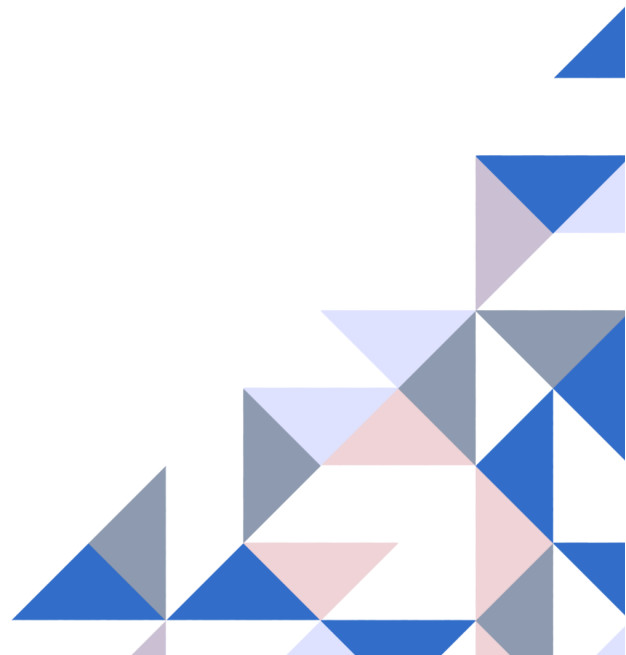




# Deloitte

62 Mentions

 Date Range : 23 May, 2025 – 23 May, 2025



## Overview



### Total Mention

	Print Article	36
	Online Mention	26



### Total Reach

	Print Reach	13.92M
	Online Mention	73.75M

S.No	News_Paper	Date	Keyword	Title	Medium	Reach
1	Deccan Chronicle	May 23, 2025	Deloitte	<a href="#">Young willing to learn, need mentors</a>	PRINT	2.55M
2	Deccan Chronicle	May 23, 2025	Deloitte	<a href="#">Young willing to learn, need mentors</a>	PRINT	1.15M
3	Bizz Buzz	May 23, 2025	Deloitte	<a href="#">Gen Zs, millennials prioritise learning, growth in job decisions</a>	PRINT	N/A
4	Rashtriya Sahara	May 23, 2025	Deloitte	<a href="#">Worries about career advancement are influencing youth's job decisions</a>	PRINT	562.46K
5	The Asian Age	May 23, 2025	Deloitte	<a href="#">Young willing to learn, need mentors</a>	PRINT	389.96K
6	The Economic Times	May 23, 2025	Deloitte	<a href="#">From tax suits to tech suites, it's a recalibrate @Big4</a>	PRINT	1.1M
7	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	PRINT	102.42K
8	Rashtriya Sahara	May 23, 2025	Deloitte	<a href="#">Worries about career advancement are influencing the job decisions of youth</a>	PRINT	390K
9	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	PRINT	117.98K
10	The Economic Times	May 23, 2025	Deloitte	<a href="#">From. Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	PRINT	24.02K
11	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	90K
12	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	130K
13	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	79.18K
14	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	175K
15	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	50.96K
16	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	147.14K
17	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	49.87K
18	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	76.62K
19	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	147.14K
20	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	40K
21	The Financial Express	May 23, 2025	Deloitte	<a href="#">High cost of fast fashion</a>	PRINT	176.59K
22	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	PRINT	215.44K
23	The Times of India	May 23, 2025	Deloitte	<a href="#">Mid-tier IT cos expand GCC playbook</a>	PRINT	1.78M
24	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	PRINT	61.91K
25	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	PRINT	33.32K
26	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits toTech Suites, it's a Recalibrate@Big4</a>	PRINT	420.14K
27	Nav Rashtra	May 23, 2025	Deloitte	<a href="#">More than 7 million people got employment</a>	PRINT	500.5K
28	Amar Ujala	May 23, 2025	Deloitte	<a href="#">In today's era, millennials prioritize growth and learning in job-related decisions</a>	PRINT	564.4K
29	Nav Rashtra	May 23, 2025	Deloitte	<a href="#">More than 70 lakh people got employment</a>	PRINT	860K

30	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate @Big4</a>	PRINT	22.84K
31	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	PRINT	87.38K
32	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	PRINT	102.04K
33	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	PRINT	75.22K
34	Amar Ujala	May 23, 2025	Deloitte	<a href="#">AI ke dour main jobs se jude faislo main pragati aur seekhne ko prathmikta dete hai Millennials</a>	PRINT	368.8K
35	Sakshi	May 23, 2025	Deloitte	<a href="#">Skills and job advancement are prioritized</a>	PRINT	1.22M
36	Sakshi	May 23, 2025	Deloitte	<a href="#">Skill, Job Progress is the priority</a>	PRINT	61.57K

Deccan Chronicle • Hyderabad • 23 May, 2025

Young willing to learn, need mentors

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	221	N/A	Bottom Center	822503	2.55M

TEAM | WORK Career progress, learning opportunities top factors driving job decisions

# Young willing to learn, need mentors

Mumbai, May 22: As the workplace continues to evolve with automation, GenAI, and changing expectations, a Deloitte survey on Thursday revealed that career progression and learning opportunities are among the top factors driving job decisions of India's young workforce.

"India's Gen Zs and millennials (Gen Ys) are not just adapting to future of work, they're shaping it. With 85 per cent engaged in weekly upskilling and a preference for on-the-job learning, they're building

5% weekly upskilling and strong preference for on-the-job learning, they're building agile, purpose-driven careers aligned with technologies like GenAI.

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Organisations need to relook at how they prioritise employee happiness and well-being.

Gen Zs

36%

Gen Ys

39%

In India said that their job is a factor contributing a lot to their feelings of anxiety or stress.

For employers, this is a call to build cultures anchored in growth, innovation, and continuous learning, she said, quoting the 2025 Deloitte Global Gen Z

and Millennial Survey.

It found that career progression and learning opportunities are among the top factors that are driving job decisions for

young workforce.

However, there is a mentorship shortfall as around half respondents who seek active mentorship from managers but far fewer receive it, it stated.

Over 94 per cent of Gen Zs and 97 per cent of millennials said they value hands-on experience over theory, it added.

Over 36 per cent of Gen Zs and 39 per cent of millennials in India said that their job is a factor contributing a lot to their feelings of anxiety or stress, the survey stated. — PTI



Deccan Chronicle • Chennai • 23 May, 2025

Young willing to learn, need mentors

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	241	N/A	Bottom Center	423928	1.15M

TEAM | WORK

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Bizz Buzz • Hyderabad • 23 May, 2025

Gen Zs, millennials prioritise learning, growth in job decisions

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	110	N/A	Bottom Right	10975	N/A


Gen Zs, millennials prioritise learning, growth in job decisions

Workplace continues to evolve with automation, GenAI

CONTINUOUS LEARNING

- With 85% engaged in weekly upskilling
- Strong preference for on-the-job learning,
- They're building agile, purpose-driven careers
- Aligned with technologies like GenAI

GEN Z & CAREER PRIORITIES



MUMBAI

AS the workplace continues to evolve with automation, GenAI, and changing expectations, a Deloitte survey on Thursday revealed that career progression and learning opportunities are among the top factors driving job decisions of India's young workforce.

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Kasturirangan, Chief Happiness Officer, Deloitte India. For employers, this is a call to build cultures anchored in growth, innovation, and continuous learning, she said, quoting the 2025 Deloitte Global Gen Z and Millennial Survey.

The survey further found that career progression and learning opportunities are among the top factors that are driving job decisions for the young workforce. However, there is a mentorship shortfall as around half respondents who seek active mentorship from managers but far fewer receive it, the survey stated. The 2025 Deloitte Global Gen Z and Millennial survey is based on insights from a global lens, with responses from 809 Indian professionals - 505 Gen Zs and 304 millennials.

Rashtriya Sahara • Jaipur • 23 May, 2025

## Worries about career advancement are influencing youth's job decisions

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
13	Hindi	238	N/A	Bottom Right	52345	562.46K

# युवाओं के नौकरी से जुड़े फैसलों को प्रभावित कर रही करियर में तरक्की की चिंता

## मुंबई (भाषा)।

ऑटोमेशन और जनरेटिव एआई (जेनआई) के साथ निरंतर विकसित होते कार्यस्थलों और बदलती अपेक्षाओं के मद्देनजर करियर की प्रगति और सीखने के अवसर भारत के युवा कार्यबल के नौकरी के फैसले को प्रभावित करने वाले शीर्ष कारकों में से हैं।

पेशेवर सेवा कंपनी डेलॉयट की ओर से वृहत्प्रतिवार को जारी सर्वेक्षण में यह बात सामने आई है।

डेलॉयट इंडिया की 'चीफ हैयमिनेस ऑफिसर' सरस्वती कस्तूरीरंगन ने कहा, 'भारत के

'जेन-जी' और 'मिलेनियल्स' न केवल भविष्य के अनुरूप काम करने के तरीकों के हिसाब से खुद को ढाल रहे हैं, बल्कि वे इसे आकार भी दे रहे हैं। 85 प्रतिशत लोग साप्ताहिक 'अपस्किलिंग' में लगे हुए हैं और नौकरी के दौरान सीखने को प्राथमिकता दे रहे हैं, वे जेनआई जैसी प्रौद्योगिकियों के साथ मिलकर चुस्त, उद्देश्य-संचालित करियर बना रहे हैं।'

'जेन-जी' 1997 से 2012 के बीच और 'मिलेनियल्स' 1981 से 1996 के बीच जन्म लेने वाले लोगों को कहा जाता है। कस्तूरीरंगन ने '2025 डेलॉयट

ग्लोबल जेन-जी एंड मिलेनियल्स सर्वे' का हवाला देते हुए कहा कि नियोजताओं के लिए यह विकास, नवाचार और निरंतर सीखने पर आधारित संस्कृति का निर्माण करने का संकेत है।

सर्वेक्षण में पाया गया कि करियर की प्रगति और सीखने के अवसर उन शीर्ष कारकों में से हैं जो युवा कार्यबल के लिए नौकरी के फैसले को

प्रभावित करते हैं। हालांकि, 'मेंटरशिप' (अनुभवी व्यक्ति के



मार्गदर्शन) की कमी है क्योंकि लगभग आधे उत्तरदाता प्रबंधकों से

सक्रिय 'मेंटरशिप' चाहते हैं, लेकिन बहुत कम को यह मिलती है।

यह '2025 डेलॉयट ग्लोबल जेन-जी एंड मिलेनियल्स सर्वे' वैश्विक दृष्टिकोण से प्राप्त अंतर्दृष्टि पर आधारित है। इसमें 809 भारतीय पेशेवरों की प्रतिक्रियाएं शामिल हैं जिनमें से 505 जेन-जी और

304 मिलेनियल्स थे। सर्वेक्षण से पारंपरिक शिक्षा के मूल्य के बारे में

बढ़ती शंकाएं उजागर हुईं, क्योंकि कई लोगों ने सवाल उठाया कि क्या तेजी से बदलते नौकरी बाजार में केवल औपचारिक डिग्री ही पर्याप्त है? इसमें 94 प्रतिशत से अधिक जेन-जी और 97 प्रतिशत से अधिक मिलेनियल्स ने कहा कि वे सिद्धांत से अधिक व्यावहारिक अनुभव को महत्व देते हैं।

इसके अलावा, सर्वेक्षण में यह भी पाया गया कि 52 प्रतिशत जेन-जी और 45 प्रतिशत मिलेनियल्स उच्च शिक्षा की गुणवत्ता से असंतुष्ट हैं। साथ ही 36 प्रतिशत जेन-जी और 40 प्रतिशत मिलेनियल्स ने लागत

संबंधी चिंताओं की बात कही। इस बीच, भारत में 33 प्रतिशत जेन-जी और 29 प्रतिशत मिलेनियल्स ने कहा कि वे हर समय या अधिकतर समय तनावग्रस्त या चिंतित महसूस करते हैं। भारत में 36 प्रतिशत से अधिक जेन-जी और 39 प्रतिशत मिलेनियल्स ने कहा कि उनकी नौकरी उनकी चिंता या तनाव की भावनाओं के लिए काफी हद तक जिम्मेदार है।

सरस्वती ने कहा, "संगठनों को इस बात पर पुनर्विचार करने की जरूरत है कि वे कर्मचारियों को किस तरह प्राथमिकता देते हैं।



The Asian Age • Delhi • 23 May, 2025

Young willing to learn, need mentors

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	222	N/A	Bottom Center	155746	389.96K

TEAM | WORK

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The Economic Times • Mumbai • 23 May, 2025

From tax suits to tech suites, it's a recalibrate @Big4

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,16	English	516	N/A	Top Center,Top Right	1390900	1.1M

MAJORITY OF FUTURE HIRING IN IT BIZ

From Tax Suits to Tech Suites, it's a Recalibrate@Big4

Team of Techsperts

	Deloitte	EY	PwC	KPMG
TC Partners	285	281	300	125-130
TC Headcount	21,000	20,000	15,000	14,000-15,000
Total Firm Strength	35,000	45,000	30,000	22,000+
TC as % of Total Firm	60%	45%	50%	~64-68%

NOTE: Figures provided by firms. Tech experts embedded in tax, audit, etc not included

Amid digital revolution, technology consultants now take up chunk of top advisory space

Vinod Mahanta

**Mumbai:** Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology consulting. On the back of a post-pandemic digital transformation push, this has grown into the fastest-expanding vertical — now leading in headcount, partner strength and accounting for more than half of all new hires in FY25. Ironically, these very firms — EY, Deloitte, PwC and KPMG — globally sold or spun off IT consulting divisions in the early 2000s, and only began rebuilding those capabilities in 2007-08.

That slow return has since turned into a full-fledged pivot — with India leading globally in both scale and pace of shift. “Consulting is now the new frontier,” said Sanjeev Krishan, chairman of PwC India.

Among the top four professional service firms, 60% of Deloitte's India workforce and 45% of EY's now comprise the tech consulting vertical, while PwC and KPMG both have approximately half of their India headcount dedicated to this business.

Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical. At KPMG, nearly 45% of every 100 new hires in FY26 will be in technology roles. PwC will hire 6,000-7,000 in tech consulting in the fiscal year.

Sathish Gopalaiah, president, consulting, at Deloitte South Asia, said the firm had hired over 7,300 people as of April 2025, and by the end of May, that number will be close to 8,000. “Our total headcount will cross 22,000 by then,” he said. “Last year, our tech consulting business grew by 38%, and this year, we're on track to grow at 27% by the end of May.”

Back-of-the-envelope estimates indicate that IT consulting generated over ₹20,000 crore of the Big Four's combined ₹38,500-crore India revenue in FY24—a trend expected to hold in FY25 as well, once all books are closed.

Deep Domain Expertise >> 16



# Deep Domain Expertise

►► From Page 1

Accelerating this business is India Inc's tech transformation drive gaining serious momentum, with large-scale projects underway at companies such as HDFC Bank, ICICI Bank, Shell, Unilever, HSBC, and several public sector units (PSUs).

"The Covid-19 crisis was a watershed moment, ushering in an unprecedented era of tech-led transformation powered by cloud, data and analytics," said Rohan Sachdev, managing partner for consulting at EY India. "Today, AI-driven change is taking centre stage."

## TRANSFORMED DEAL QUEUE

A look at tech transformation requests for proposals (RFPs) points to strong deal momentum in the consulting space—with over 30 RFPs valued above ₹100 crore, more than 50 above ₹50 crore and upwards of 75 proposals exceeding ₹25 crore. The firms now have built capabilities to provide services across the IT value chain.

"Iconic transformation happens at the intersection of consulting, technology & digital, and data & analytics. We're helping our clients move from opportunities to business outcomes by offering the best customised solution and service set," said Sanjay Dawar, lead partner, One Consulting, at PwC India.

But why are clients increasingly turning to the Big Four for technology transformation work, despite the presence of global tech majors such as Accenture and IBM, Indian IT services giants, a plethora of product companies and other pure-play tech specialists?

Akhilesh Tuteja, national leader, clients and markets and technology, media & telecommunications (TMT), at KPMG India, explained,



"The top firms now have deep domain expertise, inhouse consulting capabilities, a technology advisory setup and strong collaborations with global tech alliances, making them one-stop partners for digital transformation."

KPMG has doubled its technology consulting business in the last three years, he added.

After years of gaining experience and credibility, the Big Four surged ahead in tech consulting after Covid-19—when digitisation became unavoidable—by being the only ones capable of quickly marrying strategy with tech execution, mobilising cross-functional teams and driving company-wide change through automation and process innovation. "Speed and ROI (return on investment) on fees is where we differentiate and win," said Dawar of PwC.

Interestingly, it's in the tech consulting domain that the most keenly contested battle in the Big Four is playing out, between early mover and overall market leader EY and aggressive and well-funded challenger Deloitte.

Industry watchers say that technology consulting may well be the first front where Deloitte has finally managed to breach EY's leaders-

hip in any of the major service lines, with its aggressive investment-led growth, while EY maintains a lead in tax, deals, management consulting and audit.

The firms are also investing heavily in technology consulting.

It has taken centre stage in the refreshed global strategy of PwC, traditionally a strong player in technology implementation. The New Equation is emerging as the firm's biggest area of focus and investment.

Deloitte is investing 9% of its total revenue in technology consulting, while at KPMG, it's 8% of tech consulting earnings, including man hours spent in building solutions. PwC India has spent nearly ₹300 crore on hiring partners, people and making acquisitions in the last two years.

## ARTIFICIAL INTELLIGENCE

What's also helped the firms gain ground on tech companies is the global network of partnerships they've stitched up with companies such as Microsoft, Google, Intel, IBM and Salesforce, giving them early access to technologies in cloud, AI, data and cyber capabilities, among others.

Within the technology consul-

ting vertical, AI has emerged as the top priority, with firms channelling maximum focus, resources and energy into it, and finding strong traction among clients eager to experiment and integrate AI into their operations.

"Clients' asks have evolved beyond, 'What use cases can AI deliver?' to strategic imperatives such as 'How do I transform my organisation with AI or embed an AI-first mindset across my business?'," said EY's Sachdev.

KPMG's Tuteja said his firm was involved in at least 30 AI assignments and every large project had an AI component. It was becoming central to nearly every tech consulting mandate, he said.

Big Four experts say they will be major players even in AI, as they already have a good understanding of clients' tech infrastructure and data setup. "AI is part of every technology conversation these days. We have completed AI-enabled sales worth ₹1,000 crore," said Deloitte's Gopalalal.

Dawar of PwC India said that during 2000-10, consulting evolved from just making strategy decks to driving implementation, and the following decade was about marrying strategy with core technologies.

"Post-2020, the focus has shifted to digital transformation—and today, it's largely also about generative AI," he said. "To truly leverage GenAI, companies must first get their foundation tech DNA right—by starting with the right infrastructure, data foundation and intelligence layers. It's about bringing these three pillars together and linking them seamlessly to enable tangible business outcomes. The firms have all the capabilities to deliver this end-to-end for clients."

The Economic Times • Chennai • 23 May, 2025

From Tax Suits to Tech Suites, it's a Recalibrate@Big4

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	160	N/A	Top Right	125858	102.42K

MAJORITY OF FUTURE HIRING IN IT BIZ

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Team of Techsperts

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Amid digital revolution, technology consultants now take up chunk of top advisory space

Vinod Mahanta

Mumbai:

Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology consulting. On the back of a post-pandemic digital transformation push, this has grown into the fastest-expanding vertical — now leading in headcount, partner strength and accounting for more than half of all new hires in FY25. Ironically, these very firms—EY, Deloitte, PwC and KPMG—globally sold or spun off IT consulting divisions in the early 2000s, and only began rebuilding those capabilities in 2007-08. That slow return has since turned into a full-fledged pivot—with the India market leading globally in both the scale and pace of that shift. “Consulting is now the new frontier,” said Sanjeev Krishan, chairman of PwC India. Among the top four professional service firms, 60% of Deloitte’s India workforce and 45% of EY’s now comprise the tech consulting vertical, while PwC and KPMG both have approximately half of their India headcount dedicated to this business. Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical. At KPMG, nearly 45 of every 100 new hires in FY26 will be in technology roles.



Rashtriya Sahara • Delhi • 23 May, 2025

## Worries about career advancement are influencing the job decisions of youth

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
13	Hindi	241	N/A	Bottom Center	349455	390K

# युवाओं के नौकरी से जुड़े फैसलों को प्रभावित कर रही करियर में तरक्की की चिंता

मुंबई (भाषा)।

ऑटोमेशन और जनरेटिव एआई (जेनएआई) के साथ निरंतर विकसित होते कार्यस्थलों और बदलती अपेक्षाओं के मद्देनजर करियर की प्रगति और सीखने के अवसर भारत के युवा कार्यबल के नौकरी के फैसले को प्रभावित करने वाले शीर्ष कारकों में से हैं।

पेशेवर सेवा कंपनी डेलॉयट की ओर से वृहत्स्पतिवार को जारी सर्वेक्षण में यह बात सामने आई है।

डेलॉयट इंडिया की 'चीफ हैप्पीनेस ऑफिसर' सरस्वती कस्तूररंगन ने कहा, 'भारत के

'जेन-जी' और 'मिलेनियल्स' न केवल भविष्य के अनुरूप काम करने के तरीकों के हिसाब से खुद को ढाल रहे हैं, बल्कि वे इसे आकार भी दे रहे हैं। 85 प्रतिशत लोग साप्ताहिक 'अपस्किलिंग' में लगे हुए हैं और नौकरी के दौरान सीखने को प्राथमिकता दे रहे हैं, वे जेनएआई जैसी प्रौद्योगिकियों के साथ मिलकर चुम्ब, उद्देश्य-संचालित करियर बना रहे हैं।'

'जेन-जी' 1997 से 2012 के बीच और 'मिलेनियल्स' 1981 से 1996 के बीच जन्म लेने वाले लोगों को कहा जाता है। कस्तूररंगन ने '2025 डेलॉयट

ग्लोबल जेन-जी एंड मिलेनियल्स सर्वे' का हवाला देते हुए कहा कि नियोजकों के लिए

यह विकास, नवाचार और निरंतर सीखने पर आधारित संस्कृति का निर्माण करने का संकेत है।

सर्वेक्षण में पाया गया कि करियर की प्रगति और सीखने के अवसर उन शीर्ष कारकों में से हैं जो युवा कार्यबल के लिए नौकरी के फैसले को

प्रभावित करते हैं। हालांकि, 'मेंटरशिप' (अनुभवी व्यक्ति के



मार्गदर्शन) की कमी है क्योंकि लगभग आधे उत्तरदाता प्रबंधकों से

सक्रिय 'मेंटरशिप' चाहते हैं, लेकिन बहुत कम को यह मिलती है।

यह '2025 डेलॉयट ग्लोबल जेन-जी एंड मिलेनियल्स सर्वे' वैश्विक दृष्टिकोण से प्राप्त अंतर्दृष्टि पर आधारित है। इसमें 809 भारतीय पेशेवरों की प्रतिक्रियाएं शामिल हैं जिनमें से 505 जेन-जी और

304 मिलेनियल्स थे। सर्वेक्षण से पारंपरिक शिक्षा के मूल्य के बारे में

बढ़ती शकाएं उजागर हुईं, क्योंकि कई लोगों ने सवाल उठाया कि क्या तेजी से बदलते नौकरी बाजार में केवल औपचारिक डिग्री ही पर्याप्त है? इसमें 94 प्रतिशत से अधिक जेन-जी और 97 प्रतिशत से अधिक मिलेनियल्स ने कहा कि वे सिद्धांत से अधिक व्यावहारिक अनुभव को महत्व देते हैं।

इसके अलावा, सर्वेक्षण में यह भी पाया गया कि 52 प्रतिशत जेन-जी और 45 प्रतिशत मिलेनियल्स उच्च शिक्षा की गुणवत्ता से असंतुष्ट हैं। साथ ही 36 प्रतिशत जेन-जी और 40 प्रतिशत मिलेनियल्स ने लागत

संबंधी चिंताओं की बात कही। इस बीच, भारत में 33 प्रतिशत जेन-जी और 29 प्रतिशत मिलेनियल्स ने कहा कि वे हर समय या अधिकतर समय तनावग्रस्त या चिंतित महसूस करते हैं। भारत में 36 प्रतिशत से अधिक जेन-जी और 39 प्रतिशत मिलेनियल्स ने कहा कि उनकी नौकरी उनकी चिंता या तनाव की भावनाओं के लिए काफी हद तक जिम्मेदार है।

सरस्वती ने कहा, "संगठनों को इस बात पर पुनर्विचार करने की जरूरत है कि वे कर्मचारियों की खुशी तथा कुशलक्षेम को किस तरह प्राथमिकता देते हैं।"

The Economic Times • Kolkata • 23 May, 2025

From Tax Suits to Tech Suites, it's a Recalibrate@Big4

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	170	N/A	Top Right	121340	117.98K

Traditionally known for audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel: tech consulting ► P1



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The Economic Times • Bhubaneshwar • 23 May, 2025

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Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	157	N/A	Top Right	29758	24.02K

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High cost of fast fashion

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,9	English	527	N/A	Bottom Left,Top Left	84285	90K

FE SPECIALS



### High cost of fast fashion

High logistics and user costs are weighing on clothing brands' q-commerce bet

■ BRANDWAGON, P9



# High cost of fast fashion

HIGH LOGISTICS & USER ACQUISITION COSTS ARE WEIGHING ON CLOTHING BRANDS' Q-COMMERCE BET

GEETIKA SRIVASTAVA

ON A SULTRY Delhi morning, 27-year-old Tashi realised she had nothing light or breezy to wear to her cousin's *haldi* ceremony to be hosted on the other side of town. By 9:15 am though, she had identified a pastel *kurta* set on a quick commerce platform; by 9:27, it was at her doorstep.

In the world of instant groceries and blink-speed burgers, fashion is finally catching up. The segment is all set to ride the q-commerce wave, which is projected to grow at a 67% CAGR through 2030 and is currently estimated at over \$5 billion.

While average order values remain modest — ₹400-₹700 versus ₹1,000-plus on traditional platforms — there is value beyond margins for Q-commerce platforms. "Fashion brings in new users and encourages cross-category exploration," says Devendra Meel, chief business officer, Zepto. "Someone buying a *kurta* might add cosmetics or festive décor."

For Zepto, the appeal is clear. "Fashion is getting more occasion-led and last-minute," says Meel. "Be it someone who has forgotten about a *puja* invite or about one who has a *sangeet* ceremony to attend that night, we offer a robust portfolio of fashion essentials and occasion wear they can pick from."

In other words, what started its innings as a safe way to access daily needs during the COVID-pandemic-led disruptions is rapidly morphing into the go-to platform to resolve wardrobe

## BOTTLENECKS

**Reverse logistics burden:** Managing returns, especially **10-minute**

ones, is logistically complex and customer-unfriendly

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**Margin pressure:** High logistics and acquisition costs, coupled with large inventory investments, squeeze profitability

**Scalability strain:** Without scale and data-led inventory optimisation, sustaining long-term profitability remains difficult



Courtesy: Praveen Govindu, partner, Deloitte India

emergencies, last-minute gifting and impulse exigencies. Seeing the opportunity, Libas, a fashion brand known for its ethnic wear, has partnered with Zepto to deliver its signature styles across 50 cities in under 12 minutes.

"We've seen a clear shift in consumer behaviour," says Sidhant Keshwani, founder & CEO of the four-decade-old women's wear brand. "Today, fashion is impulse-led and occasion-driven, with speed of acquisition a key expectation." Needless to say, quick commerce felt like the way to go. Among its fastest movers on Q-commerce are loungewear, trousers and *kurtas*, styles that prioritise utility over extravagance

and fit snugly into Zepto's slim, high-velocity supply chain.

It's still early days for Q-commerce fashion but the category is picking up speed. Myntra's M-Now, which launched in December 2024 with the promise to deliver over 10,000 styles in 30 minutes, sees strong demand for products ranging from shampoos and skincare to fragrances and lipsticks. Brands such as Adidas, Pepe Jeans, Enamor, and Manyavar are already available on platforms such as Zepto, Instamart and Blinkit. "In Q-commerce, the most promising fashion categories are those that are easy to fit, frequently bought, and low on returns. Basics like t-shirts, socks, and innerwear work well," says

Somdutta Singh, founder and CEO of Assiduus Global.

For women's innerwear brand Enamor, quick commerce is not just another route, but a growing opportunity. "We've seen a 70-80% demand spike over the past six-seven months," says Sandra Daniels, the brand's CMO and category head. "Consumers are increasingly prioritising convenience, time, and reliability, even in fashion."

That said, apparel brings a unique set of challenges to the 10-minute delivery model. There are size, fit, and return issues to deal with, point out experts. Inventory complexity, unpredictable trends, and return logistics make it

investment heavy.

To counter that, brands are prioritising standard silhouettes, bestselling fits, and limited assortments. "We have curated a focused, fast-moving assortment that works for Q-commerce with availability in 50 cities, including key metropolitan hubs such as Delhi, Mumbai, Bengaluru, Chennai, and Hyderabad," says Zepto's Meel. Its selection highlights ready-to-wear with standard fits, high appeal and low return intent. The company says its dark stores are optimised for SKU rotation and inventory agility, which allows it to hyper-localise. The company has onboarded limited size ranges that align with high-demand clusters. It can refine the selection using real-time platform data.

Experts say that return rates, often as high as 25-30% in traditional e-commerce, are lower on Q-commerce, thanks to the high intent- and urgency-led purchases. Some traditional horizontal Q-commerce players are experimenting with 10-minute returns and offering 72-hour exchanges for damaged items, points out Praveen Govindu, partner at Deloitte India.

Even as more players throw their hats into the ring, high logistics and customer acquisition costs, combined with large inventory investments and potential reverse logistics, continue to strain Q-commerce margins. Long-term profitability is achievable through scale, repeat purchases, efficient inventory planning, and optimised delivery systems, notes Govindu.

The Financial Express • Pune • 23 May, 2025

High cost of fast fashion

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,9	English	527	N/A	Bottom Left,Top Left	131695	130K

FE SPECIALS



### High cost of fast fashion

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■ BRANDWAGON, P9



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It's still early days for Q-commerce fashion but the category is picking up speed. Myntra's M-Now, which launched in December 2024 with the promise to deliver over 10,000 styles in 30 minutes, sees strong demand for products ranging from shampoos and skincare to fragrances and lipsticks. Brands such as Adidas, Pepe Jeans, Enamor, and Manyavar are already available on platforms such as Zepto, Instamart and Blinkit. "In Q-commerce, the most promising fashion categories are those that are easy to fit, frequently bought, and low on returns. Basics like t-shirts, socks, and innerwear work well," says

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The Financial Express • Chennai • 23 May, 2025

High cost of fast fashion

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1,9	English	527	N/A	Bottom Left,Top Left	205445	79.18K

FE SPECIALS



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The Financial Express • Mumbai • 23 May, 2025

High cost of fast fashion

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,9	English	527	N/A	Bottom Left,Top Left	466201	175K

FE SPECIALS



High cost of fast fashion

High logistics and user costs are weighing on clothing brands' q-commerce bet

■ BRANDWAGON, P9



# High cost of fast fashion

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GEETIKA SRIVASTAVA

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Courtesy: Praveen Govindu, partner, Deloitte India

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The Financial Express • Kolkata • 23 May, 2025

High cost of fast fashion

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,9	English	527	N/A	Bottom Left,Top Left	179106	50.96K

FE SPECIALS



### High cost of fast fashion

High logistics and user costs are weighing on clothing brands' q-commerce bet

■ BRANDWAGON, P9



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Courtesy: Praveen Govindu, partner, Deloitte India



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The Financial Express • Kochi • 23 May, 2025

High cost of fast fashion

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,9	English	527	N/A	Bottom Left,Top Left	102722	147.14K

FE SPECIALS



### High cost of fast fashion

High logistics and user costs are weighing on clothing brands' q-commerce bet

■ BRANDWAGON, P9

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High cost of fast fashion

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,9	English	527	N/A	Bottom Left,Top Left	126427	49.87K

FE SPECIALS



### High cost of fast fashion

High logistics and user costs are weighing on clothing brands' q-commerce bet

■ BRANDWAGON, P9



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The Financial Express • Hyderabad • 23 May, 2025

High cost of fast fashion

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,9	English	527	N/A	Bottom Left,Top Left	197543	76.62K

FE SPECIALS



### High cost of fast fashion

High logistics and user costs are weighing on clothing brands' q-commerce bet

■ BRANDWAGON, P9



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High cost of fast fashion

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1,9	English	527	N/A	Bottom Left,Top Left	218614	147.14K

FE SPECIALS



### High cost of fast fashion

High logistics and user costs are weighing on clothing brands' q-commerce bet

■ **BRANDWAGON, P9**

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Courtesy: Praveen Govindu, partner, Deloitte India

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It's still early days for Q-commerce fashion but the category is picking up speed. Myntra's M-Now, which launched in December 2024 with the promise to deliver over 10,000 styles in 30 minutes, sees strong demand for products ranging from shampoos and skincare to fragrances and lipsticks. Brands such as Adidas, Pepe Jeans, Enamor, and Manyavar are already available on platforms such as Zepto, Instamart and Blinkit. "In Q-commerce, the most promising fashion categories are those that are easy to fit, frequently bought, and low on returns. Basics like t-shirts, socks, and innerwear work well," says

Somdutta Singh, founder and CEO of Assiduus Global.

For women's innerwear brand Enamor, quick commerce is not just another route, but a growing opportunity. "We've seen a 70-80% demand spike over the past six-seven months," says Sandra Daniels, the brand's CMO and category head. "Consumers are increasingly prioritising convenience, time, and reliability, even in fashion."

That said, apparel brings a unique set of challenges to the 10-minute delivery model. There are size, fit, and return issues to deal with, point out experts. Inventory complexity, unpredictable trends, and return logistics make it

investment heavy.

To counter that, brands are prioritising standard silhouettes, bestselling fits, and limited assortments. "We have curated a focused, fast-moving assortment that works for Q-commerce with availability in 50 cities, including key metropolitan hubs such as Delhi, Mumbai, Bengaluru, Chennai, and Hyderabad," says Zepto's Meel. Its selection highlights ready-to-wear with standard fits, high appeal and low return intent. The company says its dark stores are optimised for SKU rotation and inventory agility, which allows it to hyper-localise. The company has onboarded limited size ranges that align with high-demand clusters. It can refine the selection using real-time platform data.

Experts say that return rates, often as high as 25-30% in traditional e-commerce, are lower on Q-commerce, thanks to the high intent- and urgency-led purchases. Some traditional horizontal Q-commerce players are experimenting with 10-minute returns and offering 72-hour exchanges for damaged items, points out Praveen Govindu, partner at Deloitte India.

Even as more players throw their hats into the ring, high logistics and customer acquisition costs, combined with large inventory investments and potential reverse logistics, continue to strain Q-commerce margins. Long-term profitability is achievable through scale, repeat purchases, efficient inventory planning, and optimised delivery systems, notes Govindu.

The Financial Express • Ahmedabad • 23 May, 2025

High cost of fast fashion

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,9	English	527	N/A	Bottom Left,Top Left	194909	40K

FE SPECIALS



### High cost of fast fashion

High logistics and user costs are weighing on clothing brands' q-commerce bet

■ BRANDWAGON, P9



# High cost of fast fashion

HIGH LOGISTICS & USER ACQUISITION COSTS ARE WEIGHING ON CLOTHING BRANDS' Q-COMMERCE BET

GEETIKA SRIVASTAVA

ON A SULTRY Delhi morning, 27-year-old Tashi realised she had nothing light or breezy to wear to her cousin's *haldi* ceremony to be hosted on the other side of town. By 9:15 am though, she had identified a pastel *kurta* set on a quick commerce platform; by 9:27, it was at her doorstep.

In the world of instant groceries and blink-speed burgers, fashion is finally catching up. The segment is all set to ride the q-commerce wave, which is projected to grow at a 67% CAGR through 2030 and is currently estimated at over \$5 billion.

While average order values remain modest — ₹400-₹700 versus ₹1,000-plus on traditional platforms — there is value beyond margins for Q-commerce platforms. "Fashion brings in new users and encourages cross-category exploration," says Devendra Meel, chief business officer, Zepto. "Someone buying a *kurta* might add cosmetics or festive décor."

For Zepto, the appeal is clear. "Fashion is getting more occasion-led and last-minute," says Meel. "Be it someone who has forgotten about a *puja* invite or about one who has a *sangeet* ceremony to attend that night, we offer a robust portfolio of fashion essentials and occasion wear they can pick from."

In other words, what started its innings as a safe way to access daily needs during the COVID-pandemic-led disruptions is rapidly morphing into the go-to platform to resolve wardrobe

## BOTTLENECKS

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For women's innerwear brand Enamor, quick commerce is not just another route, but a growing opportunity. "We've seen a 70-80% demand spike over the past six-seven months," says Sandra Daniels, the brand's CMO and category head. "Consumers are increasingly prioritising convenience, time, and reliability, even in fashion."

That said, apparel brings a unique set of challenges to the 10-minute delivery model. There are size, fit, and return issues to deal with, point out experts. Inventory complexity, unpredictable trends, and return logistics make it

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To counter that, brands are prioritising standard silhouettes, bestselling fits, and limited assortments. "We have curated a focused, fast-moving assortment that works for Q-commerce with availability in 50 cities, including key metropolitan hubs such as Delhi, Mumbai, Bengaluru, Chennai, and Hyderabad," says Zepto's Meel. Its selection highlights ready-to-wear with standard fits, high appeal and low return intent. The company says its dark stores are optimised for SKU rotation and inventory agility, which allows it to hyper-localise. The company has onboarded limited size ranges that align with high-demand clusters. It can refine the selection using real-time platform data.

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FE SPECIALS



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The Economic Times • Bengaluru • 23 May, 2025

From Tax Suits to Tech Suites, it's a Recalibrate@Big4

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,10	English	279	N/A	Bottom Left,Top Right	230263	215.44K

MAJORITY OF FUTURE HIRING IN IT BIZ

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Team of Techsperts

	Deloitte	EY	PwC	KPMG
TC Partners	285	281	300	125-130
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NOTE: Figures provided by firms. Tech experts embedded in tax, audit, etc not included

Amid digital revolution, technology consultants now take up chunk of top advisory space

Vinod Mahanta

**Mumbai:** Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology consulting. On the back of a post-pandemic digital transformation push, this has grown into the fastest-expanding vertical — now leading in headcount, partner strength and accounting for more than half of all new hires in FY25. Ironically, these very firms — EY, Deloitte, PwC and KPMG — globally sold or spun off IT consulting divisions in the early 2000s, and only began rebuilding those capabilities in 2007-08. That slow return has since turned into a full-fledged pivot — with India leading globally in both scale and pace of shift. “Consulting is now the new frontier,” said Sanjeev Krishan, chairman of PwC India. Among the top four professional service firms, 60% of Deloitte’s India workforce and 45% of EY’s now comprise the tech consulting vertical, while PwC and KPMG both have approximately half of their India headcount dedicated to this business.

Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical. At KPMG, nearly 45 of every 100 new hires in FY26 will be in technology roles. PwC will hire 6,000-7,000 in tech consulting in the fiscal year.

Over ₹20k cr of India Revenue >> 10

## Over ₹20kcr of India Revenue

### ►► From Page 1

Sathish Gopalalaiah, president, consulting, at Deloitte South Asia, said the firm had hired over 7,300 people as of April 2025, and by the end of May, that number will be close to 8,000. "Our total headcount will cross 22,000 by then," he said. "Last year, our tech consulting business grew by 38%, and this year, we're on track to grow at 27% by the end of May."

Back-of-the-envelope estimates indicate that IT consulting generated over Rs 20,000 crore of the Big Four's combined Rs 38,500-crore India revenue in FY24—a trend expected to hold in FY25 as well, once all books are closed.

Accelerating this business is India Inc's tech transformation drive gaining serious momentum, with large-scale projects underway at companies such as HDFC Bank, ICICI Bank, Shell, Unilever, HSBC, and several public sector units (PSUs).

"The Covid-19 crisis was a watershed moment, ushering in an unprecedented era of tech-led transformation powered by cloud, data and analytics," said Rohan Sachdev, managing partner for consulting at EY India. "Today, AI-driven change is taking centre stage."

### TRANSFORMED DEAL QUEUE

A look at tech transformation requests for proposals (RFPs) points to strong deal momentum in the consulting space—with over 30 RFPs valued above Rs 100 crore, more than 50 above Rs 50 crore and upwards of 75 proposals exceeding Rs 25 crore. The firms now have built capabilities to provide services across the IT value chain. "Iconic transformation happens at the intersection of consulting, technology & digital, and data & analytics. We're helping our clients move from opportunities to business outcomes by offering the best customised solution and service set," said Sanjay Dawar, lead partner, One Consulting, at PwC India. But why are clients increasingly turning to the Big Four for technology transformation work, despite the presence of global tech majors, a plethora of product companies and other pure-play tech specialists?

Akhilesh Tuteja, national leader, clients and markets and technology, media & telecommunications, at KPMG India, explained, "The top firms now have deep domain expertise, inhouse consulting capabilities, a technology advisory setup and strong collaborations with global tech alliances, making them one-stop partners for digital transformation."



The Times of India • Bengaluru • 23 May, 2025

Mid-tier IT cos expand GCC playbook

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
21	English	319	N/A	Top Left	1178846	1.78M

Mid-tier IT cos expand GCC playbook

Smaller Cos Tap GCC Growth, Offering End-To-End Services, Deep Local Engagement

Veena.Mani@timesofindia.com

**Bengaluru:** Mid-tier IT firms are increasing their focus on the global capability centres (GCC) segment as part of a renewed strategic playbook. The shift includes targeting opportunities with enterprises establishing or expanding GCCs, leveraging cost advantages, talent pools, and client proximity. Mid-tier IT firms are intensifying their focus on GCCs, expanding their scope and engagement like their larger peers.

Industry experts note that whilst previously they collaborated with global executives of these companies, they now engage directly with local counterparts to accelerate the tech roadmap by captives in India. Several firms strategically positioned unit leaders to provide specialised technical assistance to these captives. "Large clients in the retail or banking sector might have their own GCCs and their own best practices. Our firm can help them with this. We can tell them what their peers are doing and guide them. We can also tie up with consulting firms and pro-

GCCs SEEK SKILLS AND SUPPORT

Mid-tier IT firms are ramping up services to GCCs

Focus on enterprise clients expanding or setting up captives in India



Deeper local engagement

Engagement now includes local decision-makers, not just global tech leaders

Unit leaders placed near GCCs to offer technical support and strategic insights



Comprehensive support portfolio

Services offered:

- Legal & real estate
- Tax & regulatory compliance
- Talent acquisition
- Financial & industry-specific consulting



BoT model rising

30-40% of GCCs in India prefer this model



Skills over staffing

Happiest Minds focuses on providing AI and data talent

Aim: Fill skill gaps without becoming a staffing agency



Smaller GCCs, bigger opportunity

30% of 2024's GCCs were from sub-\$1bn companies



vide them with industry-specific guidance. Who is going to get into the rigmarole of understanding legal and real estate requirements? We have a system set up for that. These are some of the pitches we make with captives," said Maddee Hegde, EVP, head of BPS and GCC at Coforge.

These organisations are expanding into recruitment support. Hegde indicates that GCCs are increasingly receptive to recruitment assistance, an area

the company is actively pursuing. Some recruits will work on Coforge's projects, while others will be directly employed by GCCs. "Smart IT services firms know what it takes and that most of these GCCs will achieve an unsustainable cost structure. Eventually, most, not all, GCCs will 'outsource' capabilities they need to be cost-effective with. With that in mind, consider a wide portfolio from real estate to regulatory compliance to financial services to tax, and beyond. Those early relationships will pay off with other opportunities," says Ray Wang, principal analyst and Founder at Constellation Research.

Happiest Minds emphasises that skill provision is key to securing additional projects alongside regulatory and logistical support. "We do not want to become a staffing company. So, we will begin by providing skills. Many GCCs do not have a lot of skilled people in AI and data. We can bridge that gap for their immediate needs," said Joseph Anantharaju, CEO of Happiest Minds. Ashok Soota-led Happiest Minds is focusing on strengthening this vertical this year.

According to Rohan Lobo, partner, GCC leader, Deloitte Asia Pacific and South Asia, 30% to 40% of GCCs in India prefer the build-operate-transfer model, creating opportunities for IT service providers. With over 5,000 GCC leaders based in India, dedicated focus on captives becomes essential, explaining the appointment of GCC heads. Lobo provides additional context regarding these partnerships' growing significance through mid and small-sized GCC statistics. He notes that 30% of last year's captive establishments were in the sub \$1 billion category. "These companies need end-to-end services to stand up their centres quickly and realise their ROI. Such services include registration and legal, real estate, tax and compliance requirements, leadership hiring, relevant talent, infrastructure, etc. IT services providers and consulting firms, together with specialist partners in the ecosystem, work closely with these GCCs and play a vital role. Companies across the world are turning to partners to quickly help navigate complexities and get things done," Lobo said.



From Tax Suits to Tech Suites, it's a Recalibrate@Big4

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,11	English	872	N/A	Middle Left,Top Right	300945	61.91K

MAJORITY OF FUTURE HIRING IN IT BIZ

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	Deloitte	EY	PwC	KPMG
TC Partners	285	281	300	125-130
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Amid digital revolution, technology consultants now take up chunk of top advisory space

Vinod Mahanta

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to the fastest-expanding vertical — now leading in headcount, partner strength and accounting for more than half of all new hires in FY25. Ironically, these very firms — EY, Deloitte, PwC and KPMG — globally sold or spun off IT consulting divisions in the early 2000s, and only began rebuilding those capabilities in 2007-08. That slow return has since turned into a full-fledged pivot — with India leading globally in both scale and pace of shift. “Consulting is now the new frontier,” said Sanjeev Krishan, chairman of PwC India.

Over ₹20kcr of India Revenue ►► 11

# Over ₹20,000 Crore of India Revenue

## ►► From Page 1

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Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical. At KPMG, nearly 45 of every 100 new hires in FY26 will be in technology roles. PwC will hire 6,000-7,000 in tech consulting in the fiscal year.

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"Our total headcount will cross 22,000 by then," he said. "Last year, our tech consulting business grew by 38%, and this year, we're on track to grow at 27% by the end of May."

Back-of-the-envelope estimates indicate that IT consulting generated over ₹20,000 crore of the Big Four's combined ₹38,500-crore India revenue in FY24—a trend expected to hold in FY25 as well, once all books are closed.

Accelerating this business is India Inc's tech transformation drive gaining serious momentum, with large-scale projects underway at companies such as HDFC Bank, ICICI Bank, Shell, Unilever, HSBC, and several public sector units (PSUs).

"The Covid-19 crisis was a watershed moment, ushering in an unprecedented era of tech-

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"Iconic transformation happens at the intersection of consulting, technology & digital, and data & analytics. We're helping our clients mo-

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But why are clients increasingly turning to the Big Four? Akhilesh Tuteja, national leader, clients and markets and technology, media & telecommunications (TMT), at KPMG India, explained, "The top firms now have deep domain expertise, inhouse consulting capabilities, a technology advisory setup and strong collaborations with global tech alliances, making them one-stop partners for digital transformation."

FOR FULL REPORT, GO TO  
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The Economic Times • Jaipur • 23 May, 2025

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The Economic Times • Delhi • 23 May, 2025

From Tax Suits toTech Suites, it's a Recalibrate@Big4

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1,11	English	872	N/A	Middle Left,Top Right	2272356	420.14K

MAJORITY OF FUTURE HIRING IN IT BIZ

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	Deloitte	EY	PwC	KPMG
TC Partners	285	281	300	125-130
TC Headcount	21,000	20,000	15,000	14,000-15,000
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NOTE: Figures provided by firms. Tech experts embedded in tax, audit, etc not included

Amid digital revolution, technology consultants now take up chunk of top advisory space

Vinod Mahanta

**Mumbai:** Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology consulting. On the back of a post-pandemic digital transformation push, this has grown in-

to the fastest-expanding vertical — now leading in headcount, partner strength and accounting for more than half of all new hires in FY25. Ironically, these very firms — EY, Deloitte, PwC and KPMG — globally sold or spun off IT consulting divisions in the early 2000s, and only began rebuilding those capabilities in 2007-08. That slow return has since turned into a full-fledged pivot — with India leading globally in both scale and pace of shift. “Consulting is now the new frontier,” said Sanjeev Krishan, chairman of PwC India.

Over ₹20kcr of India Revenue ►► 11



# Over ₹20,000 Crore of India Revenue

## ►► From Page 1

Among the top four professional service firms, 60% of Deloitte's India workforce and 45% of EY's now comprise the tech consulting vertical, while PwC and KPMG both have approximately half of their India headcount dedicated to this business.

Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical. At KPMG, nearly 45 of every 100 new hires in FY26 will be in technology roles. PwC will hire 6,000-7,000 in tech consulting in the fiscal year.

Sathish Gopalaiah, president, consulting, at Deloitte South Asia, said the firm had hired over 7,300 people as of April 2025, and by the end of May, that number will be close to 8,000.

"Our total headcount will cross 22,000 by then," he said. "Last year, our tech consulting business grew by 38%, and this year, we're on track to grow at 27% by the end of May."

Back-of-the-envelope estimates indicate that IT consulting generated over ₹20,000 crore of the Big Four's combined ₹38,500-crore India revenue in FY24—a trend expected to hold in FY25 as well, once all books are closed.

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"The Covid-19 crisis was a watershed moment, ushering in an unprecedented era of tech-

led transformation powered by cloud, data and analytics," said Rohan Sachdev, managing partner for consulting at EY India. "Today, AI-driven change is taking centre stage."

## TRANSFORMED DEAL QUEUE

A look at tech transformation requests for proposals (RFPs) points to strong deal momentum in the consulting space—with over 30 RFPs valued above ₹100 crore, more than 50 above ₹50 crore and upwards of 75 proposals exceeding ₹25 crore. The firms now have built capabilities to provide services across the IT value chain.

"Iconic transformation happens at the intersection of consulting, technology & digital, and data & analytics. We're helping our clients mo-

ve from opportunities to business outcomes by offering the best customised solution and service set," said Sanjay Darwar, lead partner, One Consulting, at PwC India.

But why are clients increasingly turning to the Big Four? Akhilesh Tuteja, national leader, clients and markets and technology, media & telecommunications (TMT), at KPMG India, explained, "The top firms now have deep domain expertise, inhouse consulting capabilities, a technology advisory setup and strong collaborations with global tech alliances, making them one-stop partners for digital transformation."

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Nav Rashtra • Mumbai • 23 May, 2025

More than 7 million people got employment

Page no 7	Language Marathi	Article Dimension 105	Supplement N/A	Position Top Right	AVE 173295	Circulation 500.5K
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## ७० लाखांहून अधिक लोकांना रोजगार मिळाला अन्न प्रक्रियेने उजळले ग्रामीण भारताचे चित्र

दिल्ली. नवराष्ट्र न्यूज नेटवर्क. भारताचे अन्न प्रक्रिया क्षेत्र देशाच्या अर्थव्यवस्थेचा एक महत्वाचा आधारस्तंभ म्हणून उदयास येत आहे. देशाच्या एकूण उत्पादन जीव्हीए (एकूण मूल्यवर्धित) मध्ये या क्षेत्राचे योगदान ७.७ टक्के आहे आणि मूल्य साखळीत ७ दशलक्षांहून अधिक नाक्यांना आधार देते.

१६० अब्ज अमेरिकन डॉलर्स किमतीचे हे क्षेत्र ग्रामीण औद्योगिकीकरणाचा चालना देत आहे आणि कापणीनंतरचे नुकसान कमी करत आहे, असे डेलॉइट आणि फिक्कीच्या नवीन अहवालात म्हटले आहे. ग्रामीण भागातील वाढती मागणी, डिजिटल परिवर्तन आणि सरकारी धोरणांना पाठिंब्यामुळे या क्षेत्राला सतत चालना मिळत आहे. डेलॉइट साउथ एशियाचे पार्टनर आणि कंझुमर इंडस्ट्री लीडर आनंद रामनाथन म्हणाले की, भारतातील कृषी आणि अन्न प्रक्रिया क्षेत्र एका मोठ्या परिवर्तनाच्या उंबरठ्यावर आहे जिथे पारंपरिक पद्धती आणि अत्याधुनिक तंत्रज्ञान एकत्रितपणे भविष्यासाठी तयार अन्न परिसंस्था तयार



करत आहेत. ते म्हणाले की, ग्राहक आता स्वच्छ लेबल असलेल्या, प्रथिनेयुक्त आणि पोटासाठी अनुकूल असलेल्या अन्नाकडे वळत आहेत, ज्यामुळे भारतात अन्न वापरात संरचनात्मक वाढ होत आहे. रामनाथन यांचा असा विश्वास आहे की भारत आरोग्य-केंद्रित, तंत्रज्ञान-सक्षम आणि समावेशक अन्न प्रणालीवरील जागतिक चर्चेचे नेतृत्व करण्यास सज्ज आहे, ज्याला एआय, आयओटी आणि ब्लॉकचेनमधील प्रगतीमुळे चालना मिळाली आहे.

शहरी वापराच्या पद्धती देखील बदलत आहेत जिथे अन्न बजेटच्या जवळजवळ ५० टक्के रक्कम आता पैक केलेल्या आणि तयार केलेल्या अन्नावर खर्च केली जाते.

Amar Ujala • Delhi • 23 May, 2025

In today's era, millennials prioritize growth and learning in job-related decisions

Page no 16	Language Hindi	Article Dimension 258	Supplement N/A	Position Middle Center	AVE 547911	Circulation 564.4K
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# एआई के दौर में नौकरी से जुड़े फैसलों में प्रगति और सीखने को प्राथमिकता देते हैं मिलेनियल्स

**मुंबई।** जेनरेटिव आर्टिफिशियल इंटेलिजेंस (एआई) व ऑटोमेशन के साथ निरंतर विकसित होते कार्यस्थलों और बदलती अपेक्षाओं के मद्देनजर देश के जेनरेशन जेड और मिलेनियल्स नौकरी संबंधी फैसलों में प्रगति एवं सीखने को प्राथमिकता देते हैं। जेनरेशन जेड 1997 से 2012 और मिलेनियल्स 1981 से 1996 के बीच जन्मे लोगों को कहा जाता है।

डेलॉय ने बृहस्पतिवार को जारी सर्वे में कहा, भारत के जेनरेशन जेड और मिलेनियल्स न सिर्फ भविष्य के अनुरूप काम करने के तरीकों के हिसाब से



खुद को ढाल रहे हैं, बल्कि वे इसे आकार भी दे रहे हैं। 85 फीसदी युवा साप्ताहिक आधार पर अपने कौशल को निखारने पर जोर दे रहे हैं। वे जेनरेटिव एआई जैसी प्रौद्योगिकियों के साथ मिलकर चुस्त और उद्देश्य संचालित करियर बना रहे हैं। डेलॉय

इंडिया की चीफ हैप्पीनेस ऑफिसर सरस्वती कस्तूरीरंगन ने कहा, नियोक्ताओं के लिए यह विकास, नवाचार और निरंतर सीखने पर आधारित संस्कृति का निर्माण करने का संकेत है। सर्वे लोगों ने सवाल उठाया कि क्या तेजी से बदलते नौकरी बाजार में सिर्फ औपचारिक डिग्री पर्याप्त है? इस पर 94 फीसदी से ज्यादा जेनरेशन जेड और 97 फीसदी से अधिक मिलेनियल्स ने कहा, वे बदलते नौकरी बाजार में सैद्धांतिक से अधिक व्यावहारिक अनुभव को महत्व देने पर जोर देते हैं। एजेंसी

Nav Rashtra • Pune • 23 May, 2025

More than 70 lakh people got employment

Page no 9	Language Marathi	Article Dimension 100	Supplement N/A	Position Top Center	AVE 95806	Circulation 860K
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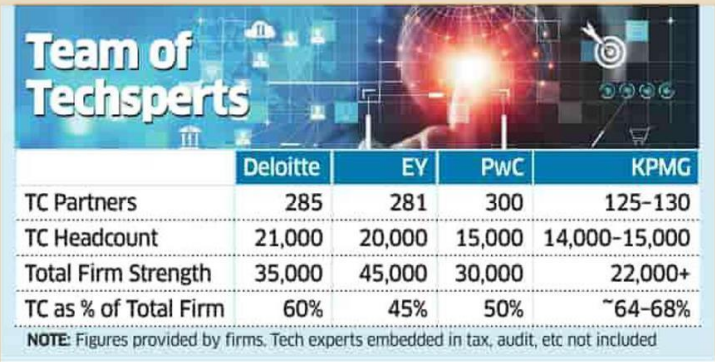


The Economic Times • Kochi • 23 May, 2025

From Tax Suits to Tech Suites, it's a Recalibrate @Big4

Page no 1,10	Language English	Article Dimension 2123	Supplement N/A	Position Bottom Left,Top Right	AVE 169854	Circulation 22.84K
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sions in the early 2000s, and only began rebuilding those capabilities in 2007-08. That slow return has since turned into a full-fledged pivot — with India leading globally in both scale and pace of shift. “Consulting is now the new frontier,” said Sanjeev Krishan, chairman of PwC India. Among the top four professional service firms, 60% of Deloitte’s India workforce and 45% of EY’s now comprise the tech consulting vertical, while PwC and KPMG both have approximately half of their India headcount dedicated to this business. Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical. At KPMG, nearly 45 of every 100 new hires in FY26 will be in technology roles. PwC will hire 6,000-7,000 in tech consulting in the fiscal year.

Over ₹20k cr of India Revenue >> 10

# Over ₹20kcr of India Revenue

## ►► From Page 1

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The Economic Times • Ahmedabad • 23 May, 2025

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Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	190	N/A	Top Right	77789	87.38K

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The Economic Times • Pune • 23 May, 2025

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Page no 1	Language English	Article Dimension 199	Supplement N/A	Position Top Right	AVE 74725	Circulation 102.04K
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Sathish Gopalaiah, president, consulting, at Deloitte South Asia, said the firm had hired over 7,300 people as of April 2025, and by the end of May, that number will be close to 8,000. “Our total headcount will cross 22,000 by then,” he said. “Last year, our tech consulting business grew by 38%, and this year, we're on track to grow at 27% by the end of May.”

Back-of-the-envelope estimates indicate that IT consulting generated over Rs 20,000 crore of the Big Four's combined Rs 38,500-crore India revenue in FY24.



The Economic Times • Hyderabad • 23 May, 2025

From Tax Suits to Tech Suites, it's a Recalibrate@Big4

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	165	N/A	Top Right	75192	75.22K

MAJORITY QF FUTURE HIRING IN IT BIZ

From Tax Suits to Tech Suites, it's a Recalibrate@Big4

Team of Techsperts

	Deloitte	EY	PwC	KPMG
TC Partners	285	281	300	125-130
TC Headcount	21,000	20,000	15,000	14,000-15,000
Total Firm Strength	35,000	45,000	30,000	22,000+
TC as % of Total Firm	60%	45%	50%	~64-68%

NOTE: Figures provided by firms. Tech experts embedded in tax, audit, etc not included

Amid digital revolution, technology consultants now take up chunk of top advisory space

Vinod Mahanta

Mumbai:

Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology consulting. On the back of a post-pandemic digital transformation push, this has grown into the fastest-expanding vertical — now leading in headcount, partner strength and accounting for more than half of all new hires in FY25. Ironically, these very firms—EY, Deloitte, PwC and KPMG—globally sold or spun

off IT consulting divisions in the early 2000s, and only began rebuilding those capabilities in 2007-08. That slow return has since turned into a full-fledged pivot—with the India market leading globally in both the scale and pace of that shift. “Consulting is now the new frontier,” said Sanjeev Krishan, chairman of PwC India. Among the top four professional service firms, 60% of Deloitte’s India workforce and 45% of EY’s now comprise the tech consulting vertical, while PwC and KPMG both have approximately half of their India headcount dedicated to this business. Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical. At KPMG, nearly 45 of every 100 new hires in FY26 will be in technology roles.

Amar Ujala • Chandigarh • 23 May, 2025

## AI ke dour main jobs se jude faislo main pragati aur seekhne ko prathmikta dete hai Millennials

Page no 4	Language Hindi	Article Dimension 294	Supplement N/A	Position Middle Center	AVE 216402	Circulation 368.8K
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# एआई के दौर में नौकरी से जुड़े फैसलों में प्रगति और सीखने को प्राथमिकता देते हैं मिलेनियल्स

मुंबई। जेनरेटिव आर्टिफिशियल इंटेलिजेंस (एआई) व ऑटोमेशन के साथ निरंतर विकसित होते कार्यस्थलों और बदलती अपेक्षाओं के मद्देनजर देश के जेनरेशन जेड और मिलेनियल्स नौकरी संबंधी फैसलों में प्रगति एवं सीखने को प्राथमिकता देते हैं। जेनरेशन जेड 1997 से 2012 और मिलेनियल्स 1981 से 1996 के बीच जन्मे लोगों को कहा जाता है।

डेलॉय ने बृहस्पतिवार को जारी सर्वे



में कहा, भारत के जेनरेशन जेड और मिलेनियल्स न सिर्फ भविष्य के अनुरूप काम करने के तरीकों के हिसाब से खुद को ढाल रहे हैं, बल्कि वे इसे आकार भी दे रहे हैं। 85 फीसदी युवा साप्ताहिक आधार पर अपने कौशल को निखारने पर जोर दे रहे हैं। वे जेनरेटिव एआई जैसी प्रौद्योगिकियों के साथ मिलकर चुस्त और उद्देश्य

संचालित करियर बना रहे हैं। डेलॉय इंडिया की चीफ हैप्पीनेस ऑफिसर सरस्वती कस्तूरींगन ने कहा, नियोक्ताओं के लिए यह विकास, नवाचार और निरंतर सीखने पर आधारित संस्कृति का निर्माण करने का संकेत है। सर्वे लोगों ने सवाल उठाया कि क्या तेजी से बदलते नौकरी बाजार में सिर्फ औपचारिक डिग्री पर्याप्त है? इस पर 94 फीसदी से ज्यादा जेनरेशन जेड और 97 फीसदी से अधिक मिलेनियल्स ने कहा, वे बदलते नौकरी बाजार में सैद्धांतिक से अधिक व्यावहारिक अनुभव को महत्व देने पर जोर देते हैं। एजेंसी



Sakshi • Hyderabad • 23 May, 2025

## Skills and job advancement are prioritized

Page no  
15Language  
EnglishArticle Dimension  
178Supplement  
N/APosition  
Middle LeftAVE  
319619Circulation  
1.22M

# నైపుణ్యాలు, ఉద్యోగ పురోగతికే ప్రాధాన్యం

- జెన్ జెడ్, మిలీనియల్స్ అభిప్రాయం
- డెలాయిట్ సర్వేలో వెల్లడి

ముంబై: కంపెనీల కార్యకలాపాల్లో ఆటోమేషన్, జెనరేటివ్ ఏఐ వినియోగం విస్తరిస్తుండడంతో.. జెనరేషనల్ జెడ్, మిలీనియల్స్ తరగతి యువత నైపుణ్యాలు పెంచుకునేందుకు, ఉద్యోగంలో పురోగతికి ప్రాధాన్యం ఇస్తున్నారు. ఉద్యోగ నిర్ణయాల్లో పురోగతి, అభ్యాసనా అవకాశాలకే తమ ప్రాధాన్యమని డెలాయిట్ సర్వేలో వారు చెప్పారు. జెన్ జెడ్, మిలీనియల్స్ లో 85 శాతం మంది ప్రతి వారం చివర్లో నైపుణ్యాలు పెంచుకునేందుకు, పనిచేస్తూనే నేర్చుకునేందుకు ప్రాధాన్యం ఇస్తున్నట్లు డెలాయిట్ ఇండియా లీడ్ హ్యూమన్ రిసోర్స్ సర్వేలో కనీసం రంగస్థాయి తెలిపారు. కాకపోతే వీరికి తగినంత మార్గదర్శకత్వం లభించడం లేదని డెలాయిట్ సర్వే



పేర్కొంది. సర్వేలో పాల్గొన్న వారిలో సగం మంది తమ మేనేజర్ల నుంచి మార్గదర్శనం కోరుకుంటుంటే.. అది కొందరికే లభిస్తున్నట్లు తెలిపింది. 505 మంది జెనరేషన్ జెడ్, 304 మిలీనియల్స్ అభిప్రాయాలను ఈ సర్వేలో భాగంగా డెలాయిట్ తెలుసుకుంది. 1981-1996 మధ్య జన్మించిన వారిని మిలీనియల్స్ గా, 1997-2012 మధ్యకాలంలో జన్మించిన వారిని జెనరేషన్ జెడ్ కింద పరిగణిస్తుంటారు.

పట్టాలు కాదు.. అనుభవానికే పెద్ద పీట వేగంగా మార్పులకు గురవుతున్న ఉద్యోగ మార్కెట్లో సంప్రదాయ డిగ్రీ ఆర్థతల కంటే.. అనుభవానికే అగ్ర తాంబూలం లభిస్తున్న విషయాన్ని ఈ సర్వే గుర్తు చేసింది. దీంతో సంప్రదాయ విద్యా వ్యవస్థ నాణ్యతపై సందేహాలు లేవనెత్తింది. 94 శాతం జెన్ జెడ్, 97 శాతం మిలీనియల్స్ సిద్ధాంతాల కంటే అనుభవానికే విలువ ఎక్కువని చెప్పారు. ఉన్నత విద్యపై 52 శాతం జెన్ జెడ్, 45 శాతం మిలీనియల్స్ అసంతృప్తి వ్యక్తం చేశారు. ఉన్నత విద్య వ్యయాలపై 36 శాతం జెన్ జెడ్, 40 శాతం మిలీనియల్స్ ఆందోళన వ్యక్తం చేశారు. ఆందోళన, ఒత్తిడి విషయంలో ఉద్యోగం కారణమవుతున్నట్లు 36 శాతానికి పైనే చెప్పారు.

ఉద్యోగుల శ్రేయస్సుపై దృష్టి పెట్టాలి..

"ఉద్యోగుల సంతోషం, శ్రేయస్సు విషయంలో సంస్థలు తమ విధానాలను తిరిగి పరిశీలన చేయాల్సిన అవసరం ఉంది. భౌతిక, మానసిక, ఆర్థిక శ్రేయస్సు ఒకదానితో ఒకటి ముడిపడి ఉన్నాయి. నాయకత్వం స్థాయిలో వీటిని పరిష్కరించాల్సి ఉంది" అని ఈ సర్వే నివేదిక తెలిపింది.

Sakshi • Bengaluru • 23 May, 2025

## Skill, Job Progress is the priority

Page no  
13Language  
EnglishArticle Dimension  
1373Supplement  
N/APosition  
Middle LeftAVE  
192162Circulation  
61.57K

# నైపుణ్యాలు, ఉద్యోగ పురోగతికే ప్రాధాన్యం

- జెన్ జెడ్, మిలీనియల్స్ అభిప్రాయం
- డెలాయిట్ సర్వేలో వెల్లడి

ముంబై: కంపెనీల కార్యకలాపాల్లో ఆటోమేషన్, జెనరేటివ్ ఏఐ వినియోగం విస్తరిస్తుండడంతో.. జెనరేషనల్ జెడ్, మిలీనియల్స్ తరగతి యువత నైపుణ్యాలు పెంచుకునేందుకు, ఉద్యోగంలో పురోగతి తికి ప్రాధాన్యం ఇస్తున్నారు. ఉద్యోగ నిర్ణయాల్లో పురోగతి, అభ్యాసనా అవకాశాలకే తమ ప్రాధాన్యమని డెలాయిట్ సర్వేలో వారు చెప్పారు. జెన్ జెడ్, మిలీనియల్స్ లో 85 శాతం మంది ప్రతి వారం చివర్లో నైపుణ్యాలు పెంచుకునేందుకు, పనిచేస్తూనే నేర్చుకునేందుకు ప్రాధాన్యం ఇస్తున్నట్లు డెలాయిట్ ఇండియా చీఫ్ హ్యూమన్ రిసోర్స్ సరస్వతి కస్తూరి రంగన్ తెలిపారు. కాకపోతే వీరికి తగినంత మార్గదర్శకత్వం లభించడం లేదని డెలాయిట్ సర్వే



పేర్కొంది. సర్వేలో పాల్గొన్న వారిలో సగం మంది తమ మేనేజర్ల నుంచి మార్గదర్శనం కోరుకుంటుంటే.. అది కొందరికే లభిస్తున్నట్లు తెలిపింది. 505 మంది జెనరేషన్ జెడ్, 304 మిలీనియల్స్ అభిప్రాయాలను ఈ సర్వేలో భాగంగా డెలాయిట్ తెలుసుకుంది. 1981-1996 మధ్య జన్మించిన వారిని మిలీనియల్స్ గా, 1997-2012 మధ్యకాలంలో జన్మించిన వారిని జెనరేషన్ జెడ్ కింద పరిగణిస్తుంటారు.

పట్టాలు కాదు.. అనుభవానికే పెద్ద పీట

వేగంగా మార్పులకు గురవుతున్న ఉద్యోగ మార్కెట్లో సంప్రదాయ డిగ్రీ అర్హతల కంటే.. అనుభవానికే అగ్ర తాంబూలం లభిస్తున్న విషయాన్ని ఈ సర్వే గుర్తు చేసింది. దీంతో సంప్రదాయ విద్యా వ్యవస్థ నాణ్యతపై సందేహాలు లేవనెత్తింది. 94 శాతం జెన్ జెడ్, 97 శాతం మిలీనియల్స్ సిద్ధాంతాల కంటే అనుభవానికే విలువ ఎక్కువని చెప్పారు. ఉన్నత విద్యపై 52 శాతం జెన్ జెడ్, 45 శాతం మిలీనియల్స్ అసంతృప్తి వ్యక్తం చేశారు. ఉన్నత విద్య వ్యయాలపై 36 శాతం జెన్ జెడ్, 40 శాతం మిలీనియల్స్ ఆందోళన వ్యక్తం చేశారు. ఆందోళన, ఒత్తిడి విషయంలో ఉద్యోగం కారణమవుతున్నట్లు 36 శాతానికి పైనే చెప్పారు.

**ఉద్యోగుల శ్రేయస్సుపై దృష్టి పెట్టాలి..**

“ఉద్యోగుల సంతోషం, శ్రేయస్సు విషయంలో సంస్థలు తమ విధానాలను తిరిగి పరిశీలన చేయాల్సిన అవసరం ఉంది. భౌతిక, మానసిక, ఆర్థిక శ్రేయస్సు ఒకదానితో ఒకటి ముడిపడి ఉన్నాయి. నాయకత్వం స్థాయిలో వీటిని పరిష్కరించాల్సి ఉంది” అని ఈ సర్వే నివేదిక తెలిపింది.



S.No	Portal_Name	Date	Keyword	Title	Medium	Reach
1	India Brand Equity Foundation	May 23, 2025	Deloitte	<a href="#">Gen Z, millennials prioritise learning, growth in career choices: Survey</a>	ONLINE	N/A
2	The Financial Express	May 23, 2025	Deloitte	<a href="#">High logistics &amp; user acquisition costs are weighing on clothing brands' q-c...</a>	ONLINE	16.2M
3	The Mobi World	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	ONLINE	N/A
4	ET HRWorld	May 23, 2025	Deloitte	<a href="#">Tech consultants now take up chunk of top advisory space at Big4</a>	ONLINE	5K
5	The Top News 18	May 23, 2025	Deloitte	<a href="#">भारत का शिपिंग निगम आज 10% स्काईरकिट? उसकी वजह यहाँ है</a>	ONLINE	N/A
6	Ny News Cast	May 23, 2025	Deloitte	<a href="#">Burnout is the New Bankruptcy: Dr. Andrea Adams-Miller Unveils The Executive Res...</a>	ONLINE	N/A
7	The Economic Times	May 23, 2025	Deloitte	<a href="#">From Tax Suits to Tech Suites, it's a Recalibrate@Big4</a>	ONLINE	28.7M
8	The Economic Times	May 23, 2025	Deloitte	<a href="#">From tax suits to tech suites, it's a Recalibrate@Big4: Tech consultants now tak...</a>	ONLINE	28.7M
9	Industrial Automationindia	May 23, 2025	Deloitte	<a href="#">Steel Authority of India Limited signs digital transformation agreement with ABB...</a>	ONLINE	N/A
10	The News Headliner	May 23, 2025	Deloitte	<a href="#">Burnout is the New Bankruptcy: Dr. Andrea Adams-Miller Unveils The Executive Res...</a>	ONLINE	N/A
11	BizWire Express	May 23, 2025	Deloitte	<a href="#">Burnout is the New Bankruptcy: Dr. Andrea Adams-Miller Unveils The Executive Res...</a>	ONLINE	N/A
12	Tech Street Now	May 23, 2025	Deloitte	<a href="#">Suridata Buy Adds SaaS Posture Management to Fortinet SASE</a>	ONLINE	N/A
13	Uttarakhand News Network	May 23, 2025	Deloitte	<a href="#">Databricks Announces 2025 Data + AI Summit Keynote Lineup and Data Intelligence ...</a>	ONLINE	29.6K
14	Careers Info Security	May 23, 2025	Deloitte	<a href="#">Suridata Buy Adds SaaS Posture Management to Fortinet SASE</a>	ONLINE	N/A
15	Data Breach Today	May 23, 2025	Deloitte	<a href="#">Suridata Buy Adds SaaS Posture Management to Fortinet SASE</a>	ONLINE	N/A
16	Careers Info Security	May 23, 2025	Deloitte	<a href="#">Suridata Buy Adds SaaS Posture Management to Fortinet SASE</a>	ONLINE	N/A
17	Bank Info Security	May 23, 2025	Deloitte	<a href="#">Suridata Buy Adds SaaS Posture Management to Fortinet SASE</a>	ONLINE	N/A
18	Inforisktoday.in	May 23, 2025	Deloitte	<a href="#">Suridata Buy Adds SaaS Posture Management to Fortinet SASE</a>	ONLINE	N/A
19	Travel And Tour	May 23, 2025	Deloitte	<a href="#">United States Anticipates An Unmatched Increase In Memorial Day Weekend Travel M...</a>	ONLINE	N/A
20	Tech Street Now	May 23, 2025	Deloitte	<a href="#">Deloitte's Silicon to Service' available for government, regulated industries</a>	ONLINE	N/A
21	Pune Media	May 23, 2025	Deloitte	<a href="#">Agri-food Value Chain Accounts For 30% Of Indian Food Market, Valued At USD 160 ...</a>	ONLINE	N/A
22	Ians	May 23, 2025	Deloitte	<a href="#">Bulletin from the Annual General Meeting 2025</a>	ONLINE	116.7K
23	Schneider Electric	May 23, 2025	Deloitte	<a href="#">From lab to launch: AI's impact on pharma drug development</a>	ONLINE	N/A
24	Sangritimes	May 23, 2025	Deloitte	<a href="#">Bulletin from the Annual General Meeting 2025</a>	ONLINE	N/A
25	IT News Online	May 23, 2025	Deloitte	<a href="#">Bulletin from the Annual General Meeting 2025</a>	ONLINE	N/A
26	Csr Economic Indiantimes	May 23, 2025	Deloitte	<a href="#">Gen Zs, millennials prioritise learning, growth in job decisions: Survey</a>	ONLINE	N/A


[Gen Z, millennials prioritise learning, growth in career choices: Survey](#)

India Brand Equity Foundation • Deloitte • 09:51 AM 23 May, 2025 • N/A Reach • 10K Ad Value

Disclaimer: This information has been collected through secondary research and IBEF is not responsible for any errors in the same.


[High logistics & user acquisition costs are weighing on clothing brands' q-c...](#)

The Financial Express • Deloitte • 09:34 AM 23 May, 2025 • 16.2M Reach • 80K Ad Value

On a sultry Delhi morning, 27-year-old Tashi realised she had nothing light or breezy to wear to her cousin's haldi ceremony to be hosted on the other...


[From Tax Suits to Tech Suites, it's a Recalibrate@Big4](#)

The Mobi World • Deloitte • 09:13 AM 23 May, 2025 • N/A Reach • 10K Ad Value

Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology ...

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[Tech consultants now take up chunk of top advisory space at Big4](#)

ET HRWorld • Deloitte • 07:45 AM 23 May, 2025 • 5K Reach • 10K Ad Value

Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology ...


[भारत का शिपिंग निगम आज 10% स्काईरोकेट? उसकी वजह यहाँ है](#)

The Top News 18 • Deloitte • 07:18 AM 23 May, 2025 • N/A Reach • 10K Ad Value

रुपये की मार्केट कैप के साथ। 9,139 करोड़, के शेयर हरे रंग में रु। बीएसई पर 196.2, लगभग 8 प्रतिशत तक, इसकी पिछली समापन मूल्य की तुलना में। 181.8। स्टॉक...


[Burnout is the New Bankruptcy: Dr. Andrea Adams-Miller Unveils The Executive Res...](#)

Ny News Cast • Deloitte • 06:30 AM 23 May, 2025 • N/A Reach • 10K Ad Value

With Deloitte reporting a wave of leadership attrition and executive burnout at historic highs, The Executive Reset® enters the market as the recalib...

[From Tax Suits to Tech Suites, it's a Recalibrate@Big4](#)

The Economic Times • Deloitte • 05:45 AM 23 May, 2025 • 28.7M Reach • 80K Ad Value

That slow return has since turned into a full-fledged pivot — with India leading globally in both scale and pace of shift. “Consulting is now the new...

[From tax suits to tech suites, it's a Recalibrate@Big4: Tech consultants now tak...](#)

The Economic Times • Deloitte • 05:38 AM 23 May, 2025 • 28.7M Reach • 80K Ad Value

Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology ...

[Steel Authority of India Limited signs digital transformation agreement with ABB...](#)

Industrial Automationindia • Deloitte • 05:31 AM 23 May, 2025 • N/A Reach • 10K Ad Value

Bengaluru, May 22, 2025 – ABB India and Steel Authority of India Ltd (SAIL), a Maharatna central public sector company, have signed a Memorandum of U...

[Burnout is the New Bankruptcy: Dr. Andrea Adams-Miller Unveils The Executive Res...](#)

The News Headliner • Deloitte • 05:23 AM 23 May, 2025 • N/A Reach • 10K Ad Value

Andrea Adams-Miller launches The Executive Reset ©, a neuroscience-powered recalibration for high-achieving professionals facing identity misalignmen...

[Burnout is the New Bankruptcy: Dr. Andrea Adams-Miller Unveils The Executive Res...](#)

BizWire Express • Deloitte • 04:48 AM 23 May, 2025 • N/A Reach • 10K Ad Value

Andrea Adams-Miller launches The Executive Reset ©, a neuroscience-powered recalibration for high-achieving professionals facing identity misalignmen...

[Suridata Buy Adds SaaS Posture Management to Fortinet SASE](#)

Tech Street Now • Deloitte • 04:21 AM 23 May, 2025 • N/A Reach • 10K Ad Value


The Silicon Valley-based platform security vendor said its acquisition of Tel Aviv, Israel-based Suridata will tackle rising threats in SaaS-heavy en...




brand-logo

[Databricks Announces 2025 Data + AI Summit Keynote Lineup and Data Intelligence ...](#)  
Uttarakhand News Network • Deloitte • 04:09 AM 23 May, 2025 • 29.6K Reach • 10K Ad Value


Attendees will hear from Jamie Dimon , Chairman and CEO, JPMorgan Chase; Dario Amodei , Co-founder and CEO, Anthropic; and Satya Nadella , Chairman a...




[Suridata Buy Adds SaaS Posture Management to Fortinet SASE](#)  
Careers Info Security • Deloitte • 03:36 AM 23 May, 2025 • N/A Reach • 10K Ad Value  
Fortinet purchased a SaaS security posture management startup led by a former Deloitte and EY executive to bolster visibility, control and governance...




[Suridata Buy Adds SaaS Posture Management to Fortinet SASE](#)  
Data Breach Today • Deloitte • 03:33 AM 23 May, 2025 • N/A Reach • 10K Ad Value  
Fortinet purchased a SaaS security posture management startup led by a former Deloitte and EY executive to bolster visibility, control and governance...



[Suridata Buy Adds SaaS Posture Management to Fortinet SASE](#)  
Careers Info Security • Deloitte • 03:32 AM 23 May, 2025 • N/A Reach • 10K Ad Value  
Fortinet purchased a SaaS security posture management startup led by a former Deloitte and EY executive to bolster visibility, control and governance...



[Suridata Buy Adds SaaS Posture Management to Fortinet SASE](#)  
Bank Info Security • Deloitte • 03:32 AM 23 May, 2025 • N/A Reach • 10K Ad Value  
Fortinet purchased a SaaS security posture management startup led by a former Deloitte and EY executive to bolster visibility, control and governance...



[Suridata Buy Adds SaaS Posture Management to Fortinet SASE](#)  
Inforisktoday.in • Deloitte • 03:32 AM 23 May, 2025 • N/A Reach • 10K Ad Value  
Fortinet purchased a SaaS security posture management startup led by a former Deloitte and EY executive to bolster visibility, control and governance...

[United States Anticipates An Unmatched Increase In Memorial Day Weekend Travel M...](#)

Travel And Tour • Deloitte • 03:28 AM 23 May, 2025 • N/A Reach • 10K Ad Value

Despite ongoing economic challenges, a substantial number of Americans remain eager to travel, underscoring that leisure remains a key priority. Accom...

[Deloitte's Silicon to Service' available for government, regulated industries](#)

Tech Street Now • Deloitte • 02:19 AM 23 May, 2025 • N/A Reach • 10K Ad Value

across federal agencies — but four large companies led by Deloitte have banded together with an end-to-end AI offering to potentially make some agencies...

[Agri-food Value Chain Accounts For 30% Of Indian Food Market, Valued At USD 160 ...](#)

Pune Media • Deloitte • 02:13 AM 23 May, 2025 • N/A Reach • 10K Ad Value

According to a comprehensive analysis by Deloitte and Federation of Indian Chambers of Commerce and Industry (FICCI), the sector has reached a valuation...

[Bulletin from the Annual General Meeting 2025](#)

Ians • Deloitte • 01:04 AM 23 May, 2025 • 116.7K Reach • 25K Ad Value

STOCKHOLM May 22, 2025 /PRNewswire/ -- It was resolved to re-elect Carl Filip Bergendal, Johan Löf, Günther Mårder, Britta Wallgren and Hans Wigzell ...

[From lab to launch: AI's impact on pharma drug development](#)

Schneider Electric • Deloitte • 12:56 AM 23 May, 2025 • N/A Reach • 10K Ad Value

68% saying they anticipate a revenue boost, in a survey by Deloitte U.S. Center for Health Solutions . Nevertheless, the industry faces some challenges...

[Bulletin from the Annual General Meeting 2025](#)

Sangritimes • Deloitte • 12:52 AM 23 May, 2025 • N/A Reach • 10K Ad Value

STOCKHOLM /PRNewswire/ -- It was resolved to re-elect Carl Filip Bergendal, Johan Löf, Günther Mårder, Britta Wallgren and Hans Wigzell as Board members...



[Bulletin from the Annual General Meeting 2025](#)

IT News Online • Deloitte • 12:50 AM 23 May, 2025 • N/A Reach • 10K Ad Value

STOCKHOLM May 22, 2025 /PRNewswire/ -- It was resolved to re-elect Carl Filip Bergendal, Johan Löf, Günther Mårder, Britta Wallgren and Hans Wigzell ...



[Gen Zs, millennials prioritise learning, growth in job decisions: Survey](#)

Csr Economic Indiantimes • Deloitte • 12:06 AM 23 May, 2025 • N/A Reach • 10K Ad Value

However, a mentorship gap exists, and many are dissatisfied with higher education's value and cost. Stress and anxiety are prevalent, highlighting th...