Deloitte.

DELOITTE COMPILED MEDIA REPORT 26 May, 2025

Total Mention 57

⊞ Print	Financial	Mainline	Regional	Periodical
7	6	N/A	1	N/A
	•	Online		

50

🖺 Print

No	Newspaper	Headline	Edition	Pg
1.	Mint	PM E-Drive buses may ply on intercity routes, tourist trails	Bengaluru + 3	1,8
2.	Mint	PM E-Drive buses may ply on intercity routes, tourist trails	Ahmedabad	1,8
3.	Mint	PM E-Drive buses may ply on inter-city, tourist routes	Chandigarh	1,8
4.	Mint	PM E-Drive buses may ply on intercity routes , tourist trails	Chennai	1,8
5.	The Financial Express	Aamir Khan tests economics of digital film distribution	Mumbai + 1	1,5
6.	The Hindu Business Line	Living paycheck to paycheck	Chennai + 7	7
7.	Navshakti	The wages of workers are increasing!	Mumbai	9

Mint • 26 May • Deloitte

454 • Sqcm

1,8 • PG

PM E-Drive buses may ply on intercity routes, tourist trails

158932 • AVE

Bengaluru • Delhi • Kolkata • Mumbai

125K • Cir

Top Center, Top Right

PM E-Drive buses may ply on intercity routes, tourist trails

The ₹10,900-crore PM E-Drive scheme rolled out in September 2024 to expand city transport may soon be expanded to intercity routes and tourist trails. On Friday, the government allotted 10,900 buses under the scheme that is targeting 14,028 buses. ▶P8

PM E-Drive buses may ply on inter-city, tourist routes

Plan to be implemented after competitive bidding for all nine cities is completed

Manas Pimpalkhare & Rituraj Baruah NEW DELHI

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"The allotment announced on 22 May will first be tendered, followed by demand generation and tendering of more electric buses to remaining cities, one of the two people cited above said. "Then more buses will be deployed for inter-city purposes, and for some tourist destinations, for instance, hilly areas."

The plan to permit electric buses for inter-city travel and tourism purposes will be implemented after the competitive bidding for all cities is completed, the officials mentioned above said.

Under the scheme, nine cities with over 40 million people are eligible to receive subsidized e-buses, including New Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Kolkata, Ahmedabad, Surat and Pune. On 22 May, heavy industries minister H.D. Kumaraswamy said Bengaluru will get 4500 electric buses, Hyderabad 2,000, Delhi 2,800, Ahmedabad 1,000, and Surat 600, in the first phase.

Tendering of the first phase of buses allotted on 22 May will begin in 4-6 weeks, the second official said. Competitive bidding for the supply of the first phase of buses allotted on 22 May will begin in 4-6 weeks, the

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EMPS and PM E-Drive came after a decade of electric mobility incentivization under two iterations of the FAME scheme. PM

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The development assumes importance as nearly 40% of the scheme is set aside for the rollout of 14,028 electric buses till FY26.

Transport-related emissions in cities

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The scheme mandates manufacturers to provide electric vehicles to consumers at a lower price. The government then reimburses manufacturers. manas.pimpalkhare@hindustantimes.com

CLEAN MOBILITY

UNDER the scheme. nine cities with over 40 million people are eligible to receive subsidized e-buses

NEW DELHI, Mumbai, Bengaluru, Chennai and Kolkata are among the cities to benefit

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THE PM F-drive scheme, which is set to run for two years will come to an end at the close of FY26

and along highways currently account for 10-15% of the pollution in our cities, said Viral Thakker, partner & leader sustainability & climate, Deloitte South

"There are several advantages of

ism destinations," said Thakker.

The PM E-drive scheme, announced in September 2024, subsumed the Electric Mobility Promotion Scheme (EMPS), which ran from April 2024 to September 2024.

Mint • 26 May • Deloitte PM E-Drive buses may ply on intercity routes, tourist trails

1,8 • PG 523 • Sqcm 117669 • AVE 75K • Cir Middle Right,Top Center

Ahmedabad

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1,8 • PG 523 • Sqcm 418380 • AVE 375K • Cir Middle Right,Top Center

Chandigarh

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Mint • 26 May • Deloitte

PM E-Drive buses may ply on intercity routes, tourist trails

1,8 • PG 454 • Sqcm 136228 • AVE 47.5K • Cir Top Center,Top Right

Chennai

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The Financial Express • 26 May • Deloitte Aamir Khan tests economics of digital film distribution

1,5 • PG

402 • Sqcm

355876 • AVE

175K • Cir

Bottom Left,Top Center

Mumbai • Kolkata

Jury out on pay-per-view service for Sitaare Zameen Par

Aamir Khan tests economics of digital film distribution

URVI MALVANIA Mumbai, May 25

IN A CLASSIC high-risk, highreward play, actor Aamir Khan is rolling the dice in a way few Bollywood stars have dared to.

At a time when streaming giants rule the digital roost, Khan is pushing boundaries by choosing YouTube's pay-perview service for the digital distribution of his next title – Sitaare Zameen Par.

The jury is out on the move to skip the streaming platforms, with some trade experts hailing it as audacious and visionary, while others are terming it as too risky a bet.

One of the biggest pay-offs of this strategy could be a longer theatrical run since users will have to pay to watch the movie, one way or another. When a film is sold to a streaming platform, it becomes part of

NEW WATERS

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■ Box-office

■ Taking the movie to YouTube also allows Khan, who has also produced the film, to cast a wider net in terms of audience

its library, often available for free under a subscription or adsupported model. "In this case, people will have to pay anyway, and if the movie does well, it could drive more people to the theatres," says Komal Nahata, leading film trade analyst, editor of film trade magazine 'Film Information' and host of popu-

lar podcast 'Game Changers'.

Box office collections of films have been suffering because of streaming platforms as people prefer to watch movies, especially those without any visual spectacle (like superhero films or those with a 3D/4D release), in the comfort of their homes

on subscribed OTT platforms at the time of their choosing. However, if the film is not available as part of a subscription or membership on digital, people may just feel inclined to go to the movies in the traditional way.

Continued on Page 5

Aamir Khan tests economics of...

TAKING THE MOVIE to YouTube also allows Khan, who has also produced the film, to cast a wider net in terms of audience.

"The platform's massive reach — over 2.5 billion users globally and 460 million in India — makes it the most accessible digital distribution channel available today, far outpacing standalone OTT services," Chandrashekhar Mantha, partner, media and entertainment sector leader, Deloitte India, says.

He adds that while YouTube's Transactional Video on Demand (TVOD) model has been used before, its adoption for a major Bollywood release marks a significant first -- an ambitious, yet important experiment for the industry.

An experiment that experts agree, only big banner films can afford to undertake, though if successful, could fur-



ther help democratise film distribution.

"For many independent filmmakers and producers, getting a theatrical or digital release is a huge challenge. Often, they do not have the resources to broker lucrative deals. The YouTube TVOD model, given it is performance driven, could be a good option for such films," Ashish Pher-

wani, leader, media and entertainment sector at EY India, says.

Under YouTube TVOD, the content producer typically retains 70% of the revenue, while the platform takes a 30% share. This reduces traditional distribution overheads, which can account for 25% of a film's revenue, but the cost advantage is moderate due to the share a producer pays to the platform.

There is a flipside as well. While the promise of the strategy is real, so is the peril. And perhaps the biggest of them all is the dreaded menace of piracy, ever-prevalent in the Indian cyberspace. Although the threat of piracy is comparable between YouTube and OTT platforms, the financial fallout lands more squarely on the producer with the YouTube model, Nahta observes.

"With upfront OTT deals, the producer has banked the cheque and the headache of piracy (loss of viewership on its service) is the platform's. With the YouTube model, it impacts the paid consumption of the title, resulting in tangible, and potentially significant, revenue loss for the producer," he explains.

The most obvious disadvantage of the strategy, of course, is that if the movie fails to hit a chord with the audience, the producers are left in a bind, "Unlike OTT platforms that offer upfront licensing deals - often ranging between ₹100 crore to ₹300 crore - the model to release on YouTube will be performance-driven. This means earnings depend entirely on audience engagement and content quality, adding a layer of commercial risk for producers," Mantha says.

The Hindu Business Line • 26 May • Deloitte Living paycheck to paycheck

7 • PG 73 • Sqcm 14520 • AVE 57.88K • Cir Middle Left

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

Living paycheck to paycheck



A new report by Deloitte describes how financial insecurity is widespread among India's young workforce, half of whom live paycheck to paycheck. The 14th edition of Deloitte's Gen Z and Millennial Survey 2025 which looks at the aspirations, challenges and priorities of India's young workforce shows how much work organisations need to do to meet the expectations of their people. For instance, 62 per cent of Indian Gen Z and 56 per cent millennials want more guidance from their managers, but only 44 per cent and 47 per cent, respectively, feel they receive it. It also finds that 85 per cent of the young workforce is already using GenAI in daily work. For the younger workforce, there is a strong desire for purpose and meaning in their careers and many reject employers based on personal values, finds the report.

Navshakti • 26 May • Deloitte The wages of workers are increasing!

9 • PG 246 • Sqcm 49519 • AVE 419.55K • Cir Middle Center

Mumbai

बोगांनी कुशल कामगारांना आकर्षित करण्यासाठी आणि टिकवून ठेवण्यासाठी कामगिरीवर आधारित प्रोत्साहन देण्यास सुरुवात केल्यामुळे ब्ल्यु कॉलर कामगारांचे वेतन दरवर्षी ५ ते ६ टक्क्यांनी वाढत आहे, असे 'ब्लू-कॉलर वर्कफोर्स ट्रंड्स २०२५' या डेलॉइटच्या नव्या अहवालात म्हटले आहे.

या अहवालानुसार, २०२५ मध्ये निळ्या कॉलरच्या भूमिका भरतीसाठी उद्देश १० टक्क्यांनी वाढला आहे. यामुळे उत्पादन, ऑटोमोबाइल, इं-कॉमर्स आणि लॉजिस्टिक्ससारख्या महत्त्वाच्या क्षेत्रांमध्ये कुशल कामगारांची मोठी मागणी दिसुन येते.

वेतनबाढ दरवर्षी ५-६ टक्के आहे. ती या वाढत्या मागणीशी सुसंगत आहे. ऑटोमोबाइल, मेटल आणि माइनिंग व केमिकल्स क्षेत्रात वेतनात सातत्याने ६ टक्के वाढ होते आहे. ती ऑटोमेशन आणि उत्पादन क्षमता वाढीमुळे आहे. ई-कॉमर्स क्षेत्रात सर्वाधिक वेतनवाढ (७ टक्के) अपेक्षित आहे. कारण लास्ट-माईल डिलिव्हरी, गोदाम व लॉजिस्टिक पायाभृत सुविधा सतत वाढत आहेत.

डेलॉइट इंडियाचे भागीदार निलेश गुप्ता म्हणतात, भारताची ब्ल्यु कॉलरची कार्यशक्ती तंत्रज्ञानातील बदल आणि घोरणात्मक सुधारणा यांच्या वळणावर उभी आहे. ऑटोमेशन, एआय आणि स्मार्ट मॅन्युफॅक्चिरिंगमुळे उद्योग क्षेत्रात आमूलाग्न बदल होत आहेत. त्यामुळे सर्वसमावेशक कौशल्य प्रशिक्षण, मजबूत सामाजिक संरक्षण आणि मानवी कार्यस्थळाची गरज अधिक तीन्न झाली आहे. ही संघी उद्योगांसाठी जबाबदारी आणि क्षमता घेऊन येते. एक सक्षम, उत्पादक आणि भविष्यकाळासाठी तयार कार्यशक्ती उभारणे ही केवळ उत्तम व्यावसायिक रणनीती नसून ती औद्योगिक प्रगतीसाठी आवश्यक आहे.



कामगार-मजुरांचे वेतन वाढते आहे!

अहवालातील इतर महत्त्वाचे निष्कर्ष :

१५ हून उद्योगांतील माहिती, २०० हून कंपन्यांचा सहभाग आणि ३०० पेक्षा अधिक मॅन्युफॅक्चरिंग युनिटमधून गोळा केलेली ही आकडेवारी आहे, असे स्पष्ट केले आहे.

तंत्रज्ञान आणि औपचारिक क्षेत्रात सकारात्मक प्रगती
असली तरी वेतन व समावेशनाच्या बाबतीत अजूनही मोठी
तफावत आहे. केवळ २.३ टक्के ब्ल्यु कॉलर नोकऱ्या या
मिहन्याला ६० हजार रुपयेपेक्षा अधिक वेतन देतात,
त्यादेखील उच्च प्रशिक्षित किंवा अनुभवी कामगारांसाठी
असतात, असे निरिक्षण नोंदविण्यात आले आहे.

महिला कामगारांचे सरासरी वेतन त्यांच्या पुरुष समकक्षांच्या ०.७ पट आहे. विशेषतः शारीरिक मेहनतीच्या नॉन आयटीआय क्षेत्रामध्ये ही तफावत अधिक आहे.

उद्योगांसमोरील आव्हाने :

वेतनाचे प्रमाणिकरण अद्याप न झाल्यामुळे तफावत वाढली आहे. पुनःकौशल्य व कौशल्यवृद्धीची गरज मोठी असून, तंत्रज्ञान सज्जतेमध्येही अडचणी आहेत.

हा अहवाल उद्योग क्षेत्राला भविष्यासाठी तयारी करताना कुशल, समावेशक आणि योग्य वेतन देणारी कार्यशक्ती तयार करण्याचे महत्त्व अधोरेखित करतो.

Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Current Affairs 2023	Google Unveils Beam: The Future of 3D Video Communication	1.4M
2.	The Week	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	888.3K
3.	People Matters	Accenture appoints Parived Bhatnagar as Head HR for EMEA and AIOC	267.4K
4.	Press Trust of India	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	200.1K
5.	lans	LSBF Singapore Clinches Double Victory at the Employee Experience Awards 20 25	116.7K
6.	Bwhindi	SEBI का फॉरेंसिक ऑडिटर यू-टर्न: पारदर्शिता और जवाबदेही से विश्वासघात?	25.9K
7.	परफॉर्म इंडिया	मोदी राज में अच्छे दिन: जापान को पीछे छोड़ भारत बना दुनिया की चौथी सबसे बड़ी अर्	17.9K
8.	ET Auto News	Tata Motors Demerger: Everything You Need to Know	5K
9.	ET Government	ET Digital UP Conclave: UP is Becoming Data Centre Hub of North India, Says Mi ni	5K
10.	Mediabulletins	LSBF Singapore Clinches Double Victory at the Employee Experience Awards 20 25	4.7K
11.	TimeTo.Blog	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
12.	The Info Edge	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
13.	Upskill Products	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
14.	India Online News	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
15.	Utkal Samachar	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
16.	Pune Prime	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
17.	FlipItMoney	Fusion Finance auditors issue qualified report after Q4 FY25 results	N/A
18.	Edukida	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
19.	Kbd News	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
20.	Prime Look India	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A

21.	The Bengal	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
22.	The Home Fashion	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
23.	Gazet International	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
24.	Technical Textiles	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
25.	The Home Fashion	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
26.	Fashion Value Chain	Indinoor by Isharya Debuts with Modern Festive Jewellery	N/A
27.	ViewsWall	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
28.	Fashion Value Chain	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
29.	Global Triumph	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
30.	Times Bite	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
31.	Top World News Daily	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
32.	Odisha Today	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
33.	News Online	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
34.	India Today Post	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
35.	The 24 News	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
36.	Upworld Analytics	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
37.	International Khabar	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
38.	The Global Growth Forum	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
39.	CSR News	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A
40.	NewsVoir	SGT University Hosts Transformative Exchange for Utah Tech Nursing Students Unde	N/A

41.	Sangbadekalavya	Business wire India Press Release	N/A
42.	The Witness Daily	Illya Bailey Ignites North America's Financial Frontier with THEBAILEYOFFI Inve	N/A
43.	Fmi Blog	Indirect Tax Management Market to Reach USD 20.74 Billion by 2035 Amid Growing G	N/A
44.	Edinbox	What to Do After Completing a BBA Course?	N/A
45.	TimesTech	Data Watts Announces CRCO Appointment	N/A
46.	Pune Media	Uttar Pradesh Sets Sights on Becoming North India"s Data Centre Hub, Says Mini s	N/A
47.	Audience Reports	Sumit Haldia A Journey Across Continents and Careers with Purpose	N/A
48.	Careers360	How to Solve Para Jumbles for CAT 2025 & MBA Entrance Exams: Expert Strate gi	N/A
49.	Hr Katha	Parived Bhatnagar elevated to head-HR, EMEA, AIOC, Accenture	N/A
50.	Sangritimes	LSBF Singapore Clinches Double Victory at the Employee Experience Awards 20 25	N/A