India's AI Opportunity.

A New Era of Innovation.

PUBLIC FIRST

Contents.

Executive Summary.

India is on the cusp of a new wave of economically transformative AI innovation, with the potential to become one of the world's three leading AI nations. Already, the country has the largest number of mobile AI users globally, a growing number of AI start-ups, and, by building on its existing digital public infrastructure, India can act as a pioneer for AI initiatives in the Global South. AI can help India develop new economic strengths, close gaps in access to public services, and upgrade productivity in sectors from agriculture to retail.

India's AI journey will require a concerted effort from government, industry, and civil society to build infrastructure, empower its workforce with new skills, and ensure that the benefits of this technological revolution reach every corner of the country.

The AI Opportunity.

₹21 lakh crore

AI is enabling a new era of innovation.

In our research, we found that AI could help power the next stage of India's growth, boosting the economy by **₹21 lakh crore (US$250 billion), a 7% increase in Gross Value Added (GVA).**

India has some of the highest long-term potential from AI.

India has the **highest number of mobile AI users in the world**, and Indians express the **fourth highest level of optimism globally** about the possibilities of AI.

Unlocking Opportunities for India's Economy.

AI will save workers time and lead to higher wages.

In the long run, by boosting productivity and allowing workers to focus on higher value tasks, AI could raise the value of hours worked and create **potential wage increases of over 6%.**

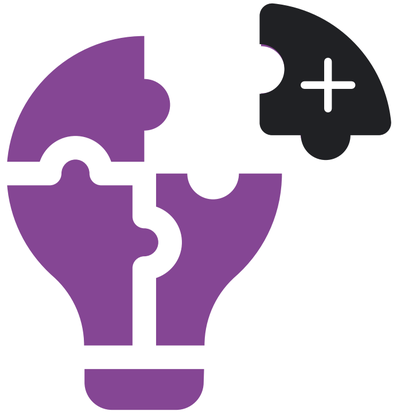
AI can make workers more productive and bridge India's skills gaps.

In our modelling, we found that the potential skills gains from AI could boost the average worker productivity by **over ₹2,40,000 (US$2,800) a year**. This is equivalent to a 45% increase in existing labour productivity levels.

From agriculture to e-services, AI can help strengthen the Indian economy.

According to our modelling, the three sectors with the highest potential for AI usage are **public administration, manufacturing and retail.**

Fostering Indian Innovation for Global Solutions.



₹7,100 crore

India is pioneering AI initiatives in the Global South.

In our research, we found that scaling AI use cases, like those pioneered by Indian apps BHASHINI, DIKSHA, and eCourts, internationally could create **an additional ₹7,100 crore (US$840 million)** for the Indian economy.

Strengthening Public Outcomes.

₹5.9 lakh crore

AI can make for a more dynamic public sector.

In total, we estimate that AI could help increase productivity in the public sector in India by **₹5.9 lakh crore (US$70 billion)**. That is the equivalent to the cost of building nearly 1.4 lakh secondary schools.

110 million people

AI can expand access to basic tutoring and medical diagnosis.

In total, we estimate that AI tutors could help boost the skills of **110 million people who currently do not have access to formal education. And 71% of people we** surveyed told us they supported the use of AI to diagnose patients.

Maximising the AI Opportunity.

91%

Indian workers showed a strong interest in more training in AI skills.

91% of workers said they would like to know more practical use cases of how to use AI, and **89% said they wanted to better understand how AI models worked.**

In order to maximise its AI potential, India will need to continue to reduce connectivity gaps and encourage widespread adoption.

To realise AI's full potential, India must address adoption gaps across demographics. Failing to reverse the current gap between men and women, different age groups, and residents with varying education levels could **reduce the potential economic benefits from AI by 18%.**

The AI Opportunity.

AI is enabling a new era of innovation.

AI is a once-in-a-generation opportunity to catalyse faster economic growth, boost social inclusion and address many of society's most important challenges. In the last few years, we have seen rapid improvements in the capabilities of AI, spurred on by the development of the transformer model architecture by Google researchers in 2017.

One of the most promising opportunities from AI is its potential to catalyse innovation:

+7% GVA

Transforming how businesses and workers work.

AI will allow both businesses and workers to change how they work: saving time, learning new skills and focusing on creative tasks. This in turn is set to increase economic productivity, and ultimately wages for ordinary workers. **In our research, we found that AI could help power the next stage of India's growth, boosting the economy by ₹21 lakh crore (US$250 billion), a 7% increase in Gross Value Added (GVA).**

₹11 lakh crore

Accelerating science and research.

New models like Google DeepMind's AlphaFold are speeding up the process of fundamental science, while more general AI tools enable researchers to work faster. **In total, we estimate that the AI-driven acceleration of R&D could create an extra ₹11 lakh crore (US$130 billion) in additional growth for the Indian economy.**

6,000 AI-focused start-ups

Enabling a new generation of start-ups and entrepreneurs.

AI is poised to enable a new generation of start-ups and entrepreneurs. Much like the internet or the smartphone, it will spur the development of a new frontier of products and services, fostering more deep tech research and applications that explore and define the next frontier of AI. In 2025, there were already **over 6,000 AI-focused start-ups in India**.[1]

India has some of the highest long-term potential from AI.

India has the **highest number of mobile AI users in the world**,[2] and a Google-Ipsos survey found that Indians have the **fourth highest level of optimism** when it comes to the possibilities from AI.[3] This optimism is supported by numerous indicators, which suggest that India could soon become one of the world's top three leaders in AI.[4]

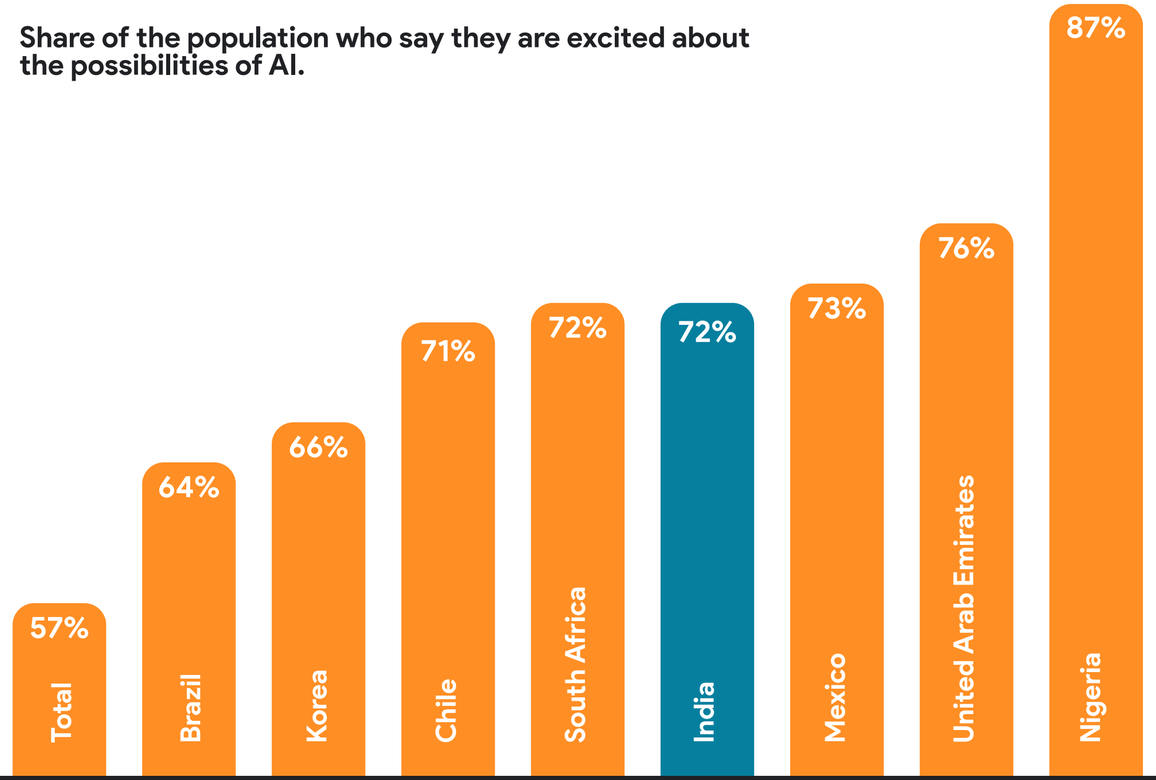
In this report, we look at some of the specific opportunities AI creates for India, including:

Building on existing Indian economic and scientific strengths. AI can boost productivity in core sectors like services and agriculture, while creating new opportunities in sectors like manufacturing.

Supporting inclusive growth. AI can help India capitalise on its large youth population to drive significant economic growth.

Pioneering AI initiatives in the Global South. Building on its existing strengths shown by the Digital Public Infrastructure (DPI) model, India can develop, optimise, and export AI solutions better suited to the Global South.

Share of the population who say they are excited about the possibilities of AI.



AI can help India address structural economic challenges.

Challenge

Slowing productivity.

While India's economy has seen rapid growth since the liberalisation of the 1990s, a heavy reliance on agricultural employment has limited labour productivity gains. Unlike other Asian economies that achieved faster growth through manufacturing, India's structural transformation has been slower. However, the government is notably looking to strengthen growing sectors such as manufacturing and digital technologies.

Ensuring inclusive growth.

India faces high levels of youth unemployment[5] and low levels of female labour participation.[6] There is a vacuum of 150 million skilled workers, and half the existing workforce also requires reskilling.[7]

Expanding access to health and education.

India has some of the world's best hospitals and universities, but significant proportions of the population still struggle to get access to adequate education and health services, leading to avoidable illness and lower levels of human capital.

AI Solution

Across the economy, AI can help India upgrade the productivity of its key sectors.

AI can help India with its transformation, building on its existing strengths in services exports, renovating its manufacturing industry, and boosting other sectors like public administration, defence, and retail.

AI can help people learn new skills and expand their career opportunities.

In early studies, we have already seen AI's potential to boost the skills base of workers, helping them catch up with the performance of the best workers in their environments.

AI can help expand access to tutoring or medical diagnoses.

While not a substitute for human workers, AI can help triage resources for people who wouldn't otherwise have access to vital support.

How Google is contributing to India.

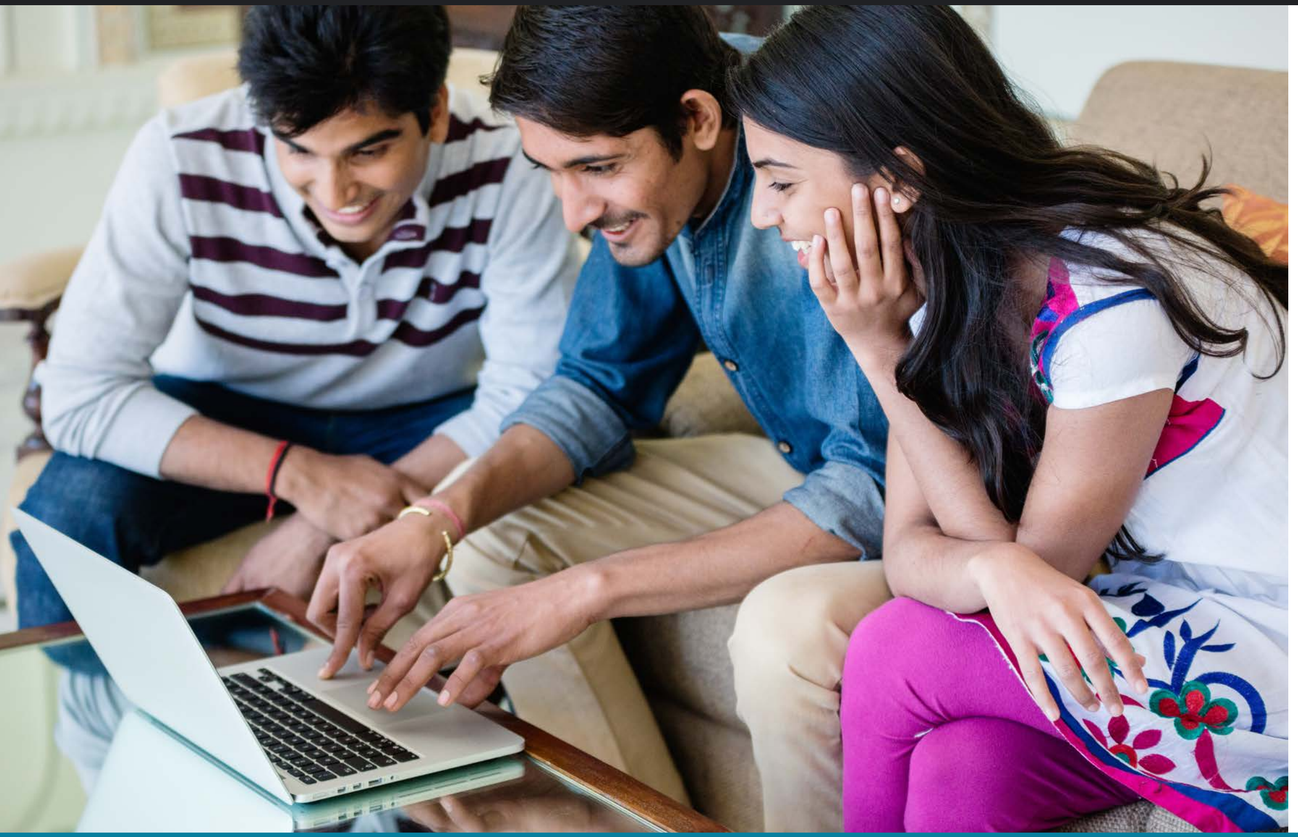
For over a decade, Google has been investing in AI to advance its mission to organise the world's information and make it universally accessible and useful. From key language understanding techniques, to the Transformer architecture underlying today's generative AI revolution, Google researchers have been behind a significant number of defining AI breakthroughs.

Today, Google is expanding access to AI for billions in Asia-Pacific through products like Maps, Search, Android, Gemini and NotebookLM while helping businesses be more productive and connect with new customers.

This value adds up. In 2024, Google Search, Google Maps, Google Play, Google Drive, and YouTube helped provide **₹42 lakh crore (US$500 billion) of additional consumer benefits for Indians.** This is equivalent to a monthly benefit of **₹6,400 (US$76)** for the average online adult, which is the result of easier access to information, increased productivity and a variety of entertainment and enrichment benefits.

Google and Android's products are the gateway to the world's information for millions of Indians. We estimate that Android's increased affordability has allowed an **additional 37 million people in the country to access the Internet, while 69% of people in India say they first started using AI through an app on their Android device.**

Google acts as a crucial economic catalyst: connecting businesses with customers worldwide, enhancing business productivity and giving Indian creators and developers new platforms through which they can reach the world.



Unlocking Opportunities for India's Economy.

AI will save workers time and lead to higher wages.

Today's AI tools are already creating significant benefits for early adopters in India: helping save time, take over administrative tasks, and translate documents. On average, we estimate that **AI could save the average worker 3 hours in administrative tasks a week**, while early users of Gemini in Google Workspace are already reporting saving the equivalent of **10 working days a year**. In the long run, by boosting productivity and allowing workers to focus on higher value tasks, AI could raise the value of hours worked and **create potential wage increases of over 6%.**

AI could save the average worker

3 hours

in administrative tasks a week.

Early users of Gemini in Google Workspace are already reporting saving the equivalent of

10 days

a year.

AI could raise the value of hours worked and create potential wage increases of over

6%

AI is helping Indian workers automate administrative tasks.

"Prioritise & manage work effectively, manage & sort your emails, communicate effectively, get your own research assistant, schedule, plan meetings, and organize your calendar."

Female, 25-34, Uttar Pradesh

"I'd love to use AI to automate repetitive tasks, like data entry and report generation, so I can focus on more strategic and creative work that really drives impact."

Female, 65+, Maharashtra

"For summarising texts and documents and writing emails."

Female, 45-54, Kerala

"AI can make my work schedule and memorize for me the small tasks and duties that I need to complete in my day-to-day life."

Male, 65+, Assam

"Automation of routine tasks is one of the most significant contributions of AI to enhancing work life balance by taking over banal activities such as a data entry, scheduling and entry management."

Male, 25-34, Odisha

AI will help upskill workers, driving up economic productivity.

AI tools make it easier for workers to take on more challenging tasks that require learning new skills – while AI tutors can deliver ubiquitous, personalised learning, with instant feedback. **Around half (47%)** of the people we surveyed say they're interested in **using AI to learn a new skill.**

Boosting skills is one of the most important ways of driving long-term human capital. In our modelling, we found that the potential skills gains from AI **could boost the average worker productivity by over ₹2,40,000 (US$2,800) a year.** This is equivalent to a 45% increase in existing labour productivity levels.[8]

When, if ever, do you plan to use generative AI tools as part of your job?

59% Already use AI tools as part of my job.

22% In the next year.

From agriculture to e-services, AI can help strengthen the Indian economy.

Agriculture.

28%
reduction in water and fertiliser usage

Indian agriculture, despite its economic prominence, is held back by fragmented land holdings, unreliable weather, and suboptimal use of capital resources. **AI use in agriculture to predict weather conditions and allocate resources effectively could reduce water and fertiliser usage by 28%.**[9]

Manufacturing.

₹1.6 lakh crore
labour productivity boost

AI can optimise efficiency within manufacturing supply chains, reduce downtime, and minimise defects. In India we estimate that AI could **boost labour productivity in the manufacturing sector by ₹1.6 lakh crore (US$19 billion).**

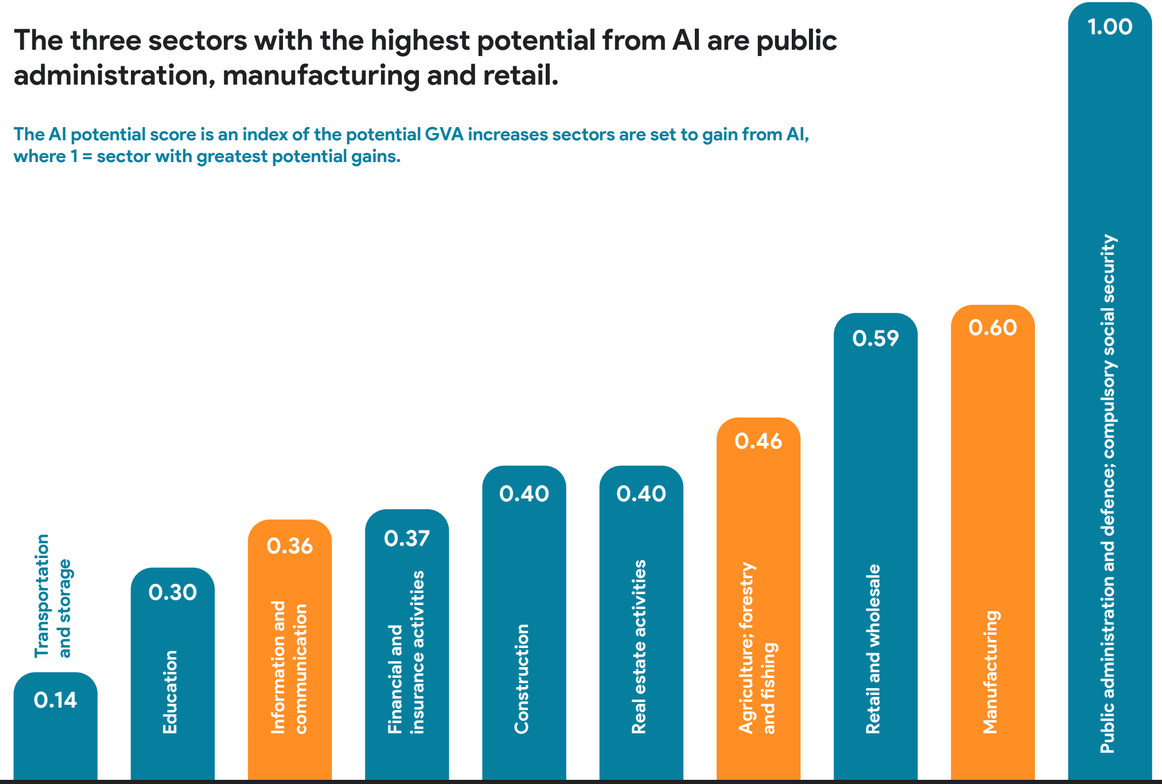
Media.

₹21,000 crore
creative sector boost

For both independent creators and traditional media companies, generative AI could play a powerful role in democratising access to higher production values, enabling new forms and making it easier to convert existing content to new formats and languages. We estimate that AI could help **increase the size of the creative sector in India by ₹21,000 crore (US$2.5 billion).**

The three sectors with the highest potential from AI are public administration, manufacturing and retail.

The AI potential score is an index of the potential GVA increases sectors are set to gain from AI, where 1 = sector with greatest potential gains.



Google.org is supporting CultYvate to conserve water and empower Indian farmers.

CultYvate is an Indian agritech start-up using AI, machine learning, and Internet of Things (IoT) technologies to power precision agriculture. Its Smart Irrigation system offers predictive insights on optimal watering, based on factors like season, soil, and crop stage. Accessible via mobile and web, CultYvate alongside the Villgro Innovation Foundation has partnered with farmers in Kerala and Punjab to equip all farmers with real-time data and AI-driven recommendations to drive efficient, sustainable farming across rural India. The project has exhibited tremendous success in a short period of time, conserving more than 13 million tonnes of water between June 2023 — April 2024, and helping reduce carbon emissions by more than 3,700 tonnes. The project also has integrated carbon generation schemes, helping boost farmer incomes as well.[10]

CultYvate was awarded a grant from the APAC Sustainability Seed Fund,[11] an initiative driven by Google.org and the Asian Development Bank (ADB) aimed at accelerating tech-driven solutions to climate challenges across the Asia-Pacific region. With this aid, CultYvate is scaling its impact by delivering advanced, sustainable water management tools to more farmers in areas grappling with severe climate stress and water scarcity.

Indian researchers are using Google DeepMind's AlphaFold to expand scientific research opportunities.

Indian researchers have been accessing Google DeepMind's AlphaFold Protein Structure Database, which provides structural predictions for over 200 million proteins—virtually every known protein sequence to date. The database has been built using AlphaFold, the AI system for which Sir Demis Hassabis and Dr John Jumper were co-awarded the 2024 Nobel Prize in Chemistry.

This cutting-edge resource has been accessed by more than 150,000 scientists and researchers in India alone. The AlphaFold database allows researchers to visualise the 3D structures of proteins at unprecedented scale and precision, enabling them to conduct research into a wide array of fields such as drug discovery, agricultural research, biodegradation and environmental research and disease development and control.[12] [13]

Google is training AI models using a wide range of Indian languages.

Google launched Project Vaani in collaboration with the Indian Institute of Science (IISc) and ARTPARK to collect open-source speech data from across India, enabling AI models to understand and serve India's many languages and dialects. The initiative makes this data freely available through the Government of India's national language mission known as BHASHINI, supporting the development of AI that addresses India's vast linguistic diversity.[14] [15]

Project Vaani aims to build one of the largest Indian dialect datasets ever: over 150,000 hours of speech from nearly 1 million people from across all 773 districts in India. To date, nearly 21,500 hours of speech audio were collected across 120 districts, covering 86 unique languages, and users can already access this open-source data.[16] By powering future automatic speech recognition (ASR), speech-to-speech translation, and natural language understanding systems with this volume and breadth of ground-truth voice data, Project Vaani ensures AI truly reflects the way Indians speak across regions and languages.

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Fostering Indian Innovations for Global Solutions.

India is pioneering AI initiatives in the Global South.

India's growing tech ecosystem, combined with a high rate of digital adoption and a vast and diverse population, makes the country poised to pioneer various AI applications. Our research identifies three standout AI initiatives where India is setting the pace: BHASHINI, DIKSHA, and eCourts. These applications showcase how AI can be used to solve real-world challenges—from language barriers and education gaps, to judicial system delays.

BHASHINI: An AI language platform that can help Indian businesses expand into global markets by overcoming language barriers.

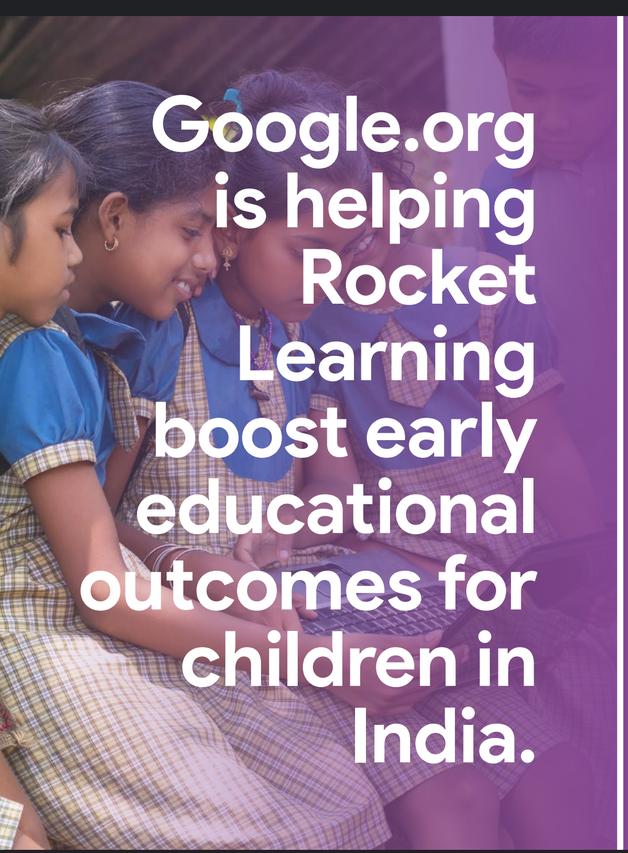
DIKSHA: A digital education platform that could be adapted for use in other countries in the Global South, in partnership with governments, to strengthen public education at low cost.

eCourts: A tool to digitise and streamline judicial case management, with the potential to improve court efficiency in other developing nations.

In our research, we found that scaling apps like BHASHINI, DIKSHA, and eCourts internationally could create an additional

₹7,100 crore

(US$840 million) for the Indian economy.



Google.org is helping Rocket Learning boost early educational outcomes for children in India.

Rocket Learning has developed Appu, a GenAI-powered tutor built in just six months with pro bono technical assistance from Google.org Fellows, and a US$ 1.5 million grant awarded in 2023. Leveraging Generative AI and advanced Large Language Models (LLMs), Appu creates voice-first, conversational learning experiences that adapt in real time to each child's pace. For example, when a four-year-old progresses confidently, Appu nudges them forward; if they hesitate, it responds with playful hints or integrates storytelling to reinforce learning—all while focusing on pre-literacy, numeracy, and social and emotional skills.[17]

Appu works across basic smartphones and supports multiple Indian languages, beginning with Hindi and expanding to 20 languages to serve disadvantaged communities across the country. Thousands of children are already piloting the app, and Rocket Learning aims to reach 50 million families by 2030, including those in government-run Anganwadi centres and preschools. By empowering each child with individualised, adaptive practice through AI, the project seeks not only to close early learning gaps but to deliver measurable impact in foundational skills at scale.

The DigiKavach campaign has been building user awareness and resilience against online fraud in India. It has raised awareness about common frauds and scams reaching 177 million users and counting.[18] With the proliferation of other risks faced online such as the rise of deepfake videos, DigiKavach's programmes are also working to prevent, detect, and respond to harmful and illegal content at scale and with depth. Building on this impact and furthering the collaboration with the Ministry of Home Affairs, Google has officially partnered with the Indian Cyber Crime Coordination Centre (I4C) to strengthen its efforts towards user awareness on cybercrimes, over the next couple of months in a phased approach.

It is in this spirit that the Google Safety Engineering Centre (GSEC) India was inaugurated in Hyderabad on June 18, 2025. This facility, Google's first in the Asia-Pacific region and fourth globally, was inaugurated by Telangana Chief Minister Shri Anumula Revanth Reddy and IT Minister Shri D. Sridhar Babu. GSEC India stands as the operational heart where the Safety Charter's strategic commitments transform into tangible solutions, uniquely amalgamating Google's global expertise. With GSEC India, Google is bringing global experience and cutting-edge AI-powered capabilities to serve India's unique needs, from foundational cybersecurity to user protection. This comprehensive commitment actively builds trust and fosters a safer environment, working closely with partners across industry, government, and academia to build a secure and resilient digital foundation for India's AI-enabled future. GSEC India will not only serve India's unique landscape, but also act as a lighthouse for Google's global security efforts.

Google also issued grants worth US$ 1 million to the Centre for Responsible AI (CeRAI) in IIT Madras in December 2022. CeRAI is India's first multidisciplinary centre dedicated to ethical and accountable AI research focused on fairness, interpretability, privacy, and security.[19] The Centre aims to become a hub of thought leadership around AI safety and security, conducting research, hosting conferences and curating datasets, software and toolkits on the same.

DigiKavach, GSEC and CERAI: building trust in India's digital ecosystem.

AI can proactively keep Indians safe online from new cyberthreats.

Over the last few years, there has been a significant rise in cyber threats in India. These can be particularly damaging for more vulnerable groups such as the elderly, with our estimates suggesting that people in vulnerable age groups suffer around **30 cyberattacks a year.**

AI can help boost the offence-defence balance in cybersecurity, enabling new kinds of preemptive tools that can more proactively monitor and flag emerging digital security threats. Once widely deployed, we estimate that **AI could prevent over 49% of the costs from cybersecurity threats and fraud.**

AI could prevent over

49%

of the costs from cybersecurity threats and fraud.

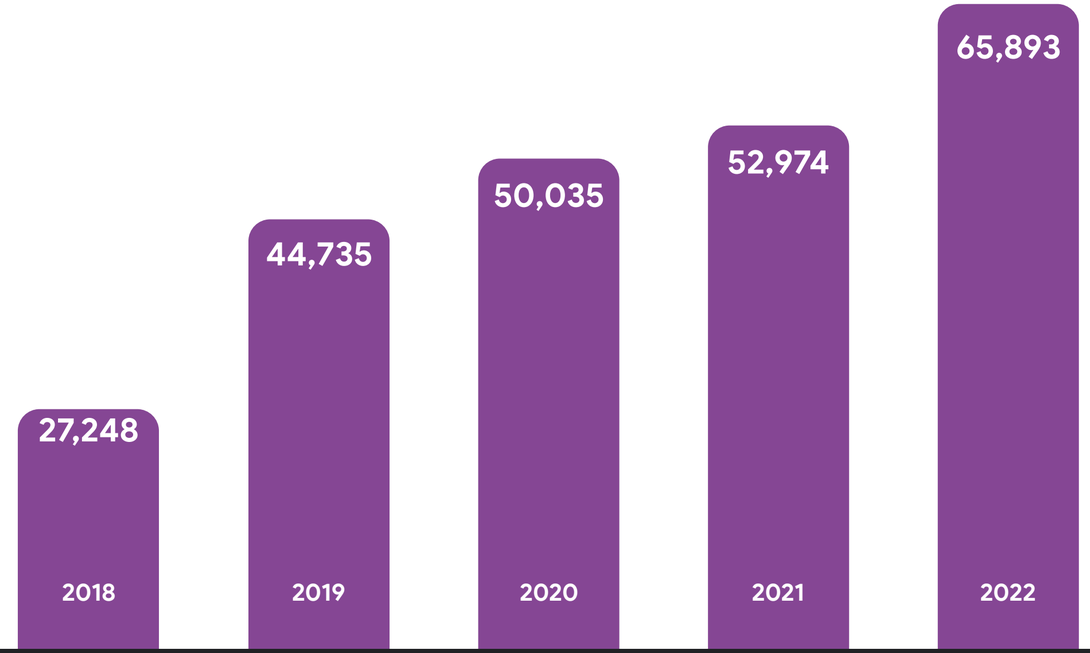
Our estimates suggest that people in vulnerable age groups suffer around

30

cyberattacks a year.

Cyber-crime cases registered by the police.

Source: National Crime Records Bureau (NCRB)



Strengthening Public Outcomes.

AI could create a more flexible and responsive public sector.

AI is likely to be just as impactful in the public as in the private sector. AI can help boost the productivity of public sector workers, reduce waste and enable more personalised, responsive services. In total, we estimate that AI could help increase productivity in the public sector in India by **₹5.9 lakh crore (US$70 billion).**

AI-driven sector productivity gains can help construct the equivalent of 1.4 lakh secondary schools in India.[20]

In total, we estimate that AI could help increase productivity in the public sector in India by

₹5.9 lakh crore

AI can support public sector workers with basic administrative tasks.

By assisting with routine tasks, AI will allow public sector workers to spend more time with complex cases or areas that require greater human connection. In total, we estimate that advances in AI tools could save the average public sector worker 48 hours a year by 2030, **the equivalent of 6 days of additional time**. In our polling, public sector workers in India already recognised the potential from AI, with **93% of public sector workers saying they thought AI tools will be important for the public sector in the next ten years.**

70%

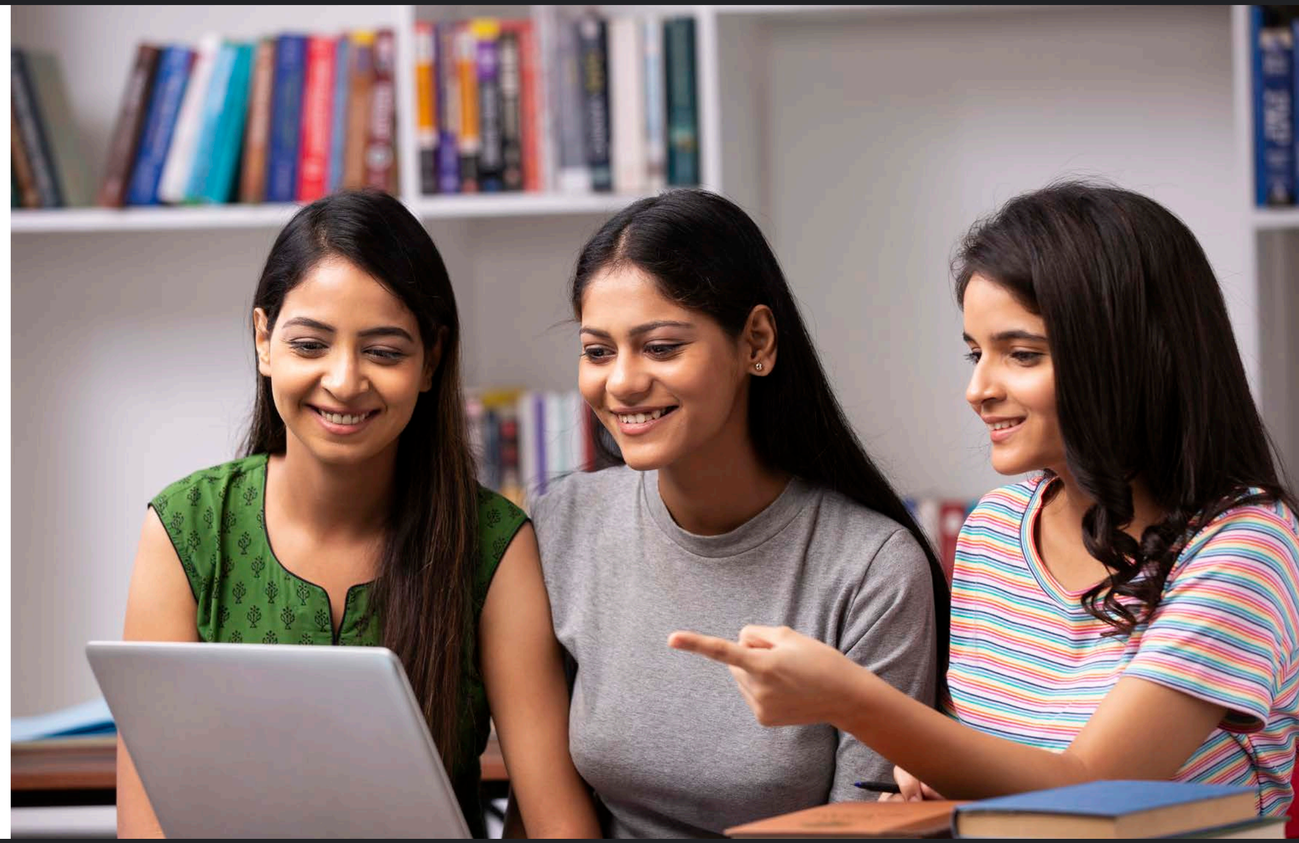
of public sector workers said they thought **AI tools could save them time at work.**

79%

of public sector workers said they thought **AI would help reduce the time they spend filling out basic paperwork.**

60%

of public sector workers believe **AI will enhance existing roles by freeing up employees to focus on higher-value, strategic tasks, or increasing overall efficiency.**



AI can expand access to medical diagnosis or basic tutoring.

AI tutors and medical diagnosis tools can help offset some of the current gaps in the provision of services. **71% of people we surveyed told us they supported the use of AI to diagnose patients,** and 68% that they would be interested in experimenting with an AI digital tutor.

In total, we estimate that AI tutors could help **boost the skills of 110 million people who currently do not have access to formal education.** This represents 18% of the Indian workforce without formal education or training.[21]

110 million people

without formal education can benefit from AI.

71%

of people told us they supported the use of AI to diagnose patients, and

68%

that they would be interested in experimenting with an AI digital tutor.

Maximising the Opportunity.

India is still early in its journey to becoming an AI powerhouse.

On Tortoise's Global AI Index, India was identified as having particular strengths in its operating environment and talent base, but lagging behind in infrastructure and development compared to other second tier AI powers.[22]

To become a leading AI nation, India must execute a strategy focused on:

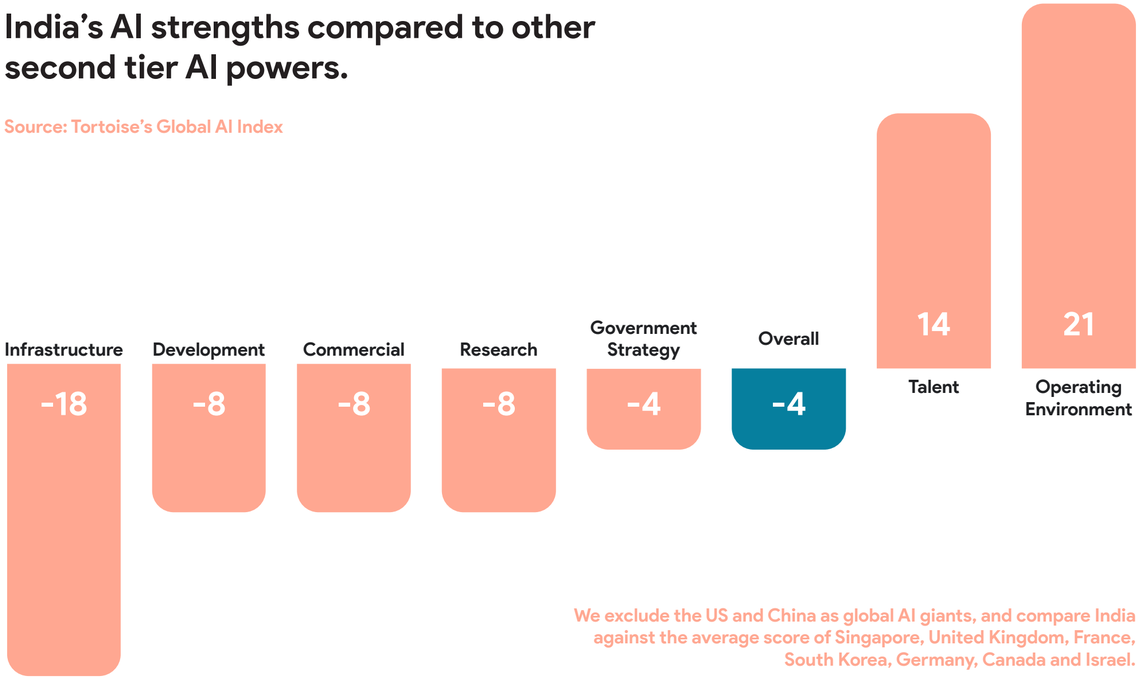
Building world-class digital foundations to help boost internet penetration among individuals and digital maturity among businesses.

Investing in AI-ready human capital to focus on the urgent need of increasing confidence among workers to boost adoption of AI and encourage participation in the AI economy.

Championing inclusive growth to ensure that the benefits of AI reach all corners of the country.

India's AI strengths compared to other second tier AI powers.

Source: Tortoise's Global AI Index



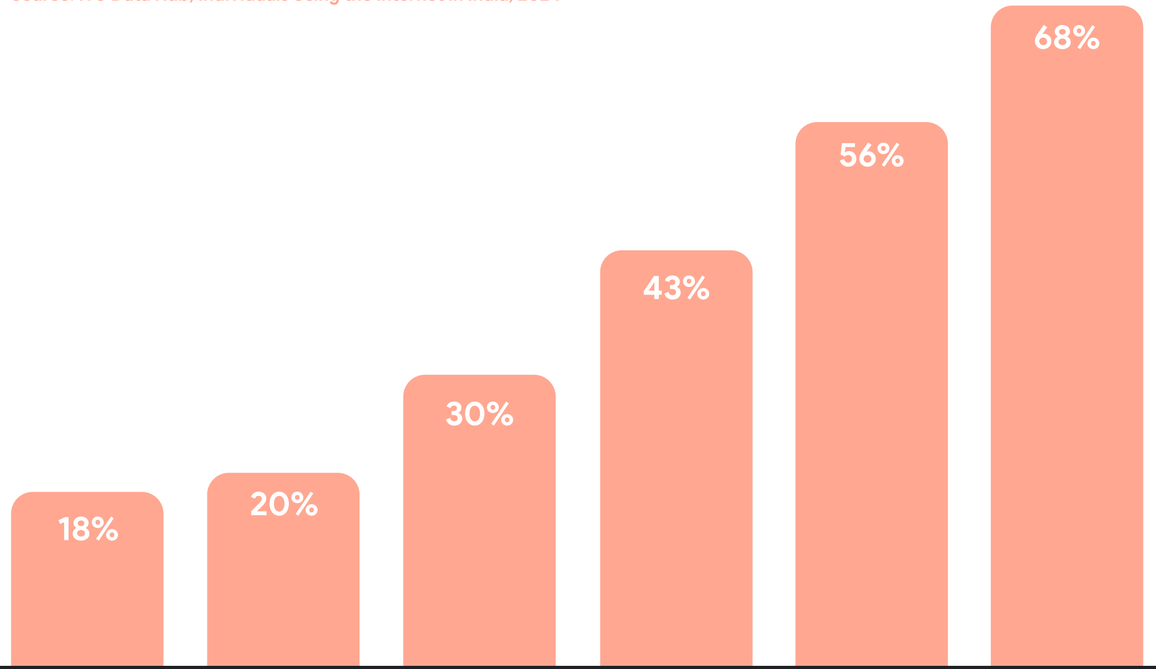
We exclude the US and China as global AI giants, and compare India against the average score of Singapore, United Kingdom, France, South Korea, Germany, Canada and Israel.

India will need to continue reducing connectivity gaps and encouraging widespread adoption.

The majority of today's AI tools require having a connection and familiarity with the internet. While internet penetration has been growing in India, according to data released by the Government of India, only two-thirds of the population had internet access in 2024. At the same time, even among those already connected, we saw significant gaps in AI adoption: with female, elderly, and non-graduate Indians significantly less likely to be using AI tools.

Share of the population that use the internet.

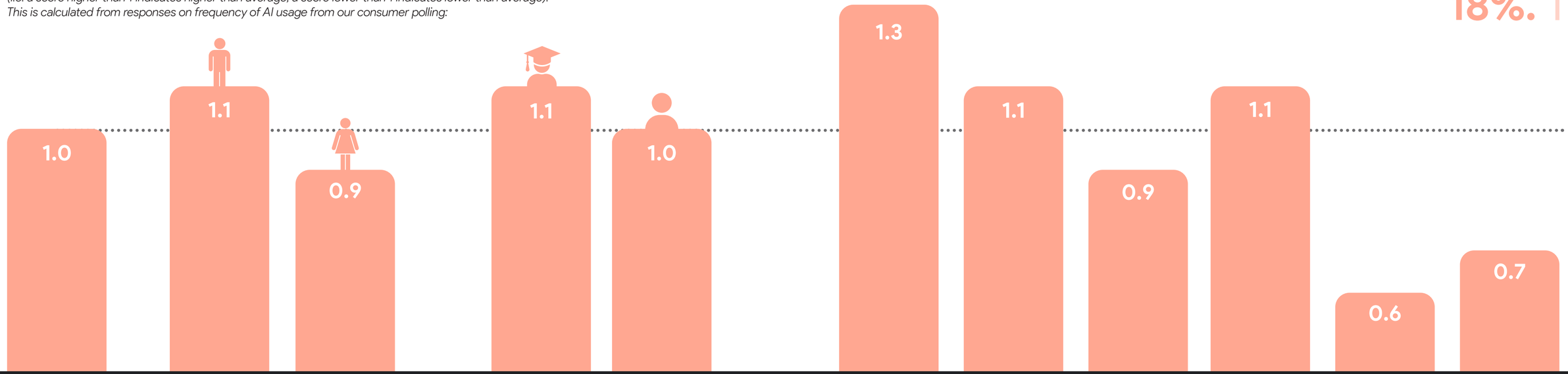
Source: ITU Data Hub, Individuals Using the Internet in India, 2024



To maximise the AI opportunity, India will have to champion inclusive growth and address adoption gaps. This will involve encouraging greater adoption across genders, age groups, education levels, and investing in digital infrastructure to speed up adoption.

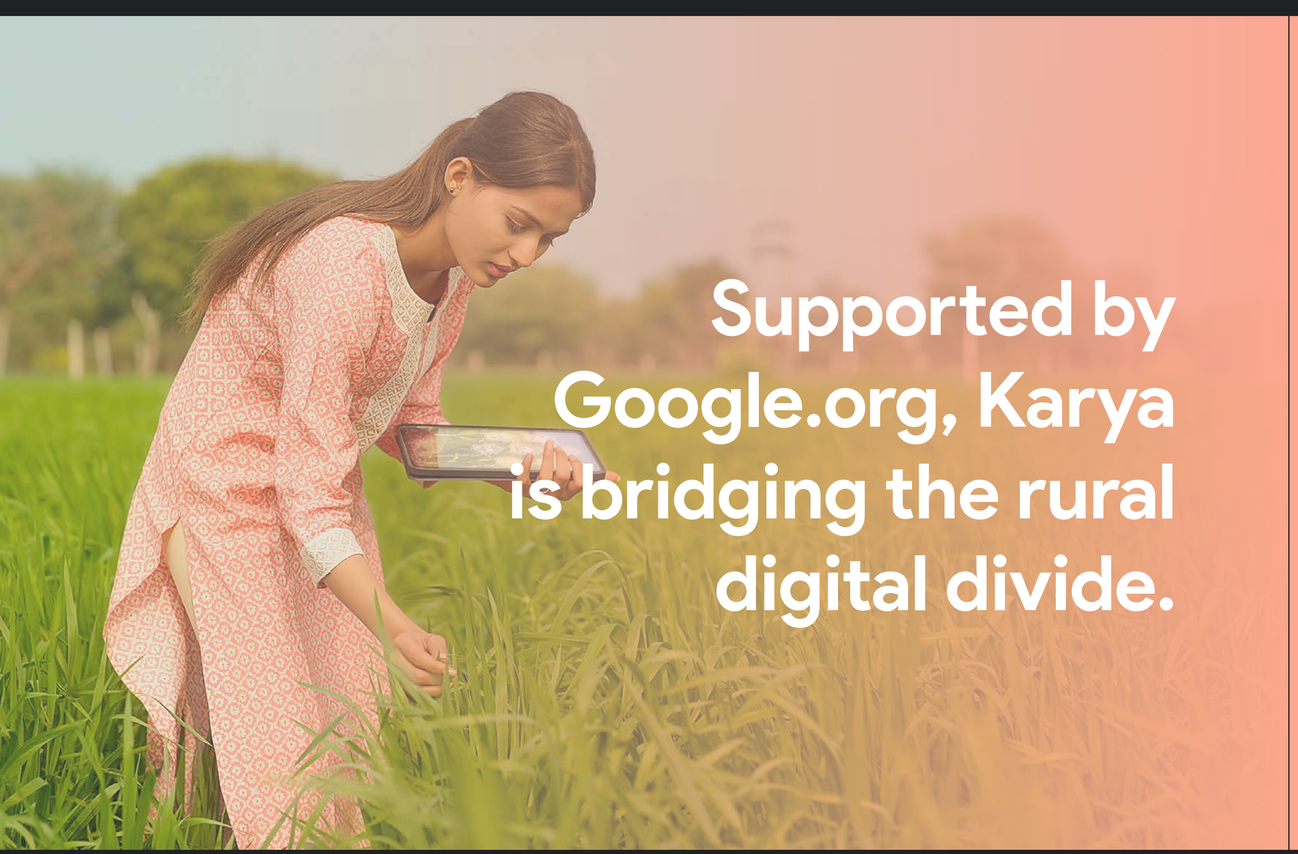
Relative usage of AI models.

The chart details how various demographic groups differ relative to the Indian national average on AI usage (i.e. a score higher than 1 indicates higher than average, a score lower than 1 indicates lower than average). This is calculated from responses on frequency of AI usage from our consumer polling:



If we don't work to reverse the gap in worker AI adoption, it could reduce the overall potential economic benefits from AI by

18%.



Supported by Google.org, Karya is bridging the rural digital divide.

Karya is a nonprofit AI start-up creating inclusive digital jobs for underserved rural communities in India. Using a mobile-first platform, Karya enables workers to complete data annotation tasks, such as audio transcription, image labeling, and dataset creation, that support the development of global AI systems.

In just two years, the organisation has provided meaningful work to over 50,000 people,[23] 90%[24] of whom come from marginalised backgrounds. This work enables people from these communities to earn up to 20 times the local minimum wage.[25]

With a US$1 million grant from **Google.org**, Google's philanthropic arm, Karya is expanding its mission to bring AI-enabled economic opportunity to low-income communities around the world. As part of this effort, Karya is developing a **Generative AI-powered multilingual chatbot** to provide real-time support for its app and web-based work platforms that provide access to AI-related digital tasks, enabling people across a range of digital competencies to avail themselves of expanded economic opportunities in languages of their choice.[26] This grant is also funding the creation of a digital skilling curriculum and experience framework, which will be translated into 10 Indic languages. These initiatives align with India's vision for an AI-ready workforce and aim to bring well-paid digital work to tens of thousands more people from underserved communities.

In just two years, the organisation has provided meaningful work to over

50,000 people

90% of whom come from marginalised backgrounds.

Indian workers showed a strong interest in more training in AI skills.

To maximise the opportunity from AI, Indian workers will need upskilling to gainfully participate in the AI economy. In our research, we found that **over the next five years, 73 million workers will need additional training** to help them either fully take advantage of AI tools or support their career transition to a new role. In our polling, we saw significant interest in formal training to learn more about AI, with **87%** of workers saying they would be interested in skills training to help them better take advantage of AI.

89%

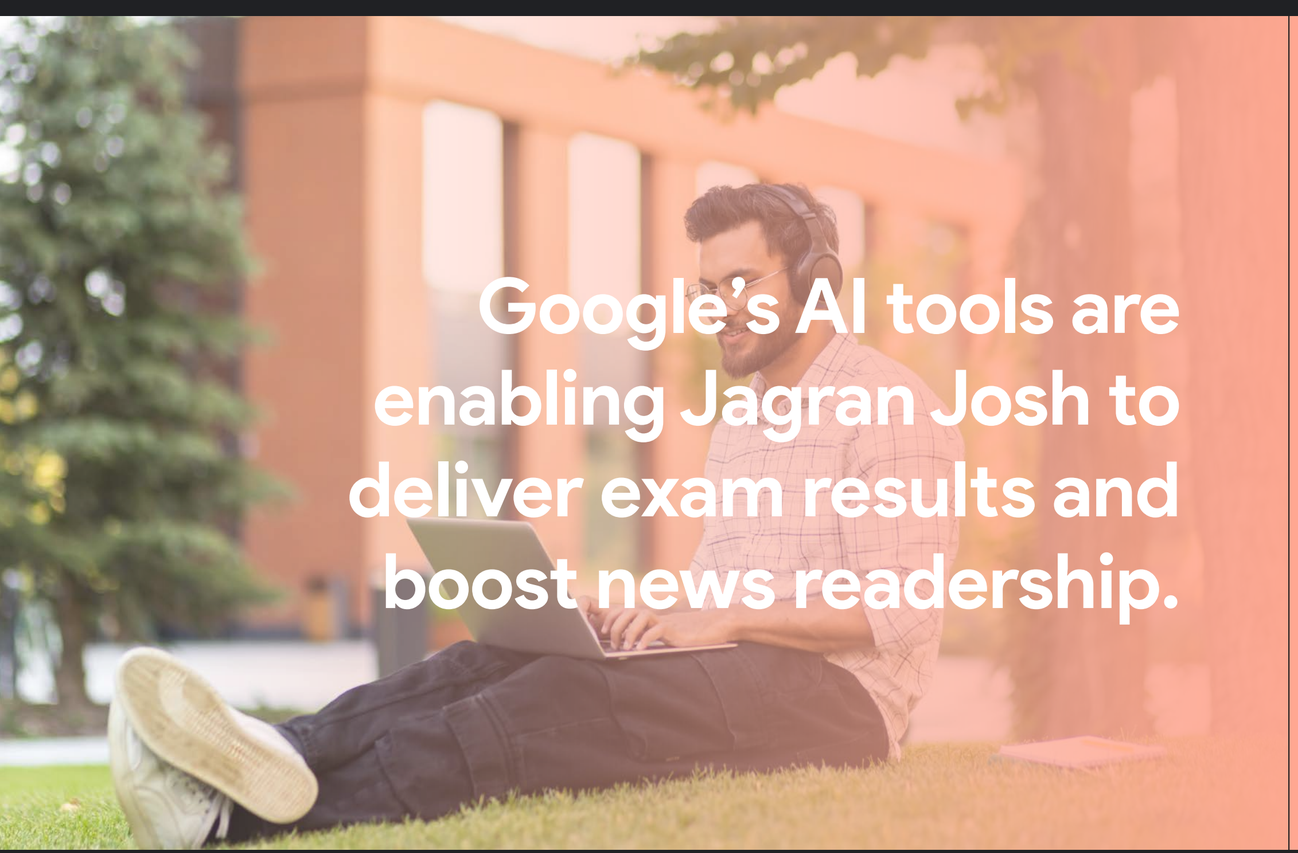
of workers said they wanted to **better understand how AI models worked.**

91%

of workers said they would like to know **more practical use cases** of how to use AI.

86%

of workers said they would like to know **how they can best prompt** AI models to get the most out of them.



Google's AI tools are enabling Jagran Josh to deliver exam results and boost news readership.

Jagran Josh is one of India's leading education platforms, committed to simplifying test preparation for millions of students and future job applicants. Launched by Jagran Prakashan Limited, it offers comprehensive resources for major competitive exams, from banking and civil services to MBA entrance tests and CBSE board exams. With study materials, practice tests, expert tips, and real-time alerts available via web, mobile apps, and SMS, Jagran Josh ensures learners have access to quality content anytime and anywhere.[27]

During the pandemic, when the platform experienced a large surge in user traffic around exam results day, Jagran Josh used Google's Compute Engine to manage traffic and ensure that all users were able to access the information they needed in a timely manner, and later scale down usage after peak periods had lapsed.

Jagran's broader news website has also experienced significant benefits since using Google's AI tools. Monthly traffic to its official news website increased by 50% since migrating to 'Looker Studio,' an AI business intelligence platform powered by Google. Insights from Looker Studio also increased Jagran's base of brand lovers by 300%. [28]

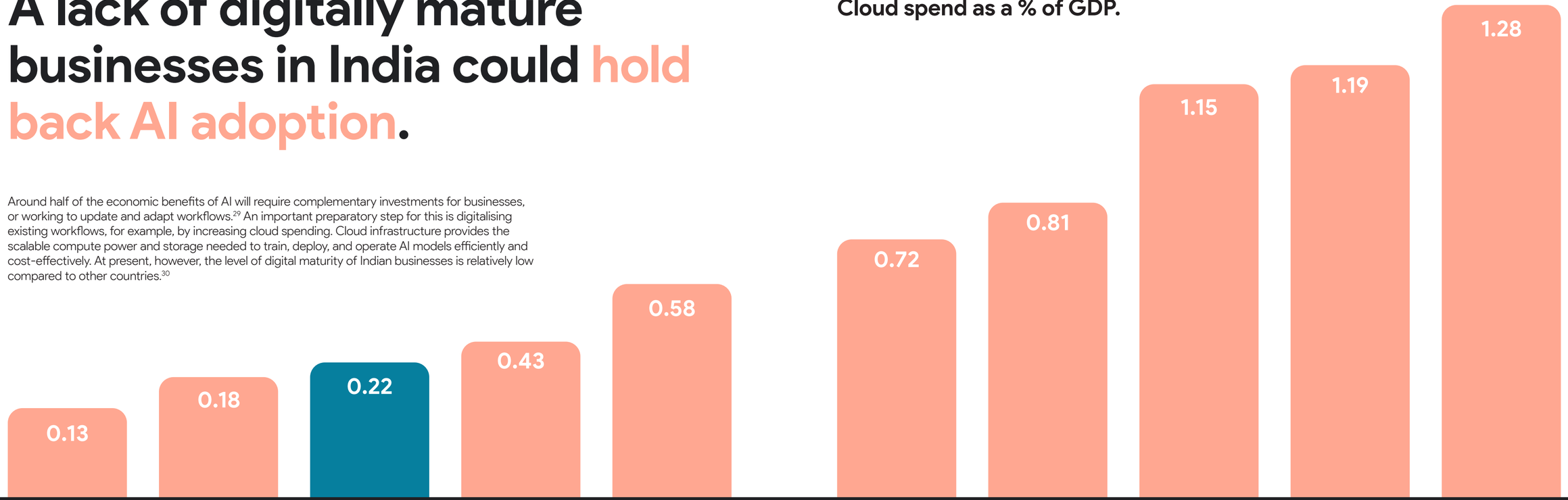
"Using Looker Studio, we can better understand what content works and what doesn't. Our product team now works closely with the editors to optimize the best performing content for even better visibility."

Ajit Kumar
Associate Vice President of Technology at Jagran New Media

A lack of digitally mature businesses in India could hold back AI adoption.

Around half of the economic benefits of AI will require complementary investments for businesses, or working to update and adapt workflows.[29] An important preparatory step for this is digitalising existing workflows, for example, by increasing cloud spending. Cloud infrastructure provides the scalable compute power and storage needed to train, deploy, and operate AI models efficiently and cost-effectively. At present, however, the level of digital maturity of Indian businesses is relatively low compared to other countries.[30]

Cloud spend as a % of GDP.



About the Research.

In this paper, we used a range of different methods to quantify the economic and social potential of AI for India:

- We created a new set of economic models, exploring the potential of AI for labour productivity and business efficiency across the economy.
- We ran new representative polling of 1,132 online adults in India. Fieldwork for this study took place between 14th February - 6th March 2025. Results quoted here are weighted by age group, gender, state, and education level to nationally representative proportions. While we undertook our best efforts to make the sample as representative as possible with extensive attention checks and neutral question design, all polling is subject to the potential for response bias and our sample does not include non-online adults.

You can access our detailed methodology here.

You can access our appendix of unused datapoints here.

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Endnotes.

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