

B. NEWS COLUMN

India's Industry Pulse: Updates, Announcements, and Opportunities

1. Industry Trends and Updates

- **Green Energy Push:** India has become the 4th largest renewable energy country. Massive solar parks like the Rewa Ultra Mega Solar in Madhya Pradesh are powering state capitals.
- **AI in Governance:** Several state governments are using AI for fraud detection in public distribution systems.
- **Pharma Outsourcing Surge:** India is emerging as a preferred global hub for contract development and manufacturing organizations (CDMOs).

2. New Product or Service Announcements (India)

- **Paytm's Soundbox 3.0:** Comes with card tap support, making contactless payments even more accessible to small merchants.
- **Zerodha's "Nudge" Upgrade:** Their brokerage platform has launched behavioral nudges to discourage poor trading decisions by retail investors.
- **Ola's MoveOS 4:** Ola Electric's new operating system adds features like ride moods and proximity unlock in its EV scooters.

3. Company News and Announcements

- Infosys launches AI-first services across verticals to support generative AI use cases in enterprise tech.
- Mahindra & Mahindra is setting up a new EV manufacturing facility in Telangana with ₹10,000 crore investment.
- Amul is entering the organic food segment, launching rice, pulses, and spices under its new "Amul Organic" label.

4. Regulatory Changes and Their Impact

- **SEBI Mandate:** New rules require influencers promoting financial products to register, aiming to protect retail investors from unverified advice.
- **Labour Law Reforms:** Four new labour codes are set to overhaul India's workforce norms, impacting work hours, take-home pay, and social security benefits.
- **E-waste Management Rules 2024:** Extended Producer Responsibility (EPR) now covers small electronics makers.

5. Emerging Technologies and Their Potential Applications

- **Quantum Computing R&D:** Indian Institute of Science (IISc) and C-DAC are collaborating on developing India's first quantum processor.
- **Voice Tech for Bharat:** Companies like Reverie and Bolo Live are localizing voice assistants in 11 Indian languages.
- **AI in Agriculture:** Microsoft and the Government of Karnataka are using AI to predict crop yields and optimize fertilizer use.

6. Interviews with Industry Leaders or Experts

- **Rajeev Chandrasekhar, MoS for Electronics & IT:** "India must lead the ethical use of AI in developing economies."
- **Suchita Salwan, founder of LBB:** "Micro-influencers are the future of Indian commerce."

- Manish Tiwary, Amazon India: “Digitizing small sellers will unlock the next 500 million customers.”

7. Analysis of Industry Data and Statistics

- EV Sales Surge: India registered over 13 lakh EVs in FY24, up 42% YoY (Source: Vahan portal).
- Startup Funding Update: After a slow 2023, Q1 2025 saw over \$4.6 billion raised by Indian startups, showing signs of revival.
- Job Market Trend: LinkedIn India reports that digital marketing, cloud engineering, and data analytics remain top skills in demand.



8. Coverage of Industry Events and Conferences

- Bharat Mobility Expo 2025: Showcased India's vision for smart, electric, and autonomous transport solutions.
- TechSparks 2024 by YourStory: Brought together 1,200+ founders and 300+ VCs discussing scaling beyond Tier-1 cities.
- FICCI Frames 2024: Media and entertainment leaders talked about monetizing regional OTT content.

