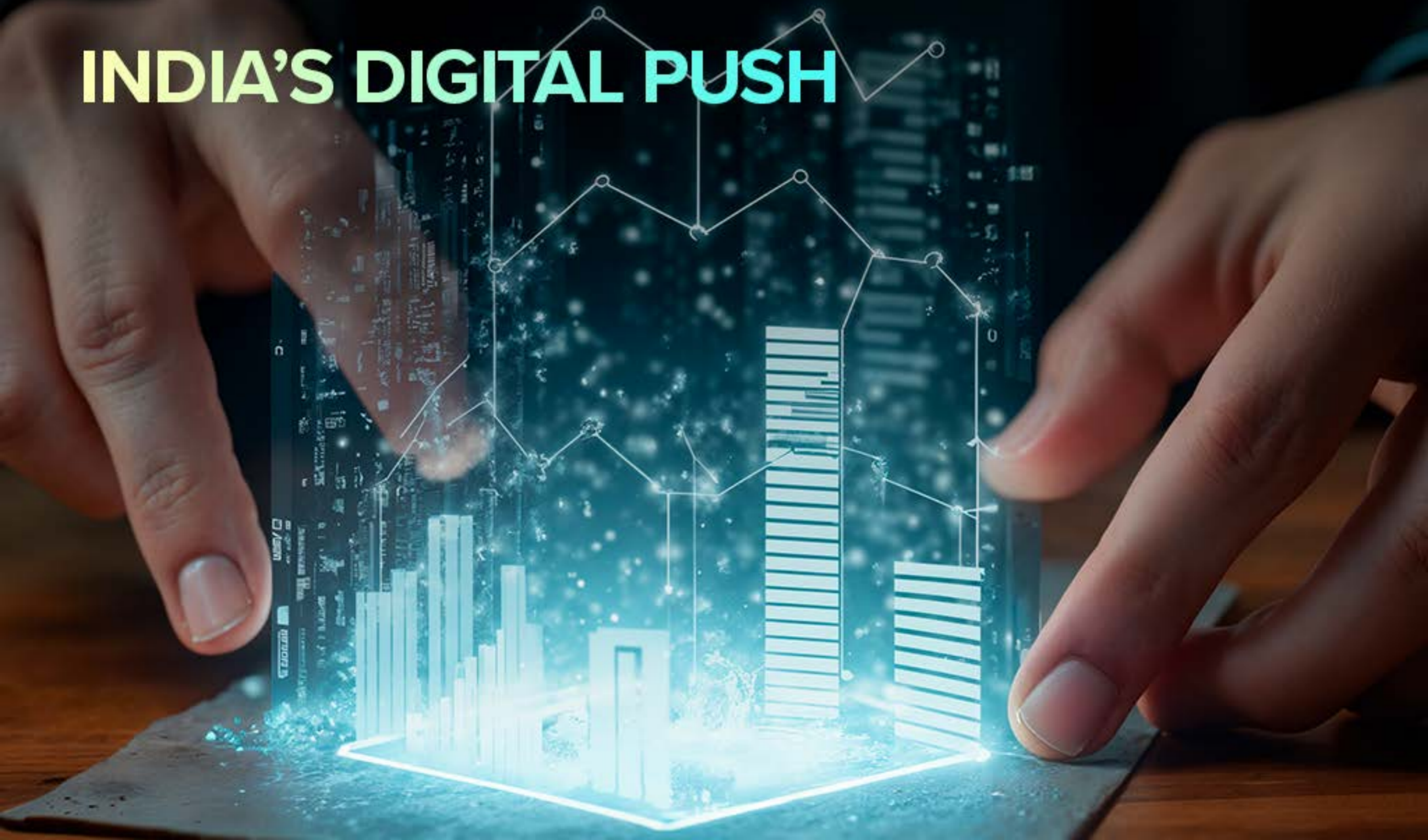




ecosystem.

Modernisation with a Mandate

INDIA'S DIGITAL PUSH





Business Priorities Shaping Technology Investment in India



Where Technology is Focused

Over the next 12 months, organisations are focusing technology efforts on:



56%

Improving customer experience



52%

Enhancing product & service quality



45%

Identifying new digital business models

Q: What are the organisation's 3 main business priorities that technology is focused on addressing in the next 12 months?

Technology is being assessed more directly on its ability to support customer engagement, product improvement, and revenue growth.

Operational Foundations for Growth

To support these business goals, organisations are strengthening core operational capabilities:

65%

Enabling
real-time data
access

61%

Cost
optimisation

60%

Regulatory
compliance

Q: What is the primary focus of your organisation's technology modernisation projects?

The focus is on infrastructure that can support distributed operations, faster decision-making, and evolving regulatory requirements.

What Leaders Expect from Tech Providers

Operational priorities also shape how enterprises evaluate technology partners:

48%

Reliability & performance guarantees



46%

Scalability & flexibility



46%

Technical expertise & support



Q: What are your top 3 considerations when selecting technology or service vendors?

Organisations are prioritising vendors that can sustain operational performance as systems scale and environments become more complex.



As organisations scale digitally, technology investments are evaluated by their ability to support reliable operations, compliance, and continuous service delivery. The distinction between business strategy and technology infrastructure is narrowing.


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