#### DELOITTE COMPILED MEDIA REPORT 05 May, 2025

### Total Mention 97

<b>⊞</b> Print	Financial	Mainline	Regional	Periodical
36	16	10	10	N/A
	•	Online		

61

#### 🖺 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Generating 200k Hours of Original Content Annually	Chandigarh + 3	4
2.	The Economic Times	India Makes 200,000 hours of Original Content Annually	Bhubaneshwar + 1	11
3.	The Economic Times	India's FDI Policy Offers Huge Investment Potential:Deloitte	Jaipur + 2	8
4.	The Economic Times	India Generates 200,000 hours of Original Content Annually	Chennai	4
5.	The Economic Times	India's FDI Policy Offers Huge Investment Potential: Deloitte	Bengaluru + 1	4
6.	The Economic Times	India's FDI Policy Offers Huge Investment Potential: Deloitte	Kochi	4
7.	The Economic Times	India Makes 200k hrs of Original Content Annually: Report	Pune	12
8.	The Economic Times	Professional Services Firms Embrace PE to Expand and Upgrade	Chennai	5
9.	The Economic Times	Firms Seek PE Support to Expand and Upgrade Professional Services	Kolkata	4
10.	Business Standard	HANGING IN BALANCE	Hyderabad + 1	15
11.	Mint	Make a career pivot with help from Al	Kolkata	14
12.	Mint	Is early retirement a good idea Not for your health	Kolkata	14
13.	The Financial Express	Deloitte FDI policy offers investment opportunities	Chennai + 10	2
14.	The Hindu Business Line	The brief now is to create desire at scale	Kolkata + 7	1, 6
15.	The Hindu Business Line	Big 6 audit firms dominate in FY25	Bengaluru + 7	3
16.	The Business Guardian	India's film, TV, and online video industry generates over Rs 514 Crore in 2024	Delhi	3
17.	The Times of India	Petroleum Engineering with Subsea specialisation to open new avenues	Pune	4
18.	The Times of India	University experience in Canada can add value to aspirants' careers	Bengaluru	6
19.	The Morning Standard	Grant Thornton, BDO giving Big 4 a run for their money	Delhi	10
20.	Millenniumpost	India's liberal foreign direct investment policy offers huge opportunities for global investors, say	Kolkata + 1	10

21.	The New Indian Express	Grant Thornton, BDO giving Big 4 a run for their money	Bengaluru + 3	10
22.	The New Indian Express	Grant Thornton, BDO giving Big4 a run for their money	Chennai	10
23.	Free Press Journal	India's liberal FDI policy offers huge investment opportunities: Deloitte	Mumbai	8
24.	Deccan Herald	India's liberal FDI policy offers huge investment opportunities for global investors: Deloitte	Bengaluru	10
25.	The Pioneer	Liberal FDI policy attracts global investors: Deloitte	Hyderabad	8
26.	Orissa Post	Quote of the day	Bhubaneshwar	11
27.	Amar Ujala	Pharma vahan v paryatan shetar mein FDI ko aakarshit kar rahi bharat ki behtar udaar niti	Chandigarh + 1	7
28.	Prahar	US tariffs are a challenge but also an opportunity for India	Mumbai	10
29.	Navbharat	India's liberal FDI policy	Pune	7
30.	Punyanagari	India's liberal FDI policy creates huge opportunities for global investors	Mumbai + 1	9
31.	Mumbai Tarun Bharat	Growing growing	Mumbai	5
32.	Ananda Bazar Patrika	Like an advisor	Kolkata	7
33.	Virat Vaibhav	India's liberal FDI policy offers huge investment opportunities for global investors: Deloitte	Delhi	15
34.	Navbharat Times	India's liberal FDI policy is a big opportunity for investors	Mumbai	9
35.	Dainik Jagran (Rashtriya)	India's liberal FDI policy offers huge investment opportunities for global investors	Delhi	10
36.	Navshakti	India offers huge opportunity for global investors: Deloitte	Mumbai	8

## The Economic Times • 05 May • Deloitte ...Generating 200k Hours of Original Content Annually

4 • PG 222 • Sqcm 76682 • AVE 61.91K • Cir Bottom Right

Chandigarh • Mumbai • Jaipur • Delhi

## ...Generating 200k Hours of Original Content Annually

#### **Our Bureau**

Mumbai: Content growth, creator boom and media services are driving India's rising global influence in media and entertainment (M&E) despite significant piracy losses, various reports highlighted at the World Audio Visual and Entertainment Summit (WAVES) 2025 here.

A report by EY, 'A Studio Called India', underscored India's transformation into one of the world's largest content production ecosystems, generating over 200,000 hours of original content annually. This includes 1,600 films, 2,600 hours of premium OTT content, 190,000 hours of televi-

sion programming, and 20,000 original songs. The report said India's media infrastructure is supported by more than 1,580 global capability centres (GCCs), with around 50 focused on M&E.

According to Deloitte and the Motion Picture Association, India's M&E sector contributed ₹5.14 lakh crore to the economy in FY24, with projections of reaching ₹6.88 lakh crore by FY29. Television led in gross output (₹3.18 lakh crore), followed by film (₹1.22 lakh crore) and online curated content (₹74,756 crore), it said. The sector added ₹2.78 lakh crore in value in FY24 and employed 2.7 million people, with expectations to exceed 3 million by FY29, it said.

A joint study by IP House and Media Part-

ners Asia (MPA), in collaboration with the Confederation of Indian Industry (CII), said online video piracy led to an estimated revenue loss of \$1.2 billion in India in 2024 alone. This loss could rise to \$2.4 billion by 2029 without decisive measures to check piracy, said the report titled 'The Impact of Piracy on India's Online Video Sector and Creative Economy'.

With robust anti-piracy initiatives, the industry could recover up to \$1.1 billion in revenues by 2029 and create around 158,000 additional direct and indirect jobs across the country's video ecosystem, it said.

BCG's report, 'From Content to Commerce', highlighted the rapid rise of India's creator economy.

## The Economic Times • 05 May • Deloitte India Makes 200,000 hours of Original Content Annually

11 • PG 138 • Sqcm 26271 • AVE 24.02K • Cir Middle Left

Bhubaneshwar • Kolkata

#### EV REPORT

# India Makes 200,000 hours of Original Content Annually

#### - Our Bureau

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II E DHOTO

with around 50 focused on M&E. These centres provide services such as content localisation, compliance, immersive production, and largescale content management.

It added that the country's high-end visual effects (VFX) and animation services, used in global blockbusters like Avengers: Endgame, The Lion King, and Life of Pi, are delivered at 40 to 60% lower costs than in the West, powered by a 260,000-strong skilled work-

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#### The Economic Times • 05 May • Deloitte India's FDI Policy Offers Huge Investment Potential:Deloitte

8 • PG 42 • Sqcm 6578 • AVE 33.32K • Cir Top Left

Jaipur • Delhi • Chandigarh

#### India's FDI Policy Offers Huge **Investment Potential: Deloitte**

New Delhi: Deloitte India has highlighted India's liberalised foreign direct investment (FDI) policy as stable, predictability and sector-agnostic for global investors.
It also said that sectors like pharmaceuticals, auto and tourism

are not only FDI magnets but also engines of employment, exports, and innovation, driving India's next growth wave. India has made a significant advancement by allowing 100% foreign direct investment under the automatic route in most sectors, including key areas like insurance, insurance intermediaries, tourism construction, hospitals, and medical devices. -- PTI

#### The Economic Times • 05 May • Deloitte India Generates 200,000 hours of Original Content Annually

4 • PG 106461 • AVE 102.42K • Cir **Bottom Right** 136 • Sqcm

Chennai

#### **EV REPORT**

## India Generates 200,000 hours of Original Content Annually

#### Our Bureau

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#### The Economic Times • 05 May • Deloitte India's FDI Policy Offers Huge Investment Potential: Deloitte

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Bengaluru • Delhi

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New Delhi: Deloitte India employment, exports, and innovation, driving India's

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## The Economic Times • 05 May • Deloitte India's FDI Policy Offers Huge Investment Potential: Deloitte

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Kochi

## India's FDI Policy Offers Huge Investment Potential: Deloitte

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India has made a significant advancement by allowing 100% foreign direct investment under the automatic route in most sectors. —PTI

#### The Economic Times • 05 May • Deloitte India Makes 200k hrs of Original Content Annually: Report

12 • PG 102.04K • Cir **Bottom Left** 132 • Sqcm 49607 • AVE

Pune

## India Makes 200k hrs of Original Content **Annually: Report**

#### Our Bureau

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## The Economic Times • 05 May • Deloitte Professional Services Firms Embrace PE to Expand and Upgrade

5 • PG 245 • Sqcm 192268 • AVE 102.42K • Cir Top Right

Chennai



to shift from being employee-like, relatively fixed-share earners to value-oriented owner-sharehol-

ders at GT Bharat.'

may need to pursue mergers or private capital to fund tech upgrades and scale.

## The Economic Times • 05 May • Deloitte Firms Seek PE Support to Expand and Upgrade Professional Services

4 • PG 323 • Sqcm 230627 • AVE 117.98K • Cir Top Center

Kolkata

# Firms Seek PE Support to Expand and Upgrade Professional Services

CAPITAL RAISE: Grant Thornton Bharat latest to tap investors; more deals by small peers in the pipeline

#### **Vinod Mahanta**

Mumbai: The worldwide trend of private equity entering professional services is gaining traction in India as well. Grant Thornton Bharat, the nation's fifth-largest professional services provider, is in talks with five funds to raise money following similar deals by smaller firms Uniqus Consultech and KNAV, and experts say more such transactions are in the offing.

Globally, over the last two years, affiliates of second-tier global networks such as Grant Thornton, BDO, Baker Tilly and RSM have raised private equity or sold holdings in their regional arms to fuel global expansion, compensate partners competitively, and invest in technology. Some of these networks have strong India operations.

On April 21, Baker Tilly and Moss Adams announced a \$7 billion merger to form the sixth-largest consulting CPA firm in the US, backed by Hellman & Friedman and Valeas Capital Partners. Baker Tilly's UK network member, MHA, completed a £98 million IPO on April 15, 2025.

Grant Thornton Advisors USA and Ireland, backed by New Mountain Capital, expanded their multinational platform on April 23 by merging affiliates from the UAE, Luxembo-



urg and the Cayman Islands, with additional tie-ups in the works. GT UK had previously secured private equity funding from Cinven.

In India, Grant Thornton Bharat is looking to sell a stake in its holding company, Grant Thornton Advisory Pvt Ltd, to raise funds.

"This is about corporatisation and capitalisation, as we aim to build the first India-led global professional services firm," said chief executive Vishesh C Chandiok.

PE funding allows firms like Grant Thornton to challenge the status quo by offering stock options to their employees, disrupting the 100-year-old partnership structure, he said

"With the value of stock, partners can expect a 3x+ uptick in annual Right now, we are a well-capitalised and debt-free firm, but when the time is right, we would be open to exploring growth capital from private equity

AJAY SETHI
Founder & managing partner,
Baker Tilly ASA India LLP

earnings. Increasingly, true partners want to shift from being employee-like, relatively fixed-share earners to value-oriented owner-share-holders at GTB harat."

Since a potential investment in Grant Thornton Bharat will be the first big deal in the Big Six in India, some experts believe it will mark a step change in PE investments in professional services in the country. So far in the sector, Unique Consulting raised \$20 million in April and KNAV received a minority investment from Zerodha's Nikhil Kamath in September 2024.

Networks outside the Big Four are not tightly controlled structures, allowing well-capitalised country firms to invest in member firms across other geographies as well.

#### NEED FOR SCALE

Facing consolidation pressures, succession hurdles and the push to grow non-audit businesses, Indian professional services firms may need to pursue mergers or private capital to fund tech upgrades and scale.

"Tve engaged a banker in the US to scout for smaller CPA firms," said Jeenendra Bhandari, partner at MGB, an Indian professional services firm. "The India-US corridor offers significant potential, with Indian back-end capabilities supporting a US front end. Going forward, access to capital will be a key competitive advantage," he said.

"Right now, we are a well-capitalised and debt-free firm, but when the time is right, we would be open to exploring growth capital from private equity," said Ajay Sethi, founder and managing partner of Baker Tilly ASA India LLP.

"Accessing funds should be with a maclear growth and deployment plan."

Globally, private equity-led consolidation is transforming the professional services sector, but in India, M&A premains rare and contentious, frequently hampered by partner conflicts, power fights and a strongly entrenched personality-driven culture. After the initial wave of Indian firms' integrations into the Big Four networks in 1990s and early 2000, few have worked.

#### Business Standard • 05 May • Deloitte HANGING IN BALANCE

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Hyderabad • Pune

### HANGING IN BALANCE

The SC verdict could mean a reset for the IBC process, even as JSW Steel is expected to file a review petition

ISHITA AYAN DUTT, RUCHIKA CHITRAVANSHI, MANOJIT SAHA & DEV CHATTERJEE

¶lash back to March 26, 2021. JSW Power and Steel (BPSL)—under the Insolvency and Bankruptcy Code (IBC).
"This acquisition not only aligns with
our core business and purpose but also establishes our presence and acceler-ates our growth vision in eastern India," Sajjan Jindal, chairman of JSW Steel, had written to BPSL employees after

paying financial creditors \$19,350 crore. Four years later, on May 2, 2025, that vision took a severe blow when the Supreme Court rejected JSW Steel's resolution plan for BPSL and ordered its liquidation.

#### The big jolt

The apex court struck down JSW Steel's resolution plan primarily on two counts. A change in the financing structure from what was laid out in the resolution plan at the time of evaluation of bids.

And a breach of timeline, The court noted gross noncomplian-ce of the mandatory provisions of the IBC and the regulations and an attempt made by JSW to misuse the process of the court by not making the upfront payments for about two and a half years.

JSW made payment to the financial creditors in March 2021 and to the operational creditors in March 2022.

Since acquisition, JSW has expanded capacity from 2.75 million tonne (mt) at the BPSL plant in Jharsuguda, Odisha, to 4.5 mt. And

there are plans for further expansion.

An Axis Capital report said, BPSL contributed 13 per cent of JSW Steel's consolidated volume and 10 per cent of its consolidated Ebitda (earnings before interest, taxes, depreciation and amortisation) in the first nine months of FY25. There is a lot at stake here.

#### Equity in responsibility

The apex court order four years after the acquisition raises questions whether it's too late.

The IBC aims to resolve insolvency cases within strict timelines, points out MS Sahoo, former chairperson of the Insolvency and Bankruptcy Board of

Insolvency and Sankruptcy Board of India (IBBI).

"This can happen only if all actors— stakeholders, government, and courts— play their roles with urgency and discip-line. It is time for the courts not only to enforce the timeliness for others but also hold the means the competition. also hold themselves to the same time discipline. Had the Supreme Court deli-vered this judgement in 2020, as it idea-lly should have, the consequences may

have been far less damaging," he said. Sahoo, who was the first chairperson of the IBBL added that while the Supreme Court's judgement was legally sound, it had serious implications for the economy, undermining the very purpose of the IBC.

Once a resolution plan is approved by the competent authority and implemented, and several years have passed, undoing it carries significant conomic and institutional costs. "No



prudent resolution applicant would submit a plan if there remains a linger-ing fear that some state authority might overturn it decades later. The right course would have been for the Supreme Court to use its powers under Article 142 to rescue the company rather than liquidate it, while holding those responsible for the flaws to account, "Sahoo said. "In this case, the Court has rightly

flagged serious concerns regarding the conduct of the resolution professional, the committee of creditors, the successful resolution applicant, and even the adjudicating authorities—the NCLT and the NCLAT—but effectively penalised the company and the economy at large," he added.

#### India Inc in a quandary Corporate India is trying to

read between the lines of the Supreme Court. This is bad for the IBC

process, an executive said.
"Now, all bidders will wait for the Supreme Court to iron out the issues and then complete the process. That nullifies the IBC process." Another official pointed

out that big cases were turning out to be a testing ground for a nascent

insolvency law.
There is a lot of
uncertainty, pointed out H M Bangur, chairman, Shree Cement. "If I acquire any such asset (under IBC), I have to be doubly and triply sure from a legal angle. So the legal cost will increase." Binoy Parikh, partner, Katalyst

Advisors, an M&A advisory firm, said, this will be a huge deterrent for future acquisitions under IBC, "Aftergoing thr-ough the rigours of NCLT, NCLAT and SC, an acquisition is made null and void, It's a setback to the purpose of IBC, which is to secure the interest of creditors."

Consultants in Big Four firms echoed similar sentiments. "Every large IBC case has been funded through debt and equity, State Bank of India itself lent to JSW, that is how the business is done," said an executive.

#### Sanctity of timeline

However, there is hope. Abhishek Dafria, senior vice-president, Icra, said: "Hopefully, this order will enhance NCLT's accountability in adhering to

the prescribed timelines." But it could also reopen old cases approved by the NCLT, he added.

BPSL was part of the 12 large accounts initiated for resolution under IBC as directed by the Reserve Bank of India (RBI) almost a decade ago. Litigations impacted timelines in the resolution of most of these accounts that had an aggr-egate outstanding claim of \$3.45 trillion.

In a significant observation, the ex court said the resolution of essional had "utterly failed" to discharge statutory duties and the committee of creditors failed to exercise its commercial wisdom while approving the resolution plan of JSW.

This could lead to a reset for the

process.
Atop company official said that the

accountability of lenders and the RP. "Many cases are pending in the SC and swift decisions will help revive these companies." Anju Thomas, associate

partner, AQUILAW, while acknowledging that the order had sent ripples of uncertainty through the insolvency landscape, said, it would strengthen future resolutions, reduce opportunistic practices, and enha-nce stakeholder confidence in the IBC proceedings.

#### some state authority might overturn it decades later" Cutting the Gordian knot

The Supreme Court said payments made by JSW to financial creditors and the operational creditors as also equity contribution would be dealt

with as per the statement of senior advocate Abhishek Manu Singhvi appearing for the CoC in the order dated March 6, 2020.

The CoC had said in court that it would return the money if received within two months in case of an adverse order.

A senior banker with a public sector nk said: "This is a very drastic decision. We are examining the legal side.... There is a good case for review. If the company goes for a review petition, then banks will certainly be party to that."

Market analysts expect JSW to file a review petition in the Supreme Court. But an order will take time. Till then, future prospects for BPSL might just hang in balance



"No prudent resolution applicant would submit a plan if there remains a lingering fear that

M S SAHOO.

#### Mint • 05 May • Deloitte Make a career pivot with help from AI

14 • PG 795 • Sqcm 238536 • AVE 55K • Cir Top Left

Kolkata

## Make a career pivot with help from AI

New Al tools at Salesforce, LinkedIn and others give users insight on how skills in one field can transfer to a different one

Lindsay Ellis

inding the job hunt challenging? AI might give you some ideas for pivoting to a completely different field.

Career change isn't easy even in strong hiring markets. Candidates need to con-vince companies that their accomplishments in one field can apply to another—and that betting on someone without exact experience in a role will pay off.

Increasingly, artificial-intelligence tools cre ated by companies including Salesforce, Google and LinkedIn are helping workers sell their

#### THE WALL STREET JOURNAL.

resumés
to new
areas and identify under-the-radar roles. Other
job hunters are using Al prompts to turn widely
available chatbots into career coaches.
Brooke Grant had been wanting a new role
inside Salesforce when she heard of the com-

inside Salesforce when she heard of the com-pany's new Al tool, Career Connect. It analyses employees' skills and recommends roles inter-nally that they might not have otherwise con-sidered—as well astraining programmes to help them qualify for those positions. Grant, who studied communications and organisational psychology, had worked for a decade in a position called change manage-ment, helping colleagues adapt to new opera-tional processes. She uploaded her résumé into Career Connect, and the Al tool visualised dif-Career Connect, and the AI tool visualised different paths forward.

One was her own manager's role, showing her what the natural progression would be. One was a role in Al strategy, drawing from her experience with Al ata former company. And one was a "sales enablement" job—making sure teams have the right tools to close deals and coaching them on techniques and the product. The Al tool identified ther overlapping skills for this job. Though she had no sales experience, she contacted the hirring manager, while asking Al for guidance on how to pitch herself.

A new online Al tool at Salesforce, Career Connect, analyses employees' skills to recommend roles internally.

"Iwould have never ever even applied for this "Twould have never ever even applied for this

"I would have never even applied for this role if that didn't give me the confidence," she says. She got the job and started in March with a slight raise.

a slight raise.

At tools are opening up potential new jobs
that workers might not have otherwise considered, companies say, In some cases, the technology uses natural-language processing to under-stand what users want and compare it with
restorated consensativities. potential opportunities

Google and LinkedIn have created products for external users. LinkedIn is releasing to premium subscribers a tool called Next Role Explorer, allowing them to look at jobs inside and outside their current companies as well as online-learning classes to help them land those isbre.



labour-market data to serve up career possibili-ties to potential job-switchers. The company released the tool after searches for "how to change jobs" hit a record level last year. Google's Carreer Dreameruses Al to come up with career recommendations for potential job-switchers. Google says the free tool has had hundreds of thousands of U.S. users since it launched in Feb-ruary. (It directs users to Google Career Certifi-cates, some of which cost a fee to enroll unless students do so through a School or other partstudents do so through a school or other part ner.) The tool doesn't save users' entries on their Analytics to track overall activity on the programme, the com-

Advanced technology is

that workers might not have

otherwise considered

pany says. For a user who said she was an accountant at a Big Four firm and

Twould have never ever even applied for this role if that didn't give me the confidence, "she ays. She got the job and started in March with slight raise.

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Google and Linkedin have created products or external users. Linkedin is releasing to remium subscribers a tool called Next Role Explorer, allowing them to look at jobs inside and outside their current companies as well as miline-learning classes to help them land hose jobs.

At Google, Career Dreamer uses Al and

At this moment employers often prefer turnkey candidates vetted by their experience, cam-pus career officers and recruiters say. "In a hirpus career officers and recruiters say, "In a hir-ing-hesitant market, you're goingt og owith the least risky candidate," says Stephanie Ranno, a former senior vice president of growth for TorchLight Hire, a recruiting and staffing firm. Companies looking to hire might have 200 to 500 candidates and will rank them using appli-cant-tracking systems that parse résumés for the most relevant experience.

the most relevant experience. Ranno says she has held free career calls with

Rannosays he has held free career calls with job seekers whose fields aren't hiring right now—including former federal workers—and recommends that each nology is tential new jobs might not have opening up potential new jobs with a detailed prompt with what they are looking for and their current hir-

and their current hir-ing landscape, she says. Then, they can ask the programme for a list of businesses, family foun-dations or nonprofits that value their experi-ence or have hired people with those skills. "You can get all of these ideas; you can get excited," Ranno says.

Many early-career professionals enroll in

Many early-career professionals enroll in MB-A, programmes to pivot into a new field. Harvard Business School this semester tested an Al tool for students and alumni that compares job seekers "resumes with their preferred roles and recommends online classes to bridge skills gaps. Using natural-language processing, it also shows users job opportunities that could work for them, as well as alumni who work there

whom they can contact.

#### MPTS TO USE

AIPROMPTSTO USE
Rachel Fogleman, who is in the M.B.A. programme at the Kelley School of Business at Indiana University-Indianapolis, tried using AI for career input on her field of public health-one where many need to pivot following funding and programme cuts. She spent about 10 hours over several days drafting and redrafting ChatGPT prompts that job seekers in the sector could use.

"You're still telling the same story of who You're still telling the same story of who you are but telling it in a way that someone in the private sector understands, 'she says. She put the prompts that got the best results on her LinkedIn. Her first: 'You are a career coach assisting a recently laid-off who is pivoting from governmental public health employment to a rejuster-sector join. Create a list of the programment of the progr ing from governmental public health employ-ment to a private-sector job. Create a list of equivalent private-sector job titles." Users should ask the technology, she wrote, for three potential directly equivalent roles, three potential adjacent roles and three broader pri-vate-sector roles with transferable skills, as well as companies hiring for each job title and a specified location. Fogleman says she doesn't expect ChatGPT to replace a career coach but it is helpful in

to replace a career coach, but it is helpful in translating specialised skills to other indus-tries—especially for people who can't afford a professional. For a public-health educator, like herself, Al suggested looking into corporate posts like employee-wellness programme coor-dinator and community-relations manager.

#### Mint • 05 May • Deloitte Is early retirement a good idea Not for your health

14 • PG 414 • Sqcm 124206 • AVE 55K • Cir **Bottom Left** 

Kolkata

### Is early retirement a good idea? Not for your health

Instead of chasing elusive goals, make fundamental changes in your outlook and the way you lead daily life

ou often come across people saying.
"I want to retire by 40." But how
many people who have actually
retired at 40 have you come across? I
haven't met one yet. Early retirement
remarks. In incree.

haven t met one yet. Early retirement remains a mirage.

I have however, sadly, known many people to suffer from hypertension, heart ailments and other lifestyle diseases before they turned 40. Why have we sold ourselves this chase of excess?

So, here's a call to slow down. There's almost nothing you can't achieve by slow-ing down.

Thanks to advancements in medical

science and agricultural productivity, we science and agricultural productivity, we are enjoying the highest lifespan in the history of humankind but the question remains: Are we making it count? Are we willing to reset our work cadence knowing well that most of us would be celebrating our 75th birthday, albeit by ourselves? A long life is a blessing only if one knows how to design it well. What's the point in being a CEO by 45 and then dragging an ailing body for another 30 years? Yet scores of professionals are running a mar-athon at the pace of a sprint, exhausted but never realising that if's not even a race. I was recently speaking to a group of nextly mixed that the speaking to a group of nextly mixed partners at one of the Big.

newly minted partners at one of the Big Four auditing firms. All in their 40s, they Four auditing firms. All in their 40s, they had made it right to the top, an aspiration that they carefully harboured for the bet-ter part of their professional lives. You would expect them to be excited to have made it. But it was difficult to escape the made it. But it was difficult to escape the sombreness of the room. The spark to carry on was admittedly missing though they had another two decades on the anvit. Most winners in the corporate relay races would resonate with their plight. And that's because we have taken the need for speed quite literally, assuming it to be a zero-sum game, and that achievements will somehow address life's existential cri-ses. Consequently, health, family and relationships are routinely sacrificed at the altar of the corner office.

But there is a better way. And it starts by making fundamental changes in your outlook and the way you choose to lead life on a minute-by-minute basis. Here



are three proposals. First, think of life in decades, and not years, for a year seems to rush by rather years, for a year seems to rush by rather quickly but a decade leaves us profoundly altered. Second, think of your life as a portfolio of career and your career as a portfolio of enterprises, such that some-thing keeps you always going. Finally, remain spiritually anchored in your life as most of your external achievements

It's often asked that if companies are built over centuries, why are they meas-ured over quarters? And after all, what can transpire over 62 working days (read, a quarter). Yet inundated by the corpo-

rate rhymes, we tend to look at our lives and achievements at an unnatural tempo of quarters, even weeks. Instead, taking long-term view can help you think a long-term view can help you film clearly about the important matters, help you separate the signal from the noise, and focus on the more enduring. In your 20s, it's a good idea to think of what you would like to be in your 30s, 40s, 50s and 60s, and preferably another decade. 608, and preterably another decade.
Instead of peaking in your 40s, you may plan to take it easy and peak gradually. And that calls for slowing down.
A side-effect of rapid industrialisation and mass production is an ever finer division of the production of the pr

and mass production is an ever inter divi-sion of labour. From a time when a per-son would need an end-to-end under-standing of the whole undertaking, today they merely specialise in their narrow groove. This missing-systems view results in specialisation of labour, super-specialisation of professions, and hyperspecialisation of professions, and hyper-specialisation of roles. Career progres-sion is typically on ever narrowing silos to almost obscurity. Instead, a portfolio view of life and career keeps multiple possibilities open. Some of your underpossibilities open. Some of your under-takings offer you money, yet other pro-vide pleasure, some bring about learning, and then there is fun elsewhere. You are not parasitically attached to one career, one employer, anchoring your emotional

health to somebody's vagaries.

Most importantly, one needs the realisation that the only competition worth having is with yesterday's self. The key question to ask yourselfis: "Am I a better, more evolved person today?" And if your answer is yes, you are heading roughly in the right direction, regardless of the pace. Remember, any external progress in the absence of internal growth is meaningless. You realise the futility of worldly attributes and achievements worldly attributes and achievements once you reach the goal as in the case with the partners at the Big Four. By remaining spiritually anchored, you isoremaining spiritually anchored, you iso-late your emotional makeup from the fleeting order of the world, which is largely beyond your control. You create the buffer and that's your zone of discre-tion, keeping you uniquely human.

In summary, it's time to slow down. Instead of rushing towards oblivion, you may as well stroll around, just in case you discover meaning along the way.

Pavan Soni is the founder of Inflexion Point, an innovation and strategy consultancy. He's the author of Design Your Thinking: The Mindsets, Toolsets And Skill Sets for Creative Problem-solving.

Write to us at feedback@livemint.com

## The Financial Express • 05 May • Deloitte Deloitte FDI policy offers investment opportunities

2 • PG 29 • Sqcm 11281 • AVE 79.18K • Cir Bottom Right

Chennai • Ahmedabad • Bengaluru • Hyderabad • Kolkata • Chandigarh • Pune • Mumbai • Lucknow • Delhi • Kochi

## Deloitte: FDI policy offers investment opportunities

INDIA'S LIBERALISED FOREIGN direct investment (FDI) policy offers stability, predictability and sector-agnostic investment opportunities for global investors looking to tap into its vast and expanding economy, Deloitte India said. It also said that sectors like pharma, auto and tourism are not only FDI magnets but also engines of employment, exports, and innovation.

## The Hindu Business Line • 05 May • Deloitte The brief now is to create desire at scale

1, 6 • PG 527 • Sqcm

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Kolkata • Bengaluru • Hyderabad • Mumbai • Pune • Kochi • Chennai • Delhi

#### BRANDLINE.

**Ogilvy India's** Chief Strategy Officer discusses the evolving agency model and the role of planning **p6** 

#### AGENCY WATCH

## The brief now is to create desire at scale

MIDFIELD MOVES. The Chief Strategy Officer of Ogilvy India on how the agency model and the planning function are changing

Chitra Narayanan

dvertising as we know it seems nearly dead. Brands are seen making more Instagram reels than 30-second commercials. The planning and strategy function in ad agencies must obviously keep step. As Prem Narayan, Chief Strategy Officer at Ogilvy India, explains, "Fundamentally, from a world of one big idea, we are now moving to many pieces of content and smaller manifestations of that big idea."

Narayan was among the first cohort of planners at Ogilvy India. The planning team had just three or four people then. Today it numbers over a 100! Narayan, who grew up in Tamil Nadu, did his schooling largely in Madurai, his engineering course in Kerala, and MBA in Pune, uses a football analogy to describe the planning function. "The creative people are the forwards because they are the ones who deliver the output that the world sees. Planners are the midfielders. We hope to give a good pass. Also, our job is to make life easy for the defender, which is our account management team."

Edited excerpts from an interaction with Narayan on the evolving agency model:

#### As clients today seek more reels than ads, how is the strategy function at agencies shifting?

The overall advertising market in India is around ₹1.6 lakh crore, of



IN-JOKE. Sprite's 'customer engagement' campaign

which about 50 per cent is digital. For many of our clients, anywhere between 25 per cent and 70 per cent of ad spend is now digital. For D2C clients it may be more. So certainly the media has changed. Hence the client expectation from agencies has also significantly changed.

From the good old days of one piece of content we are now moving to 50 to 100 pieces of content of all kinds - content that brands put out, influencers put out, and so on. Yet the brand still needs to speak as one voice. How will that occur? What I hear more and more from our clients is: 'Can you guys at least, from a strategy level, bring all of this content together, so that we speak as one brand and it doesn't look like disparate pieces of work done by different people?' So the strategic role of the agency has increased to hold the brand voice and brand narrative together.

Somebody has called the role of agencies today as imaginative re-



Prem Narayan, Chief Strategy Officer, Ogilyy India

petitiveness — spinning one idea through different stories to a multitude of people.

#### A lot of advertising work now seems related to customer experience and other stuff where the consulting firms are edging in. How do you deal with that?

There are two parts to that. I am bucketing advertising and content as one stream, and this will be led by either one agency or a combination of many agencies, depending on how the client chooses to play it. And there, I think, we have a strong role.

What's also happening is that a lot of clients are using an idea to engage with consumers interactively. For example, the birthday song campaign we did for Cadbury, which created unique songs for each user. We cracked the idea, we enabled it on the packaging — people were able to scan it, input

details and create their unique videos. Of course, there is tech involved, but the idea is still at the centre of it. Similarly, the 'joke in a bottle' campaign, which we did for Sprite.

But the other parts are also becoming significant. Performance marketing has become very big because it's like the sales door today. There are the Accentures and the Deloittes who are doing it, and then there are performance marketing specialist agencies — we ourselves have an agency called Verticurl, which has now become part of Ogilvy One, specialising in that territory.

A lot of that work drives the bottom funnel or the click-to-sale part of the game.

But you can feed the bottom of the funnel only if you get the customer hooked to the brand. The job of brands and advertising is to get more people into the funnel — only then will the performance marketing work at the bottom of the funnel.

As the Unilever chairman recently said, the job of brands is to create desire at scale. That's a phrase you will hear more, and will be the new mantra for agencies.

#### What are the new market opportunities for ad agencies?

Content will be a big play, and tailoring content specific to platforms like Meta and Google is becoming quite important. Our revenue will shift towards a more 'advertisingplus-content' kind of world.

Also, strategy will become important to guide clients on developing structures and briefs, so that influencers talk in a way that's in congruence with the brand. So those are territories where, I think, a lot of our focus will lie.

Also creating experiences and engagement on ground is becoming a big thing with clients. I see a very strong role for agencies in activation. You will see a lot of the stuff we did at the Mahakumbh this year, with clients like Amazon and Fevicol, gaining ground.

I also think there is a role for agencies in consulting because only when you work with the client, understand them, define the brand and look at how the whole funnel works can you seed the idea and take it to execution.

#### So, how far has Ogilvy reached in unlocking these opportunities?

On both tech and content, we have a strong force. We have over a 100-strong content team and 10 to 12 technologists working internally at Ogilvy. One of the revenue streams that is really opening up is our tech team sitting here and working for clients globally — both with Coke and Mondelez, we have been able to do that.

We are now building Ogilvy One in India. Ogilvy One is a global entity that basically focuses on customer experience and engagement. And we have Verticurl, based in Coimbatore, catering largely to international clients.

Ogilvy One is something that we hope to build quite strongly in the next two to three years. Consulting is also something we want to start and, hopefully, we should do that in 2026.

#### The Hindu Business Line • 05 May • Deloitte Big 6 audit firms dominate in FY25

3 • PG 145 • Sqcm 26801 • AVE 53.22K • Cir Middle Left

Bengaluru • Kolkata • Hyderabad • Pune • Mumbai • Delhi • Kochi • Chennai

# Big 6 audit firms dominate in FY25

#### Ashley Coutinho Mumbai

Two out of every 3 audits of Nifty 500 companies were done by the Big 6 audit firms — BDO, Deloitte, EY, Grant Thornton, KPMG and PwC — in FY25.

These firms handled 326 assignments of 483 Nifty 500 companies, data from primeinfobase.com showed. Overall, these firms handled 694 assignments of 2,069 companies, or 34 per cent of the total companies listed on the NSE, a slight increase from 32 per cent in 2023-24.

The top 10 audit firms audited 803 companies or 39 per cent of the total. Leading the league table was EY with 176 companies, followed by KPMG (137) and Deloitte (128).

There were 22 audit firms which audited 10 or more listed companies. In terms of market capitalisation of companies audited, Deloitte (16.2 per cent), EY (15.8 per cent) and KPMG (15.4 per cent) emerged as leaders.

In total, 862 audit firms audited these 2,069 companies. This implies that, on an average, an audit firm audited 2.4 companies in

#### Ranking by no. of company audits

	Cos audited	
	FY25	FY24
EY Group	176	166
KPMG Group	137	143
Deloitte Group	128	121
GT Group	107	95
BDO Group	78	60
PRICE Waterhouse Group	69	64
Singhi Group	40	39
SS Kothari Mehta & Co	27	25
Lodha & Co	24	25
Brahmayya & Co	22	21
Source: primeinfobase.com		

FY25, up from 2.27 companies in FY24 and 1.87 in FY14, showcasing the ongoing consolidation in the audit space.

The number of companies with joint auditors rose slightly to 157, or 7 per cent of the total.

#### AUDIT FEE PAID

The audit fee paid by companies listed on NSE on a standalone basis was ₹1,903 crore in FY24, an increase of 9.24 per cent from the previous financial year.

The average audit fee was ₹0.97 crore per company, with the global Big 4 cornering a 29 per cent share of audit fee on standalone basis in FY24.

## The Business Guardian • 05 May • Deloitte India's film, TV, and online video industry generates over Rs 514 Crore in 2024

3 • PG 103 • Sqcm 10259 • AVE N/A • Cir Bottom Right

Delhi

#### India's film, TV, and online video industry generates over Rs 514 Crore in 2024

#### TBG NETWORK

MUMBAI

The film, television and online video services industry in India generated a total economic contribution of USD 61.2 billion (Rs 514 Crore) in 2024, according to a new report by the Motion Picture Association (MPA) in collaboration with Deloitte. The report, launched at the inaugural World Audio Visual Entertainment Summit (WAVES) in Mumbai, also found that the industry supports 2.64 million jobs in the country. The MPA's report estimates that the direct impact of gross output of the screen sector in 2024 equated to USD 16.8 billion (Rs 141 thousand Crore), indicating that the

industry had weathered the challenges of the pandemic and responded quickly to growing audience demand for films, drama and sport, on big screens and small. Crucially, the research finds that the local industry will grow at a Compound Annual Growth Rate (CAGR) of six to seven per cent in the next four years, reaching combined revenues of approximately USD 17.5 billion (Rs 147 thousand Crore) in FY 2029. It also projects that, with effective regulatory levers in place, the industry may witness a higher growth trajectory of nine to ten per cent CAGR, equating to combined revenues of almost USD 20 billion (Rs 165 thousand Crore) in FY 2029.

#### The Times of India • 05 May • Deloitte

#### Petroleum Engineering with Subsea specialisation to open new avenues

4 • PG 334 • Sqcm 208989 • AVE 1.05M • Cir Middle Left Education Times

Pune

#### Petroleum Engineering with Subsea specialisation to open new avenues

Subsea as a field likely to be in demand due to deepwater projects

Ayushi.Gupta1

A s the global energy sector shifts toward sustainability, the Petroleum Engineering stream is redesigning its curricula to support the increasing use of greener fuels across industries. Emerging technologies such as robotics, Artificial Intelligence (AI), and innovative sustainable subsea solutions are acquiring a prominent place in the Petroleum Engineering curricula. Subsea engineering is a specialised area within Petroleum Engineering, particularly relevant to offshore oil and gas operations.

The global transition from fossil to green energy has in-creased the demand for young petroleum engineers who are well-versed in in-dustrial requirements. Institutions are modifying curricula to include technological concepts such as Remotely Operated Vehicles (ROVs) for underwater exploration, and other emerging technologies are being utilised to create digital twins, enhanced moni-toring and optimisation systems for subsea operations. Prof Samarth D Patwardhan, head, Centerfor Subsea Engineering Research and profes-sor, Department of Petroleum Engineering, MIT World Pea-ce University (WPU), Pune, says, "The Subsea science lab was established in 2023 under the Corporate Social Responsibility (CSR) initiative by Aker Solutions. The lab is a scaled-down, working prototype of deepwater offshore petroleum operations, designed to replicate real-world subsea architecture and processes. Aker Solu-tions was responsible for the design, fabrication, installation, and commissioning of the infrastructure, while the University provided the spa-ce and supporting facilities." The Petroleum Engineering department, MIT WPU, has built the first-ever Subsea Re-search Lab in Asia, called the Centre for Subsea Engineering Research (CSER).

Subsea engineering educates students about the design, installation, and maintenance of underwater com-



Centre for Subsea Engineering Research, MIT WPU, Pune

ponents used for oil and gas extraction, while petroleum engineering encompasses the broader scope of oil and gas extraction from both land and sea. "The lab features a drilling simulator with an integrated subsea module. Students are trained on simulations of oil well drilling and the potential problems that may arise during real-world operations," he says.

#### Six-month internship

The course includes a sixmonth interpiship and national and international immersion programmes, giving students the chance to work with top global petroleum firms. The curriculum offers courses on human development, technology ethics, and the societal implications of energy, fostering a contemporary understanding of the industry.

The Petroleum Engineering department has existing partnerships with universities like the Domus Academy Milano, Italy; Rochester Institute of Technology, New York; The University of Kansas; and Johns Hopkins University in the USA. The course helps students develop a solid foundation in technical skills, including reservoir engineering, drilling and completion engineering, and production engineering, along with practical knowledge of industry-relevant technical software. Industry giants such as

Industry giants such as ONGC, Cairn India, Oil India Ltd, Schlumberger, Halliburton, John Energy Ltd, Accenture, Amazon, Deloitte, and others are some of the major recruiters for this course. The average placement package received by the students in the last academic year was between Rs 18 to 25 läkh, says Prof Patwardhan.

"As ultra-deepwater exploration continues to grow globally, subsea as a field is expected to be in high demand in the years ahead. From 2024 to 2032, the offshore drilling market is projected to grow at an approximate 8.2% Compound Annual Growth Rate (CAGR), with a market

size of around \$70 The growth will lead to higher pay packages in line with industry standards. With increasing exploration activities in and worldwide, job opporwell-trained petroleum engineers will continue Prof Patwardhan.

(The reporter was invited by MIT WPU to visit the Subsea Engineering Research Center in Pune)

## The Times of India • 05 May • Deloitte University experience in Canada can add value to aspirants' careers

6 • PG 267 • Sqcm 263215 • AVE 2.27M • Cir Bottom Right Education Times

Bengaluru



## The Morning Standard • 05 May • Deloitte Grant Thornton, BDO giving Big 4 a run for their money

10 • PG 364 • Sqcm 174710 • AVE 300K • Cir Bottom Left

Delhi

# Grant Thornton, BDO giving Big 4 a run for their money

DIPAK MONDAL @ New Delhi

LONG dominated by the Big 4s—EY, KPMG, Deloitte, and PwC—the Indian audit space is seeing a shift with firms like Grant Thornton (GT) and BDO rapidly expanding their market share in terms of the number of companies they audit. The shift has been triggered by the mandatory regulatory requirements to change auditors every five years.

According to the primeinfobase.com 2024-25 report, these firms are now key players in the "Big 6," collectively auditing 67% of Nifty-500 companies and 34% of all NSE-listed firms. Grant Thornton, which is placed 4th, saw a12.5% increase in the number of companies it audits to 107 in 2024-25, up from



95 in the previous year. BDO, which is ranked 5th and is placed above PwC, recorded the highest growth rate among the Big 6, jumping 30% YoY to audit 78 companies (up from 60). By contrast, the Big 4's growth was more subdued. For instance, EY grew by 6% (166 to 176), while PwC grew by 7.8% (64 to 69). However, in terms of audit fee, the Big 4s - EY, KPMG,

Deloitte, and PwC-maintained their dominance by cornering 29% of the total audit fee of ₹1,903 crore in 2023-24. However. Grant Thornton recorded a 23% increase in audit fee to ₹69.63 crore in 2023-24, outpacing PwC's 13.6% growth. BDO also saw a sharp 38% increase in audit fee earnings to ₹30.06 crore, signalling its appeal to mid-market clients. The key driver for growth of audit firms beyond the Big 4 are mandatory audit rotation. The Companies Act, 2013 prescribes that an Individual auditor should not be appointed or re-appointed for more than one term of five consecutive years and an Audit Firm should not be appointed or re-appointed for more than two terms of five consecutive years in listed companies.

#### Millenniumpost • 05 May • Deloitte

## India's liberal foreign direct investment policy offers huge opportunities for global investors, say...

10 • PG 193 • Sqcm 321526 • AVE 350K • Cir Bottom Center

Kolkata • Delhi

## India's liberal foreign direct investment policy offers huge opportunities for global investors, says Deloitte

It also said that sectors like pharmaceuticals, auto and tourism are FDI magnets

NEW DELHI: India's liberalised foreign direct investment policy offers stability, predictability and sector-agnostic investment opportunities for global investors looking to tap into its expanding economy, Deloitte India said on Sunday.

It also said that sectors like pharmaceuticals, auto and tourism are not only FDI magnets but also engines of employment, exports, and innovation, driving India's next growth wave. India has made a significant advancement by allowing 100 per cent foreign direct investment under the automatic route in most sectors, including key areas like insurance, insurance intermediaries, tourism construction, hospitals, and medical devices.

"The move signals not just openness but stability, offering global investors predictable, sector-agnostic opportunities to enter India's vast and growing economy," Rumki Majumdar, Economist, Deloitte India, said.

She also said that backed by the \$70-billion National Monetisation Pipeline and industrial Cumulatively, during April-Dec FY25, FDI inflows into India registered a growth of 27% to \$40.67 bn against \$32 bn in April-Dec FY24

corridor development across over 100 cities, India is offering plug-and-play investmentready zones to global investors. Sectors like tourism (contributing over \$199.6 billion to GDP) and hospitality now allow 100% FDI in hotel construction & recreation facilities, further enhancing India's image as a transparent and stable investment magnet. This convergence of infra push and FDI liberalisation is creating unprecedented opportunities across logistics, real estate, and urban development, Majumdar said.

Cumulatively, during the April-December FY25, FDI inflows into the country registered a growth of 27 per cent to \$40.67 billion as against \$32 billion in the same period of FY24.

Further, she said that India is strengthening its role in global commerce with trade agreements covering several countries. "These agreements are removing tariff and non-tariff barriers, bolstering the Make in India thrust, and supporting India's long-term pivoting India's long-term pivoting preferential trade access to becoming a pivotal player in global commerce," Majumdar added.

## The New Indian Express • 05 May • Deloitte Grant Thornton, BDO giving Big 4 a run for their money

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Bengaluru • Hyderabad • Kochi • Bhubaneshwar

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DIPAK MONDAL @ New Delhi

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## The New Indian Express • 05 May • Deloitte Grant Thornton, BDO giving Big4 a run for their money

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Chennai

# Grant Thornton, BDO giving Big 4 a run for their money

DIPAK MONDAL @ New Delhi

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## Free Press Journal • 05 May • Deloitte India's liberal FDI policy offers huge investment opportunities: Deloitte

8 • PG 138 • Sqcm 110090 • AVE 251.68K • Cir Top Right

Mumbai

# India's liberal FDI policy offers huge investment opportunities: Deloitte

#### PTI

NEW DELHI

India's liberalised foreign direct investment (FDI) policy offers stability, predictability and sector-agnostic investment opportunities for global investors looking to tap into its vast and expanding economy, Deloitte India said on Sunday.

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India has made a significant advancement by allowing 100 per cent foreign direct investment under the automatic route in most sectors, including key areas like insurance, insurance intermediaries, tourism construction, hospitals, and medical devices.

"The move signals not just openness but stability, offering global investors predictable, sector-agnostic opportunities to enter India's vast and groweconomy," Rumki Majumdar, Economist, Deloitte India, said. She also said that backed by the \$70-bn National Monetisation Pipeline and industrial corridor development across over 100 cities, India is offering plug-and-play investment-ready zones to global investors.



Sectors like tourism and hospitality now allow 100% FDI in construction of hotels and recreation facilities, further enhancing India's image as a transparent and stable investment magnet, Majumdar said, adding this convergence of infrastructure push and FDI liberalisation is creating unprecedented opportunities across logistics, real estate, and urban development. Cumulatively, during the April-December 2024-25, FDI inflows into the country registered a growth of 27 per cent to USD 40.67 billion as against USD 32 billion in the same period of 2023-24.

Further, she said that India is strengthening its role in global commerce with trade agreements covering several countries. "These agreements are removing tariff and non-tariff barriers, bolstering the Make in India thrust, and supporting India's long-term pivot from preferential trade access to becoming a pivotal player in global commerce," Majumdar added.

#### Deccan Herald • 05 May • Deloitte

## India's liberal FDI policy offers huge investment opportunities for global investors: Deloitte

10 • PG 120 • Sqcm 143986 • AVE 1.4M • Cir Middle Right

Bengaluru

## India's liberal FDI policy offers huge investment opportunities for global investors: Deloitte

NEW DELHI, PTI: India's liberalised foreign direct investment (FDI) policy offers stability, predictability and sector-agnostic investment opportunities for global investors looking to tap into its vast and expanding economy, Deloitte India said on Sunday.

It also said that sectors like pharmaceuticals, auto and tourism are not only FDI magnets but also engines of employment, exports, and innovation, driving India's next growth wave.

India has made a significant advancement by allowing 100% foreign direct investment under the automatic route in most sectors, including key areas like insurance, insurance intermediaries, tourism construction, hospitals, and medical devices.

"The move signals not just openness but stability, offering global investors predictable, sector-agnostic opportunities to enter India's vast and growing economy," Rumki Majumdar, Economist, Deloitte India, said.

She also said that backed by the \$70-billion National Monetisation Pipeline and industrial corridor development across over 100 cities, In-

dia is offering plug-and-play investment-ready zones to global investors.

Sectors like tourism (contributing over \$199.6 billion to GDP) and hospitality now allow 100% FDI in construction of hotels and recreation facilities, further enhancing India's image as a transparent and stable investment magnet, Majumdar said, adding this convergence of infrastructure push and FDI liberalisation is creating unprecedented opportunities across logistics, real estate, and urban development.

Cumulatively, during the April-December 2024-25, FDI inflows into the country registered a growth of 27% to \$40.67 billion as against \$32 billion in the same period of 2023-24.

Further, she said that India is strengthening its role in global commerce with trade agreements covering several countries.

"These agreements are removing tariff and non-tariff barriers, bolstering the Make in India thrust, and supporting India's long-term pivot from preferential trade access to becoming a pivotal player in global commerce," Majumdar added.

#### The Pioneer • 05 May • Deloitte Liberal FDI policy attracts global investors: Deloitte

8 • PG 68421 • AVE 201 • Sqcm 275K • Cir **Bottom Center** 

Hyderabad

## Liberal FDI policy attracts global investors: Deloitte

PNS NEW DELHI

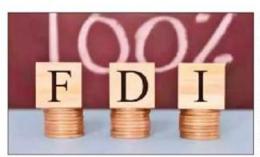
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## Orissa Post • 05 May • Deloitte Quote of the day

11 • PG 99 • Sqcm 29565 • AVE 171.26K • Cir Top Left

Bhubaneshwar



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in most sectors. The move
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growing economy

RUMKI MAJUMDAR | ECONOMIST, DELOITTE INDIA

I think the capability of the northeast today is paramount. And we need to be able to actualise and make sure that we give them that launch pad, if you will, to be able to contribute to the nation's progress

JYOTIRADITYA M. SCINDIA | UNION MINISTER

Looking ahead, there are several priority sectors where we can deepen collaboration. In the energy sector, we can develop oil and gas infrastructure and partner on clean energy. In the field of education and skilling, India

education and skilling, India can play an important role in education and capacity building, through high tech training and increased number of scholarships

KIRTI VARDHAN SINGH | MOS FOR EXTERNAL AFFAIRS AND ENVIRONMENT, FOREST & CLIMATE CHANGE

Middle Right

#### Amar Ujala • 05 May • Deloitte

#### Pharma vahan v paryatan shetar mein FDI ko aakarshit kar rahi bharat ki behtar udaar niti

7 • PG 152 • Sqcm 112272 • AVE 368.8K • Cir

Chandigarh • Delhi

## फार्मा, वाहन व पर्यटन क्षेत्र में एफडीआई को आकर्षित कर रही भारत की बेहतर उदार नीति

नई दिल्ली। भारत की उदार प्रत्यक्ष विदेशी निवेश यानी एफडीआई नीति ऐसे वैश्विक निवेशकों के लिए निवेश के अवसर प्रदान करती है, जो इसकी विस्तारित अर्थव्यवस्था में निवेश करना चाहते हैं।

डेलॉय के अनुसार, फार्मास्युटिकल्स, वाहन और पर्यटन जैसे क्षेत्र न केवल एफडीआई के लिए आकर्षण का केंद्र हैं, बल्कि रोजगार, निर्यात और इनोवेशन के इंजन भी हैं, जो भारत की वृद्धि की अगली लहर को गित दे रहे हैं। डेलॉय के अनुसार, भारत ने बीमा, बीमा मध्यस्थ, पर्यटन निर्माण और अस्पताल जैसे प्रमुख क्षेत्रों में स्वतः मंजूर मार्ग के तहत 100 प्रतिशत प्रत्यक्ष विदेशी निवेश की अनुमित देकर महत्वपूर्ण प्रगित की है। यह कदम स्थिरता का संकेत देता है, जो वैश्विक निवेशकों को भारत की विशाल और बढ़ती अर्थव्यवस्था में उत्तरने के लिए एक बेहतर अवसर प्रदान करता है। एजेंसी

## Prahar • 05 May • Deloitte US tariffs are a challenge but also an opportunity for India

10 • PG 170 • Sqcm 47738 • AVE 215K • Cir Middle Left

Mumbai

#### अमेरिकन टॅरिफ भारतासाठी आव्हानातही संधी

ने देशाच्या आर्थिक रालचालीत अस्थित माजली आणि जो काही आर्थिक बाक्तीत अनर्थ उपरद्धला त्यावर मात करण्यासाठी भारताने कठी उचाय योजले होते. त्यांत भारतीय अर्थव्यवस्था वेगाने पूर्वोच्या स्थितीकडे परतताना दिसत होडी आणि त्यानुसार २०२४-२५ मध्ये आर्थिक वासीचा दर ६.५ टक्के इतका राहण्याची शक्यत आहे. चाल् वर्षात आर्थिक वादीचे अनुमान जवळपास याच दराज्या आसपास आहे आणि तरीही त्यात तीव गतीने सुधारण करण्याची आवश्यकता आहे. भारताला गर आपल्या निश्चित केलेली लक्ष्ये प्राप्त बरायची असतील तर यात जबरदस्त गतीने वाद करावी लागेल आणि वृद्धीसंबंधी परिणामांना टिकाक पद्धतीने चांगले करण्यासाठी तमाम क्षेत्रत रतिविधीमध्ये सुधारणा करण्याची गरज आहे.

महामारीनंतर भारताब्यक्त सर्वात अधिक उल्लेखनीय बाब हो आहे की, सतकराचा उच्च पृत्रीयत महणवे चांडवारी ख्रात्र व्ये राव्य पृद्धीमध्ये सार्व्याचाहित ख्रास्त्री गुज्जपुकीला अकपित करणे हाडी आहे आणि त्यात

आहे आणि त्यात भारत कमालीचा पशस्त्री इहाला आहे. कात्त्रीक म्हणाये त्या प्रमाणात हे होऊ शकलेले नाही. कारण त्याची अनेक कारणे आहेत. या प्रदर्भत मंग्रदेश्या

स्थाची समितीने अनुशंखोचे पालन करण्याबाबत राष्ट्रीय संख्यिकी कार्यालयाने खासगी क्षेत्रात खासगी गुंतवगुकीबाबत एक दूरदर्शी सख्टें करण्यास प्रारंभ केला होता. राष्ट्रीय सांश्चियकी आणि कार्यक्रम कार्यान्त्रयन मंत्रालकची प्रशंसा केली पहिने की त्यांनी या बावतीत पूर्ण प्रयान केले. पण याबावतीत केवळ याचे दिशादर्शन होते की खासगी गुंतवगुकीबाबत खासगी क्षेत्रच्या अपेक्षा काय आहेत. मुधारणांसीबत असे सर्वेक्षण भ्रामच्या धोरण निर्माणात मदत करू शकते. एग यात देशाची अपेक्षा पूर्ण केल्या जाऊ शकत नाहीत. पंग यासंभांत दुसरे आकडे अधिक बोलके आहेत. ते आहेत की विशवर्ष २०२६ मध्ये आर्थिक वादीया अंदान ६,५ ते ६,७ टक्के इतका गरील, डेलॉइंट इंडियाचे अर्थशास्त्रज्ञ रूपको मुजूमदार यांनी महरले की, यजेरच्या दरम्यान आर्थिक सवलती दिल्पा आहेत त्याच्या नुसार पुत्रकांच्या जी सूट मिळाली आहे त्यानुसार त्यांच्या हातात खर्च करण्याचेत्य असे इत्यन रहिल आणि त्याच लाभ देशाला होईल. डेलॉईटने चालू वित्त वर्षमध्ये देशाच्या आर्थिक वादीचे अनुमान ६,५ ते ६,७ टक्के इतके ग्रहील अस्त अंदान दिला आहे. तर त्यांच्या आणश्री एका अंदाजानुसार, सकल परगुती उत्पादन माणने जीडीपीच्या वादीचा अंदान ६,३ ते ६,५ टक्के गहण्याचा अंदान आहे. देलॉईटने मटले आहे की, चालू आर्थिक

वर्ष दोन शक्तीवर ज्या परस्पर



वियोधे अमारील त्यांकवार निर्धर अमारील परित्तं वाकर आहे तो उपयोक्ता वार्ष पादवण्याकारी कर प्रीत्याक्ता रामा अकारात्मक प्रमाय प्रात्तं हुए हो आहे तो विराज्य कर प्रीत्याक्ता रामा अकारात्मक प्रमाय प्रतित्व अर्थीयकार व्याप्तर संप्रदर्भक्ता रामा अर्थाण्यास्थ्येक रामा रामा प्रतिवा अर्थाण्यास्थ्येक रामा रामा प्रतिवा अर्थाण्यास्थ्येक रामा रामा प्रतिवा अर्थाण्यास्थ्येक रामा प्रतिवा अर्थाण्यास्थ्येक वर्षका वृद्धरेग्द ६, के का दरम्यान गारील, च्या सार्वा अर्थाण्यास्थ्येक प्रमाय की पारत अर्थाण अमेरिका प्रमाय की पारत अर्थाण अमेरिका प्रमाय की प्रमाय वीवाणा गारील प्रयाद्धा प्रार्थिक प्रमाय की स्थाप वीवाणा गारील प्रयाद्धा प्रार्थ की व्यापाणियायक स्थाप्त व्याप्ति प्रस्थ

व्याय सकारात्मक परिणामंत्री, प्रामुखे नव्या व्यावनीयपक स्रोत्री प्रतालक शतीन आणि स्वाया निरंपात्म प्रेमात्रा प्रतालक परिणाम प्रतालक परिणाम प्रतालक परिणाम

> भारताला नत्या संधी शोधना चेतील आणि अमेरिकन बाजारपेठेत प्रवेश करण्याची संधी उपलब्ध होतील, व्यापारजगाला मिळणार आहे. आमरी आपल्याला आधीय सांगितले आहे की, अमेरिकेची टीएक राजवट हो भारताला आवानावरोपर मोटी संचीही आहे. पंतप्रधान मोदी यांच्या आर्थिक गालकाम मंत्रकाचे महत्त्व री ओवली आहे. त्यांनी माटले आहे की अमेरिकेमरोबर व्यापार समझोत्यवर चर्च सुरू आहे. भी आमचा लाभ पाहन त्यावर पुढे कितपत जायचे माचा विचार करू, हे आश्वासक आहे आणि सारे काही निराशाजनक नाही याचे प्रत्यंतर आणून देणारे आहे. सन्याल यांच्या माण पानुसार टॅरिफ हे भारतासाठी आकानावरोवरच संधीती आहे. कारण आहेरिके बरोबर जी व्यापारविषयक बोलागी सुरू आहेत त्यात एकटीए म्हणने मुक्त रुवधार परवान्यसंदर्शतही चर्चा सरू आहे. तसे झाले तर भारताचा त्यापेश्च कितीतरी वादेल आणि त्यात भारताला मोडी संधी मिळेल, मुक्त व्यापार करार शक्य झाला तर अमेरिकेबरोबर सर्विसेस आणि उत्पादन क्षेत्रातही मोठ्या संधी उपलब्ध होतील, भारत आणि अमेरिका याच्यात मुक्त व्यापार धोरणात चर्चा यशस्त्री झाली तर भारताला अधिक परयदा होईल कारण ही चर्चा सर्व्हिसेस आणि उत्पादन या क्षेत्रातच जामत होईल.

त्यमुळे पाताकडून अमेरिकेल निर्यात जारत प्रमाणात होईल आणि त्याचा परचदा भारतालाच अतिमतः मिळेल. युरोपियन युनियन, चीन आणि कॅनडा त्यांच्या आर्थिक हिताबंधांचे रक्षण करण्यासती आहेत. पण धारताने डोनाल्ड टम्प यांचे परस्पर शुल्क स्वीकारले आहे. भारतासाठी एक आशादायक वाव म्हणजे त्यांचे मुख्य स्पर्धक चीन, व्हिएतनाम आणि बांगलादेश कर लाइण्यात आले आहेत. भारताला असी आसा आहे की, वॉशिंग्टनसोबन होणारा करार देशांतर्गत उद्योगांना शुल्क वादीच्य परिष्यंमांना मदत करण्याम सक्षम होईल. धरताबाटी ही प्रतिकृत परिस्थतीत संधी आहे आणि तत्पर अयले पहिले. कोविड महामारीमुळे चीनच्या उत्पादन गती मंदावल्या शेल्या आणि भारतालाधी शीच संधी मिळाली होती. चीनने दीर्घ काळपर्यंत शून्य कोविड धोरण स्वीकारस्थामुळे अमेरिका आणि अन्य पाञ्चात्य राष्ट्रांना पर्याय शोधण्यास भाग पाइले गेले आणि त्यात धारताला संधी होती. किएतकम आणि धापलंडस्टास्थ्य देशांनी जागीतक साखळी पुरवठवात अडचळ्यांचा जास्तीत जारत लाभ उठवण्यास मुरुवात केली आणि भारताच्या पदे जाण्यास त्यांनी प्रारंभ केला यमुळे तो संधी हकती. पण आता भारतासमोर पुन्त अमेरिकेकडून आणि टॅरिफच्या राजवटीत अशोच मंधी आली आहे आणि ती जाता कामा नये. भारत अमेरिका व्याचार मंमालेला चामंदर्भात मीता दिसादर्शक ठरेल अर्था आरा आहे चीन आणि किएतनामसारखे देश भारताच्या मदतीला येज शकतात आणि ते देश अमेरिकेला पूर्वी नाणायां नियांतीला भारताकडे वज्रव् शकतात. कारण अमेरिकेचे टॅरिफ त्याना परवडणारे नाही. चीनी वस्तृंच्या निर्यातीयर प्रतिबंध पालण्यासाठी धारताकडून औरी डम्पिंग डयुटी लादण्यत आली आहे. ही एकच बाब भारतसाडी धोकादायक ठरू शकते. ट्रम्प चीन आणि भारतासारक्या रेशामीकर अमेरिकेश प्रचार अमेरिकन व्यापारी अमतोल दूर करण्याचा प्रयत्न करत आहेत त्यांच्या प्रयत्नांना भारताकडून साथ मिळालो पहिले, तरच आपण अमेरिकेच्य टॅरिक युद्धाला दूर करू शकू. विरोधी पक्षाच्या भारताने बळी

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9 • PG 155 • Sqcm 85110 • AVE 72.24K • Cir Middle Center

Mumbai • Pune

## भारताच्या उदार एफडीआय धोरणामुळे जागतिक गुंतवणूकदारांसाठी मोठी संधी

ानवी दिल्ली : भारताचे उदार थेट परकीय गुंतवणूक (एफडीआय) घोरण जागतिक गुंतवणूकदारांना गुंतवणूकिच्या संधी देते. हे गुंतवणूकदार भारताच्या विशाल आणि विस्तारणाऱ्या अर्थव्यवस्थेत गुंतवणूक करण्यास इच्छुक आहेत, असे मत डेलॉइट या सल्लागार संस्थेन व्यक्त केले आहे.

फार्मा स्युटिक ल्स, ऑटोमोबाईल्स आणि पर्यटन हे क्षेत्र केवळ एफडीआयचे आकर्षण केंद्र नाहीत तर रोजगार, निर्यात आणि इनोव्हेशनचे इंजिनदेखील आहेत, जे भारताच्या विकासाच्या पुढील लाटेला चालना देतात. भारताने विमा, विमा मध्यस्थ, पर्यटन, बांधकाम, रुग्णालये आणि वैद्यकीय उपकरणे यासारख्या प्रमुख क्षेत्रांसह बहुतेक क्षेत्रांमध्ये स्वयंचलित मार्गाने १०० टक्के थेट



परकीय गुंतवणुकीला परवानगी देण्यात लक्षणीय प्रगती केली आहे. हे पाऊल केवळ मोकळेपणाच नाही, तर स्थिरतेचेही संकेत देते, ज्यामुळे जागतिक गुंतवणूकदारांना भारताच्या मोठ्या आणि वाढत्या अर्थव्यवस्थेत प्रवेश करण्यासाठी अनुकूल संधी मिळते, असे डेलॉइट इंडियाच्या अर्थशास्त्रज्ञ रुमकी मजुमदार म्हणाल्या.

पर्यटन आणि हॉस्पिटॉलटी यांसारख्या क्षेत्रांमध्ये आता हॉटेल्स आणि मनोरंजन सुविधांच्या बांधकामांत १०० टक्के थेट परकीय गुंतवणूक करण्याची परवानगी आहे, ज्यामुळे पारदर्शक आणि स्थिर गुंतवणूक चुंबक म्हणून भारताची प्रतिमा आणखी उंचावत आहे, असे मजुमदार म्हणाल्या. पायाभूत सुविधांना प्रोत्साहन आणि थेट परकीय उदारीकरणाचे हे एकत्रीकरण लॉजिस्टिक्स, रियल इस्टेट आणि शहरी विकासात अभूतपूर्व संधी निर्माण करत आहे.

भारत व्यापार करारांसह जागतिक व्यापारात आपली भूमिका मजबूत करत आहे. हे करार टॅरिफ आणि नॉन-टॅरिफ अडथळे दूर करीत आहेत, मेक इन इंडियाचा जोर वाढवत आहेत आणि जागतिक व्यापारात एक महत्त्वाचा देश बनण्यासाठी भारताच्या दीर्घकालीन महत्त्वाच्या केंद्रस्थानाला पाठिंबा देत आहेत, असेही त्या म्हणाल्या,

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Mumbai

#### 🐧 अग्रलेख

स्या काती वर्षांमध्ये भारताने विदेशी गंतवणकदारांसार्व आपल्या देशाचे दरवाजे खुले केले असून, विदेशी धेट ग्तवणुक (एफडीआय) धोरण अधिकाधिक गृंतवणुकदारांना आकर्षित करणारे हेतृतः केले जात आहे. बेंद्र सरकारच्या या प्रचलांना 'डेलॉईट'च्या अहवालात अधीरिक्षित करण्यात आले असून, भारत हा विशाल गुंतवणुक्षीच्या संपीचे केंद्र असल्याचे चित्र त्या अहवालात मांडले आहे. या पार्श्वभूमीवर, भारताच्या विदेशी गुंतवणूक धोरणाचा आर्थिक बास्तवाशी असलेला संबंध, जागतिक गुंतवणुकदारांचा दृष्टिकोन आणि पोरणाच्या प्रमावी अंमलबनावर्णातील अडथळे यांचा सखोल वेध घेणे हे अल्यावस्थक असेच. डेलॉईटच्या अहवालानुसार, भारतात २००० सालापासून आतापर्यंत जवळपास एक द्विलियन हॉलसंबी विदेशी गुंतवणूक आसी. त्याचवेळी, २०२३-२४ या एका वर्षात, गुंतवणुकीचा हा प्रवाह ७१.२ अब्ब डॉलर्स इतका झाला असून, उत्पादन क्षेत्रात सर्वाधिक ६९ टक्के वाढ नोंदक्ती गेली. हे आकडे नकीच दिलासादायक असेच असले, तरी या गुंतवणुकीचा भारताच्या रोजगारनिर्मिती, निर्यातबाद आणि लेवजान विकासामध्ये नेमका किती लाभ दिसन येती ? हेती तपासन पाहिले पाहिने, उदाहरणार्थ, चीनमध्ये आलेली अशी गृंतवणूक त्याच्या उत्पादन क्षेत्राची नवी केंद्रे उमारण्यासाठी मोठपा प्रमाणावर वापरली गेली; भारतात मात्र आज ही गृंतवणुक प्राम्ख्याने विद्यमान भागपारक खरेदी, विलीनीकरण किंवा सेवा क्षेत्रापुरती केंद्रित असलेली

### वाढता वाढता वाढे..

भारतात होणाऱ्या थेट विदेशी गुंतवणुकीमध्ये अलीकडच्या काळात भरघोस वाढ झाली असून, येणाऱ्या काळात तिवा ओघ आणखी वाढेल, असे स्पष्ट संकेत मिळत आहेत. चीनला पर्याय म्हणून भारताकडे संपूर्ण जग आशेने पाहत असून, जगाये उत्पादन केंद्र होण्याकडे भारत म्हणूनच निश्चितपणे वाटचाल करत आहे.

भारताने गेल्या काही वर्षात उद्योग सुलभतेसाठी विकिय पावले उचलली असून, 'इझ ऑफ डुइंग बिझनेस'मध्ये भारताची जागतिक क्रमवारी सुधारली आहे. 'जीएसटी', 'आयबीसी' (दिवाळखोरीसंदर्भातील कायदा), 'पीएम गतिशकी' अशा सुधारणा, उद्योगांच्या सोधीसाठी केल्या गेल्या आहेत. भारत सरकारने गुंतवणुकीसाटी वस्त्र, अनप्रक्रिया, इलेक्ट्रॉनिक्स, औषधनिर्माण, ऑटो पार्ट्स, रसायने आणि भांडवली वस्तू ही सात क्षेत्रे, 'फोकस सेक्टसं' म्हणून निश्चित केली आहेत. यामागील हेतू निर्यातक्षम आणि रोजगारनिर्मिती करणारी उत्पादन केंद्रे उभारणे हा आहे. आजवर विदेशी गुंतवणुकीचा मोटा वाटा माहिती-तंत्रज्ञान, ई-कॉमर्स आणि हिजिटल सेवांमध्ये म्खयत्वे आला असून, उत्पादन आणि निर्धातसम क्षेत्रांमध्ये भांडवली गंतवणक अपेक्षेत्रतकी बादलेली नाही. हे मान्य करायला हवे. पोरणात्मक अनिश्चितता याला कारणीपूर्व आहे, असे महणावे लागेल. ई-कॉमर्स क्षेत्रातील विदेशी गृंतवणकीबाबत नियमांमध्ये वारंवार बदल होणे. तसेच 'डेटा लोकलापझेशन'बाबतच्या नियमात स्पष्टता नसल्याने अनेक जागतिक कंपन्यांना अहथळे येत आहेत. यायप्रणालीत विलंब, करविषयक अप्रत्याशित मागण्या

यामुळे गुंडवणूकटारांचा विश्वास काळी अंशी डाग्मगतो. भारतामध्ये डिकिटल क्षेत्रत मोठ्या प्रमाणावर गुंडवणूक इक्तो असून, गुगल, अमिडानि, मेटा यांसारख्या कंफ-यांची, अरुजावधी डॉलसंची गुंडवणूक केली आहे.

धोरणे उदार असली तरी सुलपता, स्थिरता आणि विश्वासाईतेचे त्रैरापिक साध्य केल्पाशिवाय, भारताची विदेशी गुंतवणुक धमता आकडपांपुरतीच मर्यादित राहील, अमेरिकेने चीनकर ने अतिरिक्त आयातशुल्क लादले, त्यामुळे 'चीन प्लस बन' धोरणाचा उदय जागतिक पटलावर झाला आहे. त्यामुळे अनेक अमेरिकी कंपन्या, भारतासारख्या पर्यायी बाजारपेठांकडे वज्रत्या आहेत. भारतातून वसोद्योग,औषध निर्मिती, वाहनांचे सुटे भाग, दलेकगॅरिक्स यांच्या अमेरिकेलील वियांतीत बात शेणार आहे. तसेच भारतात मोबाईल फोनचे उत्पादन ग्रेणाऱ्या औपलसारस्या दिलाज उत्पादन कंपन्यांना. मोटी संघी प्राप्त झाली आहे. डेलॉईट अहवालात स्पष्टपणे म्हटले आहे की, अमेरिकी व यरोपीय गंतवगुकदार, 'चीन प्लस वन' धोरणानुसार भारताकडे पाहत आहेत. पण, याच अहवालात जपान व सिंगापूरमधील गुंतवगुकदारांची भूमिका, अधिक सावध असल्याचेही अधीरेखित केलेले

आहे.

भारताचे बेट विदेशी गुंतवणुकीचे घोरण अत्यंत उदार असून, ते जागतिक गुंतलणुकदारांसाठी मोठ्या प्रमाणावर संपी निर्माण करत आहे, असे हा अहवा नेमकेपणाने सांगतो. गेल्या दोन दशकांत भारतात विदेशी थेट गुंतवणुकीचा भांडवली प्रवाह वाडीस लागला असून, हा आकटा भारताच्या जागतिक आर्थिक प्रतिमेचे आणि धोरणात्मक आकर्षणाचे निदर्शक आहे. भारतातील त्तोकसंख्या, ग्राहक बाजात्पेठ, वादती डिजिटल साखळी, कुशल मनुष्यबळ यांचा उह्नेख या अहवालात, प्रामुख्याने करण्यात आला आहे. येणारी गुंतवणूक केवळ भांडवली गुंतवणूक न राहता, स्थानिक रोजगार, तंत्रज्ञान, क्रोशल्य प्रतिकाम आणि निर्वात क्ष्मतेत स्त्यांतरित होणे आवश्यक असल्याचे, अहवाल सांगतो, जागतिक गुंतवणूकदारांच्या नजरा आज भारताकडे कळलेल्या असन. केंद्र सरकारचे धोरणसातत्व त्यासाठी कारणीपूत आहे. देशात होत असलेल्या मांडवली सुपारणा, जागतिक अनिक्षिततेच्या पार्श्वमूमीवर मारतातील व्यवसाय वाडीसाठीचे संकारत्मक वातावरण, तसेच देशाची बाढती क्रयशकी गुंतवणुकदारांना धारताकारे आकर्षित करत आहेत

जगाचे उत्पादन केंद्र होण्यासाठी भारत निश्चितपणे वाटचाल करत असून, भारताची १४० कोटी लोकसंख्येची जगातील सर्वात मोटी बाजारपेठ, युवा लोकसंख्या, उपलब्ध बीशल्यपूर्ण मनुष्यबळ, सरकारचे धीरणसातत्य, 'मेक इन इंडिया', 'पीएलआय', 'गतिशक्ती', 'पीएम भित्र', 'स्टार्टअप इंडिया' आदी योजना त्याला बळ देत आहेत. देशातील ५० कोटींहर अधिक असलेले मध्यमवर्गीय याहक मागणीला चालना टेन असन स्थानिक बाजारपेटेबरोबरच, निर्यातीची मोटी संधी उपलब्ध झालेली आहे, भारताचे भौगोलिक स्थान आशिया, मध्य-पर्व, आफ्रिका व यरोपाशी सहज संपर्कात येणारे असून, मुंबई, चेप्रई, विशाखापट्टणम आणि गुजरातमधील कांडला येथील बंदरांचा फायदा भारताला होत आहे. त्याचवेळी, भारताला युरोपला भेट जोडणारा कॉरिडोरही येल्या काळात प्रत्यक्षात येणार असून, त्यामुळे निर्यात पुरवटा साखळीतील बेंद्रस्थान होण्याची मोठीच संधी भारतातील प्राप्त होत आहे. यूपीआय, आधार, भीएसटीएन यांसारख्या डिजिटल प्लॅटफॉर्ममुळे, व्यवसाय-सुलभता आणि पारदर्शकता वावली आहे. इलेक्ट्रॉनिक उत्पादन व डिजिटायझेशन यामुळे 'एमएसएमई' कंपन्यांना, जागतिक पुरवटा साखळीचा भाग होण्याची सुवर्णसंघी प्राप्त झाली आहे. तसेच, यूएई, ऑस्ट्रेलिया, इंग्लंड, युरोपीय महासंघ यांच्याबरोबर व्यापार करारासाठी वाटापाटी सुरू आहेतच. त्यामुळे भारतीय उत्पादकांना, निर्धातीसाठी व्यापक बाजारपेठ उपलब्ध होणार आहे. म्हणूनच, भारतात होणाऱ्या थेट विदेशी गुंतवणुकीत भरपोस वाढ होताना दिसन येते. आज ही बाद मर्यादित दिसत असली, तरी येणाऱ्या काळात तिचा ओघ निश्चितपणे वाढणार आहे, असे नकीय म्हणता येते.

#### Ananda Bazar Patrika • 05 May • Deloitte Like an advisor

7 • PG 33 • Sqcm 194142 • AVE 3.71M • Cir Middle Left

Kolkata

#### উপদেষ্টার মত

শেয়ার বাজারের দোলাচলে বিদেশি পুঁজির যাওয়া-আসা চললেও, ভারত বহু দিনই প্রত্যক্ত বিদেশি লগ্নির (এফডিআই) আকৰ্ষণীয় ঠিকানা, দাবি উপদেষ্টা সংস্থা ডেলয়েট ইন্ডিয়ার। তারা বলছে, এর কারণ এ ক্ষেত্রে উদার নীতি, অর্থনীতির স্থিতিশীল অবস্থা এবং ক্ষেত্র ভিত্তিক লগ্নির সুবিধা। সংস্থাটির অর্থনীতিবিদ রুমকি মজুমদারের মতে, সকলেই মনে করছে ওযুধ, গাড়ি, পর্যটনের মতো ক্ষেত্র লপ্পি টানার উপযুক্ত। এর হাত ধরে বাড়বে কাজ ও রফতানি, খুলবে উদ্ভাবনের পথ। যা দেশের আর্থিক বৃদ্ধিতে গতি আনবে।

#### Virat Vaibhav • 05 May • Deloitte

## India's liberal FDI policy offers huge investment opportunities for global investors: Deloitte

15 • PG 72 • Sqcm 86514 • AVE 625K • Cir Middle Center

Delhi

#### भारत की उदार एफडीआई नीति वैश्विक निवेशकों के लिए बड़ा अवसर : डेलॉयट

एजेंसी 🖿 नई दिल्ली

भारत की उदार प्रत्यक्ष विदेशी निवेश (एफडीआई) नीति ऐसे वैश्विक निवेशकों के लिए निवेश के अवसर प्रदान करती है, जो इसकी विशाल और विस्तारित अर्थव्यवस्था में निवेश करना चाहते हैं। परामर्शक कंपनी डेलॉयट ने रविवार को यह बात कही है। फार्मास्यटिकल्स, वाहन और पर्यटन जैसे क्षेत्र न केवल एफडीआई के लिए आकर्षण का केंद्र हैं, बल्कि रोजगार, निर्यात और नवोन्मेषण के इंजन भी हैं, जो भारत की वदि की अगली लहर को गति दे रहे हैं। भारत ने बीमा, बीमा मध्यस्थ, पर्यटन निर्माण, अस्पताल और चिकित्सा उपकरण जैसे प्रमुख क्षेत्रों सहित

अधिकांश क्षेत्रों में स्वतः मंज्र मार्ग के तहत 100 प्रतिशत प्रत्यक्ष विदेशी निवेश की अनुमति देकर महत्वपूर्ण प्रगति की है। डेलॉयट इंडिया की अर्थशास्त्री रुमकी मजूमदार ने कहा, यह कदम न केवल खुलेपन बल्कि स्थिरता का संकेत देता है, जो वैश्विक निवेशकों को भारत की विशाल और बढ़ती अर्थव्यवस्था में उतरने के लिए एक अनुकुल अवसर प्रदान करता है। उन्होंने यह भी कहा कि 70 अख अमेरिकी डॉलर की राष्ट्रीय मौद्रीकरण पाइपलाइन और 100 से अधिक शहरों में औद्योगिक गलियारे के विकास के समर्थन से, भारत वैश्विक निवेशकों को निवेश के लिए तैयार (प्लग-एंड-प्ले) क्षेत्र प्रदान कर रहा

#### Navbharat Times • 05 May • Deloitte India's liberal FDI policy is a big opportunity for investors

9 • PG 95441 • AVE 380K • Cir Middle Right 84 • Sqcm

Mumbai

## 'भारत की उदार FDI पॉलिसी निवेशकों के लिए बड़ा अवसर'

आकर्षण का केंद्र

: डेलॉयट

 भाषा, नई दिल्ली: भारत की उदार महत्वपूर्ण प्रगति की है। डेलॉयट इंडिया विशाल और विस्तारित अर्थव्यवस्था निवेशकों को भारत की विशाल और

में निवेश करना चाहते हैं। फार्मास्युटिकल्स, परामशंक कंपनी डेलॉयट ने अॉटो और पर्यटन प्रदान करता है। उन्होंने

डेलॉयट ने कहा कि फामांस्यटिकल्स, वाहन

और पर्यटन जैसे क्षेत्र न केवल 100 से अधिक शहरों में औद्योगिक प्रत्यक्ष विर्देशी निवेश की अनुमति देकर एफडीआई की अनुमति देते हैं।

प्रत्यक्ष विदेशी निवेश (FDI) नीति की अर्थशास्त्री रुमकी मज़मदार ने कहा, ऐसे ग्लोबल निवेशकों के लिए निवेश 'यह कदम न केवल खुलेपन बल्कि के अवसर प्रदान करती है, जो इसकी स्थिरता का संकेत देता है, जो वैश्विक

> बढती अर्थव्यवस्था में उतरने यह भी कहा कि 70 अरब अमेरिकी डॉलर की राष्ट्रीय मौद्रीकरण पाइपलाइन और

एफडीआई के लिए आकर्षण का केंद्र हैं, गलियारे के विकास के समर्थन से, बल्कि रोजगार, निर्यात और नवोन्मेषण भारत वैश्विक निवेशकों को निवेश के इंजन भी हैं, जो भारत की वृद्धि की के लिए तैयार (प्लग-एंड-प्ले) क्षेत्र अगली लहर को गति दे रहे हैं। भारत प्रदान कर रहा है। मजुमदार ने कहा कि ने बीमा, बीमा मध्यस्थ, पर्यटन निर्माण, पर्यटन (जीडीपी में 199.6 अरब डॉलर अस्पताल और चिकित्सा उपकरण जैसे से अधिक का योगदान) और आतिथ्य प्रमुख क्षेत्रों सहित अधिकांश क्षेत्रों में जैसे क्षेत्र अब होटल और मनोरंजन स्वतः मंजूर मार्ग के तहत 100 प्रतिशत सुविधाओं के निर्माण में 100 प्रतिशत

## Dainik Jagran (Rashtriya) • 05 May • Deloitte India's liberal FDI policy offers huge investment opportunities for global investors

10 • PG 309 • Sqcm 141721 • AVE 1.54M • Cir Middle Center

Delhi

# निवेशकों को बड़ा अवसर देती है भारत की उदार एफडीआइ नीति

नई दिल्ली, प्रेट्र : भारत की उदार एफडीआइ नीति वैश्विक उन निवेशकों को बड़ा अवसर प्रदान करती है, जो इसकी विशाल और लगातार बढ्ने वाली अर्थव्यवस्था में निवेश करना चाहते हैं। डेलाइट इंडिया ने कहा कि फार्मास्यटिकल्स. और पर्यटन केवल प्रत्यक्ष विदेशी निवेश (एफडीआइ) के लिए आकर्षण का केंद्र हैं बल्कि रोजगार, निर्यात और नवाचार के इंजन भी हैं। भारत ने इश्योरेंस इंटरमीडिएरी, टुरिज्म केस्टक्शन, अस्पताल और चिकित्सा उपकरण जैसे अधिकांश क्षेत्रों में स्वचालित मार्ग से 100 प्रतिशत एफडीआइ की अनुमति देकर महत्वपूर्ण प्रगति की है।

डेलाइट इंडिया की अर्थशास्त्री रुमकी मजूमदार ने कहा, ''यह कदम न केवल खुलेपन बल्कि डेलाइट इंडिया ने कहा-आटो, फार्मास्युटिकल्स और पर्यटन जैसे क्षेत्र आकर्षण का केंद्र

स्थिरता का संकेत देता है।' उन्होंने यह भी कहा कि 70 अरब डालर की राष्ट्रीय मुद्रीकरण पाइपलाइन और 100 से अधिक शहरों में औद्योगिक गलियारे के विकास के समर्थन से. भारत वैश्विक निवेशकों को प्लग-एंड-प्ले निवेश-तैयार क्षेत्र प्रदान कर रहा है। मजूमदार ने कहा कि पर्यटन (जीडीपी में 199.6 अरब डालर से अधिक का योगदान) और आतिथ्य जैसे क्षेत्र अब होटल और मनोरंजन सुविधाओं के निर्माण में 100 प्रतिशत एफडीआइ की अनुमति देते हैं। एफडीआइ उदारीकरण से लाजिस्टिक्स, रियल एस्टेट और शहरी विकास में अभूतपूर्व अवसर पैदा हो रहे हैं।

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Mumbai

# जागतिक गुंतवणूकदारांसाठी भारतात मोठी संधी : डेलॉइट

नवी दिल्ली : भारताचे उदार विदेशी थेट गंतवणक (एफडीआय) धोरण जागतिक गंतवणकदारांना त्यांच्या विशाल आणि विस्तारणाऱ्या अर्थव्यवस्थेत प्रवेश करू इच्छिणाऱ्यांसाठी वेगवेगळ्या क्षेत्रात गुंतवणुकीचे मोठ्या प्रमाणात संधी देते, असे डेलॉइट इंडियाने रविवारी म्हटले

औषधनिर्माण, वाहन आणि पर्यटन ही क्षेत्रे केवळ थेट गुंतवणुकीसाठी आकर्षक नाहीत तर रोजगार, निर्यात आणि नवोपक्रमाचे इंजिन आहेत. ते भारताच्या पुढील विकास लाटेला चालना देतात.

भारताने विमा, विमा मध्यस्थ, पर्यटन बांधकाम, रुग्णालये आणि वैद्यकीय उपकरणे यासारख्या मुद्रीकरण पाइपलाइन आणि १०० प्रमुख क्षेत्रांसह बहुतेक क्षेत्रांमध्ये स्वयंचलित मार्गाने १०० टक्के थेट परदेशी गुंतवणुकीला परवानगी



देऊन लक्षणीय प्रगती केली आहे.

उदार एफडीआयचे हे पाऊल स्थिरतेचे संकेत देते. तसेच गंतवणकदारांना भारताच्या विशाल आणि वाढत्या अर्थव्यवस्थेत वेगवेगळ्या क्षेत्रात प्रवेश करत गुंतवण्कीची संधी देते, असे डेलॉइट इंडियाच्या अर्थशास्त्रज्ञ रुमकी मजमदार म्हणाल्या.

७० अब्ज डॉलरच्या राष्ट्रीय हन अधिक शहरांमध्ये औद्योगिक कॉरिडॉर विकासाच्या पाठिंब्याने, भारत जागतिक गुंतवणुकदारांना भारताच्या उदार थेट गुंतवणुक धीरणाचा लाभ घ्या

गुंतवणुकीसाठी तयार क्षेत्र तयार करत 'प्लग-अँड प्ले'ची संधी देत केवळ मोकळेपणाचेच नाही तर आहे. पर्यटन (जीडीपीमध्ये १९९.६ अब्ज डॉलरपेक्षा जास्त योगदान देणारे ) आणि आदरातिथ्य यासारख्या क्षेत्रांमध्ये आता हॉटेल्स आणि मनोरंजन सविधांच्या वांधकामात १०० टक्के थेट परकीय गुंतवणुकीची परवानगी आहे. त्यामुळे पारदर्शक आणि स्थिर गृंतवणुक आकर्षक म्हणून भारताची प्रतिमा आणखी वाढली आहे, असे मज़मदार म्हणाले. पायाभूत सुविधांना प्रोत्साहन आणि थेट परकीय उदारीकरणाचे हे एकत्रीकरण लॉजिस्टिक्स, रिअल

इस्टेट आणि शहरी विकासात अभृतपूर्व संधी निर्माण करत आहे. एप्रिल-डिसेंबर २०२४-२५ दरम्यान, देशात थेट परकीय गुंतवणुकीचा प्रवाह २७ टक्क्यांनी वाढून ४०.६७ अब्ज डॉलर झाला, २०२३-२४ च्या याच कालावधीत ३२ अब्ज डॉलर

पुढे, त्या म्हणाल्या की भारत अनेक देशांना व्यापणाऱ्या व्यापार करारांसह जागतिक व्यापारात आपली भूमिका मजबूत करत

हे करार टॅरिफ आणि नॉन-टॅरिफ अडथळे दूर करत आहेत, मेक इन इंडियाच्या जोरावर भर देत आहेत आणि प्राधान्य व्यापार प्रवेशापासन जागतिक व्यापारात महत्त्वाचा खेळाड् बनण्यापर्यंत भारताच्या दीर्घकालीन केंद्रस्थानाला पाठिंबा देत आहेत, असे मज़मदार पढ़े म्हणाल्या.

#### Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Msn India	India"s screen sector generated more than USD 61 billion in 2024: New MPA report	733.9M
2.	The Times of India	India"s screen sector generated more than USD 61 billion in 2024: New MPA report	64.4M
3.	The Economic Times	WAVES 2025: India is generating 200,000 hours of original content annually, says	28.7M
4.	Dailyhunt	The contracted theatrical window is a challenge for the Indian film Industry: MP	18.6M
5.	Dailyhunt	Global spillover of Trump(dis)order: Who will win ultimately - Trump or Carney?	18.6M
6.	Dailyhunt	Deloitte hiring workers without college degrees: Jobs, openings, how to apply?	18.6M
7.	Investing India	Capstone Copper Announces 2025 Annual General Meeting Results	10.6M
8.	Punjabkesari	भारत की उदार FDI नीति निवेश के लिए बड़ा अवसर: डेलॉयट	7M
9.	Scroll.in	WAVES 2025 highlights: An institute for animation, film hubs in Navi Mumbai and	4.5M
10.	24 Online	भारत की लिबरल FDI पॉलिसी ग्लोबल इन्वेस्टर्स के लिए बड़ा मौका: डेलॉयट	2.9M
11.	Pratidin Time	India"s Liberalised FDI Regime Sparks Global Investor Interest, Says Deloitte	1.7M
12.	Taxscan	Big 6 Accounting Firms Dominate India's Corporate Audit Landscape	1.5M
13.	News9 Live	India"s liberal FDI policy offers huge investment opportunities for global inve	1.4M
14.	Dainik Bhaskar	व्यापार: फार्मास्यूटिकल्स, ऑटो और पर्यटन जैसे क्षेत्र एफडीआई के लिए आकर्षण का के	926.1K
15.	Punjab Kesari	भारत की उदार FDI नीति बड़े निवेश अवसर प्रदान करती है: Deloitte	592.9K
16.	Dataquest	Smart manufacturing driving advantage, but needs focused investment and imple men	290.2K
17.	Vaartha	Trump Tariff: సినిమాలపై 100 శాతం టారిఫ్ను విధించిన ట్రంప్!	240.1K
18.	Best Media Info	CTV advertising set to capture 8% of India"s digital AdEx: Deloitte-MPA report	217.1K
19.	Media News 4 U	The contracted theatrical window is a challenge for the Indian film Industry: MP	99.8K
20.	Media News 4 U	Profitability is a challenge in the OCC sector: MPA Deloitte Report	99.8K
21.	Storyboard 18	CTV ad spends triple to Rs 1,500 Cr in 2024, now 1.5% of digital ads with 40% an	77.4K
22.	Storyboard 18	WAVES 2025: India"s M&E sector set to add Rs 1.7 lakh crore; 3,00,000 jobs	77.4K
23.	Outlook Business	Climate Action 2050: Will Metros Drive or Derail India"s Transition?	53.4K

24.	ET BrandEquity	Smita Murarka joins Orange Health Labs as consumer P&L head - brand and busi	5K
25.	ET BrandEquity	India"s screen sector generated more than USD 61 billion in 2024: New MPA report	5K
26.	CFO News	Professional services firms seek PE money to expand as scale becomes a neces sity	5K
27.	Business Journal	Navigating Big Tech"s brand-new interval	1.7K
28.	Jan Jagran Darpan	फार्मास्यूटिकल्स, ऑटो और पर्यटन जैसे क्षेत्र एफडीआई के लिए आकर्षण का केंद्र : डे	N/A
29.	Rajasthan News(राजस्थान समाचार)	फार्मास्यूटिकल्स, ऑटो और पर्यटन जैसे क्षेत्र एफडीआई के लिए आकर्षण का केंद्र : डे	N/A
30.	Deshbandhu	फार्मास्यूटिकल्स, ऑटो और पर्यटन जैसे क्षेत्र एफडीआई के लिए आकर्षण का केंद्र : डे	N/A
31.	Khair News	फार्मास्यूटिकल्स, ऑटो और पर्यटन जैसे क्षेत्र एफडीआई के लिए आकर्षण का केंद्र : डे	N/A
32.	IT News Online	EmTech AI, the longest-running AI business conference, kicks off today to a sold	N/A
33.	Sangritimes	Cincinnati Financial Corporation Holds Shareholders" and Directors" Meetings	N/A
34.	Winning Bizness	News	N/A
35.	Life Care News	Voreifarem Partners with SwfcNrho Exchange to Create a Global New Paradigm f or M	N/A
36.	BizWire Express	Voreifarem Partners with SwfcNrho Exchange to Create a Global New Paradigm f or M	N/A
37.	BizWire Express	Hydreight Technologies Appoints Dr. Roebuck As a Director of the Company	N/A
38.	IT News Online	Thoma Bravo Announces More Than \$100M Strategic Growth Investment in Hub Sync	N/A
39.	TechGig	You don"t need a college degree to get a job at Deloitte. Here"s the full stor	N/A
40.	Knocking Live	Conseil en marketing Marché Demande, croissance, tendances d"ici 2032	N/A
41.	Knocking Live	Services de conseil en informatique Marché 2025 analyse détaillée axée	N/A
42.	Knocking Live	Services de conseil en sécurité informatique Marché 2025 Partager l'an	N/A
43.	SightsIn Plus	Deloitte Hiring Without College Degrees: Skills- Based Hiring	N/A
44.	Tice News	Startup CFO Awards: Tie Delhi-NCR & Binary Semantics Celebrates The Visionar	N/A
45.	Guidely	Daily Current Affairs Quiz - 03rd May 2025	N/A
46.	Bharat Samachar News Channel	भारत की उदारीकृत FDI नीति: वैश्विक निवेशकों के लिए एक स्थिर और आकर्षक अवसर	N/A
47.	Guidely	Daily Current Affairs May 04th & 05th 2025   Latest News   Download Free PDF	N/A

48.	Asomiya Pratidin	ভাৰতৰ প্ৰত্যক্ষ বিদেশী বিনিয়োগ নীতিয়ে বিশ্বব্যাপী নিয়োগকাৰীৰ বাবে বৃহ বিনিয়	N/A
49.	Creative Bharat	Professional services firms seek PE money to expand as scale becomes a neces sity	N/A
50.	Bfsi.economictimes.indiati mes.com	India"s liberal FDI policy offers huge investment opportunities for global inve	N/A
51.	Indian White Paper	Grant Thornton, BDO emerge as formidable challengers to Big Four in India's aud	N/A
52.	OB News	Why millions of Australian kids can"t do math and what it could cost	N/A
53.	The Mobi World	Why millions of Australian kids can"t do math and what it could cost	N/A
54.	Regional news resource	Cooling prices strengthen case for Australian rate cut in May	N/A
55.	The Asia News	Cooling prices strengthen case for Australian rate cut in May Robert Besser 05 M	N/A
56.	India Gazette	Australia inflation hits 3-year low, boosting rate cut hopes	N/A
57.	India's News	Cooling prices strengthen case for Australian rate cut in May	N/A
58.	Mumbai News	Cooling prices strengthen case for Australian rate cut in May	N/A
59.	New Delhi News	Cooling prices strengthen case for Australian rate cut in May	N/A
60.	Indianapolis Post	Australia inflation hits 3-year low, boosting rate cut hopes	N/A
61.	Pune Media	Professional services firms seek PE money to expand as scale becomes a neces sity	N/A