

# INDIA 2030: STRATEGIC PATHWAYS TO GROWTH

MEGATRENDS REPORT

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## India 2030: Strategic Pathways to Growth



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As it honors its rich heritage, India steps boldly  
into the future, where 1.4 billion voices unite to  
inspire innovation and inclusivity.

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## Disclaimer on Data and Content

The data presented in this report are non-exhaustive and were compiled based on information available to Turian Labs at the time of publication. Generative AI (GenAI) was utilized to assist with grammar checks, copyediting, and scanning relevant white papers and credible reports to ensure comprehensive insights. All images within this report were generated using GenAI based on specific prompts aligned with the report's content. These images are intended for illustrative purposes only and do not represent real photographs.

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# INTRODUCTION

In a rapidly evolving world, India stands at the crossroads of monumental transformation. As the country navigates its journey towards the future, it is crucial for businesses, policymakers, and society to develop the agility and foresight needed to adapt and thrive in this dynamic landscape. This report, “India 2030: Strategic Pathways to Growth” delves into the pivotal changes poised to redefine the contours of our nation over the coming years. It explores the sweeping forces that are not only reshaping industries but also altering the very fabric of our lives, work, and society.

The megatrends outlined in this report offer a unique lens into India's ongoing metamorphosis—ranging from its assertive rise on the global stage to the digital revolutions transforming consumer behavior. They highlight how these profound shifts are interconnected, creating a web of opportunities that extend across all sectors. Each megatrend not only presents a pathway to growth and prosperity but also raises critical questions about how we manage the associated risks and harness their potential to benefit society as a whole.

This report encourages a forward-thinking approach, where megatrends are not viewed in isolation but as catalysts for innovation across multiple sectors. The convergence of these trends offers businesses a chance to cross-pollinate ideas, create distinct business models, and deploy new services that respond to the evolving needs of our diverse population. From urban transformation to sustainable growth, and from the rise of the digital lifestyle to the future of work, these megatrends provide a roadmap for navigating the complexities of a changing world.

Our exploration begins with **Assertive and Evolving India**, where India's growing influence as a regional power is reshaping geopolitical dynamics, bolstered by strategic partnerships and a booming economy. **Urban Transformation and Societal Shifts** examine the rapid urbanization and the reshaping of India's cities, while addressing the societal changes that accompany this growth. **Consumption Revolution and Digital Lifestyles** reflect the sweeping changes in consumer behavior, driven by digitalization, premiumization, and the rise of creative, empowered consumers.

**Sustainable Growth and Green Transition** spotlight India's commitment to balancing economic progress with environmental stewardship, emphasizing climate resilience, renewable energy, and sustainable agriculture. Lastly, **Future Workforce and New Work Paradigms** explore how India's young population, evolving job market, and technological advancements are crafting the future of work.

Each of these megatrends is more than just an observation—it's a call to action. These megatrends compel businesses to rethink strategies, innovate with purpose, and collaborate across sectors to build a future that is prosperous, sustainable, and inclusive. As India stands on the threshold of this new era, understanding and leveraging these megatrends will be pivotal in shaping the country's path forward, ensuring that it not only adapts to change but actively drives it, securing a future that reflects the aspirations of its people.



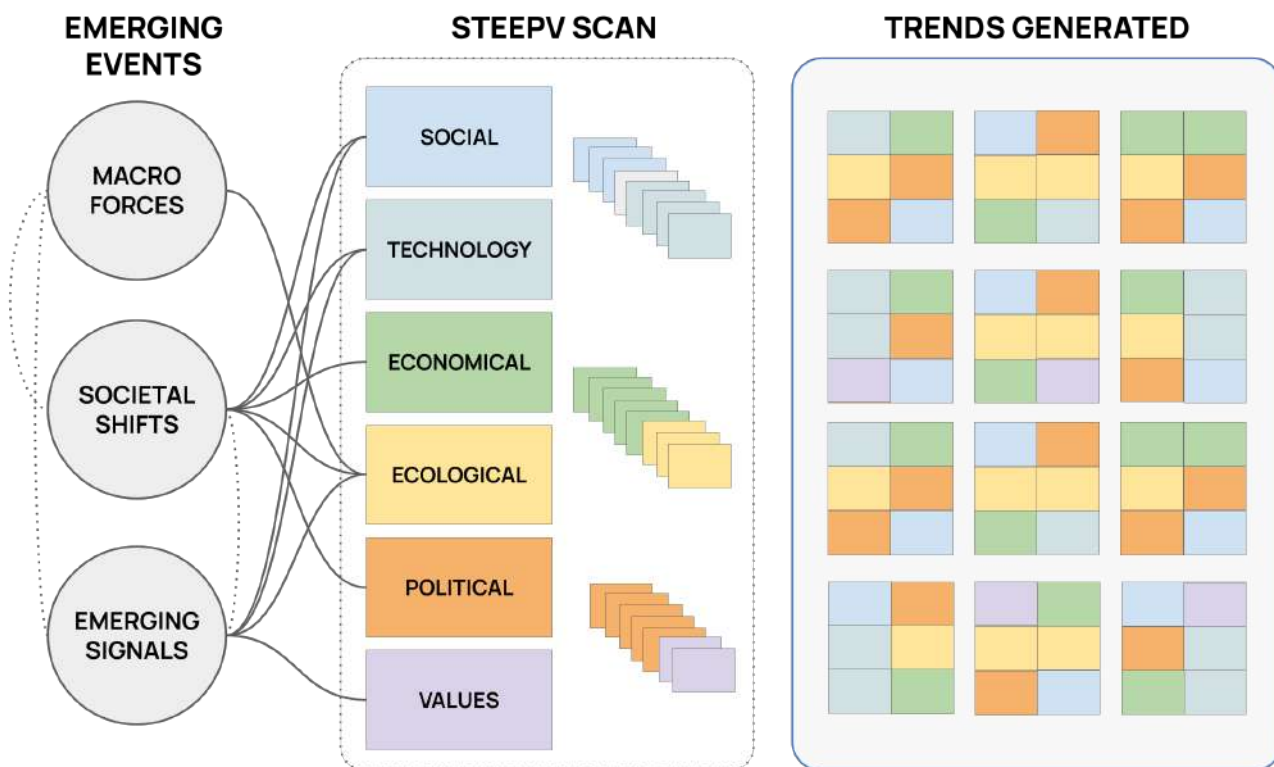


# METHODOLOGY

India 2030: Strategic Pathways to Growth was developed using secondary data and insights gathered from a broad spectrum of sources. We extensively referred to our previous reports and in-house knowledge to build a foundational understanding of the themes. Additionally, new nuances were developed through an in-depth review of credible reports, white papers, peer-reviewed literature, news articles, and other authoritative sources. Each piece of information was carefully selected to ensure it was relevant, reliable, and aligned with the current and emerging trends impacting India.

The data collected were synthesized using the STEEPV framework, which categorizes information into Social, Technological, Economic, Environmental, Political, and Values-based factors. We focused on identifying signals and trends that are most pertinent to India's

evolving landscape. This structured approach allowed us to methodically organize and analyze data, ensuring that the insights presented in this report are not only comprehensive but also highly relevant to understanding India's future trajectory.



*At Turian Labs, we identify Emerging Events—Macro Forces, Societal Shifts, and Emerging Signals—which feed into the STEEPV Scan framework, analyzing Social, Technological, Economic, Ecological, Political, and Values factors. This process generates actionable trends through a structured and comprehensive approach.*

# NAVIGATING THE REPORT

The megatrends outlined in this report are not exhaustive; they represent distinct pathways and diverse approaches to growth, prosperity, and well-being within India and beyond. Each megatrend embodies a unique potential for transformative change across sectors, offering profound advancements in quality of life while simultaneously presenting complex questions for society and business to address.

These megatrends provide a rich landscape of opportunities for cross-pollination across various industries, allowing businesses to explore novel business models and services. Some megatrends may resonate more strongly in particular contexts, where conditions are ripe for leveraging their benefits, while others may pose broader societal and economic challenges. The ripple effects of these megatrends are not confined to the sectors directly exploiting them; risks and opportunities often spread far beyond their immediate impact, potentially reshaping global and local landscapes alike.

Each megatrend in this report is accompanied by a forward-looking question and a tagline designed to provoke deeper strategic thinking. It includes an assessment of current trends and challenges that highlight its future relevance, along with a high-level evaluation of associated benefits, risks, and the primary megatrend driving its significance. By understanding these dynamics, sectors can harness these insights to innovate and adapt, ultimately creating new avenues for growth and sustainable impact.

At Turian Labs, we emphasize the application of these megatrends across diverse sectors, fostering an integrated approach that drives innovation. By drawing on cross-sectoral insights and understanding the interconnectedness of these trends, we help businesses navigate the complexities of modern challenges, enabling them to craft tailored solutions that capitalize on the evolving landscape.

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MEGATREND 3: CONSUMPTION REVOLUTION AND DIGITAL LIFESTYLES

TREND NAME

## Aspirational Shift to Quality Experiences

The size of India's middle class will nearly double to 61% of its total population by 2047, from 31% in 2020-21 and it is driving demand for higher-quality, personalized experiences. Consumers are increasingly drawn to premium offerings, such as artisanal goods and unique experiences, that go beyond basic functionality. This shift has led to new mass/premium partnerships and innovative products targeting affluent middle-class consumers. A key example is the Tata Curvv, an electric SUV in the mid-premium segment, combining rich design and advanced technology for a luxurious, eco-friendly experience at an accessible price.

KEYWORDS

RISE OF MIDDLE CLASS, BRIDGE-TO-LUXURY, INFORMED CONSUMER, PERSONALISATION, CONCIERGE SERVICES CURATION AND GUIDANCE

SECTORS THAT MAY BE IMPACTED

1. FMCG
2. Automotive
3. Healthcare and Wellness
4. E-commerce
5. Hotels and Hospitality industry

OPPORTUNITY QUESTION

What if companies could leverage premiumisation to engage India's growing middle class by offering exclusive products that align with their aspirational values?

India's prominent megatrends

Impacting trends within megatrend paradigm

Opportunity description of the impacting mega trend

Sectors that are likely to be affected

Further search or related micro trends

Opportunity to craft a new business future

*Businesses and investors can leverage India's prominent megatrends to identify emerging opportunities within the megatrend paradigm. By understanding the sectors likely to be affected and related micro-trends, they can craft innovative strategies for the future and stay ahead of market shifts.*

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# HOW CAN DECISION MAKERS USE THIS REPORT

	By understanding these shifts, businesses can stay competitive, expand their market presence, and build more resilient, future-ready operations in an evolving Indian economy.
<b>Identify New Growth Opportunities</b>	Pinpoint emerging sectors like green energy and AI-driven services to capture new markets and build a competitive edge.
<b>Enhance Strategic Planning</b>	Use insights to refine business strategies, mitigate risks, and proactively adapt to India's dynamic landscape.
<b>Innovate Business Models</b>	Explore new business models to meet shifting consumer preferences, including digital experiences and sustainable products.
<b>Optimize Supply Chains</b>	Identify ways to streamline supply chains and reduce dependency on China by leveraging infrastructure trends.
<b>Shape CSR Initiatives</b>	Align corporate social responsibility with India's national priorities, enhancing brand reputation and social impact.
<b>Guide Investment Decisions</b>	Leverage data to inform strategic investments in high-growth sectors and build effective partnerships.

# MEGATREND 1: ASSERTIVE AND EVOLVING INDIA

India is undergoing a significant transformation, emerging as a powerful regional and global player in various domains. This shift is characterized by India's assertive foreign policy, strategic alliances, and focus on self-reliance across key sectors like defense, manufacturing, and technology. As traditional global powers like the USA and China face evolving challenges, India is positioning itself as an alternative leader in South Asia and beyond. Initiatives such as the Quadrilateral Security Dialogue (Quad), the India-Middle East-Europe Economic Corridor (IMEC), and the increasing participation in BRICS underscore India's growing influence in global geopolitics and economics. These developments are driving the nation's broader efforts to establish regional dominance, strengthen trade partnerships, and enhance its role in critical areas like defense, space, and manufacturing.

Supporting this ascent, India is backed by impressive growth statistics. For instance, in 2022, India attracted \$83 billion in foreign direct investment (FDI), with major investments in manufacturing and renewable energy, signifying the growing confidence in India's economic potential. Similarly, India's space industry is expected to expand to \$77 billion by 2030, showcasing its technological advancements. India's indigenous defense sector is also gaining momentum, with defense production reaching \$15.24 billion in 2023-24, driven by over 400 defense startups. These data points validate India's evolving role as a global leader, supported by significant advancements in infrastructure, self-reliance initiatives, and strategic collaborations that reflect the nation's growing prominence across multiple industries.

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## DRIVERS

1. Geopolitical realignment
2. Economic reforms and growth
3. Strategic alliances and multilateral Engagements
4. Technological and space innovation
5. Supply chain diversification



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## TRENDS

1. India's Expanding Regional Influence
2. Rising India's Global Cultural Reach
3. Revitalizing Domestic Manufacturing
4. India's Accelerating Space Journey
5. Building Self-Sufficiency in Defence

## TREND NAME

# India's Expanding Regional Influence

India is growing as a regional power and offering a strategic alternative to the South Asian countries like Vietnam, away from the binaries of assertive China and declining USA. India is establishing itself as a regional leader, offering South Asian countries a strategic alternative to China's influence through initiatives such as the Quadrilateral Security Dialogue (Quad), the India-Middle East-Europe Economic Corridor (IMEC), and participation in BRICS. These signals collectively illustrate India's ascent as a regional power while maintaining strategic autonomy in its foreign policy decisions.

## KEYWORDS

QUAD, IMEC, CHINA+1, ECONOMIC CORRIDOR INITIATIVES, BRICS PARTICIPATION, STRATEGIC AUTONOMY, SOUTH ASIAN GEOPOLITICS

## SECTORS THAT MAY BE IMPACTED

1. Defense and Security
2. Infrastructure Development
3. Trade and Logistics
4. Information Technology
5. Energy and Resources

## OPPORTUNITY QUESTION

What if businesses could leverage India's regional leadership and strategic alliances to expand market access, enhance supply chain security, and counterbalance China's economic influence in South Asia?







**The 2023 Malabar exercise involved over 200 participants from the four nations, conducting advanced anti-submarine, air-defense, and gunnery drills.**

#### **QUAD SYNERGY: INDIA'S STRATEGIC RISE IN INDO-PACIFIC DEFENSE AND DIPLOMACY**

India's participation in Quad military exercises has intensified, with joint drills such as the Malabar Exercise demonstrating enhanced cooperation among India, the USA, Japan, and Australia. In 2022, these exercises included over 25 ships, submarines, and aircraft, emphasizing interoperability and shared defense capabilities against common security challenges, particularly in the Indo-Pacific region.

The Quad's strategic dialogues have expanded beyond defense, covering critical areas like cybersecurity, vaccine distribution, climate change, and supply chain resilience. In 2023, Quad nations pledged to invest in infrastructure projects worth over \$50 billion across the Indo-Pacific, positioning India as a key player in regional development efforts.



**By February 21, 2022, India supplied approximately 162.9 million doses of COVID-19 vaccines to 96 countries under the "Vaccine Maitri" initiative. This number increased to over 235 million doses to 98 countries by July 2022**

#### **VACCINE MAITRI AND BEYOND: INDIA'S ROLE IN GLOBAL AID AND SUPPORT**

As of February 21, 2022, India had supplied approximately 162.9 million doses of COVID-19 vaccines under the "Vaccine Maitri" initiative to 96 countries. By July 2022, this number had increased to over 235 million doses supplied to 98 countries, highlighting India's commitment to global health during the pandemic.

In May 2022, India provided 40,000 metric tons of wheat to Afghanistan via the World Food Programme, addressing critical food security issues amid the Taliban's takeover and ongoing humanitarian crisis. In January 2023, India dispatched 30,000 metric tons of rice and wheat to Sri Lanka, which was grappling with its worst economic crisis in decades. This assistance was complemented by a \$1 billion credit line, showcasing India's commitment to supporting its neighbors in times of need.

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### **IMPLICATIONS ON BUSINESSES AND INVESTORS**

India's rise as a regional power presents Indian businesses and investors with a unique opportunity to leverage the country's growing strategic alliances and leadership in South Asia. By capitalizing on initiatives like the India-Middle East-Europe Economic Corridor (IMEC) and active participation in Quad and BRICS, Indian enterprises can expand market access, secure supply chains, and position themselves as reliable alternatives to Chinese dominance. Key sectors such as defense and security, infrastructure

development, trade and logistics, IT, and energy are poised for significant growth, driven by India's focus on geopolitical stability and economic collaboration. For businesses, this means exploring partnerships, innovating products and services tailored to emerging markets, and strengthening ties with allied nations. For investors, India's strategic autonomy and expanding influence signal robust long-term potential across diverse industries, particularly in the Indo-Pacific and South Asian regions.

## TREND NAME

# Rising India's Global Cultural Reach

India, a land of immense diversity, has increasingly seen its rich cultural mosaic recognized on the global stage. From its vibrant film industry to its ancient wellness traditions, India's cultural exports are now major players in shaping global perceptions. India is rapidly expanding its global influence through its cultural exports, including food, movies, yoga, and literature. These exports are key tools of diplomacy that elevate India's global image and open new avenues for trade, tourism, and investment.

## KEYWORDS

BOLLYWOOD INFLUENCE, CULTURAL EXPORTS, INDIAN DIASPORA, TOURISM GROWTH, YOGA DAY, AYURVEDA

## SECTORS THAT MAY BE IMPACTED

1. Entertainment and Media
2. Wellness and Health
3. Food and Hospitality
4. Tourism and Travel
5. Sports and Recreation

## OPPORTUNITY QUESTION

What if Indian businesses could leverage the country's growing soft power to expand into global markets, using culture as a key entry point?





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## SIGNALS

**The global Indian food market is projected to reach \$80 billion by 2025, growing at a CAGR of 10%**



### FROM DIASPORA TO DINING: INDIAN CUISINE'S GLOBAL INFLUENCE

Indian cuisine has become the most popular ethnic food worldwide, with approximately 80,000 Indian restaurants across 18 countries. Dishes such as chicken tikka masala, biryani, and tandoori chicken have gained mainstream acceptance, showcasing the international appeal of Indian culinary culture. Some notable restaurants that have popularized Indian cuisine internationally include Dishoom (UK) - A Bombay-style café chain known for its vibrant atmosphere and authentic dishes. Tamarind (USA) - A Michelin-starred restaurant in New York offering refined Indian dining experiences. Saravana Bhavan is one of the largest South Indian restaurant chains abroad, with about 78 outlets worldwide. The presence of a large Indian diaspora significantly contributes to the demand for Indian cuisine in countries like the USA, UK, Canada, and Australia.

**The highest-grossing Bollywood film, "Dangal," earned approximately ₹2,024 crore (around \$318 million) globally.**



### SOFT POWER OF BOLLYWOOD AND INDIAN CLASSICAL ARTS

In 2023, overseas box office collections from Indian films amounted to around 337 million U.S. dollars, compared to 249 million U.S. dollars in the previous year. This signaled a trajectory of recovery of the Indian film industry following the aftermath of the COVID-19 pandemic. Indian movies, characterized by their vibrant music, dance, and storytelling, are gaining popularity in new regions, from China to Latin America. The global success of films like "Baahubali," "Dangal," and "RRR" has introduced Indian culture to wider audiences, sparking interest in Indian tourism and creating opportunities for collaboration in the media and entertainment sectors. There are approximately 7,600 Indian classical art schools outside India and 367,000 recognized classical Indian arts performers globally, showcasing the widespread popularity of these art forms.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

India's growing soft power offers immense opportunities for businesses and investors to harness the global fascination with its cultural heritage. By leveraging the worldwide appeal of Indian cuisine, films, wellness practices like yoga, and classical arts, businesses can create unique cultural experiences that resonate with diverse audiences. Sectors such as entertainment, wellness, food, and tourism are primed for growth, presenting avenues for Indian brands

to establish a global footprint and attract international partnerships. For investors, India's rising cultural influence signals a robust market for creative collaborations, innovative products, and services that celebrate India's identity while fostering cross-border engagement. Businesses that align their strategies with India's soft power narrative can gain a competitive edge in global markets.

## TREND NAME

# Revitalizing Domestic Manufacturing

Make in India 2.0 is driven by India's strategic vision to harness its demographic dividend, abundant resources, and growing global clout. As the world looks to diversify supply chains and embrace sustainable growth, India offers a unique advantage: a massive consumer base, competitive labor, and a rapidly evolving innovation ecosystem. This initiative focuses on sectors like renewable energy, semiconductors, and automotive manufacturing, aligning with the government's ambition to position India as the next global manufacturing powerhouse.

## KEYWORDS

FOREIGN DIRECT INVESTMENT (FDI), SUPPLY CHAIN RESILIENCE, TECHNOLOGY TRANSFER, INDUSTRY 4.0 ADOPTION, INFRASTRUCTURE DEVELOPMENT, EXPORT POTENTIAL

## SECTORS THAT MAY BE IMPACTED

1. Automotive
2. Renewable Energy
3. Pharmaceuticals
4. Defense and Aerospace
5. Textiles

## OPPORTUNITY QUESTION

What if businesses could tap into the rising demand for local manufacturing by securing contracts with international corporations looking to diversify their supply chains?



Photo by Freepik

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## SIGNALS

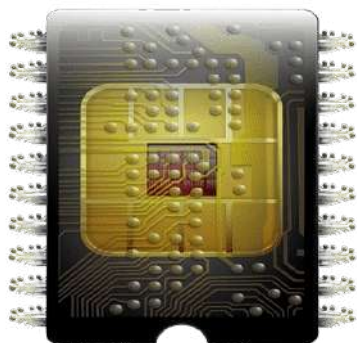
**India has become the world's second-largest mobile phone manufacturer. Apple's iPhone exports from India exceeded \$12 billion in the fiscal year 2023/24, highlighting the country's growing role in global electronics supply chains.**

### PRODUCTION LINKED INCENTIVE (PLI) SCHEME POWER: INDIA'S TRANSFORMATION INTO A MOBILE MANUFACTURING GIANT

India has emerged as a global hub for mobile manufacturing, fueled by government initiatives and investments from global tech giants. Between 2014 and 2022, mobile phone production grew at a compound annual growth rate (CAGR) of 23%, making India the world's second-largest mobile phone producer after China. The sector's value surged to ₹4.1 trillion (\$50 billion) in FY24, a 21-fold increase over the last decade. Exports hit a record \$2 billion in October 2024 alone, driven by the Production Linked Incentive (PLI) scheme, which attracted over \$17 billion in investments across electronics and other sectors.

Global players like Apple and Samsung have been pivotal. Apple produced \$14 billion worth of iPhones in FY24, 14% of its global output, with projections of reaching 25% by 2024. Foxconn, Apple's partner, is expanding with new facilities in Karnataka and Tamil Nadu, while Samsung operates the world's largest mobile factory in Uttar Pradesh. These advancements highlight India's ascent in the global supply chain, supported by strong policies and strategic investments.

**The Dholera fab will produce up to 50,000 wafers per month**



### DHOLERA TO MORIGAON: INDIA'S SEMICONDUCTOR ECOSYSTEM EXPANDS

India's strides in semiconductor manufacturing align closely with the goals of Make in India 2.0, which aims to attract foreign direct investment (FDI) and boost domestic production. A key development is India's first semiconductor fabrication facility in Dholera, Gujarat, a ₹91,000 crore (\$11 billion) collaboration between Tata Electronics and Taiwan's PSMC. With a production capacity of 50,000 wafers per month, it will cater to critical sectors like automotive, computing, and AI, advancing the vision of a global manufacturing hub.

Adding to this, Tata Semiconductor Assembly and Test Pvt Ltd (TSAT) is investing ₹27,000 crore in a semiconductor unit in Morigaon, Assam, expected to be operational by mid-2025. These initiatives, supported by government incentives, highlight the focus of Make in India 2.0 on semiconductors, reducing import dependence and positioning India as a competitive player in the global manufacturing ecosystem.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

Make in India 2.0 represents a transformative opportunity for Indian businesses and investors to position the country as a global manufacturing powerhouse. By capitalizing on targeted sectors like renewable energy, semiconductors, and automotive manufacturing, businesses can attract international collaborations, drive technology transfer, and secure export contracts. This initiative opens doors for businesses to become key players in global supply chains by offering cost-effective and resilient manufacturing

solutions. For investors, Make in India 2.0 signals robust growth potential in industries aligned with sustainability and innovation, ensuring India's competitiveness in the global market while reducing dependency on imports. Businesses that adopt Industry 4.0 technologies and align with these priorities can lead India's manufacturing renaissance.



## TREND NAME

# India's Accelerating Space Journey

India's space technology sector has witnessed remarkable growth, driven by substantial government support, private sector participation, and a thriving startup ecosystem. The space economy in India could reach \$77 billion by 2030, up from \$15 billion in 2023. India has successfully launched 432 foreign satellites and completed 98 launch missions as of 2023, showcasing its growing capabilities in the global launch market. With landmark missions like Chandrayaan-3 and Navigation with Indian Constellation (NavIC), India is becoming a key player in the global space economy.

## KEYWORDS

SATELLITE LAUNCH, SPACE EXPLORATION, CHANDRAYAAN-3  
ISRO MISSIONS, SPACE STARTUPS, SPACE  
COMMERCIALIZATION, GLOBAL SPACE ECONOMY

## SECTORS THAT MAY BE IMPACTED

- |                            |                             |
|----------------------------|-----------------------------|
| 1. Aerospace and Defense   | 5. Remote Sensing           |
| 2. Telecommunications      | 6. Data Analytics           |
| 3. Satellite Manufacturing | 7. Research and Development |
| 4. Space Tourism           |                             |

## OPPORTUNITY QUESTION

What if businesses could leverage the rapid advancements in space technology to create innovative commercial applications?



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## SIGNALS

India currently has 55 active space assets, which includes 18 communication satellites, 9 navigation satellites, 5 scientific satellites, 3 meteorological satellites, and 20 Earth observation satellites.



ISRO has launched 381 foreign satellites for 34 countries, generating significant revenue potential estimated at \$141 million from these commercial launches.



### SKYROOT, PIXXEL, AND AGNIKUL LEADING INDIA'S SPACE TECH REVOLUTION

Skyroot Aerospace is currently the highest-funded active space tech startup in India, with total funding of approximately \$99.8 million. Following closely is Pixxel, which has secured around \$71.7 million in funding, and Agnikul Cosmos, which has raised about \$61.5 million. To further bolster this burgeoning sector, the Indian government announced a venture capital fund of ₹1,000 crore (approximately \$120 million) aimed at supporting space technology startups. India aims to increase its share of the global space economy from the current 2% to 8% by 2033, reflecting the country's commitment to becoming a significant player in the global space industry.



### PLI SCHEMES AND PARTNERSHIPS SHAPING INDIA'S SPACE FUTURE

India has signed space cooperative agreements with 61 countries and 5 multilateral bodies, reflecting its proactive engagement in global space diplomacy and research. ISRO and Japan's Aerospace Exploration Agency (JAXA) have completed a feasibility study for a joint lunar polar exploration mission, marking significant international cooperation in space exploration. The Indian Space Association (ISpA) has recommended extending the Production Linked Incentive (PLI) scheme to space-grade components, drawing inspiration from the success of the PLI scheme for drones, to further boost India's space industry. India now has diverse global partnerships with countries such as the United Kingdom, Luxembourg, Lithuania, Spain, Israel, Brazil, Singapore and Switzerland, among others.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

India's burgeoning space tech sector presents a game-changing opportunity for businesses and investors to harness the country's growing prominence in the global space economy. With advancements in satellite manufacturing, telecommunications, and remote sensing, Indian enterprises can explore innovative applications such as precision agriculture, disaster management, and advanced data analytics. The thriving startup ecosystem and international collaborations offer avenues for technology transfer, commercialization, and scaling global

partnerships. For investors, the expanding role of space tech in sectors like aerospace, defense, and space tourism signals long-term growth potential, making it imperative to align investments with this high-impact, future-ready industry. Businesses that integrate space tech innovations into their operations can unlock new markets and position themselves as leaders in a rapidly evolving global landscape.

## TREND NAME

# Building Self-Sufficiency in Defence

India is advancing in indigenous defense manufacturing to reduce import dependency and boost self-reliance. The government has listed 509 products for domestic production, and over 10,000 defense items were indigenized by DPSUs and SHQs in the past three years (as of January 2024). With the world's fourth-largest defense expenditure (2022), India aims for \$6.02 billion in annual defense exports by 2028-29 and already exports to over 85 countries, expanding its global defense market presence.

## KEYWORDS

INDIGENOUS MANUFACTURING, AATMANIRBHAR BHARAT, DEFENCE PRODUCTION POLICY, STRATEGIC PARTNERSHIPS, DEFENCE INDUSTRIAL CORRIDORS, TECHNOLOGY TRANSFER, PRIVATE SECTOR PARTICIPATION, PLI SCHEME

## SECTORS THAT MAY BE IMPACTED

- |                            |                                   |
|----------------------------|-----------------------------------|
| 1. Defense and Security    | 5. Cybersecurity                  |
| 2. Aerospace               | 6. Research and Development (R&D) |
| 3. Electronics             | 7. Manufacturing                  |
| 4. Robotics and Automation |                                   |

## OPPORTUNITY QUESTION

What if Indian businesses could utilize 3D printing and advanced manufacturing technologies to produce cost-effective defense components and scale their business in the global market?



Photo by Sputnik



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## SIGNALS

**In FY 2023-24, India achieved a record ₹1.27 lakh crore (\$15.24 billion USD) in defense production, marking a 16.7% increase from the previous year**



**The top five countries with the highest military spending in 2023 are: United States: Approximately \$916 billion source, China: Around \$296 billion source, Russia: Estimated at \$109 billion source, India: Approximately \$83.6 billion source, and Saudi Arabia: Estimated at \$75.8 billion source.**



### FROM AI TO DRONES: INDIA'S EMERGING DEFENSE TECH POWERHOUSE

India is witnessing a significant transformation in its defense sector, driven by a robust ecosystem of over 400 defense startups focusing on niche technologies such as AI-driven defense systems, drones, and missile technology. Major private companies like Bharat Forge and Larsen & Toubro are expanding their defense manufacturing portfolios, with a focus on artillery, missile systems, and submarines. Defense procurement under the Make in India initiative has increased to 75% of the capital budget in 2023. Indian defense startups like Skyroot Aerospace (valued at \$163 million), Agnikul Cosmos (valued at \$40 million) are driving technological innovation in AI, drone systems, and missile technology, reshaping India's defense manufacturing landscape.



### SOUTHEAST ASIA AND BEYOND: INDIA'S GROWING DEFENSE EXPORT FOOTPRINT

In FY 2023-24, India's defense exports reached an all-time high of ₹21,083 crore (approximately \$2.63 billion), reflecting a 32.5% increase from the previous year. Key defense exports include missile systems, coastal surveillance radars, bulletproof jackets, and aircraft. India is focusing on Southeast Asia, Africa, and Latin America as primary export markets. Companies like Lockheed Martin and Airbus have established partnerships with Indian firms, taking advantage of India's FDI-friendly policies to manufacture components such as fighter jets and helicopters. The MH-60R "Romeo" helicopter, known as the world's most advanced Anti-Submarine and Anti-Surface Warfare multi-mission helicopter, marks the largest contract ever signed between Lockheed Martin and the Indian Navy.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

India's push for indigenous defense manufacturing represents a pivotal opportunity for businesses and investors to participate in a rapidly evolving and strategically critical sector. By leveraging advanced technologies like 3D printing, AI, and automation, Indian companies can produce cost-effective, high-quality defense components, catering to both domestic needs and international markets. Sectors such as aerospace, robotics, and cybersecurity are poised for growth, driven by government initiatives like defense industrial corridors and policies promoting private sector

involvement. For investors, the rising defense exports and strategic global collaborations highlight India's potential to become a key player in the global defense supply chain, offering opportunities to align with long-term national and international security goals. Businesses that innovate and establish strategic partnerships can gain a competitive edge in this high-demand, innovation-driven industry.

# MEGA TREND 2 - URBAN TRANSFORMATION AND SOCIETAL SHIFTS

Every minute, 25-30 people are migrating to Indian cities from rural areas in search of better livelihood and lifestyles. India is undergoing a profound transformation, driven by rapid urbanization, technological advancements, and societal evolution. Historically, India's growth was anchored in its rural economy, with agriculture being the primary livelihood, but over the past few decades, the focus has steadily shifted towards urban centers, which have become the nation's economic engines. Urban areas is projected to contribute 75% by 2030 of the country's GDP. This marks a significant transition from an agrarian-based economy to one that thrives on technology, services, and innovation. The rise of megacities, coupled with strategic infrastructure advancements and digital connectivity, is reshaping how people live and work, signaling India's ascent as a global economic player.

This transformation is happening now due to multiple driving forces. The government's 100 Smart Cities Mission is integrating technology into urban spaces, while Special Economic Zones (SEZs) are facilitating industrial growth and foreign investments. The pandemic-induced reverse migration and the rise of remote work have accelerated the development of smaller towns into entrepreneurial and economic hubs. Together, these forces are reshaping India's urban and rural landscapes, fostering a more inclusive, decentralized, and sustainable growth model. The shift from traditional urban structures to technology-driven, connected cities is not just a response to current demands but a pivotal step toward India's future as a global leader in innovation and sustainable development.

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## DRIVERS

1. Increasing demand for urban Housing
2. Growing middle-class consumption
3. Remote work and digital services
4. Rising environmental awareness
5. Expansion of e-commerce and on-demand services
6. Adoption of smart technologies





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## TRENDS

1. Rise of Megacities
2. Reverse Migration: From Cities to Roots
3. Evolution Toward Connected Smart Living
4. Circular Solutions for Waste Challenges
5. Innovation for Inclusive Urban Growth
6. Tackling Urban Isolation and Well-being

## TREND NAME

# Rise of Megacities

India currently has six megacities, defined as urban areas with populations exceeding 10 million. India's megacities are rapidly transforming, fueled by urbanization and a thriving startup ecosystem that boosts economic growth. The GDP share from urban areas is expected to rise from 63% in 2023 to 75% by 2030. Expanding megacities are merging with nearby Tier 1 and Tier 3 cities, forming vast urban agglomerations that require unified governance. The 100 Smart Cities Mission, with 90% of projects completed, is key to this transformation, integrating smart governance and technology-driven solutions across urban infrastructure.

## KEYWORDS

SMART CITIES, SUSTAINABLE DEVELOPMENT, ECONOMIC HUBS, EMPLOYMENT OPPORTUNITIES, INFRASTRUCTURE TECHNOLOGICAL INNOVATIONS

## SECTORS THAT MAY BE IMPACTED

- |                                        |                                         |
|----------------------------------------|-----------------------------------------|
| 1. Energy and Sustainability           | 4. Real Estate and Housing              |
| 2. Startup Ecosystem                   | 5. Entertainment and Leisure Activities |
| 3. Information Technology and Services |                                         |

## OPPORTUNITY QUESTION

What if businesses could collaborate with city governments to develop smart city solutions that address urban infrastructure challenges?

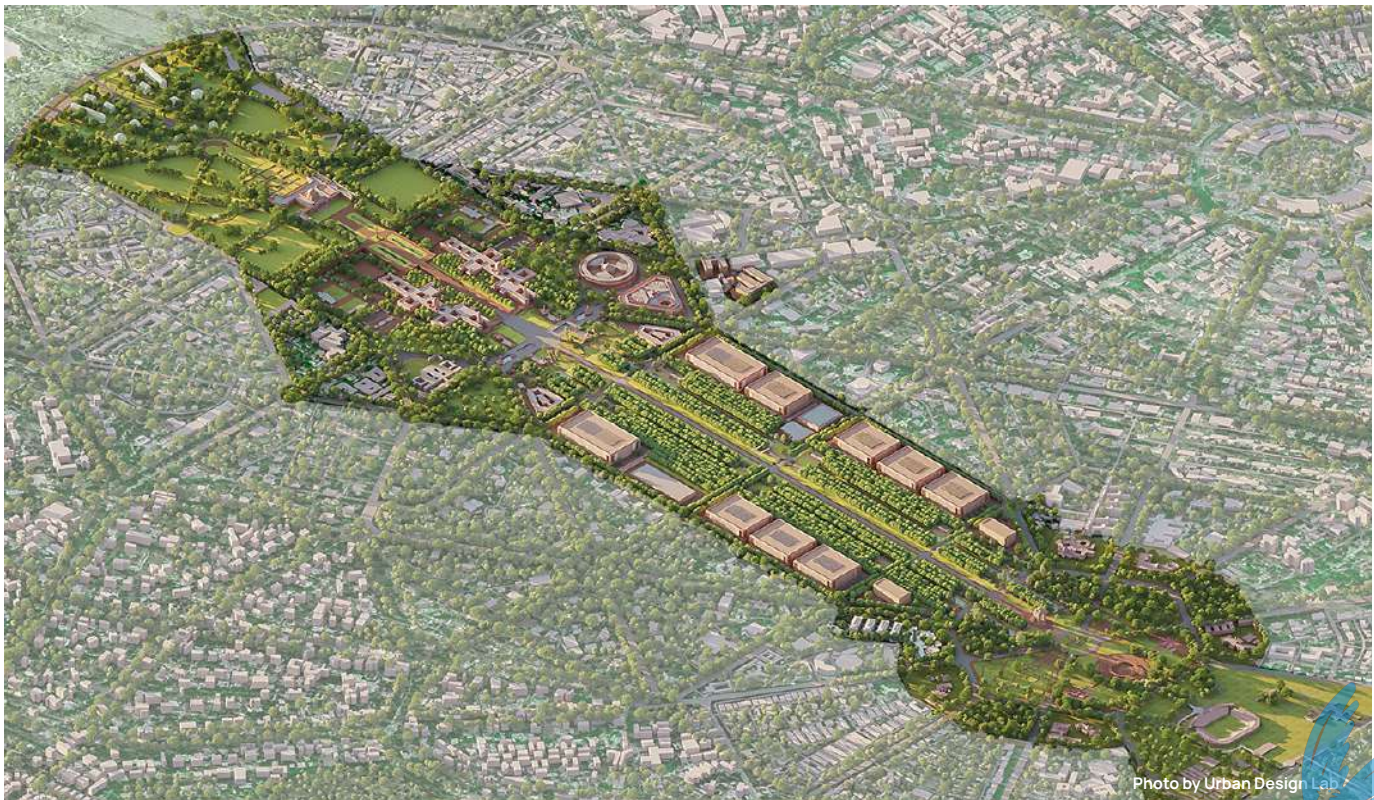


Photo by Urban Design Lab

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## SIGNALS

**By 2050, it is estimated that approximately 850-900 million Indians will be living in urban areas, accounting for about 50% of the total population**



**India has 280 operational Special Economic Zones (SEZs), with Tamil Nadu leading at 51, followed by Maharashtra with 38 and Karnataka with around 37**



### **GOLDEN TRIANGLE AND KWIN CITY DRIVING URBAN TRANSFORMATION**

India's megacities are expanding through strategic infrastructure and economic growth. The Golden Triangle in Maharashtra—Mumbai, Pune, and Nashik—will benefit from the 235 km Pune-Nashik semi-high-speed railway, boosting connectivity and growth. Similarly, the Dwarka Expressway enhances links between Delhi and Gurgaon. Delhi NCR has expanded into areas like Alwar, with its population projected to surpass Tokyo's, exceeding 39 million by 2030. KWIN City (Knowledge, Wellbeing and Innovation City), 60 km from Bengaluru, is set to attract ₹40,000 crore in investments and create 80,000 jobs, greatly boosting Karnataka's GDP.

### **SEZs AS ENGINES OF URBANIZATION AND ECONOMIC PROGRESS IN INDIA**

India's rapid urbanization and the growth of SEZs are pivotal to its economic transformation. SEZs support urban expansion by attracting investment and boosting exports. By 2023, GIFT City attracted over \$2 billion in investments, while Gujarat's Kandla SEZ generated \$38 billion in exports in FY 2022-23. SEZs like Mundra Port and Mahindra World City in Tamil Nadu also contribute through multi-product capabilities and sustainable urban development. Collectively, SEZs employ around 2.8 million people and enhance India's access to global markets, driving economic growth and urbanization.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The rise of megacities in India offers unparalleled opportunities for businesses and investors to drive innovation and address the challenges of urbanization. As cities expand into vast urban agglomerations, sectors like energy, IT services, real estate, and entertainment are poised for significant growth, fueled by the demand for smart city solutions and sustainable infrastructure. Collaboration with city governments to develop technology-driven civic amenities and integrated

urban systems can unlock new revenue streams and position businesses as key contributors to India's urban transformation. For investors, the growth of megacities signals a robust market for sustainable housing, digital infrastructure, and innovative urban services, making it essential to align strategies with this dynamic trend.



## TREND NAME

# Reverse Migration: From Cities to Roots

Factors such as urban pollution, the desire to reconnect with roots, and the rise in remote work opportunities make rural living more viable. An estimated over 1 crore (10 million) laborers returned to their hometowns during the COVID-19 pandemic, seeking better living conditions and job opportunities. This shift has led to a renaissance in tier-2 and tier-3 cities, where real estate demand is surging as families prioritize quality of life over urban chaos. Moreover, the rise of remote work opportunities allows individuals to establish businesses from their hometowns, making rural areas attractive for both living and entrepreneurship.

## KEYWORDS

REMOTE WORK OPPORTUNITIES, EMPLOYMENT SHIFTS,  
CULTURAL RECONNECTION, DIGITAL NOMADISM  
SUSTAINABLE LIVING, RURAL RENAISSANCE

## SECTORS THAT MAY BE IMPACTED

- |                             |                                    |
|-----------------------------|------------------------------------|
| 1. Agritech                 | 5. Education and Skill Development |
| 2. Digital Services         |                                    |
| 3. Real Estate Development  |                                    |
| 4. E-commerce and Logistics |                                    |

## OPPORTUNITY QUESTION

What if businesses could use the rising interest in rural tourism to boost local economies and protect cultural heritage?



Photo by Freepik

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## SIGNALS

**Uttar Pradesh and Bihar are the most affected states, with 63 out of 116 districts selected under the Garib Kalyan Rojgar Abhiyan (GKRA) showing significant reverse migration.**



### FROM CITIES TO VILLAGES INDIA'S SHIFT TOWARD REMOTE WORK AND FARMING

The COVID-19 pandemic led to an estimated 35-40 million interstate migrants returning to their hometowns due to urban job losses and economic distress. By January 2024, 17% of companies were fully remote, and 41% of returning migrants relied on farming, reflecting a shift toward agritech. In IT, 60% of firms, including Wipro (55% in-office), Infosys (90% hybrid), and HCLTech, adopted remote models. Kerala alone saw 7.7 Million (77 lakh workers) in remote and gig jobs, as urban challenges like pollution and high costs encouraged rural migration.



**The unemployment rate surged to 23.5% in April 2020, reflecting the economic disruption caused by the mass exodus of workers.**



### FROM TENKASI TO KARNATAKA RURAL INDIA'S RISE AS AN INNOVATION HUB

The shift toward rural living in India, driven by urban challenges and the rise of remote work, has spurred innovative ventures leveraging rural potential. Zoho Corporation relocated significant operations to Tenkasi, Tamil Nadu, to reduce urban dependency and harness local talent. Desicrew established rural BPO centers across Tamil Nadu and Karnataka, creating employment opportunities in non-urban areas. Selco India, based in rural Karnataka, focuses on solar energy solutions to improve access and reduce urban migration. Meanwhile, Goonj repurposes urban waste into resources for rural communities, operating collection and processing centers in smaller towns. These examples highlight how businesses are redefining rural spaces as thriving hubs for innovation and entrepreneurship.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The trend of reverse migration presents a transformative opportunity for Indian businesses and investors to reshape rural economies and unlock growth in tier-2 and tier-3 cities. As remote work gains traction and rural living becomes more appealing, sectors like agritech, digital services, real estate, and e-commerce are primed for growth. Businesses can capitalize on this shift by developing solutions tailored to rural consumers, fostering entrepreneurship, and enhancing digital and logistics

infrastructure. For investors, reverse migration signals the emergence of new markets with untapped potential, where sustainable living and cultural heritage can drive innovation and economic resilience. Strategic alignment with this trend can pave the way for inclusive growth and long-term profitability.

## TREND NAME

# Evolution Toward Connected Smart Living

India's smart living landscape is poised for rapid growth by 2030, driven by urbanization, technology, and rising incomes. Currently, India has around 13 million smart homes, with adoption expected to reach 12-15% by 2025 and 25-28% by 2028. By 2035, the urban population is projected at 675 million, creating a demand for 93 million new homes by 2036—five times current needs. Government initiatives like the Smart Cities Mission aim to improve urban living through sustainable development and smart technologies, enhancing resource management and infrastructure.

## KEYWORDS

SMART HOMES, AGRITECH, SMART OFFICES, SMART MOBILITY  
IOT & AI, URBANIZATION, AI HEALTH ASSISTANTS

## SECTORS THAT MAY BE IMPACTED

- |                   |           |
|-------------------|-----------|
| 1. Healthcare     | 5. Energy |
| 2. Agriculture    |           |
| 3. Real-estate    |           |
| 4. Transportation |           |

## OPPORTUNITY QUESTION

What if businesses could create affordable, modular smart home upgrade kits that cater specifically to the needs of India's rapidly growing middle class living in compact urban spaces?





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## SIGNALS



**The home automation market in India is expected to experience a sixfold increase by 2030, reaching \$25.64 billion**



**Indian agritech landscape is projected to contribute around \$600 billion to the GDP by 2030, bolstered by innovations like biofertilizers, AI, precision agriculture and single-rotor drones that could enhance farmers' incomes by 25% to 35%**

## FROM SMART CITIES TO ALEXA INDIA'S GROWING CONNECTED LIFESTYLE

India's smart living landscape is evolving rapidly, fueled by IoT, smart home automation, and smart cities. Now the second-largest market for 5G handsets, India has seen major growth from brands like Xiaomi and Samsung. V2X technology is advancing, integrating IoT in transportation and homes, while demand for smart devices—like Amazon Alexa, with sales up 200% in 2024—is rising. The global smart home market, valued at USD 75.36 billion in 2020, is projected to exceed USD 423.95 billion by 2028, growing at a CAGR of 24.1%. This tech convergence supports urban mobility and promotes a more interconnected, efficient lifestyle.

## EMPOWERING FARMERS THROUGH ADVANCED AGRITECH SOLUTIONS

India's agritech ecosystem, with over 2,800 startups, is transforming agriculture through technology, growing at a projected CAGR of 4.9% from 2023 to 2028. Leading startups like AgroStar, with \$147 million raised, and Ninjacart, valued at \$815 million, are improving supply chains and market access. The AI4AI initiative, in partnership with Telangana, empowers small farmers, and its Saagu Baagu pilot has boosted income by \$800 per acre for 500,000 farmers, increasing plant growth by 21% and reducing pesticide use by 9%. Sustainable practices like hydroponics and aeroponics are also gaining ground, optimizing resources and space.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The rise of smart living in India offers transformative opportunities for businesses and investors to cater to the growing demand for interconnected, sustainable, and efficient lifestyles. With urbanization driving demand for smart homes, offices, and mobility, sectors like real estate, healthcare, energy, and transportation are poised for significant growth. Affordable, modular solutions tailored to India's middle class can unlock new markets, while innovations in IoT and AI can enhance convenience and resource efficiency in compact urban spaces. For investors,

this trend signals a lucrative shift towards scalable, tech-driven solutions that align with government initiatives and the aspirations of India's evolving urban population. Businesses that innovate in smart living technologies stand to shape the future of urban India while reaping substantial economic rewards.

## TREND NAME

# Circular Solutions for Waste Challenges

The Waste Economy in India is rapidly growing as the country tackles urbanization and rising waste issues. With a projected market opportunity of \$624 billion by 2050, transitioning to a circular economy is both an environmental and economic necessity. This shift focuses on reusing, remanufacturing, and recycling materials to boost resource efficiency. Key sectors include water management, metals, textiles, and plastics, supported by initiatives like Swachh Bharat and the Plastic Waste Management Rules. NITI Aayog's Circular Economy Cell is driving sustainable policies across industries.

## KEYWORDS

CIRCULAR ECONOMY, WASTE MANAGEMENT, RESOURCE RECOVERY, RECYCLING INITIATIVES, SUSTAINABLE PRACTICES, GREEN JOBS, ENVIRONMENTAL POLICY, ECONOMIC GROWTH

## SECTORS THAT MAY BE IMPACTED

- |                                |                          |
|--------------------------------|--------------------------|
| 1. Waste Management            | 5. Textiles and Apparel  |
| 2. Manufacturing               | 6. Electronics Recycling |
| 3. Renewable Energy            | 7. Agriculture           |
| 4. Construction and Demolition |                          |

## OPPORTUNITY QUESTION

What if Indian businesses could leverage circular economy principles to transform waste management practices, thereby creating new revenue streams?





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## SIGNALS

**The market for waste management in India is projected to reach USD 54.20 billion by 2030, and is expected to grow significantly as urbanization increases, with annual waste generation estimated to rise to 165 million tonnes by 2030**



### INNOVATIVE WASTE MANAGEMENT TURNING INDIA'S TRASH INTO ENERGY

In Delhi, waste management practices are driven by the urgent need to address substantial waste generation, which exceeds 11.3 million tonnes annually. This challenge is exacerbated by rapid urbanization and population growth, necessitating innovative solutions. Key initiatives include the Ghazipur landfill waste mining project, aimed at recovering land and converting waste into energy, and significant investments in waste-to-energy plants in states like Maharashtra, where facilities are being developed to process municipal solid waste into usable energy.

**E-waste in India is growing at a rate of 10% annually**



### E-WASTE INFRASTRUCTURE GAP WIDENS

The e-waste recycling and circular electronics sector in India is rapidly evolving, becoming a crucial part of the country's waste management strategy. E-waste is one of the fastest-growing solid waste streams globally, with India being the third-largest producer with estimating it could reach 5.2 million tonnes by 2025. In 2021-22, India generated approximately 1.6 million tonnes of e-waste annually, but 67% of e-waste remains unprocessed indicating a significant gap in formal recycling infrastructure. India saw the highest 163% growth globally in generating electronic waste from screens, computers, and small IT and telecommunication equipment (SCSIT) between 2010 and 2022. Major contributors to e-waste generation include Maharashtra (19.8%), Tamil Nadu (13.1%), Andhra Pradesh (12.5%), and Uttar Pradesh (10.1%). Companies like Attero Recycling are expanding their lithium-ion battery waste producing capacity significantly, aiming to process 300,000 tonnes annually by 2027

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The shift towards decentralization and inclusion in India is transforming industries by fostering transparency, reducing systemic risks, and empowering underserved communities. Decentralized platforms like ONDC, Account Aggregator, and Ayushman Bharat Digital Mission enable businesses to tap into new markets, streamline operations, and build trust across sectors such as finance, e-commerce, and healthcare. For Indian investors, this trend opens avenues to back innovations that prioritize

accessibility and efficiency, while businesses can leverage decentralized frameworks to create inclusive, scalable solutions. Sectors like digital payments, agriculture, and supply chain are poised for growth, offering opportunities to bridge gaps between rural and urban markets and drive equitable economic development.

## TREND NAME

# Innovation for Inclusive Urban Growth

Technology in India is now enabling the dismantling of siloed, monolithic business structures and fostering a new model based on atomization and decentralization of both sourcing and consumption—this not only prevents systemic failures and collusion but also enhances authenticity. Through peer-to-peer technologies like API-led governance, transparency and trust have increased. The fintech sector is moving the fastest, with the digital payments market in India projected to reach \$10 trillion by 2026, driven by decentralized platforms like UPI and the Account Aggregator framework.

## KEYWORDS

DECENTRALIZATION, API-LED GOVERNANCE, ACCOUNT AGGREGATOR, ONDC, DIGITAL PUBLIC INFRA-STRUCTURE, TRANSPARENCY, FINANCIAL INCLUSION PLATFORM ECONOMY

## SECTORS THAT MAY BE IMPACTED

- |                           |                               |
|---------------------------|-------------------------------|
| 1. Financial Services     | 5. Urban Infrastructure       |
| 2. E-Commerce             | 6. Digital Payments           |
| 3. Information Technology | 7. Supply Chain and Logistics |
| 4. Agriculture            |                               |

## OPPORTUNITY QUESTION

What if Indian businesses could harness decentralized platforms to reduce systemic failures, ensure transparency, and foster inclusion in sectors ranging from finance to retail?



Photo by The New York Times

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## SIGNALS

**With 1059% growth, India's account aggregator(AA) ecosystem is the fastest growing open finance ecosystem in the world**



### DIGITAL PUBLIC INFRASTRUCTURE LEAP BY INDIA

The Indian government has launched initiatives to decentralize and promote inclusion across sectors. The Open Network for Digital Commerce (ONDC) connects over 150,000 merchants, with 30-40 million monthly transactions projected by March 2025, and a potential \$250-300 billion GMV by 2030. The RBI's Account Aggregator (AA) system has 2.05 million users and 1.1 billion AA-enabled accounts, improving secure financial data sharing and access to loans. The Ayushman Bharat Digital Mission (ABDM) has created 67 crore health accounts, linking citizens with healthcare digitally. These initiatives enhance inclusion in e-commerce, finance, and healthcare.

**Digital Public Infrastructures (DPIs) have unlocked over \$100 billion in value for Indian startups across various sectors, demonstrating the economic impact of decentralized digital frameworks**



### THE API-LED GOVERNANCE: TRANSFORMING PAYMENTS, HEALTHCARE, AND AGRICULTURE IN INDIA

India's Digital Public Infrastructure (DPI), notably the India Stack, has catalyzed innovation across various sectors by providing open Application Programming Interfaces (APIs) that startups leverage to develop diverse solutions. For examples, PhonePe utilizes the Unified Payments Interface (UPI) API to facilitate seamless peer-to-peer transactions and merchant payments, contributing to the widespread adoption of digital payments in India. Another notable examples is Practo, an online healthcare platform, Practo integrates with DigiLocker APIs to allow patients to store and share medical records securely, enhancing the efficiency of healthcare services. In the agriculture space, DeHaat platform, provides end-to-end agricultural services, including advisory and market linkages, by integrating with government APIs to access real-time data on weather and crop prices, aiding farmers in making informed decisions.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The shift towards decentralization and inclusion in India is transforming industries by fostering transparency, reducing systemic risks, and empowering underserved communities. Decentralized platforms like ONDC, Account Aggregator, and Ayushman Bharat Digital Mission enable businesses to tap into new markets, streamline operations, and build trust across sectors such as finance, e-commerce, and healthcare.

For Indian investors, this trend opens avenues to back innovations that prioritize accessibility and efficiency, while businesses can leverage decentralized frameworks to create inclusive, scalable solutions. Sectors like digital payments, agriculture, and supply chain are poised for growth, offering opportunities to bridge gaps between rural and urban markets and drive equitable economic development.



## TREND NAME

# Tackling Urban Isolation and Well-being

India's rapid urbanization is driving a rise in mental health issues, with urban populations projected to reach 40.76% by 2030. Overcrowding, pollution, and socioeconomic disparities contribute significantly to disorders like depression and anxiety. The increase in solo living and divorce rates also heightens mental health challenges, especially for children in unstable home environments. The World Health Organization projects untreated mental health conditions could result in economic losses of \$1.03 trillion by 2030 in India, emphasizing the need for focused mental health interventions.

## KEYWORDS

URBANIZATION, HOMESICKNESS, MENTAL HEALTH, LONELINESS, DEPRESSION, WELLNESS SOLUTIONS, SOCIAL ISOLATION, TECHNOLOGY IN MENTAL HEALTH

## SECTORS THAT MAY BE IMPACTED

- |                                    |                               |
|------------------------------------|-------------------------------|
| 1. Mental Health Services          | 4. Urban Development          |
| 2. Telehealth                      | 5. Social Services            |
| 3. Wellness and Self-Care Products | 6. Technology Solutions       |
|                                    | 7. Community Support Programs |

## OPPORTUNITY QUESTION

What if businesses tracked employee mental health metrics to identify trends and areas for improvement?

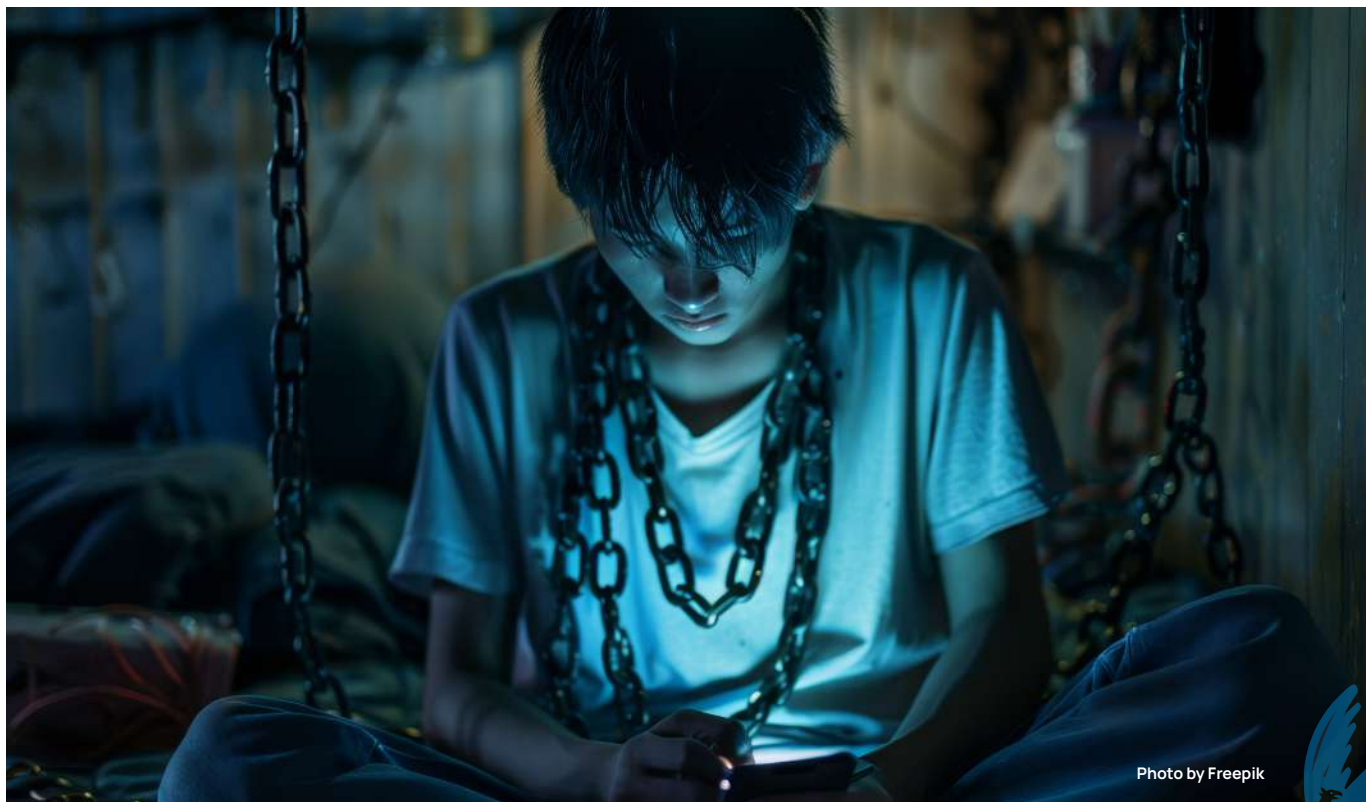


Photo by Freepik

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## SIGNALS



**Approximately 60 to 70 million people in India suffer from common mental disorders**



**Notably, 1 in 8 people in India suffers from a mental health disorder, yet there is a severe shortage of professionals, with only 0.75 psychiatrists per 100,000 people, far below the WHO recommendation of 3.**

**In a UNICEF survey, only 41% of Indian youth felt it's okay to seek help for mental health issues, much lower than the 83% average across 21 countries**

### FROM SCHOOLS TO HELPLINES: TRANSFORMING MENTAL HEALTH CARE IN INDIA

India's mental health landscape is supported by comprehensive government initiatives and targeted programs in schools and colleges, aiming to provide accessible care and foster emotional well-being. The National Mental Health Programme (NMHP), launched in 1982, ensures the availability of community-based mental health services, including through the District Mental Health Program (DMHP) in educational institutions. Complementing this, the Manodarpan initiative by the Ministry of Education provides psychosocial support to students, teachers, and families via a national helpline, website, and handbook, particularly during and beyond the COVID-19 pandemic. More recently, the National Tele Mental Health Programme (NTMHP), launched in October 2022, established 46 Tele-MANAS cells across 34 states and union territories, managing over 500,000 calls as of December 2023, to expand access to quality mental health counseling.

At the state level, the School Mental Health Program in Karnataka covers over 1,000 schools, offering training for teachers and providing counseling services to students. Together, these initiatives reflect a multi-pronged approach to addressing mental health challenges among India's youth, bridging gaps in access, and fostering emotional resilience.

### MENTAL HEALTH IN THE DIGITAL AGE: INDIA'S TECH-DRIVEN SOLUTION

India's rapid urbanization and associated mental health challenges have spurred the rise of innovative platforms addressing emotional wellness. YourDOST, an online counseling platform, connects over 900 experts with students and professionals, having conducted more than 1 million sessions as of 2023. Similarly, Wysa, an AI-driven mental health app, provides anonymous chat-based support to over 3 million users globally, with a strong presence in India. For students, Mindler integrates psychological assessments and career counseling, partnering with over 1,000 educational institutions nationwide. These platforms highlight the critical role of technology in bridging gaps in mental health care amidst growing urban pressures.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The growing crisis of loneliness and depression in India presents a vital opportunity for businesses and investors to address a pressing societal need while unlocking new avenues in the mental health and wellness sectors. With urbanization heightening social isolation and stress, sectors such as telehealth, wellness products, and digital mental health services are primed for innovation. Companies can introduce technology-driven solutions like mental health tracking, virtual counseling, and community

support platforms to offer accessible and personalized care. For investors, this trend signals a burgeoning market where innovative solutions not only meet rising demand but also foster community resilience and well-being, making mental health support both a socially impactful and financially sustainable investment.

# MEGATREND 3: CONSUMPTION REVOLUTION AND DIGITAL LIFESTYLES

The Consumption Revolution and Digital Lifestyles is reshaping the way people engage with products, services, and their broader social environments. This megatrend reflects a paradigm shift from traditional consumption patterns toward a digitally driven, hyper-connected world where technology, convenience, and personalized experiences dominate. Historically, consumption was shaped by industrial mass production, with individuals largely passive in their roles as consumers. However, the digital revolution has transformed this dynamic, empowering individuals to engage with products and services in more interactive, seamless, and purpose-driven ways.

Several key drivers are fueling this transformation. The proliferation of smartphones, the growing availability of affordable internet, and the rise of social media platforms have accelerated the pace of digital adoption globally. Consumers now expect frictionless experiences, from e-commerce and entertainment to healthcare and financial services, driving the need for seamless integration across multiple platforms. Meanwhile, the rise of the creator economy is empowering individuals to merge work with purpose, redefining consumption through self-expression and entrepreneurship.

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## DRIVERS

1. Rise in disposable incomes and middle-class
2. Expansion of digital payment systems and smartphones
3. Pandemic-induced digital acceleration
4. Emergence of regional content and vernacular platforms
5. Regulatory support and ease of doing business

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## TRENDS

1. Unified and Seamless Digital Lifestyles
2. Empowered Creator Economy
3. Aspirational Shift to Quality Experiences
4. Personalised Health and Lifestyle Tracking
5. Rediscovering and Celebrating Indian Identity
6. Hyper-personalised Consumer Experiences
7. Digital-First Brands Transforming Retail



## TREND NAME

# Unified and Seamless Digital Lifestyles

Customer journeys today are more integrated than ever. Consumers might discover products on Instagram, explore them on apps, test in-store, and order online seamlessly. In India, with 936 million internet subscribers growing at 8.3% annually, this shift is driven by digitalization. Super apps like Uber and Practo merge services, with 80% of Indian consumers favoring bundled content. By 2023, India had 125 million online shoppers, with 80 million more expected by 2025. UPI surpassed 500 million daily transactions in September 2024, highlighting increasing digital adoption.

## KEYWORDS

OMNICHANNEL, BUNDLING, HOLISTIC, PERSONALIZATION  
OPTIMIZATION & SHARING, ONE-STOP SOLUTION

## SECTORS THAT MAY BE IMPACTED

- |                           |                  |
|---------------------------|------------------|
| 1. Retail                 | 5. Finance       |
| 2. Technology             | 6. Travel        |
| 3. Food and Beverages     | 7. Entertainment |
| 4. Healthcare and Fitness |                  |

## OPPORTUNITY QUESTION

What if businesses could streamline their operations to create a seamless digital experience that significantly enhances user engagement?



Photo by IRCTC nstore



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## SIGNALS

**Quick commerce makes up about 5-6% of a household's grocery spending, with platforms like Blinkit valued at around \$13 billion.**



**India's digital payments industry is rapidly growing, with over 139 billion retail payment transactions on the NPCI platform from FY 2023 to FY 2024, amounting to INR 3,59,408 billion**



### THE EXPANDING HORIZON OF HYPERLOCAL CONVENIENCE

Hyperlocal convenience is driven by platforms like Zomato, Zepto, Uber, and Tata Neu. In 2023, the hyperlocal market was valued at \$2.3 billion, with a projected CAGR of 27.9% from FY22 to FY27. Zomato and Swiggy transformed food delivery, while Zepto and BigBasket cater to the demand for quick grocery access. Quick commerce now accounts for 40-50% of FMCG e-commerce sales, challenging both kirana stores and major e-commerce players. Tata Neu integrates services like groceries, health, payments, and travel, boosting engagement through rewards like 'NeuCoins.' The food delivery market is set to hit ₹2 lakh crore (\$24 billion) by 2030, while online groceries are projected to reach \$26.93 billion by 2027, underscoring the rapid growth of hyperlocal services.

### SEAMLESS CUSTOMER JOURNEYS DRIVING INDIA'S DIGITAL TRANSFORMATION

India's digital governance initiatives include platforms like DigiLocker, Aarogya Setu, and UMANG. As of May 2024, DigiLocker has over 270 million users, facilitating nearly 6.7 billion document retrievals, including Aadhaar cards and driving licenses. Aarogya Setu, launched during the pandemic, reached 100 million downloads in 40 days, ranking as one of the top global contact tracing apps. The UMANG app offers access to 1,984 services across 207 government departments, streamlining public service delivery and enhancing transparency on a single platform.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The shift towards seamlessness and aggregation in India's digital landscape offers transformative opportunities for businesses and investors to redefine customer engagement and operational efficiency. With consumers increasingly demanding integrated, omnichannel experiences, sectors like retail, technology, healthcare, and travel are primed for growth. Businesses can leverage super apps, hyperlocal services, and bundled solutions to create one-stop platforms that enhance convenience and personalization. For investors, this trend highlights the potential to back scalable, tech-driven solutions that cater

to India's expanding digital consumer base, where seamless integration is not just a preference but an expectation. Companies that prioritize optimization and user-centric design stand to capture significant market share in a rapidly digitalizing economy.

## TREND NAME

# Empowered Creator Economy

India's creator economy is set to grow from \$976 million in 2023 to \$3.9 billion by 2030, at a CAGR of 22%. This surge is fueled by democratized content tools and AI advancements, driving a D2C revolution. Influencer marketing is expected to hit \$404.8 million by 2026 as brands increasingly adopt influencer-led strategies. Platforms like YouTube and Instagram are enabling creators to monetize their passions and shape consumer behavior, driving a shift towards purpose-driven consumerism and transforming marketing approaches in India's digital economy.

## KEYWORDS

INFLUENCER MARKETING, CONTENT REGULATION, VOICE ASSISTANCE, NATURAL LANGUAGE PROCESSING (NLP), SHORT-FORM VIDEOS, VERNACULAR CONTENT

## SECTORS THAT MAY BE IMPACTED

- |                      |                          |
|----------------------|--------------------------|
| 1. E-commerce (D2C)  | 5. Entertainment         |
| 2. Content Creation  | 6. Education             |
| 3. Digital Marketing | 7. Fashion and Lifestyle |
| 4. Technology        | 8. Gaming                |

## OPPORTUNITY QUESTION

What if businesses harness the creative consumer revolution to drive growth and innovation?



## SIGNALS



**Gen Zers make up 83% of the creator economy**



**Over 70% of brands are investing in influencer marketing in India**



## INDIA'S CREATOR ECONOMY REDEFINING ENTREPRENEURSHIP

India's creator economy is booming, with over 3,500 brands and 5,000 creators generating more than half a billion engagements from 20,000 content pieces. Successful creators turned entrepreneurs include Raj Shamani, founder of House of X and host of Figuring Out; Ranveer Allahbadia (BeerBiceps), who built Monk Entertainment and Level Supermind, attracting 14 million subscribers; Alakh Pandey, whose educational platform Physics Wallah is valued at \$2.8 billion; and Vaibhav Sisinty, who leads Growth School, targeting 2.5 million learners in 2024. Finance influencer Sharan Hegde launched a financial advisory firm, while cooking star Nisha Madhulika has created a successful brand and kitchen product line. These influencers are shaping India's creator economy through platforms like YouTube and Instagram.

## HDFC AND ZERODHA REDEFINING CAMPAIGNS WITH CREATORS

Brands like HealthifyMe, Mamaearth, Cure.fit, Boat, HDFC, and Zerodha are effectively leveraging micro-influencers to boost their marketing strategies. HealthifyMe, collaborating with Nisha Neeta Fitness (257K), revenue crossed INR 200 Cr Mark in FY2023. Mamaearth partners with influencers like Shehnaz Gill (18.6M) and Mumbaiikar Nikhil (1.4M), driving engagement in the natural skincare market, while Cure.fit works with fitness influencers like Shwetambari Shetty (155K) to reach a health-conscious audience. In finance, HDFC Bank's #SpendItWell campaign promotes financial literacy, with Gauhar Khan, Prajakta Kohli, and Dhanshree Verma, garnered over 19 million views and Zerodha collaborates with influencers to simplify stock trading for young investors. These efforts are bolstered by the All India Initiative on Creative Economy (AIICE), which helps brands like HealthifyMe and Mamaearth navigate copyright challenges and secure funding, as the \$30 billion Indian creator economy continues to expand with over 100 million content creators in India.

## IMPLICATIONS ON BUSINESSES AND INVESTORS

India's creator economy presents a significant opportunity for businesses and investors to tap into a rapidly growing sector where creative consumers are reshaping marketing, product development, and brand engagement. By leveraging the influence of content creators and micro-influencers, businesses can drive direct-to-consumer growth, connect authentically with diverse audiences, and innovate through purpose-driven marketing strategies. Sectors like e-commerce, digital marketing, education,

and lifestyle are poised for growth as brands collaborate with creators to reach vernacular and niche markets. For investors, the creator economy signals a robust, scalable ecosystem fueled by AI-driven tools and short-form content, making it a critical space for innovation and long-term impact in India's digital-first economy.



## TREND NAME

# Aspirational Shift to Quality Experiences

The size of India's middle class will nearly double to 61% of its total population by 2047, from 31% in 2020-21 and it is driving demand for higher-quality, personalized experiences. Consumers are increasingly drawn to premium offerings, such as artisanal goods and unique experiences, that go beyond basic functionality. This shift has led to new mass/premium partnerships and innovative products targeting affluent middle-class consumers. A key example is the Tata Curvv, an electric SUV in the mid-premium segment, combining rich design and advanced technology for a luxurious, eco-friendly experience at an accessible price.

## KEYWORDS

RISE OF MIDDLE CLASS, BRIDGE-TO-LUXURY, INFORMED CONSUMER, PERSONALISATION, CONCIERGE SERVICES CURATION AND GUIDANCE

## SECTORS THAT MAY BE IMPACTED

1. FMCG
2. Automotive
3. Healthcare and Wellness
4. E-commerce
5. Hotels and Hospitality industry

## OPPORTUNITY QUESTION

What if companies could leverage premiumisation to engage India's growing middle class by offering exclusive products that align with their aspirational values?



Photo by Freepik



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## SIGNALS



**In FY23, Godrej Appliances announced plans to invest Rs. 200 crore (US\$ 25.11 million) in the capacity expansion of its premium range.**



**Premiumisation in India is increasingly driven by consumers' desire for brands that evoke pride and positive emotions, with 60% of consumers willing to pay a premium for sustainable products.**

## LUXURY SPENDING SOARS WITH INDIA'S RISING INCOMES

Indian consumers are increasingly spending on high-quality and luxury items, driven by rising disposable incomes and lifestyle aspirations. Hindustan Unilever's premium segment has boosted revenue growth, while Nykaa leads in premium beauty. The beauty market is set to reach \$30 billion by 2026, with HUL's premium portfolio growing at twice the rate of its overall revenue in FY24. In the \$42 billion pharmaceutical sector, e-pharmacies like Tata 1mg and PharmEasy are gaining ground. The luxury vehicle market is expected to surpass 50,000 units in 2024, with mid-range cars making up 60% of sales. In real estate, 50% of urban buyers prefer 3BHK homes, and demand for luxury properties is growing, especially in cities like Hyderabad, Chennai, and Delhi. The luxury hospitality sector is expanding at 12.8% CAGR (2021-2026), driven by an affluent class set to reach 100 million households by 2027.

## PLI SCHEME AND SMART CITIES FOSTER MANUFACTURING AND LUXURY

Key government initiatives enhancing domestic manufacturing and consumer experiences include the ₹1.97 lakh crore (over \$26 billion) Production Linked Incentive (PLI) scheme, aimed at boosting manufacturing in electronics, pharmaceuticals, and automobiles, while attracting global luxury brands. In tourism, campaigns like Dekho Apna Desh and investments in luxury infrastructure, such as premium hotels and the Maharajas' Express, highlight the focus on premium experiences. The introduction of luxury coaches like the Vande Bharat Express caters to affluent passengers. The Smart Cities Mission fosters premium real estate and urban infrastructure, while the FAME II policy supports the adoption of premium electric vehicles.



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## IMPLICATIONS ON BUSINESSES AND INVESTORS

Premiumisation in India represents a pivotal opportunity for businesses and investors to cater to the aspirations of a growing and increasingly affluent middle class. As consumers prioritize quality, personalization, and experiences, sectors like FMCG, automotive, wellness, and real estate are poised for significant growth through premium offerings that combine luxury with accessibility. By aligning products with sustainability and uniqueness, businesses can create value-driven connections that resonate with modern consumers. For investors, this

trend highlights the potential for growth in bridge-to-luxury categories and curated services, where informed, discerning buyers are willing to pay for products that reflect their values and elevate their lifestyles.

## TREND NAME

# Personalised Health and Lifestyle Tracking

Wearables are revolutionizing self-knowledge, allowing users to track fitness, monitor wellness, and measure sustainability efforts. India's shift from curative to preventive healthcare, driven by rising chronic illnesses, is fueling the wearable tech market, projected to reach \$197 billion by 2025, growing at a 22% CAGR. As health consciousness rises, especially among younger generations, wearables provide real-time health insights, powered by AI and IoT for predictive analytics. The healthcare sector is expected to reach \$610 billion by 2026, with wearables playing a crucial role in this transformation.

## KEYWORDS

PERSONALIZED HEALTH QUANTIFIED WELLNESS, DIGITAL PHENOTYPING, NUTRIGENOMICS, PREVENTIVE DIAGNOSTICS, HEALTH ADVISORY, DIGITAL TRACKING/WEARABLES, AI & IOT INTEGRATION

## SECTORS THAT MAY BE IMPACTED

- |                               |                              |
|-------------------------------|------------------------------|
| 1. Telehealth Services        | 5. Health Data Analytics     |
| 2. Healthcare IT Solutions    | 6. Pharmaceuticals           |
| 3. Wearable Health Technology | 7. Remote Monitoring Devices |
| 4. Digital Therapeutics       |                              |

## OPPORTUNITY QUESTION

What if businesses and healthcare providers leverage rising digital integration of health & wellness services in India?



Photo by Freepik



**Wearable Medical Device**  
Market size is estimated to reach \$63.4 billion by 2030, growing at a CAGR of 10.9% during the forecast period 2023-2030.

**Telemedicine adoption in India shows strong regional engagement, with Andhra Pradesh leading at 3.7 million consultations, followed by Karnataka with 2.2 million, Tamil Nadu with 1.5 million, and Uttar Pradesh with 1.3 million consultations.**



## INDIA'S WEARABLE MARKET POWERS TELEHEALTH REVOLUTION

Telehealth services in India are experiencing remarkable growth, driven by the integration of AI and wearable technology, enhancing patient monitoring and care. With the telemedicine market projected to reach \$5.5 billion by 2025, innovations like the newly launched Samsung Galaxy AI ring is setting new standards in health tracking, offering features such as sleep pattern analysis and cardiovascular health monitoring. These devices utilize AI for personalized insights, allowing users to manage their health proactively. Furthermore, startups like Cure.fit, valued at \$1.56 billion, are capitalizing on the growing demand for comprehensive health solutions that integrate fitness and wellness tracking. With 66% of Indian consumers favoring wearable devices for health, this shift highlights the expanding market for innovative health tech solutions.

## TELEMEDICINE AND MOBILE TECH TRANSFORMING RURAL HEALTHCARE

Government initiatives in digital health are revolutionizing the healthcare landscape in India, with the Ayushman Bharat Digital Mission (ABDM) at the forefront. Launched in 2021, ABDM aims to create a comprehensive digital health ecosystem by providing unique digital health IDs to citizens, facilitating secure access to their health records. As of 2024, over 670 million (67 crore) ABHA IDs have been created, with more than 420 million (42 crore) health records linked to these accounts, significantly enhancing healthcare delivery efficiency. The e-health market is projected to reach US\$ 10.6 billion by 2025 driven by the increasing adoption of telemedicine and mobile health technologies. The National Digital Health Blueprint (NDHB) further supports this transformation by unifying services across public and private sectors. With platforms like eSanjeevani facilitated over 1 million consultations per day in 2023, with a peak of 5,10,702 patients in a single day. This shift benefits rural populations by providing access to healthcare without the need for long-distance travel.

## IMPLICATIONS ON BUSINESSES AND INVESTORS

The rise of the quantified self in India presents a significant opportunity for businesses and investors to shape the future of health and wellness through innovation in wearable technology, telehealth services, and digital health solutions. With a growing focus on preventive care and real-time health monitoring, sectors like healthcare IT, pharmaceuticals, and remote diagnostics are poised for exponential growth. By integrating AI, IoT, and personalized analytics, businesses can create solutions that empower

individuals to take control of their health, while also addressing the healthcare accessibility gap in rural areas. For investors, this trend signals a robust market where digital health ecosystems and wearable tech can drive long-term profitability while transforming India's healthcare landscape.



## TREND NAME

# Rediscovering and Celebrating Identity

Globalization has blended cultures, but there is a growing shift toward identity reclamation, where individuals seek products reflecting their cultural roots and personal preferences. This movement, aligned with minimalism and a rediscovery of heritage, is fueled by technological advancements that cater to diverse needs and celebrate uniqueness. Brands like Patanjali and Forest Essentials thrive by tapping into India's cultural pride and wellness traditions. Patanjali, with a market cap of \$7.47 billion, promotes Ayurveda, while Forest Essentials offers a luxury Ayurvedic experience, resonating with consumers reconnecting to their roots.

## KEYWORDS

INDIGENOUS PRODUCTS, HERITAGE REDISCOVERY, CONSCIOUS CONSUMERISM, SUSTAINABLE LUXURY, BHARATIYA LIFESTYLE

## SECTORS THAT MAY BE IMPACTED

- |                               |                        |
|-------------------------------|------------------------|
| 1. Sustainable Fashion        | Services               |
| 2. Eco-Tourism                | 5. Handmade Crafts and |
| 3. Organic Food Production    | Artisanal Goods        |
| 4. Wellness and Mental Health | 6. Home Decor and      |
|                               | Furnishings            |

## OPPORTUNITY QUESTION

What if businesses learn from unique traditions to better connect with their customers and create more meaningful experiences?





## SIGNALS



**78% of Indian consumers perceive a brand as local if it is manufactured in India.**

**In a survey by Mintel, 42% of Indian consumers preferred local brands over imported ones in categories like clothing and accessories.**

**The Indian Ayurvedic products market was valued at INR 748.5 billion in 2023 and is projected to reach INR 3,207.6 billion by 2032, exhibiting a CAGR of 17% during 2024-2032**



## INDIA'S YOUNGER GENERATIONS EMBRACE LOCAL AND ETHICAL BRANDS

Indian consumers are increasingly favoring local brands that align with their cultural heritage and values, especially among younger generations. 45% opt for personal care products from local brands, viewing them as more ethical and relevant. The demand for Ayurvedic and natural products is rising, with companies like Patanjali and Forest Essentials leading the charge; the Ayurvedic market is projected to reach \$16.27 billion by FY28. The sustainable fashion sector is growing at a 10.6% CAGR (2021-2026), with brands like Fabindia promoting eco-friendly practices. Eco-tourism is also expanding, projected to grow from \$26 million in 2022 to \$151.88 million by 2032. Vernacular content platforms like Dailyhunt, with 350 million active users, reflect the growing embrace of local narratives and identities.



## INDIA'S VOCAL FOR LOCAL REVOLUTION TRANSFORMING MANUFACTURING

India is experiencing a resurgence of national pride, driven by government initiatives promoting indigenous culture and products. The "Vocal for Local" campaign encourages support for homegrown brands, aligning with Atma Nirbhar Bharat, which aims to boost local manufacturing and reduce import reliance. The "Made in India" campaign has helped position India as the third most sought-after manufacturing destination globally, with the potential to export goods worth \$1 trillion by 2030. India's G-20 presidency in 2023 highlighted sustainable development and cultural heritage, showcasing local innovations. As of September 2023, MSME-related products accounted for 45.56% of all exports and are expected to create millions of jobs. Disha Singh is the founder of Mumbai-based B2C startup Zouk, a vegan brand for bags, wallets, and accessories. Zouk employs artisans from Dharavi and uses Indian handicrafts like Ikat, jute, khadi and motifs in its products. She also procures raw materials from across the country and 24 artisans handcraft each piece.

## IMPLICATIONS ON BUSINESSES AND INVESTORS

The trend of identity reclamation in India underscores a unique opportunity for businesses and investors to align with the cultural pride and evolving preferences of Indian consumers. As individuals increasingly seek products and experiences that resonate with their heritage, sectors such as sustainable fashion, Ayurveda-based wellness, handmade crafts, and eco-tourism are poised for substantial growth. By integrating local traditions with modern sensibilities, businesses can foster deeper connections with customers and drive innovation. For

investors, this shift highlights the value of supporting brands that celebrate authenticity and sustainability, aligning profitability with India's cultural renaissance and consumer desire for meaningful experiences.

## TREND NAME

# Hyper-personalised Consumer Experiences

Hyper-personalization leverages real-time data on body metrics, mood, preferences, and behaviors to deliver tailored products and services that fit a specific context.

Unlike traditional personalization, which uses static customer data, hyper-personalization uses dynamic inputs, such as biometric data from wearables, browsing behavior, and purchasing history, to anticipate and respond to users' immediate needs. Moreover, AI and machine learning algorithms analyze this data to predict future actions, empowering businesses to deliver enhanced, personalized experiences.

## KEYWORDS

MACHINE LEARNING, CUSTOMER ENGAGEMENT, REAL-TIME DATA, DYNAMIC INPUTS, TAILORED EXPERIENCES  
PREDICTIVE ANALYTICS

## SECTORS THAT MAY BE IMPACTED

- |               |                |
|---------------|----------------|
| 1. Retail     | 5. Fashion     |
| 2. E-commerce | 6. Hospitality |
| 3. Healthcare | 7. Technology  |
| 4. Fitness    |                |

## OPPORTUNITY QUESTION

What if businesses implemented omnichannel strategies that seamlessly integrate online and offline experiences, enhancing the effectiveness of hyper-personalization across all customer touchpoints?



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## SIGNALS

**80% of customers are more likely to purchase from a company that offers personalized experiences**



**86% prefer AI for personalized recommendations where 48% of Indians trust AI for tailored promotion and deals compared to 23% globally.**



### FROM TATA CLIQ TO DAIRY MILK, PERSONALIZATION DRIVES GROWTH

Hyper-personalization is transforming retail, with 73% of consumers expecting brands to understand their individual needs. Companies using personalization strategies are seeing revenue growth of 10-15%, with 69% planning to increase their investment by 2024. Indian brands like Tata CLiQ Luxury use behavioral data for real-time product recommendations, achieving a 10-12% increase in average order value, particularly in high-end watches, which have grown by 300-400%. Myntra personalizes the shopping experience by curating pages based on user preferences, boosting conversion rates. Dairy Milk's hyper-personalized Diwali campaign targeted specific pin codes to resonate with local communities. Internationally, brands like Sephora use purchase history and skin type for product suggestions, while L'Oréal, with Nykaa, utilizes augmented reality for virtual makeup try-ons using AI technology. Personalizing customer journeys can reduce acquisition costs by up to 50%, highlighting the financial benefits.

### AMAZON'S RUFUS AND NETFLIX LEAD HYPER-PERSONALIZATION BOOM

The integration of IoT and AI is transforming personalization in India, especially in healthcare, banking, and agriculture, with 77% of startups investing in these technologies to enhance customer experiences. Startups like Aarav Unmanned Systems use IoT and AI for precision agriculture, offering personalized insights into crop health and irrigation. HealthifyMe uses AI with its conversational coach, Ria, and a photo-based nutrition tracker, HealthifySnap. The AI-based personalization market is projected to grow by USD 2.52 billion at a CAGR of 18.52% by 2028. Amazon India's generative AI-powered shopping assistant, Rufus, and Netflix's personalized content suggestions improve engagement. In banking, BNY Mellon uses AI for hyper-personalized experiences. The global personalization software market is expected to grow from \$0.94 billion in 2022 to \$5.16 billion by 2030, with hyper-personalization expected to rise from \$18.9 billion in 2023 to \$74.82 billion by 2033.



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## IMPLICATIONS ON BUSINESSES AND INVESTORS

Hyper-personalization is revolutionizing the Indian consumer experience by harnessing real-time data and AI-driven insights to create highly tailored products and services. This trend is especially relevant in sectors like retail, healthcare, fitness, and technology, where personalized interactions significantly enhance customer engagement and loyalty. Businesses that adopt omnichannel strategies to integrate online and offline touchpoints can seamlessly deliver these tailored

experiences, driving higher conversion rates and retention. For investors, hyper-personalization represents a dynamic growth opportunity to back companies leveraging AI and predictive analytics, enabling them to tap into India's diverse consumer base and unlock significant revenue potential.



## TREND NAME

# Digital-First Brands Transforming Retail

D2C brands are rising alongside India's startup boom, with entrepreneurs targeting specific consumer needs. The rise of D2C brands is driven by India's startup boom, with 936.16 million internet subscribers and a growing tech-savvy middle class. India is the world's 3<sup>rd</sup> largest startup ecosystem, with over 128,000 startups as of 2024. Bengaluru, home to 111 unicorns valued at \$349.67 billion, leads as the top unicorn hub. Over 8,000 tech startups thrive, supported by government initiatives like 'Startup India,' offering tax benefits and simplified regulations. The D2C and startup economy is poised for continued growth.

## KEYWORDS

UNICORN, STARTUP ECOSYSTEM EXPANSION, D2C BRANDS, RURAL E-COMMERCE PENETRATION, VOICE AND VERNACULAR COMMERCE

## SECTORS THAT MAY BE IMPACTED

- |                   |                       |
|-------------------|-----------------------|
| 1. E-commerce     | 5. Logistics          |
| 2. Retail         | 6. Marketing          |
| 3. Technology     | 7. Financial Services |
| 4. Consumer Goods |                       |

## OPPORTUNITY QUESTION

What if businesses could leverage the growing D2C trend to create innovative products that cater specifically to the diverse needs of consumers in tier II and III cities?



Photo by Freepik



## SIGNALS

**Women-led startups in key D2C sectors have surged over 2700%, from 130 in 2017 to 3,644 by May 2023, with brands like Good Glamm Group, SUGAR Cosmetics, and Nykaa driving growth through community and content initiatives**



**In FY2022, the D2C e-commerce sector in India was led by fashion and apparel (23%), followed by beauty and personal care (16%), food and beverages (15%), and consumer electronics (10%).**



## DIGITAL-FIRST BRANDS DRIVING \$61.3 BILLION D2C GROWTH

India's retail landscape is being reshaped by Direct-to-Consumer (D2C) brands, which directly connect with consumers, enhancing engagement and personalization. Notable brands include boAt, valued at over \$1.5 billion in FY22, and Mamaearth, which reached \$1.2 billion in revenue in FY2023 with its natural skincare products. The D2C funding ecosystem has flourished, with Indian startups raising over \$126.66 million across 27 startups. Brands like Licious and Sugar Cosmetics are also thriving, as digital-first brands redefine the market. Projections suggest the D2C market could reach \$61.3 billion by 2027, driven by tech advances and growing online shopping trends.



## FROM FRESH PRODUCE TO COFFEE, D2C BRANDS TRANSFORM INDIAN RETAIL

The rise of D2C brands in India is intricately linked to the country's startup boom, supported by 936.16 million internet subscribers and a growing tech-savvy middle class. As the world's third-largest startup ecosystem with over 128,000 startups in 2024. Prominent examples include Licious, founded in 2015, which delivers fresh meat and seafood, serving over 1.2 million orders monthly across 20 cities as of 2023. Country Delight, specializing in farm-fresh milk and dairy products, reported ₹1.57 billion in revenue in FY2022, reflecting its commitment to quality and growing customer base. In the beverage space, Raw Pressery has revolutionized health drinks with cold-pressed juices, raising \$26.5 million in funding. Similarly, Sleepy Owl Coffee caters to India's evolving coffee culture with ready-to-drink cold brews and brew packs, backed by \$8.5 million in funding. These brands highlight how India's D2C economy is meeting diverse consumer demands while riding the wave of the country's startup-driven growth.

## IMPLICATIONS ON BUSINESSES AND INVESTORS

The rise of the D2C economy in India represents a transformative opportunity for businesses and investors to tap into the evolving preferences of a digitally empowered consumer base. With the startup ecosystem thriving and government initiatives supporting innovation, sectors like e-commerce, retail, and consumer goods are set for rapid expansion. Businesses can leverage this trend by targeting diverse markets, including tier II and III cities, with personalized and ethical product offerings that align with

shifting consumer values. For investors, the D2C landscape presents a robust avenue to back agile, digital-first brands reshaping traditional retail models and creating scalable, high-growth opportunities in India's dynamic economy.

# MEGA TREND 4 - SUSTAINABLE GROWTH AND GREEN TRANSITION

India is navigating a crucial phase marked by the Sustainable Growth and Green Transition, emphasizing the balance between economic growth and environmental sustainability. As global climate concerns intensify, this movement addresses the urgent need for strategies that foster resilience against climate change while ensuring socio-economic development. Recognizing the impact of environmental degradation, India is increasingly prioritizing sustainable practices across various sectors, ranging from energy to agriculture, to mitigate resource stress and enhance ecological balance.

To achieve these goals, India is implementing numerous initiatives aimed at fostering a green economy. Investments in green technologies, sustainable agriculture practices, and innovative biotechnologies are essential for achieving a net-zero future and addressing challenges like water scarcity and air pollution. With a strategic focus on green hydrogen production and climate-resilient farming, India is positioning itself as a leader in sustainable innovation, reflecting its commitment to ecological stewardship and long-term economic viability.

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## DRIVERS

1. Urgency towards shifting to clean energy sources
2. Oil and Supply chain disruptions
3. Growing public demand for sustainable products
4. Resource scarcity and rising energy demands

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## TRENDS

1. Balancing Growth and Environmental Goals
2. Focus on Sustainable Resource Renewal
3. Building Resilience in Agriculture Practices
4. India's Hydrogen-Powered Clean Energy Future
5. Bio-Driven Solutions for Sustainability

## TREND NAME

# Balancing Growth and Environmental Goals

India faces a challenge in balancing economic growth with climate action, as sectors dependent on nature contribute 33% to its GDP and are vulnerable to climate change. Projections suggest climate change could reduce India's national income by 10% by 2100 and push 50 million people into poverty. To address this, India aims to meet 50% of its energy needs from renewables by 2030, with a 500 GW renewable energy target and net-zero emissions by 2070. This strategy focuses on solar and wind energy investments and climate-resilient infrastructure to support sustainable growth.

## KEYWORDS

BLUE ECONOMY, RENEWABLE ENERGY, SUSTAINABLE GROWTH, EMISSION REDUCTION, GREEN TECHNOLOGY OFFSHORE WIND DEVELOPMENT, POVERTY ALLEVIATION

## SECTORS THAT MAY BE IMPACTED

- |                                    |                                 |
|------------------------------------|---------------------------------|
| 1. Renewable Energy                | 4. Transportation and Logistics |
| 2. Construction and Infrastructure | 5. Information Technology       |
| 3. Agriculture and Forestry        | 6. Waste Management             |

## OPPORTUNITY QUESTION

What if businesses could leverage the green transition to innovate and create sustainable solutions, thereby tapping into the burgeoning market for renewable energy and climate-resilient infrastructure?





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## SIGNALS

**Solar power constitutes 53.4% of India's renewable energy mix; capacity increased from 1.60 GW in 2013 to 63.15 GW in 2022**

### SOLAR AND WIND HYBRID SYSTEMS BOOST INDIA'S GREEN GOALS

India is advancing in renewable energy, with the government approving 39,600 MW of solar PV module manufacturing under the PLI Scheme, backed by US\$ 1.69 billion (Rs. 14,007 crores). The initiative targets capacities of 7,400 MW by October 2024, 16,800 MW by April 2025, and 15,400 MW by April 2026. India has attracted \$3.8 billion in FDI in the solar sector over the past three years. The National Wind-Solar Hybrid Policy promotes combined wind and solar systems for better resource use and grid stability. Additionally, SolarfiX India and Japan's Kanemasa aim to build a 10 GW solar module capacity by 2030. These efforts support India's climate action and sustainable growth goals.



**Close to \$386 billion (around Rs 32.45 trillion) pledged for renewable energy (RE) projects by 2030 at the 4th RE-Invest Summit.**

### INDIA'S GREEN GROWTH SUPPORTED BY INDUSTRY GIANTS

India has built 200 GW of renewable energy capacity and is on track to meet its 2030 target. Private sector investments play a key role, with Reliance Industries (RIL) committing 100 GW, followed by NTPC with 41.3 GW and ReNew with 40 GW. Adani Green Energy plans to invest \$20 billion in green projects by 2030, while Adani New Industries Ltd (ANIL) aims for 3.9 GW of wind turbine manufacturing capacity. Bharat Heavy Electricals Limited (BHEL) is expanding its wind and solar equipment manufacturing. These efforts are crucial for India's goal to reduce emissions intensity by 45% by 2030 and reach net-zero by 2070.



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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The rise of renewable energy and climate resilience in India underscores an urgent need for businesses and investors to align with the country's green transition goals. With ambitious targets for renewable energy capacity and net-zero emissions, sectors like solar and wind energy, green infrastructure, and sustainable technology are poised for exponential growth. Businesses can innovate in renewable solutions and climate-resilient infrastructure, tapping into government incentives and growing consumer demand for

sustainability. For investors, the renewable energy sector presents a transformative opportunity to drive economic growth while contributing to environmental sustainability, positioning India as a global leader in combating climate change and fostering long-term resilience.

## TREND NAME

# Focus on Sustainable Resource Renewal

India's rapid urbanization and industrialization are straining natural resources, with 40% of the population expected to lack access to drinkable water by 2030. Air pollution, especially in cities like Delhi, is a major health and environmental issue. To address these challenges, India is adopting a circular economy approach focused on resource conservation, pollution control, and waste reduction. Solutions like pollution control in urban areas and water conservation strategies are key to mitigating resource degradation and ensuring long-term sustainability.

## KEYWORDS

RENEWABLE ENERGY, SOLAR POWER, ELECTRIC VEHICLE,  
SUSTAINABLE AGRICULTURE, GREEN URBAN DEVELOPMENT

## SECTORS THAT MAY BE IMPACTED

- |                           |                                 |
|---------------------------|---------------------------------|
| 1. Environmental Services | 5. Construction and Development |
| 2. Water Management       | 6. Renewable Energy             |
| 3. Waste Management       |                                 |
| 4. Public Health          |                                 |

## OPPORTUNITY QUESTION

What if businesses could leverage advanced recycling technologies and innovative water management solutions to lead in sustainable urban development, significantly impacting India's resource regeneration efforts?



Generated using DALL-e Chat GPT

## SIGNALS



**70% of surface water already polluted in India**

**In 2022, the average PM2.5 level in India was 53.3  $\mu\text{g}/\text{m}^3$ , only slightly lower than 58.1  $\mu\text{g}/\text{m}^3$  in 2021. This level is seven times worse than the WHO guideline of 5  $\mu\text{g}/\text{m}^3$ .**



## INDIA'S FIGHT AGAINST POLLUTION AND RESOURCE SCARCITY

The Indian government has launched several strategic initiatives to address resource stress caused by rapid urbanization. The Jal Jeevan Mission, as of August 12, 2024, has provided tap water connections to 11.82 crore additional rural households, bringing total coverage to 15.07 crore households (77.98% of all rural households). The National Clean Air Programme (NCAP) aims to reduce particulate matter levels by 20-30% by 2024 compared to 2017 levels. The Smart Cities Mission targets 100 cities, integrating sustainable solutions to improve urban life. These initiatives reflect the government's commitment to sustainable urban development through significant investment and planning.



## INDIA'S CIRCULAR ECONOMY FIGHTS POLLUTION AND RESOURCE STRAIN

India's rapid urbanization and industrialization have intensified challenges in managing air and water pollution. The WAYU Air Purifier, developed by the Department of Science & Technology and CSIR-NEERI, uses wind generation and pollutant removal technologies to address air pollution, purifying 2,500 cubic meters of air per hour and reducing PM10 and PM2.5 concentrations by 34-49% and 19-25%, respectively, at traffic intersections. Over 70 purifiers have been installed in Delhi. The Tata Centre for Development at UChicago is also working with local governments to monitor water quality and improve access to clean water for thousands. These initiatives are part of a comprehensive approach to resource conservation and sustainable urban growth.

## IMPLICATIONS ON BUSINESSES AND INVESTORS

For Indian investors, the growing challenges of resource stress and regeneration present a critical opportunity to align with sustainable development while securing high-growth returns. Adjacent areas of interest such as advanced recycling technologies, water management solutions, and urban pollution control systems are poised for significant expansion, driven by increasing environmental pressures and supportive government policies. Investments in sectors like environmental

services, construction, and renewable technologies can yield both financial and environmental dividends. Additionally, innovations in air and water quality monitoring, sustainable construction materials, and smart urban infrastructure offer scalable, high-impact opportunities for investors seeking to drive India's transition towards a circular economy and more resilient resource management.



## TREND NAME

# Building Resilience in Agriculture Practices

With climate change threatening a 16% drop in food production by 2030, India is adopting sustainable agricultural practices to ensure food security and optimize resource use. Initiatives like the International Crops Research Institute have developed drought-tolerant crop varieties, which are vital in mitigating the effects of erratic rainfall. Additionally, India's focus on reducing food waste, which currently accounts for 22% of food production, is central to building a more sustainable agricultural system, improving resilience, and minimizing the environmental footprint of food production.

## KEYWORDS

SUSTAINABLE AGRICULTURAL PRACTICES, DROUGHT-TOLERANT CROP VARIETIES, FOOD WASTE REDUCTION, DIGITAL AGRICULTURE, AGRI-STACK INITIATIVE

## SECTORS THAT MAY BE IMPACTED

- |                           |                            |
|---------------------------|----------------------------|
| 1. Agriculture Technology | 5. Supply Chain Management |
| 2. Food Processing        | 6. Renewable Energy        |
| 3. Environmental Services |                            |
| 4. Biotechnology          |                            |

## OPPORTUNITY QUESTION

What if businesses could innovate in sustainable agriculture technologies to meet the rising demand for climate-resilient farming solutions, thereby enhancing food security and reducing waste?

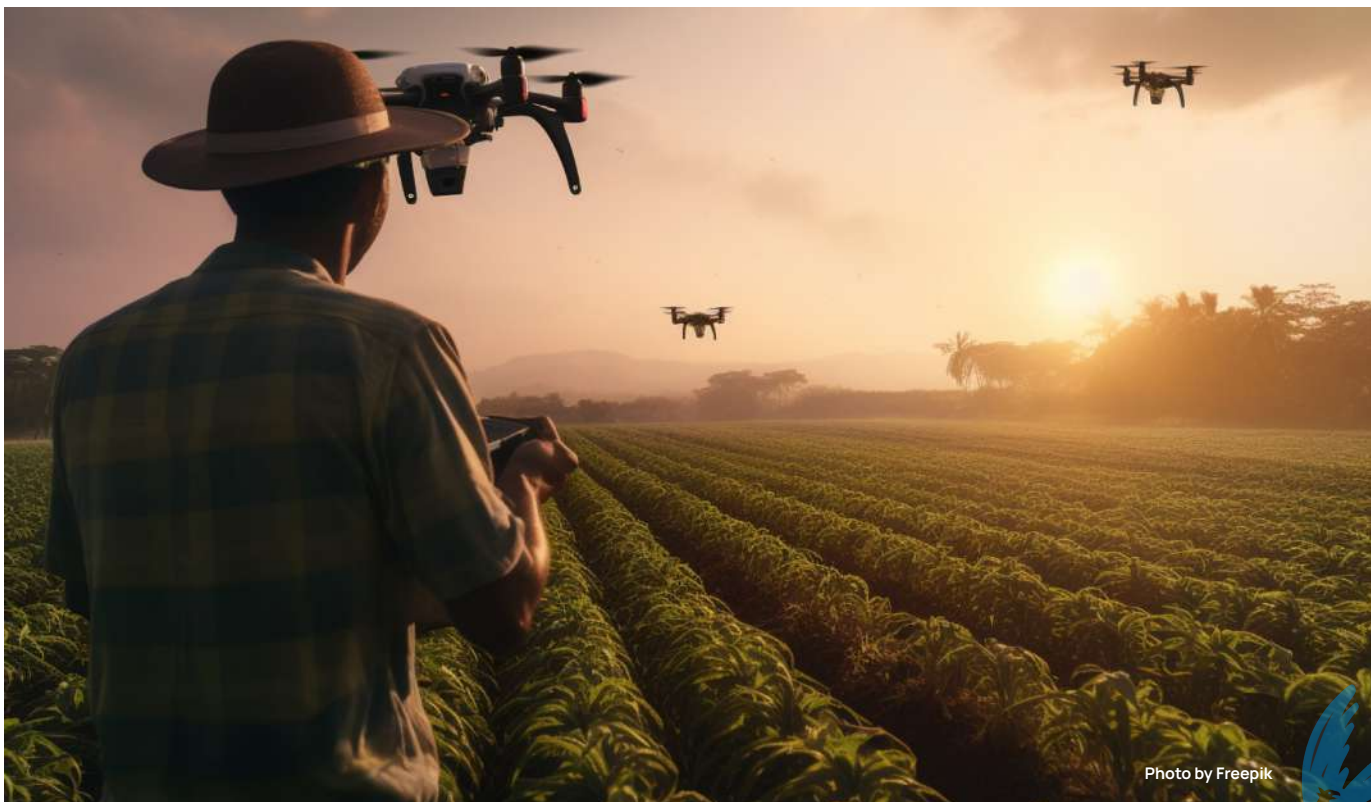


Photo by Freepik



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## SIGNALS



**Around 74 million tonnes of food is lost in India every year, which is 22% of foodgrain output or 10% of total foodgrain and horticulture production.**



**The Union Cabinet on September 2, 2024 approved the Rs 2,817-crore (about \$400 million) Digital Agriculture Mission for the creation of Digital Public Infrastructure (DPI) in the farm sector.**

### GOVERNMENT INITIATIVES TRANSFORM INDIA'S AGRICULTURE LANDSCAPE

The Indian government has implemented several initiatives to promote sustainable agriculture, primarily through the National Mission for Sustainable Agriculture (NMSA), launched in 2014. The Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) scheme supports over 120 million farmers with direct income assistance of ₹6,000 annually, facilitating the adoption of sustainable practices. Additionally, the On-Farm Water Management (OFWM) component has brought about 30.69 lakh hectares under micro-irrigation since 2015-16, promoting efficient water use. These initiatives reflect a strategic shift towards sustainable agricultural practices in India.



### FROM LAND RECORDS TO CREDIT AGRI-STACK EMPOWERS FARMERS

Agri-Stack is a government initiative to create a comprehensive digital database of farmers, integrating data like identity, land records, crop details, and financial history. Its goal is to improve agricultural efficiency by providing better access to credit, insurance, and government schemes. India is home to over 7,000 agritech startups, including 387 women-led ones, many using AI, machine learning, and IoT. The government aims to extend Agri-Stack to all districts by next year, reducing loan processing times from 10-15 days to hours. Leading states like Uttar Pradesh and Maharashtra are piloting the initiative, while startups like Ninjacart and AgroStar use it for services like precision farming and crop advisory.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

Sustainable agriculture is a crucial area for Indian investors, offering significant opportunities to mitigate climate risks while ensuring food security and long-term economic growth. Adjacent investment areas such as digital agriculture platforms, agri-biotech for climate-resilient crop development, and precision farming technologies are set to thrive as the sector adopts innovative and resource-efficient practices. The rise of initiatives like Agri-Stack and the proliferation of agritech startups highlight a growing

ecosystem ripe for investment in tools that optimize supply chains, reduce food waste, and improve farm productivity. For investors, sustainable agriculture not only promises attractive returns but also aligns with India's broader goals of resilience, sustainability, and rural empowerment, making it a high-impact sector to prioritize.

## TREND NAME

# India's Hydrogen-Powered Energy Future

India is positioning itself as a global leader in the green hydrogen economy, recognizing its potential to revolutionize energy production and reduce reliance on fossil fuels. The push for green hydrogen aligns with India's broader decarbonization goals, aiming to integrate this clean energy source into industries such as transportation and manufacturing. The Indian government has laid the groundwork for further exploration of green hydrogen, signaling a long-term commitment to sustainable energy solutions and aligning with the country's goal of achieving net-zero emissions.

## KEYWORDS

RENEWABLE ENERGY, DECARBONIZATION  
HYDROGEN ECONOMY, CLEAN ENERGY, SUSTAINABLE  
DEVELOPMENT, ENERGY TRANSITION

## SECTORS THAT MAY BE IMPACTED

- |                              |                              |
|------------------------------|------------------------------|
| 1. Manufacturing             | 5. Automotive Hybrid Engines |
| 2. Energy Production         |                              |
| 3. Agriculture (Fertilizers) |                              |
| 4. Steel Production          |                              |

## OPPORTUNITY QUESTION

What if green hydrogen sparks growth in underserved regions of India, allowing businesses to tap into new, rapidly growing markets?



Photo by ACKO Insurance

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## SIGNALS

**The National Green Hydrogen Mission (NGHM) anticipates attracting investments exceeding ₹8 trillion (approximately \$95 billion) by 2030**



**Reliance Industries has invested \$10 billion (approximately ₹750 billion) to transition to green hydrogen production by 2025, marking the largest financial commitment and earliest target date in India's green hydrogen push.**



### GREEN HYDROGEN MISSION POWERS INDIA'S NET-ZERO AMBITIONS

The National Green Hydrogen Mission aims to produce 5 million metric tons of green hydrogen annually by 2030. Central to the mission is India's goal of becoming a hub for green hydrogen production and export, in line with its broader decarbonization efforts and commitment to achieving net-zero emissions by 2070. The mission plans to establish facilities capable of generating 450,000 tons of green hydrogen, creating over 6,00,000 jobs in related sectors by 2030.



### RELIANCE AND ADANI LEAD INDIA'S GREEN HYDROGEN REVOLUTION

India's green hydrogen push is led by Reliance, Adani, GAIL, and IOCL. Reliance is building a giga complex in Gujarat and aims for net-zero by 2035. Adani plans to invest \$9 billion, targeting 1 million tons of green hydrogen per annum by 2034, with major projects in Gujarat, aimed at exporting green hydrogen to Europe and various Asian countries. GAIL has launched India's first green hydrogen plant, producing 4.3 tonnes daily and has a goal of 5 million tons of annual green hydrogen capacity for the country by 2030. Additionally, IOCL is investing in hydrogen fuel cell technology and aims to decarbonize operations across various refineries, aligning with India's commitment to reach 500 GW of non-fossil fuel energy by 2030. These investments collectively support India's goal under the National Green Hydrogen Mission to become a global hub for green hydrogen production, with the potential to reduce carbon emissions by 50 million metric tons annually by 2030.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

India's emergence as a global leader in the green hydrogen economy presents a transformative opportunity for investors to support the country's decarbonization and energy transition goals. Key adjacent areas, such as hydrogen-powered transportation, renewable energy infrastructure, and hydrogen-based manufacturing solutions, offer immense growth potential. With major conglomerates like Reliance and Adani committing

significant investments, there is a clear pathway for new entrants and established players to capitalize on a burgeoning market supported by strong government backing. For investors, the green hydrogen sector not only aligns with sustainability goals but also offers strategic access to high-growth industries like steel production, fertilizers, and clean energy exports, positioning India as a competitive player in global energy markets.



## TREND NAME

# Bio-Driven Solutions for Sustainability

India's bioeconomy contributes 4.25% to GDP and has reached a valuation of \$151 bn. With the increasing adoption of climate-resilient crops and bioremediation techniques to control pollution, India's biotech sector is driving sustainable development. Companies like Bayer AG, through their merger with Monsanto, are leading the way by developing innovative crop protection products and resilient seed varieties. The biotech revolution in India is fostering sustainable agriculture practices, resource management, and environmental conservation, contributing to the country's long-term resilience against climate and environmental risks.

## KEYWORDS

BIOTECHNOLOGY, BIO-ECONOMY, CLIMATE-RESILIENT CROPS, BIOREMEDIATION, BIOTECH STARTUPS

## SECTORS THAT MAY BE IMPACTED

1. Pharmaceuticals
2. Biofuels
3. Chemicals
4. Environmental services
5. Food technology

## OPPORTUNITY QUESTION

What if business innovations in biotechnology could create entirely new markets focused on environmental restoration and green infrastructure, driving sustainable growth while addressing climate change and pollution?

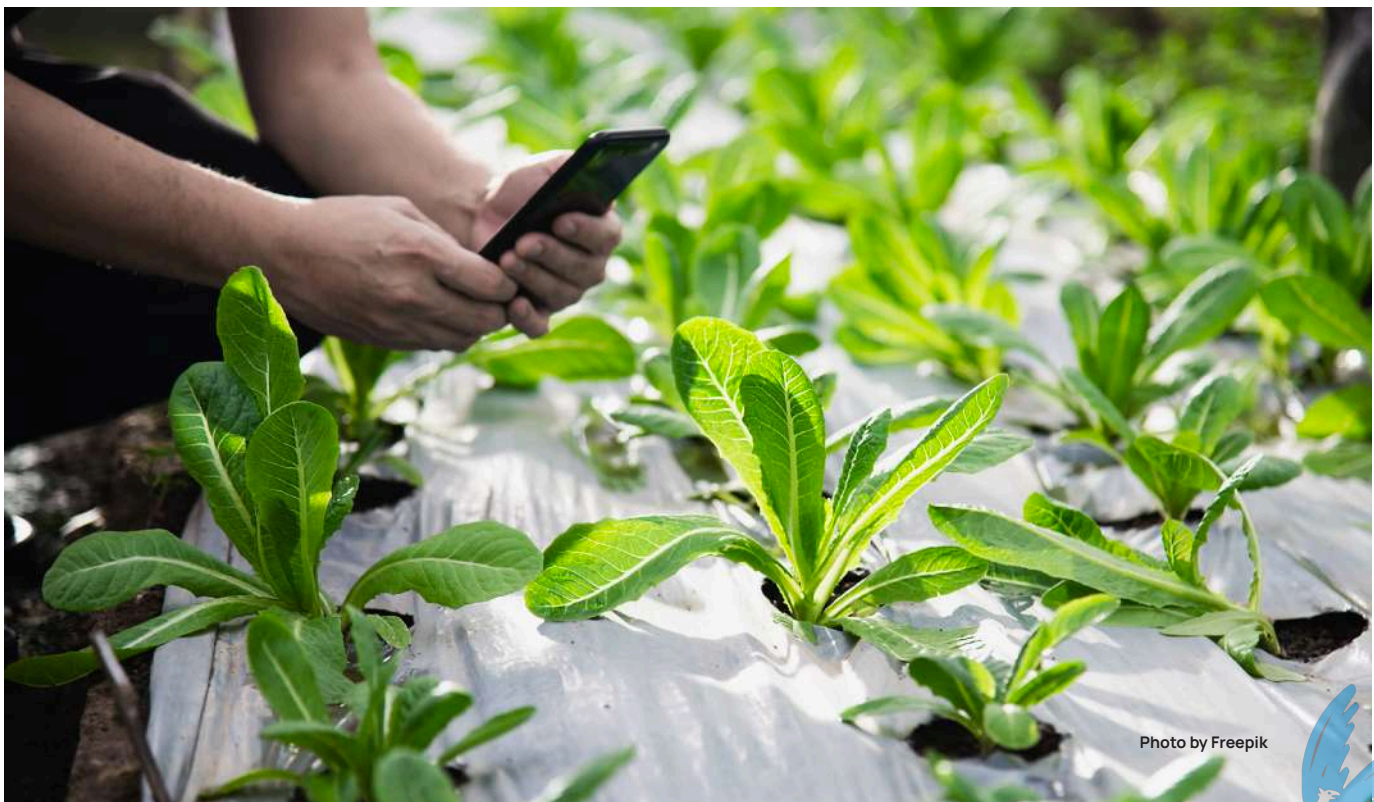
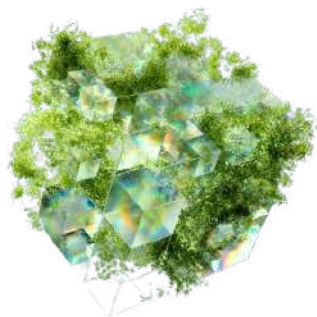


Photo by Freepik



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## SIGNALS



**India's bio-economy grew by 9%, reaching \$150 billion in 2023, up from \$137.2 billion in 2022. Projections indicate it will double to \$300 billion by 2030**

**With over 6,000 biotech startups expected to grow to more than 10,000 by 2025, the sector is becoming increasingly dynamic.**

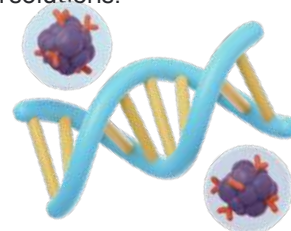


### PERSONALIZED MEDICINE AND RESILIENT CROPS LEAD BIOTECH ADVANCES

India's biophilia and biotech revolution is driven by the National Biotechnology Development Strategy (NBDS), aiming to make the country a \$150 billion biomanufacturing hub by 2025. Launched in 2007, NBDS focuses on healthcare, food, clean energy, and education, creating 5 new clusters, 40 biotech incubators, and multiple tech transfer offices. Initiatives like Biotech-KISAN support smallholder farmers with climate-resilient tools, and PMKSY integrates biotech solutions for sustainable agriculture. The Atal Innovation Mission backs biotech startups, while government R&D advances crop resilience and disease management. IIT Delhi has developed air quality sensors, and startups are creating biotech-based air purifiers. The GenomeIndia Project, targeting 10,000 genome sequences, marks a major milestone as India's bio-economy grows from \$10 billion in 2014 to over \$130 billion in 2024, advancing personalized medicine and genetic research.

### PUBLIC-PRIVATE PARTNERSHIPS PROPEL INDIA'S BIOTECH SECTOR

India's biotechnology sector is growing rapidly, fueled by over \$900 million in private investments, with the bioeconomy projected to reach \$300 billion by 2030. The country is home to 95 bio-incubators and over 8,500 biotech startups, with innovations in scalable cell therapy and sustainable enzymes. The BioE3 initiative drives growth through public-private partnerships across six verticals: bio-based chemicals, functional foods, precision biotherapeutics, climate-resilient agriculture, carbon capture, and advanced marine/space research. The government supports foreign direct investment (FDI) in biotechnology, allowing up to 100% FDI, making India an attractive destination for global investors and a leader in sustainable biotech solutions.



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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The biophilia and biotech revolution in India represents a transformative opportunity for investors to drive sustainable growth while addressing critical environmental and agricultural challenges. Adjacent areas like bio-based chemicals, climate-resilient agriculture, and bioremediation solutions are poised for exponential growth as the sector evolves. Investments in biotech startups, genome research, and biomanufacturing hubs

offer not only high returns but also the chance to shape India's leadership in global bioeconomy innovation. With government support through initiatives like NBDS and BioE3, coupled with increasing private investments, investors have a unique opportunity to tap into emerging markets that combine sustainability with cutting-edge technology, creating long-term economic and environmental impact.

# MEGA TREND 5 - FUTURE WORKFORCE AND NEW WORK PARADIGMS

This is reshaping the landscape of employment in India, driven by the need for adaptability and continuous learning in an evolving job market. As industries rapidly change due to technological advancements and globalization, the demand for skills training and upskilling has become paramount. This focus is vital for individuals across all age groups, ensuring they remain competitive and relevant in their respective fields. The emphasis on lifelong learning is further amplified by increased longevity, necessitating ongoing professional development to sustain careers over extended periods.

In response to these changes, various initiatives are being launched to facilitate workforce development. The growth of the gig economy is promoting flexible job arrangements, allowing individuals to balance multiple roles while pursuing their passions. Additionally, India's emergence as a global talent hub is attracting international companies seeking skilled professionals. This movement is supported by the rise of training programs, remote work opportunities, and the implementation of immersive technologies such as AR/VR for enhanced learning experiences. By fostering a culture of innovation and engagement, India is well-positioned to navigate the complexities of the future workforce.

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## DRIVERS

1. Declining age in foreign countries
2. Changing demographics and increased longevity
3. Increasing demand for flexible work arrangements
4. Remote work and telecommuting preferences
5. High labor workforce in India
6. Advancements in education technology (EdTech)

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## TRENDS

1. Workforce Skill Development Revolution
2. Flexible and On-Demand Work Opportunities
3. India's Rise as a Global Talent Provider
4. Fusion of Play, Work, and Innovation

## TREND NAME

# Workforce Skill Development Revolution

India faces a significant skill gap by 2030, driven by urban migration, technological changes, and the need for IP creation through R&D. The Periodic Labour Force Survey (PLFS) shows 18.9% of internal migrants moved from rural to urban areas between July 2020 and June 2021. The World Economic Forum estimates that upskilling investments could boost India's economy by \$570 billion and create 2.3 million jobs by 2030. This "Upskill Tsunami" underscores the need for large-scale workforce training to meet evolving job demands, ensure economic resilience, and maintain competitiveness.

## KEYWORDS

SKILL GAP, WORKFORCE TRAINING UPSKILLING  
BLUE-COLLAR JOBS, TECHNOLOGY LANDSCAPE  
LIFELONG LEARNING, MODULAR LEARNING PROGRAMS

## SECTORS THAT MAY BE IMPACTED

- |                                    |                               |
|------------------------------------|-------------------------------|
| 1. Education and Training          | 4. Research & Development     |
| 2. Manufacturing                   | 5. Human Resources & Staffing |
| 3. Information Technology Services | 6. Industrial Automation      |

## OPPORTUNITY QUESTION

What if businesses could create accessible, modular, and flexible upskilling programs to prepare the workforce for the jobs of tomorrow and drive India's growth into a knowledge-driven economy?



Photo by Ketut Subiyanto by Pexels



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## SIGNALS



**According to the International Labour Organisation (ILO), India is likely to face a shortage of ~29 million skilled personnel by 2030.**

## TACKLING INDIA'S SKILL GAP WITH WORKFORCE TRAINING INITIATIVES

The Indian government is proactively tackling the anticipated skill gap by 2030 through various initiatives aimed at workforce training and skill development. This response is driven by rapid urban migration, technological advancements, and evolving job requirements. The Skill India Mission has successfully trained over 14.8 million individuals since its inception, with a goal of reaching more than 40 million people by 2024 Skill India Portal. The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) has contributed significantly to this effort, with approximately 14.8 million individuals trained as of December 2023, focusing on various blue-collar and gray-collar roles in the Ministry of Skill Development and Entrepreneurship. The Atal Innovation Mission has also made significant contributions by establishing 10,000 Atal Tinkering Labs in schools across the country to inspire early interest in technology and innovation.

**Approximately 75% of companies report facing a skills gap in their workforce.**



## CORPORATE AND EDTECH INITIATIVES REDEFINE SKILL DEVELOPMENT

The private sector in India has become a vital force in skill development, with numerous startups and companies focusing on upskilling to meet the evolving demands of the job market. Notable startups such as Scaler, UpGrad, and Simplilearn are leading the charge by offering advanced training in technologies like AI, data science, and cybersecurity. UpGrad currently boasts over 500,000+ learners and is projected to reach a valuation of \$5 billion by 2025. Scaler learners received a mean salary of \$26,000 (₹21.6 lakh) per annum, a median salary of \$21,000 (₹17.5 lakh) per annum, and the highest domestic salary is a whopping \$365,000 (₹3.03 crore) per annum. Tata STRIVE has helped create 37,887 direct skilled jobs and 2,75,355 indirect skilled jobs. Collectively, these initiatives underscore the crucial role of the private sector—including edtech startups and corporate-led training—in bridging India's skill gap and advancing towards a knowledge-driven economy.

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The “Upskill Tsunami” presents a critical opportunity for Indian investors to shape the nation's economic future by addressing the skill gap through strategic investments in education and workforce development. Adjacent areas like modular learning platforms, blue-collar training programs, and R&D-driven upskilling solutions are ripe for growth as industries adapt to evolving technological and economic landscapes. Investing in edtech startups, corporate training initiatives, and scalable skill development

programs can unlock significant economic value while ensuring India remains globally competitive. By aligning with government initiatives like Skill India and supporting innovative private sector solutions, investors can drive transformative growth while fostering a resilient, knowledge-driven workforce.

## TREND NAME

# Flexible Work and Gig Opportunities

In 2020-21, 77 lakh (7.7 million) workers were engaged in India's gig economy, according to NITI Aayog's estimates. The Economic Survey 2023-24 projects the gig workforce will grow to 2.35 crore (23.5 million) by 2029-30, making up 6.7% of the non-agricultural workforce. IT-related gig work now comprises 30% of the job market, up from 12% in March 2023, reflecting the rising demand for tech talent. This shift is driven by changing workforce dynamics, a preference for flexible work, and the growing digital platform ecosystem supporting gig work.

## KEYWORDS

FLEXIBLE WORK, DIGITAL FREELANCING  
RIDE-SHARING ECONOMY, PLATFORM WORK  
ON-DEMAND WORKFORCE, GIG WORK

## SECTORS THAT MAY BE IMPACTED

- |                                 |                                 |
|---------------------------------|---------------------------------|
| 1. Transportation and Logistics | 5. Construction and Real Estate |
| 2. E-commerce                   | 6. Healthcare Services          |
| 3. Food and Beverage Delivery   |                                 |
| 4. Information Technology       |                                 |

## OPPORTUNITY QUESTION

What if businesses could leverage the growing gig economy to build resilient, scalable operations while creating better financial security and benefits for gig workers?



Photo by The Economic Times

## SIGNALS



**78% of India's delivery gig workers earn less than 2.5 lakh a year**

**About 47% of gig work is in medium-skilled jobs, while approximately 31% is in low-skilled jobs, reflecting a diverse range of opportunities available**



### INDIA SUPPORTS 7.7 MILLION GIG WORKERS WITH SOCIAL SAFETY NET

The Indian government has made significant strides in supporting gig workers through various initiatives. The Indian government plans to launch a social safety net for 7.7 million gig workers, requiring aggregators to contribute 1-2% of revenue for benefits. Additionally, the government launched the E-Shram Portal. Over 300 million unorganized workers have registered on the portal since its launch in 2021, with an initial estimate of 370 million unorganized workers in India. States like Karnataka and Tamil Nadu are also developing specific policies to enhance social benefits for gig workers. These initiatives reflect a comprehensive approach by the Indian government to improve the welfare and security of gig workers.

### INDIA'S GIG WORKFORCE RAPIDLY SCALING WITH PRIVATE SECTOR LEADERSHIP

The private sector in India has been instrumental in the growth of the gig economy, with several major companies leveraging flexible work arrangements to meet their operational demands. Swiggy has emerged as one of the largest employment generators in India, recruiting approximately 60,000 delivery partners weekly. The average tenure of a delivery partner at Swiggy is about 3.5 months, indicating high turnover rates among gig workers. Uber has over 1 million drivers in India, highlighting its significant role in the gig economy. The Indian gig economy is growing at a compounded annual growth rate (CAGR) of about 17%, projected to surpass a market size of \$455 billion by 2024.



## IMPLICATIONS ON BUSINESSES AND INVESTORS

The rapid expansion of India's gig economy presents a transformative opportunity for investors to capitalize on the shift toward flexible work arrangements and digital platform-driven employment. Adjacent areas such as digital freelancing platforms, logistics solutions, and gig-focused financial products like insurance and savings schemes are poised for growth as gig work becomes mainstream. Investors can focus on building scalable platforms that enhance efficiency, while also tapping into

sectors like IT, healthcare, and creative services, which are seeing increased gig adoption. Additionally, supporting innovative solutions for gig worker protections and benefits can create long-term value, positioning investors as leaders in driving sustainable growth in this dynamic workforce model.



## TREND NAME

# India's Rise as a Global Talent Provider

India is poised to become a key supplier of both intellectual and physical labor for the global workforce by 2035, driven by its demographic dividend of a young, tech-savvy population. As other large economies face aging populations, India's burgeoning gig economy and the shift from "Make in India" to "Design in India" underscore the urgent need for rapid reskilling. The integration of immersive technologies and gamification in learning will make skill acquisition accessible and engaging, further empowering the workforce.

## KEYWORDS

IMMERSIVE TECHNOLOGIES, TECH-SAVVY WORKFORCE/  
TECH-ENABLED WORKERS, INTELLECTUAL LABOR,  
DESIGN IN INDIA, MULTIPLE CAREERS

## SECTORS THAT MAY BE IMPACTED

- |                           |                        |
|---------------------------|------------------------|
| 1. Education and Training | 5. Creative Industries |
| 2. Manufacturing          | 6. Telecommunications  |
| 3. Healthcare             | 7.                     |
| 4. E-commerce             |                        |

## OPPORTUNITY QUESTION

What if businesses could harness their young talent pool and advanced training technologies to dominate the global labor market?



Photo by Freepik



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## SIGNALS



**24.3% of the incremental global workforce over the next decade will come from India**



**A survey by YouGov found that 95% of Indian workers expressed confidence in their ability to adapt to changes, the highest among 11 countries surveyed**



### INDIA SUPPORTS INTERNATIONAL STABILITY WITH SKILLED WORKFORCE AND PEACEKEEPERS

India's extensive global outreach through capacity-building, skilled labor deployment, and peacekeeping contributions highlights its commitment to international cooperation. The Indian Technical and Economic Cooperation (ITEC) Programme is a capacity-building program that has sent over 200,000 officials from more than 160 countries to India for training. The program was established in 1964 by the Indian Cabinet and is a leading platform of the Ministry of External Affairs, Government of India. India has sent medical teams to countries like Maldives and Mauritius to assist with healthcare services under bilateral agreements. Around 10,000 skilled workers, including masons, plumbers and tile fixers are working in Israel. The National Skill Development Corporation (NSDC) picked these workers from Uttar Pradesh, India, for contracts lasting 1-5 years. India has a rich legacy of contribution to UN Peacekeepers operations and is one of the largest contributors of troops. India has contributed services of approximately 2,87,000 troops to peacekeeping missions.

### INDIA'S TECH ECOSYSTEM CREATES JOBS ACROSS SECTORS

TCS (Tata Consultancy Services) employs over 500,000 professionals, many of whom are deployed internationally across 46 countries. Cities like Bengaluru and Hyderabad are becoming tech hubs with significant investments from both domestic and international companies, leading to job creation across various sectors. Companies are increasingly hiring from Tier-2 cities like Jaipur and Vadodara due to their growing talent pools and lower operational costs. Tech Mahindra operates in over 90 countries, frequently sending employees abroad for IT services and consulting projects. India's growing startup ecosystem is attracting foreign investments and collaborations, further validating the skills of Indian professionals

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## IMPLICATIONS ON BUSINESSES AND INVESTORS

The "Global Talent Express" trend highlights India's unique position to address global workforce shortages through its young, tech-savvy population and rapidly evolving gig economy. For Indian investors and businesses, this presents an unparalleled opportunity to tap into sectors like IT, education, and healthcare by fostering skill development, immersive training, and cross-border collaborations. Adjacent areas such as digital learning platforms, workforce analytics, and specialized consulting

services can drive growth as businesses prepare India's talent pool to meet global demands. By investing in infrastructure and partnerships that enhance skills and mobility, Indian enterprises can position themselves as leaders in exporting intellectual capital and leveraging their workforce for sustainable economic returns.

## TREND NAME

# Fusion of Play, Work, and Innovation

India is set to lead the global shift, where play, creation, and technology will transform work and learning. This change will blend gamification and immersive learning, merging physical and virtual realities. India's media and entertainment sector is growing, with a dominant mobile market, increasing video subscriptions, and government support for game development. Short-form video platforms with regional content are also booming. The 3V trend—video, voice, and vernacular—is driving this expansion. As AI evolves into a creative collaborator, it will spark innovation in education, healthcare, and retail.

## KEYWORDS

IMMERSIVE REALITY TECHNOLOGIES, AI CREATIVE COLLABORATION, VIRTUAL-PHYSICAL INTEGRATION, PLAYFUL MINDSET INNOVATION, AR/VR MARKET, GAMIFIED URBAN PLANNING

## SECTORS THAT MAY BE IMPACTED

- |                                                 |                                                    |
|-------------------------------------------------|----------------------------------------------------|
| 1. Art and Entertainment                        | 4. Augmented Reality (AR) and Virtual Reality (VR) |
| 2. Gaming Industry                              | 5. Healthcare and Medical Simulation               |
| 3. Artificial Intelligence and Machine Learning |                                                    |

## OPPORTUNITY QUESTION

What if businesses could harness the potential of gamification and immersive technologies to revolutionize learning and problem-solving across various sectors?



Photo by The Hindu Business Line



**Companies with gamified loyalty programs experience an increase of 22% in customer retention**



**In 2023, India had 442 million online gamers—the world's second-largest user base after China—with approximately 90–100 million**



## GAMIFIED LOYALTY PROGRAMS BOOST RETAIL ENGAGEMENT

Myntra, a leader in India's fashion e-commerce sector, has taken gamification in retail to new heights with its innovative points and rewards system. Myntra's approach revolves around a robust points system, where customers earn points for every purchase, which can be redeemed for discounts or exclusive products. Big Bazaar's loyalty program incorporates gamification by offering points for every purchase. This is further enhanced by onboarding tours and in-app messages, which guide customers through their shopping journey, creating a seamless experience. Nykaa uses interactive beauty quizzes that recommend products based on customers' preferences and needs. They also offer rewards for completing these quizzes and participating in beauty challenges.



## REAL MONEY GAMING DOMINATES INDIA'S ONLINE GAMING MARKET

Real Money Gaming (RMG) constitutes a substantial part of the online gaming ecosystem, comprising 82.8% of the market share in FY23. Games24x7, MPL, and Dream11 are at the forefront of India's gaming sector growth, with a strong presence and influence in the online gaming industry. Reliance's Jio GameCloud, a cloud gaming platform currently in beta, offers a free 30-day trial. JioGameCloud can be accessed on various devices, including PCs, Macs, Linux systems, and Jio set-top boxes. It offers a variety of games, including AAA, PC and console titles, as well as casual mobile games. India's two major gaming-focused streaming platforms, Loco (60M) and Rooter (80M), are expanding operations beyond the domestic market. Both platforms leverage mobile & local content to challenge YouTube & Twitch in India.

## IMPLICATIONS ON BUSINESSES AND INVESTORS

The "Play and Create" trend signifies a transformative opportunity for Indian investors and businesses to leverage gamification, immersive technologies, and AI-driven creativity in reshaping education, entertainment, and retail landscapes. As India emerges as a hub for media innovation, with its vast mobile user base and vernacular content boom, investors can capitalize on sectors like EdTech, AR/VR-based healthcare training, and gaming platforms to unlock new revenue streams. Adjacent areas

such as loyalty program design, gamified urban solutions, and AI-enhanced content creation offer significant growth potential. By fostering partnerships and investing in immersive experiences tailored to India's regional diversity, businesses can position themselves at the forefront of this dynamic global shift.

# A HOPEFUL VISION: INDIA 2030

As we envision India in 2030, the trends highlighted throughout this report collectively illustrate a nation at the threshold of significant transformation. India is poised to emerge as not only a regional power but also a global player capable of influencing international policies, cultural narratives, and economic partnerships. From its assertive geopolitical engagements to the soft power wielded through cultural exports, India's influence will continue to shape regional dynamics while making its presence felt on the world stage.

## Building a Sustainable and Resilient Nation

The move toward sustainability, through initiatives like the Green Hydrogen Economy and climate-resilient agriculture, indicates a shift in focus toward balancing economic growth with environmental responsibility. For investors and business leaders, these trends present a wealth of opportunities for green investments, technology partnerships, and ventures that align with India's environmental goals. By enhancing renewable energy capabilities, promoting circular economies, and implementing sustainable agriculture practices, India is not only improving environmental health but also creating lucrative business opportunities, especially in underserved regions, making it a leading force in sustainable development.

Furthermore, the Waste Economy, decentralization initiatives, and focus on seamlessness in governance indicate a strong push towards creating more inclusive and efficient systems. The rise of decentralization and inclusion technologies, like UPI and the Open Network for Digital Commerce (ONDC), presents a fertile ground for innovation and investment in digital infrastructure, fintech, and commerce. These efforts speak to the democratization of access and services for all sections of society, ensuring that India's growth story is inclusive and participatory, offering ample opportunities for both local and international businesses to contribute to and benefit from this transformation.

## Empowering People and New Work Paradigms

The trends around the evolving workforce underscore India's commitment to addressing its human capital needs for the future. With initiatives like the Upskill Tsunami, a focus on the Gig Economy, and positioning as a global talent hub, India is nurturing a workforce that is adaptable, skilled, and ready to compete on the world stage. For businesses and investors, this translates into a dynamic labor market filled with skilled talent and an environment conducive to innovation. Upskilling and lifelong learning initiatives are key to navigating the challenges of automation and technological advancements, making India an attractive destination for businesses looking to establish R&D centers or expand operations.

The rise of creative consumers, hyper-personalization, and identity reclamation trends points to an empowered populace that is more involved in shaping their lifestyles and consumption choices. The burgeoning D2C economy and focus on premiumization reflect a shift in aspirations, where Indian consumers are increasingly seeking products and services that reflect their values, cater to their unique preferences, and deliver high-quality





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experiences. This shift presents substantial opportunities for investors, brands, and entrepreneurs to create offerings that align with these evolving consumer preferences.

## A Future Driven by Technology and Inclusiveness

The continued digital transformation and integration of technologies such as space tech, indigenous defense production, and advancements in biotechnology are paving the way for India's leadership in innovation. The emphasis on Make in India 2.0 and Indigenous Defence Manufacturing reveals India's ambition to be self-reliant, technologically advanced, and capable of producing at a global scale. This drive for innovation and self-reliance will be pivotal as India seeks to reduce dependency on imports, secure its supply chains, and create globally competitive industries. For foreign investors and technology partners, this creates numerous opportunities to collaborate, invest, and be part of India's journey toward becoming a global manufacturing and innovation powerhouse.

In tandem, initiatives aimed at addressing social issues, like loneliness and depression, are indicative of a society that is not only focused on economic growth but also on improving the quality of life for its citizens. Smart living and urban transformation, along with efforts to mitigate loneliness and promote mental well-being, are contributing to the creation of livable, connected communities where well-being is prioritized. Businesses in health tech, wellness, urban development, and smart city solutions can find significant opportunities in addressing these evolving needs.

## Charting the Path Ahead

As we look ahead, India's trajectory towards 2030 is clear: a country focused on innovation, inclusivity, sustainability, and empowerment. The convergence of these trends presents a unique opportunity for businesses, investors, and foreign nationals to contribute to and benefit from India's growth story. India is redefining itself on the global stage as a leader in green growth, a hub for talent, and a nation that offers both economic opportunity and an improved quality of life for its people.

The challenge now lies in aligning policies, industries, and societal values to create an ecosystem that can leverage these emerging opportunities while addressing the associated risks. By fostering collaboration between the government, private sector, and citizens, India can create pathways for growth that are not only economically prosperous but also socially equitable and environmentally sustainable.

As we step into the future, India is set to become a beacon of resilience, diversity, and innovation—a nation that not only adapts to change but actively drives it, ensuring a prosperous future for its people and a lasting impact on the world.

How can investors, businesses and organizations identify and nurture high-potential sectors that will shape India's growth story through 2030 and beyond?





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# GLOSSARY

**Biotechnology**

The use of living organisms or systems to develop products and solutions for sectors such as agriculture, medicine, and environmental management.

**Circular Economy**

An economic system aimed at minimizing waste and making the most of resources through recycling, reusing, and regenerating products.

**Climate-Resilient Agriculture**

Farming practices that are designed to adapt to the changing climate and extreme weather conditions while ensuring food security.

**D2C (Direct-to-Consumer)**

A business model where brands sell directly to customers without going through traditional retail channels.

**Decentralization**

The distribution of power and decision-making from central authorities to local or individual levels, often facilitated through technologies like blockchain.

**Disruptive Innovation**

An innovation that creates a new market and value network, eventually displacing established market-leading firms and products.

**Driving Force**

A key factor that influences change in a particular direction, such as technological advancement, demographic shifts, or regulatory developments.

**Foreign Direct Investment (FDI)**

Investments made by a firm or individual in one country into business interests located in another country.

**Gig Economy**

A labor market characterized by short-term contracts or freelance work as opposed to permanent jobs, facilitated by digital platforms.

**Global Talent Hub**

A place or country that attracts talent from around the world, becoming a center for innovation and skill development.

**Green Growth**

Economic growth that takes into consideration environmental sustainability, focusing on reducing carbon footprints and promoting renewable energy.

**Green Hydrogen Economy**

An economy that relies on hydrogen produced using renewable energy sources, seen as a cleaner alternative for industries and transportation sectors to reduce carbon emissions.

# GLOSSARY

**Horizon Scanning**

The systematic examination of potential threats, opportunities, and likely future developments, used to identify emerging issues at an early stage.

**Hyper-Personalization**

The use of advanced technologies and data analytics to deliver highly customized products and services to consumers based on individual preferences.

**Identity Reclamation**

A movement where individuals reclaim their cultural or personal identity, often through consumption choices that reflect their values and backgrounds.

**Indigenous Defence Manufacturing**

The production of defense equipment within India, reducing dependency on foreign imports for military needs.

**Make in India 2.0**

A renewed initiative by the Indian government to boost manufacturing within the country, reduce imports, and increase self-reliance.

**Megatrend**

A large-scale trend that is expected to have a substantial impact on society, the economy, or technology over a long period of time. Megatrends shape the overall direction of development and influence multiple sectors.

**MoEFCC (Ministry of Environment, Forest and Climate Change)**

The Indian government ministry responsible for planning and promoting environmental and forestry policies and programs, including initiatives related to climate change.

**NITI Aayog**

The National Institution for Transforming India, a policy think tank of the Government of India, providing directional and policy inputs, especially in promoting economic development and fostering cooperative federalism.

**ONDC (Open Network for Digital Commerce)**

An Indian government initiative aimed at promoting open networks developed on open-sourced methodologies to democratize digital commerce and give small and medium businesses a level playing field.

**Plausible Future**

A future scenario that, while not certain, is possible given current trends and driving forces, used in foresight to envision multiple potential outcomes.



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# GLOSSARY

**Premiumization**

A trend where consumers seek high-quality and luxury products, focusing on superior experiences and attributes.

**Production Linked Incentive Scheme (PLI)**

An initiative started by the Government of India to not only encourage foreign companies to find workforce in the country and thereby generate employment, but also encourage domestic and local production to create micro jobs.

**RBI (Reserve Bank of India)**

India's central banking institution, which controls the issuance and supply of the Indian rupee and regulates the country's financial system.

**Reverse Migration**

The movement of people from urban areas back to rural areas, often driven by economic changes, lifestyle preferences, or employment opportunities closer to home.

**Scenario Planning**

A foresight technique used to create multiple narratives of possible future environments, helping stakeholders prepare for uncertainty.

**SEBI (Securities and Exchange Board of India)**

The regulatory body for the securities and commodity markets in India, tasked with protecting investor interests and promoting market integrity.

**Signal**

A smaller, early indicator of change that can develop into a trend. Signals often point to emerging changes that may later become significant trends.

**Smart Living**

Technological solutions that enhance the quality of life through automation, connected devices, and intelligent urban infrastructure.

**Social Equity**

Fair and just relations within a society that ensure all individuals have access to opportunities and resources, reducing disparities in living conditions.

**Soft Power**

The ability of a country to influence others through cultural, ideological, and diplomatic means, rather than through coercive or military force.

**Space Tech**

Technologies related to space exploration, satellite communication, and other aspects of space science and industry.

# GLOSSARY

**Strategic Foresight**

The process of creating a structured and informed understanding of future possibilities to guide decision-making in the present.

**Sustainable Agriculture**

Farming practices that meet current food needs without compromising the ability of future generations to meet theirs, focusing on reducing environmental impacts.

**Systems Thinking**

A holistic approach that looks at how various elements of a system interact with each other, often used in foresight to understand the interdependencies between trends and forces.

**Trend**

A general direction in which something is developing or changing. In foresight, trends are used to understand how certain forces are shaping the future.

**UPI (Unified Payments Interface)**

A real-time payment system in India that allows users to instantly transfer money between bank accounts through their smartphones.

**Upskill Tsunami**

A large-scale initiative aimed at significantly improving the skill levels of the workforce, particularly to adapt to technological advancements and new industry demands.

**Urban Transformation**

Initiatives and developments aimed at improving urban areas, making cities more sustainable, livable, and efficient.

**Visioning**

The process of creating a compelling picture of a desired future state, used to guide strategic planning and motivate stakeholders.

**Waste Economy**

An economic sector focused on turning waste into valuable resources, reducing landfill usage, and promoting recycling.

**Weak Signals**

Subtle indicators that may point to significant future changes. These signals often represent emerging trends or shifts that are still underdeveloped.

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# ABOUT TURIAN LABS

Turian Labs is a Strategic Foresight & Innovation Consulting company that helps organizations and leaders answer one simple question -  
**What next?**

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We use Renaissance Mind framework to envision future, craft better strategy and build refreshing user-experience across brands, products and organisations.

We also help organisations set in a Design Thinking led culture of innovation through our framework.

**9**

Years in operations

**1000+**

Projects

**10+**

Sectors

**4+**

Continents

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# NOTES

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