

India's AI Opportunity: A New Era of Innovation – Appendix

AI at Work

- In total, 67% of people in India - and 80% of those under 35 - said that they were already using a gen AI tool weekly in their personal lives.
- Over the next five years, we expect a further 16% of people in India to adopt AI for work.
- While the majority of Indian workers are insulated from AI substitution, the less than 3% of workers who are at risk will likely need help with career transition.
- In total, 80% of people in India - and 93% of those under 35 - said that they were already using a gen AI tool weekly in their work lives.
- In our polling, 33% of people said the main barrier to using AI tools more was concerns about data privacy and security, followed by 27% who identified a lack of digital skills among staff members.
- 56% of current AI users said they had largely chosen to use AI tools at work themselves, while 29% said they had been encouraged to use AI tools by their company leadership.
- In our polling, we found that the majority of current AI use was coming “bottom up” from earlier adopters - but that usage was significantly lower among older respondents.

- 84% of people in India agree that AI needs to be developed responsibly, with 29% expressing a worry about risks from misinformation, 30% online safety and 79% expressing a desire to protect individual creators.

Google's Impact in India

- For small and medium businesses, Google Search, Google Ads, Google AdSense, Google Play, Google Cloud, and Google Pay helped provide at least INR 1800 crore (USD 210 million) of economic activity in 2024.
- The Google Play app ecosystem has enabled the creation of 3.5 million direct, indirect and spillover jobs.
- In 2024, Google supported 1 million jobs by helping businesses expand through their use of Google Search, Google Ads, Google AdSense, Google Play, Google Cloud, and Google Pay.
- In 2024, Google Search, Google Ads, Google AdSense, Google Play, and Google Pay helped provide INR 18000 crore (USD 2.2 billion) in export benefits from overseas markets for local businesses.
- By helping ease current barriers to trade from language or regulatory submissions, we estimate AI could help boost exports from India by INR 21 lakh crore (USD 260 billion).
- By making it easy to pay and transact, we estimate that Google Pay increases economic demand by INR 18000 crore (USD 2.1 billion) a year.
- By boosting productivity and making it easier to reach new customers, we estimate Google's products and services are creating INR 290 crore (USD 34 million) a year in economic value for start-ups in India.