOTHAARI, CTO, SPECIALITY GROUP

In the fiscal year 2024–25, our organization is aligned around three strategic priorities that reflect our commitment to innovation, sustainability, and talent development.

1. ACCELERATING DIGITAL TRANSFORMATION

We are harnessing cutting-edge technologies—such as AI, cloud computing, and data analytics—to streamline operations, enhance efficiency, and deliver seamless customer experiences. This transformation is reshaping how we work, connect, and create value in an increasingly digital-first economy.

2. DRIVING SUSTAINABLE INNOVATION

Sustainability is embedded in every decision we make. We are integrating eco-conscious practices into product design, manufacturing, and daily operations to ensure that business growth aligns with our environmental responsibilities.

3. EMPOWERING PEOPLE & CULTURE

Our workforce is our strongest asset. We are investing in upskilling, promoting collaboration, and fostering an inclusive and agile culture that empowers employees to thrive in a tech-driven world.

CUSTOMER TRUST IN A DIGITAL-FIRST ERA

As customer expectations rise, building trust requires more than convenience—it demands personalized, ethical, and empathetic engagement. We create seamless, predictive experiences across digital and physical touchpoints using AI that anticipates needs without being intrusive. Transparency in data use, clear opt-in choices, and compliance with global privacy standards are central to our approach. While leveraging AI, we maintain human-centered relationships through responsive support and community engagement, ensuring every customer interaction feels authentic, respectful, and valued.

EMPOWERING CXOS IN A TRANSFORMING LANDSCAPE

Empower CXOs with the tools, insights, and strategies needed to drive resilience and innovation in a rapidly evolving landscape. From AI-driven decision intelligence that enables agile, real-time leadership to digitizing legacy systems for scalable, future-ready operations, we support transformation at every level. Our approach also integrates robust cybersecurity and compliance frameworks, while fostering leadership models that prioritize digital agility, continuous learning, and talent development.

LEADING WITH RESPONSIBLE INNOVATION

We view privacy and security not merely as compliance requirements, but as strategic enablers of innovation. By embedding privacy-by-design principles into every solution and workflow, we ensure data protection is an integral part of our development process. Our use of AI-powered compliance tools allows for adaptive, real-time risk management, keeping our systems responsive and audit-ready. Above all, we build customer trust through transparent practices, ethical use of AI, and robust security frameworks that safeguard every interaction.





TECH LEADERS TRANSFORMING TECHNOLOGY INTO ENGINES OF GROWTH, EFFICIENCY, AND COMPETITIVE EDGE

GAURAV VYAS, HEAD IT, (SPG PRINTS) STOVEC INDUSTRIES LIMITED

Enterprise technology is rapidly evolving, driven largely by the widespread adoption of generative AI. This transformative technology is boosting automation, enhancing decision-making, and fostering innovation across business workflows.

EMBRACING ADVANCED TECHNOLOGIES AND SUSTAINABILITY

Today, organizations are harnessing AI-powered automation, robotic process automation (RPA), and low-code platforms to streamline operations and enhance agility. There's a strong shift towards multi-cloud and industry-specific cloud platforms for greater flexibility and regulatory compliance.

Security strategies are advancing with cybersecurity mesh and zero-trust architectures to defend against complex cyber threats. Edge computing and 5G enable real-time data processing, supported by unified data fabrics and real-time analytics for deeper insights. Sustainability is a key priority, driving IT optimization for energy efficiency and reduced carbon footprints. Companies are also preparing for the future by investing in quantum computing readiness, adopting modular IT systems, and focusing on technologies that improve customer and employee experiences.

THE EXPANDING ROLE OF THE CIO

The role of the Chief Information Officer (CIO) in 2025 has evolved significantly from managing IT operations to becoming a strategic leader and innovation catalyst. Modern CIOs are instrumental in shaping enterprise strategy, driving digital transformation, and aligning technology investments with business goals. Their responsibilities go beyond overseeing infrastructure—they champion AI, automation, data analytics, and cybersecurity initiatives while fostering a culture of agility and digital innovation. CIOs also focus on building strong partner ecosystems, enhancing customer experiences, and enforcing robust data governance, transforming technology into a key driver of growth and competitive advantage.

BUILDING SECURITY AND LEADERSHIP FOR THE FUTURE

Organizations are cultivating a security-first culture by emphasizing shared cybersecurity responsibility through role-specific training, leadership involvement, embedding security into workflows, and appointing security champions. Gamified training and phishing simulations support continuous learning and awareness. AI, automation, and zero-trust frameworks underpin modern security strategies by enabling real-time threat detection, predictive analytics, automated responses, and continuous user verification. Leadership roles such as CIOs, CTOs, CISOs, and Data Protection Officers (DPOs) are becoming more strategic and collaborative. While some overlap exists, especially in data governance and security, DPOs require specialized focus on privacy and compliance and should ideally remain separate from CIO, CTO, or CISO roles to maintain dedicated attention to data protection.

DIGITAL TRANSFORMATION IS CRITICAL NOT ONLY TO COMPETE BUT ALSO TO SURVIVE

DR. VINEET BANSAL, CIO, SURYA ROSHNI LTD.

FIVE TRENDS SHAPING THE FUTURE

In 2025, enterprises are undergoing rapid transformation driven by five key technology trends. Artificial Intelligence (AI) is enabling smarter operations, optimizing everything from energy consumption to manufacturing processes. Edge computing is revolutionizing real-time decision-making, particularly in industrial settings where local data processing enhances speed and safety.

Cybersecurity has taken a proactive turn, with AI-powered defenses and Zero Trust models becoming standard in both IT and operational systems. Sustainability is also now a strategic advantage with organizations leveraging digital twins, blockchain, and green IT solutions to meet their environmental, social, and governance (ESG) targets. At the same time, cloud-native and composable architectures are giving businesses the agility to innovate faster and scale globally. Last but not the least, CIOs have moved beyond infrastructure management to become growth enablers. They now guide digital culture, influence strategic decisions, and lead sustainability and innovation initiatives across the enterprise.

SECURITY BY DESIGN AND SHARED RESPONSIBILITY

Cybersecurity is now treated as a core business strategy. It is addressed at the executive level, woven into enterprise risk planning, and reinforced with continuous, role-specific employee training. Phishing simulations and cyber drills improve awareness and response capabilities.

Enterprises now embed security from the ground up—adopting a “secure by design” philosophy. AI and automation help detect threats and automate incident responses. In manufacturing, automation ensures system uptime through seamless patching and compliance. Zero Trust models are the norm, with strict identity and access controls, micro-segmentation, and continuous monitoring of users and vendors. This integrated approach ensures that cybersecurity is not just a technology function, but a shared responsibility embraced across the organization.

A NEW ERA OF LEADERSHIP COLLABORATION

In today's enterprise, the roles of CIOs, CTOs, CISOs, and DPOs are converging to build secure, innovative, and agile organizations. The CIO acts as a strategic business architect, aligning AI and tech with business goals. The CTO drives innovation and partners with R&D to develop future-ready offerings. The CISO is now a board-level risk advisor, leading business continuity and compliance efforts. Meanwhile, the DPO ensures data practices are lawful, ethical, and unbiased—particularly critical in AI and IoT applications.

While collaboration between these roles is vital, the DPO must remain independent to ensure regulatory compliance. Together, this leadership core balances innovation, security, and trust in a data-driven world.





AUTOMATION HELPS RESPOND TO SECURITY ALERTS QUICKLY, IN THE ABSENCE OF HUMAN INTERVENTION

PRADNYA UMAJI MANWAR, SR. DIRECTOR, INFORMATION SECURITY AND CYBERSECURITY, SUTHERLAND

These days, we see businesses are embracing smarter, more agile, and connected operations. AI is driving automation, decision-making, and customer interactions, but organizations must implement strict governance to safeguard sensitive data.

Automation is streamlining repetitive tasks, yet requires vigilant monitoring to prevent security misuse. Cloud adoption is accelerating for scalability, though it brings risks like misconfigurations and skill shortages—necessitating strong controls. With the rise in cyberattacks, cybersecurity investment is now critical. It supports operations, fosters trust, and drives sustainable growth. Remote work tools are evolving, and sustainable tech is gaining traction as companies aim to reduce their environmental impact.

THE EVOLVING ROLE OF THE CIO AND OTHER TECH LEADERS

Today's CIOs are more than IT managers—they are strategic business leaders driving innovation, improving decision-making with data, and enabling digital transformation across departments. They work closely with business units to implement technologies like AI and automation to solve real problems. The CTO leads tech innovation and future platforms, while the CISO protects the organization through advanced security tools and response strategies. The DPO, meanwhile, ensures data privacy compliance and independence from core data-processing decisions, especially under frameworks like GDPR and India's DPDPA.

These roles must now collaborate more closely, breaking down silos to enable secure, innovative growth. In many regulations, the DPO must be independent—they can't be the person who decides how personal data is processed. So while in small companies these roles might be combined due to budget, in larger organizations, it's important to keep them separate to avoid conflicts of interest.

BUILDING A SECURITY-FIRST CULTURE WITH SMART TOOLS

Cybersecurity is no longer solely an IT responsibility—it's everyone's job. Organizations are creating a security-first culture through employee training on phishing, data handling, and password practices. Simulated attacks and engaging content like short videos help reinforce safe habits. Reporting mechanisms and open communication about cyber concerns are key to embedding security into everyday operations. Meanwhile, technologies like AI, automation, and Zero Trust are transforming defenses.

AI detects behavioral anomalies in real-time, automation speeds up incident response, and Zero Trust ensures strict identity-based access. Together, they create a resilient, adaptive cybersecurity posture, ensuring businesses stay secure without compromising agility or compliance.

ORGANIZATIONS SHOULD BE AGILE AND RESPONSIVE TO CHANGES IN THE BUSINESS ENVIRONMENT

NARAYAN BASAK, CISO & HEAD IT OPERATIONS, TCG DIGITAL SOLUTIONS PVT. LTD.

RESPONSIBLE GOVERNANCE

As the AI revolution accelerates, emphasis must shift toward AI governance. Responsible AI use requires policies that promote transparency, explainability, lifecycle management, and accountability. Governance frameworks must ensure AI systems are not only effective but also ethically sound and aligned with societal values. Similarly, Disinformation Security is gaining importance as a defense against digital fraud and misinformation. It combines identity validation, contextual awareness, and continuous risk scoring to prevent account takeovers and protect brand integrity through Zero Trust Architecture.



Energy-Efficient Computing advances sustainability by using optimized hardware, code, and renewable energy, though transitioning is costly and complex. Neurological Enhancement, through brain-machine interfaces, boosts cognitive abilities, enabling personalized learning and extended careers, but poses ethical, mobility, and security concerns. Hybrid Computing blends various computing, storage, and network systems to drive automation, personalization, and high-performance computing. Despite its promise, it remains experimental, with high costs and security risks. These emerging technologies offer transformative potential but require careful consideration to navigate their complexities and ensure responsible, secure, and ethical implementation.

THE CIOs BUILDING A SECURITY-FIRST CULTURE

CIOs today are no longer mere custodians of IT infrastructure. Their role has evolved into that of transformational leaders who drive innovation, agility, and data-driven decision-making. They are now responsible for fostering a forward-looking culture and ensuring data is securely managed and used to gain business insights. Building a security-first culture is key to this evolution. This includes regular awareness training, implementing layered security defenses, enforcing documented policies, and promoting continuous security improvements. Leadership commitment plays a critical role in supporting these initiatives and embedding cybersecurity into organizational DNA.

ZERO TRUST + AI: FUTURE OF CYBERSECURITY

The synergy between AI and Zero Trust promises a new era in security maturity. AI-powered behavioral analytics enables real-time anomaly detection by learning user behavior patterns. Automated threat responses help isolate compromised systems instantly, while adaptive access control dynamically adjusts user privileges based on contextual data. Together, these developments not only reinforce security but also enhance organizational resilience. Using the TCG Digital AI platform, tcgmcube, security logs are ingested in real-time to generate Threat Intelligence Analysis, perform Configuration Management, and prepare a resilient, secured network. Furthermore, collaboration among CIOs, CISOs, CTOs, and DPOs is essential for secure innovation and long-term viability. While DPOs focus on legal compliance and data rights, CIOs and CTOs can support these roles if adequately skilled, ensuring a holistic security approach.



COLLABORATION AMONG TECH LEADERS DRIVES RESILIENCE AND TRUST

VIKAS SHARMA, HEAD – IT, TCI EXPRESS LIMITED

Several technology trends are shaping the enterprise landscape, driving innovation, efficiency, and competitive advantage. The top leading 5 trends are:

AI and ML: AI and ML will optimize delivery routes, reduce fuel use, and enhance speed by analyzing traffic, weather, and historical data. They'll automate warehouse tasks, boost efficiency, and minimize errors. Additionally, AI-powered chatbots and virtual assistants will deliver personalized, round-the-clock customer support, improving overall logistics and service experiences.

Multi-cloud and Hybrid Cloud: It will dominate as enterprises seek flexibility, cost efficiency, and improved disaster recovery options by combining public and private cloud infrastructures.

Cybersecurity: With increasing cyber threats, Zero-trust architecture has become standard. This approach continuously verifies user identity and device health before granting access to resources.

Blockchain: Blockchain will enable secure and transparent transactions between parties in the supply chain. It will be used to verify shipments, track goods, and ensure that all parties in the logistics ecosystem have access to a single, immutable record of transactions, reducing fraud and errors.

RPA: The combination of AI, machine learning and RPA technologies, will revolutionize processes by automating entire workflows. This is transforming industries like Healthcare, Retail & Logistics by reducing costs and human error while increasing speed and efficiency.

DIGITAL SHIFT LEADERS

The Chief Information Officer (CIO) role is transforming from traditional IT oversight to becoming a key strategic partner in driving digital transformation. CIOs now focus on aligning technology with business goals, leveraging AI, cloud computing, and data analytics to fuel innovation and efficiency. They also lead cybersecurity, data privacy, and sustainability initiatives, elevating IT as a core business enabler. Cultivating a security-first culture requires leadership commitment, policy & SOPs enforcement, integration of security into daily workflows and mandatory trainings.

To strengthen cybersecurity, CIOs are adopting AI-driven threat detection, automating tasks with Agentic AI tools, and implementing zero-trust frameworks. In 2025 and beyond, CIOs, CTOs, CISOs, and DPOs will collaborate more closely, shaping resilient, data-driven enterprises. While each role is distinct—CIOs align tech with business, CTOs innovate, CISOs manage cyber risks, and DPOs ensure data compliance—their synergy is essential for Organization's growth.

UNLOCKING NEXT-LEVEL PERFORMANCE BY BUILDING & DEPLOYING THE NEX-GEN TECH

DR. RAVI MUNDRA, VICE PRESIDENT & CO-OWNER FOR PRODUCT DEVELOPMENT (CYBER), TECHNOCRACY PVT. LIMITED

In 2025, enterprises will undergo a profound technological transformation driven by several emerging trends. Artificial Intelligence (AI) and Generative AI will revolutionize automation, enabling smarter decision-making and optimizing business processes across industries. Edge computing will reduce latency significantly, supporting real-time applications such as autonomous vehicles and extensive IoT networks. Cybersecurity will take a central role, with organizations increasingly adopting zero-trust frameworks and AI-driven threat detection systems to proactively defend against evolving cyber threats.



NEXGEN TECH TAKES CENTER STAGE

Cloud-native IT strategies will lead in 2025, with multi-cloud and hybrid models offering agility and scale. The expansion of 5G will fuel IoT growth, advancing smart cities and industrial automation. Sustainability will become a core business focus, driving investments in green IT and energy-efficient infrastructure to meet ESG targets. Meanwhile, technologies like blockchain, AI, and DeFi will enhance secure digital transactions, while AR, VR, and digital twins will revolutionize collaboration and immersive experiences.

The CIO role is evolving into a strategic leadership position, where driving digital transformation is key. CIOs align tech investments with business goals, leverage AI and analytics for intelligent decision-making, and promote ethical AI practices. They ensure regulatory compliance, foster innovation, and enable hybrid work by deploying secure cloud-based collaboration tools, making them central to building agile, resilient digital enterprises.

CYBERSECURITY AWARENESS AND AI-SOC INTEGRATION

Organizations are embedding cybersecurity awareness across all employee levels by implementing human-centric training programs that include AI-powered modules, phishing simulations, gamification, and security champion initiatives. Companies promote a security-first culture by integrating cybersecurity KPIs into employee performance metrics. AI-enabled Security Operations Centers (AI-SOCs) provide real-time threat detection and automate incident response, allowing IT teams to focus on high-priority risks. Key security technologies include zero-trust architecture, Secure Access Service Edge (SASE), AI-enhanced identity and access management, and deception technology that monitors attacker behavior.

REDEFINED TECH LEADERSHIP ROLES

Leadership roles in technology and security continue to evolve. CIOs lead digital transformation, CTOs focus on technology innovation and research, CISOs drive cyber resilience and risk mitigation, and Data Protection Officers (DPOs) oversee privacy compliance with global regulations. While smaller organizations may combine these roles, regulated industries typically require dedicated DPOs. Collaboration among these leaders will be essential to secure digital enterprises and shape future-ready strategies.



AI-POWERED POLICY ENGINES DYNAMICALLY ADJUST RBAC TO MINIMIZE RISK FROM CREDENTIAL COMPROMISE

SAURABH GUGNANI, GLOBAL HEAD OF CYBERSECURITY ENGINEERING, PROJECTS AND ARCHITECTURE, TMF GROUP

MANAGING NON-HUMAN IDENTITIES

Machine learning models now baseline user and device behavior to detect anomalies such as unusual logins or data transfers. When thresholds are crossed, AI triggers re-authentication or lockdowns, aligning with Zero Trust's "never trust, always verify" principle. AI also predicts potential attack vectors using threat intelligence and incident history, allowing preemptive action through patching or segmentation. With AI agents entering workflows, organizations are extending IAM systems to include non-human entities. These virtual employees are issued credentials, assigned least-privilege roles, and monitored through detailed audit logs to track

behavior and ensure accountability.

SOAR AND XDR CAPABILITIES

Security Orchestration, Automation, and Response (SOAR) platforms automate the entire incident-response lifecycle—from detection to remediation—via AI-powered playbooks. Extended Detection and Response (XDR) systems ingest data from diverse sources, correlate threats across layers, and autonomously contain threats, all within Zero Trust frameworks.

EMBEDDING ZERO TRUST AT SCALE

In edge and IoT environments, zero-touch provisioning integrates real-time security measures from device onboarding. Devices are automatically registered, segmented, and monitored, reducing manual intervention and response delays. Organizations are embedding Zero Trust through micro-segmentation and least-privilege access. AI dynamically calculates session risk scores and adjusts access policies in real-time, limiting exposure if a breach occurs. Continuous verification of every access attempt—based on behavior, device health, or time—ensures adaptive policy enforcement.

GOVERNANCE & ETHICAL AI OVERSIGHT

AI-enhanced CIAM and PAM systems monitor privileged account behavior, trigger step-up authentication, and rotate credentials to protect sensitive access. This dynamic control improves security posture while reducing insider threats. AI automates compliance by classifying data and applying relevant controls to meet regulations like GDPR and HIPAA. Governance frameworks also audit AI models for bias and enforce privacy protections, especially during automated actions like access denial.

CROSS-FUNCTIONAL & CONTINUOUS IMPROVEMENT

Security, IT, and data science teams form "purple" teams to deploy and refine AI, SOAR, and Zero Trust solutions. Continuous model retraining on updated telemetry ensures accuracy, and performance is tracked using governance dashboards. Organizations choose interoperable tools based on open standards to avoid fragmented ecosystems. By integrating AI, Zero Trust, and automation, companies build scalable, context-aware security that spans users, machines, and IoT—boosting resilience and efficiency.

THE CONVERGENCE OF TECH LEADERSHIP, CYBERSECURITY, AND AI FOR GROWTH!

KUMAR PRASOON, GROUP CIO, TWYN

TECH CONVERGENCE TO DRIVE ENTERPRISE AGILITY

In 2025, enterprises will experience a tighter integration of AI, automation, cybersecurity, and edge computing. Technologies like decision intelligence, composable architectures, and industry-specific cloud platforms are transforming how businesses operate.

Generative AI and digital twins will continue to revolutionize manufacturing, oil & gas, and infrastructure by enabling predictive maintenance and real-time operational insights. Meanwhile, quantum-safe encryption and zero-trust security models will gain momentum as organizations bolster their defenses against sophisticated cyber threats.



THE EVOLVING ROLE OF THE CIO

CIOs are moving beyond traditional IT oversight to become strategic drivers of digital transformation. They are leading enterprise-wide initiatives around AI, cloud-first strategies, and sustainable technology practices. Their focus includes aligning IT investments with revenue goals, championing Green IT, and managing risk and compliance across departments. CIOs increasingly collaborate with other CXOs to deliver innovation, improve customer experience, and enhance business agility. As the pace of change accelerates, CIOs must bridge technical and business priorities to remain effective.

CYBERSECURITY AND GOVERNANCE TAKE CENTER STAGE

Cybersecurity is now a shared responsibility across the organization. Enterprises are fostering a culture of security through continuous training, phishing simulations, and gamified learning. Zero-trust models, least-privilege access, and behavioral analytics are becoming standard defenses. AI-powered SIEM systems and adaptive identity and access management (IAM) tools are helping detect and respond to threats proactively. Organizations are also deploying self-healing networks and AI-driven SecOps to predict and mitigate cyber risks in real time.

Leadership roles are evolving and overlapping. CIOs and CTOs are championing innovation and digital maturity; CISOs are expanding their scope to cover AI ethics and regulatory compliance; and DPOs are becoming central to data privacy, particularly under GDPR, India's DPDP Act, and other emerging laws. In larger enterprises, dedicated DPOs work with CISOs and CIOs to ensure privacy-by-design, AI governance, and regulatory compliance across tech initiatives.

In smaller firms, a CIO or CISO may wear multiple hats, including data protection. However, the increasing complexity of global privacy mandates is making a specialized DPO role indispensable. The convergence of CIO, CTO, CISO, and DPO responsibilities signals a new era of unified governance, resilience, and digital transformation.



TODAY ALIGNING TECHNOLOGY WITH BUSINESS PURPOSE AND PEOPLE IS IMPERATIVE

DR. BALVINDER SINGH BANGA, GROUP CTO, V-TRANS INDIA LTD.

TECHNOLOGY AS A CATALYST FOR TRANSFORMATION

In 2025, technology is no longer a backend enabler—it is a core driver of how organizations think, operate, and evolve. At V-Trans, we experience this transformation through the deployment of our AI-powered Transport Management System, Vijayant, real-time fleet tracking mechanisms, and dynamic data dashboards that empower teams with actionable insights. Emerging technologies such as edge computing, intelligent automation, and sustainability-focused frameworks are reshaping our operational models and enabling sharper, more proactive decision-making.

Cloud-native platforms have improved scalability and responsiveness, while AI and machine learning help uncover patterns that would otherwise go unnoticed. Modern enterprise technology is adaptive, intuitive, and increasingly human-centric—focused not merely on automation, but on unlocking new business value across the entire service lifecycle.

THE HUMAN-CENTRIC APPROACH TO SECURITY

The Chief Technology Officer's role has expanded significantly. At V-Trans, the role of CTO is no longer confined to system reliability or digital infrastructure; it now extends to actively influencing customer experience, business growth, and strategic alignment. Initiatives such as implementing digital payment ecosystems, refining our electronic Proof of Delivery (ePOD) workflows, and utilizing AI for predictive analytics are examples of how technology has become an integral business partner. Our cybersecurity strategy reflects the same shift in thinking.

Security begins with people—through organization-wide awareness programs, simulated phishing exercises, and real-time scenario-based training. The goal is to foster a culture of shared responsibility, where every individual understands their role in protecting enterprise assets.

We have adopted a Zero Trust architecture—every login, device, and request is verified. AI enables real-time threat detection, while automation triggers immediate containment or alerts. AI-driven surveillance at our warehouses and transshipment centers ensures physical security by preventing pilferage and monitoring asset movement.

DIGITAL LEADERSHIP AND COLLABORATIVE GOVERNANCE

The future of enterprise leadership lies in convergence. Today, CIOs, CTOs, CISOs, and DPOs no longer operate in silos but collaborate to drive innovation, mitigate risk, and build digital trust. While the CIO provides strategic vision, the CTO ensures technological scalability, the CISO fortifies cybersecurity, and the DPO safeguards data privacy with independence and accountability. In this ecosystem, ethical governance and cross-functional alignment are essential—not just for compliance, but for long-term customer trust and operational resilience.

ORGANIZATIONS MUST INCENTIVIZE SECURE BEHAVIOR, MAKING CYBER HYGIENE A KPI

RITESH BHATIA, FOUNDER, INCIDENT RESPONSE SPECIALIST AND DATA PRIVACY CONSULTANT, V4WEB CYBERSECURITY



KEY TRENDS SHAPING THE ENTERPRISE LANDSCAPE

The enterprise landscape in 2025 is being shaped by AI-driven automation, zero-trust security models, privacy-enhancing technologies (PETs), and quantum-resistant encryption. With data breaches escalating, incident response readiness is critical. India's DPDP Act will drive stricter compliance, making data governance and privacy-by-design essential. Enterprises are adopting AI for threat detection, automating Security Operations Centers (SOCs), and improving real-time incident response. Supply chain security and secure-by-default cloud adoption are gaining traction as businesses prioritize resilience over mere compliance.

THE BIRTH OF STRATEGIC BUSINESS ENABLERS

CIOs are no longer just IT managers but key business enablers, driving cybersecurity resilience, regulatory compliance, and digital transformation. As data becomes a liability due to stringent privacy laws, CIOs must embed privacy-by-design into business operations. They must ensure incident response readiness, align IT with risk management, and integrate AI/automation securely. With the rise of DPDP in India, CIOs must collaborate with CISOs and DPOs to balance innovation with compliance, making cybersecurity a boardroom priority.

SECURITY-FIRST CULTURE

Building a security-first culture starts with leadership commitment and extends across the organization. Regular, role-specific cybersecurity awareness programs, phishing simulations, and incident response drills prepare employees for real-world threats. Training aligned with India's DPDP Act ensures understanding of lawful data processing, breach reporting, and consent management. Secure behavior is incentivized by making cyber hygiene a measurable KPI. Insider threat management programs promote accountability and trust.

Advanced AI-driven threat intelligence and automation enable faster incident detection, containment, and remediation. Zero Trust frameworks, based on continuous verification, least-privilege access, and micro-segmentation, are becoming the standard. SOAR tools reduce response times, while privacy-preserving AI helps meet evolving data regulations. Effective AI governance is critical to avoid bias, hallucinations, and non-compliance as cyber threats grow more sophisticated.

THE TECH LEADERSHIP IN 2025 AND BEYOND

In 2025, CIOs, CTOs, CISOs, and DPOs must collaborate to ensure cybersecurity, compliance, and business resilience. While CIOs align IT with business strategy, CTOs drive innovation, and CISOs handle cyber defenses, DPOs ensure adherence to data protection laws like India's DPDP Act. Unlike other roles, the DPO requires independence and a legal-first mindset. To avoid conflicts of interest, especially in data compliance, a separate DPO is ideal. However, in smaller firms, CIOs or CISOs may assume the role with safeguards to uphold objectivity and regulatory integrity.



AI, SUSTAINABILITY, AND COMPLIANCE: THE NEW TRIAD OF ENTERPRISE STRATEGY

TAPAS SAHA, HEAD IT, VEEDOL CORPORATION LIMITED (FORMERLY TIDE WATER OIL CO. INDIA LTD.)

In 2025, enterprises are embracing Gen-AI, automation, and predictive analytics to drive intelligent IT operations, improve decision-making, and enhance compliance. AI now powers not only internal operations but also customer experiences and strategic insights.

Alongside digital growth, sustainable IT has emerged as a critical priority. Organizations are building green data centers, using AI to optimize energy consumption, and aligning operations with ESG mandates to meet both environmental and regulatory goals. India's Digital Personal Data Protection (DPDP) Act, 2023, is also pushing businesses toward automated privacy management and compliance frameworks to mitigate risk.

THE STRATEGIC CIO: FROM INFRASTRUCTURE TO INNOVATION

The CIO's role has expanded from managing technology infrastructure to becoming a key architect of business growth. Today's CIOs are responsible for enabling revenue-focused digital transformation by leveraging AI, analytics, and automation. They co-own strategic KPIs, streamline processes, build resilient supply chains, and boost workforce productivity. By collaborating with CEOs and CFOs, CIOs help position IT as a profit enabler rather than a cost center, ensuring agility, innovation, and long-term business value.

FOSTERING A SECURITY-FIRST CULTURE

In high-risk sectors like manufacturing, securing IT-OT convergence is essential. Enterprises are embedding security into employee culture through OT-specific drills, phishing simulations, and role-based cyber hygiene programs. Organizations are also implementing Zero Trust architectures, segmenting networks, securing endpoints, and ensuring vendor compliance through third-party audits. AI-driven tools now monitor SCADA, DCS, ERP, and IoT systems in real time to detect anomalies and mitigate threats proactively.

NEXT-GEN CYBERSECURITY

Enterprises are leveraging AI-powered automation and Zero Trust frameworks to enhance cybersecurity resilience. AI-enabled threat detection identifies abnormal behavior and accelerates incident response. Security automation—through RPA and machine learning—improves patch management, reporting, and SOC operations. With the rise of hybrid work, EDR, SASE, and identity governance solutions are protecting endpoints and data. AI also supports dynamic risk assessments and compliance automation.

DIGITAL LEADERSHIP: REDEFINING ROLES

Leadership roles like CIO, CTO, CISO, and DPO are evolving into strategic enablers. CIOs focus on AI adoption and business alignment, CTOs drive innovation and scalability, CISOs embed cyber resilience, and DPOs ensure regulatory compliance and privacy governance. While overlaps may exist in smaller firms, larger enterprises benefit from clear role delineation—especially with rising regulatory scrutiny.

FROM INNOVATION TO PROTECTION: TECH TRENDS MEET CYBER HYGIENE

BIPRADAS BANDYOPADHYAY, HEAD OF IT, ZUARI INFRAWORLD INDIA LTD.

In 2025, enterprises are being reshaped by transformative technologies, with AI-powered automation and generative AI at the forefront of decision-making and workflow optimization. The continued shift toward cloud-native solutions and hybrid cloud adoption ensures scalability and resilience. At the same time, cybersecurity remains a top priority, driven by zero-trust architecture and AI-based threat detection. Sustainability is also gaining ground, with green data centers and energy-efficient AI models emerging as key focus areas.

TECH TRENDS VS CYBER HYGIENE

Creating a security-first culture now demands a strategic, multi-layered approach. Key elements include comprehensive employee training programs, leadership involvement in security strategies, and zero-trust policies featuring strict access controls and multi-factor authentication.

Organizations are also adopting gamified training, conducting regular incident response drills, and implementing continuous AI-driven monitoring using tools such as XDR and MDR. Rewarding proactive security behavior and maintaining real-time threat visibility further enhance overall resilience.

To strengthen IT and security posture, enterprises are actively integrating AI, automation, and zero-trust frameworks. AI models analyze behavioral patterns to detect threats in real time, while SOAR platforms automate incident responses. Zero-trust architectures enforce continuous verification of users and devices through micro-segmentation and least-privilege access. Endpoint security, cloud protection, and automated compliance monitoring are now standard for modern IT ecosystems.

ARCHITECTS OF FUTURE BUSINESS

Leadership roles are evolving in parallel with technological advancements. CIOs are no longer confined to managing IT—they are now driving digital transformation, aligning tech initiatives with business strategy, and enabling innovation.

CTOs focus on emerging technologies like AI and cloud, CISOs reinforce cybersecurity through zero-trust models, and DPOs ensure regulatory compliance and data privacy. Together, these roles enhance business resilience, safeguard data, and support regulatory alignment.

Increasingly, the boundaries between these functions are blurring. In many organizations, especially agile and mid-sized ones, these roles may converge into a unified leadership position responsible for overseeing technological innovation, digital transformation, cybersecurity, and compliance. This convergence empowers a singular leader to act as the strategic architect of future-ready enterprises—one who ensures that technology is a driver of growth, agility, and sustainable success.



Multimodal AI Fusion

8 AI Models Work

Platform Robustness and Complex Architecture of Faceoff

Faceoff is architected for **mission-critical performance, high scalability, and privacy-first operations**, ensuring it can serve both enterprise-level applications and real-time consumer use cases. The robustness of the platform stems from:



1. Modular Multi-AI Pipeline

Faceoff employs an orchestrated multi-model AI architecture, where each model (emotion, audio, physiological, deepfake, etc.) runs independently yet collaboratively in a parallel processing pipeline.

- This ensures fail-safety and resilience — if one model fails or underperforms, others can compensate.



2. Asynchronous Microservices Design

Each AI engine operates as an isolated microservice, containerized and load-balanced independently.

- Enables fault tolerance, horizontal scaling, and rapid recovery.



3. Lightweight API Gateway Interface

Faceoff exposes only secure REST APIs, which customers integrate into their own infrastructure (on-prem or cloud).

- Ensures data never leaves the enterprise boundary, preserving user privacy and regulatory compliance (e.g., GDPR, HIPAA).



4. Real-Time, Low-Latency Processing

Optimized for 30-second clips, all 8 AI models deliver inference within 2–3 seconds, using GPU/TPU acceleration when available.

- Speed without compromising accuracy is core to Faceoff's architectural strength.



5. Trust Factor Engine (TFE)

Faceoff's core layer — the TFE — aggregates confidence scores from all 8 AI modules using dynamic ensemble learning, which makes the final trust score both context-aware and explainable.

Global Privacy Standards Aligned:



GDPR (Europe)



DPDP Act (India)



CCPA (California)



HIPAA
(for healthcare clients)



**Deepfake Detection-as-a-Service (DaaS)
in a Box – Hardware Future of FOAI**

www.faceoff.world

TECHNOLOGY



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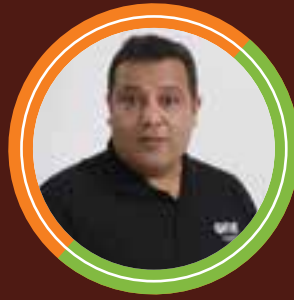
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AMD INDIA PVT. LTD.



YASHISH DAHIYA
CO-FOUNDER & GROUP CEO
POLICYBAZAAR (PB FINTECH LTD.)



AADIT PALICHA

Aadit Palicha, as Co-founder and CEO of **Zepto Pvt. Ltd.**, has rapidly emerged as a significant figure in India's industrial landscape. His key achievement is co-founding Zepto, a pioneer in the quick commerce segment, which revolutionized grocery delivery with its 10-minute model. Under his leadership, Zepto achieved unicorn status, demonstrating remarkable growth and efficiency. Palicha's contribution to industrial growth includes creating a new, high-growth sector, generating substantial employment opportunities across logistics and technology, and attracting significant investment into the Indian startup ecosystem. His vision for rapid delivery has pushed boundaries in supply chain management and consumer convenience, setting new industry standards.



AALOK KUMAR

Aalok Kumar is President & CEO of NEC Corporation India and Corporate SVP, Global Head – Smart City Business, **NEC Japan**. At the global level, he shapes NEC's smart-city vision across multiple countries, ensuring that local innovations align with the corporation's worldwide strategy. In India, he drives NEC's end-to-end digital-transformation agenda across transportation, submarine network, public safety, logistics, and citizen services, integrating AI, advanced analytics, biometrics, cloud, and connectivity to solve real-world challenges at scale. Under his leadership, the India Global Delivery Centre has become a flagship engineering and innovation hub supporting global projects. Steering the NEC brand as a trusted partner to government and industry, Aalok champions sustainable, technology-enabled urban ecosystems that improve everyday life for millions.



ALAKH PANDEY

Alakh Pandey, as Founder and CEO of **Physics Wallah**, has achieved a remarkable feat in the Indian ed-tech industry. His primary achievement is democratizing quality education, particularly for competitive exams, by offering highly affordable and accessible online learning. Physics Wallah's rapid growth from a YouTube channel to a unicorn startup revolutionized the traditional coaching model. Pandey's contribution to industrial growth is significant. He has created a new segment within ed-tech focused on affordability and scale, generating thousands of jobs directly and indirectly. By making quality education accessible to a broader demographic, he enhances human capital development, crucial for India's economic progress. His success also attracts further investment into the ed-tech sector, fostering innovation and competition.



AMAN GUPTA

Aman Gupta, as Co-founder and CMO of **boAt - Imagine Marketing Ltd.**, has achieved remarkable success in transforming India's consumer electronics landscape. His key achievement is spearheading boAt's meteoric rise to become a dominant player in the audio and wearables market, challenging established global brands. Under his marketing leadership, boAt cultivated a strong, youth-centric brand identity, resonating deeply with Indian consumers. Gupta's contribution to industrial growth is significant. He has demonstrated the potential for indigenous brands to scale rapidly and compete globally, inspiring other Indian startups. By focusing on accessible, stylish, and feature-rich products, he has expanded the market for audio devices, fostering local manufacturing and job creation within the consumer electronics sector.



AMIT CHADHA

Amit Chadha, as CEO & MD of **L&T Technology Services Ltd. (LTTS)**, has significantly contributed to the engineering and R&D services industry. His key achievement lies in driving LTTS's global growth and leadership in digital engineering, focusing on areas like IoT, AI, 5G, and cybersecurity. Under his leadership, LTTS has expanded its client base and enhanced its capabilities in cutting-edge technologies. Chadha's contribution to industrial growth is evident in LTTS's role in enabling digital transformation for global enterprises across diverse sectors such as transportation, industrial products, medical devices, and plant engineering. He has fostered innovation, strengthened India's position as an engineering hub, and generated employment opportunities in high-tech domains, propelling the nation's industrial and technological advancement.



AMIT JAIN

Amit Jain, as CEO & Co-founder of **CarDekho Group**, has significantly transformed India's automotive digital landscape. His major achievement is building CarDekho into a leading online platform for new and used cars, revolutionizing how consumers buy and sell vehicles. Under his leadership, CarDekho expanded into various segments like insurance, finance, and accessories, creating a comprehensive automotive ecosystem. Jain's contribution to industrial growth is substantial. He has digitized a traditionally unorganized sector, fostering transparency and efficiency. By leveraging technology to connect buyers and sellers, he has stimulated demand, supported dealerships, and created numerous jobs across the automotive and tech industries, driving innovation and economic growth in India's burgeoning auto market.



ANIL KUMAR LAHOTI

Anil Kumar Lahoti, as Chairman of **TRAI (Telecom Regulatory Authority of India)**, holds a pivotal role in shaping India's telecom landscape. His significant achievements in the industry revolve around his leadership in regulatory policy, fostering fair competition, and promoting consumer interests within the rapidly evolving telecom sector. Lahoti's contribution to industrial growth is substantial through his efforts to streamline regulations, encourage investment in telecommunications infrastructure, and facilitate the rollout of new technologies like 5G. His work ensures a robust and equitable environment for telecom operators, driving connectivity, digital inclusion, and innovation across India, which are crucial for the nation's overall economic and industrial advancement.



ANURAG SINHA

Anurag Sinha, as Co-founder and CEO of **OneCard (FPL Technologies Pvt. Ltd.)**, has significantly disrupted India's fintech landscape. His primary achievement is pioneering the metal credit card concept in India, offering a digital-first, mobile-centric experience that appeals to a tech-savvy generation. Under his leadership, OneCard rapidly gained traction, becoming a prominent player in the credit card market. Sinha's contribution to industrial growth is substantial. He has driven innovation in digital payments and credit solutions, fostering financial inclusion by making credit more accessible and user-friendly. His vision has spurred competition and technological advancement within the fintech sector, creating new job opportunities and attracting investments, thereby bolstering India's digital economy and modernizing financial services.



ARUNDHATI BHATTACHARYA

Arundhati Bhattacharya, as Chairperson & CEO of **Salesforce India**, has significantly impacted the Indian technology and business landscape. Her key achievement lies in spearheading Salesforce's expansion and strategic growth in India, driving cloud adoption and digital transformation across various enterprises. Her leadership has positioned Salesforce as a crucial enabler for Indian businesses. Bhattacharya's contribution to industrial growth is substantial, particularly in fostering cloud-based innovation and increasing technology adoption. She has championed skill development, created numerous job opportunities in the SaaS sector, and attracted significant investment, thereby bolstering India's digital economy and its position as a global tech hub. Her extensive experience from the banking sector also brings a unique perspective to technology integration.



ASHISH KUMAR CHAUHAN

Ashish Kumar Chauhan, as MD & CEO of **NSE (National Stock Exchange of India Ltd.)**, is a transformative leader in India's financial markets. His significant achievement lies in spearheading the growth and modernization of the NSE, making it one of the world's largest stock exchanges. He has been instrumental in introducing technological advancements and expanding market reach. Chauhan's contribution to industrial growth is substantial. He has fostered a robust and transparent capital market ecosystem, crucial for corporate fundraising and investment. His leadership has enhanced market efficiency, attracted both domestic and international capital, and promoted financial inclusion, thereby directly supporting industrial expansion and overall economic development in India.



ASISH MOHAPATRA

Asish Mohapatra, as Co-founder of **Oxyzo Financial Services Ltd.**, has made a significant mark in India's fintech and B2B lending space. His key achievement lies in building Oxyzo into a prominent financial services platform, specializing in providing accessible and efficient credit solutions to small and medium enterprises (SMEs) and large corporates. Mohapatra's contribution to industrial growth is substantial by addressing the critical credit gap faced by businesses, particularly SMEs, thereby fostering their growth and operational efficiency. His leadership in leveraging technology for streamlined lending processes has driven innovation in financial services, contributing to job creation and bolstering the overall economic ecosystem by empowering businesses with crucial capital.



B.V.R. SUBRAHMANYAM

B.V.R. Subrahmanyam, as CEO of **NITI Aayog**, plays a crucial role in India's policy-making and economic transformation. His significant achievements stem from his extensive experience in governance and administration, where he has driven strategic initiatives across various sectors. At NITI Aayog, he is instrumental in formulating long-term policies and programs that accelerate India's industrial growth and sustainable development. Subrahmanyam's contribution to industrial growth is evident in his efforts to foster innovation, promote ease of doing business, and attract investment through policy advocacy. His leadership helps bridge the gap between government and industry, facilitating reforms that enhance competitiveness, create employment, and propel India towards its economic aspirations.



BHAVISH AGGARWAL

Bhavish Aggarwal, as Co-founder and CEO of **Ola Cabs (ANI Technologies Pvt. Ltd.)**, has profoundly reshaped India's transportation and mobility sector. His significant achievement is building Ola into a dominant ride-hailing and electric vehicle (EV) player, challenging traditional transport models and expanding into diverse mobility solutions. Aggarwal's contribution to industrial growth is immense. He has driven the digitalization of urban transport, fostered entrepreneurship among drivers, and created a massive gig economy. His aggressive push into EV manufacturing (Ola Electric) further contributes to India's green energy transition and industrial self-reliance, generating substantial employment and attracting global investment into the mobility and EV ecosystems.



BHAWNA AGARWAL

Bhawna Agarwal, as SVP & MD of **HPE-Hewlett Packard Enterprise India Pvt. Ltd.**, has been instrumental in shaping HPE's strategic direction and growth in the Indian market. Her significant achievements include driving the adoption of HPE's edge-to-cloud solutions, accelerating digital transformation for Indian enterprises, and strengthening HPE's commitment to the "Make in India" initiative, particularly through local server manufacturing. Agarwal's contribution to industrial growth is substantial. She has fostered innovation in cloud, AI, and data solutions, enabling businesses to leverage cutting-edge technology. Her leadership has also contributed to job creation and skill development within the Indian IT sector, enhancing the nation's technological capabilities and positioning India as a key hub for global technology innovation and deployment.



BHUPINDER SINGH

Bhupinder Singh, as Wholtime Director & CEO of **InCred Financial Services Ltd.**, has made significant strides in India's financial services industry. His key achievement lies in building InCred into a diversified non-banking financial company (NBFC) with a strong focus on technology-driven lending across various segments, including consumer, education, and SME finance. Singh's contribution to industrial growth is substantial by expanding access to credit for underserved segments, thereby fostering financial inclusion and economic activity. His leadership in leveraging data and analytics for smarter lending decisions has driven innovation in the fintech space, contributing to job creation and supporting the growth of numerous businesses across India.



C P GURNANI

CP Gurnani, as Co-founder of **AIONOS (a joint venture between InterGlobe and AAAAGO)**, is a distinguished leader in the technology and business services industry. His significant achievements stem from his extensive career, notably as the former CEO & MD of Tech Mahindra, where he drove remarkable growth and digital transformation. Gurnani's contribution to industrial growth is profound. He has championed innovation, fostered global partnerships, and significantly expanded India's footprint in the IT and digital sectors. His leadership has created numerous high-value jobs, propelled technological adoption across industries, and positioned Indian IT services as a global powerhouse, continually driving the nation's economic and technological advancement.



DAISY CHITILAPILLY

Daisy Chittilapilly, as President of **Cisco Systems India Pvt. Ltd.**, is a prominent leader driving digital transformation in the region. Her significant achievement lies in spearheading Cisco's strategic initiatives, expanding its market presence in networking, cybersecurity, and collaboration solutions across India. Under her leadership, Cisco has played a crucial role in advancing India's digital infrastructure. Chittilapilly's contribution to industrial growth is substantial. She has championed technology adoption across various sectors, fostering innovation and skill development in areas critical for India's digital economy. Her focus on leveraging Cisco's global expertise for local impact has accelerated connectivity, enhanced cybersecurity postures for businesses, and created numerous opportunities within the IT and networking industries.



DHAVAL SHAH

Dhaval Shah, as Co-founder of **PharmEasy (API Holdings Ltd.)**, has played a pivotal role in revolutionizing India's digital healthcare and pharmacy sector. His significant achievement lies in building PharmEasy into one of India's largest integrated healthcare platforms, offering online pharmacy services, diagnostics, and teleconsultation. Shah's contribution to industrial growth is substantial. He has driven the digitalization of healthcare access, making medicines and diagnostic services more affordable and accessible to millions across India. By leveraging technology to streamline the supply chain and enhance patient convenience, he has fostered job creation within the health-tech ecosystem and attracted significant investment, accelerating India's digital health transformation.



DILIP ASBE

Dilip Asbe, as MD & CEO of **NPCI (National Payments Corporation of India)**, has been a transformative force in India's digital payments landscape. His most significant achievement is spearheading the exponential growth and widespread adoption of UPI (Unified Payments Interface), making it a global benchmark for real-time payments. Under his leadership, NPCI has revolutionized financial transactions, driving digital inclusion across the nation. Asbe's contribution to industrial growth is immense. He has fostered innovation in payment infrastructure, enabling seamless and secure digital transactions for millions. His vision has propelled India's fintech sector, creating numerous job opportunities, attracting investment, and positioning India as a leader in digital public infrastructure, thereby significantly accelerating the nation's economic progress.



DR. SANJAY BAHL

Dr. Sanjay Bahl, as Director General of **CERT-In (Indian Computer Emergency Response Team)**, plays a critical role in safeguarding India's cyberspace. His significant achievement lies in strengthening India's cybersecurity posture, leading national efforts in incident response, vulnerability management, and cyber threat intelligence. Under his leadership, CERT-In has become a pivotal agency in protecting critical information infrastructure. Dr. Bahl's contribution to industrial growth is immense by fostering a secure digital environment, which is fundamental for businesses to operate and innovate confidently. His work supports the nation's digital transformation, encourages investment in secure technologies, and builds trust in India's digital economy, thereby accelerating overall industrial and technological advancement.



GIRISH MATHRUBOOTHAM

Girish Mathrubootham, as Founder & Executive Chairman of **Freshworks Inc.**, has profoundly impacted the global SaaS industry. His significant achievement is building Freshworks from a startup in Chennai into a publicly traded, global software company, challenging established players with its user-friendly and affordable business software. Mathrubootham's contribution to industrial growth is immense. He has championed the "product-first" approach from India, inspiring numerous Indian SaaS startups and attracting global attention and investment to the Indian tech ecosystem. By creating thousands of high-value jobs and demonstrating the scalability of Indian software products, he has significantly bolstered India's position as a global software innovation hub.



HARSH JAIN

Harsh Jain, as Co-founder and CEO of **Dream11 (Sporta Technologies Pvt Ltd)**, has been a transformative figure in India's online gaming and fantasy sports industry. His significant achievement is building Dream11 into India's largest fantasy sports platform, pioneering a new entertainment category and achieving unicorn status. Jain's contribution to industrial growth is substantial. He has legitimized and scaled the fantasy sports sector, creating a vibrant ecosystem that generates revenue, employment, and engagement for millions of users. By leveraging technology to offer interactive and engaging experiences, he has attracted significant investment into the Indian gaming industry, fostering innovation and contributing to the nation's digital economy.



IPSITA DASGUPTA

Ipsita Dasgupta, as SVP & MD of **HP India**, has been a transformative leader in the Indian technology sector. Her significant achievement lies in driving HP's strategic growth and market leadership in India, particularly in personal computing and printing. Under her leadership, HP India has strengthened its commitment to the "Make in India" initiative, expanding local manufacturing and contributing to the domestic ecosystem. Dasgupta's contribution to industrial growth is substantial. She has championed digital transformation for businesses and consumers, fostering innovation, and expanding access to technology solutions across the country. Her focus on local relevance and market penetration has not only bolstered HP's presence but also created numerous opportunities within India's burgeoning tech industry.



KUNAL SHAH

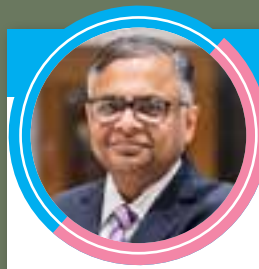
Kunal Shah, as Founder of **CRED (Dreamplug Technologies Pvt. Ltd.)**, has profoundly impacted India's fintech and consumer behavior landscape. His significant achievement is building CRED into a highly successful platform that rewards users for timely credit card bill payments, fostering financial discipline among affluent consumers. Shah's contribution to industrial growth is substantial. He has pioneered a unique business model that leverages data and gamification to drive financial behavior, attracting significant investment into the fintech sector. By creating a premium ecosystem for creditworthy individuals, he has spurred innovation in digital payments, loyalty programs, and financial services, generating new employment opportunities and contributing to India's burgeoning digital economy.



NANDAN NILEKANI

Nandan Nilekani, as Co-founder and Chairman of **Infosys Ltd.**, is a towering figure in India's IT industry. His significant achievement is co-founding Infosys, helping build it into a global IT powerhouse and a pioneer of India's software services revolution. Beyond Infosys, his monumental contribution

to industrial growth includes conceptualizing and leading the Aadhaar project (UIDAI), which laid the digital identity foundation for countless government services and fintech innovations. Nilekani's vision has profoundly impacted digital inclusion and governance. He continues to champion India's digital public infrastructure, fostering innovation, creating vast employment opportunities, and attracting global investment, thereby accelerating India's journey towards a digitally empowered economy.



NATARAJAN CHANDRASEKARAN

Natarajan Chandrasekaran, as Chairman of **Tata Sons Pvt. Ltd.**, is a transformative leader at the helm of India's largest conglomerate. His significant achievement lies in steering the vast Tata Group across diverse sectors, driving strategic growth, digital transformation, and global expansion.

Under his leadership, Tata companies have embraced innovation and sustainability. Chandrasekaran's contribution to industrial growth is immense. He has championed technological advancements, fostered cross-sector synergies, and enhanced the Group's global competitiveness. His focus on long-term value creation, job generation, and ethical business practices continues to bolster India's economic standing and industrial prowess on the world stage. Chandra was conferred with the Padma Bhushan, one of the highest civilian awards in India, in the field of trade and industry in 2022.



DR. NEERAJ MITTAL

Neeraj Mittal, as Secretary of the **Digital Communications Commission**, holds a pivotal position in shaping India's telecommunications and digital policy landscape. His significant achievement lies in driving key policy decisions and regulatory

frameworks that foster growth, innovation, and digital inclusion across the nation's communication sector. Mittal's contribution to industrial growth is substantial. He is instrumental in facilitating the rollout of advanced technologies like 5G, promoting investment in digital infrastructure, and ensuring a competitive and equitable environment for telecom operators. His leadership helps streamline processes and policy implementation, accelerating India's digital transformation, enhancing connectivity, and bolstering the nation's economic and industrial progress.



PREETI LOBANA

Preeti Lobana, as Vice President & Country Manager of **Google India Pvt. Ltd.**, holds a pivotal role in driving Google's strategic growth and impact in one of its most crucial markets. Her significant achievements lie in expanding Google's diverse product

portfolio and services across India, fostering digital adoption, and strengthening partnerships with local businesses and government initiatives. Lobana's contribution to industrial growth is substantial. She is instrumental in accelerating India's digital transformation, promoting innovation in AI, cloud computing, and digital literacy. Her leadership helps Google empower millions of users and businesses, create numerous job opportunities, and contribute to India's burgeoning digital economy, solidifying the nation's position as a global technology hub.



PUNEET CHANDOK

Puneet Chandok, as President of **Microsoft Corporation (I) Pvt. Ltd.**, has been instrumental in driving Microsoft's strategic growth and digital transformation initiatives in India. His significant achievements include expanding Microsoft's cloud services

adoption, fostering AI innovation, and strengthening partnerships across various sectors, from enterprises to startups and government. Chandok's contribution to industrial growth is substantial. He has accelerated India's digital economy by promoting advanced technology solutions, fostering skill development, and creating numerous job opportunities within the IT ecosystem. His leadership has positioned Microsoft as a key enabler for India's technological advancement, contributing significantly to the nation's journey towards becoming a global digital hub.



RAJENDRA SINGH PAWAR

Rajendra Singh Pawar, as Non-Executive Chairman of **Coforge (formerly NIIT Technologies)**, is a visionary leader who has profoundly shaped India's IT education and services industry. His most significant achievement is co-founding NIIT, which

revolutionized IT training and talent development, creating a vast pool of skilled professionals for the burgeoning Indian IT sector. Pawar's contribution to industrial growth is immense. He has been instrumental in building a robust talent pipeline, enabling the growth of India's IT services industry into a global powerhouse. His foresight in education and technology has fostered innovation, generated countless job opportunities, and positioned India as a leading destination for IT services and digital transformation, contributing significantly to the nation's economic progress.



RAJESH NAMBIAR

Rajesh Nambiar, as President of **NASSCOM**, holds a pivotal role in shaping India's technology and IT-BPM industry. His significant achievements lie in steering the industry's strategic direction, advocating for policy reforms, and fostering innovation and

growth across the sector. Under his leadership, NASSCOM plays a crucial role in enhancing India's global competitiveness in technology services and products. Nambiar's contribution to industrial growth is substantial. He is instrumental in promoting skill development, attracting investment, and driving digital transformation initiatives that benefit the entire ecosystem. His focus on collaboration between industry, academia, and government helps accelerate India's journey towards becoming a leading digital economy and a global hub for technology talent and innovation.



RAJIV MEMANI

Rajiv Memani, as Chairman & Regional Managing Partner of **EY India**, is a highly influential figure in the professional services and consulting industry. His significant achievements include leading EY's substantial growth and strategic expansion

across India, advising numerous businesses and government entities on critical economic and policy matters. Memani's contribution to industrial growth is profound. He has been instrumental in fostering a robust business environment by advocating for policy reforms, promoting foreign investment, and guiding companies through complex transformations. His leadership helps drive innovation, enhance corporate governance, and create employment opportunities, thereby significantly contributing to India's economic development and global competitiveness.



RAJU VEGESNA

Raju Vegesna, Chairman and Managing Director of **Sify Technologies Ltd.**, is a pioneering force in India's digital transformation journey. Under his leadership, Sify evolved from an internet service provider into a leading integrated ICT solutions and services company. He has been instrumental in expanding Sify's footprint across data centers, cloud services, and enterprise connectivity, serving critical sectors like BFSI, healthcare, and government. A serial entrepreneur and technocrat, Vegesna's foresight has positioned Sify as a trusted partner in India's digital infrastructure, enabling businesses to scale securely and efficiently in a rapidly evolving digital economy.



RAMESH NATRAJAN

Ramesh Natrajan, as CEO of **Redington Ltd.**, is a key leader in the global technology solutions and distribution industry. His significant achievement lies in driving Redington's strategic growth, expanding its vast distribution network, and enhancing its portfolio of IT products and services across diverse markets. Under his leadership, Redington continues to solidify its position as a vital link between technology innovators and consumers. Natrajan's contribution to industrial growth is substantial. He fosters digital transformation by ensuring efficient access to cutting-edge technologies, supporting businesses in their adoption of new solutions. His focus on operational excellence and market expansion generates employment, stimulates economic activity, and strengthens the technology ecosystem, contributing significantly to India's and other regions' digital advancement.



RISHAD PREMJI

Rishad Premji, as Executive Chairman of **Wipro Limited**, plays a crucial role in shaping one of India's leading global IT companies. His significant achievement lies in steering Wipro's strategic direction, fostering innovation, and driving its transformation in the digital era, particularly in areas like artificial intelligence, cloud, and cybersecurity. Premji's contribution to industrial growth is substantial. He champions responsible technology, sustainability, and talent development, ensuring Wipro remains a global leader in IT services and consulting. His leadership helps create numerous high-value jobs, attracts investment, and strengthens India's position as a global technology hub, contributing significantly to the nation's economic and digital advancement.



RITESH AGARWAL

Ritesh Agarwal, as Founder & CEO of **OYO Hotels & Homes**, has revolutionized India's hospitality and travel sector. His significant achievement is building OYO from a budget hotel aggregator into a global hospitality chain, democratizing affordable accommodation and expanding into various segments including homes and workspaces. Agarwal's contribution to industrial growth is substantial. He has fostered entrepreneurship, created numerous job opportunities across the hospitality ecosystem, and attracted significant investment into the sector. By leveraging technology to standardize and scale budget accommodation, he has driven innovation, enhanced consumer convenience, and significantly contributed to the growth of India's travel and tourism industry.



ROSHNI NADAR MALHOTRA

Roshni Nadar Malhotra, as Chairperson & CEO of **HCL Technologies Ltd.**, is a prominent leader in the global technology services industry. Her significant achievement lies in successfully leading one of India's largest IT companies, driving its strategic growth, innovation, and global expansion. She has played a crucial role in HCLTech's continued relevance in the evolving digital landscape. Roshni's contribution to industrial growth is substantial. She champions technology-driven transformation, fosters talent development, and promotes social impact through the Shiv Nadar Foundation. Her leadership not only strengthens India's position as a global IT powerhouse but also contributes significantly to job creation and technological advancement across various sectors.



S KRISHNAN

S Krishnan, as Secretary of the **Ministry of Electronics and Information Technology (MeitY)**, holds a pivotal position in shaping India's digital future. His significant achievements lie in driving policy formulation and implementation that accelerate digital transformation, foster innovation, and promote the growth of the electronics and IT sectors across the nation. Krishnan's contribution to industrial growth is substantial. He is instrumental in initiatives like "Digital India" and "Make in India" in electronics manufacturing, attracting investments, and creating a conducive environment for technology companies. His leadership helps streamline regulations, enhance digital infrastructure, and promote skill development, thereby significantly contributing to India's journey towards becoming a global digital economy and a hub for technology and innovation.



SACHIN BANSAL

Sachin Bansal, as Founder of **Navi Technologies Ltd.**, has made a significant impact on India's fintech and financial services sector. His key achievement lies in building Navi into a diversified financial services company, leveraging technology to offer accessible and affordable solutions in lending, insurance, and asset management. Bansal's contribution to industrial growth is substantial. After co-founding Flipkart, he pivoted to financial services, aiming to democratize access to credit and insurance for a wider population. His vision drives innovation in digital lending and wealth management, creating new job opportunities and attracting investment, thereby accelerating India's financial inclusion goals and digital economy.



SAMEER NIGAM

Sameer Nigam, as Co-founder and CEO of **PhonePe Limited**, has been a pivotal force in revolutionizing India's digital payments and financial services landscape. His significant achievement is building PhonePe into a leading digital payments platform, driving widespread adoption of UPI and expanding into diverse financial offerings like insurance, mutual funds, and recharges. Nigam's contribution to industrial growth is substantial. He has accelerated digital financial inclusion across India, fostering a cashless economy and creating numerous job opportunities within the fintech sector. By leveraging technology to offer seamless and secure financial transactions, he has attracted significant investment and propelled India's position as a global leader in digital payments.



SANDIP PATEL

Sandip Patel, Managing Director of **IBM India Pvt. Ltd.**, is a prominent figure in the technology sector. He has led IBM's strategic transformation in India, emphasizing cloud, AI, and hybrid IT solutions. Under his leadership, IBM has expanded its market presence, driven innovation, and fostered digital transformation. Patel actively promotes skill development in emerging technologies, enabling Indian businesses with advanced solutions. His efforts contribute to job creation, industrial growth, and the strengthening of India's digital economy and global technological competitiveness.



SANJAY MALHOTRA

Sanjay Malhotra, Governor of the **Reserve Bank of India (RBI)**, plays a pivotal role in shaping India's economic stability. He leads key initiatives in monetary policy, financial regulation, and banking reform. His efforts enhance credit flow, manage inflation, and strengthen foreign exchange mechanisms. Malhotra's leadership supports industrial growth, promotes digital payment systems, and fosters a stable financial ecosystem. Through his strategic decisions, he contributes significantly to India's global financial standing and ensures a resilient framework for sustained economic and industrial development.



SANTHOSH VISWANATHAN

Santhosh Viswanathan, VP & MD of **Intel Solutions & Services India Pvt. Ltd.**, leads Intel's strategic growth in India. He drives innovation, expands ecosystem partnerships, and promotes the adoption of Intel technologies across sectors. A key advocate for India's semiconductor design and manufacturing, he aligns closely with national initiatives. His leadership empowers businesses with advanced computing solutions, fosters skill development in emerging technologies, and significantly contributes to India's digital transformation and its rise as a global hub for technological innovation and capability.



SHAILENDER KUMAR

Shailender Kumar, Senior Vice President & Regional MD of **Oracle India Pvt. Ltd.**, drives Oracle's strategic growth and cloud expansion across Indian industries. Under his leadership, Oracle has enabled digital transformation for businesses through advanced cloud, AI, and data management technologies. Kumar fosters innovation, skill development, and ecosystem growth within India's IT sector. His market-focused strategies and partnerships have accelerated technology adoption, created jobs, and reinforced India's standing as a global center for enterprise technology and digital innovation.



SRIDHAR VEMBU

Sridhar Vembu, CEO of **Zoho Corporation Pvt. Ltd.**, is a visionary leader who built Zoho into a global SaaS powerhouse through a unique bootstrapped model. He champions rural development via Zoho's "rural offices," creating employment beyond urban centers. Vembu promotes self-reliance and indigenous product innovation in cloud, AI, and digital solutions. His leadership drives inclusive growth, fosters technological advancement, and significantly contributes to India's digital economy, positioning Zoho as a symbol of innovation, resilience, and global competitiveness in enterprise software.



SUNIL BHARTI MITTAL

Sunil Bharti Mittal, Chairperson of **Bharti Enterprises**, revolutionized India's telecom sector by founding Airtel, which expanded into a global telecom leader. He democratized mobile connectivity, spurred infrastructure growth, and generated large-scale employment. Mittal also diversified Bharti Enterprises into financial services and food, contributing to India's economic development. His visionary leadership has enhanced India's global technological presence, strengthened industrial capabilities, and fostered innovation across sectors, making him a key architect of the country's modern digital and entrepreneurial landscape.



TARUN MEHTA

Tarun Mehta, CEO and Co-founder of **Ather Energy Ltd.**, is a trailblazer in India's electric vehicle sector. He transformed Ather into a leading electric scooter brand, known for innovation, performance, and charging infrastructure. Mehta has accelerated EV adoption, created high-tech jobs, and attracted major investment. His leadership promotes sustainable mobility and advanced manufacturing, contributing to India's green energy transition. By redefining the consumer EV experience, he positions India as a rising hub for clean technology and next-generation transportation solutions.



VIJAY SHEKHAR SHARMA

Vijay Shekhar Sharma, Founder & CEO of **One97 Communications Ltd.**, revolutionized India's fintech sector by founding Paytm, transforming mobile payments and digital commerce. His leadership made digital transactions accessible nationwide, fostering financial inclusion and a cashless economy. Sharma created a vast ecosystem spanning payments, banking, and wealth management. He has driven significant job creation and attracted major investment, positioning Paytm as a cornerstone of India's digital economy and accelerating the nation's fintech revolution and technological transformation on a global scale.



VINAY SINHA

Vinay Sinha, MD-Sales (India Mega Region) at **AMD India Pvt. Ltd.**, plays a key role in driving AMD's strategic growth in India. He has led the adoption of high-performance computing and graphics solutions across sectors like data centers, PCs, and gaming. Sinha's leadership has advanced digital transformation, enabled innovation, and strengthened India's semiconductor and IT ecosystems. His efforts have spurred job creation, attracted investment, and positioned India as a vital market for cutting-edge computing technologies and advanced processing solutions.



YASHISH DAHIYA

Yashish Dahiya, Co-founder & Group CEO of **PolicyBazaar (PB Fintech Ltd.)**, has transformed India's insurance landscape by building the country's largest online insurance aggregator. He democratized access to insurance, enhanced transparency, and simplified financial products through technology. Dahiya's leadership has advanced financial inclusion, spurred insurtech innovation, and empowered millions of consumers. His efforts have created jobs, attracted major investments, and accelerated India's digital financial transformation, reinforcing its position as a global fintech leader and reshaping how Indians access and engage with financial services.



WOMEN LEADERS DRIVING GROUNDBREAKING SUCCESS IN TECHNOLOGY



The tech industry is undergoing a transformative shift, with women leaders at the forefront, delivering substantial business value through diverse perspectives and innovative approaches. Research consistently highlights that diverse teams foster greater creativity, make better decisions, and are more adept at addressing the needs of a varied customer base. As digitalization reshapes economies and societies, women are leveraging their exceptional social skills, combined with advanced digital literacy, to excel in the tech landscape. Technologies such as big data, artificial intelligence, and advanced computing have further amplified women's economic participation by reducing barriers like physical mobility, enabling them to thrive in roles previously dominated by men.

Historically, the tech sector has been male-dominated, with women

constituting only 28% of the global workforce. This underrepresentation, particularly in leadership roles, has limited the industry's potential for innovation and growth. While the proportion of women in tech has risen in recent years, their presence in executive positions has lagged. This gap not only perpetuates inequity but also deprives the industry of diverse insights critical for solving complex challenges. Women bring unique perspectives and skill sets that drive innovation, enhance problem-solving, and align solutions with diverse market needs.

Recent progress, however, is encouraging. In 2024 women accounted for 27.98% of this headcount, as compared to 9.51 per cent in 2020. Of all the segments, Global Capability Centers (GCCs) have made the most progress in improving gender diversity, with female workforce representation rising from 31.4 per cent in 2020 to 38.3 per cent in 2024.

In 2024, female representation in the overall workforce reached 27.98%, a substantial increase from 9.51% in 2020. Global Capability Centers (GCCs) have shown remarkable progress in gender diversity, with their female workforce representation rising from 31.4% in 2020 to 38.3% in 2024.

Women in leadership positions are advancing at an even faster pace, fueled by commitments from major tech companies to close the gender gap. These firms recognize that diverse leadership teams enhance performance, foster innovation, and strengthen business outcomes in the Technology, Media, and Telecommunications (TMT) sector.

Gender discrepancies in employment become more pronounced with career progression in tech. Female representation in applicant pools is highest for junior roles, decreasing at mid-level, and further declining at senior levels. While software engineering sees a 25% drop in female applicants between junior and mid-level roles (4-10 years experience), fields like ERP, UI/UX design, and cross-functional roles exhibit even greater gender disparity at the senior level.

The Brand Book initiative celebrates the rise of women leaders in tech, emphasizing the importance of digital literacy in unlocking opportunities for education, employment, networking, and access to information. True empowerment lies in ensuring women are not left behind in the digital revolution. By harnessing technology to promote equity, the industry can create a more inclusive ecosystem that benefits all stakeholders.

The growing presence of women in business reflects a broader trend of empowerment. Driven by ambitious women eager to break barriers, millennials charting unconventional career paths, and entrepreneurial spirits, this movement is reshaping the corporate landscape. Increased accessibility and awareness are enabling women to engage in the business world like never before, a trend poised to accelerate. Empowering women in tech not only drives industry progress but also contributes to societal and economic development at an unprecedented pace.

In recognition of these transformative contributions, we highlight some of India's most influential women executives in the IT industry. These trailblazers have achieved remarkable success, breaking barriers and setting new benchmarks for leadership in technology.



50 WOMEN IN TECHNOLOGY LEADERSHIP

NAME

ANJALI JONEJA AMAR
ANNAPURNA VISHWANATHAN
ANOUSHKA DUA
ARUNDHATI BHATTACHARYA
ASHNI DWARKADAS
BIPASHA CHAKRABARTI
DAISY CHITILAPILLY
DEBJANI GHOSH
DEEPA MADHAVAN
GEETHA KANNAN
GEETU BHATNAGAR
HARLEEN SACHDEVA PATNAIK
HARMEEN MEHTA
INA BANSAL
IRINA GHOSE
KALAVATI G V
KALPANA MORPARIA
KASHISH Daya KAPOOR
KOMAL PIYUSH SOMANI
LATA SINGH
MADHURIMA KHADELWAL
NAIYYA SAGGI
NEELAM DHAWAN
NEHA BANSAL
NIDHI BHASIN
NIVRUTI RAI
NUPUR GUPTA
PRATIVA MOHAPATRA
PURNIMA SAHNI MOHANTY
RADHA VEMBU
RADHIKA GHAI
RADHIKA GUPTA
RIYA UPRETI
ROSHNI NADAR MALHOTRA
SARAH GIDEON
SHAHEEN MISTRI
SHARDA TICKOO
SHARMILA KARVE
SHAVETA WADHERA Jain
SHIVAPRIYA S
SHRUTI CHANDRA
SINDHU GANGADHARAN
SNEHA HIRANANDANI
SRILALITHA GOPAL
SUCHI MUKHERJEE
SWATI DHAWAN BHARGAVA
TEJAL BAJLA
UMA RATNAM KRISHNAN
UPASANA TAKU
VANI KOLA

DESIGNATION

V.P & COUNTRY HEAD-INDIA & SAARC
V.P.- HEAD OF IM & DIGITAL
M.D.- ASEAN
PRESIDENT AND CEO
CO-FOUNDER
DIRECTOR - CORPORATE COMMUNICATIONS
PRESIDENT
DISTINGUISHED FELLOW
VP, INDIA COUNTRY HEAD
FOUNDER & CEO
SR. DIRECTOR MARKETING
HEAD COMMUNICATIONS - INDIA AND APAC
CHIEF DIGITAL & INNOVATION OFFICER
HEAD OF COMMUNICATION - INDIA, PHILIPPINES & THAILAND
MD
EXECUTIVE DIRECTOR & HEAD GLOBAL DC
CEO (INDIA)
V.P - HUMAN RESOURCES
WHOLE-TIME DIRECTOR, CMO AND CHIEF HR OFFICER
GIC- STRATEGIC PARTNER LEADER
V.P.
FOUNDER & CEO
INDEPENDENT DIRECTOR
CO-FOUNDER
CEO
MD & CEO
CO-FOUNDER
V.P & M.D
GROUP HEAD - COMMUNICATIONS & CORPORATE RESPONSIBILITY, INDIA & SOUTH ASIA
CO-FOUNDER
FOUNDER & CEO
M.D.& CEO
FOUNDER & CEO
CHAIRPERSON
VP - CORPORATE AFFAIRS, HEAD CORPORATE COMMUNICATIONS AND CSR
CEO
COUNTRY MANAGER
GLOBAL DIVERSITY LEADER AND ASSURANCE PARTNER
MD
SR. DIRECTOR ENTERPRISE DATA PLATFORM
HEAD OF GOVERNMENT RELATION & PUBLIC POLICY - INDIA
SVP & MD
CIO
MD
FOUNDER & CEO
CO-FOUNDER
CMO & CO-FOUNDER
MD & CEO
CO-FOUNDER, EXECUTIVE DIRECTOR & CFO
MD

COMPANY

CLOUDFLARE INDIA PVT. LTD.
AIRBUS INDIA PVT. LTD.
CITI GROUP
SALESFORCE - SOUTH ASIA
HACKBERRY
META
CISCO INDIA & SAARC
NITI AAYOG
GENESYS
WEQUITY FOR WOMEN AND TECHNOLOGY
ORACLE INDIA
HEWLETT PACKARD ENTERPRISE
EQUINIX INDIA PVT. LTD.
LOCKHEED MARTIN INDIA PVT. LTD.
MICROSOFT CORPORATION INDIA (PVT.) LTD.
SIEMENS HEALTHINEERS (India)
J. P. MORGAN & CO.
NEC CORPORATION INDIA PVT. LTD.
ESDS SOFTWARE SOLUTION LTD.
IBM CONSULTING
AMERICAN EXPRESS COMPANY
EDTLIFE TECHNOLOGY PVT. LTD.
ICICI BANK LTD.
LENSKART SOLUTIONS LTD.
DIGITAL GREEN TRUST
INVEST INDIA
SHUHARI TECH VENTURES PVT. LTD. (NIRA FINANCE)
ADOBE SYSTEMS INDIA PVT. LTD.
AMAZON WEB SERVICES
ZOHOCORPORATION
KINDLIFE.IN
EDELWISE MUTUAL FUND
THEFOBET
HCL CORPORATION PVT. LTD.
FLIPKART INTERNET PVT. LTD.
TEACH FOR INDIA
TRENDMICRO- INDIA & SAARC
PRICEWATERHOUSECOOPERS PVT. LTD.
ACCENTURE CONSULTING
FORD MOTOR COMPANY
PRUDENTIAL PLC.
SAP LABS INDIA
CIPLA LTD.
TVS-ELECTRONICS LTD.
V-MART RETAIL LTD. (LIMEROAD.COM)
CASHKARO.COM
ALL THINGS BABY INDIA PVT. LTD.
OPTUM GLOBAL SOLUTIONS (INDIA) PVT. LTD.
ONE MOBIKWIK SYSTEMS LTD.
KALAARI CAPITAL ADVISORS PVT. LTD.



WOMEN IN



**ANJALI JONEJA
AMAR**

V.P & COUNTRY HEAD-INDIA
& SAARC, CLOUDFLARE INDIA
PVT. LTD.



**ANNAPURNA
VISHWANATHAN**

V.P.- HEAD OF IM & DIGITAL
AIRBUS INDIA PVT. LTD.



ANOUSHKA DUA

M. D. - ASEAN
CITI



**ARUNDHATI
BHATTACHARYA**

PRESIDENT AND CEO
SALESFORCE - SOUTH ASIA



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HACKBERRY



**BIPASHA
CHAKRABARTI**

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COMMUNICATIONS, META



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PRESIDENT
CISCO INDIA & SAARC



DEBJANI GHOSH

DISTINGUISHED FELLOW
NITI AAYOG



DEEPA MADHAVAN

VP, INDIA COUNTRY HEAD
GENESYS



GEETHA KANNAN

FOUNDER & CEO
WEQUITY FOR WOMEN AND
TECHNOLOGY



GEETU BHATNAGAR

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ORACLE INDIA



**HARLEEN SACHDEVA
PATNAIK**

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AND APAC, HEWLETT PACKARD
ENTERPRISE



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CHIEF DIGITAL & INNOVATION
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PHILIPPINES & THAILAND
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IRINA GHOSE

M. D.
MICROSOFT CORPORATION INDIA
(PVT.) LTD.



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EXECUTIVE DIRECTOR & HEAD
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SIEMENS HEALTHINEERS (INDIA)



KALPANA MORPARIA

CEO (INDIA)
J. P. MORGAN & CO.



KASHISH DAYA KAPOOR

V.P.-HUMAN RESOURCES
NEC CORPORATION INDIA
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SOMANI**

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AND CHIEF HR OFFICER, ESDS
SOFTWARE SOLUTION LTD.



LATA SINGH

GIC- STRATEGIC PARTNER LEADER
IBM CONSULTING



**MADHURIMA
KHANDELWAL**

V.P.
AMERICAN EXPRESS COMPANY



NAIYYA SAGGI

FOUNDER & CEO
EDTLIFE TECHNOLOGY
PRIVATE LIMITED



NEELAM DHAWAN

INDEPENDENT DIRECTOR
ICICI BANK LTD.



NEHA BANSAL

CO-FOUNDER
LENSKART SOLUTIONS LIMITED



NIDHI BHASIN

CEO
DIGITAL GREEN TRUST

TECHNOLOGY



NIVRUTI RAI
MD & CEO
INVEST INDIA



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SHUHARI TECH VENTURES PVT.
LTD. (NIRA FINANCE)



PRATIVA MOHAPATRA
V. P. & M. D.
ADOBE SYSTEMS INDIA
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MOHANTY**
GROUP HEAD - COMMUNICATIONS
& CORPORATE RESPONSIBILITY,
INDIA & SOUTH ASIA
AMAZON WEB SERVICES



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ZOHU CORPORATION



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FOUNDER & CEO
KINDLIFE.IN



RADHIKA GUPTA
M. D. & CEO
EDELWISSE MUTUAL FUND



RIYA UPRETI
FOUNDER & CEO
THEFOBET



**ROSHNI NADAR
MALHOTRA**
CHAIRPERSON
HCL CORPORATION PVT. LTD.



SARAH GIDEON
VP - CORPORATE AFFAIRS, HEAD
CORPORATE COMMUNICATIONS
AND CSR, FLIPKART INTERNET
PRIVATE LIMITED



SHAHEEN MISTRI
CEO
TEACH FOR INDIA



SHARDA TICKOO
COUNTRY MANAGER
TRENDMICRO- INDIA & SAARC



SHARMILA KARVE
GLOBAL DIVERSITY LEADER AND
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PRICEWATERHOUSECOOPERS
PVT. LTD.



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M. D.
ACCENTURE CONSULTING



SHIVAPRIYA S
SR. DIRECTOR ENTERPRISE DATA
PLATFORM
FORD MOTOR COMPANY



SHRUTI CHANDRA
HEAD OF GOVERNMENT RELATION
& PUBLIC POLICY - INDIA
PRUDENTIAL PLC.



**SINDHU
GANGADHARAN**
SVP & M. D.
SAP LABS INDIA



SNEHA HIRANANDANI
CIO
CIPLA LTD.



SRILALITHA GOPAL
M. D.
TVS-ELECTRONICS LTD.



SUCHI MUKHERJEE
FOUNDER & CEO
V-MART RETAIL LTD.
(LIMEROAD.COM)



**SWATI DHAWAN
BHARGAVA**
CO-FOUNDER
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CMO & CO-FOUNDER
ALL THINGS BABY INDIA
PVT. LTD.



UMA RATNAM KRISHNAN
MD & CEO
OPTUM GLOBAL SOLUTIONS
(INDIA) PVT. LTD.



UPASANA TAKU
CO-FOUNDER
ONE MOBIKWIK SYSTEMS
LIMITED



VANI KOLA
MD
KALAARI CAPITAL ADVISORS
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DIGITALIZING INDIA'S PUBLIC SECTOR





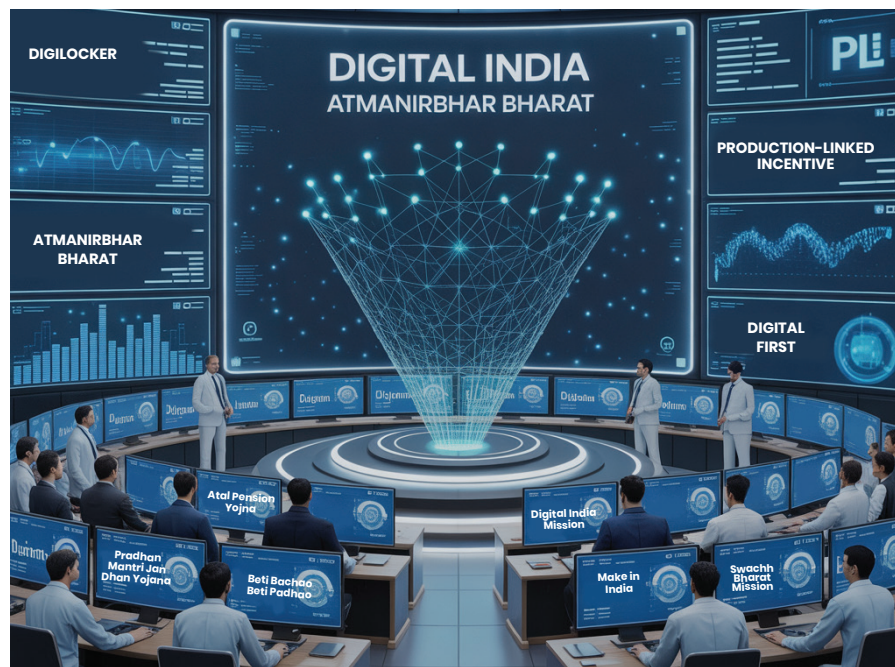
DIGITALIZING INDIA'S PUBLIC SECTOR

India's Public Sector Undertakings (PSUs) are rapidly evolving into technology-driven engines of innovation, aligning closely with national missions like Digital India and Atmanirbhar Bharat. By embracing advanced digital tools and reengineering traditional operations, PSUs are playing a critical role in boosting India's global competitiveness and promoting inclusive economic growth.

Amid growing demands for agility and resilience, Central Public Sector Undertakings (CPSUs) have adopted a "Digital First" strategy—streamlining workflows, optimizing operations, and deploying technologies like artificial intelligence (AI), blockchain, and robotics.

This shift is visible across diverse sectors such as defense, healthcare, banking, education, and manufacturing. From enabling remote governance during the pandemic to scaling digital infrastructure, PSUs have maintained continuity in public services while driving innovation.

E-governance platforms like MyGov, DigiLocker, and UMANG have significantly improved citizen access to public services. DigiLocker alone, with over 150 million users by early 2025, enables secure digital access to key documents. UMANG consolidates over 1,200 services across central and state governments, enhancing transparency and convenience—cornerstones of the Digital India vision.



The Atmanirbhar Bharat initiative has further accelerated this transformation, encouraging self-reliance in critical sectors. Expanded in 2024, the Production-Linked Incentive (PLI) scheme now covers electronics, pharmaceuticals, and renewable energy. By May 2025, it had attracted over ₹1.5 trillion in investments and created more than 700,000 jobs. PSUs like Bharat Electronics Limited (BEL) and Hindustan Aeronautics Limited (HAL) have leveraged PLI benefits to boost domestic defense manufacturing, reducing imports by 15% year-on-year.

PSU banks have also embraced AI and machine learning to widen financial inclusion. The State Bank of India (SBI) approved over 5 million microfinance loans in 2024—a 40% increase from 2023—by automating credit assessments. Blockchain-based platforms have improved transparency in subsidy disbursements, with Direct Benefit Transfer (DBT) programs reaching 400 million beneficiaries with 98% accuracy.

However, the path forward isn't without challenges. Many PSUs still operate on outdated legacy systems, limiting seamless integration of new technologies. Experts estimate that ₹2 trillion will be needed over the next five years for comprehensive digital upgrades. Cybersecurity is another growing concern, with public sector cyber threats rising by 22% in 2024. Organizations like NIC's Cyber Security Operations Centre are leading the charge in building robust defense systems.

Upskilling remains a priority, with a NASSCOM report revealing that 60% of PSU employees will need training in AI and data analytics to stay future-ready. To address this, the Union Budget 2025–26 allocated ₹500 crore for AI research in PSUs, focusing on sectors like healthcare, agriculture, and defense.

Collaborations between PSUs and private tech leaders such as TCS and Infosys are fueling innovation. Projects like BEL's AI-enabled radar systems are expected to launch by 2026. Looking ahead, the integration of 5G, quantum computing, and sustainable technologies will enhance PSU capabilities, supporting India's ambition to become a \$5 trillion economy by 2028.



UIDAI-UNIQUE IDENTIFICATION AUTHORITY OF INDIA

Aadhaar simplifies life for its holders by enabling transparent and targeted delivery of government services, benefits, and subsidies.

Head of the organization- Bhuvesh Kumar -CEO

The Unique Identification Authority of India (UIDAI) was established in 2009 to issue Aadhaar, a unique 12-digit identification number. It aims to provide residents with a digital identity, enabling efficient delivery of government services and benefits, while promoting transparency, inclusion, and streamlined public welfare programs across the country.

Key Priorities: UIDAI focuses on secure Aadhaar issuance, robust identity verification, data privacy, and promoting Aadhaar-based digital services. It aims to strengthen authentication infrastructure, enhance user accessibility, support inclusion, and ensure the integrity of India's digital identity system through continuous technological and policy improvements.

Website: www.uidai.gov.in



BEL-BHARAT ELECTRONICS LIMITED

BEL is a Navratna PSU under the Ministry of Defence, Government of India. It manufactures state-of-the-art electronic products and systems for the Army, Navy and the Air Force.

Head of the organization: Manoj Jain, Chairman & MD

BEL has diversified into homeland security, smart cities, e-governance, space electronics, energy storage, solar solutions, cyber security, railways, airport systems, telecom, night vision devices, medical electronics, composites, and software. It also supports satellite integration, EVMs, and electric vehicle infrastructure, strengthening its role across defense and civil technology sectors.

Key Priorities: BEL's priorities include delivering advanced, cost-effective solutions, achieving technological leadership through R&D and partnerships, expanding exports in key global markets, and diversifying into non-defense sectors like renewable energy, smart cities, and EVMs—while upholding quality, innovation, and its social responsibility commitments.

Website: www.bel-india.in



BSE-BOMBAY STOCK EXCHANGE

The BSE is the world's 6th largest stock exchange with a market capitalization exceeding US\$5 trillion on 21 May 2024.

Head of the organization – Sundararaman Ramamurthy - MD & CEO

The Bombay Stock Exchange (BSE) is Asia's first and India's oldest stock exchange. It offers a modern, efficient trading platform for equities, derivatives, and mutual funds, supporting wealth creation, investor protection, and capital raising across a vast network of cities in India.

Key Priorities : The BSE prioritizes capital formation, investor protection, and economic growth by enabling companies to raise funds, ensuring regulatory compliance, promoting ethical trading, and supporting investment-driven development that contributes to job creation and financial market stability.

Website: www.bseindia.com



C-DOT-CENTRE FOR DEVELOPMENT OF TELEMATICS

Centre for Development of Telematics (C-DOT) is the Telecom Technology development centre of the Govt of India.

Head of the organization: Dr. Rajkumar Upadhyay, CEO

The Centre for Development of Telematics (C-DOT), established in 1984, is India's telecom technology R&D hub. It developed key telecom solutions suited for Indian conditions, contributing nearly 50% of fixed-line infrastructure. C-DOT now leads national projects, focusing on cutting-edge technologies across switching, wireless, optical, and satellite communication.

Key Priorities: C-DOT prioritizes developing advanced telecom technologies, enhancing rural connectivity, and supporting national digital infrastructure. It focuses on R&D in switching, optical, wireless, and satellite communications while executing critical government projects, ensuring self-reliance and technological innovation in India's evolving telecom ecosystem.

Website : www.cdote.in



C-DAC-CENTRE FOR DEVELOPMENT OF ADVANCED COMPUTING

C-DAC is an autonomous scientific society under the Ministry of Electronics and Information Technology.

Head of the organization : Magesh Ethirajan, D.G.

The Centre for Development of Advanced Computing (C-DAC), under MeitY, is a leading R&D organization focused on IT, electronics, and emerging technologies. It builds national capacity, develops innovative solutions, and strengthens India's technological capabilities through advanced research, product development, and deployment in critical and strategic sectors.

Key Priorities : C-DAC prioritizes high-performance computing, multilingual technologies, professional electronics, cybersecurity, and health informatics. It develops market-driven IT solutions, strengthens national tech capabilities, and builds expertise in emerging fields through innovation in supercomputing, language tools, embedded systems, medical IT, and advanced digital security.

Website : www.cdac.in



CERT-IN-INDIAN COMPUTER EMERGENCY RESPONSE TEAM

CERT-In is the national nodal agency for responding to computer security incidents as and when they occur.

Head of the organization- Dr. Sanjay Bahl, Director General

CERT-In is the national agency under the Ministry of Electronics and Information Technology, responsible for safeguarding India's cyberspace. It monitors cyber threats, issues security advisories, coordinates incident response, and promotes cybersecurity awareness to protect government, business, and citizen digital infrastructure across the country.

Key Priorities: CERT-In's key priorities include real-time threat monitoring, incident response, issuing advisories, capacity building, global collaboration, protecting critical infrastructure, and promoting cyber hygiene to ensure a secure and resilient digital ecosystem.

Website: www.cert-in.org.in



CRIS-CENTRE FOR RAILWAY INFORMATION SYSTEMS

CRIS (Centre for Railway Information Systems) is a specialized organization under India's Ministry of Railways. It uniquely combines skilled IT professionals with experienced railway personnel to successfully deliver complex IT systems for core railway operations.

Head of the Organization : G.V.L. Satya Kumar, MD

The Centre for Railway Information Systems (CRIS) is a specialized organization combining skilled IT professionals with seasoned Railway personnel. This unique synergy enables CRIS to design, develop, and implement complex, mission-critical IT systems that support and enhance core operations across the Indian Railways network.

Key Priorities : CRIS drives digital transformation in Indian Railways by streamlining operations, enhancing decision-making, securing information systems, and managing assets efficiently. It enables real-time tracking, optimizes energy use, and protects infrastructure while minimizing manual processes through intelligent automation and robust data analytics tools.

Website: www.cris.org.in



DRDO-DEFENCE RESEARCH AND DEVELOPMENT ORGANISATION

DRDO is the R&D wing of the Indian Ministry of Defence, responsible for developing cutting-edge defence technologies and systems.

Head of the organization: Dr. Samir V Kamat, Chairman

DRDO aims for self-reliance in defence technology, equipping India's military with advanced systems. It develops sensors, weapons, and platforms; transfers tech to industry; and has created strategic assets like Agni missiles, Tejas aircraft, and Akash systems—reflecting its motto: “Balasya Mulam Vigyanam” (Science is the source of strength).

Key Priorities : DRDO prioritizes self-reliance through indigenous design and development of advanced defence systems, enhancing combat effectiveness and reducing foreign dependence. It focuses on strategic technologies, infrastructure, and skilled manpower to build a robust, indigenous defence technology ecosystem for national security.

Website : www.drdo.gov.in



EESL-ENERGY EFFICIENCY SERVICES LTD.

EESL is a joint venture of state-run power companies, responsible for implementation of the Unnat Jyoti by Affordable LEDs for All scheme.

Head of the organization: Vishal Kapoor, CEO

Energy Efficiency Services Limited (EESL), established in 2009, is a joint venture of four public sector undertakings—NTPC Limited, Power Finance Corporation, REC Limited, and Power Grid Corporation—under the Ministry of Power, Government of India. As a Super Energy Service Company (ESCO), EESL leads large-scale energy efficiency initiatives across sectors like lighting, buildings, industry, electric mobility, and smart metering. Its innovative, zero-subsidy, Pay-As-You-Save (PAYS) model has enabled significant energy savings and carbon emission reductions nationwide

Key Priorities: EESL, under the Ministry of Power, drives nationwide energy efficiency through LED programs, smart metering, EV promotion, building retrofits, AgDSM, solar adoption, citizen engagement, and global partnerships—powered by its zero-subsidy, Pay-As-You-Save (PAYS) model for sustainable impact.

Website: www.eeslindia.org



ECIL-ELECTRONICS CORPORATION OF INDIA LIMITED

ECIL is a multidisciplinary, multi-product organization dedicated to advancing indigenous capabilities in nuclear energy, space, and defence sectors.

Head of the organization : Anurag Kumar, CMD

ECIL is a multidisciplinary public enterprise committed to self-reliance in strategic electronics. It pioneered indigenous innovations across nuclear, defence, aerospace, and IT, introducing India's first digital computer, solid-state TV, nuclear control systems, and electronic voting machines, among several ground-breaking technological advancements.

Key Priorities : ECIL pioneered India's professional electronics with innovations like the first digital computer and nuclear instrumentation. It now delivers strategic, indigenous solutions across key sectors, promoting import substitution and national self-reliance in advanced technologies.

Website : www.ecil.co.in



GEM-GOVERNMENT E-MARKETPLACE

The GeM e-Marketplace is an online platform designed to facilitate government departments' procurement of goods and services.

Head of the organization: Mihir Kumar, CEO

The Government e-Marketplace (GeM) is a digital platform for public procurement. It enables government bodies to purchase goods and services transparently and efficiently. GeM promotes speed, accountability, and fairness, serving as a unified portal for common-use procurement across India. GeM aims to provide a transparent and accountable system for public procurement. It streamlines the procurement process, reducing paperwork and time delays.

Key Priorities: GeM enhances public procurement through transparency, efficiency, and inclusiveness. It ensures open access to information, streamlines processes with digital tools, and empowers MSMEs by offering equal opportunities, making procurement faster, fairer, and more accessible across government departments and agencies.

Website: www.gem.gov.in



GSTN-GOODS AND SERVICES TAX NETWORK

Goods and Service Tax Network is a non-profit, non-government organization which manages the entire IT system of the GST portal.

Head of the organization : Arvind Shrivastava, Chairman

The Goods and Services Tax Network (GSTN) is a non-profit organization managing India's GST portal. It provides unified IT infrastructure for registration, tax filing, and payments, integrating Central and State systems to ensure seamless interaction among taxpayers, governments, banks, and other stakeholders through a common digital platform.

Key Priorities : The Goods and Services Tax Network (GSTN) focuses on streamlining tax processes, enhancing digital infrastructure, improving compliance mechanisms, and ensuring transparency in tax administration. Its key priorities aim to support efficient GST implementation while promoting ease of doing business across sectors.

Website : www.gstn.org.in



GAS AUTHORITY OF INDIA LIMITED

GAIL is an Indian state-owned energy corporation with primary interests in the trade, transmission and production distribution of natural gas.

Head of the organization: Mr. Sandeep Kumar Gupta, CMD

GAIL (India) Ltd., a Central PSU under the Ministry of Petroleum and Natural Gas, is the country's largest natural gas company. It focuses on gas transmission, marketing, LPG, petrochemicals, CGD, and E&P, aiming to optimize natural gas use for national economic growth.

Key Priorities : GAIL prioritizes expanding natural gas infrastructure, advancing renewable energy, and achieving net-zero emissions by 2040. It is also investing in hydrogen, bioenergy, coal gasification, and emerging sectors like ethanol and LNG retail to diversify and future-proof its energy portfolio.

Website: www.gailonline.com



IRFC-INDIAN RAILWAY FINANCE CORPORATION

The Indian Railway Finance Corporation is the financial arm of Indian Railways, tasked with raising funds for its projects.

Head of the organization: Manoj Kumar Dubey, CMD

IRFC is the dedicated financial arm of Indian Railways. Its core function is to mobilize capital from domestic and international markets. IRFC then leases assets to Indian Railways, effectively funding the acquisition of rolling stock and infrastructure development, crucial for the railway's expansion and modernization.

Key Priorities: The IRFC, traditionally Indian Railways' financier, aims to diversify. IRFC is eyeing metro and rapid rail projects, seeing them as "very attractive" avenues for future growth beyond their core operations. IRFC is diversifying beyond Indian Railways to finance metro and rapid rail projects. Chairman Manoj Kumar Dubey stated these new ventures are "very attractive," aiming to drive the corporation's future growth.

Website : www.irfc.co.in



IOCL-INDIAN OIL CORPORATION LTD.

IndianOil is a government-owned multinational oil and gas company under the Ministry of Petroleum and Natural Gas.

Head of the organization : Arvinder Singh Sahney, CMD

Indian Oil Corporation Ltd. (IOCL), a Maharatna and India's largest integrated oil and gas company, operates across the hydrocarbon value chain. With a strong R&D focus, global operations, and over 30,000 employees, it leads petroleum marketing and plays a vital role in meeting the nation's energy demands.

Key Priorities: IOCL aims to achieve net-zero operational emissions by 2046, expand its share in India's energy mix, and lead in alternate energy. It also prioritizes CSR, inclusive workplace culture, and sustainable growth through investments in renewables, natural gas, and innovative energy solutions.

Website : www.iocl.com



ITI LIMITED

Indian Telephone Industries Limited renamed as ITI Limited in 1994 is a central public sector undertaking in India. It is under the ownership of Department of Telecommunications, Ministry of Communications, Government of India.

Head of the organization: Rajesh Rai, CMD

ITI Limited, the first public sector undertaking in India's telecom sector, manufactures diverse telecom equipment and delivers turnkey solutions, including installation and commissioning of networks. It also operates a specialized Network System Unit to implement large-scale projects, reinforcing its role in strengthening national telecommunications infrastructure.

Key Priorities: ITI Limited prioritizes advancing self-reliance in telecommunications, electronics, and ICT through innovation, strategic partnerships, and in-house solutions. Its focus spans developing products and services for telecommunications, defense, and space sectors, supported by continuous improvement and a commitment to national technological advancement.

Website : www.itiltld.in



IREDA-INDIAN RENEWABLE ENERGY DEVELOPMENT AGENCY LIMITED

IREDA is a dedicated financial institution that supports and promotes renewable energy development in India.

Head of the organization- Pradip Kumar Das, CMD

IREDA is a Non-Banking Financial Company (NBFC) dedicated to promoting and financing renewable energy, energy efficiency, and environmental technologies. Its mission is to drive sustainable development by serving as a pioneering institution for green investments, supporting India's transition to clean and efficient energy solutions.

Key Priorities : IREDA prioritizes financing renewable energy and energy efficiency projects, using innovative approaches to expand its market share. It focuses on portfolio diversification, enhancing service efficiency, and ensuring customer satisfaction while supporting India's clean energy goals through sustainable financial solutions.

Website: www.ireda.in



LIC-LIFE INSURANCE CORPORATION OF INDIA

LIC is Indian state-owned insurance group and investment company.

Head of the organization: Mr. Siddhartha Mohanty, CMD

LIC is India's largest government-owned life insurance and investment company. With a mission to enhance lives through financial security, LIC offers insurance nationwide, especially in rural areas, and invests policyholder funds in government securities and global markets through its extensive four-tier organizational structure.

Key Priorities : LIC prioritizes expanding life insurance access, especially in rural and underserved areas, promoting savings through insurance-linked products, and responsibly investing policyholder funds to balance investor returns, national development goals, and community welfare.

Website: www.licindia.in



NEGD-NATIONAL E-GOVERNANCE DIVISION

NeGD supports MeitY in managing and implementing e-Governance projects across central and state governments.

Head of the organization – Nand Kumarum, President & CEO

NeGD has been playing a pivotal role in supporting MeitY in Programme Management and implementation of e-Governance Projects; providing technical and advisory support to Ministries/ Departments, both at Central and State levels along with other Government organisations. The NeGP aims to enhance efficiency, transparency, and the reach of government services by leveraging digital technologies.

Key Priorities : NeGD supports MeitY in managing and implementing e-Governance projects, offering technical and advisory assistance to ministries and departments across central and state levels. Aligning with NeGP, it aims to enhance transparency, efficiency, and accessibility of public services through the effective use of digital technologies.

Website: www.negd.gov.in



NIC-NATIONAL INFORMATICS CENTRE

NIC is serving as the technology partner for both Central and State Governments.

Head of the organization : Inder Pal Singh Sethi, Director General

The National Informatics Centre (NIC) is the Government of India's premier ICT organization. It supports e-Governance and Digital India through robust ICT infrastructure, IT system development, and emerging technologies. NIC also enables automation across government departments via data centers, video conferencing, and nationwide digital networks.

Key Priorities: NIC's key priorities include developing ICT infrastructure, implementing e-governance projects, designing IT systems, and exploring emerging technologies. It also provides consulting services, promotes research and development, and focuses on capacity building to strengthen digital governance across central, state, and district-level government institutions in India.

Website: www.nic.gov.in



NPCI-NATIONAL PAYMENTS CORPORATION OF INDIA

Make every payment effortless, secure, and lightning-fast with UPI.

Head of the organization : Dilip Asbe, MD & CEO

NPCI oversees key digital payment systems like UPI, IMPS, NEFT, and RuPay, enabling seamless electronic transactions nationwide. UPI, its flagship real-time payment platform, allows instant bank transfers via mobile, gaining massive adoption due to its convenience, interoperability, and ease of use across banking networks.

Key Priorities: NPCI focuses on building secure, scalable payment infrastructure, driving digital payments to promote a cashless economy, and ensuring financial inclusion by making systems accessible and affordable. It also emphasizes innovation to create a seamless, reliable, and efficient digital payment ecosystem for all.

Website: www.npci.org.in



NTPC-NATIONAL THERMAL POWER CORPORATION

NTPC Limited is a government-owned PSU under the Ministry of Power, engaged in electricity generation.

Head of the organization : Gurdeep Singh, CMD

NTPC is India's largest power utility with 76,048 MW capacity. It generates power from coal, gas, and renewables, focuses on sustainability, and diversifies into trading, mining, training, and consultancy. NTPC also targets 60 GW renewable capacity by 2032 and is expanding internationally.

Key Priorities : NTPC aims to generate affordable, reliable power while minimizing environmental impact. Through its Brighter Plan 2032, it targets 130 GW capacity with a strong renewable share, emphasizing sustainability, decarbonization, biodiversity, circular economy, safety, ethical finance, and a resilient supply chain.

Website: www.ntpc.co.in



RAILTEL-RAILTEL CORPORATION OF INDIA LTD.

RailTel, a Navratna PSU, is a leading ICT and telecom infrastructure provider with a Pan-India optical fiber network.

Head of the organization : Sanjai Kumar, CMD

RailTel, a Navratna PSU, operates a 61,000+ km Pan-India optical fiber network serving cities, towns, and rural areas. With strong ties to Indian Railways, it delivers mission-critical connectivity, Wi-Fi, and digital services at stations. RailTel holds multiple ISO certifications and operates Tier-III certified data centers nationwide.

Key Priorities: RailTel focuses on building a nationwide broadband network, modernizing train operations and safety systems, expanding neutral telecom infrastructure, and driving digital transformation for Indian Railways through services like e-office, public Wi-Fi, video surveillance, data centers, and cloud-based solutions.

Website : www.railtel.in



STPI-SOFTWARE TECHNOLOGY PARKS OF INDIA

STPI, an autonomous body under MeitY, promotes IT/ITES, innovation, start-ups, and R&D in emerging technologies.

Head of the organization : Arvind Kumar, D.G.

STPI is an autonomous society promoting software exports through STP and EHTP schemes. It offers infrastructure, high-speed data services, and incubation for start-ups, supporting India's IT growth while strengthening innovation, entrepreneurship, and global competitiveness in the software and electronics sectors.

Key Priorities : STPI promotes IT/ITeS exports, fosters innovation, and supports entrepreneurship through schemes like STP and EHTP. It provides value-added services, incubation, and seed funding, playing a pivotal role in advancing India's software export capabilities across various regions, including Delhi-NCR.

Website: www.stpi.in



TCIL-TELECOMMUNICATIONS CONSULTANTS INDIA LTD.

TCIL is a premier engineering and consultancy firm, classified as a Mini Ratna-I, wholly owned by the Government of India and overseen by the Department of Telecommunications.

Head of the organization: Sanjeev Kumar, CMD

Telecommunications Consultants India Ltd (TCIL) is a leading engineering and consultancy enterprise, fully owned by the Government of India. Operating under the Department of Telecommunications, it provides innovative solutions in telecom, IT, and civil infrastructure, supporting domestic and international projects with technical expertise and professional excellence across multiple sectors.

Key Priorities: TCIL's key priorities include expanding its global footprint in telecom and ICT projects, enhancing digital infrastructure, supporting Smart City and e-Governance initiatives, driving innovation in engineering services, and fostering strategic partnerships. The company also emphasizes sustainability, quality service delivery, and contributing to national digital transformation goals.

Website : www.tcil.net.in



The Role of Industry Bodies and Government Policy



Industry bodies, trade associations, and chambers of commerce are pivotal in representing and supporting businesses within specific sectors. These organizations serve as crucial resources, keeping members abreast of industry trends, legal shifts, and best practices. Crucially, they act as advocates, representing industry interests to government bodies and policymakers.

This advocacy often translates into lobbying for favorable tax policies, trade agreements, and regulatory reforms, fostering an environment conducive to business growth. Furthermore, they facilitate invaluable networking and collaboration platforms, leading to partnerships, new business opportunities, and collective problem-solving.

The rapid expansion of the Indian economy has fueled a significant increase in both the volume and value of trade. This growth presents unprecedented opportunities for businesses to export products and services, effectively tapping into global markets and expanding their reach.

A key enabler of this surge is the Indian government's aggressive prioritization of infrastructure development. Heavy investments in roads, ports, railways, airports, and digital infrastructure have dramatically improved the efficiency of goods and service transportation, simultaneously reducing costs and transit times.

The Indian government has also implemented numerous policies designed to bolster trade, commerce, and industry, streamlining both domestic and international business operations. Comprehensive reforms aimed at improving the ease of doing business have included simplifying registration processes, reducing permit requirements, and digitizing regulatory procedures.

These concerted efforts have significantly elevated India's standing in the World Bank's Ease of Doing Business Index, attracting greater foreign investment and promoting industrial growth.

India's rise to the fourth-largest economy globally is a significant achievement, particularly remarkable considering its status as a developing nation. India is now looking to further expand its economic reach and potentially overtake Germany to become the third-largest economy.



This trajectory is further supported by the Indian government's strategic economic reforms and policies, such as the "Make in India" and "Digital India" initiatives, which actively enhance business operations and attract foreign capital.

A most compelling aspect of India's economic narrative is its burgeoning startup ecosystem. This sector has experienced a significant boom, particularly in e-commerce, fintech, and edtech.

Looking ahead, the next wave of unicorns is anticipated to emerge from high-growth sectors like healthtech and deeptech, encompassing advanced technologies such as artificial intelligence and robotics. To fully realize this ambitious vision and nurture these future industry leaders, concerted, high-level intervention and sustained support from both the government and industry bodies will be absolutely essential.

ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA (ASSOCHAM)

President: Sanjay Nayar
Tel: +91 11- 46550555
Fax: +91 11-23017008/9
Website: www.assochem.org

ASSOCIATION OF SYSTEM INTEGRATORS & RETAILERS IN TECHNOLOGY (ASIRT)

Chairman : Kaustubh Kulkarni
Tel : 022-61542333 /22-66122000
Website : www.asirt.in

ASSOCIATION OF UNIFIED TELECOM SERVICE PROVIDERS OF INDIA (AUSPI)

President : Sunil Batra
Tel : 011 - 23358585
Fax : 011 - 23327397
Website : www.auspi.in

AUTOMOTIVE COMPONENT MANUFACTURERS ASSOCIATION OF INDIA (ACMA)

Director General : Vinnie Mehta
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Government and Technology: Catalysts for India's Economic Growth



Government bodies and authorities play a pivotal role in fostering technological advancement. Their involvement is crucial for creating an enabling environment that promotes innovation, ensures ethical technology usage, and drives widespread adoption. Technological progress is central to strengthening infrastructure and boosting economic growth, enhancing efficiency and catalyzing the creation of new industries such as fintech, healthtech, and deeptech.

Governments also shape the landscape by formulating policies and regulatory frameworks that encourage innovation while ensuring ethical standards. Public investment in research and development (R&D) through grants and partnerships with academic and private institutions is essential for nurturing technological breakthroughs.

Digital transformation is increasingly recognized as a cornerstone of India's journey toward becoming a \$5 trillion economy. Technologies like artificial intelligence, cloud computing, and big data analytics are unlocking new business models and revenue streams, positioning India to emerge as a global economic powerhouse.

Technology has also revolutionized public service delivery. Citizens now enjoy easier access to government services through online portals and mobile apps, enhancing convenience and inclusivity. Innovations like digital twins are transforming predictive maintenance in Public Sector Units (PSUs), driving cost efficiencies and operational excellence.

Ultimately, successful digital transformation hinges on a people-centric approach—empowering employees with skills, valuing their input, and fostering an innovation-driven culture. Leaders across industries are working tirelessly to align with the government's vision and accelerate India's digital growth story.

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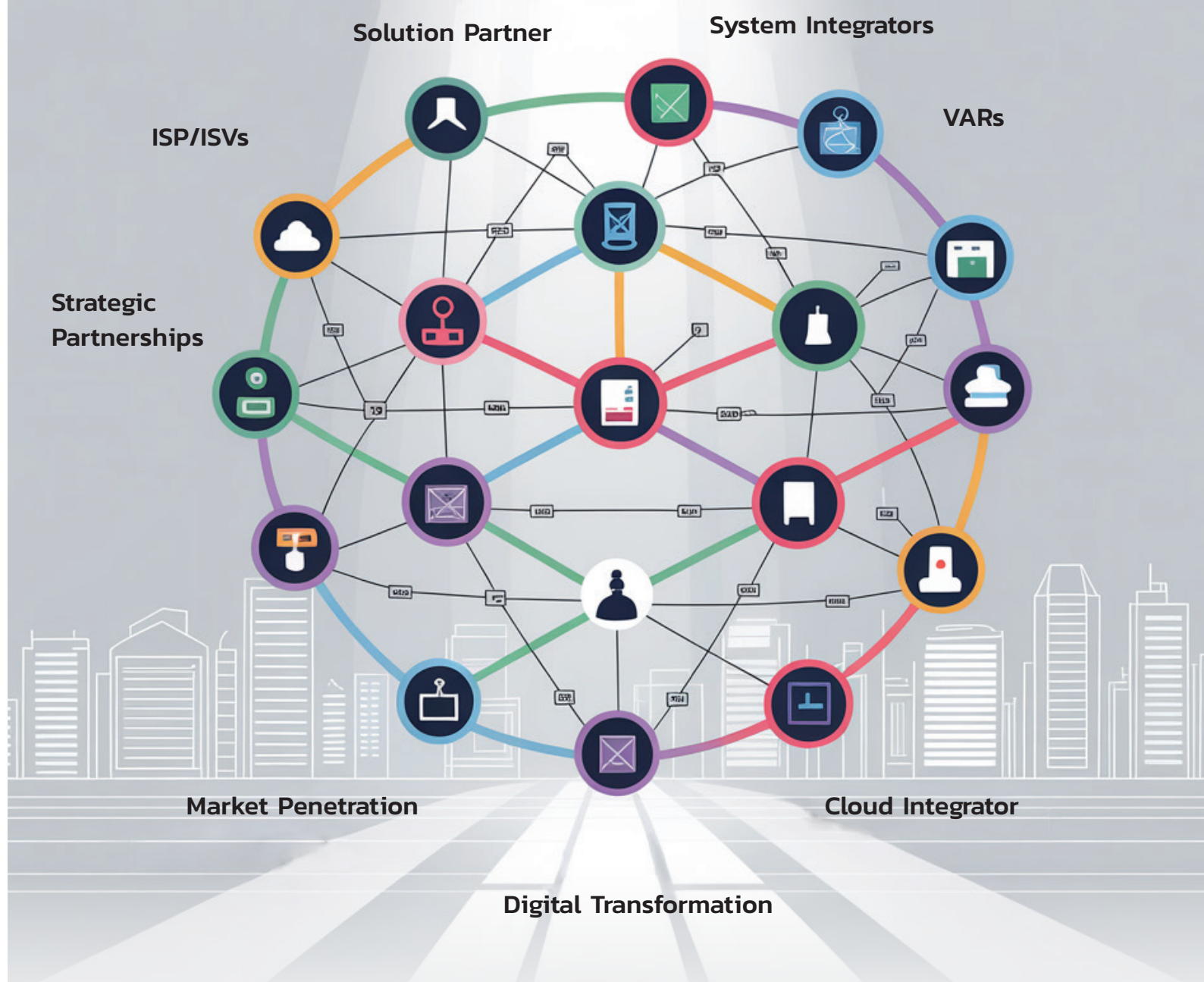
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Channel & Alliances: Driving India's Tech Growth



In India's dynamic tech sector, Channel and Alliances leaders are essential. These professionals are the vital link between technology companies and their partner ecosystems, ensuring sustained growth and innovation.

Their core responsibility is to forge strategic partnerships, expand distribution networks, and foster collaborative innovation. They cultivate relationships with system integrators, resellers, cloud providers, and independent software vendors, creating robust ecosystems that enable tech companies to scale efficiently. By leveraging these alliances, they unlock access to new markets, accelerate digital transformation, and enrich customer value.

In the vast and complex Indian market, these leaders are crucial for navigating market dynamics. Their skill in aligning partner capabilities with company strategies directly impacts revenue growth and market penetration. A strong, tailored channel strategy also provides a critical competitive advantage in a diverse and price-sensitive environment.

However, they face challenges adapting to cloud-based models and evolving partner expectations, demanding a blend of technical insight, market intelligence, and collaborative leadership. As India solidifies its global tech powerhouse status, the ability of Channel and Alliance leaders to build resilient, innovative, and synergistic ecosystems will be paramount to sustaining the sector's momentum.



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GAURAV KHANNA

MANAGING EXECUTIVE -
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HAWALDAR**

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PRADEPTO DEY

DIRECTOR - CHANNELS &
ALLIANCES
AUTODESK INDIA PVT. LTD.



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SIFY TECHNOLOGIES LTD.



RAJEEV GUPTA

CHANNEL SALES DIRECTOR-
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SURYANARAYAN C S

NETWORKING CHANNEL
LEADER
HPE ARUBA NETWORKING



VISHAL R SONI

DIRECTOR - SALES
HID INDIA PVT. LTD.



VIVEK MALHOTRA

SR. DIRECTOR & GM -
CHANNEL SALES
DELL TECHNOLOGIES



TOP 100 SOLUTION



PARTNERS IN INDIA





COMPANY NAME	CONTACT PERSON	DESIGNATION	WEBSITE	CITY
Acma Computers Ltd.	Biren Selarka	MD	www.acmacomputers.com	Mumbai
ACPL Systems Pvt. Ltd.	Vishal Bindra	CEO	www.acpl.com	Gurugram
Agmatel India Pvt. Ltd.	V K Malhotra	Director	www.agmatel.com	New Delhi
Allied Digital Services Pvt. Ltd.	Nitin Shah	CMD	www.allieddigital.net	Mumbai
Alstonia Consulting LLP	Adarsh Sahu	Founder & CEO	www.alstoniaconsulting.com	New Delhi
Arrow PC Network Pvt. Ltd.	Gurpreet Singh	Founder & MD	www.arrowpcnetwork.com	New Delhi
Arsenal Infosolutions Pvt. Ltd.	Vinod Patani	CEO & Founder	www.arsenalinfosolutions.com	New Delhi
Ashtech Infotech Pvt. Ltd.	Saurin Shah	MD	www.ashinfo.com	Mumbai
Aujas Cybersecurity Ltd.	Sameer Shelke	Co-Founder & CEO	www.aujas.com	Gurugram
Bahwan Cybertek Ltd.	S. Durgaprasad	Co-Founder, Director & Group CEO	www.bahwancybertek.com	Chennai
Black Box Ltd.	Sanjeev Verma	President & CEO	www.blackbox.com	Mumbai
Bloom Electronics Pvt. Ltd.	S. Karthikeyan	MD	www.bloomcomputers.in	Coimbatore
Bluecom Infotech Pvt. Ltd.	Birendra Yadav	MD	www.bluecom.co.in	Mumbai
C. I. Infotech Pvt. Ltd.	Irvinder Singh	Director	www.ciinfotech.net	New Delhi
Cache Digitech Pvt. Ltd.	Prarthana Gupta	Chairperson	www.cachedigittech.com	New Delhi
Cache Technologies Ltd.	Mohan Rajamani	President	www.cachetech.co.in	Bengaluru
Capillary Technologies	Aneesh Reddy	Founder, MD & CEO	www.capillarytech.com	Bengaluru
Capricot Technologies Pvt. Ltd.	Chakresh Jain	Chairman	www.capricot.com	Gurugram
CDP India Pvt. Ltd.	Nikesh Sakaria	MD	www.cdpindia.com	Mumbai
Central Data Systems Pvt. Ltd.	Kota Subrahmanya	Director	www.cdspl.com	Bengaluru
Comprompt Solutions LLP	Manish B. Sanghrajka	Founder & Director	www.comprompt.co.in	Mumbai
Converge Systems And Services Pvt. Ltd.	Pranjal Borthakur	Director And Co-founder	www.convergesystems.co.in	Assam
Corporate Infotech Pvt. Ltd.	Vinod Kumar	MD & CEO	www.cipl.org.in	New Delhi
Cygnus Information Solutions Pvt. Ltd.	Rajesh Mishra	Director	www.cygnussolutions.co.in	Mumbai
Cymune	Uttam Majumdar	CEO	www.cymune.com	Hyderabad
Deltakraft Solutions Pvt. Ltd.	Dnyanesh Kulkarni	Founder & Director	www.deltakraft.com	Mumbai
Dev Information Technology Ltd.	Pranav Pandya	Founder & Chairman	www.devitpl.com	Ahmedabad
Diamond Infotech Pvt. Ltd.	Manoj Rathi	Director	www.dipl.co.in	Kolkata
E Square System & Technologies Pvt. Ltd.	Dhirendra Kumar Khandelwal	MD	www.estpl.in	Bhubaneswar
Eden Infosol Pvt. Ltd.	Romil Sheth	Founder & Director	www.edeninfosol.com	Mumbai
Embee Software Pvt. Ltd.	Sudhir Kothari	MD & CEO	www.embee.co.in	Kolkata
Essen Vision Software Pvt. Ltd.	Nityanand Shetty	Founder & CEO	www.essenvision.com	Mumbai
ESSI Integrated Technologies Pvt. Ltd.	Abhay Jha	CEO	www.essi.co.in	Gurugram
Frontier Business Systems Pvt. Ltd.	Ravi Verdes	Founder & MD	www.frontier.in	Bengaluru
Futuresoft Solutions Pvt. Ltd.	Vipul Datta	CEO	www.fspl.co.in	New Delhi
Galaxy Office Automation Pvt. Ltd.	Sanjay Patodia	CEO	www.goapl.com	Mumbai
GO IP Global Services Pvt. Ltd.	Anil Mittal	MD	www.goip.in	Noida
Gowra Bits & Bytes Pvt. Ltd.	Subbaram Gowra	MD	www.gbb.co.in	Hyderabad
Groovy Communications India Pvt. Ltd.	Ashok Grover	Director	www.groovyindia.in	New Delhi
Gurusons Communications Pvt. Ltd.	Soami Bhatia	Director	www.gurusons.com	New Delhi
Hitachi Systems India Pvt. Ltd.	Anuj Gupta	CEO	www.hitachi-systems-mc.com	Mumbai
Infogain India	Dinesh Venugopal	CEO	www.infogain.com	Noida
Inspira Enterprise India Pvt. Ltd.	Vishal Jain	Joint MD	www.inspiraenterprise.com	Mumbai
Intec Infonet Pvt. Ltd.	Rajiv Ranjan	CEO	www.intecinfonet.com	New Delhi
Integrated Tech9labs Pvt. Ltd.	Amit jain	CEO & MD	www.tech9labs.com	New Delhi
Intelegain Technologies Ltd.	Neeraj Gargi	CTO & Co-Founder	ww.intelegain.com	Mumbai
Intensity Global Technologies Pvt. Ltd.	Aditya Narain Kakkar	Director	www.igtpl.co.in	New Delhi
Iris Global Services Pvt. Ltd.	Sanjiv Krishen	Chairman Of The Board	www.irisworld.net	New Delhi
ITCG Solutions Pvt. Ltd.	Nilesh Kuvadia	Founder Director	www.itcgindia.com	Vadodara
JNR Management Resources Pvt Ltd	Prashant Jain	Director	www.jnrmr.com	New Delhi



COMPANY NAME	CONTACT PERSON	DESIGNATION	WEBSITE	CITY
Johnson Controls (India) Pvt. Ltd.	Arun Awasthy	President & MD	www.johnsoncontrol.com	Gurugram
Lauren Information Technologies Pvt. Ltd.	Rawlin Pinto	Chairman	www.lauren.co.in	Mumbai
LDS Infotech Pvt. Ltd.	Amarnath Shetty	MD	www.ldsinfotech.com	Mumbai
Locuz Enterprise Solutions Ltd.	Vijay Wadhi	MD	www.locuz.com	Hyderabad
Magnamious Systems Pvt. Ltd.	Jiten Mehta	Chairman & MD	www.magnamious.com	Mumbai
Microworld Infosol Pvt. Ltd.	Vikram Singh	MD & Founder	www.microworldinfosol.com	Faridabad
Miracle Tech Distributors Pvt. Ltd.	Rajesh Goel	Founder & Director	www.miracletech.in	Mumbai
Niveshan Technologies India Pvt. Ltd.	Kumar Bachchan	CEO & MD	www.niveshan.com	New Delhi
Noventiq Holdings Plc	Vinod Nair	President - India Operations	www.noventiq.com	Mumbai
NTT Ltd.	Gaurav Agarwal	EVP, MD & CEO	www.nttdata-solutions.com	Hyderabad
Orange Business Services	Chalapathi Rao	Country GM - India	www.orange-business.com	Mumbai
Orbit Techsol India Pvt. Ltd.	Sushil Jain	CEO	www.orbitindia.net	New Delhi
Orient Technologies Pvt. Ltd.	Ajay Sawant	MD	www.orientindia.com	Mumbai
P C Solutions Pvt. Ltd.	Devendra Taneja	Founder & CEO	www.e-pspl.com	New Delhi
Pentacle It Solutions Pvt. Ltd.	Tilak Raj Ratra	MD	www.pentacle.in	Lucknow
Pentagon System And Services Pvt. Ltd.	Sairaman Mudaliar	Co-Founder & Director	www.pentagon.co.in	Mumbai
Presto Infosolutions Pvt. Ltd.	Krishan Girdhar	Founder & MD	www.presto.co.in	New Delhi
Printlink Computer & Communication Pvt. Ltd.	Rajesh Kumar Dora	MD	www.printlinkindia.com	Bhubaneswar
Proactive Data Systems Pvt. Ltd.	Rajiv Kumar	MD & CEO	www.proactive.co.in	New Delhi
Progility Technologies Pvt. Ltd.	Anil Jain	CMO	www.progilitytech.com	Mumbai
Progressive Infotech Pvt. Ltd.	Prateek Garg	Founder & MD	www.progressive.in	Noida
Quadrasytems.net (India) Pvt. Ltd.	S Prashanth	Co-Founder & Director	www.quadrasytems.net	Coimbatore
Quadsel Systems Pvt. Ltd.	Girish Madhavan	MD	www.quadsel.in	Chennai
Raksha Technologies Pvt. Ltd.	V. Anand	CEO & Director	www.rakshatech.com	Chennai
Secure Network Solutions India Pvt. Ltd.	N K Mehta	Founder & CEO	www.snsin.com	Chennai
SHRO Systems Pvt. Ltd.	Anirudh Shrotriya	MD	www.shrosystems.com	Pune
Signellent Technologies India Pvt. Ltd.	Punit Kochar	MD	www.signellent.com	Mumbai
Silver Touch Technologies Ltd.	Jignesh Patel	Director	www.silvertouch.com	Ahmedabad
SISL Infotech Pvt. Ltd.	Akash Nangia	Director	www.sislinfotech.com	New Delhi
Softcell Technologies Global Pvt. Ltd.	Sunil Dalal	MD	www.softcell.com	Mumbai
SoftPrime Technologies Pvt. Ltd.	Shankar Sahai	Co-Founder & Director	www.softprimetech.com	Gurugram
Sonata Software Ltd.	Sujit Mohanty	MD & CEO	www.sonata-software.com	Bengaluru
Spark Technologies Pvt. Ltd.	Sewak Nautiyal	Founder & MD	www.sparkindia.com	New Delhi
Sujata Computers Pvt. Ltd.	Dr.S M Lodha	CEO	www.sujataindia.com	Mumbai
Symmetrix Computer Systems Pvt. Ltd.	Dinesh Dhanapathi	CEO	www.symmetrix.in	Bengaluru
Syndrome Newedge Pvt. Ltd.	Kanan Mehta	Director	www.syndrometech.net	Mumbai
Systech It Solution Pvt. Ltd.	Abhishek Jain	Director	www.systechitsolutions.co.in	Bengaluru
T D Media Network Pvt. Ltd.	Narender Singh Manral	Chairman	www.tdmnetworks.net	New Delhi
Targus Technologies Pvt. Ltd.	Col. Balwinder Singh	Director	www.targustech.com	Gurugram
Team Computers Pvt. Ltd.	Ranjan Chopra	MD	www.teamcomputers.com	New Delhi
Techcentrics IT Pvt. Ltd.	Sunny Verma	Founder & CEO	www.tech-centrics.com	Gurugram
Techigent Technologies Pvt.Ltd.	Sunita Tiwari	MD	www.techigent.in	Mumbai
Teg Global Infrastructures Pvt. Ltd.	John Samuel	Director	www.tegworld.net	Bengaluru
Value Point Systems Pvt. Ltd.	R S Shanbhag	Founder, Chairman & CEO	www.valuepointsystems.com	Bengaluru
Vayam Technologies Ltd.	Ashok Tiwari	Chairman & MD	www.vayamtech.com	New Delhi
VDA Infosolutions Pvt. Ltd.	Deepak Jadhav	Director	www.vdainfosolutions.com	Mumbai
Velocis Systems Pvt. Ltd.	Atul Bansal	MD	www.velocis.in	Noida
VFM Systems & Services (P) Ltd.	Kaushik Mukherjee	Director	www.vfmindia.biz	Bengaluru
Vibs Infosol Pvt. Ltd.	Vibhore Shrivastava	Co-Founder & MD	www.vibsinfosol.com	Indore
Wysetek Systems Technologists Pvt. Ltd.	Cherian Thomas	Co-Founder	www.wysetek.com	Mumbai



BIREN SELARKA
Managing Director
Acma Computers Ltd.

Future of India's IT and Acma Computers

India's IT industry is poised for a remarkable growth trajectory in the coming years. With rapid digitalization, rising global demand, and a shift toward agile technologies, the sector is evolving at an exceptional pace. At Acma Computers, we are focused on building a strong niche within this changing ecosystem by delivering end-to-end IT services, integrated solutions, and complete system integration. Our value lies in offering seamless, customized tech experiences that address real business needs across industries.

Carving a unique niche with complete IT services and integrated solutions

Customer Receptiveness to Digital Change

Digital transformation is no longer optional—it's become central to organizational strategy. In our experience, most CIOs are actively pursuing automation and transformation initiatives. For these efforts to be sustainable, they must be cost-effective and ROI-driven. These two factors—cost and value—are the real decision-makers. Once clients see a clear path to measurable returns, their willingness to invest rises. This is where we come in: aligning digital goals with practical, results-oriented strategies that ensure long-term value.

Strategic Initiatives for Brand Growth

In a competitive landscape, delivering strong solutions isn't enough; clear, consistent communication of strengths is essential. At Acma, we're focused on enhancing brand presence by showing how our capabilities align with real industry demands. Whether through IT community engagement, case-driven insights, or interactive platforms, we ensure our solutions are timely and impactful. Our objective is to connect with decision-makers by showcasing outcomes that matter.

Approaches to Emerging Challenges

As we look toward 2025 and beyond, staying relevant means adapting quickly. We're investing in technical expertise in emerging areas and building agile teams for tomorrow's demands. This includes hiring the right talent, encouraging internal motivation, and allocating resources for branding and outreach. It's a cycle of learning, execution, and refinement—allowing us to stay ahead of the curve.

Gaining Customer Trust and Loyalty

What sets us apart is the trust we've built. We're seen not just as a service provider, but as a trusted technology partner and advisor. This trust comes from our Technical Solutions Group (TSG Team) and ongoing training with OEM partners. Clients recognize expertise—and that often becomes the foundation for long-term relationships. Our deep technical knowledge ensures we are prepared to guide, not just deliver.

ACMA's Strategic Business Units (SBU)

1

End points, Data center Setup, Firewall, SD WAN, HCI, DHCI, Servers, Storage

2

New office setup, Structure Cabling and wifi, CCTV, Meeting & boardroom VC solution

3

End to End Cloud operations, BI Tools, CRM, ERP, Office 365, ITSM

IT Infra

Infra Management Services

Turnkey Projects & System integration

acma
COMPUTERS LTD

Infra as a service

Software and cloud

IT Security

4

AMC, PAV, FMS, Managed services, Audit services, RIMS, NOC SOC services

5

IT Infra, WiFi as a managed service, CCTV as a managed service, Attendance as managed service.

6

On Premise, Cloud Security, email Security, Data Protection, Business Continuity Planning & System, Application Security



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Embracing latest technologies for a futuristic business goal

Future of India's IT and Agmatel

India's IT sector is undergoing a dynamic transformation, and 2025 has begun on a highly promising note. Technologies such as Generative AI and Agentic AI, Machine Learning (ML), Cloud Computing, Hyper-Converged Infrastructure (HCI), and Cybersecurity are at the forefront of this shift. With India continuing to be a major hub for global IT exports, the momentum in AI & ML adoption has significantly contributed to this growth. Capitalizing on this trend, Agmatel India Pvt. Ltd. has already embarked on its AI & ML journey, having secured notable projects and developed a strong pipeline of opportunities. Cloud adoption is also on the roadmap, with plans to enter the space more strategically by Q4 2025, acknowledging the current overcrowding in the market. The intention is to offer differentiated cloud services that provide meaningful value to clients.

Customer Receptiveness to Digital Change

Digital transformation is no longer a conceptual goal-it is now a strategic priority for organizations across the board. From government agencies like DRDO to BFSI institutions, public sector undertakings (PSUs), and large enterprises, there is a clear push toward embracing technologies that drive efficiency and innovation. Robotic Process Automation (RPA) is being implemented to streamline workflows, while cloud infrastructure is enabling seamless access and scalability. AI & ML are playing critical roles in automating operations and delivering business-specific intelligence. There is also growing adoption of business intelligence tools to improve decision-making and operational performance. This heightened awareness and readiness across sectors signify a mature and forward-looking approach to digital transformation.

Strategic Initiatives for Brand Growth

In a market that is becoming increasingly competitive, sustained growth and visibility are being achieved through focused strategic initiatives. Agmatel aims to maintain a 10% year-on-year growth rate, driven by new customer acquisitions and deeper engagement with existing clients. By introducing innovative AI & ML-driven solutions, we are positioning ourselves as a future-ready technology partner. Plans are underway to enter the generative AI (GenAI) domain, further reinforcing a commitment to next-gen tech. Efforts are also being made to expand presence in the education and research sectors by setting up technology labs, as well as increasing contributions to PSU and defence research ecosystems.



VK MALHOTRA
Director
Agmatel India Pvt. Ltd.

Approaches to Emerging Challenges

Anticipating emerging challenges in 2025 and beyond, Agmatel is prioritizing the development of a future-ready workforce. Continuous skill enhancement is being facilitated through technology upskilling programs, soft skills training, and regular sessions conducted in collaboration with OEMs. These initiatives are designed to ensure that teams remain agile, innovative, and aligned with the latest developments in the tech ecosystem. With a workforce that is both technically proficient and adaptable, we are well-equipped to respond to the evolving demands of clients and the broader market.

Gaining Customer Trust and Loyalty

Trust remains the foundation of long-term business relationships. The focus is on building strong, value-driven engagements that go beyond transactional service delivery. Many long-term clients have demonstrated consistent loyalty, a testament to the organization's reliable and tech-first approach to solving complex problems. For newly acquired clients, the ability to deliver consistent value and innovative solutions from the very beginning has helped establish credibility and foster confidence. Loyal clients not only contribute to stable revenue but also serve as brand advocates-referring and recommending services to peers and partners-further strengthening Agmatel's reputation as a trusted advisor in the IT landscape.

Staying proactive and agile to unlock growth and overcome challenges

DR. MUKUL GUPTA
Managing Director
BM Infotrade Pvt. Ltd.



Future of India's IT and BM Infotrade

India's IT sector is evolving at an unprecedented pace, with digital adoption becoming a core strategy for businesses across industries. Companies are increasingly leveraging AI-driven decision-making, cloud-native applications, and automation to enhance productivity and security.

BM Infotrade plays a pivotal role in this transformation by offering cloud computing, data & AI and cybersecurity services to help businesses navigate their digital journey. Our expertise lies in secure cloud migration, AI-powered analytics, and enterprise-grade security solutions ensuring organizations can operate efficiently in a digital-first world.

To further accelerate innovation, we recently launched SnohAI, a brand focused on AI-driven products such as Snoh Docs (Document Management System), Snoh Fusion (Intelligent Document Processor) and Snoh Ava (Digital Avatar). Snoh AI's products are designed to simplify operations, automate document management, and enhance decision-making with AI.

Customer Receptiveness to Digital Change

The perception of digital transformation has shifted from being an option to becoming a necessity. Organizations are actively investing in cloud solutions, AI innovations, and advanced analytics to remain competitive.

While some industries are ahead in adoption, others are still struggling with these changes. The demand for secure, scalable, and cost-effective solutions continues to grow, making it essential to foster a digital-first mindset within organizations. Providing the right guidance and support is crucial in ensuring a smooth transition.

With these, we want to quote our customers "Let Snoh Handle it".

Strategic Initiatives for Brand Growth

To remain competitive in the industry, we are focusing on a combination of innovation, digital marketing, customer engagement, and strategic partnerships. We are focusing on building an ecosystem. Our key initiatives include:

- Developing advanced AI-driven innovations and cloud-based solutions to help businesses optimize operations.
- Strengthening collaborations with technology leaders to expand market reach and credibility.

- Leveraging digital marketing strategies, including content marketing, SEO, social media, and targeted campaigns, to enhance brand awareness and educate businesses on digital transformation.

- Investing in thought leadership through whitepapers, webinars, and industry insights to position ourselves as experts in AI, cloud computing, and cybersecurity.

- Participating in global IT exhibitions and networking events to showcase our expertise, build strategic alliances, and connect with potential clients.

By maintaining a strong focus on value-driven solutions, digital engagement, and industry networking, we continue to establish ourselves as a leader in the market.

Approaches to Emerging Challenges

As technology continues to evolve, businesses face challenges such as rapid digitalization, cybersecurity threats, and the need for scalable infrastructure. Our approach to overcoming these challenges is built on adaptability, continuous innovation, and customer-centric services.

Key focus areas include:

- Employing emerging technologies to improve efficiency and automate complex processes.
- Strengthening cybersecurity measures to protect against evolving threats.
- Enhancing cloud and data-driven strategies to ensure businesses can scale securely.
- Fostering a culture of innovation and upskilling to stay ahead in an ever-changing landscape.

By staying proactive and agile, we ensure that businesses can seamlessly navigate future challenges while unlocking new opportunities for growth.

Gaining Customer Trust and Loyalty

Instead of viewing customers as one-time clients, we focus on building long-term relationships. Our engagement doesn't end after implementation—we continue to offer scalable solutions, evolving technology advancements and boost business growth.

Regular check-ins, performance assessments, and continuous optimization ensure that our clients always have a future-proof strategy. By being proactive rather than reactive, we build credibility and maintain lasting trust as a dependable technology partner.

Secure your Brand



BRAND BOOK: THE DEFINITIVE CUSTODIAN OF TECHNOLOGY-DRIVEN BRANDS

Brand Power: Leveraging the Success of the Leading Brands in India, Where Business is Won or Lost. In India's competitive market, Brand Power is more than a marketing tool — it's often the key to success or failure. Leading brands cultivate it carefully, using it to command attention, build loyalty, and sustain long-term growth.

The Brand Book serves as a comprehensive guide that encapsulates the essence, strategy, and execution of a brand's identity, focusing on its Brand Power, Brand Potential, Brand Leverage, and Brand Strength





DIAMOND
INFOTECH
Technology For The Future



Leading The Way in Securing India's Digital Future

MANOJ RATHI
Director
Diamond Infotech Pvt. Ltd.



Future of India's IT and Diamond Infotech

India's IT industry has a bright future, driven by widespread digital transformation. The IT services market is projected to reach \$166.4 billion by 2030, with strong export growth potentially reaching \$210 billion this fiscal year, creating significant job opportunities. Key growth drivers include digital adoption, emerging technologies (AI, ML, Cloud, 5G, IoT), cybersecurity focus, government initiatives, and a skilled talent pool. Challenges include the skills gap, cybersecurity threats, and talent retention.

Diamond Infotech plays a vital role by acting as a digital transformation catalyst for Indian enterprises, enabling technological advancement through expertise in emerging areas, contributing to a secure digital ecosystem with robust security solutions, nurturing future talent through upskilling, and supporting the "Digital India" vision through digital infrastructure partnerships.

Customer Receptiveness to Digital Change

Key observations on digital transformation include its evolutionary nature beyond mere implementation, the central role of customer experience, data as a strategic asset, the necessity of agility and seamless integration, the foundational importance of talent and security, and its continuous, innovative journey.

Our customers show growing, yet nuanced, receptiveness to meaningful digital transformation. They increasingly recognize tangible benefits, demand better customer experiences, acknowledge competitive pressures, show a greater investment appetite, and focus on measurable outcomes. However, they also require trusted guidance, prefer a cautious approach to disruption, are concerned about security and privacy, and understand the importance of change management.

Strategic Initiatives for Brand Growth

To enhance our brand presence, Diamond Infotech is:

- **Deepening Vertical Expertise:** Focusing on key sectors with tailored solutions and thought leadership.
- **Enhancing Customer Advocacy:** Delivering exceptional value and building strategic partnerships.
- **Elevating Digital Presence:** Optimizing online visibility, engaging on social media, and personalizing digital experiences.
- **Focusing on Talent Branding:** Attracting and retaining top talent and empowering employee advocacy.
- **Maintaining Brand Consistency:** Reinforcing core values and ensuring a unified visual identity.

By diligently implementing these strategic initiatives, Diamond Infotech Pvt. Ltd. aims not only to enhance our brand presence in an increasingly competitive market but also to cultivate stronger, more meaningful

relationships with our clients, strategic partners, and talented employees. Ultimately, this focused approach will drive sustainable growth and further solidify our position as a trusted leader in the IT solutions landscape.

Approaches to Emerging Challenges

Diamond Infotech's strategies to tackle emerging challenges include:

- **Fortifying Cybersecurity Defences:** Investing in threat intelligence, implementing Zero Trust, enhancing multi-cloud security, developing skills, and improving resilience.
- **Adapting to the Rapid Pace of Technological Change:** Continuously monitoring and assessing disruptive trends.
- **Bridging the Talent and Skills Gap:** Employing advanced workforce planning, expanding upskilling, diversifying talent pools, and enhancing employee experience.
- **Navigating Uncertainties:** Diversifying service locations, enhancing risk management, focusing on value, and building resilient supply chains.
- **Embracing Sustainability and Responsible AI:** Integrating sustainability, prioritizing ethical AI, and reducing our environmental footprint.

These interconnected strategic initiatives will continue to evolve. Diamond Infotech's overarching goal is to be a resilient, adaptable, and future-ready organization, effectively navigating emerging challenges and consistently delivering exceptional value to our clients from our location here in Kolkata, West Bengal, and beyond.

Gaining Customer Trust and Loyalty

We ensure customers see us as trusted advisors by:

- **Deeply Understanding Their Business:** Proactive engagement and domain expertise.
- **Providing Proactive Strategic Insights:** Anticipating needs and sharing best practices.
- **Building Trust-Based Relationships:** Consistent communication and accountability.
- **Demonstrating Expertise:** High-quality delivery and knowledgeable teams.
- **Offering Customized Solutions:** Avoiding generic approaches.
- **Committing to Continuous Improvement:** Acting on feedback and investing in our people.

Our goal is to be a strategic partner in our clients' success through these principles.



**DIAMOND
INFOTECH**
Technology For The Future

WHERE TECHNOLOGY MEETS YOU

What
We
Do?

Server Consolidation Solution

Business Continuity Solution

Data Migration Solution

Collaboration Solution

Surveillance & Security Solution

Data Center Solution

Managed IT Solution

Infrastructure Solution



Government

Public sector and government entities require robust technological solutions that can handle high volumes of data and traffic while ensuring uninterrupted uptime and data security.



Education

Channels through which students and educators interact have leapfrogged in the past decade, allowing efficient management and enhanced content delivery-empowering both educators and students.



Banking & Finance

Banking and financial organizations need to ensure that their IT infrastructures are agile enough to adapt to rapidly changing market conditions while maintaining a high level of security.



Enterprise

In a world of rapid market disruption, technological upheaval, and massive restructuring, arguably the most important driver for growth and scalability for an enterprise is its technology.

Our Clients



Our Associates



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Diamond Infotech Pvt. Ltd

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KOLKATA

Head Office

Branch Office

Corporate Office

Other Branches

Tripura

Patna

Bhubaneswar

Chhattisgarh

Trust, transparency & mutual respect – A shared commitment to success

India's IT Boom and E-Soft Online

The IT industry in India has grown and matured significantly over the years. The landscape has evolved, and today, customers place great value on services provided by domain-specialized partners who understand their unique business needs. As a partner, our focus is on fostering deep engagement with our customers and delivering specialized solutions tailored to their specific requirements. While some might suggest that the industry is approaching saturation, we view this differently. There are still new spaces to explore, and innovation continues to drive growth. It's a challenging but rewarding environment, and we remain excited by the opportunities that lie ahead.

Customer Receptiveness to Digital Change

When we look at digital transformation, one of the most prominent trends is the shift towards cloud adoption and Software-as-a-Service (SaaS) solutions. In the past, customers were hesitant to fully embrace these technologies, but today, that has changed. Cloud adoption is now more common, and SaaS solutions are well-executed by all stakeholders—including OEMs, distributors, partners, and customers. This shift has enabled seamless integration across the IT infrastructure domain, and it has helped us build digital platforms that allow businesses to scale more efficiently. We've seen an increase in customer engagement with partners, largely driven by the investments in IT infrastructure that result in better returns on investment (ROI). The willingness to invest in these technologies has been a key factor in the increasing success and trust we have seen in our customer relationships.

Strategic Initiatives for Brand Growth

In an increasingly competitive market, we understand the importance of standing out and enhancing our brand presence. To achieve this, we have been focusing on areas like cybersecurity and productivity solutions. While these spaces are still maturing, there are significant gaps that we are working to address. Our focus on solutions such as business analytics, Copilot, and antivirus (AV) tools is crucial, as these technologies help customers improve their productivity, enhance transparency, and refine their business plans and forecasts. In particular, the cybersecurity space has become a critical area for businesses as they explore new technologies to minimize the risk of security breaches and protect their valuable data.

Approaches to Emerging Challenges

Looking toward 2025 and beyond, we recognize that the future holds its own set of challenges. As new technologies continue to emerge, we must ensure that our resources remain up-to-date and well-connected with the latest developments. This requires continuous training and certifications for our team members to ensure that they are equipped to meet the demands of the market. Moreover, we firmly believe that the key to success is approaching customers with the right



RAJNIKANT DAS
CEO, E-Soft Online

solutions from the outset. Planning and delivering the right solution at the beginning of our engagements helps make the process smoother and more efficient, allowing us to build stronger relationships with our customers.

Gaining Customer Trust and Loyalty

At E-Soft Online, we are committed to being seen as a trusted advisor rather than just a service provider. Customers today are more discerning and expect a higher level of service. We aim to meet these expectations by always giving our 100% and ensuring that every service is backed by proper documentation, which enhances trust and transparency. By going the extra mile, we have been able to build lasting relationships that are based on mutual respect and a shared commitment to success.

Our strategy for the future focuses on staying at the forefront of technological advancements while always prioritizing our customers' needs. We are dedicated to continuously innovating and providing exceptional service that goes beyond the transactional. By aligning ourselves with the evolving demands of the IT industry, we aim to contribute to the growth and success of businesses in India and beyond. Our goal is to remain a trusted partner that businesses can rely on to navigate the complexities of the digital world.



MINAL BHAGAT
Co-founder
Ensonic Computech Pvt. Ltd.

Future of India's IT and Ensonic

India's IT sector is at a pivotal moment of transformation, propelled by digital acceleration, the rise of hybrid work models, and demand for scalable tech across industries. Government-led digital inclusion and a pressing need for smart infrastructure in both education and business have pushed the conversation beyond automation-towards intuitive, impactful tech.

Ensonic, through its brand Ekin, is playing a key role in this evolution. Specializing in customized digital solutions, Ensonic simplifies technology for institutions and workplaces. With over 40 products and more than 10 experience centers, Ekin's offerings-including Smart Classrooms, Studio Rooms, and Hybrid Conferencing Solutions - are helping create inclusive and scalable digital environments.

Customer Receptiveness to Digital Change

Digital transformation has shifted from being optional to essential, a change accelerated by the pandemic. Education and corporate sectors, in particular, face mounting pressure to innovate and remain connected.

Yet, many organizations still grapple with adoption-often due to resistance or lack of training. Ensonic bridges this gap by offering simplified, customized solutions with hands-on support. By aligning tech with practical outcomes, the company turns hesitant users into transformation advocates.

Strategic Initiatives for Brand Growth

In a competitive market, Ensonic is pursuing targeted strategies to stand out:

- 1. Experience-centric approach:** Expanding interactive experience centers across India.
- 2. Focused industry solutions:** Designing tools specifically for education and corporate sectors.
- 3. Content-driven branding:** Sharing success stories and expert insights through digital media.
- 4. Strategic partnerships:** Collaborating with tech firms and government institutions for greater reach.
- 5. Training ecosystem:** Enhancing post-sales support for better customer engagement.

6. Event participation: Showcasing innovations at key expos and summits.

Approaches to Emerging Challenges

As tech evolves, Ensonic is responding with agility and foresight. Its roadmap includes:

- Expanding AI-enabled products and immersive learning tools.
- Launching cloud-based, modular solutions.
- Strengthening cybersecurity and compliance.
- Offering training programs for tech adoption.
- Expanding to Tier 2 and 3 cities.
- Adopting sustainable practices in e-waste management.
- Leveraging analytics for smarter decisions.

Gaining Customer Trust and Loyalty

Trust is central to Ensonic's approach. The company acts as a partner-not just a vendor-through:

- Consultative, needs-based solutions.
- Full-cycle support and training.
- Transparent communication and realistic expectations.
- Engaging clients in co-creation and feedback.
- Demonstrating measurable impact.

By combining empathy, expertise, and innovation, Ensonic positions Ekin as a trusted leader in India's digital transformation.



Integrated Solutions for the New Age of Learning

In a time where education is evolving faster than ever, institutions need a partner who understands both technology and learning.

EKIN brings together innovation, expertise, and experience to offer end-to-end digital solutions tailored for modern education environments.

We don't offer just products We build ecosystems for:

- Smart Classrooms - interactive, AI-driven teaching tools
- Virtual Classrooms - connect, teach, and learn from anywhere
- Recording Studios - content creation made easy
- Digital Podiums & Control Systems - simplify classroom control

From consultation to installation - EKIN stands with you at every step.

Trusted by leading educational institutions:

ALLEN IIT JODHPUR IIM CALCUTTA
AAKASH UNACADEMY VEDANTU

BRAND OF INDIA , PROUD OF INDIA





Building value with strong competencies in cutting edge innovations



DHIRENDRA KHADELWAL
Managing Director
E Square System & Technologies Pvt. Ltd.

Future of India's IT and E SQUARE

The Indian IT industry is playing a critical role in elevating the country's global standing as a prime investment destination, with growth projections reaching new heights. According to IDC, India's IT services market is expected to grow at a CAGR of 8.3% through 2027-well above the global average of 5.2%. This acceleration underscores the industry's evolving capabilities and strategic relevance on the global stage.

Driving this growth are major advancements across key sectors. India's data center infrastructure is on track to double capacity to 1,700 MW by 2026. AI-supporting technologies are forecasted to exceed \$749 billion by 2028, and the cybersecurity market is set to grow to \$4.8 billion by 2027. Increasingly complex IT ecosystems-spanning on-premises, private, hybrid, and multi-cloud environments-combined with rising demand for AI, GenAI, automation, and enhanced security, are shaping the future of IT services.

At E SQUARE, we go beyond one-size-fits-all approach. By investing in emerging technologies-such as modern data architectures, AI frameworks, and advanced cybersecurity, we empower enterprises to protect digital assets and unlock new growth opportunities across India's evolving tech landscape.

Customer Receptiveness to Digital Change

Digital transformation has advanced from being a strategic initiative to becoming an operational necessity. One key observation is that successful digital transformation is increasingly about cultural and organizational adaptation, rather than merely technological implementation.

There is a significant change in the mindset of our customers. Organizations are looking for AI-powered tools to ensure round-the-clock support, reduce wait times, and enhance satisfaction. Customers are also recognizing the value of agility. Rather than implementing large-scale changes all at once, many are adopting a phased, incremental approach-learning from early implementations and scaling based on success. This allows them to mitigate risk while building internal confidence in digital adoption.

However, while some companies eagerly embrace change as necessary to stay competitive, others hold back due to legacy systems, workplace resistance, or cost concerns. Those that wait too long may find themselves falling behind and losing ground to faster-moving competitors.

Strategic Initiatives for Brand Growth

E SQUARE is undertaking a series of strategic initiatives to strengthen its brand and market presence. The company is expanding its reach both domestically and internationally to engage new customer segments. It is also positioning itself as a leader in Data and AI by driving innovation, sharing insights, and making meaningful contributions to the industry. To enhance visibility and demonstrate expertise, E SQUARE actively participates in targeted, industry-specific seminars and workshops. Additionally, the company is developing and documenting replicable success stories with key customers, applying these proven solutions across similar organizations and industries. Internally, E SQUARE is fostering a workplace that values diverse perspectives and promotes collaboration and innovation. The company is also integrating responsible business practices, highlighting its commitment to making a positive societal impact.

Approaches to Emerging Challenges

Our primary focus is addressing the critical talent gap in emerging technologies. We've developed an extensive internal capability acceleration program that systematically upskills our existing professionals through immersive learning experiences, mentorship from industry experts, certifications, and real-world project applications.

Additionally, we're adopting new technologies & solutions that reduce "Tech Friction" and ensuring seamless integration into existing business operations.

Gaining Customer Trust and Loyalty

Our core philosophy centers on addressing critical business challenges through cost-effective, cutting-edge technological innovations. We invest significantly in understanding each client's industry context beyond their immediate technology needs, offering holistic guidance. By thoroughly understanding their business problems, we deliver tailored, cost-effective, and impactful solutions.

Our commitment extends well beyond project delivery through a 24/7 partnership model. We stay accessible whenever clients need guidance, support, or strategic input-positioning ourselves as an extension of their team rather than just an external vendor. This round-the-clock availability during crucial business moments underscores our dedication and fosters trust, transforming service relationships into long-term strategic partnerships.

Additionally, our subject matter experts (SMEs) undergo continuous national and international training and certifications to stay aligned with industry trends, regulations, and best practices. This enables us to speak our clients' language and anticipate emerging needs.

By combining deep client understanding, continuous engagement, and industry expertise, we redefine expectations, moving beyond fulfilling obligations to becoming trusted advisors focused on delivering sustained business value and supporting our clients' long-term success.

SEAMLESS DEEPFAKE DEFENSE: INTEGRATED ACROSS ALL VIDEO FEEDS

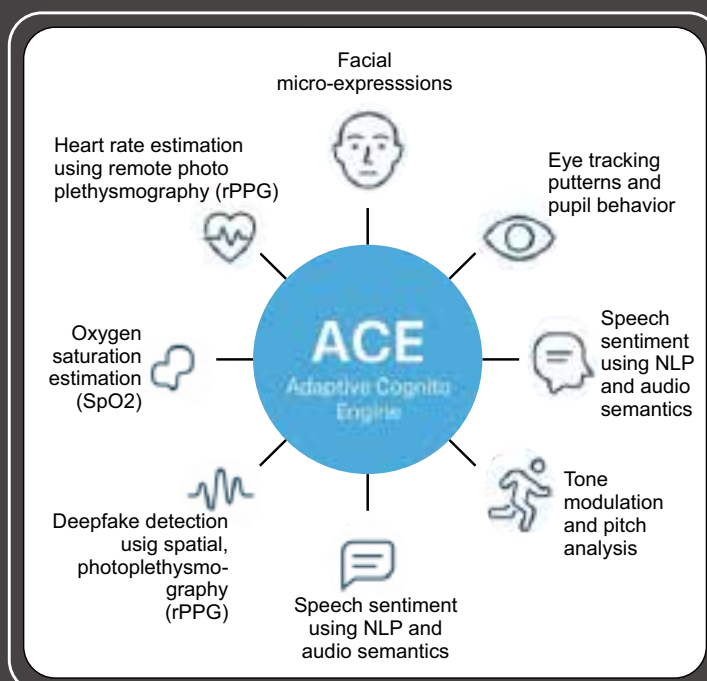
It is a Multimodal AI Models: Information Extraction and Robustness. This area is undergoing massive transformation and offering endless possibilities. We are deeply committed to solving meaningful problems at scale.

Adaptive Cognito Engine (ACE) is a mobile-optimized AI platform for real-time inference, integrating multimodal models for data extraction and adversarial robustness.

The core AI engine—ACE (Adaptive Cognito Engine), a multimodal machine learning framework that independently analyzes eight distinct behavioral and biometric cues from short videos.

ACE analyzes:

- Facial micro-expressions
- Eye tracking patterns and pupil behavior
- Posture and gesture dynamics
- Speech sentiment using NLP and audio semantics
- Tone modulation and pitch analysis
- Deepfake detection via spatial, temporal, and frequency anomalies
- Heart rate estimation using remote photoplethysmography (rPPG)
- Oxygen saturation estimation (SpO2) via chromatic analysis of skin tone



USE CASES - INDUSTRY WISE

▶ Law Enforcement and Traffic Monitoring	▶ Educational Institutions (To understand the Behavior Patterns)
▶ Insurance Fraud Detection	▶ Large Institutions (Taking Video based Examinations and Interviews)
▶ Courtroom and Legal Proceedings	▶ OEMs into manufacturing CCTV and Surveillance Business
▶ Customer Feedback & Sentiment Intelligence	▶ Airport Security Gets Intelligent
▶ Social Media Authenticity & Content Moderation	▶ Passport and Visa Authorities: Streamlined Immigration

* Faceoff never accesses user data, it naturally aligns with: GDPR, HIPAA ,ISO/IEC 27001 and CCPA

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Nationwide Network, Global Brands: The Fortune Marketing Success Story

MANOJ GUPTA
Managing Director
Fortune Marketing Pvt. Ltd.



Future of India's IT and Fortune Marketing

India's IT industry has a bright future. With the growth in digital infrastructure, cloud adoption, cybersecurity needs, and smart devices, demand will only increase. At Fortune Marketing, we've been part of this journey for 30 years. Today, we're national distributors for major brands like HP, Acer, PNY, Secureeye, Tenda, McAfee, Norton and many more. Through our strong network of channel partners and dealers across India, we ensure that the latest IT and security products reach every corner of the country. Our manufacturing unit, Techniqua, also supports Make in India, creating quality products like pen drives, surveillance solutions, and networking items.

Customer Receptiveness to Digital Change

Digital transformation is no longer a choice-it's a must. We've seen both small businesses and large enterprises adopt digital tools to improve security, efficiency, and connectivity. Many of our customers are now asking for smart surveillance, cloud-based systems, and advanced networking solutions. Through brands like Secureeye and Tenda, we're able to meet these new demands. Our team also supports partners with technical training and regular updates so they can understand and adopt these changes faster.

Strategic Initiatives for Brand Growth

We are focusing on a mix of digital and offline strategies. For digital, we are investing in social media ads, SEO, influencer collaborations, and video content to increase brand awareness-especially for our in-house brands like Enter and Secureeye. For offline, we are doing exhibitions, retail branding, dealer meets, and TV ads on leading news channels. We are also working on building stronger relationships with our channel partners by offering them better support, schemes, and training. Customer trust and visibility are key.

Approaches to Emerging Challenges

We are preparing in three main areas:

- **Innovation** – Launching smarter and Made in India products as per the vision of our "Prime Minister Narendra Modi".
- **Stronger distribution** – Expanding our dealer network in Tier 2 and Tier 3 cities.
- **Customer experience** – Improving our after-sales support and offering digital tools like CRM and online chat support and WhatsApp support to our customers.

We're also keeping an eye on global trends like AI, IoT, and cybersecurity so we can stay ahead and help our customers grow confidently.

Gaining Customer Trust and Loyalty

We don't just sell products-we build long-term relationships. Our team advises partners on the right solutions based on their needs. We regularly train our dealers and offer personalized support. When a partner or customer faces an issue, we are quick to respond. Our 30 years of experience and consistent service have helped us build a reputation for reliability. That's why many of our partners have been with us for decades. Trust is built with time, support, and transparency-and we focus on all three.



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Elevating business successfully with cloud adoption and OEM Support



DALIP ARORA
Founder & CEO
Frux Technologies Pvt. Ltd.

Key Challenges in Scaling Business

One of the biggest hurdles we face is maintaining consistency while trying to scale in a fast-changing environment. The tech landscape is evolving rapidly, and while that opens up new opportunities, it also creates significant pressure to keep adapting—whether to shifting market demands or evolving partner expectations. At times, there's a disconnect in alignment between OEMs and partners, which can impact how smoothly things move forward. As a distributor, we are constantly balancing agility with long-term growth. Achieving this balance requires clarity, seamless collaboration, and a shared understanding across the ecosystem to navigate ongoing changes effectively.

Readiness for Cloud and Subscription

We're already actively working on this model. As the industry moves toward cloud-first and subscription-driven solutions, we've been aligning our offerings and backend systems to support this shift. From updating our internal processes to collaborating with OEMs on subscription licensing and billing cycles, we've made significant progress. We understand that recurring revenue and service-led engagement is the future, and we're positioning ourselves accordingly. What we now look forward to is continued support from OEMs whether it's through flexible licensing models, better integration, or ongoing enablement for our partner ecosystem to thrive.

OEM Support for Growth

As a distributor, we act as a critical link between OEMs and partners, and to do that effectively, we need clear communication, timely information, and collaborative planning. Support from OEMs in areas like simplified deal processes, consistent pricing structures, and faster issue resolution makes a significant difference in how we serve the market. We also value joint business planning, regular training, and marketing collaboration, which help us stay aligned with evolving customer demands. Ultimately, the more transparent and responsive the engagement from OEMs, the more efficiently we can enable our partners and drive sustainable growth together.

Smart Automation in Daily Operations

We have developed and rely heavily on our in-house CRM and a custom-built platform called DocQ, which streamlines document management and automates various workflows. These tools have significantly improved our operational efficiency by reducing manual tasks, enhancing communication within teams, and providing better visibility into ongoing processes. As a result, we can respond to partner and OEM needs faster and more accurately. While these platforms have been highly effective so far, we continue to invest in enhancing them—adding smarter automation features and improved integration. This helps us keep pace with growing business demands and enables us to deliver even better service with greater speed, precision, and consistency.

Skills for Competitive Edge

While staying updated with technical knowledge is important, we believe developing strong soft skills is equally essential. Skills such as effective communication, adaptability, problem-solving, and customer-centric thinking empower our team to build stronger relationships and respond to challenges more efficiently. We emphasize continuous learning—both technical and interpersonal—as it enables our workforce to remain flexible, responsive, and well-prepared to meet evolving market demands. This balanced approach not only strengthens team performance but also enhances our ability to deliver greater value to partners and customers, ensuring we stay competitive in a rapidly changing business environment.



Frux Technologies Pvt. Ltd.

A technology distributor committed to restoring the lost "value" in value-added distribution, driving demand, and boosting revenue.

Our Alliances



Data Resolve

UBA Based DLP | Insider Threat Management | Employee Productivity & Monitoring | Print and Email DLP



InstaSafe
Cloud. Secure. Instant.

ZTNA | ZTAA | Secure Remote Access | Multi Factor Authentication | Identity & Access Management



DocQ

Document Management System | Process Automation | Learning Management Solution | IPASS



haltdos

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Acceipro

ZTNA | Multifactor Authentication

SecneurX

Threat Intel, Breach Attack Simulation, Malware Analysis(SandBoxing), Email Security, CDR



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Fuelling India's Digital Sophistication With AI, Cloud, and Security

Future of India's IT and Inflow



SANTOSH SANKUNNY

Sr Vice President - Cisco BU
Inflow Technologies Pvt. Ltd.

The Indian IT industry is at a crucial crossroads amid uncertainty around tariffs, AI-related layoffs, and de-globalisation. Yet, with a strong talent pool, digital transformation, and AI adoption, growth is expected in areas like AI and Cloud

computing. Inflow's technical team is AI-certified in Cisco and excels in Networking, Security, and Collaboration. Supported by a skilled team and a Center of Excellence, Inflow is well-positioned to help the channel ecosystem adopt AI, Cloud, and Security technologies-delivering tangible outcomes and enhancing customer competitiveness in today's fast-changing environment.

RAJESH KUMAR

Sr Vice President - Tech BU
Inflow Technologies Pvt. Ltd.

India's IT industry is poised for sustained growth, driven by rapid digital transformation across sectors. There's a strong shift towards adopting advanced technologies like Cloud, AI, and Cybersecurity, with increasing emphasis on innovation and product development for both domestic and global markets.



Key Trends Shaping the Future

- Accelerated digital transformation in BFSI, Manufacturing, Retail, Healthcare, and Government
- Cloud dominance: Widespread adoption of public, private, and hybrid cloud models, fuelling demand for infrastructure, migration, and security services
 - Rising importance of cybersecurity across all business sizes
 - AI and ML integration across IT and business functions
 - Surge in demand for skilled talent in Cloud, AI/ML, Data Science, and Cybersecurity
- IT expansion into Tier-2/3 cities, leveraging untapped talent pools

In this evolving ICT environment, Inflow Technologies plays a pivotal role as a technology enabler. Acting as a bridge between global tech vendors and Indian channel partners, Inflow empowers system integrators and resellers with training, technical expertise, and pre-sales support. This ecosystem support accelerates the adoption of critical technologies like Cloud, AI, Security, and Networking. Inflow's commitment ensures that Indian businesses can harness these technologies effectively, thus driving the next phase of IT industry growth and digital sophistication.

Customer Receptiveness to Digital Change

Digital transformation adoption is multi-layered and constantly evolving. It involves migrating to new technologies, emphasizing ease of use and the ability to reach a wider audience. Customers recognize both the potential and challenges of this shift. Our two-pronged strategy focuses on service delivery and protection. Market dynamics and reach often shape the direction of transformation. Digital adoption remains a key component, continuously evolving to meet market demands and effectively seize present-day opportunities in an increasingly digital landscape.

Strategic Initiatives for Brand Growth

Inflow's partner empowerment strategy centers on building strong, collaborative relationships for mutual growth. The company supports partners through strategic alliances and targeted marketing to uncover new opportunities. Its support suite includes a wide product portfolio, pre-and post-sales assistance, and technical support. Inflow also creates customized partner programs to meet specific market needs, enhancing growth and visibility through initiatives like the Execution & Enablement Cycle.

Driven by its Techfluent Edge, Inflow leads technology adoption and business growth across South Asia by empowering partners with cutting-edge tools and full-spectrum support. With an annual run-rate revenue nearing USD 800 million, it is on track to reach the billion-dollar milestone. The FY 2025-26 roadmap includes expanding its base of specialists, collaborators, and a dynamic channel partner ecosystem-key to delivering value, staying ahead of trends, and integrating emerging technologies.

Approaches to Emerging Challenges

As the industry shifts toward a more demanding clientele, cloud-native and hybrid architectures, along with edge computing, are gaining traction. AI in cybersecurity and workflow automation is creating lasting opportunities.

Inflow's approach is to engage partners, understand their challenges, and offer tailored solutions-either by onboarding new technology vendors or leveraging existing partners already invested in emerging technologies to address evolving market needs.

Gaining Customer Trust and Loyalty

Inflow Technologies is seen as a trusted advisor by offering end-to-end support throughout the technology adoption journey.

This includes pre-sales support like solution design, demos, and consultations, and post-sales services such as deployment, training, and troubleshooting. The company prioritizes clear communication, regular follow-ups, and a partner-centric approach, ensuring tailored support backed by a strong solution suite to maintain alignment with partners and customers.



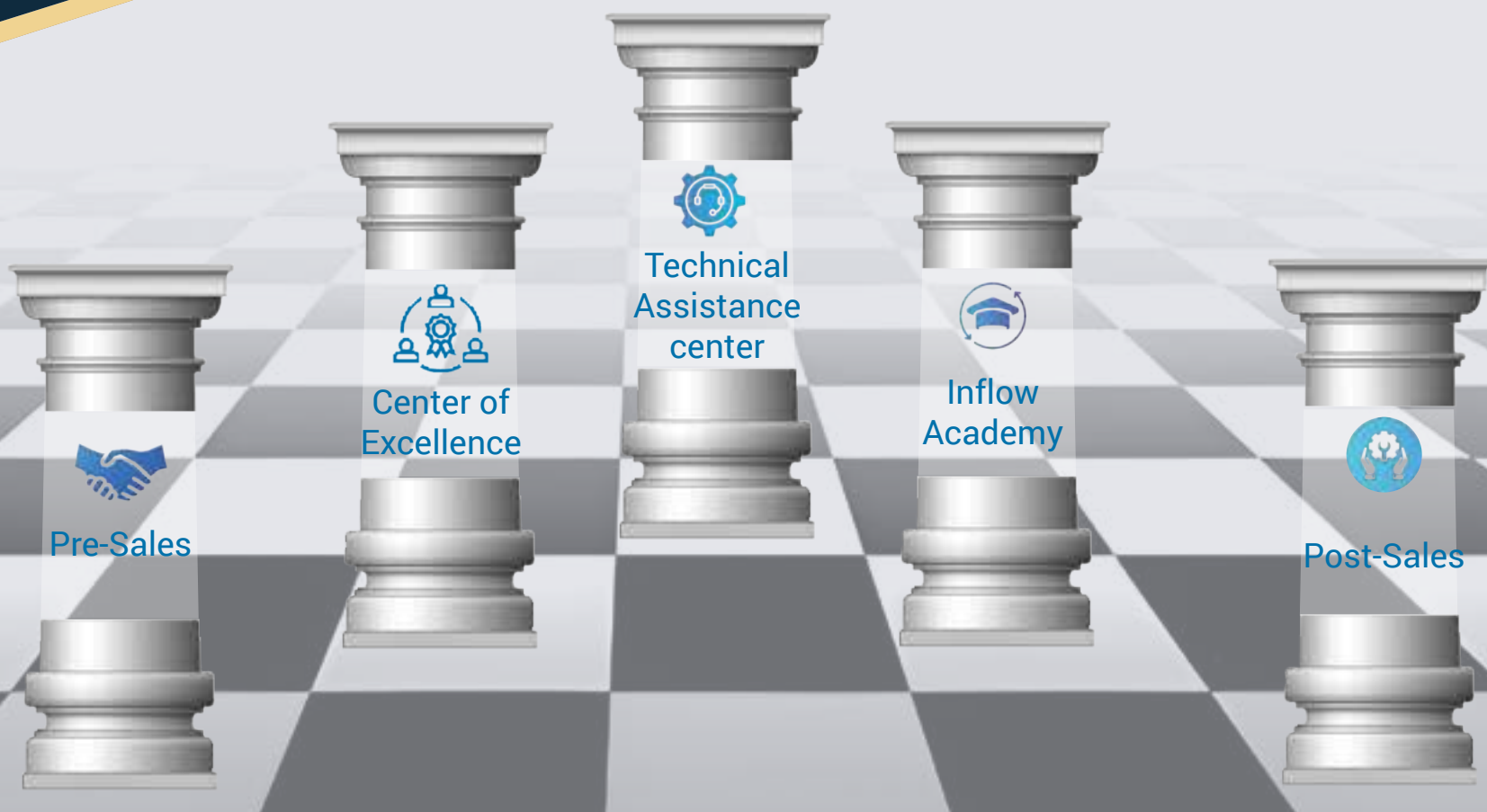
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Catalysing India's Digital Future With NEXT-GEN TECH Solutions

NAVNEET SINGH BINDRA
SVP & Chief Country Executive
Ingram Micro India



Future of India's IT and Ingram Micro

India's IT industry is at a critical juncture where digital transformation has taken the centre stage. As different organizations and verticals are in different stages of their digital transformation journeys, we are seeing an exponential rise in the demand for cloud services, cybersecurity services, edge computing, digital services, etc. Moreover, the promising digital economy roadmap further ensures that the demand for reliable, scalable, flexible and innovative solutions will continue to grow.

That's why we at Ingram Micro are taking multiple strategic initiatives to help our customers in each stage of their transformation journey. We aspire to play the role of a catalyst of the digital future, and we are taking every necessary action to ensure that our customers have easy access to next-gen solutions. Our self-learning Ingram Micro Xvantage platform, expansive partner network, and multiple programs to empower SBMs across India digitally are playing a pivotal role in crafting a growth-driven path for all stakeholders of the IT industry.

Customer Receptiveness to Digital Change

Digital transformation is no more a mere aspiration in today's era. It has become more of an operational imperative that can help you achieve organizational excellence and a higher level of agility. Though the pandemic accelerated this transformation, we are now experiencing a stronger momentum across verticals where businesses are looking for integrated, digital solutions.

And I am pleased to acknowledge that our customers and businesses (including large enterprises and SBMs) are quite receptive and they are willing to embrace the change. However, as many organizations lack digital capabilities and the appetite to undergo an organization-wide transformation, they are looking for reliable partners with outcome-based solutions. Therefore, we provide a comprehensive range of technology-led business solutions and a wide range of services, including Professional Services, Cloud Services, Financial Solutions, etc. to help them meet their digital ambitions competently.

Strategic Initiatives for Brand Growth

In today's competitive market, you can't quantify your brand presence as it's all about the trust you have developed, or you are developing within the ecosystem. At Ingram Micro, we are aiming to capitalize on every opportunity to create, capture and deliver value to our customers via every interaction and transaction. Additionally, we try to deliver a superlative experience to our customers at every touchpoint.

To amplify our brand, we have taken a multi-pronged approach, which includes launching our Xvantage platform to completely redefine the way our partners, vendors and associates interact and transact. We work towards deepening our engagements with OEMs and building a more robust partner ecosystem that can help us completely redefine the way technology-led products and business solutions are distributed. We work towards the digital empowerment of the entire partner ecosystem that can help us deliver top-tier solutions to end customers and help them get ready for the new digital era of doing business.

Gaining Customer Trust and Loyalty

We aim to become a strategic enabler of our customers' success, and this encompasses much more than being a simple technology distributor or a service provider. We focus on building and continuously reinforcing our partnerships through transparent communications and a value-driven approach. All these help us earn the trust of our customers, and they start seeing us as a trusted advisor.

Some of the key attributes that have helped us win the trust of our customers are a customer-first mindset, deep domain knowledge, and a comprehensive understanding of customers' pain points or challenges. We invest in staying abreast of emerging technologies, changing market dynamics, vertical-specific aspects, and our knowledge plays a pivotal role in guiding our partners about the best-suited solutions. Similarly, our intact focus on consistency in service delivery, quality and support also enables us to build a strong rapport with our customers.



SUNIL PILLAI
Managing Director - iValue InfoSolutions

Future of India's IT and iValue

As India moves beyond the foundational phase of building digital infrastructure and enters large-scale adoption of advanced technologies, it is positioning itself as a global digital powerhouse-with a vibrant economy and an increasingly inclusive digital society. With nearly 73% of the population using smartphones and over 1.3 billion connected people, endpoints like laptops, phones, and desktops are now central to accessing services and interacting with brands.

This expanding connected user base has driven a surge in demand for secure, reliable digital infrastructure. The shift calls for resilience, scalability, and heightened security as businesses adapt to rising digital expectations and consumer engagement.

At iValue, we are positioned at the intersection of this transformation, helping enterprises adapt with curated, validated solutions across five pillars: Cybersecurity, ALM and Cloud, Data Center Infrastructure (DCI), and Information Lifecycle Management (ILM). We enable seamless, secure digital experiences, ensuring India Inc.'s digital backbone is strong, smart, and future-ready.

Customer Receptiveness to Digital Change

There's a real sense of urgency among businesses to get digital right. With UPI, eKYC, and the growing push for instant everything, expectations have soared. Customers now demand smooth, secure experiences-whether they're banking via smartphone or joining meetings on laptops-raising the bar for digital performance.

Encouragingly, enterprises are responding while becoming more aware of risks and operational gaps. At our Center of Excellence, we see strong engagement through real-world testing. CIOs and CISOs want to observe app performance and network resilience under pressure. This visibility speeds up confident decisions-it's less about selling, more about proving value early.

BUILDING INDIA'S DIGITAL BACKBONE WITH FUTURE-READY IT FRAMEWORKS

Strategic Initiatives for Brand Growth

We're focused on being visible where it matters and credible when it counts-by demonstrating how our solutions improve end consumer experiences through faster load times, seamless collaboration, and stronger threat prevention on personal devices. To deepen customer trust and enhance brand presence, we're executing three strategic initiatives outlined below:

- iAcademy bridges India's cybersecurity skill gap by training hundreds of IT professionals each quarter, strengthening both internal teams and the tech ecosystem.
- iVCoE serves as a strategic hub where enterprises test 300+ validated solutions in real scenarios for faster, secure, and reliable outcomes.
- Renewal Business ensures value through predictable renewals, compliance, and evolving solution relevance.

Our multi-pronged growth strategy includes thought leadership, tailored market insights, and strategic alliances-with RSA, Nutanix, Google Cloud Platform, and EDB Postgres AI-offering best-of-breed technologies. These collaborations amplify our media credibility and reinforce our growing ecosystem presence.

Approaches to Emerging Challenges

Endpoint security is a key focus as the number of devices grows, each a potential entry point for cyber threats. We're integrating AI, automation, and policy enforcement to protect these endpoints. Additionally, we're shifting toward consumption-based models, allowing enterprises to scale based on their needs, a critical flexibility in today's digital landscape.

We're also developing vertical-specific strategies for sectors like BFSI and telecom, where uptime and data protection are crucial. Through iAcademy, we're investing in talent to support these changes. Our expanded managed services portfolio includes continuous security monitoring, automated incident response, and compliance support.

By offering flexible consumption models, we reduce upfront costs and help clients scale with predictable operational expenses. Through our CLCA (Customer Lifecycle Centric Approach), we support OEMs in building stronger bids, improving renewal rates, and ensuring solution relevance. Ultimately, we make advanced technology accessible to businesses of all sizes, driving India's next phase of growth.

Gaining Customer Trust and Loyalty

Trust isn't built overnight-it comes from consistently adding value. We work closely with customers from day one, embedding ourselves in their environments, understanding constraints, and solving problems in real time.

Our PASS framework ensures alignment on performance, availability, scalability, and security. On compliance, our solution stacks align with evolving regulations like the DPDP Act, RBI cybersecurity guidelines, and SEBI's CSCR directives, helping enterprises stay compliant and agile.

Beyond tools, we prioritize responsiveness, transparency, and commitment. Through our Emerging Business pillar, we incubate AI, edge computing, and sustainability solutions-supporting OEMs and partners in exploring new opportunities. Workshops, demos, and shared dashboards ensure customers feel supported and in control. We stay relevant by being a trusted advisor-committed at every step.



IRIS GLOBAL



Powering India's IT Growth Trajectory Through Friendly Responsive Partner Driven Initiatives

SANJIV KRISHEN

Founder & CMD

Iris Global Services Pvt. Ltd.



Future of India's IT and Iris Global

The Indian IT industry is extremely buoyant and continues to grow at a significant pace. As a developing country, IT plays a primal and crucial role in our economic and social advancement. At Iris Global, we are proud to be one of India's premier IT distribution houses, empowering a vast network of partners who are the real catalysts of growth. Through them, we help deliver cutting-edge technologies and solutions across a wide range of verticals, including Education, Banking, Industrial Automation, Hotels & Hospitality, Medical Infrastructure, Real Estate, Aviation, Railways, and Surveillance.

We also see tremendous opportunity in tech refresh cycles, where we enable our partners with the latest and most reliable technologies from leading global brands for their customers. Iris Global's focus is to ensure that our partners are fully equipped to meet the dynamic demands of India's evolving digital landscape.

Our brand partners further support these initiatives, they organize regular training programs and up skilling sessions, ensuring our network remains competitive and future-ready. Iris has built a strong reputation for providing swift and reliable support to our growing partner fraternity. Building on this strength, we are expanding our bouquet of offerings across all IT segments, with a special focus on Make in India products — enabling our partners to better pitch for Government, Federal, and PSU projects. We have also recently added several high-value products in the Telecom and Security verticals, which are seeing immediate traction in the market.

Customer Receptiveness to Digital Change

We observe that customers today are far more receptive to digital transformation, recognizing the immense value it brings in terms of efficiency, growth, and competitiveness. They are, however, more careful in choosing the right solutions.

Our partners, who form the backbone of our company, have played a profound role in driving digital transformation. They empower their end customers with AI-based technologies that are not only cutting-edge but also stable, scalable, and designed to deliver strong returns on investment. Across various application areas and industry verticals, our partners are enabling real, impactful change.

Approaches to Emerging Challenges

At Iris, we are strategically expanding our portfolio by adding more products across every category of IT products and services. With the rising demand for cybersecurity and cloud solutions, we are equipping our partners with offerings that not only strengthen their project capabilities but also deliver significant added value and revenue opportunities.

Our focus is to ensure that partners can seamlessly integrate these solutions into their projects, enhancing both performance and profitability. We are also seeing strong interest from partners in AI solutions, as well as in our newly-introduced Security and Telecom products, which positions us well to tackle the evolving challenges of 2025 and beyond.

Strategic Initiatives for Brand Growth

To strengthen our brand presence, Iris maintains regular communication with partners through multiple media and social media channels, ensuring they are well-informed about our diverse product range and offerings. Additionally, we actively participate in channel events for direct engagement and collaboration. We also celebrate our partners' projects and successes through media publicity initiatives, bringing value and greater confidence in our relationships and enhancing their visibility in their respective market sectors.

Gaining Customer Trust and Loyalty

Our relationship with partners goes far deeper than simply supplying products. They trust Iris because of our personal and swift response, quick order processing, and reliable implementation and delivery. Beyond that, we actively support them by structuring complex deals, financially backing project supplies on a back-to-back basis, and continuously enabling them with the latest products and training.

Iris always goes the extra mile, standing firmly beside our partners throughout their project cycles. We ensure they see Iris not just as a service provider, but as a trusted advisor and an integral part of their growth journey.

Iris Global Services



Iris Global Services

Seamless teamwork & strong business ethics has been the Iris way of doing business.

Established in 1996 by our Chairman **Mr. Sanjiv Krishen** & Director **Ms. Kamini Talwar**, Iris is one of the **“Most Trusted”** Indian companies in IT distribution and services. With our deep expertise in IT Distribution, Technology Solutions, IT Support Services & Financial Services, we enable our business partners to operate efficiently and successfully in the markets they serve.

Iris has:

- ▶ **Presence at 26 locations across country**
- ▶ **An efficient supply chain management**
- ▶ **An experienced team**

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Partners and
still counting

3000+
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we have
accomplished

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Our
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On India's Digital Frontline: How the Private Sector Became a Silent Soldier

On a quiet evening in early May, just weeks after the terror attack in Pahalgam, cybersecurity teams in some of India's largest stock exchanges were working behind firewalls instead of behind desks. There were no sirens blaring this time, but a sense of siege loomed large. In the shadows of the physical assault, a digital offensive had already begun, one not fought with guns, but with scripts, malware, and rogue packets of data.

Attribution came quickly. Pakistani state-backed hacking groups, such as the much-tracked APT36 (known in security circles as Transparent Tribe) were deploying malware laced inside seemingly innocuous phishing emails. Their tools of choice: CrimsonRAT and MeshAgent. While these names mean little to the average Indian, they've become familiar code inside SOCs and CERT logs across the country.

These attacks weren't random. They ran parallel to coordinated DDoS barrages and website defacements, all calibrated to fray one vital thread: public trust. "Cyberattacks have become deliberate extensions of geopolitical strategy," PwC noted recently, a statement that has grown from theory to lived reality with every flare-up across the border.

The digital equivalent of an air-raid drill is still missing from much of corporate India.

Drawing parallels from the government's nationwide civil defense drills conducted on May 7, which involved air-raid sirens and evacuation rehearsals across nearly 300 districts. The intent was clear: rehearse the improbable to survive the unthinkable. But the digital equivalent of this drill is still missing from much of corporate India.

The Securities and Exchange Board of India seems to be one of the few regulatory bodies stepping up to codify the response. Under its new Cybersecurity and Cyber Resilience Framework, companies must conduct regular cyber-incident simulations. The document calls for incident response plans, not as optional guidelines, but as formal, enforceable structures. Even firms outside SEBI's ambit would do well to consider this the new standard.

The Imperative for Cyber Preparedness Drills

At the heart of these expectations lies a deceptively simple demand: plan like you're already under attack.

In its ideal form, the IRP acts like a crisis playbook. It tells you who to call, what to isolate, what to report, and when. And crucially, it tells you what not to do in the heat of a breach.

The border may lie thousands of kilometres away, but the battleground now includes your data centre.

The stages of the IRP are, by now, familiar to any CISO worth their dashboard:

Preparation: Train, audit, simulate.

- **Identification:** Detect early, escalate quickly.
- **Containment:** Limit the spread, hold the line.
- **Eradication:** Remove the threat, patch the hole.
- **Recovery:** Get systems back, clean and whole.
- **Lessons Learned:** Debrief, document, and adapt.

But even a textbook-perfect response plan isn't enough anymore unless it weaves in the obligations of Indian law.

SEBI's new Cybersecurity and Cyber Resilience Framework (CSCRF) explicitly mandates regular incident-response drills and simulation. In fact, the CSCRF requires each regulated company to "develop and maintain an incident response plan", establish timely reporting procedures, and conduct regular incident response drills and simulations. Even if you aren't a SEBI-regulated entity, this is now best practice for every organization with digital assets.

A well-defined Incident Response Plan (IRP) is essential for organizations to effectively manage and mitigate the impact of cyber incidents.

Typical IRP stages:

Stage	Description
Preparation	Develop and train an incident response team, establish communication protocols, and implement preventive measures.
Identification	Detect and ascertain the nature and scope of the incident through monitoring tools and threat intelligence.
Containment	Isolate affected systems to prevent further damage and maintain business continuity.
Eradication	Eliminate the root cause of the incident, such as removing malware or closing vulnerabilities.
Recovery	Restore systems and operations to normal, ensuring that all threats have been neutralized.
Lessons Learned	Analyze the incident to improve future response strategies and update security measures accordingly.

This structure aligns with both global best practices and India's specific mandates. Crucially, your IRP must automate compliance tasks during an incident. For instance, any significant cyber incident must be reported to CERT-In within six hours. There's no grace period, only consequences. Under the DPDP Act, any breach involving personal data must be disclosed to both the Data Protection Board and every affected individual, no matter the size or scope. And penalties under DPDP aren't symbolic. ₹250 crore is the upper limit, but the reputational damage could far exceed that.

Beyond compliance, the real challenge is rehearsal. An unread plan is no plan at all. Companies must go beyond documentation and into simulation:

- Test for real-world scenarios like ransomware and business email compromise.
- Bring in legal and PR teams, not just IT.
- Simulate failure, not just success.
- Debrief after every drill. Fix what falters.

What we're witnessing is not a surge in attacks, it's the normalization of cyberwarfare. The border may lie thousands of kilometres away, but the battleground now includes your data centre, your email servers, your cloud dashboards.

Corporate India must wake up to its frontline status. There's no more room for corporate dithering. Indian businesses, from startup to conglomerate, are digital frontline assets in this geopolitical showdown. Waiting for a directive or an "urgent" audit invitation is a formula for disaster. The time to harden your digital defenses is right now.

So, rehearse the breach. Build your war room. Appoint your generals. And when, not if, the next wave hits, make sure your teams aren't reading from a manual for the first time.

OPERATION SIND⁰⁰OR

CYBERATTACKS DON'T WAIT.
YOUR RESPONSE PLAN
SHOULDN'T EITHER.

In today's threat
landscape, an effective
Incident Response Plan is
your first line of defense.

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Adopting digital transformation to attain digital excellence

Future of India's IT and LDS Infotech

The future of India's IT industry looks very bright. With fast progress in technologies like artificial intelligence (AI) and cloud computing, the industry is growing quickly and impressing people all over the world. This growth is expected to continue as more companies focus on digital transformation and innovation.

At LDS Infotech Pvt Ltd, we are proud to be part of this exciting journey. We invest in the latest technologies—whether it's cloud services, cybersecurity, communication tools, design, data analytics, or AI. We also believe in continuous learning and helping our team grow their skills. By working with global partners, we bring innovative and strong solutions to our clients. Our aim is to lead the way in the IT industry and deliver services that not only meet but go beyond our clients' expectations.

Customer Receptiveness to Digital Change

Digital transformation is no longer just a trend—it's essential for every modern business. Embracing new technologies allows companies to become more agile, scalable, and resilient in an ever-evolving landscape.

We've seen a significant rise in the adoption of cloud computing, cybersecurity measures, AI-driven data analytics, mobile work solutions, virtual infrastructure, and managed IT services. When integrated effectively, these solutions streamline operations, enhance collaboration, and bolster digital security. Our experience shows that clients are more inclined to embrace digital transformation when they clearly understand the benefits—like improved productivity and higher ROI. Recognizing that every organization progresses at its own pace, we adopt a consultative, personalized approach to ensure each transformation aligns with the client's unique goals, operations, and long-term vision.

Strategic Initiatives for Brand Growth

At LDS Infotech Pvt. Ltd, we strengthen our brand by delivering real value through smart IT solutions and excellent service. We follow a consultative approach, listening to our clients, understanding their needs, and offering the right solutions.

In today's competitive market, we stand out by combining strong technical skills with a deep understanding of our clients' changing business needs. We have built strong partnerships with global technology leaders like Microsoft, AWS, CrowdStrike, Sophos, Adobe, Minitab, and SolidWorks by Dassault, allowing us to offer a wide range of services. These include cloud solutions, cybersecurity, server infrastructure, enterprise mobility, virtualization, and disaster recovery.

To grow our digital presence, we're investing in focused branding campaigns, participating in tech events, and sharing client success stories. We also build trust through our thought leadership, sharing knowledge through webinars, articles, and practical, solution-focused content. This positions LDS as a reliable advisor in the IT industry. Whether it's managing devices or setting up hybrid cloud systems, every solution we offer is built to solve real business problems with speed and dependability. At LDS, our brand grows through the results we deliver, the strong relationships we build.



AMARNATH SHETTY
Managing Director, LDS Infotech Pvt. Ltd.

Approaches to Emerging Challenges

Staying ahead of challenges in 2025 and beyond isn't just about reacting, it's about taking smart, proactive steps.

As cyber threats grow and digital systems get more complex, we're strengthening our cybersecurity by using advanced threat protection, secure network solutions, and better access controls. To improve efficiency and customer service, we have set up CRM and ticketing systems. These tools help us connect with clients better and streamline our internal processes. They not only speed up our response times but also give us valuable insights into what our clients need, allowing us to deliver quicker, smarter solutions. Looking ahead, we're also investing in AI-driven analytics, virtualization technologies, and business continuity planning. These will help businesses through their digital transformation and ensure they can keep running smoothly. Plus, our team is continuously trained to stay on top of new trends, so we're ready for whatever comes next, just like our clients. Our approach is simple: stay flexible, stay informed, and stay in tune with the future of IT.

Gaining Customer Trust and Loyalty

By prioritizing transparency, integrity, proactive communication, and consistent value delivery, LDS Infotech Pvt Ltd is well-positioned to be seen as a trusted advisor rather than just a service provider. Incorporating additional strategies like thought leadership, educational initiatives, and client advocacy further strengthen your relationships and build long-term trust. With a strong commitment to understanding and addressing client needs, the organization is well-equipped to remain a reliable partner in their journey toward digital excellence.

Key strategies identified:

1. Client-centric approach and tailored solutions
2. Anticipating customer needs and regular updates on on-going projects.
3. Regular updates to customers on the latest technology trends
4. Consistent improvement in quality service
5. On-time delivery and consistent performance
6. Meeting most of the customer's vendor evaluation criteria
7. Transparency and upholding high ethical standards



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CLIENTS

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CLIENTS

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PRESENCE IN

04

+ ASSOCIATES
IN OTHER CITIES

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- High Availability- Backup & Disaster Recovery Solutions
- Server and Storage - (NAS & SAN) Solutions
- ITSM Solutions - Asset Management
- Service Desk & Project Management Tools
- Network Security & Health Monitoring
- VAPT and IT Security Audits
- LDS IT FMS- Facilities Management Services
- AMC Services - Firewall, Endpoint & IT Infra
- Power BI Implementation and Development Solution

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Netpoleon India: A Decade of Trust, Transformation, and Tenacity in Cybersecurity

MOHAN KUMAR TL
Director, Netpoleon India

In 2025, Netpoleon India celebrates a proud, hard-earned milestone, a decade of dedication to securing the digital dreams of Indian enterprises. What started as a modest endeavor in 2015 has, today, blossomed into one of the most trusted value-added distributors in the Indian cybersecurity landscape.

From the beginning, Netpoleon India was never about selling products; it was about solving real problems, building real partnerships, and bringing real change. Over ten transformative years, the company has stayed ahead of a constantly shifting threat landscape, empowering businesses to grow securely, even as technology evolved at an unprecedented pace.

A Decade of Shared Success

As it marks its 10-year anniversary, Netpoleon India pauses to reflect with gratitude and pride on a journey built together with its customers, technology OEMs, and channel partners.

"We are humbled and deeply grateful for the incredible support we have received from our OEMs, partners, and customers throughout this journey," said Mr. Mohan Kumar TL, Director at Netpoleon India. "Their trust has been our strength. Every relationship we've built is a story of mutual respect, collaboration, and shared ambition. Today, this milestone belongs as much to them as it does to us."

Over the years, Netpoleon India has consistently pushed the boundaries of what a value-added distributor can deliver offering technical excellence, end-to-end support, and a steadfast commitment to enabling secure digital transformation.

"We are humbled and deeply grateful for the incredible support we have received from our OEMs, partners, and customers throughout this journey... Their trust has been our strength. Every relationship we've built is a story of mutual respect, collaboration, and shared ambition. Today, this milestone belongs as much to them as it does to us"

Forging Ahead with Innovation

In its next chapter, Netpoleon India is thrilled to announce the onboarding of innovative OEMs:

- Niagara Networks to strengthen network visibility and packet broker solutions,
- Secure Blink to advance proactive threat exposure management

These additions reinforce Netpoleon's promise to not just keep pace with cybersecurity evolution, but to lead and enable it.

Looking ahead, Netpoleon India is more energized than ever to build on its legacy, to adapt with agility, and to continue standing by its partners and customers with the same integrity, empathy, and technical excellence that have defined its first decade.

"This is not just a celebration of the past," added Mr. Mohan Kumar TL. "It is a renewed promise for the future. A future where security, innovation, and trust will continue to be the pillars of everything we do together."



From Boomers to Gen Alpha and Beyond, We've Secured Them All.

Netpoleon Celebrates a decade of secure digital guardianship with:

Networking | Network Security & Cloud Security | Identity Security | NG-SOC & Threat Intel | OT Security | Email & Data Security | DevSecOps & App Security | Monitoring, Management, & Assessment

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“Niveshan stands as a trusted platform where innovation meets collaboration, empowering businesses to thrive in the digital age.”

Kumar Bachchan
Founder & MD
Niveshan Technologies India Pvt. Ltd.

Blending Tech with Infrastructure to Power India's Digital Future

FUTURE OF INDIA'S IT AND NIVESHAN TECHNOLOGIES

At Niveshan, we serve as both catalyst and architect of India's digital transformation. From our IT service roots, we've grown into a technology powerhouse delivering AI, IoT, cybersecurity, cloud management, and smart city infrastructure. Our vision supports a digitally empowered India, where innovation meets impact. We uniquely contribute by building the digital backbone for infrastructure projects like roads and railways. These are no longer just physical assets they are now intelligent, data-driven networks. Our experts embed intelligence to enable seamless operations, predictive maintenance, and efficient resource management. Our global partnerships with Cisco, Dell, Hitachi Vantara, Juniper, and Fortinet bring world-class tech to Indian sectors. Recognition of our brand by OEMs affirms our innovation leadership. We empower citizens and businesses to be participants in the digital movement tools, platforms, and access to create and collaborate.

THE NTPL DIGITAL ACADEMY

The NTPL Digital Academy is a flagship initiative dedicated to fostering young talent and preparing them for the evolving digital landscape. We believe in identifying raw potential early and creating an environment where curiosity thrives and learning is continuous. By investing in the next generation, we lay the foundation for a future-ready workforce. Through expert mentorship and hands-on experience with world-class equipment, learners are nurtured in a setting that emphasizes both technical excellence and industry relevance. With a strong focus on best industry practices, the academy shapes professionals who are not just skilled but also strategically prepared to meet real-world challenges with confidence.



NIVESHAN



Most Promising Partner

CUSTOMER RECEPTIVENESS TO DIGITAL CHANGE

At Niveshan, our work across sectors has provided deep insights into digital transformation. It's evident that transformation isn't just about technology—it's about mindset, culture, and trust. While technology enables change, the real catalyst is an organisation's openness to reimagine how it operates, engages, and grows. Today, our customers aren't just open to change—they're actively driving it through intelligent infrastructure, data-driven governance, and cloud-native modernization.

STRATEGIC INITIATIVES FOR BRAND GROWTH

Our brand growth is rooted in strategic delivery. We offer a comprehensive suite of IT services, including Managed Services, Data Centre Infrastructure, Security Services, Cloud Management, Cybersecurity, AI, IoT, Complex Migrations, and E-Governance Solutions. We are also committed to projects that merge physical and digital infrastructure—like developing an IT-enabled national network of roads and railways.

APPROACHES TO EMERGING CHALLENGES

As 2025 approaches, rapid digital change presents challenges such as cybersecurity threats, talent shortages, and rising client expectations. Niveshan meets these with a forward-looking strategy—partnering with global tech leaders and investing in emerging domains. Through consistent upskilling in cloud, cybersecurity, and smart technologies, our teams stay future-ready. The NTPL Digital Academy plays a key role, in creating skilled professionals across AI, IoT, cybersecurity, cloud, and data centre domains.

SAATHI

Saathi is more than a partnership event; it's a celebration of collaboration, alignment, and shared purpose. It sets the tone for engaging with partners—not as sellers, but as long-term allies in transformation. Through Saathi, we foster open dialogue, strategic alignment, and co-creation, building relationships founded on mutual respect, transparency, and a shared vision for the future.



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3000+
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10k+
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Firewall



30+
Customer With Repeat Orders



55+
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“Powering Innovation with Elite Global Partnerships”



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Security & Network



Business Continuity Services



Command & Control Center



Software & IT Application Support



End-User Computing



Backup Solution

VARINDIA



Kalinga Digital Media (KDM), India's leading tech media house for over 26 years, publishes VARINDIA, Brand Book, and SPO India, serving the IT, telecom, and cybersecurity sectors. Known for organizing 1,000+ national and global events like the Star Nite Awards and Infotech Forum, KDM connects 30,000 IT partners and a million B2B/B2C subscribers through its Partner Connect model.

Its research arm, VARINDIA Research, delivers critical market insights via the Channel Leadership Survey, empowering 1,000+ corporate clients worldwide.

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26th Year

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SAIRAMAN MUDALIAR

Co-Founder & Director
Pentagon System & Services

The Future of Innovation: Harnessing AI, Cloud, and Cybersecurity for Synergy

Future of India's IT and Pentagon

India's IT industry is poised for unprecedented growth, driven by rapid digitalization, cloud adoption, AI advancements, and cybersecurity imperatives. The sector will continue to be a key driver of economic development, fostering innovation and job creation.

At Pentagon, we play a pivotal role in this digital transformation by providing cutting-edge IT infrastructure solutions, cloud services, AI solutions and managed services. Our expertise in multi-cloud environments, cybersecurity, and automation ensures that businesses can scale efficiently while maintaining resilience. Working with key OEMs, we leverage the latest technologies to empower enterprises, government sectors, and SMEs to navigate the digital landscape seamlessly.

Customer Receptiveness to Digital Change

Digital transformation is no longer optional—it's a necessity for survival and growth. Businesses are increasingly embracing cloud computing, AI-driven analytics, and automation to optimize operations and enhance customer experiences. However, the level of receptiveness varies across industries; while BFSI and large enterprises have been early adopters, SMEs are also navigating this transformation.

At Pentagon, we focus on educating and guiding our clients through this transition, offering tailored solutions that align with their business goals. Our consultative approach ensures that digital adoption is seamless, secure, and cost-effective.

Strategic Initiatives for Brand Growth

To strengthen our market presence, we are implementing a multi-faceted strategy that emphasizes thought leadership, customer-centric solutions, digital engagement, and strategic partnerships. By actively participating in industry forums, webinars, and collaborations, we position ourselves as a trusted knowledge leader. Our commitment to continuous innovation ensures we provide cutting-edge IT solutions that align with evolving business needs.

Additionally, we are enhancing our digital presence through content marketing, social media engagement, and targeted digital campaigns to expand our reach. Strengthening our alliances with global technology leaders further allows us to offer best-in-class solutions, reinforcing our credibility and expanding our market footprint.

Approaches to Emerging Challenges

The IT industry is continuously evolving, presenting challenges such as cybersecurity threats, skill shortages, and regulatory compliance. At Pentagon, we are strengthening our cybersecurity offerings to help clients mitigate risks in an increasingly complex digital landscape.

Simultaneously, we are investing in continuous learning programs to upskill our workforce and bridge the talent gap, ensuring that we stay ahead of industry demands.

Leveraging AI-driven solutions, we aim to enhance operational efficiency and drive business intelligence, enabling our clients to operate smarter and more effectively. Additionally, we are committed to sustainability initiatives, implementing eco-friendly IT practices while maintaining technological excellence.

Gaining Customer Trust and Loyalty

Building trust goes beyond delivering solutions; it requires a long-term commitment to customer success. At Pentagon, we adopt a consultative approach by understanding client pain points and offering tailored solutions instead of one-size-fits-all offerings. Our proactive support includes 24/7 managed services, predictive analytics, and dedicated account management to ensure seamless operations.

Transparency and reliability are at the core of our approach, providing clear communication, fair pricing, and measurable ROI on IT investments. Additionally, we continuously evolve our offerings with innovation and future-readiness, ensuring our clients stay ahead of technological disruptions.



Think **Excellence**, Think **Pentagon**



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Accelerating Intelligent Applications & Hyperautomation

Build Smarter, Scale Faster, Lead with AI



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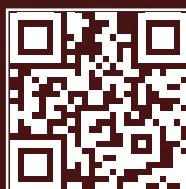
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Driving Digital Transformation That Goes Beyond Product Distribution Alone

ASHOK KUMAR

MD and Founder
RAH Infotech Pvt. Ltd.

Future of India's IT and RAH Infotech

India's IT industry is entering a phase of unprecedented growth, driven by rapid digital transformation, cloud-first mandates, and a heightened focus on cybersecurity. As organizations across sectors modernize, the need for secure, scalable, and intelligent solutions has become critical.

At RAH Infotech, we are uniquely positioned to meet this demand as one of India's leading value-added distributors. We specialize in cutting-edge solutions across cybersecurity, data management, cloud, and IT infrastructure. Our hybrid distribution model delivers end-to-end support-including pre-sales consulting, post-sales enablement, and technical training-empowering our channel partners to grow faster and serve customers better.

With a strong OEM ecosystem, a pan-India presence, and expanding reach across APAC, we are not just distributing products-we're enabling profitable digital transformation. For buyers and partners looking to tap into India's next wave of IT growth, RAH Infotech is the strategic partner of choice.

Customer Receptiveness to Digital Change

Digital transformation has evolved from a buzzword to a boardroom priority. Today, organizations are no longer asking whether to transform-they're asking how fast they can do it. We're seeing a marked shift in customer mindset: they are increasingly open to reimagining their IT infrastructure, automating operations, and embedding security by design.

At RAH Infotech, we've observed strong interest in cloud-native architectures, AI-driven solutions, and next-gen cybersecurity. Customers want speed, scale, and resilience-but many need a trusted guide to turn intent into execution. That's where we come in.

As a value-added distributor with a consulting-led approach, we go beyond product delivery. We help partners and enterprises navigate complexity-accelerating transformation from legacy systems to modern, agile environments. Our strength lies in combining innovation, integration, and ongoing support, making digital transformation not just possible, but profitable.

Strategic Initiatives for Brand Growth

In today's highly competitive IT landscape, standing out requires more than just great products-it demands purpose-driven strategy. At RAH Infotech, we are strengthening our brand through a multi-pronged approach focused on partnerships, presence, and positioning.

We are forging deeper alliances with global leaders in cybersecurity, data protection, and cloud, ensuring our portfolio remains cutting-edge and relevant. Simultaneously, we are expanding our reach across India-particularly in Tier 2 and Tier 3 cities, where digital adoption is accelerating. Our regional partner enablement programs are designed to empower local ecosystems with the tools, training, and support they need to succeed.

To further position RAH Infotech as a trusted knowledge partner, we are investing in thought leadership-from industry webinars and roundtables to curated CXO sessions. These initiatives help us drive meaningful conversations around digital resilience, security, and innovation.

Ultimately, our agility, local-first mindset, and deep partner relationships continue to be our strongest brand assets in a dynamic market.

Approaches to Emerging Challenges

As technology landscapes evolve and cyber threats grow in complexity, tackling the challenges of 2025 and beyond requires foresight, agility, and strong partnerships. At RAH Infotech, we are proactively aligning our strategy to ensure resilience, innovation, and market relevance-for ourselves and our partners.

- **Future-Ready Portfolio:** We're expanding our vendor ecosystem with a sharp focus on next-generation technologies like zero-trust security, SASE, AI-driven analytics, and data resiliency. This ensures we deliver solutions that are built for tomorrow's digital demands.
- **Skill-First Ecosystem:** We believe technology is only as strong as the people who implement it. That's why we're investing heavily in technical training and certifications-upskilling both our internal teams and our partner network to elevate solutioning capabilities and customer outcomes.
- **Cloud-Centric Growth:** With hybrid and multi-cloud architectures now mainstream, we are building specialized services around cloud governance, cost optimization, and secure migration. Our goal is to help partners deliver cloud confidently and at scale.

Through this three-pronged approach, we're not only future-proofing RAH Infotech-we're empowering our ecosystem to stay resilient, competitive, and digitally mature in a fast-changing world.

LEADING-EDGE TECHNOLOGY & UNMATCHED PARTNERSHIP EXCELLENCE



OUR OFFERINGS

Cybersecurity

Enterprise Networking

Storage & Data Center Solutions

Performance Management

Cloud Solutions

Managed Services

OUR TECHNOLOGY PARTNERS

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RAHInfotech

Orchestrating the intricacies of technology to solve business problems

RAJESH GOENKA
CEO, Rashi Peripherals Limited

Future of India's IT and RP Tech

The future of India's IT industry looks highly promising, with Artificial Intelligence (AI), Quantum Computing, Extended Reality (XR), and AI-driven cybersecurity set to drive the next phase of technological advancements. Government initiatives like Make in India and Digital India continue to accelerate digital adoption across industries, while the thriving startup ecosystem—especially in fintech, health tech, and edtech—fuels demand for advanced IT solutions.

At Rashi Peripherals (RP Tech), we are at the forefront of this digital revolution, ensuring that cutting-edge technology reaches every corner of India through our extensive distribution network. With 52 branches, 67 warehouses, and partnerships with 60+ global technology brands, we serve over 10,000 B2B customers across retail, enterprise, and e-commerce segments. Our commitment to value addition, innovation, and seamless product availability makes us a key enabler of India's ICT growth story.

Customer Receptiveness to Digital Change

Digital transformation is reshaping industries at an unprecedented pace, with cloud computing, AI, IoT, and cybersecurity becoming integral to business operations. The adoption of AI-powered devices, automation in supply chains, and smart infrastructure solutions is accelerating, especially in enterprise and government sectors.

In the ICT distribution space, we observe that B2B customers are increasingly prioritizing agility, efficiency, and scalability in their digital investments. While large enterprises and e-commerce players are quick adopters of new technologies, Tier 2 and Tier 3 businesses are still in various stages of digital adoption. Factors like cost, ROI clarity, and the availability of localized solutions influence their pace of transformation.

At RP Tech, we actively support this shift by:

- Expanding our portfolio with solutions to meet evolving customer needs
- Partnering with global technology brands to offer cutting-edge technologies across sectors
- Enhancing our digital platforms to provide seamless engagement and sales support

While digital transformation presents opportunities, education and awareness remain crucial to driving real change. As a trusted ICT distribution partner, we are committed to bridging this gap by equipping businesses with the right products, insights, and support to maximize their digital potential.



Strategic Initiatives for Brand Growth

With nearly 35 years of industry leadership, RP Tech has built one of the most robust and comprehensive ICT distribution networks in India. To strengthen our brand presence, we focus on:

- Expanding our reach by increasing penetration in Tier 2 and Tier 3 cities
- Enhancing value-added programs for our brand partners and B2B customers
- Organizing roadshows and customer engagement events to showcase new technologies
- Leveraging digital platforms for brand amplification and partner communication
- Introducing innovative marketing campaigns to reinforce our leadership in ICT distribution

Approaches to Emerging Challenges

The ICT industry is constantly evolving, and we closely monitor market trends, regulatory changes, and global supply chain dynamics to stay ahead of potential challenges. Our key strategies for 2025 and beyond include:

- Optimizing technology adoption to enhance operational efficiency and inventory management.
- Implementing innovative marketing campaigns to drive awareness and demand.
- Sustaining our growth momentum by expanding product lines and brand partnerships.
- Strengthening our embedded solutions and AI-driven product offerings to align with emerging industry trends.

At RP Tech, our customer-first approach, strong market intelligence, and adaptive strategies ensure that we continue to lead the ICT distribution sector, delivering value-driven solutions to our partners and customers.

Now Listed on NSE and BSE

Incorporated in 1989, Rashi Peripherals Limited is among the leading national distribution partners for global technology brands in India for information and communications technology ("ICT") products in terms of revenues and distribution network. With a pan India distribution network of 52 branches, 50 service centers and 68 warehouses, we cater to the technology requirements of 10225 customers in 708 locations across India.



36 Years
of Experience



70 Global
Technology Brands



10,255
Customers



708
Locations



52
Branches



68
Warehouses



23.5%
CAGR FY 21-25

www.rptechindia.com

Democratizing Technology To Reduce Friction And Empower Growth Is Our Core Narrative

RAJAT VOHRA
Chief Executive Officer - Redington Limited



Market Positioning and Vision

Our ongoing transformation into a holistic technology solutions provider continues to fuel growth as we sharpen our competitive edge around four pillars: fortifying our core, transforming routes to market, accelerating growth engines, and uniting as One Redington anchored by our values of trust, agility, and partner-centricity.

At Redington, we value our partnerships and believe in fostering relationships built on trust and collaboration. We are accelerating investments in AI, cloud, cybersecurity, and sustainable technologies, empowering partners with enhanced support and training, and expanding omnichannel strategies to deliver seamless customer experiences.

At the close of FY25, Redington achieved a record-breaking global revenue of ₹99,562 Cr, normalized PAT grew 10% YoY, demonstrating sustained profitability across all business lines. This remarkable performance was a result of strong execution across business segments and geographies.

While technology distribution remains our core, our Cloud business has witnessed over 40% YoY growth, fuelled by the increasing adoption of subscription and consumption models. We are continually enhancing our brand positioning by focusing on software, services, professional capabilities and AI-enabled solutions.



While technology distribution remains our core strength, our Cloud business has recorded over 40% year-over-year growth, driven by the increasing adoption of subscription and consumption-based models. To strengthen our market position, we continue to invest in software, services, and professional capabilities placing a strong emphasis on AI-enabled solutions...

Our operational excellence initiatives include the adoption of Robotic Process Automation (RPA), data-driven decision-making, integrated logistics, and tech-enabled platforms. We are also developing in-house generative AI and Agentic AI solutions. Furthermore, we are equipping partners and employees with training programs to ensure early adoption of emerging technologies, reinforcing our position as a future-ready, innovation-led organization





Brand Story and Communication

Redington's brand story is centred around our "Democratizing Technology" mission. We aim to reduce Technology Friction, enabling even the most remote businesses and communities to embrace digital transformation. We bring this narrative to life through thought leadership in leading trade publications and on our website. Our initiative includes immersive partner engagements such as our "Mission 300" program and the annual Redington Forums.

Additionally, we utilize data-driven, personalized outreach via CloudQuarks and RedAI, along with omnichannel campaigns that feature local-language case studies and targeted digital activations. Our core values of trust, agility and partner-centricity underpin all of this. This comprehensive, multi-pronged approach ensures our brand is heard and felt, positioning Redington as the essential catalyst for technological adoption and success within our ecosystem.

IT Outlook and Approach

India is working towards strengthening its Digital Public Infrastructure. The recent Supreme court ruling upholds the right to digital access as part of the fundamental right to life and liberty. The IT industry is rapidly moving towards consumption-oriented models, AI adoption and cloud technologies, and an increasing demand for secure and sustainable solutions is shaping the future of the IT industry. Companies are increasingly relying on these advanced technologies to drive sustainable growth. At Redington, we are implementing new strategies to take advantage of these changes by:

- **Democratizing technology:** We're eliminating adoption friction through innovative financing models, an intrapreneurial culture and an outside-in, data-driven mindset that anticipates partner needs before they surface.
- **Scaling AI and cloud platforms:** In partnership with AWS, we're expanding RedAI to deliver GenAI solutions, while enhancing CloudQuarks to simplify cloud consumption for both SMEs and large enterprises.
- **Empowering SMBs via "Mission 300":** Through targeted events, bespoke solutions and partner upskilling, we're digitally transforming 300 towns—so even the smallest businesses can thrive in the digital economy.
- **Enabling hybrid-cloud adoption:** Our tailored hybrid-cloud solutions help businesses balance flexibility and control, ensuring seamless integration and scalable growth.
- **Driving sustainable technology initiatives:** Building on our solar-sector expertise, we promote renewable-energy growth by offering eco-friendly technology solutions and supporting green-tech projects. We follow the principles of Climatesonomics, as we believe that business growth and sustainability complement each other and one's success reinforces the success of the other.

Through these initiatives, Redington is not only keeping pace with industry trends but actively shaping India's IT transformation.

Resonating With Audiences

The IT industry is undergoing a profound transformation, marked by the rapid adoption of consumption-based models, the growing influence

of AI and cloud technologies, and an increased emphasis on robust cybersecurity and sustainable solutions. In this evolving landscape, businesses are increasingly leveraging cutting-edge technologies to drive long-term, sustainable growth.

At Redington, our core narrative centres on 'Democratizing Technology'-a commitment to reducing technology friction and enabling widespread digital adoption. This mission is reflected in every aspect of our operations and positioning, where we are:

- **A key enabler** – Empowering both partners and end customers through accessible, affordable, and seamlessly integrated technology solutions.
- **A trusted partner** – Fostering strong, collaborative relationships across the entire technology ecosystem built on reliability and mutual growth.
- **A provider of innovative solutions** – Continuously adapting to and delivering the most relevant and emerging technological advancements.
- **A one-stop IT solutions provider for everything below the application layer** – From end-to-end infrastructure to a seamless, integrated experience enabled by our strong OEM relationships and an extensive channel partner network.

Redington also plays a pivotal role in supporting partner growth aspirations through services like Channel and Project Finance, consulting, and a well-defined solutions strategy. Our robust ecosystem is further enhanced by:

- **Actionable market intelligence** through regular insights into market trends and product developments, and
- **Comprehensive go-to-market (GTM) assets**, including Direct-to-Reseller (D2R), Redington-Led Fulfillment Routes (RLFR), our mid-market and enterprise channels, the Redington B2B Digital Platform, and CloudQuarks.

This multi-pronged, value-driven approach-anchored in trust, agility, and partner-centricity-ensures that Redington not only meets the evolving needs of the IT ecosystem but also creates lasting, meaningful connections. Ultimately, it positions Redington as the partner of choice across India's dynamic and diverse markets.

Staying Ahead with R&D

Redington's research and development (R&D) initiatives are focused on accelerating technology adoption, especially in emerging markets. We aim to overcome barriers and foster innovation by leveraging a robust ecosystem, expanding strategic partnerships, and driving operational excellence to facilitate faster, more efficient technology adoption.

While technology distribution remains our core strength, our Cloud business has recorded over 40% year-over-year growth, driven by the increasing adoption of subscription and consumption-based models. To strengthen our market position, we continue to invest in software, services, and professional capabilities-placing a strong emphasis on AI-enabled solutions.

Our operational excellence initiatives include the adoption of Robotic Process Automation (RPA), data-driven decision-making, integrated logistics, and tech-enabled platforms. We are also developing in-house generative AI and Agentic AI solutions.

Furthermore, we are equipping partners and employees with training programs to ensure early adoption of emerging technologies, reinforcing our position as a future-ready, innovation-led organization.



Building client relationships that go beyond transactions

JIGAR SANGHVI
Director
Sanghvi Infotech Pvt. Ltd.

Strategic Initiatives for Brand Growth

To stand out in a highly competitive market, Sanghvi Infotech is driving several strategic initiatives. We're expanding our digital footprint by strengthening our role in delivering last-mile and FTTH solutions vital to the digital economy. Through technology partnerships with global leaders in cybersecurity, software, and blockchain, we ensure our offerings stay innovative. Our customer-centric approach focuses on tailored solutions-from large-scale WiFi deployments to rural broadband projects like our work with GFGNL. Additionally, by engaging in community impact projects that promote education and connectivity, we build brand credibility and foster lasting trust within the communities we serve.

Approaches to Emerging Challenges

As we look toward 2025 and beyond, Sanghvi Infotech is gearing up to address several key challenges. With rising data volumes and connected devices, cybersecurity remains a top concern. We are investing in state-of-the-art security solutions to safeguard networks and protect client data. Scalability is another focus-as digital infrastructure needs grow, we are expanding our network and services to support businesses of all sizes, from rural areas to large enterprises.

We're also navigating an evolving regulatory environment by staying ahead of changes and ensuring full compliance, helping clients adapt with ease. Lastly, sustainability is central to our vision. As part of a larger group, we aim to power digital growth responsibly by integrating green technologies into our infrastructure, minimizing our carbon footprint while enabling progress.

Gaining Customer Trust and Loyalty

At Sanghvi Infotech, we believe in building relationships that go beyond transactions. We see ourselves as partners in our clients' success, positioning us as trusted advisors. We offer personalized solutions-whether deploying rural Wi-Fi for a school or an enterprise FTTH solution, we tailor offerings to unique needs. Our commitment extends beyond deployment, with long-term support, training, and regular upgrades to keep clients equipped with the latest technology.

As thought leaders, we engage clients on emerging tech like blockchain, IoT, and cybersecurity, helping them stay ahead. We also prioritize community engagement, empowering rural areas through connectivity and driving digital inclusion. These efforts reflect our broader mission-being more than a service provider. We aim to build lasting partnerships rooted in trust, expertise, and shared growth, creating value for both clients and communities.

Future of India's IT and Sanghvi Infotech

The future of India's IT industry is extremely promising, with rapid advancements in technologies like AI, blockchain, cybersecurity, and the increased demand for robust, scalable digital infrastructure. As a company that has been at the forefront of IT innovations for 25 years, Sanghvi Infotech Pvt. Ltd. is well-positioned to be a significant driver of this growth.

Through our strong partnerships and contributions to large-scale projects such as the Project GFGNL, where we've connected over 4000 government schools in rural areas, we are helping bridge the digital divide and empower the next generation. With a core focus on providing cutting-edge solutions like FTTH, end-to-end Wi-Fi solutions, and last-mile connectivity, we are playing a pivotal role in strengthening India's digital infrastructure, especially in underserved regions. Our expertise in security, software, and blockchain also positions us as a key player in India's IT landscape, enabling businesses to embrace secure, scalable digital solutions.

Customer Receptiveness to Digital Change

Digital transformation has moved beyond a buzzword to a necessary evolution for businesses. The rapid shift to cloud-based services, automation, AI, and the need for better connectivity are all shaping the future of industries in India and worldwide.

At Sanghvi Infotech, we have observed that businesses today are much more inclined toward leveraging technology to solve real-world challenges, be it improving operational efficiencies, enhancing customer experiences, or empowering remote workforces. However, while the excitement around digital transformation is palpable, the real change often faces hurdles like resistance due to the fear of disruption, the complexity of new technologies, and concerns about cyber security.

Through our end-to-end solutions, including last-mile connectivity and FTTH, we help customers take this leap with confidence, ensuring minimal disruption while achieving long-term, sustainable growth. Our deep understanding of both urban and rural needs allows us to cater to a diverse range of customers, making us a trusted partner in this transformation journey.



SAVEX BLENDS INNOVATION AND CHANNEL LOYALTY TO FUEL IT GROWTH

MAHENDRA WAHILE
Director
Savex Technologies Pvt. Ltd.

Future of India's IT and Savex

The future of India's IT industry is highly promising, characterized by robust growth and strong investment in emerging technologies like artificial intelligence (AI) and machine learning (ML). These technologies are becoming central to transformation across sectors such as BFSI, manufacturing, public services, and pharma. Projections suggest IT spending in India will reach USD 160 billion by 2025 and scale up to USD 400–500 billion by 2030. The key drivers of this growth include technological innovation, scalability, and adaptability.

Savex, as a tier-one distribution partner for various IT brands, plays a pivotal role in enabling this growth. The company offers consumer, commercial, and enterprise products, including software and cloud solutions. A significant focus is on the Government e-Marketplace (GeM), which is seeing major investment. Savex has established a dedicated team to drive GeM-related projects and engages in end-to-end execution, often through its partner network. For example, Savex contributed to a unique identification project in Maharashtra, supplying not just cybersecurity products but complementary equipment like UPS systems and display monitors.

Customer Receptiveness to Digital Change

Digital transformation has shifted from being an option to a necessity, particularly with the rise of AI and ML. Key enablers of this transformation include data availability, skilled manpower for analytics, and the organizational will to adapt to new technologies. Cybersecurity is becoming increasingly vital due to growing volumes of sensitive data, and skilled professionals are essential for ensuring secure digital adoption.

Post-COVID, the market has shown increased openness to change, driven by the need for automation and operational efficiency. Savex itself has embraced digital transformation through a custom-built Management Information System (MIS) for partners. This platform allows real-time tracking of orders, inventory, financials, and credit notes. Such digitization has replaced manual processes and enabled Savex to handle high transaction volumes efficiently, which would be unsustainable through human-only intervention.

Strategic Initiatives for Brand Growth

To enhance brand visibility and competitiveness, Savex has implemented several strategic initiatives centered around automation and partner enablement. The company has automated logistics and integrated APIs with vendors, reducing manual work and streamlining procurement. Orders from 50 branches, for example, are automatically routed through ERP systems to respective vendors, ensuring speed and accuracy.

Savex has also launched "Savex Talks," a series of partner engagement events focused on enterprise products. Conducted across tier-2 and tier-3 cities, where digital adoption lags behind urban centers, these events promote digital transformation in underpenetrated regions. In addition, Savex supports partners with pre-sales and post-sales teams to help them deliver technical solutions more effectively.

With a network of over 8,000 partners in 750 cities, Savex's outreach strategy is both broad and targeted, enabling closer partner relationships and deeper market penetration.

Approaches to Emerging Challenges

Savex is actively addressing future challenges through partner enablement and market-driven feedback loops. It collaborates closely with vendors and end-users to identify real-time market expectations and requirements. This feedback is then used to deliver customized solutions. The company believes in converting challenges into opportunities, which in turn facilitates business innovation and sustains long-term growth.

Gaining Customer Trust and Loyalty

Savex has built a reputation as a channel-friendly company through strong relationship-building initiatives. Since 2000, the company has run loyalty and bonding programs like foreign trips for partners, not just as business engagements but as personal interactions. These trips help foster mutual understanding, create trust, and facilitate deeper collaboration.

The company treats partners like family and engages in ongoing dialogue to understand their needs, business ambitions, and market dynamics. These informal yet strategic interactions have helped Savex develop long-term partnerships and position itself as a trusted advisor rather than merely a supplier.

DELIVERING SCALABLE CLOUD SOLUTIONS FOR SEAMLESS DIGITAL TRANSFORMATION

Future of India's IT and Shivaami

India's IT industry holds a promising future, propelled by continuous innovation and widespread digital transformation across various sectors. At Shivaami, we play a pivotal role in this evolution by delivering cutting-edge cloud solutions and consistent support. Our offerings empower businesses to scale seamlessly, adapt to changing demands, and thrive in a competitive, tech-driven environment. As digital adoption accelerates, Shivaami remains committed to driving progress and enabling sustainable growth for organizations across the evolving Indian IT landscape.

Customer Receptiveness to Digital Change

Digital innovation is rapidly reshaping the modern business landscape, resulting in greater client adaptability to new methodologies that promise enhanced efficiency and accelerated growth. As businesses explore these evolving tools, stakeholders increasingly acknowledge the potential of digital solutions to streamline operations, expand market reach, and boost overall profitability. This growing alignment between technological progress and consumer readiness is fostering an environment highly conducive to impactful digital transformation. Organizations are now more willing than ever to embrace these changes, creating opportunities for scalable, sustainable advancements across industries.

Strategic Initiatives for Brand Growth

We are implementing a comprehensive strategy focused on content marketing, strategic partnerships, and digital expansion to effectively connect with our target audience, boost brand visibility, and drive long-term growth. Our approach includes creating high-value content to establish authority and attract qualified leads, while strategic alliances enable resource sharing and open access to new markets. Additionally, we are strengthening our digital presence by leveraging data-driven insights to fine-tune engagement strategies. This multifaceted effort ensures that Shivaami remains competitive, relevant, and well-positioned in an increasingly dynamic and digital marketplace.



PRIYANKA KHANNA
Chief Revenue Officer
Shivaami Cloud Services Pvt. Ltd.

Approaches to Emerging Challenges

To proactively handle the increasing complexities expected in 2025 and beyond, Shivaami is adopting a multi-faceted strategy rooted in R&D-driven innovation and agile technological adaptation. A key priority is strengthening cybersecurity through the deployment of advanced systems, robust protocols, and comprehensive data protection measures. Equally important is our substantial investment in continuous learning and talent development to ensure our teams are well-equipped for the evolving IT landscape. This forward-looking approach will enable Shivaami to effectively address emerging challenges, seize new opportunities, and consistently deliver exceptional value and service quality to our clients.

Gaining Customer Trust and Loyalty

We aim to be trusted advisors by focusing on our customers' sustained growth and success. This involves deeply understanding their unique challenges and crafting tailored solutions that deliver meaningful, long-term value. Open communication and a proactive approach to evolving client needs are essential to building strong, trust-based relationships. At Shivaami, we strive to become an indispensable extension of our clients' teams, offering not just services, but strategic guidance and support. Our commitment ensures we are seen as partners in progress, dedicated to enabling their continued advancement in a dynamic business landscape.



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Building Value With Successful Digital Transformation



DEBRAJ DAM
Co-Founder and Chief - VAD Venture
Supertron Electronics (SEPL)

Future of India's IT and Supertron

India's IT industry is poised for transformative growth, driven by rapid digital adoption, strong government support, and cutting-edge technologies. Businesses are embracing digital transformation to enhance efficiency, customer engagement, and innovation. Initiatives like Digital India and smart city development are pushing demand for surveillance, cloud infrastructure, and data storage solutions. Emerging technologies-AI, IoT, 5G, and edge computing-are reshaping business operations, requiring specialized expertise. India's large skilled workforce remains a competitive advantage, while surging data consumption is fuelling demand for advanced data center storage and efficient management. ProAV solutions are also gaining traction across sectors like education, enterprise, and public services for better communication and collaboration. In this evolving ecosystem, SEPL VAD plays a pivotal role in driving growth. As a value-added distributor with domain expertise in Surveillance, ProAV, Data Centre Storage, and Cloud Applications, SEPL VAD goes beyond distribution. It offers pre-sales consultation, technical support, and post-sales service, helping partners deliver high-value, complex IT solutions. SEPL VAD supports smart and safe cities by integrating surveillance technologies such as advanced cameras, video management systems, and analytics. In ProAV, the company delivers immersive communication solutions, from interactive displays to professional audio and video surveillance systems.

It enables robust digital infrastructure through high-performance storage, data management, and virtualization solutions, meeting the growing demands of enterprise data consumption. In the cloud domain, SEPL VAD actively facilitates adoption by offering scalable, cost-effective solutions that drive innovation and agility.

Through a strong SI channel partner network, SEPL VAD provides enablement programs, training, and support to extend reach and capabilities. Its focus on introducing emerging technologies to the Indian market ensures customers gain a competitive edge across India, Southeast Asia, and the Middle East. Offices in 60 locations across India, Singapore, Dubai, and Saudi Arabia.

Customer Receptiveness to Digital Change

Digital transformation is no longer optional-it's essential. Organizations are accelerating adoption to improve efficiency, customer experience, and revenue generation. Today's digital strategies are focused on measurable outcomes like ROI and operational improvements. Data analytics is central to informed decision-making, while cloud-first approaches are critical components of IT planning.

Adoption readiness varies. Early adopters are leading innovation, while many others show cautious optimism, requiring clear roadmaps and strong support. In some cases, legacy systems create resistance to change, making a phased approach with quick wins and training essential. Across the board, customers seek trusted advisors like SEPL VAD to guide digital journeys with tailored strategies.

Strategic Initiatives for Brand Growth

To enhance market presence, SEPL VAD is executing exclusive core technology brand-building strategies. It is deepening domain specialization through expert content, webinars, and industry engagement. Partner enablement programs are being enhanced with technical training, marketing support, and access to exclusive tools.

Targeted marketing campaigns communicate SEPL VAD's value proposition clearly to core audiences. Strong OEM relationships enable joint offerings and increased visibility. The company is committed to delivering exceptional experiences for both partners and end-users through proactive communication and support. Success stories are actively showcased to demonstrate real-world impact, while new market opportunities are being explored to stay ahead in the evolving IT landscape.

Approaches to Emerging Challenges

SEPL VAD is proactively addressing future challenges with strategic focus. It is integrating AI and analytics into its offerings to support smarter surveillance, optimized ProAV, intelligent storage, and advanced cloud applications. To manage supply chain risks, the company is diversifying sourcing and improving inventory practices.

The skills gap is being tackled through ongoing training and certification for internal teams and partners. SEPL VAD is also aligning with global priorities by promoting sustainable IT, including energy-efficient hardware and cloud solutions. Recognizing the rise of edge computing, it is building support for low-latency deployments. An expanded cloud portfolio now includes hybrid and multi-cloud services tailored to diverse enterprise needs.

Gaining Customer Trust and Loyalty

SEPL VAD differentiates itself by acting as a strategic advisor rather than just a vendor. Its consultative approach ensures tailored solutions aligned with specific business objectives. By anticipating needs and delivering future-ready architectures, SEPL VAD offers proactive, high-impact support.

The company invests in long-term partnerships through consistent communication, performance reviews, and value-driven engagement. Transparency and open dialogue foster trust, while every recommendation is linked to measurable business gains.

Dedicated support teams, continuous learning, and a customer-centric philosophy ensure strong, reliable relationships. SEPL VAD's exclusive partnerships with leading OEMs like Motorola Solutions, Intortrend, Manage Engine, Virtuozzo, Vigyanlabs, Aver and Kanexpro further validate its expertise and trusted status in the IT VAD ecosystem.



Empowering Partnerships Enhancing Growth Endless Possibilities

KEY DIFFERENTIATOR

Value: Consulting Approach |
Solution Design | CoE Center |
Proof of Concept (PoC)
Capabilities

Expertise: Pro AV & Surveillance |
Data Storage | Cloud Application

Success: 100% Partner
Centric Model



Supertron Electronics Pvt. Ltd. (Value Added Distribution Venture)

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TD Media Strives To Build Client Trust as its Business Philosophy

Future of India's IT and TDM

The future of India's IT industry holds immense potential, driven by technological innovations, evolving market demands, and government policies that encourage digital growth. The IT sector contributes 9.3% to the country's GDP and accounts for 56% of the global outsourcing market. These statistics highlight the sector's central role in India's economic landscape. At TDM Group, we understand the fast-paced evolution of the industry and are focused on tapping into emerging opportunities. Several key trends will shape the future, including the adoption of digital technologies, the growing significance of Software-as-a-Service (SaaS) models, and the expansion of India's startup ecosystem. As businesses and government organizations transition toward digital solutions, TDM Group is well-positioned to support these transformations. With our diverse business units-TDM Networks, TD Media, Novo Robotics, and TDM Foundation-we aim to meet the growing demand for digital services, making TDM a key player in India's IT evolution.

Customer Receptiveness to Digital Change

Digital transformation goes beyond adopting new technologies; it is about reshaping corporate cultures and operations. A critical shift is seen in how customers are becoming more digitally engaged, expecting services that are personalized, on-demand, and available across platforms. Today's consumers demand immediate responses, with real-time solutions and 24/7 availability. At TDM Group, we understand this shift and prioritize customer-centric solutions. Our approach ensures we are responsive to the changing needs of the digital consumer. By integrating customer data across various touchpoints, we empower businesses to deliver seamless experiences, enhancing customer relationships and maintaining competitiveness in a digital-first world. The goal is to make every customer interaction meaningful and consistent, essential for building long-term customer loyalty. Our solutions also help businesses become more agile, enabling them to meet customer demands and drive growth.

Strategic Initiatives for Brand Growth

In an increasingly competitive market, TDM Group continuously refines its strategic initiatives to enhance its brand presence. We focus on building brand recall, recognition, and top-of-mind awareness. Our goal is to ensure that when customers think of digital solutions, TDM is the first name that comes to mind. By consistently delivering high-quality services and targeted brand communication, we aim to foster long-term loyalty and strong emotional connections with our clients. Our marketing strategy includes leveraging user-generated content, traditional channels, and social media platforms to boost visibility and customer engagement. Through our unique value propositions, we demonstrate how TDM can positively impact our clients' success. This strategy strengthens TDM Group's position as a trusted and recognizable brand within the industry.



NARINDER SINGH MANRAL
Chairman - TDM Group

Approaches to Emerging Challenges

Addressing emerging challenges in the IT industry requires a proactive and strategic approach. At TDM Group, we align our mission and resources with market trends and emerging opportunities. We break down long-term goals into actionable steps and evaluate progress using Key Performance Indicators (KPIs). This ensures that we remain agile, responsive, and adaptable to market shifts. Our strategic initiatives evolve with the changing landscape, allowing TDM Group to stay ahead of trends and address customer needs. Regular feedback loops and strategy adjustments are integral to maintaining growth and success in a constantly evolving market. We focus on efficiency, scalability, and technology-driven solutions to navigate the challenges ahead, ensuring our position as a market leader.

Gaining Customer Trust and Loyalty

Building trust with clients is at the core of TDM Group's business philosophy. We aim to be more than just a service provider; we strive to be a trusted advisor. We achieve this by being transparent, communicative, and proactive in meeting our clients' needs. Establishing open, honest relationships is essential, and we prioritize setting clear expectations at the outset of each partnership. Through regular communication, timely responses, and providing valuable insights into opportunities and challenges, we create an environment where trust thrives. Our commitment to delivering high-quality, reliable solutions and consistently following through on our promises fosters long-term loyalty. By focusing on these principles, TDM Group not only builds trust but also ensures that we remain a trusted advisor, supporting our clients in their digital transformation journey. This approach has allowed us to foster lasting partnerships, with clients relying on TDM Group for continued success.



INDIA A GLOBAL POWERHOUSE OF ALL BRANDS

India is now a Global Brand Powerhouse, serving as a major consumer market for international companies while successfully launching its own brands onto the world stage.

"Make in India" is rapidly transforming the nation into a global manufacturing hub. With a skilled, cost-effective workforce, better infrastructure, and strong policies like PLI schemes, India is an escalating force in global media infrastructure, hosting over 1,580 Global Capability Centers (GCCs), with nearly 50 dedicated to Media and Entertainment (M&E).

India's strong fundamentals and strategic approach position it as a resilient pillar shaping the evolving Global Economic Order.

www.mybrandbook.co.in

Powering India's Digital Growth with Innovation, Trust, and Cutting-Edge Tech Solutions



SUNDARESAN K
VP & GM, India and ANZ, Tech Data

Future of India's IT and Tech Data

The future of India's IT industry is exceptionally promising, driven by rapid digital transformation, cloud adoption, cybersecurity needs, AI integration, and rising demand for edge computing and hybrid infrastructure. As a key solutions aggregator and value-added distributor, Tech Data India accelerates this growth by connecting global IT innovation with local market needs.

We drive growth by:

- **Empowering channel partners** with cutting-edge technologies in cloud, cybersecurity, data centers, and enterprise software.
- **Enabling partners** through training, certifications, and workshops to bridge skill gaps.
- **Providing end-to-end lifecycle support**, from pre-sales consulting to financing options for future-ready deployments.
- **Investing in innovation platforms** like StreamOne, Solutions Factory, and digital commerce to unlock recurring revenue and faster market entry.

As India evolves into a global digital hub, Tech Data remains a trusted growth partner, driving tech-led transformation.

Customer Receptiveness to Digital Change

We see digital transformation as a strategic imperative across all sectors. While the pandemic accelerated adoption, Indian enterprises are now shifting from experimentation to scaled deployment of digital technologies.

Key observations:

- **Hybrid IT and multi-cloud** models balance agility, cost-efficiency, and compliance.
- **Cybersecurity and data protection** are board-level priorities.
- **Gen AI, analytics, and automation** are key to decision-making and customer experience.
- **Edge computing and IoT** are gaining traction in manufacturing, retail, and logistics.

Indian customers are highly receptive to real change, driven by outcomes like cost optimization, speed, and resilience. However, many still seek trusted guidance. We help deliver clarity, confidence, and capability through our ecosystem expertise.

Strategic Initiatives for Brand Growth

In today's highly competitive IT landscape, Tech Data is driving strategic, high-impact initiatives to enhance brand presence and reinforce its role as a trusted technology enabler.

Key initiatives include:

- **Partner-Centric Programs:** We're deepening partner engagement through targeted incentives, enablement workshops, and solution-selling frameworks across cloud, cybersecurity, and data center modernization. A key example is Destination AI, which equips partners with tools, knowledge, and go-to-market support to lead in the AI space.
- **Thought Leadership & Industry Visibility:** Through industry events, panel participation, and thought leadership content, we position Tech Data India as a leader in digital transformation.

- **Digital-First Marketing:** We invest in data-driven campaigns, social media, and co-branded marketing to build awareness and generate demand for Tech Data and vendor partners.
- **Localised Solutions & Services:** Tailoring global capabilities to India's market, we offer scalable managed services, flexible financing via Tech Data Capital, and a local cloud marketplace to support partner growth.
- **Strengthening Alliances:** By co-creating go-to-market strategies with OEMs, we expand our reach and strengthen Tech Data's position as India's preferred IT distributor.

These initiatives reflect our vision to connect, scale, and accelerate growth beyond technology distribution in India.

Approaches to Emerging Challenges

As we look toward 2025 and beyond, Tech Data India aims to become the "Distributor of the Future," proactively addressing emerging challenges through a future-ready, partner-first approach focused on agility, innovation, and value creation.

Key strategies include:

- **Future-Proofing the Channel Ecosystem:** Investing in partner enablement across AI, cybersecurity, hybrid cloud, and data analytics to equip partners for tomorrow's business needs.
- **Strengthening Digital Platforms & Automation:** Modernizing internal systems to boost operational efficiency, enhance partner experience, and enable data-driven decision-making.
- **Deepening Vendor Collaboration:** Co-innovating with strategic vendors to deliver integrated, outcome-based solutions for real-world challenges.

Our strategy is to lead through change, enabling ecosystem growth with confidence and resilience.

Gaining Customer Trust and Loyalty

Our goal is to move beyond transactions and become a trusted advisor to customers and partners-delivering strategic value, not just technology solutions.

Here's how we make this shift from service provider to trusted advisor:

- **Consultative Engagement:** We understand business goals, challenges, and priorities, then tailor outcome-driven solutions aligned with long-term growth.
- **Value-Added Services:** From pre-sales consulting to financing support, we deliver full lifecycle services that build trust at every step.
- **Knowledge Empowerment:** Through workshops, certifications, demos, and Centers of Excellence, we enable confident adoption of innovation.
- **Long-Term Relationships:** We build transparent, responsive, and growth-focused relationships-co-creating strategies that keep customers competitive and future-ready.

By aligning expertise with outcomes, Tech Data India is seen as a strategic growth enabler and trusted advisor.

To connect the
global IT ecosystem
and unlock its
potential for all.



#71

On the Fortune 500 List

1500+

Vendors/OEMS

150,000+

Customers

200,000+

Products & Solutions

100+

Countries Served

20,000+

Skilled Workers

Tech Data Center of Excellence (CoE)

Ready Modern Technology Solutions

Built for our channel partners and end users in mind, the Tech Data CoE provides ready multivendor next-gen solutions that support the most common and complex IT problems. The solutions that support the most across vendors and are ready to be tested and demonstrated, helping you go-to-market and scale your business at speed.

Scan the QR code



To request a demo from our
most updated solution catalog
coe.apac@techdata.com

Our Vendors

Acer • Acronis • Allied Telesis • Arctera • Arista Networks • Autodesk • Automation Anywhere • Avepoint
Barracuda • BenQ • BitTitan • Broadcom • Check Point • Ciena • Cibecs • Cisco • Citrix • Cloudera • CloudSEK
Cohecity • Corsa Security • Couchbase • Cradlepoint • Ctera • Cybereason • Cyware • DataDirect Networks (DDN)
Dataminr • Dell Technologies • Diamanti • F5 • GitLab • H2O.ai • HP • IBM • Indusface • Invicti • Lenovo • MailGuard
Microsoft • MongoDB • Msys Connect • Netapp • NVIDIA • Omnissa • OPSWAT • Oracle • Palo Alto Networks
Quantum • SAS Institute INC • SecHard • Simplifai • Syniti • Unity • YugabyteDB • Zscaler • Zyxel



THE MOST INFLUENTIAL CMOS IN THE TECH INDUSTRY



50 INFLUENTIAL CMO'S OF INDIA

NAME

A L JAGANNATH
ABHINAV KUMAR
AMALORE JUDE
AMOL GAIKWAD
AMRITA THAPAR
ANINDITA DAS VELURI
ANKESH KUMAR
ANUPAM SAH
APURVA JANI
ARPITA AGRAWAL
ARPITA SENGUPTA
ARVIND SAXENA
ASHU MEHROTRA
CHANDRIKA JAIN
DEBUR S BALAMURALI
DEEPAK MATHUR
JAYATI SINGH
JESSICA D'CRUZ
JOSHUA MATHEW
KARTHIK SATHURAGIRI
KIRTI PANDEY
KRISTINE DANIELS
KUSHAGRA SHARMA
MAYURI SAIKIA
MUKESH BAJPAI
NIKHIL DUDWADKAR
NIKHIL MEHROTRA
NIPUN SHARMA
PEEYUSH DUBEY
PRIYANKA SETHI
PUNEET CHADHA
RAHUL NAUTIYAL
RAHUL SINGH
RAJASHAKHER INTHA
RAJAT ABBI
RAKSHIT RAVIPRAKASH
RAM PARAMESWARAN
RIMI DAS
RISHI PRASAD
SHALINI KAUL
SHANKER SAREEN
SHIRISH AGARWAL
SIDDHARTH SINGH
SOORAJ BALAKRISHNAN
SUMIT VIRMANI
SUNDAR GANESAN
TUHINA PANDEY
VAISHALI B SHIVSHANKAR
VINNY SHARMA
VIREN WADHWA

DESIGNATION

DIRECTOR, MARKETING & PARTNERSHIPS (INDIA & ME)
GLOBAL CMO
HEAD OF MARKETING- ISG
HEAD MARKETING(INDIA & SAARC)
REGIONAL MARKETING DIRECTOR
DIRECTOR-MARKETING
CHIEF MARKETING OFFICER
DGM- MARKETING
MARKETING DIRECTOR
COUNTRY MARKETING DIRECTOR
DIRECTOR-MARKETING & COMMUNICATIONS
HEAD - MARKETING CENTRE OF EXCELLENCE (MCOE)
VP-MARKETING
DIRECTOR-BRAND STRATEGY, CONTENT & MARKETING
V.P.-MARKETING & CUSTOMER EXPERIENCE
HEAD MARKETING (INDIA & SAARC)
CMO
REGIONAL MARKETING DIRECTOR-INDIA & SAARC
HEAD OF MARKETING-INDIA
MARKETING DIRECTOR
MARKETING HEAD
HEAD OF INDIA MARKETING
HEAD MARKETING -INDIA & SAARC
DIRECTOR MARKETING, GTM HEAD INDIA (CONSUMER ORG)
MARKETING HEAD
HEAD OF MARKETING-INDIA
DIRECTOR FIELD MARKETING-INDIA
SENIOR DIRECTOR & CMO - INDIA
CMO
HEAD OF MARKETING
CHIEF MARKETING OFFICER
COUNTRY MANAGER AND HEAD OF MARKETING
VP & HEAD OF MARKETING
GLOBAL MARKETING DIRECTOR
VP & GLOBAL MARKETING, CMO
DIRECTOR-MARKETING
GLOBAL MARKETING HEAD- AI & DIGITAL
HEAD OF MARKETING- INDIA
SR. MGR – MKTG LEAD (SA) & SURVEILLANCE LEAD (APAC)
DIRECTOR-MARKETING
MARKETING DIRECTOR- INDIA & SAARC
DIRECTOR-MARKETING
SVP & CMO
ASSOCIATE DIRECTOR & HEAD -MARKETING
EVP & GLOBAL CMO
HEAD, ENTERPRISE MARKETING & COMMS – SOUTH ASIA
DIRECTOR-APAC COMMUNICATIONS & CMO
HEAD OF MARKETING-INDIA & SAARC
SR.MARKETING DIRECTOR- APJ, EUROPE & EMEA
CHIEF MARKETING OFFICER

COMPANY

THOUGHTWORKS TECHNOLOGIES (INDIA) PVT.LTD..
TATA CONSULTANCY SERVICES LTD.
LENOVO INDIA PVT. LTD.
CHECKPOINT SOFTWARE TECHNOLOGIES LTD.
MICROSOFT CORPORATION INDIA PVT. LTD.
ADOBE SYSTEMS INDIA PVT. LTD.
INGRAM MICRO INDIA PVT. LTD.
ADITYA INFOTECH PVT. LTD.
INTEL CORPORATION
DELL TECHNOLOGIES
RED HAT INDIA PVT. LTD.
NEC CORPORATION INDIA PVT. LTD.
TP-LINK INDIA PVT. LTD.
LENOVO INDIA PVT. LTD.
KYNDRYL INDIA
PALO ALTO NETWORKS
TALLY SOLUTIONS PVT. LTD.
FORTINET TECHNOLOGIES INDIA PVT. LTD.
CISCO SYSTEMS INDIA PVT.LTD.
CROWDSTRIKE INDIA PVT. LTD.
PRAMA INDIA PVT. LTD.
RUBRIK INDIA PVT.LTD.
VEEAM SOFTWARE PVT. LTD.
DELL TECHNOLOGIES PVT. LTD.
AMD INDIA PVT. LTD.
KASPERSKY
NUTANIX TECHNOLOGIES INDIA PVT. LTD.
SALESFORCE.COM INDIA PVT.LTD.
TECH MAHINDRA LIMITED
HAIER APPLIANCES INDIA PVT. LTD.
REDINGTON LTD.
HEWLETT PACKARD ENTERPRISE INDIA PVT. LTD.
SAP INDIA PVT.LTD.
CYBLE INFOSEC INDIA PVT. LTD
SCHNEIDER ELECTRIC INDIA PVT. LTD.
QUALYS SECURITY TECHSERVICES PVT. LTD.
WIPRO LIMITED
PURE STORAGE INDIA PVT. LTD.
SEAGATE TECHNOLOGY
JUNIPER NETWORKS INDIA PVT. LTD.
SENTINELONE INDIA PVT. LTD.
SAMSUNG INDIA ELECTRONICS PVT. LTD.
CTRLS DATACENTERS LTD.
ACER INDIA PVT.LTD.
INFOSYS LIMITED
JABRA CONNECT INDIA PVT. LTD.
IBM INDIA PVT. LTD.
F5 NETWORKS INDIA PVT. LTD.
SECURONIX INDIA PVT. LTD.
YOTTA DATA SERVICES PVT. LTD.

THE MOST INFLUENTIAL



A L JAGANNATH
Thoughtworks Technologies
Pvt.Ltd.



ABHINAV KUMAR
Tata Consultancy
Services Ltd.



AMALORE JUDE
Lenovo India Pvt. Ltd.



AMOL GAIKWAD
Checkpoint Software
Technologies Ltd.



AMRITA THAPAR
Microsoft Corporation
India Pvt. Ltd.



ANINDITA DAS VELURI
Adobe Systems India
Pvt. Ltd.



ANKESH KUMAR
Ingram Micro India
Pvt. Ltd.



ANUPAM SAH
Aditya Infotech
Pvt. Ltd.



APURVA JANI
Intel Corporation



ARPITA AGRAWAL
Dell Technologies



ARPITA SENGUPTA
Red Hat India
Pvt. Ltd.



ARVIND SAXENA
NEC Corporation India
Pvt. Ltd.



ASHU MEHROTRA
TP-Link India
Pvt. Ltd.



CHANDRIKA JAIN
Lenovo India
Pvt. Ltd.



DEBUR S BALAMURALI
Kyndryl India



DEEPAK MATHUR
Palo Alto Networks



JAYATI SINGH
Tally Solutions Pvt. Ltd.



JESSICA D'CRUZ
Fortinet Technologies
India Pvt. Ltd.



JOSHUA MATHEW
Cisco Systems India
Pvt.Ltd.



KARTHIK SATHURAGIRI
CrowdStrike India
Pvt. Ltd.



KIRTI PANDEY
Prama India Pvt. Ltd.



KRISTINE DANIELS
Rubrik India Pvt.Ltd.



KUSHAGRA SHARMA
Veeam Software
Pvt. Ltd.



MAYURI SAIKIA
Dell Technologies
Pvt. Ltd.



MUKESH BAJPAI
AMD India Pvt. Ltd.

CMOs IN THE COUNTRY



NIKHIL DUDWADKAR
Kaspersky



NIKHIL MEHROTRA
Nutanix Technologies India
Pvt. Ltd.



NIPUN SHARMA
Salesforce.com India
Pvt. Ltd.



PEEYUSH DUBEY
Tech Mahindra
Limited



PRIYANKA SETHI
Haier Appliances
India Pvt. Ltd.



PUNEET CHADHA
Redington Ltd.



RAHUL NAUTIYAL
HPE India Pvt. Ltd.



RAHUL SINGH
SAP India Pvt. Ltd.



RAJASHAKHER INTHA
Cyble Infosec India
Pvt. Ltd



RAJAT ABBI
Schneider Electric
India Pvt. Ltd.



RAKSHIT RAVIPRAKASH
Qualys Security
Techservices Pvt. Ltd.



RAM PARAMESWARAN
Wipro Limited



RIMI DAS
Pure Storage India
Pvt. Ltd.



RISHI PRASAD
Seagate Technology



SHALINI KAUL
Juniper Networks
India Pvt. Ltd.



SHANKER SAREEN
Sentinelone India
Pvt. Ltd.



SHIRISH AGARWAL
Samsung India
Electronics Pvt. Ltd.



SIDDHARTH SINGH
CtrlS Datacenters Ltd.



SOORAJ BALAKRISHNAN
Acer India Pvt. Ltd.



SUMIT VIRMANI
Infosys Limited



SUNDAR GANESAN
Jabra Connect India
Pvt. Ltd.



TUHINA PANDEY
IBM India Pvt. Ltd.



VAISHALI B SHIVSHANKAR
F5 Networks India
Pvt. Ltd.



VINNY SHARMA
Securonix India
Pvt. Ltd.



VIREN WADHWA
Yotta Data Services
Pvt. Ltd.


















PROGRESSIVE

START-UPS

PROGRESSIVE START-UPS IN INDIA

IN
INDIA

100 PROGRESSIVE START-UPS IN INDIA

 ACKO	 amagi	 apna	 ATHER	 BharatPe
 BillDesk	 BLACKBUCK	 blinkit	 boAt	 BrowserStack
 CarDekho <small>Bodhte India Ka Bharosa</small>	 CARS24	 chargebee	 CitiusTech	 CoinDCX
 coinswitch	 CommercelQ	 CRED	 cure.fit	 darwinbox
 DealShare	 digit	 DREAM11	 droom	 druva
 eightfold.ai	 elasticrun <small>Pioneering AI/ML, Transforming Lives</small>	 ERUDITUS <small>EXECUTIVE EDUCATION</small>	 firstcry.com	 FIVE STAR <small>Business Finance Limited</small>
 fractal <small>analytics academy</small>	 games24x7	 GlobalBees	 gupshup	 HASURA
 Icertis	 InCred finance	 INFRA.MARKET <small>A BUILDING MATERIALS PLATFORM</small>	 inMOBI	 innovaccer
 KRUTRIM	 LEAD	 leadsquared	 lenskart	 Licious
 LIVSPACE	 mamaearth	 meesho	 M	 mindticklè
 MobiKwik	 moglix	 molbio	 moneyview	 MPL
 MYGLAMM	 NOBROKER	 NYKAA	 ofBusiness <small>Business Marlab OfBusiness</small>	 OLA
 one card	 open	 oxyzo	 OYO	 Perfios
 PharmEasy	 PhonePe	 Pw	 pine labs	 PORTER°
 POSTMAN	 Pristyn Care	 purple	 rapido BIKE TAXI	 Razorpay
 REBEL FOODS	 RIVIGO <small>BY mahindra LOGISTICS</small>	 ShareChat	 Shiprocket	 slice
 Spinny	 SWIGGY	 TATA 1mg	 unacademy	 uniphore
 upGrad	 upstox	 Urban Company	 Vedantu	 VERSE
 vivriti CAPITAL	 XPRESSBEES <small>delivering happiness</small>	 Yubi	 zenoti <small>GROW A LITTLE EVERY DAY</small>	 zepto
 ZERODHA	 zeta	 ZETWERK	 ZOH	 zomato

INDIA'S STARTUP SURGE: INNOVATION, INVESTMENT, AND GLOBAL AMBITION



India's startup ecosystem is flourishing, positioning the nation as a global leader in innovation and disruption. Its rapid growth and agility have captivated both domestic and international investors, drawn by the potential for high returns and transformative solutions. This vibrant environment is bolstered by robust government initiatives, incubators, accelerators, and co-working spaces, providing crucial mentorship, funding, and infrastructure that fuel entrepreneurial spirit.



ACKO TECHNOLOGY AND SERVICES PVT. LTD. (ACKO)



Founder:
VARUN DUA

Year of Establishment:
2016

Location:
BENGALURU

Sector Focused:
INSURANCE COMPANY

Acko is a direct-to-consumer company leveraging its advanced technology and service platforms to deliver exceptional customer experiences. By relentlessly focusing on innovation, Acko creates superior value propositions and more engaging interactions for its users.

USP

ACKO's main unique selling points (USPs) include its digital-first approach, low premiums, and zero commission model, is to make insurance effortless, affordable, and transparent by leveraging technology and a direct-to-consumer model.



AMAGI MEDIA LABS PVT. LTD. (AMAGI)



Founder:
BASKAR SUBRAMANIAN

Year of Establishment:
2008

Location:
BENGALURU

Sector Focused:
BROADCAST MEDIA
PRODUCTION AND
DISTRIBUTION

Amagi is a global cloud tech leader for TV networks and content owners. They offer comprehensive solutions to launch, manage, distribute, and monetize channels across cable, OTT, and FAST platforms worldwide, supporting the entire content and broadcast value chain.

USP

Amagi is a leading cloud-based SaaS company for media and entertainment. Its USP is providing cloud-managed services for TV/OTT, enabling global channel launch, management, distribution, and monetization, especially in the FAST space.



API HOLDINGS LIMITED (PHARMEASY)



Founder:
SIDDHARTH SHAH

Year of Establishment:
2015

Location:
MUMBAI

Sector Focused:
HEALTHCARE

API Holdings Limited, known as PharmEasy, is a leading digital healthcare platform in India. It offers online medicine delivery, diagnostic tests, and teleconsultations, aiming to connect various healthcare stakeholders through its technology.

USP

PharmEasy is India's largest digital healthcare platform. It offers an integrated suite of online pharmacy, diagnostics, and teleconsultation services, connecting consumers, pharmacies, hospitals, and labs through its technology.



APNA



Founder:
NIRMIT PARIKH

Year of Establishment:
2019

Location:
BENGALURU

Sector Focused:
EMPLOYMENT SERVICES
INDUSTRY

Apna is a tech-driven platform empowering over 10 million users with better jobs and entrepreneurship. It connects skilled professionals within 60+ communities to local opportunities, networking, and upskilling, serving 100,000+ employers.

USP

Apna's USP is connecting India's blue and grey-collar workforce to professional opportunities via an AI-driven platform. It uniquely focuses on this rising workforce, differentiating itself from traditional job boards.



ATHER ENERGY LIMITED



Founder:
TARUN MEHTA

Year of Establishment:
2013

Location:
BENGALURU

Sector Focused:
AUTOMOTIVE ELECTRIC
VEHICLES MOTORCYCLE

Ather Energy is an Indian automotive company redefining urban mobility by blending clean design with cutting-edge engineering. Known for its Ather 450 series and Rizta scooters, manufactured in Hosur, Ather offers intelligent, connected electric vehicles.

USP

Ather Energy's USP lies in high-quality scooters with smart features like route optimization, predictive maintenance, and OTA updates, all accessible via a user-friendly app and flexible subscription models, delivering a digital-first customer experience.



BILLDESK INDIAIDEAS.COM LTD.



Founder:
M. N. SRINIVASU

Year of Establishment:
2000

Location:
MUMBAI

Sector Focused:
OFFERS SERVICES FOR
ONLINE PAYMENTS

BillDesk is an Indian online payment gateway company based in Mumbai. The company provides an online payment platform for its clients which enables banking and merchant website transactions. BillDesk offers services for accepting, making and collecting payments.

USP

It is a leading Indian digital payments and commerce company. Its USP is providing comprehensive, reliable payment processing solutions (cards, net banking, UPI), a robust merchant platform, and bill presentment/payment services for businesses.



BITKUBER INVESTMENTS PVT. LTD. (COINSWITCH)



Founder:
ASHISH SINGHAL

Year of Establishment:
2017

Location:
BENGALURU

Sector Focused:
FINTECH AND
BLOCKCHAIN
TECHNOLOGY

Bitkuber Investments operates CoinSwitch, India's largest crypto app with over 2 crore users. Founded in 2017 by Ashish Singhal, Govind Soni, and Vimal Sagar Tiwari, it facilitates crypto trading (Bitcoin, Ethereum, Ripple) with various payment options. Valued at \$1.91 billion, CoinSwitch has raised \$302 million from top investors.

USP

Bitkuber Investments (PeepalCo) operates CoinSwitch, India's largest crypto app and flagship wealth-tech brand. Its USP: democratizing investments by making crypto simple, safe, and accessible to every Indian through a user-friendly platform.



BLINK COMMERCE PVT. LTD. (BLINKIT)



Founder:
ALBINDER DHINDSA

Year of Establishment:
2013

Location:
GURUGRAM

Sector Focused:
QUICK-COMMERCE

Blink Commerce formerly Grofers, operates Blinkit, an Indian quick-commerce service founded in 2013 by Albinder Dhindsa and Saurabh Kumar. It connects consumers with partners for rapid delivery of groceries and household products.

USP

Blinkit's USP is its quick commerce model, guaranteeing 10-minute delivery of groceries and essentials. This ultra-fast service, achieved through hyperlocal dark stores and partnerships, prioritizes unparalleled speed and convenience.



BRAINBEES SOLUTIONS LTD (FIRSTCRY.COM)



Founder:
SUPAM MAHESHWARI

Year of Establishment:
2010

Location:
PUNE

Sector Focused:
RETAIL OF INFANT,
MATERNITY, AND
CHILDREN'S PRODUCTS

FirstCry.com (BrainBees Solutions), founded 2010 by Supam Maheshwari and Amitava Saha, is India's largest multi-channel retailer for mother, baby, and kids' products. Headquartered in Pune, it boasts a strong online, physical store, and international presence.

USP

FirstCry's USP is its market leadership in mother, baby, and kids' products. It offers a vast, multi-channel selection (online, COCO, FOFO, general trade) including popular house brands like BabyHug, catering to every parental need.



BROWSERSTACK



Founder:
RITESH ARORA

Year of Establishment:
2011

Location:
MUMBAI

Sector Focused:
SaaS

BrowserStack provides developer teams instant access to a cloud platform that allows them to test their websites and mobile applications for functionality, performance, and visual appeal so they can release bug-free software faster and at scale.

USP

BrowserStack's its comprehensive access to real devices and browsers, along with its cloud-based infrastructure, enabling developers and QA teams to test web applications and mobile apps across a wide range of platforms and environments.



BUSYBEES LOGISTICS SOLUTIONS PVT. LTD. (XPRESSBEES)



Founder:
AMITAVA SAHA

Year of Establishment:
2015

Location:
PUNE

Sector Focused:
E-COMMERCE LOGISTICS

Xpressbees, established in 2015, is a leading Indian logistics company offering end-to-end e-commerce solutions. They specialize in express delivery, reverse logistics, cross-border shipments, and warehousing, leveraging technology to ensure efficient, nationwide service across diverse industries.

USP

Xpressbees differentiates itself with a technology-driven, nationwide network specializing in e-commerce logistics. They offer end-to-end services like express delivery, reverse logistics, and warehousing for seamless, reliable solutions.



CARS24 SERVICES PVT. LTD. (CARS24)



Founder:
VIKRAM CHOPRA

Year of Establishment:
2015

Location:
GURUGRAM

Sector Focused:
AUTOMOTIVE INDUSTRY

CARS24 is a Gurugram-based e-commerce platform for used cars, facilitating B2C and B2B2C transactions. They offer buying, selling, and financing, leveraging technology to streamline processes. CARS24 has expanded internationally, with operations in the UAE, Australia, and Thailand.

USP

CARS24's core USP is its tech-driven platform for seamless used car transactions. They offer instant valuation, free inspections, streamlined paperwork, vast certified selection, and financial services through LOANS24, enhancing the customer experience.



CHARGELEE



Founder:
KRISH SUBRAMANIAN

Year of Establishment:
2011

Location:
CHENNAI

Sector Focused:
FINTECH AND SaaS

Chargebee, is a subscription billing and revenue management platform. Headquartered in Bethesda, Maryland, with a strong Chennai presence, it helps businesses automate recurring revenue operations, including subscription management, billing, and invoicing. Valued at \$3.5 billion, Chargebee supports global growth for thousands of businesses.

USP

Chargebee is a scalable subscription management and billing platform. Its USP is providing a seamless solution to automate and optimize the entire recurring revenue lifecycle, from customer onboarding to renewals and robust payment processing.



CITIUSTECH HEALTHCARE TECHNOLOGY PVT. LTD. (CITIUSTECH)



Founder:
RAJAN KOHLI

Year of Establishment:
2005

Location:
PUNE

Sector Focused:
HEALTHCARE
TECHNOLOGY

CitiusTech is a global leader in digital technology and consulting services, dedicated exclusively to the healthcare and life sciences industry. With over 8,500 employees, it empowers MedTech companies, health plans, providers, and life sciences organizations to drive digital innovation and business transformation.

USP

CitiusTech's USP lies in its focused expertise and comprehensive solutions, enhancing patient outcomes and experiences through cutting-edge technologies tailored specifically for the healthcare ecosystem.



COMMERCEIQ



Founder:
GURU HARIHARAN

Year of Establishment:
2012

Location:
BENGALURU

Sector Focused:
SOFTWARE & TECH
SERVICES

CommercelQ's AI-powered digital commerce platform is revolutionizing the way brands sell online. It's unified e-commerce management solutions empower brands to make smarter, faster decisions through insights that optimize the digital shelf, increase retail media ROI and fuel incremental sales across the world's largest marketplaces.

USP

E-commerce decision management, Channel Optimization (ECO), SaaS and AI-based analytics for e-commerce.



CREDAVENUE PVT. LTD. (YUBI)



Founder:
GAURAV KUMAR

Year of Establishment:
2020

Location:
CHENNAI

Sector Focused:
FINTECH

The Yubi Group is the world's only technology company powering the end-to-end debt lifecycle. The company is backed by esteemed investors like Peak XV, Lightspeed, Lightrock, TVS Capital, B Capital Group, Dragoneer Investment Group, and Insight Partners, among others.

USP

Financial Markets, Debt Raise, Supply Chain Finance, Marketplace, Securitization, Co-Lending, Business Loans, Bonds, Fixed Income Instruments, Capital, Risk Assessment, Collections, and Data Analytics.



CUREFIT HEALTHCARE PVT. LTD. (CULT.FIT)



Founder:
MUKESH BANSAL

Year of Establishment:
2016

Location:
BENGALURU

Sector Focused:
FITNESS COMPANY

Cult.fit's USP is its hybrid fitness model, combining physical and digital experiences. It offers an extensive ecosystem encompassing group workouts, healthy food, mental wellness (yoga, meditation), and medical care, making holistic well-being accessible and enjoyable.

USP

Cult.fit's USP is its holistic, integrated approach to well-being. It offers a hybrid model combining online and offline fitness, nutrition (eat.fit), mental wellness (mind.fit), and healthcare (care.fit), providing a comprehensive solution for customers.



DARWINBOX DIGITAL SOLUTIONS PVT. LTD. (DARWINBOX)



Founder:
CHAITANYA PEDDI

Year of Establishment:
2015

Location:
HYDERABAD

Sector Focused:
HR TECH AND
SOFTWARE AS A
SERVICE (SaaS)

Darwinbox provides a cloud-based platform for managing the entire employee lifecycle, from hiring to retirement, and is known for its mobile-first, user-friendly experience, powered by AI and machine learning.

USP

It is user-friendly, mobile-first experience, agile implementation, and the ability to integrate seamlessly with other systems.



DEALSHARE



Founder:
VINEET RAO

Year of Establishment:
2018

Location:
BENGALURU

Sector Focused:
RETAILER

DealShare is a platform for multi-category consumer products focused on the 'Bharat' Customers. The core Proposition is around Savings for their customers and ensuring lowest Prices for them. In This journey they empower home grown and regional brands helping them to reach masses.

USP

Ecommerce, shopping, offers, online shopping, social shopping, grocery shopping, and lowest price grocery.



DELIGHTFUL GOURMET PVT. LTD. (LICIOUS)



Founder:
ABHAY HANJURA

Year of Establishment:
2015

Location:
BENGALURU

Sector Focused:
CONSUMER FOOD
COMPANY

Licious, focussed at delighting the world with an unmatched range of meat & seafood products. Present in raw & fresh meat and seafood, marinades and ready-to-eat categories, Licious is set to disrupt every food category that needs a meaty intervention!

USP

Fresh Meat delivered at your door step, seafood, chicken, lamb, goat, pickle, Spreads, and fish. The company is built with a vision to emerge as India's most loved meat food brand by offering premium quality products.



DREAM SPORTS (DREAM11)



Founder:
HARSH JAIN

Year of Establishment:
2008

Location:
MUMBAI

Sector Focused:
FANTASY SPORTS

Dream11 is the world's largest fantasy sports platform with 230 million users playing fantasy cricket, football, basketball & hockey on it. Dream11 is the flagship brand of Dream Sports, India's leading Sports Technology company and has partnerships with several national & international sports bodies and cricketers.

USP

Dream11's its large user base and wide range of fantasy sports contests, particularly in cricket, making it a popular platform for sports fans in India. It also offers a secure and enjoyable user experience with various contest options and the potential to win cash prizes.



DREAMPLUG TECHNOLOGIES PVT. LTD. (CRED)



Founder:
KUNAL SHAH

Year of Establishment:
2018

Location:
BENGALURU

Sector Focused:
FINTECH

Dreamplug Technologies Pvt Ltd, operating as CRED, is a Bangalore-based fintech company founded by Kunal Shah in 2018. It provides a platform for users to manage credit cards, pay bills, and access exclusive rewards and experiences, focusing on financially disciplined individuals.

USP

CRED's USP centers on rewarding creditworthy individuals with exclusive experiences and rewards for timely credit card bill payments through their app, fostering financial discipline.



DROOM TECHNOLOGY PVT. LTD. (DROOM)



Founder:
SANDEEP AGGARWAL

Year of Establishment:
2014

Location:
GURUGRAM

Sector Focused:
E-COMMERCE PLATFORM

Droom is India's largest technology and AI-driven e-commerce platform, redefining how vehicles are bought, sold, rented, managed and owned. It offers the widest selection of new and used automobiles — from bicycles to planes — across 12 categories and 1,174+ cities. Droom provides unmatched trust, pricing, and convenience to over 2.5 million customers.

USP

Droom's main unique selling point includes its comprehensive end-to-end transactional marketplace, offering a wide range of services from pre-purchase information gathering to post-purchase maintenance.



Founder:
JASPREET SINGH

Year of Establishment:
2008

Location:
PUNE

Sector Focused:
SaaS PLATFORM FOR DATA RESILIENCE

DRUVA INC.

Druva is the leading provider of data security solutions, empowering customers to secure and recover their data from all threats. The Druva Data Security Cloud is a fully managed SaaS solution offering air-gapped and immutable data protection across cloud, on-premises, and edge environments.

USP

Druva focus on simplicity, security, and cost savings, with a transparent business model and a centralized data protection experience. Druva's cloud platform also offers features like air-gapped and immutable data protection, ransomware recovery.



EIGHTFOLD AI INDIA PVT. LTD. (EIGHTFOLD)



Founder:
ASHUTOSH GARG

Year of Establishment:
2016

Location:
NOIDA

Sector Focused:
AUTOMOTIVE INDUSTRY

Eightfold AI's market-leading Talent Intelligence Platform. Eightfold AI helps organizations recruit talent efficiently, retain top talent, and upskill/reskill their entire workforce.

USP

Great talent teams deserve more than dashboards or disconnected tools. It's expertise in machine learning, artificial intelligence, search, personalization, enterprise solutions, and more are dedicated to delivering technology at scale to support our mission.



Founder:
ASHWIN DAMERA

Year of Establishment:
2010

Location:
MUMBAI

Sector Focused:
EDTECH

ERUDITUS EXECUTIVE EDUCATION (ERUDITUS)

Eruditus is committed to teaching the skills of the future by making high-quality education accessible and affordable to individuals, organizations, and governments worldwide. Eruditus emphasizes teaching skills that are relevant to the future, including AI, coding, and other emerging technologies.

USP

It's ability to make world-class executive education accessible globally by collaborating with top universities. It excels at making world-class executive education accessible globally through partnerships with top universities by providing high-quality, customized, and relevant training to empower professionals and transform organizations.



FASHNEAR TECHNOLOGIES PVT. LTD. (MEESHO)



Founder:
VIDIT AATREY

Year of Establishment:
2015

Location:
BENGALURU

Sector Focused:
E-COMMERCE
MARKETPLACE AND
A SOCIAL COMMERCE
PLATFORM

Fashnear Technologies Private Limited, now Meesho Pvt Ltd, is the parent company of the Indian e-commerce platform Meesho. Founded in 2015, Meesho offers affordable products across various categories for resellers and consumers, with its recent renaming aligning corporate and brand identities for a potential IPO.

USP

Meesho's its social commerce model, which empowers individuals to become micro-entrepreneurs and sell products on the platform. Meesho simplifies the process of starting and scaling a business for its users, particularly in India.



FIVE STAR BUSINESS FINANCE LTD.



Founder:
LAKSHMIPATHY
DEENADAYALAN

Year of Establishment:
1984

Location:
CHENNAI

Sector Focused:
NBFC

Five Star Business Finance Ltd. is an NBFC providing secured business and mortgage loans to underserved micro-entrepreneurs and self-employed individuals. Their focus is on those excluded by traditional banking, offering loans secured by house property for both business and personal needs.

USP

Five Star Business Finance's USP is providing secured loans to underserved micro-entrepreneurs and self-employed individuals. They achieve this with a customer-centric approach, tailored solutions, flexible repayments, and a proprietary underwriting model.



FPL TECHNOLOGIES PVT. LTD.(ONECARD)



Founder:
ANURAG SINHA

Year of Establishment:
2004

Location:
PUNE

Sector Focused:
FINTECH

FPL Technologies, parent company of OneCard, is a fintech firm revolutionizing credit and payments. They offer the metal OneCard credit card and the OneScore credit score app, emphasizing a mobile-first approach. Their aim is to give consumers greater control and transparency over their financial products.

USP

FPL Technologies differentiates OneCard with a mobile-first, metal credit card. Their USP is a transparent, digital-first approach, leveraging technology to reimagine credit and payments with enhanced customer control.



FRACTAL ANALYTICS LTD (FRACTAL ANALYTICS)



Founder:
SRIKANTH
VELAMAKANNI

Year of Establishment:
2000

Location:
MUMBAI

Sector Focused:
ARTIFICIAL
INTELLIGENCE COMPANY

Fractal is one of the most prominent providers of Artificial Intelligence to Fortune 500® companies. Fractal's vision is to power every human decision in the enterprise, and bring AI, engineering, and design to help the world's most admired companies.

USP

Consumer packaged goods, insurance, healthcare, life sciences, retail and technology, and the financial sector.



GAMES24X7 PVT. LTD.



Founder:
BHAVIN PANDYA

Year of Establishment:
2006

Location:
MUMBAI

Sector Focused:
ONLINE GAMING
COMPANY

Games24x7 is an Indian online gaming company founded in 2006. It is a leading online gaming firm, renowned for RummyCircle and My11Circle. They leverage behavioral science, technology, and AI to deliver enhanced, immersive gaming experiences for their extensive user base.

USP

Games24x7's USP lies in its commitment to building India's most loved games. They use behavioral science, technology, and AI to deliver exceptional, fair, and responsible gaming experiences, fostering high user engagement.



GIRNAR SOFTWARE PVT. LTD. (CARDEKHO)



Founder:
AMIT JAIN

Year of Establishment:
2008

Location:
JAIPUR

Sector Focused:
AUTOMOTIVE
E-COMMERCE

CarDekho.com is India's leading car search venture that helps users buy cars that are right for them. The website and app carry rich automotive content such as expert reviews, detailed specs and prices, comparisons as well as videos and pictures of all car brands and models available in India

USP

CarDekho's USP is its focus on providing a complete and convenient car-buying experience, from initial research to post-purchase support.



GLOBALBEES BRANDS PVT. LTD. (GLOBALBEES)



Founder:
NITIN AGARWAL

Year of Establishment:
2021

Location:
NEW DELHI

Sector Focused:
E-COMMERCE SECTOR

GlobalBees Brands is a leading consumer products company with a diverse portfolio, including well-known brands like The Better Home, Plantex, Strauss, Yellow Chimes, and more. Its strong Core Values including End-to-End Brand Building, Data-Driven Insights, Focus on Sustainable Growth, Customer Delight, Innovation and Value Creation.

USP

It's USP lies in its ability to build and scale brands, especially digital-first brands, using a combination of technology, data-driven insights, and a commitment to sustainable growth.



GO DIGIT GENERAL INSURANCE LTD (DIGIT INSURANCE)



Founder:
KAMESH GOYAL

Year of Establishment:
2016

Location:
PUNE

Sector Focused:
INSURANCE COMPANY

Go Digit General Insurance, founded in 2016 by Kamesh Goyal, is a digital insurance company simplifying the process for customers. Backed by Fairfax Financial Holdings, it offers motor, health, travel, property, and marine insurance, prioritizing customer-centricity and technology for a hassle-free experience.

USP

Digit Insurance focuses on making insurance simple, transparent, and easy to understand. They emphasize a user-friendly online experience, quick claim settlement, and innovative features like cashless options and online claim processes.



GUPSHUP TECHNOLOGY INDIA PVT. LTD. (GUPSHUP)



Founder:
BEERUD SHETH

Year of Establishment:
2004

Location:
MUMBAI

Sector Focused:
CONVERSATION CLOUD
PLATFORM

Gupshup is a leading platform for deploying industry-trained Conversational AI Agents. Their Conversation Cloud powers multimodal interactions across channels like Voice, WhatsApp, and Web, enabling businesses to quickly launch AI for marketing, commerce, and support.

USP

Gupshup's USP lies in its Conversation Cloud, an AI-powered, full-stack platform enabling businesses to engage customers across marketing, commerce, and support via omnichannel conversational experiences, with a strong focus on emerging markets.



Founder:
TANMAI GOPAL

Year of Establishment:
2017

Location:
BENGALURU

Sector Focused:
SOFTWARE
TECHNOLOGY COMPANY

HASURA INC.

Hasura simplifies data access by instantly generating a production-ready GraphQL API backed by databases and services, making integration and iteration seamless for developers. Its dynamic approach empowers teams to build efficient data layers for modern applications with minimal code.

USP

Hasura's USP is its speed, ease of use, and scalability have driven adoption among Fortune 500 companies, fast-growing startups, and product agencies, helping accelerate backend development and reduce time-to-market.



HELLA INFRA MARKET LIMITED (INFRA.MARKET)



Founder:
AADITYA SHARDA

Year of Establishment:
2016

Location:
MUMBAI

Sector Focused:
CONSTRUCTION-TECH
COMPANY

Infra.Market is into construction solutions company transforming the building materials and interior spaces sector. They leverage technology to enhance procurement, bringing pricing transparency, reliable quality, and efficient logistics to the construction industry.

USP

Infra.Market's USP is its end-to-end platform for construction materials. They optimize the supply chain, encompassing manufacturing, sourcing, and logistics, offering a comprehensive, technology-driven solution in the fragmented construction industry.



HONASA CONSUMER PVT. LTD. (MAMAEARTH)



Founder:
VARUN ALAGH

Year of Establishment:
2016

Location:
GURUGRAM

Sector Focused:
BEAUTY AND PERSONAL
CARE (BPC) SECTOR

Honasa Consumer Limited is a digital-first house of beauty and personal care brands for millennials. We build purpose-driven, technology-powered brands, from natural to science-backed and modern Ayurveda, each uniquely addressing evolving consumer needs.

USP

Honasa's USP is its digital-first, multi-brand strategy targeting millennials with purpose-driven, technology-backed beauty and personal care. They offer a holistic portfolio (Mamaearth, The Derma Co., etc.) addressing diverse consumer needs.



ICERTIS INC.



Founder:
SAMIR BODAS

Year of Establishment:
2009

Location:
PUNE

Sector Focused:
INTERNET SOFTWARE
AND SERVICES

Icertis is a global leader in AI-powered contract intelligence. Based in Bellevue, Washington, it offers a cloud-based platform that transforms contracts from static documents into strategic assets, helping enterprises maximize revenue, control costs, and manage risk across various industries.

USP

Icertis's USP is its AI-powered contract intelligence platform that transforms contracts into strategic assets. It digitizes, structures, and automates contracts at scale, enabling businesses to maximize revenue, control costs, and manage risk.



IMAGINE MARKETING LTD. (BOAT)



Founder:
AMAN GUPTA

Year of Establishment:
2014

Location:
MUMBAI

Sector Focused:
CONSUMER
ELECTRONICS INDUSTRY

Imagine Marketing Ltd., famously known as boAt, is a leading Indian consumer electronics company established in 2013. Headquartered in Mumbai, it specializes in trendy and affordable audio devices, smart wearables, and mobile accessories. boAt has rapidly grown to become a dominant player in the Indian audio and wearable markets.

USP

Imagine Marketing Ltd. (boAt)'s USP is offering fashionable, high-quality audio devices and wearables at affordable prices. They leverage strong digital marketing and influencer collaborations to connect with young, tech-savvy consumers.



INCRED FINANCIAL SERVICES LTD. (INCRED)



Founder:
BHUPINDER SINGH

Year of Establishment:
2016

Location:
MUMBAI

Sector Focused:
FINANCIAL SERVICES

InCred Financial Services Ltd. is a Mumbai-based NBFC founded in 2016. It offers diverse lending solutions, including personal, education, and SME business loans, leveraging technology and data science for quick, tailored financing. InCred focuses on serving individuals and businesses often underserved by traditional banks, aiming to advance socio-economic well-being.

USP

InCred's USP is its tech-driven, customer-centric approach to lending. They offer tailored financial solutions, including personal, education, and SME loans, to underserved segments using data science for quick, efficient access to credit.



INMOBI GROUP (INMOBI & GLANCE)



Founder:
NAVEEN TEWARI

Year of Establishment:
2019

Location:
BENGALURU

Sector Focused:
DIGITAL ADVERTISING
AND CONSUMER
TECHNOLOGY

InMobi Group, comprising InMobi and Glance, is a global technology leader in mobile advertising and content discovery. InMobi delivers data-driven advertising solutions, while Glance offers personalized content experiences on lock screens, engaging millions of users across Asia and other emerging markets.

USP

InMobi Group's USP lies in its pioneering mobile advertising platforms and Glance's innovative lock-screen content technology, enabling brands to engage billions of consumers with data-driven, personalized, and real-time experiences globally.



INNOVACER



Founder:
ABHINAV SHASHANK

Year of Establishment:
2014

Location:
NOIDA

Sector Focused:
HEALTHCARE
TECHNOLOGY SECTOR

Innovaccer is a leading healthcare technology company that leverages data activation to drive better clinical and operational outcomes. Its platform unifies patient data across systems, empowering healthcare organizations to deliver value-based, efficient, and patient-centric care.

USP

Innovaccer's USP is its data activation platform that integrates healthcare information across systems, enabling organizations to enhance care quality, streamline operations, and accelerate the shift to value-based healthcare delivery.



KIRANAKART TECHNOLOGIES PVT.LTD. (ZEPETO)



Founder:
AADIT PALICHA

Year of Establishment:
2021

Location:
BENGALURU

Sector Focused:
QUICK COMMERCE
INDUSTRY

KiranaKart Technologies Pvt. Ltd., operating as Zepto, is a fast-growing Indian startup specializing in 10-minute grocery deliveries. Leveraging a network of dark stores and real-time logistics, Zepto offers rapid, convenient services across major urban centers.

USP

Zepto's USP is its promise of ultra-fast grocery delivery within 10 minutes, powered by a robust network of dark stores, efficient supply chain management, and real-time inventory optimization in urban markets.



KRUTRIM



Founder:
BHAVISH AGGARWAL

Year of Establishment:
2023

Location:
BENGALURU

Sector Focused:
RESEARCH SERVICES

Krutrim is an AI startup founded by Bhavish Aggarwal, focused on developing India-centric artificial intelligence solutions. It aims to build large language models and AI infrastructure tailored to local languages, industries, and societal needs.

USP

It delivers a state-of-the-art AI computing stack that encompasses the AI computing infrastructure, AI Cloud, foundational models, and AI-powered end applications for the Indian market.



LEADERSHIP BOULEVARD PVT. LTD. (LEAD SCHOOL)



Founder:
SUMEET MEHTA

Year of Establishment:
2013

Location:
MUMBAI

Sector Focused:
EDUCATION

LEAD Group is India's largest and fastest-growing School Edtech company, dedicated to transforming schools through innovative, technology-driven solutions in India. LEAD Group is revolutionising the learning experience for students and enhancing teaching effectiveness in more than 8000+ schools across India.

USP

LEAD School's USP is its integrated academic system that unifies curriculum, technology, and teacher training, enabling affordable private schools to deliver high-quality, standardized education and significantly improve student learning outcomes.



LEADSQUARED



Founder:
NILESH PATEL

Year of Establishment:
2011

Location:
BENGALURU

Sector Focused:
BUSINESS SOFTWARE
SECTOR

LeadSquared is a SaaS CRM platform offering sales, marketing, and onboarding automation for high-velocity, high lead-volume businesses. It supports 2,000+ enterprises across 40 countries, improving sales processes across multiple channels and teams.

USP

LeadSquared's USP lies in its ability to streamline sales, marketing, and onboarding automation for high-velocity businesses, enabling faster lead conversions and enhanced efficiency across complex, multi-channel sales operations.



LENSKART SOLUTIONS PVT. LTD. (LENSKART)



Founder:
PEYUSH BANSAL

Year of Establishment:
2010

Location:
GURUGRAM

Sector Focused:
EYEWEAR INDUSTRY

Lenskart Solutions Pvt Ltd is a leading Indian eyewear company offering a range of eyeglasses, sunglasses, and contact lenses. It combines e-commerce, retail stores, and technology-driven services to deliver accessible, affordable, and high-quality eyewear solutions.

USP

Lenskart's unique selling point is providing high-quality eyewear at affordable prices through a combination of vertical integration, online presence, and in-house brands.



LIVSPACE



Founder:
RAMAKANT SHARMA

Year of Establishment:
2014

Location:
BENGALURU

Sector Focused:
INTERIOR DESIGN

Livspace is one of the largest and fastest-growing home interiors and renovation companies. Using its proprietary technology, Livspace provides a one-stop renovation solution for homeowners—from design to managed last mile fulfillment for all rooms in a home.

USP

Livspace's USP is its end-to-end home interior and renovation platform, combining design, technology, and project management to deliver customized, hassle-free solutions with transparent pricing and guaranteed timelines.



MENSA BRAND TECHNOLOGIES PVT. LTD. (MENSA BRANDS)



Founder:
ANANTH NARAYANAN

Year of Establishment:
2021

Location:
BENGALURU

Sector Focused:
E-COMMERCE INDUSTRY

At Mensa Brands, we set out with a bold vision - to create India's most beloved consumer brands across fashion, beauty, FMCG, and home decor. We're committed to infusing innovation and excellence into everyday products, making them an integral part of your life.

USP

Mensa Brand Technologies Pvt Ltd, known as Mensa Brands, partners with and scales digital-first consumer brands across fashion, home, beauty, and personal care segments, leveraging technology, brand building, and operational expertise to drive rapid growth.



MINDTICKLE INC.



Founder:
KRISHNA DEPURA

Year of Establishment:
2011

Location:
MUMBAI

Sector Focused:
IT SERVICES INDUSTRY

Mindtickle is a cloud-based sales enablement platform designed to boost sales performance and revenue. It offers a comprehensive solution for sales readiness, encompassing training, coaching, and content management to equip sales teams for success.

USP

Mindtickle's USP lies in its comprehensive, integrated cloud-based platform for sales readiness. It uniquely combines training, coaching, and content management into a single solution, directly enabling improved sales performance and revenue growth.



MOBIKWIK SYSTEMS LIMITED (MOBIKWIK)



Founder:
BIPIN PREET SINGH

Year of Establishment:
2009

Location:
GURUGRAM

Sector Focused:
FINTECH

MobiKwik Systems Limited is a leading Indian fintech company offering digital payment solutions, credit facilities, and financial services. It provides a mobile wallet, Buy Now Pay Later (BNPL) services, and UPI payments, catering to both individuals and businesses nationwide.

USP

MobiKwik's USP lies in its integrated digital financial platform, combining mobile payments, credit access, and UPI services, delivering a seamless, fast, and secure experience for both consumers and merchants.



MOBILE PREMIER LEAGUE (MPL)



Founder:
SAI SRINIVAS KIRAN GARIMELLA

Year of Establishment:
2018

Location:
BENGALURU

Sector Focused:
ONLINE GAMING

Mobile Premier League (MPL) is one of India's largest mobile eSports and online gaming platforms, offering a wide range of skill-based games and fantasy sports. It connects millions of users through competitive gaming tournaments across various genres.

USP

MPL's USP is its wide variety of skill-based games combined with real-time competitive tournaments, providing users a seamless, rewarding gaming experience with quick withdrawals and an engaging, user-friendly interface.



MOGLI LABS PVT. LTD. (MOGLIX)



Founder:
RAHUL GARG

Year of Establishment:
2014

Location:
NOIDA

Sector Focused:
E-COMMERCE COMPANY

Mogli Labs Pvt Ltd, known as Moglix, is a leading B2B e-commerce platform specializing in industrial goods, MRO products, and procurement solutions. It streamlines supply chain operations for manufacturers and enterprises across sectors through technology-driven platforms.

USP

Moglix's USP lies in its end-to-end procurement and supply chain solutions, offering seamless digital platforms that enhance efficiency, transparency, and cost optimization for industrial enterprises and manufacturers globally.



MOHALLA TECH PVT. LTD. (SHARECHAT)



Founder:
ANKUSH SACHDEVA

Year of Establishment:
2015

Location:
BENGALURU

Sector Focused:
SOCIAL MEDIA

Mohalla Tech Pvt Ltd, the parent company of ShareChat, operates one of India's leading social media platforms focused on vernacular content. It empowers millions of users to connect, create, and share content in multiple Indian languages.

USP

ShareChat's USP is its focus on regional language content, enabling deep engagement across India's diverse linguistic user base, offering a personalized, culturally relevant social media experience beyond mainstream platforms.



MOLBIO DIAGNOSTICS LTD. (MOLBIO DIAGNOSTICS)



Founder:
SRIRAM NATARAJAN

Year of Establishment:
2000

Location:
GOA

Sector Focused:
MEDICAL EQUIPMENT MANUFACTURER

Molbio Diagnostics Ltd. is a leading Indian healthcare company specializing in molecular diagnostic solutions. It is renowned for its Truenat platform, offering portable, real-time PCR testing for infectious diseases, enabling rapid and decentralized diagnostics globally.

USP

Molbio Diagnostics' USP lies in its innovative Truenat technology, delivering portable, accurate, and rapid molecular diagnostics, revolutionizing point-of-care testing for critical infectious diseases in resource-limited and remote settings.



MONEYVIEW PVT. LTD. (MONEYVIEW)



Founder:
PUNEET AGARWAL

Year of Establishment:
2014

Location:
BENGALURU

Sector Focused:
FINANCIAL SERVICES

Moneyview Pvt Ltd is a leading Indian fintech company offering personal loans, credit management, and financial wellness solutions through a digital platform. It leverages technology and alternative data to provide quick, accessible, and affordable financial products.

USP

MoneyView's USP is its use of alternative data and technology-driven models to offer fast, accessible personal loans and credit solutions, catering to underserved segments with minimal paperwork and quick approvals.



NEBLIO TECHNOLOGIES PVT. LTD. (COINDCX)



Founder:
SUMIT GUPTA

Year of Establishment:
2018

Location:
MUMBAI

Sector Focused:
FINTECH

Neblio Technologies Pvt Ltd, operating as CoinDCX, is one of India's largest cryptocurrency exchanges. It offers a secure, user-friendly platform for trading a wide range of digital assets and provides solutions for retail and institutional investors.

USP

CoinDCX's USP is its secure, easy-to-use platform offering diverse crypto assets, seamless trading, and advanced security features, making cryptocurrency investing accessible to both retail and institutional users in India.



NOBROKER TECHNOLOGIES SOLUTIONS PVT. LTD. (NOBROKER)



Founder:
AMIT KUMAR AGARWAL

Year of Establishment:
2014

Location:
BENGALURU

Sector Focused:
REAL ESTATE

NoBroker Technologies Solutions Pvt Ltd operates NoBroker, India's leading prop-tech platform that eliminates brokerage fees by connecting property owners and seekers directly. It offers services across rentals, sales, home loans, packers and movers, and property management.

USP

NoBroker's USP is its brokerage-free model, leveraging technology to connect property owners and seekers directly, reducing transaction costs and offering end-to-end real estate services through a seamless digital platform.



NTEK TRANSPORTATION SERVICES PVT. LTD. (ELASTICRUN)



Founder:
SANDEEP DESHMUKH

Year of Establishment:
2016

Location:
PUNE

Sector Focused:
RURAL B2B ECOMMERCE
PLATFORM

NTEK Transportation Services Pvt Ltd, operating as ElasticRun, is a technology-driven logistics platform connecting rural retail stores with consumer goods companies. It optimizes distribution networks and enhances last-mile reach across underserved and remote markets in India.

USP

ElasticRun's USP is its unique logistics network that extends supply chains into rural India, offering companies cost-effective distribution and deep market penetration through a tech-enabled, crowdsourced transportation model.



NYKAA FASHION LTD (NYKAA)



Founder:
FALGUNI NAYAR

Year of Establishment:
2012

Location:
GURUGRAM

Sector Focused:
BEAUTY AND PERSONAL
CARE SECTOR

Nykaa Fashion Ltd, part of the Nykaa Group, is a leading Indian lifestyle and fashion e-commerce platform. It offers a curated range of apparel, accessories, and beauty products, catering to diverse consumer needs with premium and emerging brands.

USP

Nykaa Fashion's USP is its curated platform combining premium, luxury, and emerging brands, offering a personalized shopping experience with a focus on quality, authenticity, and customer-centric fashion solutions.



OFB TECH PVT. LTD. (OFBUSINESS)



Founder:
ASISH MOHAPATRA

Year of Establishment:
2015

Location:
GURUGRAM

Sector Focused:
MANUFACTURING

OFB Tech Pvt Ltd, operating as ofBusiness, is a leading B2B commerce platform in India. It provides raw material procurement, working capital financing, and supply chain solutions to small and medium enterprises across various industrial sectors.

USP

ofBusiness's USP is its integrated platform offering B2B procurement and financing solutions, empowering SMEs with easy access to raw materials and credit, enhancing efficiency and supporting business growth across industries.



OLACABS.COM-ANI TECHNOLOGIES PVT. LTD.

OLA

Founder:
BHAVISH AGGARWAL

Year of Establishment:
2010

Location:
BENGALURU

Sector Focused:
MOBILITY PLATFORM

ANI Technologies Pvt. Ltd., operating as Olacabs (Ola), is India's leading ride-hailing platform. It offers a wide range of mobility solutions, including cabs, auto-rickshaws, and electric vehicles, serving millions across urban and semi-urban areas.

USP

Ola's USP lies in its diverse, technology-driven mobility solutions, offering affordable, convenient, and sustainable transportation options, including electric vehicles, tailored to meet the evolving needs of Indian commuters.



OPEN FINANCIAL TECHNOLOGIES PVT. LTD. (OPEN)

open

Founder:
ANISH ACHUTHAN

Year of Establishment:
2017

Location:
BENGALURU

Sector Focused:
FINTECH

Open Financial Technologies Pvt Ltd, known as Open, is a leading Indian neo-banking platform for small businesses and startups. It offers digital banking, payments, expense management, and accounting services, streamlining financial operations for modern enterprises.

USP

Open's USP is its comprehensive neo-banking platform that integrates banking, payments, and finance management, providing small businesses with seamless, tech-driven financial solutions tailored to their operational needs.



ORAVEL STAYS LTD (OYO ROOMS)

OYO

Founder:
RITESH AGARWAL

Year of Establishment:
2012

Location:
GURUGRAM

Sector Focused:
API DEVELOPMENT

Oravel Stays Ltd, popularly known as OYO Rooms, is a global hospitality chain offering budget and premium accommodations. It leverages technology to standardize and optimize hotel experiences across thousands of properties in India and international markets.

USP

OYO's USP is its tech-driven platform that standardizes budget accommodations, ensuring affordability, quality, and convenience, while providing hotel partners with tools to maximize occupancy and revenue.



OXYZO FINANCIAL SERVICES LTD (OXYZO)

Oxyzo

Founder:
RUCHI KALRA

Year of Establishment:
2016

Location:
AHMEDABAD

Sector Focused:
FINANCIAL SERVICES

OXYZO Financial Services Ltd, known as Oxyzo, is a leading Indian fintech company specializing in credit solutions for SMEs. It offers secured and unsecured loans, helping businesses with working capital and growth financing through a digital-first approach.

USP

Oxyzo's USP is its tech-driven lending platform, providing fast, flexible, and customized credit solutions that empower SMEs to scale efficiently, combining deep financial expertise with digital innovation.



PERFIOS SOFTWARE SOLUTIONS PVT. LTD. (PERFIOS)

Perfios

Founder:
V. R. GOVINDARAJAN

Year of Establishment:
2008

Location:
BENGALURU

Sector Focused:
SaaS-BASED B2B
FINTECH SOFTWARE
COMPANY

Perfios Software Solutions Pvt Ltd is a leading fintech company specializing in financial data aggregation and analytics. It empowers banks, NBFCs, and fintech firms with automated solutions for credit decisioning, underwriting, and financial insights across consumer and business segments.

USP

Perfios' USP lies in its advanced data aggregation and analytics platform, enabling faster, accurate financial decision-making and underwriting processes, helping financial institutions enhance efficiency and reduce turnaround time.



PHONEPE LIMITED (PHONEPE)

PhonePe

Founder:
SAMEER NIGAM

Year of Establishment:
2015

Location:
BENGALURU

Sector Focused:
FINANCIAL SERVICES

PhonePe Limited is one of India's leading digital payments platforms, offering UPI-based transactions, bill payments, and financial services. It empowers millions with seamless, secure, and user-friendly payment solutions across urban and rural markets.

USP

PhonePe's USP is its robust, scalable platform delivering fast, secure, and convenient digital payments and financial services, backed by deep market penetration and a wide ecosystem of merchants and users.



PHYSICS WALLAH PVT. LTD. (PHYSICS WALLAH)

Physics Wallah Pvt. Ltd. is a leading Indian edtech company providing affordable online education for students preparing for competitive exams like JEE and NEET. It offers high-quality content, interactive classes, and extensive learning resources nationwide.



Founder:
ALAKH PANDEY

Year of Establishment:
2020

Location:
NOIDA

Sector Focused:
EDUCATION

USP

Physics Wallah's USP is its affordable, high-quality online coaching model, delivering accessible education through expert-led sessions and comprehensive study material, making competitive exam preparation available to students across India.



PINE LABS PVT. LTD. (PINE LABS)

Pine Labs Pvt Ltd is a leading merchant commerce platform in India, providing point-of-sale (POS) solutions, payment gateway services, and merchant financing. It enables businesses to simplify payments and enhance customer engagement across diverse sectors.

pine labs

Founder:
AMRISH RAU

Year of Establishment:
1998

Location:
NOIDA

Sector Focused:
FINTECH (MERCHANT
COMMERCE AND
PAYMENTS PLATFORM)

USP

Pine Labs' USP is its integrated payment and financing solutions, offering merchants seamless transactions, flexible EMI options, and loyalty programs, driving both operational efficiency and enhanced customer experiences.



POSTMAN

Postman is a leading API development platform that simplifies building, testing, and managing APIs. Widely used by developers and enterprises globally, it provides collaborative tools to accelerate API lifecycle management and improve software development workflows.



Founder:
ABHINAV ASTHANA

Year of Establishment:
2014

Location:
BENGALURU

Sector Focused:
API DEVELOPMENT

USP

Postman's USP is its comprehensive, user-friendly platform that streamlines the entire API lifecycle, enabling developers to collaborate efficiently, automate testing, and enhance productivity in building scalable, high-quality APIs.



PRISTYN CARE

Pristyn Care is a leading Indian health-care provider specializing in minimally invasive surgeries. It connects patients with expert surgeons and offers end-to-end support, from consultation to post-surgery care, across a wide network of partner hospitals.



Founder:
HARSIMARBIR SINGH

Year of Establishment:
2018

Location:
GURUGRAM

Sector Focused:
HEALTHCARE

USP

Pristyn Care's USP is its tech-enabled platform offering hassle-free, end-to-end surgical care with a focus on minimally invasive procedures, enhancing patient experience through quality care, convenience, and dedicated support.



PURPLLE.COM

Purplle.com is a leading Indian online beauty and personal care marketplace. It offers a wide range of cosmetics, skin-care, and wellness products, featuring both popular and emerging brands, with a focus on affordability and accessibility.

purplle

Founder:
MANISH TANEJA

Year of Establishment:
2011

Location:
MUMBAI

Sector Focused:
BEAUTY AND PERSONAL
CARE SECTOR

USP

Purplle's USP is its curated, value-driven beauty platform, combining a vast product range with affordability, catering to diverse consumer needs through personalized recommendations and a seamless online shopping experience.



RAZORPAY SOFTWARE PVT. LTD. (RAZORPAY)

Razorpay Software Pvt Ltd is a leading Indian fintech company offering comprehensive payment and banking solutions. It enables businesses to accept, process, and disburse payments with ease while providing advanced financial services through its unified platform.



Founder:
SHASHANK KUMAR

Year of Establishment:
2014

Location:
NOIDA

Sector Focused:
FINTECH

USP

Razorpay's USP is its all-in-one financial ecosystem, seamlessly integrating payment processing, banking, and lending solutions, empowering businesses with efficient, scalable, and secure financial operations.



REBEL FOODS (FORMERLY FAASOS)



Founder:
JAYDEEP BARMAN

Year of Establishment:
2011

Location:
MUMBAI

Sector Focused:
FOOD & BEVERAGE

Rebel Foods, formerly known as Faasos, is the world's largest internet restaurant company. It operates multiple cloud kitchen brands, offering diverse cuisines through a technology-driven platform focused on efficient delivery and high-quality, scalable food services.

USP

Rebel Foods' USP is its cloud kitchen model, enabling fast, scalable, and diverse food delivery experiences by leveraging technology and data-driven operations to optimize quality, efficiency, and customer satisfaction.



Chairman:
RAJNISH KUMAR

Year of Establishment:
2018

Location:
GURUGRAM

Sector Focused:
FINTECH

RESILIENT PAYMENTS PVT. LTD. (BHARATPE)

Resilient Payments Pvt Ltd, operating as BharatPe, is a leading Indian fintech company offering digital payment solutions and financial services to merchants. It empowers small businesses with QR-based payments, loans, and banking products through a unified platform.

USP

BharatPe's USP is its merchant-first approach, providing seamless QR-based payment acceptance and easy access to credit, enabling small businesses to grow with comprehensive, tech-driven financial services.



RIVIGO SERVICES PVT. LTD. (PART OF MAHINDRA LOGISTICS)



Founder:
DEEPAK GARG

Year of Establishment:
2014

Location:
GURUGRAM

Sector Focused:
LOGISTICS AND TRUCKING COMPANY

Rivigo Services Pvt Ltd, now part of Mahindra Logistics, is a leading logistics and supply chain company. It pioneered relay trucking in India, enhancing speed, efficiency, and reliability in freight transportation across diverse sectors nationwide.

USP

Rivigo's USP lies in its relay trucking model, which ensures faster deliveries, reduced transit times, and improved driver welfare, setting new benchmarks in the Indian logistics and supply chain industry.



Founder:
RISHIKESH S R

Year of Establishment:
2015

Location:
BENGALURU

Sector Focused:
MOBILITY AND TRANSPORTATION

ROPPEEN TRANSPORTATION SERVICES PVT. LTD. (RAPIDO)

Roppen Transportation Services Pvt Ltd, operating as Rapido, is India's largest bike taxi and logistics platform. It offers affordable, quick, and convenient two-wheeler rides and delivery services, targeting urban commuters in densely populated cities.

USP

Rapido's USP is its focus on affordable, time-efficient two-wheeler transportation and delivery solutions, providing a reliable and convenient mobility option for daily commuters in congested urban areas.



SANGHVI TECHNOLOGIES PVT. LTD. (MYGLAMM)



Founder:
DARPAN SANGHVI

Year of Establishment:
2015

Location:
MUMBAI

Sector Focused:
PERSONAL CARE PRODUCT COMPANY

Sanghvi Technologies Pvt Ltd, known as MyGlamm, is a leading Indian beauty and personal care brand. It offers a wide range of cruelty-free, high-quality cosmetics and skincare products through an innovative direct-to-consumer, digital-first platform.

USP

MyGlamm's USP is its digital-first, content-to-commerce model, combining high-quality, cruelty-free beauty products with influencer-driven marketing to create a personalized and engaging consumer experience.



Founder:
SAAHIL GOEL

Year of Establishment:
2012

Location:
NEW DELHI

Sector Focused:
LOGISTICS AND SHIPPING SECTOR

SHIPROCKET (BIGFOOT RETAIL SOLUTIONS PVT. LTD.)

Bigfoot Retail Solutions Pvt Ltd, operating as Shiprocket, is India's leading e-commerce logistics platform. It provides technology-driven shipping and fulfillment solutions, helping businesses streamline operations and enhance customer experience through a wide network of courier partners.

USP

Shiprocket's USP lies in its tech-enabled platform that optimizes e-commerce logistics, offering cost-effective, automated shipping solutions with extensive courier partnerships, empowering businesses to scale efficiently and improve delivery experiences.



SLICE SMALL FINANCE BANK LTD (SLICE)

slice

Founder:
RAJAN BAJAJ

Year of Establishment:
2016

Location:
BENGALURU

Sector Focused:
FINTECH

Slice Small Finance Bank Ltd, known as Slice, is a leading Indian fintech and banking platform. It focuses on providing innovative credit and payment solutions, including easy-to-use cards and flexible financial services tailored for young professionals.

USP

Slice's USP lies in offering simple, transparent, and flexible credit and payment solutions, catering especially to young professionals through user-friendly digital platforms and innovative financial products.



SMARTSHIFT LOGISTICS SOLUTIONS PVT. LTD. (PORTER)

PORTER®

Founder:
PRANAV GOEL

Year of Establishment:
2014

Location:
BENGALURU

Sector Focused:
LOGISTICS SERVICE PROVIDER

SmartShift Logistics Solutions Pvt Ltd, operating as Porter, is a leading logistics platform in India. It offers intra-city and inter-city logistics solutions for businesses and individuals, focusing on on-demand trucking, transport, and last-mile delivery services.

USP

Porter's USP lies in its tech-driven, on-demand logistics platform, providing flexible, efficient, and cost-effective transportation solutions tailored for businesses and individuals, ensuring seamless and timely deliveries.



SORTING HAT TECHNOLOGIES PVT. LTD. (UNACADEMY)

unacademy

Founder:
GAURAV MUNJAL

Year of Establishment:
2015

Location:
BENGALURU

Sector Focused:
EDUCATIONAL TECHNOLOGY

Sorting Hat Technologies Pvt Ltd, known as Unacademy, is one of India's largest online learning platforms. It offers live classes, structured courses, and test preparation across various competitive exams, empowering students through accessible, high-quality education.

USP

Unacademy's USP is its scalable, tech-driven platform providing interactive live classes and expert-led courses, making quality education accessible and affordable for millions preparing for competitive exams nationwide.



SWIGGY PVT. LTD.

SWIGGY

Founder:
SRIHARSHA MAJETTY

Year of Establishment:
2014

Location:
BENGALURU

Sector Focused:
HYPERLOCAL COMMERCE

Swiggy Pvt Ltd is India's leading on-demand delivery platform, specializing in food delivery, groceries, and convenience services. It connects millions of consumers with restaurants and stores through a seamless, tech-driven platform ensuring quick, reliable service.

USP

Swiggy's USP lies in its extensive delivery network and technology-first approach, offering fast, reliable, and convenient on-demand services that redefine customer experience across food, groceries, and daily essentials.



TATA 1MG TECHNOLOGIES PVT. LTD. (TATA 1MG)

TATA 1mg

Founder:
PRASHANT TANDON

Year of Establishment:
2015

Location:
CURUGRAM

Sector Focused:
HEALTHCARE

Tata 1Mg Technologies Pvt Ltd, known as Tata 1mg, is a leading Indian digital healthcare platform. It offers online pharmacy services, diagnostic testing, and teleconsultations, making healthcare accessible and affordable for millions across the country.

USP

Tata 1mg's USP lies in its comprehensive healthcare ecosystem, providing trusted medicines, diagnostic services, and telehealth consultations through a seamless, user-friendly platform focused on accessibility, affordability, and quality care.



UNIPHORE

uniphore

Founder:
UMESH SACHDEV

Year of Establishment:
2008

Location:
CHENNAI

Sector Focused:
AUTOMATION COMPANY

Uniphore is a global leader in conversational AI and automation, delivering solutions that transform customer and employee experiences. It combines AI, automation, and emotion intelligence to improve interactions across industries, including customer service and sales.

USP

Uniphore's USP lies in its unique blend of conversational AI and emotion AI, enabling intelligent, human-like interactions that enhance customer engagement, drive automation, and improve business outcomes.



UPGRAD EDUCATION PVT. LTD. (UPGRAD)

upGrad

Founder:
RONNIE SCREWVALA

Year of Establishment:
2015

Location:
MUMBAI

Sector Focused:
EDTECH

UpGrad Education Pvt Ltd is a leading Indian online education platform focused on higher education and skill development. It offers industry-relevant courses in collaboration with top universities, empowering professionals to up-skill and advance their careers globally.

USP

UpGrad's USP lies in delivering industry-aligned online programs with expert mentorship and global university partnerships, offering working professionals flexible, career-focused learning experiences for upskilling and career growth.



UPSTOX SECURITIES PVT. LTD. (UPSTOX)

upstox

Founder:
RAVI KUMAR

Year of Establishment:
2009

Location:
MUMBAI

Sector Focused:
FINTECH

Upstox Securities Pvt Ltd, known as Upstox, is a leading Indian fintech company offering low-cost, technology-driven stockbroking services. It provides a user-friendly platform for trading equities, commodities, mutual funds, and other investment products.

USP

Upstox's USP lies in its low-cost, technology-first trading platform, delivering seamless, efficient, and accessible investment solutions, empowering individuals to invest and trade with ease and transparency.



URBAN COMPANY LTD (URBAN COMPANY)

uc Urban Company

Founder:
ABHIRAJ SINGH BHAL

Year of Establishment
2014

Location:
GURUGRAM

Sector Focused:
CONSUMER SERVICES
AND TECHNOLOGY

Urban Company Ltd is India's leading home services marketplace, connecting customers with trained professionals for beauty, cleaning, plumbing, and repair services. It leverages technology to offer a seamless, reliable, and high-quality service experience across major cities.

USP

Urban Company's USP lies in its tech-enabled platform, offering standardized, reliable home services delivered by trained professionals, ensuring convenience, trust, and quality for customers seeking on-demand solutions.



VALUEDRIVE TECHNOLOGIES PVT. LTD. (SPINNY)

Spinny

Founder:
NIRAJ SINGH

Year of Establishment:
2015

Location:
GURUGRAM

Sector Focused:
RETAIL MOTOR VEHICLES

Valuedrive Technologies Pvt Ltd, operating as Spinny, is a leading Indian full-stack used car retailing platform. It offers a seamless buying and selling experience, ensuring quality, transparency, and trust through technology-driven processes and certified vehicles.

USP

Spinny's USP lies in its full-stack model offering certified used cars with transparent pricing, quality assurance, and a customer-centric buying experience backed by a technology-driven platform.



VEDANTU INNOVATIONS PVT. LTD. (VEDANTU)

Vedantu

Founder:
VAMSI KRISHNA

Year of Establishment:
2014

Location:
BENGALURU

Sector Focused:
EDUCATIONAL
TECHNOLOGY

Vedantu Innovations Pvt Ltd is a leading Indian edtech company specializing in live online tutoring. It offers personalized learning solutions for K-12 students and competitive exam aspirants, leveraging technology to make high-quality education accessible nationwide.

USP

Vedantu's USP lies in its interactive live tutoring platform, delivering personalized, real-time learning experiences that enhance student engagement and outcomes through innovative technology and expert educators.



VERSE INNOVATION PVT. LTD. (VERSE INNOVATION)

VERSE

Founder:
VIRENDRA GUPTA

Year of Establishment:
2007

Location:
BENGALURU

Sector Focused:
CONTENT TECHNOLOGY
PLATFORM INDUSTRY

VerSe Innovation Pvt Ltd is a leading Indian digital media company, best known for platforms like Dailyhunt and Josh. It focuses on delivering content and short-video entertainment in multiple Indian languages, catering to diverse regional audiences.

USP

VerSe Innovation's USP lies in its vernacular-first approach, offering hyper-localized content and entertainment through cutting-edge platforms, driving deep engagement across India's diverse linguistic and cultural landscape.



VIVRITI CAPITAL LIMITED (VIVRITI CAPITAL)



Founder:
VINEET SUKUMAR

Year of Establishment:
2017

Location:
CHENNAI

Sector Focused:
FINTECH NBFC

Vivriti Capital Limited is a leading Indian financial services company focused on providing debt financing solutions to mid-market enterprises. It leverages technology and data-driven models to deliver customized credit products and structured finance solutions efficiently.

USP

Vivriti Capital's USP lies in its tech-driven approach to structured debt financing, offering tailored credit solutions that bridge the funding gap for mid-market enterprises with speed, precision, and transparency.



ZENOTI



Founder:
SUDHEER KONERU

Year of Establishment:
2002

Location:
HYDERABAD

Sector Focused:
CLOUD BASED MEDICAL
SPA SOFTWARE

Zenoti is a leading cloud-based software provider for the beauty, wellness, and fitness industries. It offers end-to-end solutions for salon, spa, and med-spa management, helping businesses streamline operations, enhance customer experiences, and drive growth.

USP

Zenoti's USP lies in its all-in-one cloud platform, offering advanced booking, CRM, and business management tools that empower wellness businesses to scale efficiently and deliver superior customer experiences.



ZERODHA BROKING LIMITED (ZERODHA)



Founder:
NITHIN KAMATH

Year of Establishment:
2010

Location:
BENGALURU

Sector Focused:
FINANCIAL SERVICES

Zerodha Broking Limited is India's largest stockbroking firm, known for pioneering discount broking. It provides a technology-driven platform for trading in equities, commodities, and mutual funds with a focus on transparency, low-cost brokerage, and customer empowerment.

USP

Zerodha's USP lies in its low-cost, technology-first trading model, offering seamless, transparent access to capital markets while empowering investors with educational tools and a user-centric platform.



ZETA SERVICES INC. (ZETA)



Founder:
BHAVIN TURAKHIA

Year of Establishment:
2015

Location:
NEW YORK

Sector Focused:
BANKING TECHNOLOGY

Zeta Services Inc. is a modern banking tech company providing cloud-native, API-first solutions for credit, debit, and prepaid products. It empowers banks and fintechs to build scalable, next-generation payment and core banking experiences.

USP

Zeta's USP lies in its cloud-native, API-driven platform, enabling banks and fintechs to launch and scale modern, customizable payment and banking solutions with speed, agility, and operational efficiency.



ZETWERK MANUFACTURING BUSINESSES PVT. LTD. (ZETWERK)



Founder:
AMRIT ACHARYA

Year of Establishment:
2018

Location:
BENGALURU

Sector Focused:
MANUFACTURING

Zetwerk Manufacturing Businesses Pvt Ltd is a leading global manufacturing services platform. It connects businesses with manufacturing suppliers for custom engineering products across industries, offering solutions from prototyping to mass production through a tech-enabled supply chain.

USP

Zetwerk's USP lies in its tech-driven platform that streamlines manufacturing procurement, offering end-to-end solutions for custom engineering needs, ensuring quality, scalability, and on-time delivery across diverse industries.



ZINKA LOGISTICS SOLUTIONS LTD (BLACKBUCK)



Founder:
RAJESH YABAJI

Year of Establishment:
2015

Location:
BENGALURU

Sector Focused:
LOGISTICS SERVICES

Zinka Logistics Solutions Ltd, operating as BlackBuck, is India's largest online trucking platform. It connects shippers with truckers through a tech-driven marketplace, optimizing freight matching, logistics operations, and ensuring efficient, reliable transportation across industries.

USP

BlackBuck's USP lies in its digital freight marketplace, offering real-time truck discovery, transparent pricing, and optimized logistics solutions that improve efficiency and reliability for shippers and fleet operators nationwide.



ZOHO CORPORATION PVT. LTD. (ZOHO)



Founder:
SRIVIDHAR VEMBU

Year of Establishment:
1996

Location:
CHENNAI

Sector Focused:
SOFTWARE
APPLICATIONS

Zoho Corporation Pvt Ltd is a global software company offering a comprehensive suite of cloud-based business applications. It provides CRM, finance, collaboration, and productivity tools designed to help businesses of all sizes streamline operations and drive growth.

USP

Zoho's USP lies in its integrated, cloud-based software ecosystem, offering affordable, scalable, and customizable business solutions with a strong focus on data privacy and user-centric innovation.



ZOMATO LTD.



Founder:
DEEPIINDER GOYAL

Year of Establishment:
2008

Location:
GURUGRAM

Sector Focused:
ON-LINE FOOD DELIVERY
PLATFORM

Zomato Ltd. is a leading Indian food delivery and restaurant discovery platform. It connects customers with a vast network of restaurants, offering food delivery, dining reviews, and subscription-based loyalty programs across multiple cities in India and abroad.

USP

Zomato's USP lies in its comprehensive platform that integrates food delivery, restaurant discovery, and customer loyalty, delivering convenience, variety, and a seamless dining experience to millions of users.

INDIA'S STARTUP SURGE

Innovation, Investment, and Global Ambition



Innovation, Investment,
and Global Ambition

The Indian startup scene consistently churns out unicorns, companies valued at over \$1 billion, which are not only creating groundbreaking technologies but also driving significant job growth. India ranks as the world's third-largest startup ecosystem, boasting over 1.59 lakh DPIIT-recognized startups, including an impressive 211 unicorns collectively valued at \$363 billion.

Recent funding trends underscore this dynamism. In the first quarter of 2025, Indian startups secured \$2.5 billion, maintaining a global third-place ranking behind the US and UK. Notably, Delhi outpaced Bengaluru in total funding for the quarter, largely due to strong IPO exits, with Delhi-based tech firms attracting 40% of India's total tech funding. While Bengaluru still leads in the sheer number of deals and unicorns (46), followed by Mumbai (21) and Gurgaon (15), the shift indicates a broadening geographical distribution of investment.

These investments primarily flow into high-growth sectors like FinTech, SaaS, and Artificial Intelligence. The IT-BPM sector, contributing 7.4% to India's GDP, forms the backbone of this growth, propelled by advancements in AI, IoT, cloud computing, and emerging technologies such as Generative AI (GANs).

Impactful startups are leveraging these technologies across diverse fields:

- ◆ **AI and GANs:** Companies like Haptik and Niramai utilize AI, with GANs enabling synthetic medical imaging and personalized chatbots, revolutionizing data generation.
- ◆ **Fintech:** Razorpay and PhonePe dominate digital payments, driven by the massive scale of UPI transactions.
- ◆ **Healthtech:** Innovaccer and Pharmeasy apply AI and IoT

to enhance healthcare delivery, aligning with global digital health trends.

- ◆ **Edtech:** Unacademy and personalize learning experiences through AI, leading the online education space.
- ◆ **Green Tech:** Ola Electric and Ather Energy are pioneering India's rapidly expanding EV market.

Looking ahead, key trends include the continued rise of AI-driven startups, 5G-enabled IoT solutions, and sustainable technologies. India's AI market alone is projected to reach \$17 billion by 2027. However, challenges persist, including regulatory hurdles, securing early-stage funding, and intense global competition. Ethical concerns surrounding AI, particularly deepfakes generated by GANs, also necessitate robust governance.

Supported by OEM programs and government policies, India's tech startups are pushing boundaries. Their strategic integration of disruptive technologies is not only fostering economic growth and job creation but also developing globally competitive solutions, solidifying India's position as a global innovation hub.



INDIAN-ORIGIN TALENT SHAPING THE GLOBAL TECH LANDSCAPE



NAME	DESIGNATION	COMPANY
AJAY BANGA	PRESIDENT	WORLD BANK
ANIRUDH DEVGAN	PRESIDENT & CEO	CADENCE DESIGN SYSTEMS, INC
ANJALI SUD	CEO	TUBI MEDIA GROUP
ARVIND KRISHNA	CHAIRMAN & CEO	IBM CORPORATION
DHEERAJ PANDEY	CEO	DEVREV
DINESH PALIWAL	FORMER CEO	HARMAN INTERNATIONAL (NOW PART OF SAMSUNG)
GEORGE KURIAN	CEO	NETAPP INC.
JAY CHAUDHRY	CEO AND FOUNDER	ZSCALER INC.
JAYSHREE ULLAL	PRESIDENT & CEO	ARISTA NETWORKS
LEENA NAIR	GLOBAL CEO	CHANEL (LUXURY BRAND, TECH-ENABLED LEADERSHIP)
NEAL MOHAN	CEO	ALPHABET INC.
NEERAJ ARORA	FORMER CHIEF BUSINESS OFFICER	META PLATFORMS INC.
NIKESH ARORA	CHAIRMAN AND CEO	PALO ALTO NETWORKS INC.
PADMASREE WARRIOR	FOUNDER, CEO & PRESIDENT	FABLE (FORMER CTO OF CISCO)
PARAG AGRAWAL	FORMER- CEO	TWITTER (X-CORP)
RANGARAJAN RAGHURAM	CEO	VMWARE (UNTIL 2024; COMPANY NOW ACQUIRED)
RAVI KUMAR S.	CEO	COGNIZANT TECHNOLOGY
REVATHI ADVAITHI	CEO	FLEX (FLEXTRONICS)
SANJAY MEHROTRA	PRESIDENT & CEO	MICRON TECHNOLOGY INC.
SATYA NADELLA	CHAIRMAN AND CEO	MICROSOFT CORPORATION
SHANTANU NARAYEN	CHAIRMAN & CEO	ADOBE INC.
SONI JIANDANI	CO-FOUNDER	PENSANDO SYSTEMS INC.
STEVE SANGHI	CEO & PRESIDENT	MICROCHIP TECHNOLOGY INC.
SUNDAR PICHAI	CEO	ALPHABET INC. AND GOOGLE LLC
VIVEK SANKARAN	CEO	ALBERTSONS COMPANIES



INDIAN TECH DIASPORA : GLOBAL IMPACT



AJAY BANGA
President
World Bank



ANIRUDH DEVGAN
President & CEO
Cadence Design Systems



ANJALI SUD
CEO
Tubi Media Group



ARVIND KRISHNA
Chairman & CEO
IBM corporation



DHEERAJ PANDEY
CEO
DevRev



DINESH PALIWAL
Former CEO
Harman International



GEORGE KURIAN
CEO
NetApp Inc.



JAY CHAUDHRY
CEO & Founder
Zscaler Inc.



JAYSHREE ULLAL
President & CEO
Arista Networks



LEENA NAIR
Global CEO
Chanel



NEAL MOHAN
CEO
Alphabet Inc.



NEERAJ ARORA
Former - CBO
Meta Platforms Inc.



NIKESH ARORA
Chairman & CEO
Palo Alto Networks Inc.



PADMASREE WARRIOR
Founder & CEO
Fable



PARAG AGRAWAL
Former- CEO
Twitter (X-CORP)



RANGARAJAN
Raghuram
CEO - VMware



RAVI KUMAR S.
CEO
Cognizant Technology



REVATHI ADVAITHI
CEO
Flex



SANJAY MEHROTRA
President & CEO
Micron Technology Inc.



SATYA NADELLA
Chairman & CEO
Microsoft Corporation



SHANTANU NARAYEN
Chairman & CEO
Adobe Inc.



SONI JIANDANI
Co-founder
Pensando Systems Inc.



STEVE SANGHI
CEO & President
Microchip Technology



SUNDAR PICHAI
CEO- Alphabet Inc.
& Google Llc



VIVEK SANKARAN
CEO- Albertsons
Companies

INDIAN TECH TALENT EXC

Indian-origin talent has emerged as a transformative force in the global technology sector, driving innovation and strategic direction. From Silicon Valley to Singapore, these professionals are leading the digital revolution, not merely participating in it.

A remarkable number of Indian-origin executives, including Sundar Pichai (Google), Satya Nadella (Microsoft), and Arvind Krishna (IBM), now helm global tech giants. Their leadership, rooted in strong educational foundations from institutions like the IITs and IIMs, combines technical prowess with strategic foresight.

Beyond executive roles, Indian-origin technologists, entrepreneurs, and researchers are spearheading advancements in AI, cybersecurity, cloud computing, and fintech, with their startups reshaping markets. This diaspora's widespread influence underscores India's growing stature as a global talent powerhouse, poised to continue shaping the tech landscape and driving global economic growth.

AJAY BANGA, President - World Bank

Ajay Banga, President of the World Bank Group since June 2023, envisions "a world free of poverty—on a livable planet." He has led key reforms to boost lending, streamline operations, and prioritize job creation. His initiatives include the Private Sector Investment Lab, expanding energy access to 300 million Africans, and improving healthcare for 1.5 billion people by 2030—focusing on practical, scalable, and results-driven global development solutions.

ANJALI SUD, CEO - Tubi Media Group

Since September 2023, has significantly driven the free ad-supported streaming service's growth. Under her leadership, Tubi has scaled to over 97 million monthly active viewers and expanded its global presence, cementing its status as a major entertainment destination. She focuses on the future of streaming being free and accessible, leveraging a unique business model to offer a vast content library. Sud's strategic vision emphasizes connecting diverse audiences with content, demonstrating a commitment to innovation and growth in the competitive streaming landscape.

DHEERAJ PANDEY, CEO - DEVREV

An "AI-first" company launched in 2020. DevRev focuses on unifying data to enhance customer experiences and streamline software and customer engineering workflows, securing over \$100 million in seed funding. Prior to DevRev, Pandey co-founded Nutanix in 2009, leading it as CEO and Chairman for 11 years. Under his leadership, Nutanix became a global leader in enterprise cloud software, achieving a successful IPO in 2016 (the largest software IPO that year) and growing into a multi-billion dollar company. He is also a board member at Adobe.

GEORGE KURIAN, CEO - NetApp Inc.

Since June 2015, transforming the company into a key player in hybrid cloud solutions. He steered NetApp from a traditional data management provider to a cloud-first business, embracing cloud computing as an opportunity rather than a threat. Under his leadership, NetApp significantly grew its all-flash array revenue and expanded its cloud portfolio, integrating advanced AI and data management capabilities. Kurian's focus on building a culture that embraces disruption and prioritizes customer needs has been central to NetApp's success in the evolving data and AI landscape.

JAYSHREE ULLAL, President & CEO - Arista Networks

Since 2008, has transformed the company from a fledgling startup into a multi-billion-dollar leader in cloud networking. Under her leadership, Arista successfully launched its IPO on the New York Stock Exchange in 2014 and has consistently disrupted the market with its software-driven solutions for large data centers. Renowned for her visionary leadership in cloud networking and AI, Ullal has earned accolades including being named one of Barron's World's Best CEOs and one of Fortune's Top 20 Business Persons, cementing her status as a trailblazer in the tech industry.

NEAL MOHAN, CEO- Alphabet inc.

Became the CEO of YouTube in February 2023, after nearly a decade leading product development for the platform. He has been instrumental in spearheading key initiatives like YouTube TV, YouTube Music, YouTube Premium, and the widely popular YouTube Shorts. As CEO, Mohan has focused on strengthening YouTube's role as a cultural hub, empowering creators, and leveraging AI to enhance content creation and user experience. He has also championed content moderation policies and actively engages with creators to shape the platform's evolution, contributing to its continued growth and brand value.

ANIRUDH DEVGAN, President & CEO- Cadence Systems

Since 2021, has achieved significant growth in the company's computational software and hardware portfolio. He successfully expanded Cadence into adjacent and new markets, leading to several years of record revenue growth. A recognized authority in electronic design automation (EDA), Dr. Devgan pioneered massively parallel and distributed architectures, creating impactful products in SPICE simulation, library characterization, and more. An IEEE Fellow and member of the National Academy of Engineering, he holds 27 U.S. patents and has received prestigious awards like the Phil Kaufman Award for his extensive contributions to EDA.

ARVIND KRISHNA, Chairman & CEO - IBM Corporation

Since 2021 (CEO since 2020), has led a major transformation of the company. He spearheaded the \$34 billion acquisition of Red Hat, positioning IBM as a leader in the hybrid cloud market. Krishna expanded IBM's focus into AI, quantum computing, and blockchain, reshaping its software and services portfolio. As former head of IBM Research, he drove innovation in emerging technologies and founded IBM's security software business. Recognized by WIRED in 2016 as "one of 25 geniuses creating the future of business," Krishna continues to steer IBM toward future-ready, technology-driven growth.

DINESH PALIWAL, Former CEO - Harman International

From 2007 to 2020. During his tenure, he orchestrated a significant transformation, tripling Harman's revenue from \$2.9 billion to \$8.8 billion between 2009 and 2019. He also grew the automotive order backlog by 360%, from \$8 billion to \$29 billion. Paliwal transitioned Harman from an analog hardware company to a digital, software-driven solutions provider for automotive, consumer, and professional markets. He led the company through its acquisition by Samsung in 2017 while maintaining leadership.

JAY CHAUDHRY, CEO & Founder - Zscaler Inc.

A cybersecurity powerhouse he established in 2007. His significant achievement lies in pioneering a cloud-native approach to security, revolutionizing how enterprises protect their data and users. Under his leadership, Zscaler has grown into a global leader, serving thousands of customers including over 40% of Fortune 500 companies. The company achieved a successful IPO in 2018 and has since seen substantial revenue growth, surpassing \$2 billion in annual recurring revenue in a short span. Chaudhry's foresight in building a comprehensive cloud security platform has made Zscaler a crucial player in the shift to Zero Trust Network Access (ZTNA) and Secure Access Service Edge (SASE) architectures.

LEENA NAIR, Global Ceo - Chanel

In January 2022, a significant move after a distinguished 30-year career at Unilever. At Chanel, she has focused on strengthening the brand's leadership, enhancing client experience, and driving sustainability commitments, including setting net-zero targets for 2040. She also significantly increased funding for Fondation Chanel, dedicated to gender equality, impacting millions of women and girls globally. Nair is known for her compassionate and human-centered leadership, fostering a collaborative work environment and promoting diversity within the luxury brand.

NEERAJ ARORA, Former Chief Business Officer - Meta Platforms Inc.

Joining the company in 2011 when it had only around 10 employees. A significant achievement was his pivotal role in leading WhatsApp's \$19 billion sale to Facebook in 2014. He was also instrumental in expanding WhatsApp's reach, notably by convincing Reliance Communications to bundle unlimited WhatsApp usage in India. Arora's focus on simple, reliable products and strategic partnerships contributed significantly to WhatsApp's growth to over 500 million active users. He left WhatsApp in 2018.

ELLING THE TECH WORLD

NIKESH ARORA, Chairman & CEO - Palo Alto Networks Inc.

Since June 2018, has transformed the company into a leading cybersecurity platform. He orchestrated a significant shift from a firewall-centric vendor to a comprehensive security provider, leveraging strategic acquisitions like Demisto, Twistlock, and Aporeto. Under his leadership, Palo Alto Networks' stock has surged, and the company has achieved record sales, nearing a \$100 billion valuation. Arora has been recognized for his visionary leadership and focus on integrating AI to deliver real-time threat prevention.

PARAG AGRAWAL, Former CEO -Twitter (X-CORP)

From November 2021 to October 2022. During his tenure, he was responsible for the company's technical strategy, leading advancements in machine learning and AI across consumer, revenue, and science teams. He played a key role in improving development velocity and re-accelerating audience growth in prior roles. He also led Project Bluesky, an initiative to develop a decentralized social network protocol.

RAVI KUMAR S, CEO- Cognizant Technology

Has been leading Cognizant as CEO since January 2023, focusing on strategic growth and enhancing shareholder value. In 2024, he launched the Synapse initiative, aiming to train one million people globally in emerging technologies, particularly AI, by 2026. Under his leadership, Cognizant has improved deal bookings, shifted focus to organic growth, and boosted productivity through AI-assisted code development. A strong advocate for social and economic mobility, Ravi champions education and upskilling programs, reinforcing his commitment to building a future-ready workforce and driving innovation-led growth across the organization.

SANJAY MEHROTRA, President & CEO - Micron Technology Inc.

Since 2017, has been instrumental in advancing memory and storage technologies. He has steered the company through a pivotal era, unlocking new opportunities in computing architecture and artificial intelligence. Under his leadership, Micron has committed to significant investments in semiconductor manufacturing, including a new assembly plant in India. Mehrotra, who holds over 70 patents, is also a strong advocate for STEM education and an inclusive workplace, achieving global pay equity and increasing diversity at Micron.

SHANTANU NARAYEN, Chairman & CEO - Adobe Inc.

Since 2007, spearheaded the company's transformative shift from desktop software to a cloud-based subscription model. He established Adobe as a leader in digital marketing and digital experience categories, driving record revenue and industry recognition. Narayen has emphasized integrating AI into creative and marketing workflows, positioning Adobe at the forefront of innovation. He also actively promotes diversity and inclusion within the workplace and champions digital creativity globally.

STEVE SANGHI, CEO & President -Microchip Technology Inc.

(1991-2021, and re-appointed in November 2024) is marked by a remarkable turnaround. He transformed the company from near bankruptcy in 1990 to a market leader with a market capitalization of approximately \$43 billion. Sanghi is credited with creating the "Aggregate System" for operational excellence, driving innovation in programmable microcontrollers, and overseeing strategic acquisitions. His leadership resulted in 121 consecutive profitable quarters. He also received the Dr. Morris Chang Exemplary Leadership Award in 2022.

VIVEK SANKARAN, CEO- ALBERTSONS COMPANIES

Became the CEO of YouTube in February 2023, after nearly a decade leading product development for the platform. He has been instrumental in spearheading key initiatives like YouTube TV, YouTube Music, YouTube Premium, and the widely popular YouTube Shorts. As CEO, Mohan has focused on strengthening YouTube's role as a cultural hub, empowering creators, and leveraging AI to enhance content creation and user experience. He has also championed content moderation policies and actively engages with creators to shape the platform's evolution, contributing to its continued growth and brand value.

PADMASREE WARRIOR, Founder, CEO & President - Fable

A social and AI discovery platform for content focused on mental wellness through curated reading. Before founding Fable, she was the CEO of NIO U.S., where she scaled the electric vehicle company from a startup to a successful IPO in three years. As the former CTO of Cisco, she was responsible for aligning technology and business strategy, leading corporate strategy, mergers, acquisitions, and strategic partnerships. She also notably served as EVP and CTO at Motorola, where under her leadership, Motorola received the 2004 U.S. National Medal of Technology.

RANGARAJAN RAGHURAM, CEO - VMWARE

From June 2021 until 2024. During his leadership, he successfully steered the company's strategic direction towards the multi-cloud computing era, driving its cloud computing business and Software-as-a-Service (SaaS) transformation efforts. He was instrumental in accelerating customers' digital transformations by providing an end-to-end software platform. Raghuram also played a pivotal role in VMware's M&A strategy and fostered key partnerships, reinforcing its position as a leader in virtualization and cloud solutions.

REVATHI ADVAITHI, CEO - Flex (Flextronics)

Since 2019, has led a significant transformation in the global manufacturing company. She has focused on driving technology innovation, supply chain resilience, and sustainable manufacturing solutions across various industries. Under her leadership, Flex has achieved record-high annual adjusted operating margins and revenue. Advaiti is a recognized advocate for women in STEM and workplace diversity, and has been consistently named one of Fortune's Most Powerful Women in Business.

SATYA NADELLA, Chairman and CEO -MICROSOFT CORP.

Transformed the company by leading its pivot to cloud computing, making Azure a dominant force and key revenue driver. He fostered a cultural shift, emphasizing empathy and a "growth mindset." Nadella orchestrated strategic acquisitions like LinkedIn, GitHub, and Activision Blizzard, significantly expanding Microsoft's portfolio. His substantial investments in AI, notably with OpenAI, have positioned Microsoft at the forefront of the AI revolution, dramatically increasing the company's market value and earning him global recognition.

SONI JIANDANI, Co-founder- Pensando Systems Inc.

A company acquired by AMD for nearly \$2 billion in 2022. She is recognized for building nine successful multi-billion dollar product lines over three decades in the tech industry. As Chief Business Officer at Pensando, she played a crucial role in developing its distributed services platform, which delivers high-performance cloud, networking, storage, and security services. Her work focused on transforming existing architectures into secure, ultra-fast environments, earning Pensando a CyberSecurity Breakthrough Award in 2021.

SUNDAR PICHAI, CEO-Alphabet Inc. & Google LLC

(2019), led the company into an "AI-first" era. His strategic vision propelled significant advancements in artificial intelligence, including Google Gemini. He oversaw the continued success and expansion of core products like Chrome and Android, along with the growth of Google Cloud. Pichai has championed responsible AI development and accessibility, contributing to Google's sustained financial growth and solidifying its position as a global technology leader.

Make in India: Driving Economic Growth and Global Manufacturing Leadership



The Make in India initiative has become a cornerstone of India's economic development strategy, positioning the country as a global hub for manufacturing, innovation, and investment. Designed to attract domestic and international capital, the initiative leverages India's skilled workforce, demographic dividend, and vast market potential. It aims to enhance the ease of doing business through progressive policy reforms, digital governance, and proactive investor engagement.

India's economic outlook remains highly promising. According to the International Monetary Fund (IMF), the country is projected to achieve a GDP growth rate of 8.4% in 2024–25, following 8.2% growth in 2023–24. These figures reflect the momentum Make in India has generated, in line with the nation's ambitious target of becoming a USD 5 trillion economy by 2027 and attaining developed nation status by 2047.

Central to the initiative is the government's commitment to simplifying the regulatory landscape. Reforms such as the National Single Window System for approvals, streamlined licensing procedures, and updated labor and land laws have created a more transparent and investor-friendly environment. These changes have significantly improved India's global standing, as reflected in its rise to the 55th position in the World Bank's Ease of Doing Business Index in 2024, up from 63rd in 2020. Legislative frameworks like the Goods and Services Tax (GST) and the Insolvency and Bankruptcy Code (IBC) further promote stability and predictability for businesses.

Infrastructure development is another vital pillar. In the 2024–25 fiscal year, the government allocated ₹11.11 lakh crore (approx. USD 140 billion) to infrastructure projects, particularly under the National Infrastructure Pipeline (NIP), which now spans over 9,000 projects worth ₹108 lakh crore. These investments target key sectors such as roads, railways, ports, and digital networks, contributing to a notable decline in logistics costs—

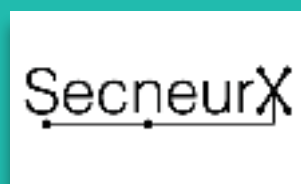
from 14% of GDP in 2014 to 7.8% in 2024—thus enhancing manufacturing competitiveness.

Make in India also emphasizes integrating Indian industries into global value chains. In 2024, India's merchandise exports climbed to USD 451 billion, a 6% increase from the previous year, driven by strong growth in electronics, pharmaceuticals, and automobiles. Collaborations with companies like Apple, Samsung, and Foxconn have strengthened India's electronics manufacturing, with mobile phone exports reaching USD 15 billion in 2024, up from USD 11 billion in 2023. The campaign's "Made for the World" approach reinforces India's commitment to meeting international standards and expanding its global presence.

The Production Linked Incentive (PLI) Scheme, launched in 2020 and now covering 14 sectors, has significantly boosted manufacturing. With an outlay of ₹1.97 lakh crore (USD 24 billion), it has attracted investments exceeding ₹1.28 lakh crore and created over 8.5 lakh jobs by mid-2024. The electronics sector alone has achieved production worth ₹8.25 lakh crore, while the pharmaceutical sector has increased API capacity by 20%, reducing import dependency.

Supporting this momentum, the Design Linked Incentive (DLI) Scheme promotes domestic semiconductor design and manufacturing. Backed by ₹76,000 crore under the India Semiconductor Mission, it has approved three fabrication units and two chip design centers as of 2025, with major players like Tata Electronics and Micron Technology on board. The scheme is expected to generate 50,000 high-tech jobs by 2027.

With sectors like textiles, automotive, and electronics leading the charge, Make in India—aligned with the Atmanirbhar Bharat vision—is fostering self-reliance, innovation, and global competitiveness. Strengthened by reforms, infrastructure investment, and strategic incentives, India is firmly on track to become a global manufacturing and innovation powerhouse.





ACER INDIA PVT. LTD.



Name - HARISH KOHLI
Designation - President & M. D.
Website - www.acer.com

USP: Acer has established Indian manufacturing facilities for laptops, desktops, and monitors, supporting the local economy while gaining cost efficiencies and faster time-to-market. Acer maintains strict quality control to meet global standards. Currently manufacturing about 60% of its products in India, Acer aims to increase this to 70-75% and grow its desktop market share to around 30% from 25%. Acer has also entered the consumer electronics market in India with its Acerpure brand, offering TVs, air and water purifiers, fans, and vacuum cleaners.

ADITYA INFOTECH LTD.



Name - ADITYA KHEMKA
Designation - M. D.
Website - www.cpplusworld.com

USP - Aditya Infotech Ltd. (AIL) is a technology company specializing in electronic video surveillance products and solutions. AIL's key strengths include its extensive distribution network with over 40 offices and 800+ partners across India, strong brand recognition for its "CP PLUS" brand, and a diversified portfolio of security products and services. Aditya Infotech is a renowned digital solution provider in India. It offers comprehensive surveillance and electronic security brand with the most extensive portfolio in the entire industry.

ALPHAMAX TECHNOLOGIES PVT. LTD.



Name - PRASHANT MISHRA
Designation - Director
Website - www.alphamax.co.in

USP - Alpha Max pioneers innovative networking solutions, redefining high-speed internet access. A key initiative is their Wifi5 device's integration with the PM WANI framework, enhancing connectivity and empowering communities across India. Dedicated to leveraging technology for societal benefit, Alpha Max's Wifi5 device ensures reliable, high-performance internet in diverse environments, bridging the digital divide. Alpha Max is gaining recognition for its products, including structured cabling, FTTH, Wi-Fi solutions, and computing devices, and is expanding as a startup to meet customer needs.

ALTOS INDIA



Name - HARISH KOHLI
Designation - Director
Website - www.altoscomputing.com

USP - Altos delivers high-performance servers, workstations, and storage solutions capable of handling intensive computing workloads. Through strategic software partnerships, Altos offers a comprehensive solution platform that simplifies deployment and environment setup. By combining hardware power with intelligent software, Altos supports industries in building advanced computing architectures for AI and deep learning. Its integrated AI solution, Altos aiWorks, includes the Altos Accelerator Resource Manager (AARM) and a range of Altos BrainSphere™ AI systems. This enables customers and developers to rapidly deploy AI environments, efficiently manage data science workflows, and automatically allocate resources—ensuring optimal performance for complex AI and deep learning tasks

AMARA RAJA POWER SYSTEMS LTD.



Name - JAYADEV GALLA
Designation - Co-Founder & Chairman
Website - www.amararaja.com

USP - Amara Raja Power Systems (ARPSL) is a key "Make in India" player, specializing in developing and manufacturing power systems. Their USP combines domestic manufacturing, strong R&D, and a commitment to sustainable energy. ARPSL is investing in Indian manufacturing, notably a large lithium-ion cell gigafactory in Telangana, with the first phase operational by mid-2025. They've established the Amara Raja E-hub for energy research and innovation in Hyderabad and partnered with Ather Energy to advance domestic EV technologies, reinforcing their dedication to India's energy future.

BPE INDIA PVT. LTD.



Name - AMITANSU SATPATHY
Designation - Group M. D.
Website - www.bpee.com

USP - Best Power Equipments (India) Private Limited (BPE), an Indian MNC established in Noida in 2000, is a leading manufacturer of end-to-end strategic power solutions. BPE offers a comprehensive portfolio including UPS, Li-ion solutions, solar inverters, and energy storage. Leveraging innovative technology and engineering expertise, BPE's UPS and DC solutions are widely accepted in developed countries like Singapore and numerous Indian data centers. The company has strategically expanded its state-of-the-art power solutions across India, Bangladesh, Nepal, Indonesia, Singapore, Philippines, UAE, Malaysia, and other countries, with continued expansion into the ASEAN region.

CLOUDSEK INFO SECURITY PVT. LTD.



Name - RAHUL SASI
Designation - CEO
Website - www.cloudsek.com

USP : CloudSEK's central proposition and unique selling point is its AI-driven predictive cybersecurity platform. This platform delivers rapid and reliable detection, analysis, and alerting of digital threats. By leveraging Artificial Intelligence, CloudSEK achieves swift detection across diverse internet sources, precise threat analysis, and prompt resolution. This minimizes the need for human intervention, enabling proactive and efficient threat management.

CYBLE INC.



Name - BEENU ARORA
Designation - CEO
Website - www.cyble.com

USP - CYBLE is a cybersecurity company specializing in threat intelligence. Using AI-driven platforms and expert analysis, CYBLE helps businesses, governments, and individuals proactively defend against cyber threats. Their cybersecurity solutions include threat intelligence platforms, offering features like brand intelligence, dark web monitoring, and incident management. CYBLE leverages both artificial intelligence and human expertise to analyze data and pinpoint potential threats. USP, a non-profit, establishes standards for medications and health-related products

CYMUNE CYBER SECURITY SERVICES PVT. LTD.



Name - VIJAY KUMAR WADHI
Designation - Sr. V.P.- Finance & Operations
Website - www.cymune.com

USP - Cymune, a global cybersecurity leader, empowers businesses to combat cybercrime, protect sensitive data, and minimize security risks through an uncompromising commitment to innovation. The company bridges both visible and invisible cybersecurity gaps for organizations aiming to thrive in the digital age. Recently, Cymune acquired Locuz Enterprise Solutions, a top Indian cybersecurity and digital transformation firm. This strategic move enhances Cymune's service capabilities in cloud, cybersecurity, networking, data centers, and managed IT operations, while expanding its global reach and strengthening support for international clients.

DATA SAFEGUARD INDIA PRIVATE LIMITED



Name - SUDHIR RANJAN SAHU
Designation - Director
Website - www.datasafeguard.ai

USP: Data Safeguard has launched ID-PRIVACY, India's first comprehensive privacy management suite. This platform helps organizations understand and manage PII data and customer consent, ensuring full compliance with the DPDP Act requirements. ID-PRIVACY is a "privacy movement, built by India, for India," designed to protect the digital rights of 1.4 billion people. It enables privacy by design and scales trust. Leveraging its proprietary adaptive CCE® AI Engine, the suite automates compliance and anticipates regulatory changes, providing organizations with a future-proof edge in data privacy.

DELL TECHNOLOGIES INDIA PVT. LTD.



Name - MANISH GUPTA
Designation - Vice President
Website - www.dell.com

USP - Dell offers a diverse range of laptops (XPS, Latitude, Inspiron, Alienware) and desktops for personal and professional use. Actively supporting "Make in India," Dell is now manufacturing Laptops and PowerEdge Servers domestically. Their unique selling proposition involves leveraging global expertise to build a robust technology ecosystem in India, encompassing AI-powered solutions and strategic partnerships. Dell's portfolio emphasizes innovation, precision, and reliability, including PowerEdge servers optimized for virtualization, cloud computing, and HPC, alongside comprehensive storage solutions. This commitment strengthens local manufacturing and caters to India's evolving tech needs.

DRUVA SOFTWARE PVT. LTD.



Name - JASPREET SINGH
Designation - Founder & CEO
Website - www.druva.com

USP - Druva Inc., founded in Pune, India, is a global leader in cloud-native SaaS for data protection, management, and cyber resilience. Trusted by over 7,500 customers, including Fortune 500 companies, Druva's Data Resiliency Cloud safeguards data across endpoints, data centers, and cloud environments. Built on AWS with a zero-trust architecture, Druva offers AI-driven insights, immutable backups, and rapid recovery from ransomware. Key features include endpoint backup (inSync), cloud backup/DR (Phoenix), and AI-powered cyber resilience (Dru). Aligning with "Make in India" and DLI, Druva empowers global businesses with secure, scalable, and innovative data protection.

E SEC FORTE TECHNOLOGIES PVT. LTD



Name - LT. GEN D S THAKUR
Designation - Principal Advisor
Website - www.esecforte.com

USP - eSec Forte® Technologies is a CMMi Level 3 certified global consulting and IT security services firm, offering advanced solutions in cloud security, cyber forensics, threat hunting, red team assessments, penetration testing, and more. Empaneled with CERT-IN and a PCI DSS QSA, eSec Forte is authorized to conduct information security audits and validate PCI DSS compliance. As the OEM of NXSAM—a next-gen vulnerability tracking platform—the company streamlines security audits across networks, applications, and third-party vendors. eSec Forte partners with top cybersecurity providers like CATO Networks, Tufin, Nessus, and others, and has also developed 'Crackbox', a powerful hardware tool for accelerated password processing.

EXATRON SERVERS MANUFACTURING PVT. LTD.



Name - TOM SEBASTIAN
Designation - CEO
Website - www.exatron.in

USP: Exatron Servers Manufacturing Pvt. Ltd. is a "Make in India" initiative dedicated to designing and manufacturing computer hardware domestically. Their USP blends Indian innovation with global standards, delivering reliable, affordable, and customizable infrastructure solutions. Actively reducing reliance on imported ICT products, Exatron contributes to India's technological independence. They offer comprehensive indigenous data center solutions and computing capabilities, serving diverse market segments including enterprises, SMEs, education, and defense. Exatron's commitment to understanding client needs ensures efficient solutions for complex requirements.

EXIDE INDUSTRIES LTD.



Name - AVIK KUMAR ROY
Designation - M. D. & CEO
Website - www.exideindustries.com

USP - Exide Industries Ltd. (EIL), India's largest lead-acid battery manufacturer, actively supports "Make in India" through extensive local production. With 10 factories across India, EIL manufactures lead-acid batteries and Home UPS Systems. Aligning with sustainable development, EIL is planning a large lithium-ion cell manufacturing facility in Bangalore, contributing to India's EV battery landscape. They are also exploring strategic partnerships with Hyundai and Kia for EV battery cell development and supply. Exide's commitment to local manufacturing and innovation reinforces its leadership in India's energy sector.

FACEOFF TECHNOLOGIES PVT. LTD



Name - ROSHAN KUMAR
Designation - CO-Founder
Website - www.faceoff.world

USP - Faceoff tackles behavioral and biometric analysis using its core AI engine, ACE (Adaptive Cognito Engine)—a multimodal machine learning framework that evaluates eight distinct cues from short videos (5–30 seconds). ACE independently processes facial micro-expressions, eye movements, posture, gestures, tone, speech sentiment, and physiological signals like heart rate and SpO2. It also detects deepfakes by analyzing spatial, temporal, and frequency inconsistencies. Each model functions autonomously to prevent inter-bias, and outputs are fused through a Bayesian inference system. The result: a Trust Factor (rated 1–10) and a Final Accuracy Score, delivering reliable trust metrics for real-time behavioral intelligence.

FORTUNE MARKETING PVT. LTD.



Name - MANOJ GUPTA
Designation - M. D.
Website - www.secureye.com

USP - Fortune Marketing Pvt. Ltd. is a leading player in security solutions, boasting over 20 years of industry experience. Their unique selling points include an extensive product portfolio covering CCTV, biometrics, access control, and wireless systems. Committed to quality and innovation, Secureye holds multiple international certifications and was a pioneer in introducing AHD cameras in India. They provide customized solutions for diverse sectors like government, education, and healthcare. Participating in the "Make In India" initiative, Secureye is trusted by elite clients, including the Indian Army, and ensures customer satisfaction through widespread after-sales support.

HAVELLS INDIA LTD.



Name - ANIL RAI GUPTA
Designation - Chairman & M. D.
Website - www.havells.com

USP - Havells India, headquartered in Noida, is a leading FMEG and power distribution equipment manufacturer with global reach. It offers a diverse portfolio including home appliances (Lloyd), lighting, fans, electrical accessories (Crabtree, Standard Electric), and smart home solutions (Reo, Promptec). Operating 14 Indian manufacturing facilities, Havells produces 95% domestically, exporting to 60+ countries. The company integrates AI and IoT for enhanced product functionality and energy optimization. Aligned with "Make in India" and leveraging PLI/DLI schemes, Havells drives economic growth, sustainability, and strengthens India's global manufacturing presence.

HEWLETT PACKARD ENTERPRISE



Name - SOM SATSANGI
Designation - M. D.
Website - www.hpe.com

USP - Hewlett Packard Enterprise (HPE) actively supports "Make in India" by manufacturing high-volume servers in the country. Partnering with VVDN Technologies in Manesar, Haryana, HPE aims to produce \$1 billion worth of servers within five years. This initiative underscores HPE's long-term commitment to the Indian market, strengthening its global supply chain and accelerating India's digital economy. HPE's participation enables them to better serve diverse Indian customers, from startups to enterprises, while fostering local innovation and talent, aligning perfectly with the government's domestic production goals.

HIMACHAL FUTURISTIC COMMUNICATIONS LTD.



Name - MAHENDRA NAHATA
Designation - Founder & M. D.
Website - www.hfcl.com

USP - Himachal Futuristic Communications Limited (HFCL) is a global technology company specializing in telecom infrastructure development, system integration, and equipment manufacturing. Their USP is offering comprehensive solutions, from infrastructure to a wide range of products like optical fiber and defense items. HFCL excels in digital network solutions, particularly 5G, vRAN, and O-RAN technologies, providing end-to-end system integration for telecom, defense, and railways. Emphasizing global collaboration and innovation, HFCL delivers highly customizable solutions. Their strong industry relationships enable them to meet evolving customer needs and remain at the forefront of the technology landscape.



HP INDIA SALES PVT. LTD.



Name - IPSITA DASGUPTA
Designation - M. D.
Website - www.hp.com

USP: HP India actively supports “Make in India” by significantly increasing local PC manufacturing. Their USP combines HP’s cutting-edge technology with local partners like Dixon and VVDN, delivering enhanced, domestically produced devices. Committed to India’s digital transformation, HP aims for one in three PCs sold in India to be locally made by 2031, driven by the PLI scheme. Expanding production of laptops, desktops, and all-in-one systems, HP leverages local expertise and procurement to serve diverse Indian customers, strengthening its market leadership and contributing to India’s global value chain vision.

INFOSYS TECHNOLOGIES PVT. LTD.



Name - SALIL PAREKH
Designation - CEO
Website - www.infosys.com

USP - Infosys is a global leader in next-generation digital services and consulting. We enable clients in 56 countries to navigate their digital transformation. It navigates their digital transformation powered by the cloud. Infosys is a global leader in consulting, technology and outsourcing. It offers application services, management consulting, product engineering, systems integration, custom software development, maintenance, re-engineering, independent testing and validation services in aerospace and defence etc. Digital advancements and focus on customer centric business models is creating new opportunities for enterprises.

INNEFU IABS



Name - TARUN WIG
Designation - Co-Founder
Website - www.innefu.com

USP - Innefu is an AI-driven technology company specializing in predictive intelligence and cybersecurity solutions. As an R&D-focused venture, it delivers advanced information security and data analytics tools tailored to the needs of both leading Indian corporates and sensitive government organizations. Fully aligned with the “Make-in-India” initiative, Innefu has built a strong reputation for innovation, with over 100 customers leveraging its solutions across critical sectors. The company is at the forefront of AI and machine learning-based analytics, offering state-of-the-art technologies designed to enhance security, decision-making, and operational efficiency for its clients across the public and private sectors.

LENOVO INDIA PVT. LTD.



Name - SHAILENDRA KATYAL
Designation - M. D.
Website - www.lenovo.com

USP - Celebrating 20 years in India, Lenovo actively supports the “Make in India” initiative through local manufacturing and innovation. They currently produce 30% of their laptops and desktops in India, aiming for 50% next year and eventually 100% for their PC business, including AI-PCs. Lenovo also launched a Puducherry facility to manufacture 50,000 enterprise AI servers and 2,400 high-end GPUs annually. Furthermore, Motorola, a Lenovo brand, manufactures nearly 100% of its India smartphones locally with Dixon Technologies, demonstrating Lenovo’s deep commitment to domestic production.

LTI MINDTREE LTD.



Name - S.N. SUBRAHMANYAN
Designation - Non- Executive Chairman
Website - www.ltimindtree.com

USP - LTIMindtree is a global technology consulting and digital solutions company, headquartered in Mumbai and a subsidiary of Larsen & Toubro. Founded in 1996, it employs over 81,000 professionals and serves more than 700 clients across 41 countries. LTIMindtree drives business transformation by blending its engineering expertise with experience-driven innovation. Specializing in end-to-end digital transformation, it helps organizations modernize core operations and elevate customer experiences. Its unique “core to experience” approach enables clients to accelerate growth, embrace emerging technologies, and stay competitive in a rapidly evolving marketplace. LTIMindtree is redefining technology consulting for the future, helping businesses innovate and scale with agility.

MANAGE ENGINE



Name - RAJESH GANESAN
Designation - CEO
Website - www.manageengine.com

USP - ManageEngine is a leading IT management software provider offering a comprehensive suite of solutions to streamline IT operations across network monitoring, server management, endpoint administration, service desk support, security, and cloud infrastructure. Designed to enhance efficiency, security, and user experience, ManageEngine’s tools enable organizations to centralize and simplify IT management. Its broad product portfolio allows enterprises to reduce operational complexity while maintaining control over diverse IT environments. Trusted globally, ManageEngine supports digital transformation by offering scalable, user-friendly solutions tailored to businesses of all sizes. Its integrated platform empowers IT teams to manage infrastructure effectively and respond swiftly to evolving challenges.

MATRIX COMSEC PVT. LTD.



Name - GANESH JIVANI
Designation - CEO & M. D.
Website - www.matrixcomsec.com

USP - Matrix Comsec Pvt. Ltd. leads in security and telecom solutions, deeply committed to “Make in India.” Their USP is local manufacturing and product development, offering tailored solutions backed by extensive R&D and quality certifications. A pioneer in local manufacturing, Matrix boasts a government-certified R&D center and holds a ZED Certificate for manufacturing excellence. Their indigenous R&D and GeM participation highlight their “Make in India” contribution. This approach provides customers with cost-effective, customized solutions and flexible after-sales service, combining a global footprint with local expertise.

NETWEB TECHNOLOGIES INDIA LTD.



Name - SANJAY LODHA
Designation - CEO
Website - www.netwebindia.com

USP - Netweb is a leading Indian OEM for High-Performance Computing (HPC) with integrated design and manufacturing. Their Faridabad facility, supporting PLI schemes, produces advanced servers and storage systems using NVIDIA, Intel, and AMD chips. The Tyrone series aligns with India’s National Supercomputing Mission, serving diverse sectors. Netweb’s AI and HPC solutions, enhanced by NVIDIA partnerships, drive advancements in AI and supercomputing. Their Skylus.ai platform optimizes GPU resource management. Offering a full stack of product and solution suites, including Supercomputing systems, private cloud, and data center servers, Netweb is a key player in India’s digital transformation.

POLYCAB INDIA PVT. LTD.



Name - Inder T Jaisinghani
Designation - Chairman & M. D.
Website - www.polycab.com

USP - Polycab India, a leading electrical solutions company, aligns strongly with “Make in India.” Their USP is being a one-stop shop for diverse electrical needs, offering a comprehensive portfolio including cables, wires, switches, fans, lighting, and solar solutions. This wide product range, coupled with a robust distribution network, provides a significant competitive advantage. Polycab is committed to innovation, quality, safety, and energy efficiency. With a strong customer-first approach, sustainability initiatives, and focus on employee development, Polycab is a prominent player contributing to India’s economic growth.

QUICK HEAL TECHNOLOGIES PVT. LTD.



Name - Kailash Katkar
Designation - Chairman & M. D.
Website - www.quickheal.co.in

USP - Quick Heal Technologies Ltd., a Pune-based cybersecurity leader, champions “Make in India” through its India-based R&D and innovation. Their USP lies in providing customized, AI-powered, patented security solutions for consumers, businesses, and governments. Offering a comprehensive suite covering endpoint, network, data, mobility, and cloud security, Quick Heal simplifies cybersecurity for all users. They ensure strong customer support via an extensive network. Additionally, Quick Heal demonstrates commitment to community and sustainability through its foundation, supporting education, healthcare, and cyber safety awareness initiatives.

**RELIANCE JIO INFOCOMM LTD.**

Name - Aakash Ambani
Designation - Chairman
Website - www.jio.com

USP - Jio, a Reliance Industries subsidiary, is India's leading digital services provider, connecting over 500 million subscribers. They offer advanced connectivity and digital solutions spanning entertainment, commerce, communication, finance, and education. Leveraging India's market and Reliance's ecosystem, Jio has scaled innovations for global growth. Partnering with Sanmina, Jio manufactures hardware for 5G, cloud, and hyperscale data centers. Their new "New Energy and New Materials" division uniquely addresses India's energy trilemma (affordability, sustainability, security) through green energy production, reinforcing their comprehensive digital and energy commitment.

SAFE SECURITY SERVICES PVT. LTD.

Name - SAKET MODI
Designation - Co-Founder & CEO
Website - www.safe.security

USP - SAFE Security Services Pvt. Ltd. specializes in cyber risk management, leveraging its Agentic AI platform. Their unique proposition is automating and quantifying cyber risks, enabling businesses to be strategic and proactive. SAFE's platform unifies enterprise, third-party, and AI-related risk management, offering real-time, objective quantification. It empowers leaders to align cyber security with business goals. Prioritizing data security, SAFE employs specialized AI agents for autonomous risk management, freeing human resources. This comprehensive, AI-driven automation delivers proven results, positioning SAFE as a leader in the cyber risk management space.

SAMRIDDI AUTOMATIONS PVT. LTD.

Name - SANJEEV SEHGAL
Designation - Founder & M. D.
Website - www.sparshsecuritech.com

USP - Samriddhi Automations Pvt. Ltd. (Sparsh) is a leading Indian manufacturer of electronic video surveillance equipment, notably the first to produce CCTV cameras in India (2008). Their "Made in India" USP emphasizes indigenous design, development, and manufacturing of advanced surveillance solutions. With one of the largest R&D centers, Sparsh offers a wide range of products including cameras, DVRs, and NVRs. They boast a strong national and international network, ensuring quality and reliability, backed by extensive STQC certification. Sparsh stands out as a prominent, customer-centric player committed to cutting-edge security technology.

SAMSUNG INDIA ELECTRONICS LTD.

Name - JB Park
Designation - President and CEO
Website - www.samsung.com

USP - Samsung was an early global investor, recognizing India's strategic importance as a manufacturing and innovation hub. India offers geopolitical stability, lower tariffs, natural resources, tech enthusiasm, and competitive labor costs. Samsung's Indian facilities can produce 70 million phones annually, with current output at 43-45 million units, largely supporting domestic needs and exports. This aligns with the "Make in India" initiative. Samsung also manufactures TVs, appliances, and more, with an R&D center in India, continuously optimizing its Noida facilities through smart factories.

SCALEFUSION (PROMOBI TECHNOLOGIES PVT. LTD.)

Name - Harishankar Kannan
Designation - CEO
Website - www.scalefusion.com

USP - Scalefusion, an MDM/UEM company, offers a platform unifying endpoint management, Zero Trust Access, and endpoint security. Traditional ZTA solutions lack the device posture visibility that UEM provides, creating a security risk by allowing unmanaged devices access. Scalefusion's UEM-driven Zero Trust Access solves this by performing real-time device compliance checks. This ensures only managed and trusted devices can access corporate resources. Scalefusion OneIDP's UEM integration enables seamless and native enforcement of these Zero Trust Access policies.

SECNEURX TECHNOLOGIES PVT. LTD.

Name - KARTHIKEYAN MANOHARAN
Designation - Founder & CEO
Website - www.secneurx.com

USP - SecneurX is a trusted name in proactive threat prevention, driven by expertise in cybersecurity strategy and entrepreneurial leadership. It delivers scalable solutions for the dynamic challenges of the digital era. Under strong guidance, SecneurX has become a global innovator, empowering organizations to secure their digital environments and build a resilient future. The company is a leader in cybersecurity, delivering impactful solutions worldwide and protecting critical infrastructure from zero-day attacks through security innovation and global delivery.

STERLITE TECHNOLOGIES LTD.

Name - ANKIT AGARWAL
Designation - M. D.
Website - www.stl.tech

USP - Sterlite Technologies Ltd. (STL) stands out with its unique vertical integration in the optical fiber industry, being the only Indian company to produce optical fibers from raw silica. This ensures superior cost control and quality. With manufacturing facilities in India, China, and Brazil, STL boasts a strong global presence. Beyond fiber and cable technology, they offer comprehensive network services for 5G, rural, and enterprise networks, alongside digital solutions like cloud and cybersecurity. STL also develops smart city solutions, solidifying its position as a global market leader in optical fiber and related technologies.

TAC SECURITY SOLUTIONS

Name - TRISHNEET ARORA
Designation - Founder & CEO
Website - www.tacsecurity.com

USP - TAC Security specializes in AI-driven vulnerability management and risk quantification. Their flagship product, ESOF (Enterprise Security in One Framework), is a unified platform for comprehensive cyber risk management and detection. TAC Security offers solutions like ESOF VACA, VMDR, and VMP, along with cyber security quantification and penetration testing. Their AI-powered approach enhances efficiency. With a global reach, serving Fortune 500 companies, startups, and governments, TAC Security emphasizes innovation and client satisfaction, holding certifications like CREST and ISO.

TALLY SOLUTIONS PVT. LTD.

Name - TEJAS GOENKA
Designation - M. D.
Website - www.tallysolutions.com

USP - Tally Solutions Pvt. Ltd. is an Indian technology company specializing in business management software for Small and Medium Enterprises (SMEs). Their flagship product, TallyPrime, automates accounting, inventory, and GST compliance, streamlining operations. Tally's unique selling proposition lies in its dedicated focus on SMBs, supported by an extensive global network of partners for sales and support. TallyPrime is scalable, customizable, and integrates with various systems, serving millions of users across 100+ countries. The company emphasizes continuous innovation and a customer-centric approach to deliver efficient ERP solutions.

TATA CONSULTANCY SERVICES

Name - K. KRITHIVASAN
Designation - M. D.
Website - www.tcs.com

USP - Tata Consultancy Services (TCS) is a leading IT services, consulting, and business solutions provider. Its unique strength lies in delivering consistent, real results to global businesses. TCS is renowned for its long-term client partnerships, some spanning decades, and its efficient Global Network Delivery Model, a benchmark in software development. Reflecting its Tata Group heritage, TCS focuses on creating lasting value for clients, investors, employees, and the community. The company maintains high standards in innovation, technology expertise, and customer service, solidifying its position as a top global brand.



TEJAS NETWORKS INDIA PVT. LTD.



Name - ANAND ATHREYA
Designation - CEO & M. D.
Website - www.tejasnetworks.com

USP - Tejas Networks India Pvt. Ltd. (TNL) is a major Indian telecom equipment player, distinguished by its strong R&D and innovation focus. Its core USP is an expansive portfolio of networking products, including 4G/5G wireless, optical, broadband, and data networking solutions. Serving telecom and internet service providers, utilities, and governments in over 75 countries, Tejas offers end-to-end solutions from fixed access to packet transport. The company prioritizes customer needs and quality, with over 60% of its workforce dedicated to world-class R&D, ensuring compliance with global technology standards.

TP-LINK INDIA PVT. LTD.



Name - SANJAY SEHGAL
Designation - CEO & M.D.
Website - www.tp-link.com

USP - TP-Link India Pvt. Ltd. is a global provider of reliable networking devices, specializing in Wi-Fi routers. Their USP centers on innovation and quality, consistently delivering cutting-edge solutions like Wi-Fi 7 and unique antenna designs. Adhering to ISO 9001 standards, TP-Link ensures high-quality products and services. With an extensive distribution network spanning over 120 countries, they serve hundreds of millions globally. The company prioritizes customer satisfaction by delivering stable, reliable performance across its wide product portfolio for both individual and business networking needs.

TVS ELECTRONICS LTD.



Name - SRILALITHA GOPAL
Designation - M. D.
Website - www.tvs-e.in

USP - TVS Electronics Ltd. (TVS-E) is an Indian company specializing in IT peripherals, POS solutions, and IT infrastructure managed services, focusing on lifecycle management. Their USP is a diverse product portfolio, comprehensive service solutions, and commitment to end-to-end IT support across sectors. TVS-E offers products like POS devices, printers, and scanners, complemented by services including installation, maintenance, and warranty management. They manage the entire IT lifecycle from ideation to end-of-life. With an emphasis on customer delight, innovation, and quality, backed by R&D and ISO certifications, TVS-E delivers complete IT solutions.

UNILINE ENERGY SYSTEMS PVT. LTD.



Name - R K BANSAL
Designation - CEO
Website - www.unilineindia.com

USP: Uniline has established itself as a leading innovator in UPS manufacturing, consistently setting new milestones through technology and customer satisfaction. At Uniline Energy, we are driven by core values that emphasize excellence, reliability, and a customer-first approach. It's dedicated team of industry experts and engineers ensures consistent delivery of high-quality products and services. With a strong presence across India—18 branch offices and a vast network of channel partners—we serve a diverse clientele, including nationwide IT deployments, industrial automation, solar projects, banking, aviation, healthcare, R&D, defense, and government sectors. Our commitment to sustainability and service drives our rapid growth across all verticals.

VEHERE INTERACTIVE PVT. LTD.



Name - PRAVEEN JAISWAL
Designation - Founder
Website - www.vehere.com

USP: Vewhere is a cybersecurity company specializing in network intelligence and cyber situation awareness. Their core USP is enabling clients with complete, real-time visibility into network activities for proactive threat prevention and informed decision-making. Vewhere provides cyber network intelligence and comprehensive CSA solutions to identify and respond to threats. They offer turnkey solutions for communication and cyber intelligence, including software development and maintenance. Leveraging AI and analytics, Vewhere focuses on preventing advanced cyber threats and data breaches. Strong partnerships with defense and intelligence entities further enhance their capabilities.

VERSA NETWORKS INDIA PVT. LTD.



Name - KUMAR MEHTA
Designation - Founder and CDO
Website - www.versa-networks.com

USP - VERSA NETWORKS INDIA, a subsidiary of global SASE leader Versa Networks, specializes in SASE, SD-WAN, security, cloud, and analytics. They provide a unified platform to transform networks for Service Providers and large Enterprises. Versa Networks is a leading provider of Secure SD-WAN solutions, enabling organizations to build high-performance, secure WANs with advanced traffic routing, application optimization, and robust security. By offering cutting-edge Secure SD-WAN solutions and services locally, Versa Networks actively contributes to the "Make in India" initiative.

VOLTRIQ INDIA PVT. LTD.



Name - VISHAL MITTAL
Designation - CO-FOUNDER & CEO
Website - www.voltriq.com

USP - Voltriq India Pvt. Ltd., established in 2018, is an emerging Indian startup with a vision to become a leading manufacturer and marketer of consumer durable and IT products. Driven by innovation and customer-centricity, Voltriq is committed to delivering high-quality, affordable products that stand out in design and functionality. The company continually evolves to meet user expectations and invests customer resources in sourcing and creating the best offerings in the market. With a strong focus on value and performance, Voltriq has successfully fulfilled over 10,000 orders on the GeM portal, reinforcing its growing presence in India's digital and consumer electronics landscape.

VVDN TECHNOLOGIES



Name - PUNEET AGARWAL
Designation - CEO
Website - www.vvdntech.com

USP - VVDN Technologies' unique selling point is its comprehensive, end-to-end product engineering and manufacturing capabilities, serving as a one-stop shop. Leveraging vertically integrated infrastructure, they manage everything from product design and development to manufacturing and testing under one roof. This approach enables VVDN to control costs, shorten lead times, and deliver superior quality, next-generation products. With a global presence and expertise in emerging technologies like 5G, AI/ML, and IoT, VVDN helps customers develop innovative solutions efficiently and effectively.

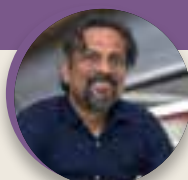
WIPRO LTD.



Name - RISHAD PREMJI
Designation - Executive Director
Website - www.wipro.com

USP -Wipro's unique selling point is its Agentic AI solution, which automates global customs clearance. This platform streamlines document processing, risk assessment, fraud detection, and duty optimization, boosting customer service and productivity while reducing errors. Beyond technology, Wipro is a purpose-driven company committed to sustainability and social responsibility. With 66% of its economic interest dedicated to philanthropy and a net-zero emissions target by 2040, Wipro stands as a leading global technology services and consulting firm known for innovation and impactful, responsible growth.

ZOHO CORPORATION PVT. LTD.



Name - SRIDHAR VEMBU
Designation - CEO
Website - www.zoho.com

USP - Zoho Corporation, a Chennai-based global technology leader, empowers over 100 million users in 180 countries with its robust suite of cloud-based SaaS solutions. Aligned with "Make in India," Zoho's indigenous innovation strengthens its global SaaS market position. Their platform offers 50+ integrated applications spanning CRM, finance, HR, and marketing, accessible via mobile apps. Central to Zoho's offerings are AI-powered features like predictive analytics and NLP, driving data-driven insights and workflow automation. Compliant with India's DPDP Act, Zoho prioritizes data privacy, making it a trusted global partner.



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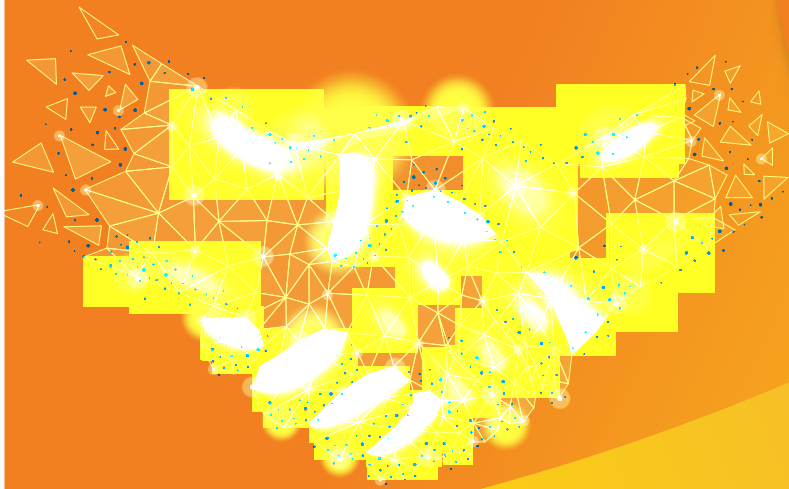
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