

# 'AI is helping SMEs adopt more business tech solutions'

**GROWTH PUSH.** It is driving SME, large enterprise segments: Salesforce's Bhattacharya

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Salesforce India is seeing strong momentum across both the SME and large enterprise segments, with AI emerging as the biggest driver of adoption, according to Arundhati Bhattacharya, President and CEO, Salesforce - South Asia.

"Worldwide, we are growing strongly in the SME segment. SMEs can now tap into the same capabilities through AI, which was not possible earlier because they couldn't afford to hire many people. But with digital labour, and humans in the loop, they can manage to create hyper personalised marketing campaigns and scale as required to provide services," she noted.

When asked about competition from home-grown SaaS providers in the SME space, Bhattacharya noted that business had not been impacted due to the larger sentiment. "I don't think Indian clients have a mind closed to working with MNCs," she added.

Salesforce's revenue in India rose 47 per cent year over

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President and CEO,  
Salesforce - South Asia

year to ₹13,384.5 crore for the financial year ended March 31, 2025, according to its regulatory filing with the Ministry of Corporate Affairs' Registrar of Companies.

This is in comparison to a 36 per cent revenue growth reported by Salesforce India last year, when it saw its total revenue cross the \$1-billion milestone.

## **STRONG MARKET**

India continues to be one of Salesforce's fastest-growing markets globally, driven by strong customer demand for trusted, data-driven and AI-powered solutions. Salesforce now has an employee



"fundamental pillars for building trust and fostering secure innovation", she added.

On whether the formalisation of DPDP spur Salesforce to set up its own data centre infrastructure within the country, she said they it's not something that Salesforce has thought about or want to do at the moment.

## **RE-SKILLING IS KEY**

Addressing the impact of the global lay-offs on India, she said that while the company had continued hiring every quarter, this did not mean that there were no job losses. As the organisation evolves, some roles naturally phase out while new ones emerge, making re-skilling essential. The pace of change is fast and requires continuous adaptation, she said.

"Skills and designations we had no understanding of about a year ago are now here to stay... Some skills may go extinct, but others will become popular. As more businesses use AI, newer jobs will arise. Everything will not remain static," Bhattacharya shared.

base of 14,000-plus across Bengaluru, Mumbai, Delhi, Hyderabad, Pune and Jaipur.

"Earlier, we were mainly in the BFSI segment, and now, we are large in retail, and in areas such as auto, aviation, travel and tourism, real estate, healthcare, education and manufacturing. That is one of the reasons why we have grown fast," Bhattacharya said.

Responding to a query on the release of the Digital Personal Data Protection Rules, she called it a "pivotal moment for India's digital economy".

Robust data privacy and user consent are not just regulatory requirements, but

With inputs from Sindhu Hariharan