

# 54% firms turn to AI for biz functions: PwC India

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Digital transformation is high on the agenda for the manufacturing sector and 54 per cent of the companies have implemented artificial intelligence (AI) and analytics for business functions, according to a PwC India survey.

PwC India said it conducted the survey to understand the current digital landscape in the Indian manufacturing industry and assess the prospect of laying down the future road map.

“Indian manufacturing companies currently prefer to adopt one standardised digital solution across plants compared to global companies which prefer one standardised digital solution with different functionalities or modules. Indian companies are showing an upward trend towards adopting analytics and AI with a current implementation rate of 54 per cent,” the survey showed.

Further, 38 per cent of Indian firms that had participated in the survey said that they do not have any plans to adopt digital technology for their businesses. Ankur Basu, partner and digital operations leader

## WHAT THE REPORT SAYS

- 38% Indian firms don't have any plans to adopt digital tech for their businesses
- Indian manufacturing firms prefer to adopt one standardised digital solution across plants
- But global firms prefer one standardised e-solution with different modules
- Only a few firms able to implement fit-for-future tech successfully



at PwC India, said that though many companies have implemented fit-for-future technologies in some capacity to solve operational challenges, only a few are able to implement them successfully across the value chain.