

THE YEAR AHEAD ISSUE

BW BUSINESSWORLD

www.businessworld.in

SUBSCRIBER'S COPY NOT FOR RESALE | RNI NO. 39847/81 | 11 JANUARY 2025



A TIME TO REBOOT

Faced with a GDP projection of 6.4%, lowest since the pandemic, India Inc. and key sectors strive to overcome challenges and regain growth momentum

CONTENTS

■ VOLUME 44, ISSUE 06 ■ 11 JANUARY 2025



Photograph by Rocketpixel

22 Jottings

The lingering old fiscal was a let down. Will FY2026 Bring Hope?; Weathering storms; winning battles; and more

24 Columns

Vikas Singh (p. 24); Minhaz Merchant (p. 26); Amit Kapoor & Meenakshi Ajith (p. 28); Krishan Kalra (p. 32); Kiran Karnik (p. 38); Srinath Sridharan & Steve Correa (p. 64);

42 The Road Ahead

A look at all the things that must be prioritised in 2025 to sustain growth across various sectors as well as achieve long-term economic goals

86 Tech in 2025

How the convergence of AI, advanced wearables and on-device processing is set to revolutionise human-technology interaction in 2025

90 Adland is Upbeat

A look at how marketers are preparing to build a healthy year for their brand and the overall market

126 End of an Era

An obituary of the legendary filmmaker Shyam Benegal (1934-2024) who pioneered the parallel cinema movement in the country

40

Time For Recalibration And Reboot

India's projected GDP growth of 6.6 per cent for FY 2025, the lowest in four years, may turn out to be just a temporary blip as widespread optimism prevailing across key sectors looks set to regain the growth momentum in 2025

Cover design by DINESH S BANDUNI

80 The Rise of SDVs

How software-defined vehicles or SDVs are going to transform the auto sector in 2025 by fundamentally altering how cars are designed, manufactured, sold, and maintained



Photograph by Lookaround

YEAR AHEAD COLUMNS

46 Manish Anandani, Kenvue India & South Asia

48 Colin Shah, Kama Jewelry

50 Pradeep Bakshi, Voltas

52 Niranjan Hiranandani, Hiranandani Group

54 Samir Bahl, Anand Rathi Advisors

56 K. Ravichandran, ICRA Aviation

58 Jimeet Modi, SAMCO Group

60 Rampraveen Swaminathan, Mahindra Logistics

62 Ashwin Chadha, India Sotheby's International Realty

66 Akarsh K. Hebbur, Vedanta Semiconductors

68 Paneesh Rao, LTIM-indree

70 Vaishali Surawar, Hindalco Industries

72 Sandeep Chandana, Tech Mahindra

74 Surya Valluri, Grasim Industries

76 Thakur Pherwani, TVS Motor Company

78 Amit Bhasin, Marico

84 Sulajja Firodia, Kinetic Green

92 CVL Srinivas, WPP India

94 Zoher Kapuswala, Ferrero India

96 Vinay Subramanyam, Kellanova South Asia

98 Deepika Bhan, Tata Consumer Products

102 Deepak Dhar, Banijay Asia & Endemol Shine India

102 Vikram Malhotra, Abundantia

106 Ninad Karpe, 100x.vc

112 Hardika Shah, Kinara Capital

130 Bookmark

Sneak peak into *The Delhi Model* — *A Bold New Road Map to Building A Developed India* by Jasmine Shah & *Unforgettable Divas of Bollywood* by Ambassador Surendra Kumar (Retd)



131

Last Word

Kalyan Chakrabarti, CEO, Emaar India on how he sees the focus on sustainable housing increasing further in 2025

TOTAL NO. OF PAGES INCLUDING COVER 134

The pages in BW Businessworld that are labelled BWi or Promotions contain sponsored content. They are entirely generated by an advertiser or the marketing department of BW Businessworld. Also, the inserts being distributed along with some copies of the magazine are advertorials / advertisements. These pages should not be confused with BW Businessworld's editorial content.