

VISION AI: TRENDS AND STRATEGIC INSIGHTS 2025



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Chandrajit Banerjee

Director General

Confederation of India
Industry (CII)

FOREWORD

Artificial Intelligence (AI) today represents one of the most transformative forces reshaping economies, industries, and societies. For India, AI is not merely a technology shift but a national priority to enhance competitiveness, inclusive growth, and long-term resilience.

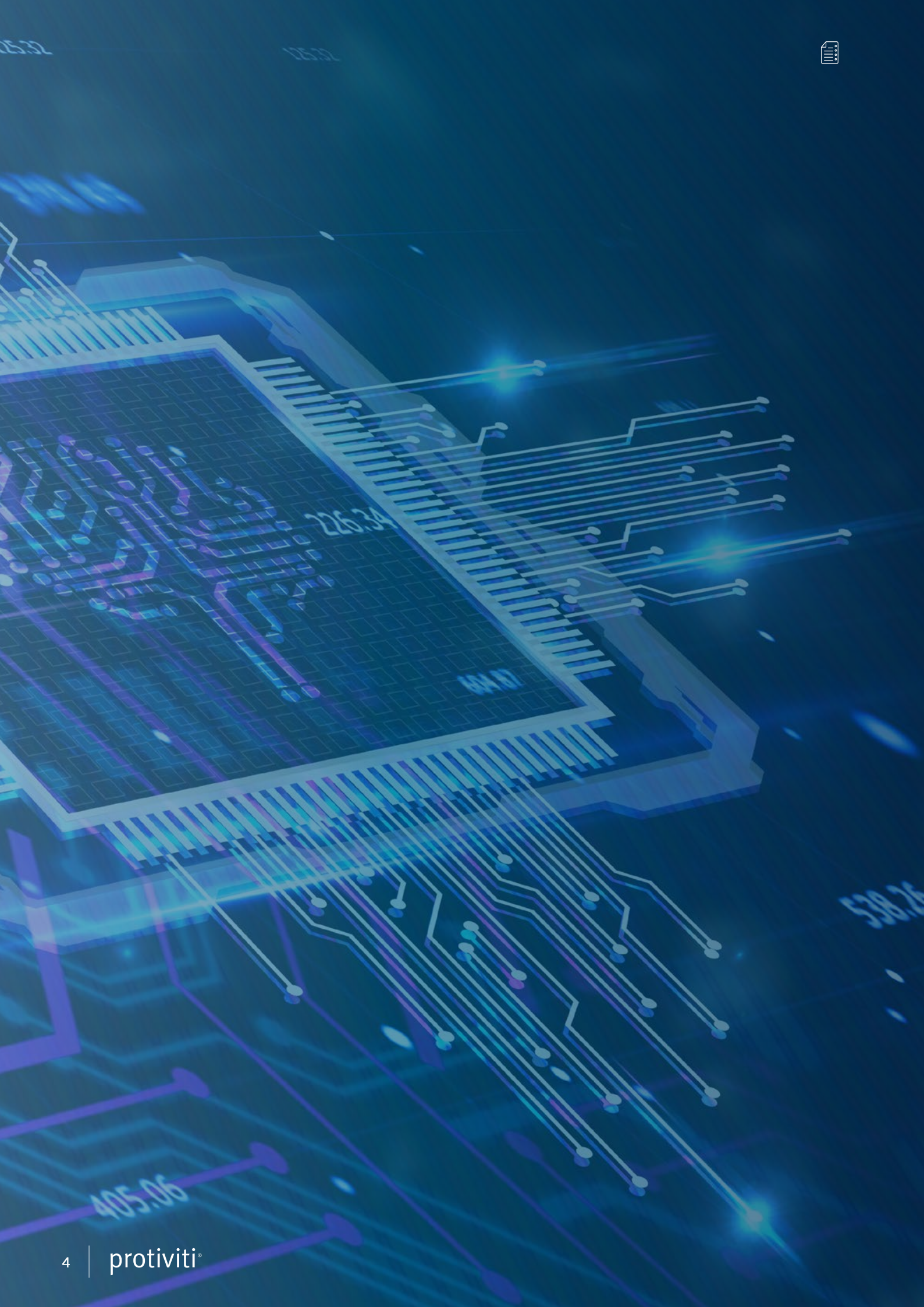
The Confederation of Indian Industry (CII) has been at the forefront of advancing AI adoption and innovation. We work closely with the government, industry leaders, and stakeholders to build an enabling ecosystem that drives technological progress and ensures responsible AI deployment.

CII has been actively engaging with policymakers to shape India's AI strategy, advocating for policies that promote research, innovation, and strong governance. Through our collaboration with the government, we have facilitated critical dialogues on ethical AI, data security, and skill development, ensuring that India's AI framework remains robust, inclusive, and forward-looking.

For Indian industry, AI presents vast opportunities to boost productivity, improve efficiency, and unlock new business models. CII has been instrumental in supporting both large enterprises and MSMEs in leveraging AI for smarter decision-making, supply chain optimization, and enhanced customer engagement. At the same time, preparing the workforce for an AI-driven future remains crucial. CII is committed to building a skilled talent pool equipped to meet evolving industry needs through its training programs, reskilling initiatives, and partnerships with educational institutions.

CII's global reach also enables us to contribute to international AI conversations. Our engagement at key platforms such as the AI Action Summit in France earlier this year reflects our commitment to positioning India as a leading voice in the global AI ecosystem.

The release of the *Vision AI: Trends and Strategic Insights 2025* at the Global AI Summit & AI Awards is both timely and significant. Drawing on applications for the AI Awards, the report highlights adoption across sectors—from banking and healthcare to manufacturing, energy, and retail. It provides industry leaders with a clear view of where India stands today, the challenges ahead, and the pathways to sustainable growth. Together, the Summit and this Report reinforce CII's resolve to ensure that India not only participates in but also shapes the global AI revolution with responsibility and confidence.





Puneet Chandok

Chairman, CII National AI Forum

President, Microsoft India & South Asia

PREFACE

The question of whether AI will change our world is no longer hypothetical—we are seeing its impact every day. From transforming industries to reshaping how we work, AI has moved from opportunity to impact. AI literacy and fluency are no longer optional; they are mission-critical for every industry, every leader, and every enterprise.

The opportunity to build with AI is immense. But with great opportunity comes greater responsibility. This is where CII plays a pivotal role. With over 125 years of legacy, CII has been a driving force of industry innovation, strengthening partnerships between government, academia, and the private sector. Through the CII National AI Forum, the focus on adoption, innovation, policy and awareness is shaping India's AI-first future.

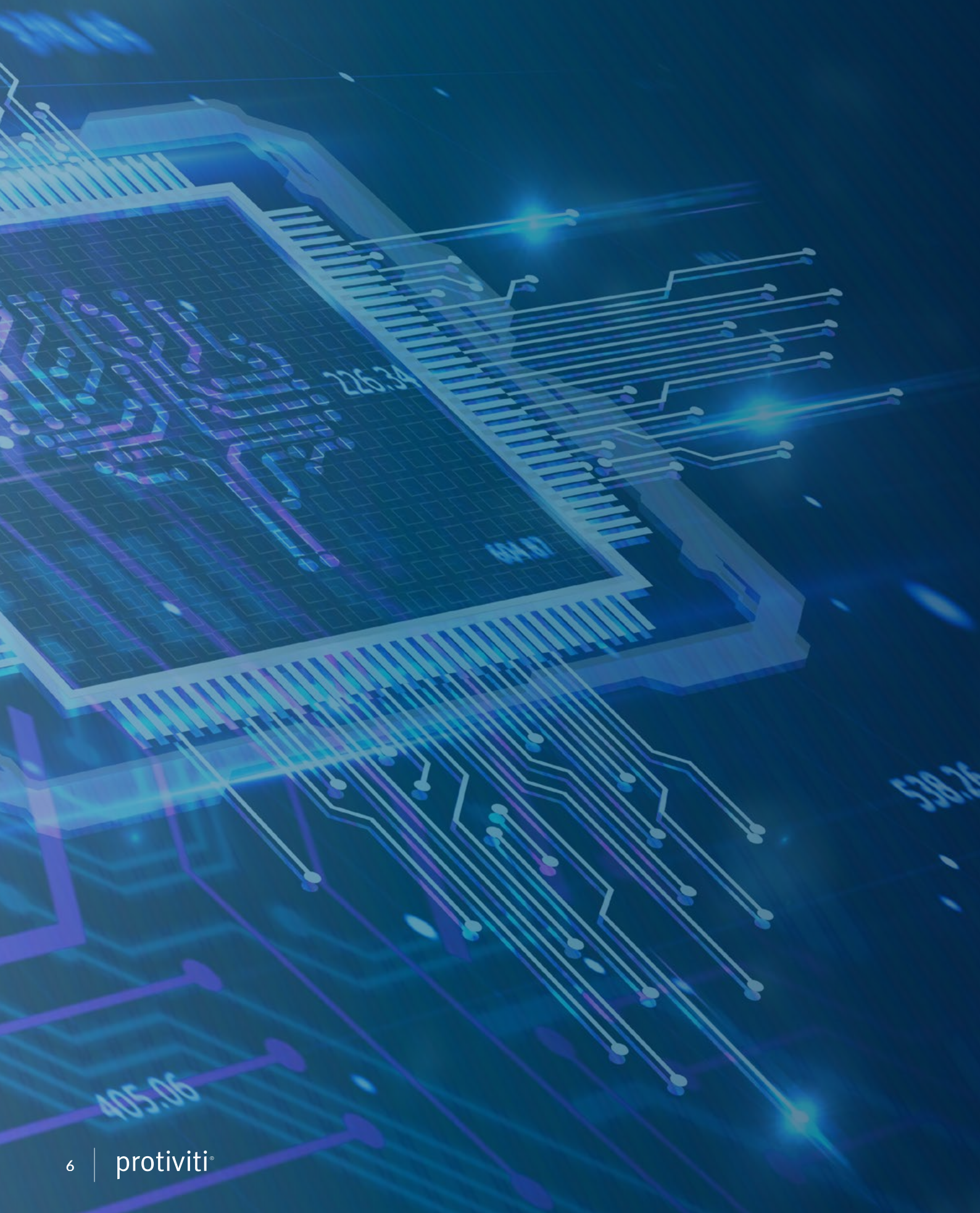
The CII National AI Awards stand as a testament to this momentum. More than recognition, they represent our shared commitment to building AI that is ethical, impactful, and sustainable. At Microsoft, we are proud to congratulate the leaders who are setting the pace: enterprises, startups, and researchers who are redefining what is possible with responsible AI.

The launch of the **Vision AI: Trends and Strategic Insights 2025** adds further depth to this journey. It captures how industries are unlocking value, from securing transactions in banking to improving outcomes in healthcare and optimizing supply chains in manufacturing. The report drives home a critical truth: the greatest ROI from AI comes when trusted data, strong governance, and aligned leadership meet bold experimentation.

Across boardrooms in India, I'm seeing a shift in tone—from curiosity to conviction. Leaders are no longer asking "if" AI will help—they're asking, "how fast" and "how deep." This is especially true for India's Frontier Firms: organizations that are blending human ingenuity with machine intelligence to unlock higher-value work and redefine productivity.

The *Work Trend Index India 2025* reinforces this optimism: India leads the world in AI-driven leadership transformation, with **90%** of Indian business leaders identifying 2025 as a pivotal year to rethink core strategies and workforce models. This signals a clear transition—from promise to proof, and now to productivity.

This is India's AI moment, and together, we can ensure it becomes India's AI advantage for the world.





Rajan Navani

Chairman, CII National AI Awards
Chairman & Managing Director,
JetLine Group of Companies

MESSAGE

FROM AI AWARD COMMITTEE CHAIR

In today's rapidly evolving technological landscape, artificial intelligence (AI) stands as a beacon of digital transformation, reshaping industries, solving complex problems, and opening new frontiers of exploration. What excites me most is not just the technology itself, but the opportunity it creates to **reimagine how businesses, governments, and communities work together** to solve problems that matter—whether in healthcare, education, manufacturing, or financial inclusion.

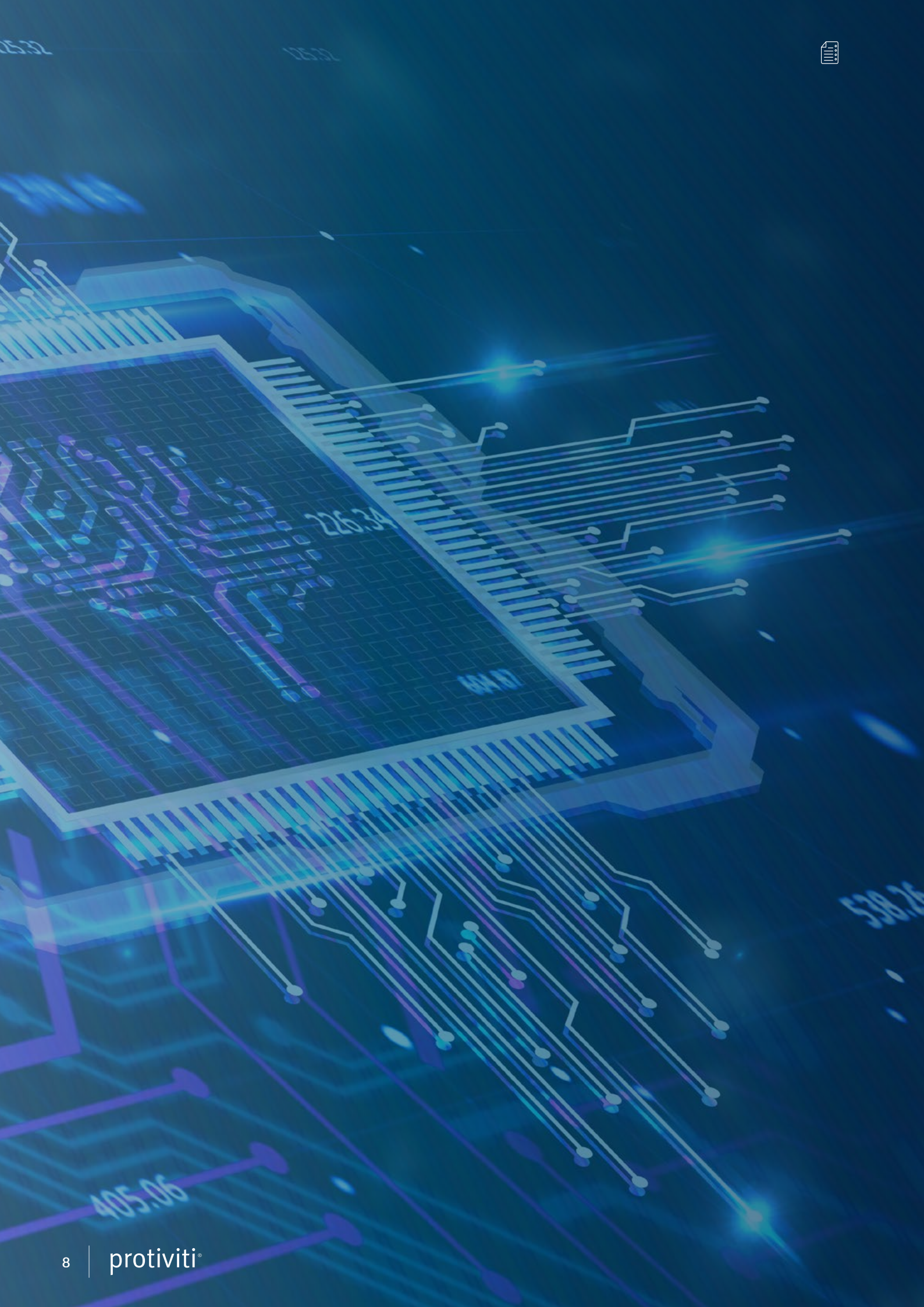
The *CII National AI Awards & Summit* has quickly become one of India's most important platforms to celebrate innovation and showcase the transformative power of AI. It brings together leaders from across industry, policy, and academia to share ideas, spotlight pioneering use cases, and inspire responsible adoption. The purpose of these awards is to encourage the adoption of AI in a responsible manner by Indian Industry and building public trust in the use of AI technology; creating awareness about the benefits of AI led technologies by capturing and disseminating the best practices, innovations of the companies & start-ups and it's benefits so that it can be followed by others.

Different categories of industry viz large, MSMEs and start-ups have been encouraged to participate in the competition and the entries were evaluated by first jury and further members of eminent grand jury.

I would like to sincerely thank members of the first Jury and Grand Jury for their guidance and support for evaluating the industries and start-ups. I also thank industries and start-ups across the country for their participation in the awards.

The launch of the *Vision AI: Trends and Strategic Insights 2025* at the Global AI Summit offers a sector-wide lens on how AI is being adopted in India and globally, while also underscoring the governance, trust, and cultural readiness required to unlock its full value.

As Chairman of the AI Awards, I believe this convergence of ideas, insights, and recognition is critical. Reports such as this provide the **knowledge foundation** that complements the **innovation ecosystem** showcased at the Awards. Together, they highlight not only where AI is delivering value today, but also how India can lead the world in shaping a future where technology and humanity move forward hand in hand.





Sandeep Gupta

Jury Member & Observer,
CII National AI Awards
Managing Director,
Protiviti Member Firm for India

INTRODUCTION

Artificial Intelligence has moved beyond being a futuristic concept and has firmly established itself as a cornerstone of modern business transformation. The insights compiled in this report provide a compelling look at how AI is not merely an efficiency tool, but a strategic driver reshaping industries on a global scale.

We are at a pivotal moment where AI is redefining what's possible. Across sectors, we are seeing a shift from simple automation to deep, data-driven intelligence that enables new business models and elevates customer experiences. AI is empowering organizations to navigate complex challenges, optimize operations, and unlock unprecedented opportunities for innovation and growth.

This report serves as a testament to the ingenuity of the participants and the maturity of India's AI ecosystem, highlighting key applications of AI across various industries. For example, in **Banking & Financial Services**, AI is redefining risk assessment and fraud detection; in **Manufacturing & Industrial**, it is enabling predictive maintenance and process optimization; and in **Healthcare & Medical**, it is transforming diagnostics and drug discovery. The contributions analyzed here reflect a comprehensive understanding of AI's role in these areas, from transforming customer engagement to enhancing sustainability.

The jury, comprised of leading minds from India's highest educational institutions and Protiviti, had the privilege of reviewing groundbreaking work that demonstrates the profound impact of AI on our economy and society. The depth and breadth of these submissions confirm that we are on the cusp of an AI-powered revolution. We are confident that this report will serve as a valuable resource for leaders, innovators, and policymakers, inspiring further dialogue and collaboration to shape a smarter, more productive, and more inclusive future.

OUR ESTEEMED JURY MEMBERS



I was pleasantly surprised and happy to note the accelerated end-use oriented applications of AI by diverse sectors in India. Big, small, traditional, new start ups etc. made me feel proud that Indians can do many innovative things very fast. Particularly happy that some of them are using AI to create access in many languages of India.

CII has a great task ahead to prepare India for having large numbers of human resources to scale up these efforts. And also find avenues for those who would be displaced by AI applications. Why not a new channel of awards for those who find new good income avenues for such displaced persons (not just in their industry but in other avenues outside them).



Dr. YS Rajan

Chairman, Board of Governing Council
National Institute of Technology, Manipur



The innovative work showcased by the nominees is quite impressive. They are at the forefront of the AI revolution in India and I offer my congratulations to them



Dr. Raghunathan Rengaswamy

Dean, Global Engagement
Department of Chemical Engineering
IIT Madras, India



I was impressed with the level of innovation among Indian industry participants and integration of AI into operations and products. The decision on choosing the winners was a difficult one due to the many good applicants. I hope that the CII Awards will inspire our industry and startups to be at the forefront of global innovations.



Prof. Rangan Banerjee

Director
IIT Delhi



AI is expanding what's possible while also driving a rethinking of core processes, helping enterprises address complexity and pursue sustainable growth. The submissions for these awards reflect not only a maturing understanding of AI's role as a strategic driver of innovation, but also an impressive focus on the impact being created. Many processes are being re-thought, and that itself is a tangible by-product of this transformation. It is also encouraging to see growing attention on data governance, though much work remains to be done in this area. Continued cross-disciplinary collaboration will be key to ensuring these advancements benefit the broader industry and society at large.



Dr. Khushaal Popli

Chief Operating Officer, CMInDS
IIT Bombay, India



EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Artificial Intelligence has moved beyond computer science research labs to become a defining force in business transformation. Once considered a performance optimizer, AI is now emerging as a central pillar - reforming industries, discovering new opportunities, solutions, and setting the pace for global competition. Its impact can be seen across multiple facets—operational efficiency, customer experience, risk management, sustainability, and innovation—making it impossible to ignore for enterprises navigating challenges and sustainability.

In financial services, AI is redefining trust, regulation and decision-making. By incorporating intelligence into risk assessment, compliance functions, fraud detection and customer engagement, financial institutions are attaining precision and pliability in a sector where reliability is cardinal. Manufacturing and industrial domains, traditionally driven by volume and scale, are being refashioned by predictive intelligence and process automation. Factories and supply chains are changing into smart, adaptive systems that optimize production, minimize downtime, and ensure durability in volatile markets.

Retail, online commerce continue to witness unprecedented changes due to AI. Through transaction data, businesses now personalize customer journeys, enabling enterprises to forecast demand, optimize pricing and deliver seamless, unified commerce experiences. In healthcare, AI is not only augmenting human expertise but also enabling breakthroughs in diagnostics, treatments, and accessibility—redefining the very foundation of patient care and public health.

Enterprise Technologies and IT services are harnessing AI to drive digital transformation at scale. From automating cloud cost optimization to empowering cybersecurity and powering advanced analytics, AI has become the core force of modern IT environments and ecosystems. Real estate and hospitality are welcoming intelligent automated systems to balance efficiency with experience - enhancing property management, optimizing operations, and delivering more intuition based guest interactions. The automobile sector is reshaping mobility, with AI fueling vehicles, safety features, and the slow shift toward autonomous engineering. Meanwhile, energy, chemicals, and utilities are utilizing AI to manage demand, optimize production, reduce environmental impact, and accelerate the global transition toward sustainability.

A unifying theme across these sectors is that AI is not just a tool but a catalyst for reinvention. It allows organizations to anticipate change rather than react to it, to personalize at scale rather than standardize, and to balance profitability with long-term responsibility. Generative AI adds another layer of transformation, making creativity, innovation, and adaptability more accessible across the enterprise.

Together, these trends signal the beginning of an AI-powered era where enterprises that adopt responsibly and strategically will gain not only economic advantage but also resilience, sustainability, and relevance in an evolving global landscape.



AI

INSIGHTS & TRENDS - SECTORS

1



Banking & Financial Services



Introduction

AI adoption in banking and finance has grown across functions like fraud detection, customer services, credit scoring, and risk management. Financial institutions now integrate AI into core operations, with a significant percentage using machine learning for fraud detection and employing AI for credit scoring. In banking specifically, AI systems now detect fraud cases more accurately and reduce false positives, significantly improving accuracy and efficiency. Customer interactions are increasingly mediated by AI: AI-powered chatbots now handle most customer inquiries, driving down service burdens. Across financial services, a notable percentage of firms are boosting AI investments, and adoption is expected to generate over 1 million new jobs globally by 2025. In summary, AI is now embedded across banking operations—from fraud and customer support to lending and risk—boosting automation, accuracy, efficiency, and future-readiness.



AI Insights

With AI innovations and adaptations in the Finance & Banking sector have significantly impacted and transformed banking operations, primarily in compliance and customer engagement. Organizations have started exploring AI-led underwriting tools that reduce processing time significantly, streamlining credit decisions. AI-powered threat detection platforms enhances cybersecurity for financial institutions by identifying zero-day threats without relying on traditional signatures. These solutions collectively improve audit preparedness, reduce operational costs, and enable faster, more accurate decision-making. The impact is evident in accelerated audit cycles, enhanced fraud detection, and improved customer satisfaction. By embedding AI into core financial workflows, these innovations not only boost efficiency while ensuring scalability, transparency, and resilience in a highly regulated industry.



AI Trends

Fraud Detection and Risk Management

Fraud detection in financial services is being reshaped by AI-powered solutions offering real-time monitoring and predictive and prescriptive analytics to restrict suspicious activities. These ML models have the capability to analyse huge transactional data, customer behaviour, and historical trends to detect anomalies, while continuously improving accuracy and minimizing false positives. Beyond protecting assets, AI ensures and enhances customer trust and regulatory compliance. Financial institutions delineate strong ROI through reduced fraud losses, faster investigations, and improved efficiency. AI also strengthens credit risk modelling, enabling better lending decisions, portfolio management, and long-term resilience.



Customer Service Automation

LLM based customer service chatbots and virtual assistants are transforming banking customer service by offering 24/7 support, resolving queries in real time, and providing guidance on complex transactions. Powered by NLP & LLM, they deliver accurate, personalized responses, optimizing capacity planning to handle call center volumes and minimizing costs while continuously improving customer satisfaction leading to higher retention. With generative AI tools, banks gain scalability, productivity, and stronger customer engagement, driving digital transformation.

Personalized Financial Advisory

AI-based solutions can provide personalized financial advisory considering the risk appetite by consuming historical customer data, market trends along with portfolio analysis, and specific behavioural analysis to deliver specific recommendations. Robotic advisors democratize wealth management with minimal cost, data-driven advice, thereby promoting customer acquisition and portfolio performance. Banks deploy AI based dynamic customer segmentation and accordingly predict lifetime value to ensure personalized offerings which strengthens loyalty. Advanced machine learning models simulate millions of market scenarios and provide optimized strategies, enhancing returns and empowering institutions as trusted advisors.

Regulatory Compliance and Reporting

AI is revolutionizing regulatory compliance by automating reporting, transaction monitoring, and ensuring compliance. With NLP and machine learning, it interprets regulations, detects obligations, and automates controls, cutting errors and expenses. AI enhances AML detection through the revelation of buried patterns and speeds up audits and reporting. Its flexibility increases agility, transparency, and resilience, allowing institutions to enjoy a competitive advantage in regulatory compliance.



Conclusion

AI innovation in banking is accelerating through generative AI, predictive analytics, and agentic automation. Banks apply AI in fraud detection, credit scoring, advisory, and compliance, while chatbots enhance engagement. AI-driven risk models and underwriting improve decisions, and core system integration enables faster transactions, lower costs, and higher satisfaction—reshaping financial services with greater efficiency, personalization, and resilience.

2.



Manufacturing & Industrial



Introduction

AI adoption in manufacturing is gaining substantial momentum. Manufacturers are actively using AI in some form over the last five years, with adoption growing significantly from 2020 to 2025. AI-powered predictive maintenance—widely deployed across the sector—can reduce maintenance costs and unplanned downtime considerably, while AI-driven quality control systems can achieve substantial accuracy in defect detection.

The impact on productivity is clear: AI boosts manufacturing efficiency gradually and significantly, and the companies using AI report improved operational efficiency; the majority have seen reduced production costs. AI applications like vision systems are reducing scrap rates, and most of the AI-enabled firms see a return on investment within the first 12 months.



AI Insights

AI innovations in the Manufacturing & Industrial sector have focused on predictive maintenance, intelligent automation, and supply chain optimization. AI-based tools forecast indirect material consumption, reduce inventory levels, and improve cash flow. Advanced industrial AI solutions now integrate machine learning, operations research, and edge computing to optimize energy procurement, pricing, and asset lifecycle management. Generative AI-powered assistants streamline contract workflows and DevOps, achieving faster processing and reducing manual effort. These innovations have led to measurable improvements in operational efficiency, cost savings, and decision-making agility. Additionally, AI-driven platforms now enable real-time visibility into production data, automate quality control, and support sustainable manufacturing practices. By embedding AI across the industrial value chain, organizations are not only enhancing productivity but also building resilient, scalable, and environmentally conscious operations.



AI Trends

Predictive Maintenance

AI is used in predictive maintenance to keep an eye on machinery and anticipate problems before they arise. Machine learning models identify wear or malfunction patterns by analysing sensor data and past performance. This proactive strategy prolongs equipment life, lowers maintenance costs, and decreases downtime. Because servicing is optimised based on actual usage rather than set schedules, manufacturers experience higher efficiency and fewer interruptions, which results in a strong return on investment. Smarter workforce allocation and spare-parts planning are also made possible by increased accuracy, which raises overall cost-effectiveness.



Quality Control and Defect Detection

By automating real-time defect detection, AI-powered vision systems are revolutionising quality control. They can detect anomalies more accurately than human inspectors by analysing images and sensor data, which lowers defects, increases consistency, and speeds up inspections. This results in improved brand recognition, adherence to quality standards, and fewer reworks and warranty expenses. These systems are a long-term asset because they increase ROI when scaled across production lines and help adapt to new defect types through continuous learning.

Supply Chain Optimization

AI enhances supply chain efficiency through demand forecasting, inventory level optimization, and logistics planning improvement. Machine learning models analyze historical sales, market trends, and external factors like weather or geopolitical events to predict future needs accurately. This leads to better procurement decisions and reduced stockouts. Manufacturers see strong ROI through cost savings, improved customer satisfaction, and faster response to market changes. AI also helps identify bottlenecks and simulate supply chain scenarios, enabling agile decision-making. As global supply chains become more complex, AI's ability to provide real-time insights and predictive analytics becomes increasingly valuable.

Robotics and Process Automation

Manufacturing has shifted as an outcome of AI-driven robotics that can quickly and effectively complete repetitive, highly precise tasks. AI makes robots more flexible than traditional automation by enabling them to adapt to new tasks, while they also reduce labour costs, increase throughput, and improve safety. ROI results from decreased operating expenses, increased productivity, and fewer mistakes. Working side by side with humans, collaborative robots increase productivity and make dynamic production setups possible. These systems become increasingly intelligent and self-sufficient as AI develops, enabling manufacturers to expand without proportionate labour or overheads.



Conclusion

AI innovation in manufacturing is reshaping the industry through smart factories, predictive AI, Edge AI and industrial automation. Companies increasingly adopt AI-driven robotics, digital twins, and computer vision to enhance quality control, optimize supply chains, and reduce downtime. Predictive maintenance powered by machine learning and Edge AI overheads. defect detection prevents costly failures, while generative AI accelerates product design. Sustainability is another key trend, with AI optimizing energy use and reducing waste. Globally, manufacturers are investing heavily in AI to boost efficiency, resilience, and competitiveness.

3.



Retail & E-commerce



Introduction

Artificial intelligence is reshaping retail and e-commerce at scale. Today, almost half of retailers have deployed AI in their core business functions, including e-commerce platforms, while many have implemented AI-powered checkout systems. AI-driven chatbots now resolve most customer inquiries automatically. In e-commerce, AI-powered recommendation engines contribute a significant percentage of online sales, and retail inventory accuracy improves drastically through AI image recognition. AI also strengthens operations: stockout rate drops significantly, and logistics and supply chain efficiencies improve considerably with AI applications. Personalization yields notable results—AI-driven personalization drives higher average order value and retail sales are today influenced by AI recommendations. Most executives recognize AI's strategic importance: The majority improve AI is critical to business success, and adoption continues to grow with retail AI investments projected to expand significantly.



AI Insights

AI innovations in the Retail and E-commerce sector are revolutionizing customer experience, personalization, and operational efficiency. Companies have developed AI-connected Commerce platforms that enable natural language search, personalize recommendations, and employ agentic AI — making platforms discoverable and operational by AI assistants. Retail companies have started using Gen AI-led customer support automation to deliver accurate, brand-aligned responses improving service quality and reducing operational load. Voice agent have helped in automating hotel reservations with real-time CRS integration, multilingual support, and upselling capabilities, driving revenue uplift and 24/7 customer engagement. These innovations are leading to reduced manual effort, improved conversion rates and increased brand loyalty. By embedding AI into search, support, and transaction workflows, retail and e-commerce platforms are becoming scalable for AI/ML applications while enhancing customer satisfaction.



AI Trends

Demand Forecasting and Inventory Optimization

AI improves demand forecasting by analyzing dynamic sales patterns, seasonal and cyclical trends, promotions across different periods, and external features such as macroeconomic factors to predict demand accurately. Retailers ensure deploying AI- based solutions which can dynamically ingest real-time data to optimize inventory leading to reduced costs and ensure availability. Real-time insights enable quick responses to changes, ensuring the right products reach customers, driving efficiency and satisfaction.



Personalized Marketing and Customer Experience

Personalized marketing strategies, which include tailored offers, recommendations, and messaging can be implemented based on AI-powered solutions by analyzing customer data, transaction data and product data along with basket analysis. Machine learning models empower organizations with enhanced customer retention strategies by uplifting customer experience, which boosts conversions and basket size, while improving customer engagement. In CPG, AI enables personalized campaigns, improving loyalty, retention, and marketing ROI—making personalization a key differentiator.

Price Optimization and Dynamic Pricing

With the goal to recommend the best course of action, AI-powered pricing engines evaluate competitors, demand elasticity, seasonality, and customer segments. They make markdown optimisation, smarter promotions, and real-time dynamic pricing possible in retail and CPG. This increases sales, protects profits, effectively clears inventory, and guarantees flexibility in reacting to changes in the market and customer behavior.

Supply Chain and Logistics Optimization

By predicting delays, rationalising routes, regulating supplier risks, and implementing automated warehouses, artificial intelligence (AI) strengthens supply chain operations. Machine learning predicts demand, identifies abnormal shipments, and suggests remedial measures. AI-driven logistics reduce costs, enhance service, and expedite last-mile delivery in retail and CPG. Computer vision and robotics increase warehouse productivity, strengthening supply chain environmental sustainability, responsiveness, and resilience.



Conclusion

AI innovation in retail and e-commerce is transforming customer experiences worldwide through hyper-personalization, demand forecasting, and intelligent automation. Companies are using AI for product recommendations, dynamic pricing, and real-time inventory optimization. Computer vision enables cashier-less stores and smarter in-store analytics, while conversational AI powers virtual shopping assistants. Globally, AI adoption in retail is enhancing customer engagement, reducing costs, and creating agile, data-driven business models to meet evolving consumer expectations.

4.



Healthcare & Medical



Introduction

AI adoption in healthcare continues to surge across diagnostic, operational, and clinical domains. As of mid-2025, AI tools are mostly aiding radiology through enhanced image analysis for conditions like tumours and strokes. Clinical documentation is also transforming: all healthcare systems now use generative AI-powered ambient documentation tools. In administrative workflows, hospitals leverage AI in revenue cycle management (coding, billing), improving efficiency and cutting error rates thereby driving a considerable amount in annual savings. Diagnostics and monitoring are growing swiftly: AI-powered early-warning systems detect sepsis with precision, and radiology tools reduce diagnostic errors through continuous learning. Patient care is improving too—AI-powered remote monitoring cuts chronic-care readmissions. In drug development, AI accelerates disease screening multifold while reducing costs.



AI Insights

AI innovations in the Healthcare & Medical sector are driving transformative change in diagnostics, treatment personalization, and operational efficiency. AI-based prognostic tests now help identify patients who truly need chemotherapy, sparing many from unnecessary treatment and its side effects. AI-powered health apps are creating personalized diet plans, daily fitness routines and emotional health support. Advanced AI solutions are also streamlining healthcare data management, cutting costs significantly and helping organizations secure new funding opportunities. These tools integrate explainable AI, secure data handling, and clinician-aligned insights to improve patient outcomes, reduce costs, and enhance accessibility. By combining predictive analytics, conversational AI, and real-time monitoring, healthcare providers are delivering more precise, scalable, and inclusive care—especially in underserved regions.



AI Trends

Drug Discovery and Development

AI is reshaping drug discovery by analysing biomedical and chemical datasets to identify potential targets and design effective compounds. Protein structure prediction models and molecular simulations accelerate early research, while AI-driven tools help assess drug safety and efficacy before clinical testing. Natural language processing uncovers insights from scientific literature and trial data. By streamlining candidate selection and reducing trial-and-error, AI shortens discovery timelines, lowers R&D costs, and supports the development of safer, more effective medicines.



Medical Imaging and Diagnostics

AI-powered tools are transforming medical imaging by detecting abnormalities in X-rays, MRIs, CT scans, and pathology slides with accuracy comparable to expert radiologists. Deep learning models can spot tumors, fractures, infections, and degenerative diseases early, often before symptoms appear. These systems help clinicians prioritize urgent cases, cut diagnostic errors, and speed up workflows. Already used in areas like breast cancer screening and retinal analysis, AI ensures timely, precise interpretation—boosting diagnostic confidence and improving patient outcomes.

Early Intervention & Predictive Care

AI enables predictive analytics that help forecast disease progression, readmissions, and treatment responses. By decoding patient history, lab results, lifestyle information, models can identify at-risk individuals and suggest preventive actions. In chronic conditions like diabetes, heart failure, or COPD, AI supports personalized care and early intervention. Hospitals benefit through better outcomes, efficient resource use, and lower costs—making predictive AI central to proactive, value-based healthcare.

Clinical Trial Optimization

AI is transforming clinical trial optimization by accelerating patient recruitment, enhancing protocol design, and improving real-time monitoring. Advanced algorithms analyze diverse datasets—such as electronic health records, genomics, and social determinants—to identify eligible participants faster and reduce screening failures. Predictive models optimize trial sites, forecast enrollment, and adapt protocols dynamically. AI-driven analytics also detect safety signals earlier, ensuring compliance and patient safety. Overall, AI shortens timelines, lowers costs, and boosts trial efficiency, increasing success rates significantly.



Conclusion

AI innovation in healthcare and pharma is rapidly making headways in diagnostics and drug research. Globally, machine learning models analyse medical images, genetic data, and patient records for early disease detection and treatment recommendations. Pharma companies leverage AI to speed up clinical trials, predict drug efficacy, and repurpose existing molecules. Conversational AI improves patient engagement, while predictive analytics enhances hospital resource planning. These innovations drive efficiency, lower costs, and improve patient outcomes, shaping the future of global healthcare.

5.



Enterprise Technology & IT Services



Introduction

AI is fast becoming critical to enterprise technology and IT services. The majority of IT companies have either implemented or plan to adopt AI, with adoption rising remarkably over the last few years. AI is boosting operational performance: IT analytics tools cut problem resolution time by half, unplanned downtime dropped significantly, and employee productivity increased over time. In workflows, AI reduces software testing time, while AI-powered helpdesks slashed support ticket resolution time, ensuring higher stakeholder satisfaction.

AI-driven security enhancements are notable too—incident response times is being reduced, and most of the firms using AI report better threat detection. Enterprise efficiency are further propelled by a considerable percentage of deployments improving operational efficiency.



AI Insights

AI innovations in the Enterprise Technology & IT Services sector are reshaping how organizations operate, collaborate, and scale. GenAI-powered assistants now automate workflows across HR, IT, legal, and finance—reducing manual effort and accelerating contract processing time. AI-led solutions support RFP automation and enterprise knowledge management, improving turnaround times and decision accuracy. No-code orchestration of AI agents further enhances governance and observability. These platforms integrate conversational AI, contextual intelligence, and secure data handling to deliver personalized, scalable, and compliant enterprise experiences. The result is faster service delivery, reduced operational costs, improved compliance, and enhanced employee productivity—making AI a strategic enabler of digital transformation.



AI Trends

AI-Powered IT Operations (AIOps)

AIOps is transforming enterprise IT by leveraging machine learning and analytics to automate operations, detect anomalies, and predict failures. By analyzing massive volumes of log, event, and performance data in real time, it reduces downtime, optimizes resources, and improves service delivery. AIOps also filters noise from monitoring tools to provide actionable insights, enabling faster root-cause analysis and cost savings. With increasingly complex systems in hybrid and cloud-based infrastructures, AI has become a key component of tolerant and scalable systems.



Intelligent Automation for Service Management

Enterprises are leveraging AI-driven automation to modernize IT support. Chatbots and virtual agents manage routine tasks like password resets, ticket creation, and incident resolution, significantly reducing response times. With NLP, these systems understand user intent and deliver contextual, personalized assistance around the clock. This frees IT staff to focus on complex issues while maintaining consistent service delivery. The result is greater efficiency, lower costs, and higher employee satisfaction, making AI-powered ITSM a scalable enabler of digital transformation.

Predictive Cybersecurity with AI

AI is transforming enterprise security by predicting, preventing, and mitigating threats in real time. Machine learning models analyze network traffic, user behaviour, and logs to detect anomalies signalling phishing, ransomware, or insider risks. Predictive AI identifies zero-day vulnerabilities and enables automated remediation before damage occurs. By continuously adapting to evolving threats, AI-powered platforms reduce risk, ensure regulatory compliance, and safeguard sensitive data—helping enterprises maintain customer trust and resilience in an increasingly complex digital landscape.

AI-Enhanced Cloud Cost Optimization

As enterprises move to multi-cloud and hybrid environments, managing cloud costs has grown complex. AI helps optimize spending by analyzing usage, forecasting demand, and recommending measures like workload right-sizing, resource scheduling, or provider shifts. These tools prevent over-provisioning while ensuring performance. AI-driven cost optimization also strengthens governance by aligning spend with business goals and compliance. The outcome is financial savings, improved efficiency, and sustainable growth, making AI-powered optimization essential for maximizing ROI from enterprise IT investments.



Conclusion

AI innovations in enterprise technology and IT services are redefining how businesses operate globally. Enterprises are embracing AIOps for predictive monitoring, agentic automation for IT service management, and AI-driven cybersecurity for proactive threat detection. Cloud optimization powered by AI ensures cost efficiency and scalability, while generative AI enhances software development and knowledge management. These advancements improve efficiency, resilience, and customer experience, making AI an essential driver of digital transformation and competitiveness across global enterprise IT ecosystems.

6.



Real Estate & Hospitality



Introduction

Artificial Intelligence is rapidly transforming real estate and hospitality operations. In real estate, the majority of firms have adopted AI for client management, while most of the professionals believe AI enhances property valuation accuracy. AI also streamlines processes - virtual tours reduce property viewing time, and AI document reviews cut legal process considerably. With predictive analytics, firms are planning to expand AI for maintenance scheduling processes, and chatbot usage has also surged significantly over two years.

Meanwhile, in hospitality, AI is making significant inroads. Bulk of hotels now use AI-powered chatbots for customer service and personalisation and have deployed AI-driven revenue management systems. These systems boost revenue per available room (RevPAR), with the AI in the hotel market growing at a very fast pace. Additional gains include AI reducing operational costs and virtual assistants handling the bulk of guest requests.



AI Insights

The real estate & hospitality sector is encouraging efficiency, personalisation, and sustainability across design, construction, and customer service. Organizations have started using Autonomous Digital Employees (ADEs) for tasks like architectural planning, site inspection, CRM automation, and procurement, resulting in an increase in task automation and saving manual effort. Gen AI-led customer support solutions for hospitality and commerce brands are delivering accurate, brand-aligned responses, improving SLA adherence and customer satisfaction. Voice agents are automating hotel reservations with real-time CRS integration and multilingual support, boosting revenue and ensuring 24/7 guest engagement. These innovations have led to faster service delivery, reduced operational costs, and improved customer experience. Additionally, AI-driven design tools and quality inspection systems have helped reduce carbon footprints and resource wastage, contributing to more sustainable operations. By incorporating AI across the value chain - from planning and construction to guest interactions and response - real estate and hospitality companies are building smarter, more responsive, and future-ready ecosystems.



AI Trends

Dynamic Pricing and Revenue Management

AI facilitates real-time dynamic pricing by examining demand trends, competitor prices, local happenings, seasonal variations, and past booking information. In the hospitality sector, this results in optimal room rates that enhance both occupancy and revenue. In real estate, AI modifies rental or property pricing based on market dynamics and location analyses. Machine learning algorithms continuously evolve and adjust, enabling businesses to remain competitive without depending on



manual updates. For hotels, this results in enhanced RevPAR (Revenue per Available Room), while landlords or property platforms benefit from timely, data-informed price modifications. AI-powered pricing solutions have become essential components of contemporary revenue management approaches in both industries.

Customer Personalization and Experience Enhancement

AI boosts guest and tenant experiences through data personalization in the hospitality and real estate sectors. It customizes room settings, amenities, and communication by analysing past stays and feedback. Tools like chatbots and virtual concierges provide 24/7 assistance, improving service without needing extra staff. In real estate, AI offers tailored property suggestions and schedules tours based on user preferences. Smart technology and AI-driven systems create a more personalized experience, leading to higher customer satisfaction, loyalty, and conversion rates, giving companies a competitive edge.

Property Valuation and Investment Insights

AI models are used in property valuation by analysing real-time market data, sales data and property features. They help real estate professionals and investors produce accurate, unbiased, valuations while identifying undervalued properties and high-growth areas. In commercial real estate, AI evaluates tenant risk and asset performance, reducing reliance on manual assessments and enabling faster, informed decisions. With continuous learning, AI delivers updated market insights, transforming valuation and portfolio strategy development.

Operational Automation and Smart Facility Management

AI aids facilities management through automation of HVAC, lighting, energy management, security and maintenance, and these services are fast gaining traction. In hospitality, AI adjusts room temperature, and lighting based on guest presence, enhancing comfort while conserving energy. In real estate, predictive maintenance identifies equipment issues early, reducing downtime, and repair costs. Computer vision enhances security with real-time surveillance, monitoring and analysis. Robotics and AI also assist with cleaning, check-ins, and concierge services in hotels. Overall, AI streamlines operations and supports more sustainable and efficient building and service management in the real estate and hospitality sectors.



Conclusion

AI innovation in real estate and hospitality is transforming customer experiences, and improving operational efficiency worldwide. In real estate, AI-powered analytics enhance property valuation, investment decisions, and predictive maintenance. Tools like virtual tours, chatbots and generative AI personalize property searches for potential buyers and renters. In the hospitality sector, AI optimizes pricing, automates booking processes, and supports smart concierge services for guests. Predictive analytics enhance demand forecasting and resource management, while computer vision technology improves security measures. Overall, AI is driving personalization, efficiency, and sustainability across these industries

7.



Automobile



Introduction

Artificial intelligence is transforming automotive production, safety, and user interaction. Institutions have deployed AI-powered vision systems across their manufacturing lines to catch tiny assembly defects in real time, significantly reducing costly recalls and rework.

On the user safety front, major markets are now equipped with Advanced Driver Assistance Systems (ADAS), with projections rising significantly. These include features like forward collision prevention and lane-keeping assistance, which can reduce crash risks. Voice-driven AI assistants are also making inroads. AI assistant technology are now getting integrated into cars worldwide. Additionally, AI-driven driver monitoring systems have already being installed in millions of vehicles globally.



AI Insights

Artificial Intelligence is revolutionizing the automobile industry with various practical applications. Autonomous driving systems use AI to process data from cameras and sensors, helping vehicles recognize obstacles and traffic signals for safer navigation. Additionally, advanced driver assistance features like adaptive cruise control and automatic emergency braking play a significant role in accident prevention. AI also aids predictive maintenance by monitoring vehicle health indicators and alerting drivers to potential issues. In manufacturing, AI-driven robotics enhance production efficiency and reduce defects. Connected vehicle technologies enable cars to share data, minimizing congestion and improving safety. Inside the vehicle, AI enhances the driving experience with personalized settings, voice assistance, and facial recognition for monitoring driver attention. Overall, these innovations demonstrate how AI is transforming safety, convenience, and efficiency in the automotive sector.



AI Trends

Autonomous Vehicle Development

AI drives autonomous driving systems by allowing vehicles to sense their surroundings, make decisions, and navigate safely. Through deep learning, computer vision, and sensor integration, these systems analyze data from cameras, LiDAR, radar, and GPS to identify objects, predict movements, and plan routes accordingly. The return on investment is significant, thanks to fewer human errors, improved safety, and long-term savings in logistics. Companies in this space also enhance their competitive edge and brand reputation. Although full autonomy is still in development, features like adaptive cruise control and lane-keeping assist already provide benefits and lay the groundwork for future advancements.



Smart Manufacturing and Robotics

AI-driven robotics and automation in the automotive industry enhance production lines, boost accuracy, and lower labor expenses. Machine learning techniques refine workflows, anticipate equipment malfunctions, and adjust to evolving production requirements. Collaborative robots (cobots) assist humans in managing intricate tasks, thereby improving throughput and safety. The return on investment is clear through diminished downtime, enhanced product quality, and quicker market delivery. Additionally, AI facilitates flexible manufacturing, enabling automakers to easily transition between models or more effectively customize vehicles. With the increasing demand for electric and connected vehicles, smart factories powered by AI are becoming crucial for sustainable production scaling.

Predictive Maintenance for Fleet and Vehicles

Predictive maintenance systems, powered by AI, track vehicle health in real time, examining data from sensors and onboard diagnostics to predict when components may fail. This helps manufacturers and fleet managers reduce breakdowns, improve maintenance schedules, and increase vehicle lifespan. The ROI is derived from decreased maintenance expenses, increased operational availability, and heightened customer satisfaction. For OEMs, providing predictive maintenance as a service enhances engagement after the sale and creates additional revenue opportunities. These systems also assist with warranty management by detecting trends that lead to premature failures, which can help lower claims and enhance product reliability.

Connected Vehicle Services and Personalization

AI empowers connected vehicles to provide customized experiences via infotainment, navigation, and driver assistance systems. By examining user habits, preferences, and driving behaviors, AI personalizes suggestions, modifies settings, and improves safety features. Automakers gain from enhanced customer loyalty, increased engagement, and new revenue opportunities through subscription services. ROI is fueled by data-driven insights that refine product design, marketing tactics, and service offerings. Furthermore, AI facilitates vehicle-to-everything (V2X) communication, improving traffic management and road safety. As vehicles transition to being more software-defined, AI-driven personalization becomes a crucial differentiator in the competitive automotive market.



Conclusion

AI innovation in the automobile industry is transforming mobility through advancements in autonomous driving, connected vehicles, and smart manufacturing. Automakers are using AI for driver assistance, predictive maintenance, and real-time traffic optimization. Generative AI is accelerating the design and prototyping processes, while computer vision enhances safety with advanced driver monitoring systems. In electric vehicles, AI plays a crucial role in optimizing battery management and improving charging infrastructure. Overall, these innovations are creating safer, more efficient, and sustainable transportation ecosystems, reshaping the future of the automotive sector.

8.



Oil, Chemical, Energy & Utilities



Introduction

AI is accelerating transformation across energy-related industries. In the oil & gas sector, an impressive majority of companies now employ AI solutions, with predictive maintenance cutting equipment downtime significantly and logistics optimization trimming supply chain costs. AI also boosts seismic imaging accuracy and enhances drilling site selection, with the majority of AI-enabled exploration projects identifying new sites—facilitating smarter and more efficient exploration.

In the chemical industry, AI adoption has surged—chemical companies use it for process optimization helping in R&D cost reductions. Predictive maintenance further cuts plant downtime significantly, while AI-powered formulation and simulation tools reduce development cycles, all contributing to faster innovation.

Across energy and utilities, AI enhances grid resilience, enabling predictive modeling—especially for wind, solar, and energy storage systems—and helping manage load balancing and renewable integration for smarter, more sustainable operations.



AI Insights

The Oil, Chemical, Energy & Utilities sectors have embraced AI to drive operational efficiency, safety, and sustainability. Innovations include AI-powered predictive maintenance, energy loss optimization, and computer vision for defect detection. Companies have deployed digital twins in smelters and refineries to simulate and optimize energy and material usage, while drone-led inspections and AI-based surveillance systems have improved safety and reduced manual risk. These solutions have led to significant reductions in inspection time, with very high accuracy in defect detection, and labor cost savings. Carbon footprint reduction through paperless operations and smarter energy use. The impact spans improved infrastructure reliability, enhanced workforce productivity, and better environmental outcomes—positioning AI as a key enabler of transformation in these critical sectors.



AI Trends

Predictive Maintenance for Industrial Equipment

AI-powered predictive maintenance is revolutionizing asset management in oil refineries, chemical plants, and energy utilities. Machine learning algorithms analyze sensor data from equipment to detect anomalies and predict failures, reducing unplanned downtime and maintenance costs while extending equipment lifespan. This proactive approach enhances reliability and safety, helping companies optimize operations and improve profitability. It's rapidly becoming standard practice in energy-intensive industries worldwide.



AI-Optimized Energy Demand Forecasting

In the energy and utilities sector, accurate demand forecasting is crucial for matching supply with consumption. AI leverages weather data, usage trends, and grid information to predict energy needs, helping companies improve generation planning, reduce waste, and ensure a steady supply. In renewables, AI forecasts solar and wind output by analyzing meteorological data, aiding integration with traditional grids. For oil and chemical companies, AI optimizes fuel supply management and logistics, leading to cost savings, lower carbon emissions, and enhanced energy infrastructure resilience.

AI for Process Optimization in Chemical Manufacturing

Chemical companies are leveraging AI to optimize production by analyzing real-time variables like temperature and pressure. Advanced algorithms suggest optimal conditions to maximize yield, minimize energy use, and reduce waste, enhancing efficiency and product quality while supporting sustainability. AI-driven digital twins – virtual models of chemical plants enable operators to simulate process changes, lowering risks and costs. By integrating AI into process control systems, manufacturers boost profitability, lessen environmental impact, and ensure compliance with safety regulations.

Smart Grid Management with AI

Artificial intelligence is revolutionizing utility services by creating more intelligent and resilient energy grids. With the help of real-time monitoring and sophisticated analytics, AI assists utilities in identifying faults, redirecting power, and dynamically balancing loads. In grids that rely heavily on renewable sources, AI manages the fluctuations of solar and wind energy, guaranteeing a stable supply while minimizing dependence on fossil fuels. Additionally, AI improves grid security by detecting cyber threats and potential vulnerabilities. For consumers, demand response programs powered by AI optimize energy consumption and reduce expenses. The outcome is a more advanced, efficient, and sustainable power grid that serves utilities, regulators, and end-users, all while hastening the shift towards cleaner energy systems.



Conclusion

AI innovation in the oil, chemical, energy, and utilities sectors is enhancing efficiency, safety, and sustainability around the world. Predictive maintenance powered by AI minimizes equipment downtime in refineries and manufacturing plants. Additionally, process optimization algorithms improve yield and reduce waste in chemical production. In the energy and utilities sectors, AI enhances demand forecasting, grid management, and the integration of renewable energy sources. Furthermore, advanced analytics improve safety monitoring and ensure environmental compliance. These innovations are accelerating the transition towards smarter, cleaner, and more resilient industrial ecosystems globally.





About CII



Confederation of Indian Industry

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

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

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

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

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

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

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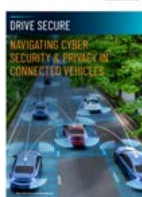
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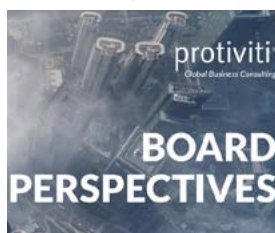
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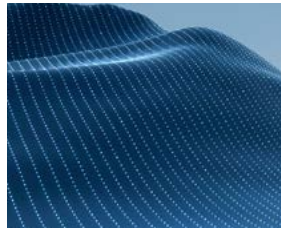
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INSIGHT



Technology-
modernization
projects



INSIGHT



Harnessing the future:
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REPORT



Navigating DPDP
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Notes

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