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MEDIA ALERT

Adobe Study: Businesses in India demonstrate highest ROI from AI globally but face data challenges

New Delhi, India — June 4, 2025 — Adobe today released its *2025 AI and Digital Trends India snapshot*, revealing Indian businesses at the forefront of generative AI, transforming adoption into return on investment (ROI).

The study, based on a survey of 345 executives and 841 consumers in India, found nearly a quarter (23%) of Indian businesses demonstrate measurable results from generative AI adoption – the highest in APAC.

Executives reported significant benefits from generative AI adoption, including greater volume and speed of content ideation and production (73%) and increased productivity and efficiency (67%).

“Indian businesses are setting the global pace for realising ROI on AI initiatives as most are improving scale, speed and efficiencies,” said Prativa Mohapatra, Vice President and Managing Director, Adobe India. “For further growth, businesses will need to invest in solving data challenges and adopting agentic AI to reduce burden on their teams and deliver relevant and real-time personalised customer experiences.”

Businesses also recognise the potential for customer journey optimization while increasing efficiency in executing the repetitive tasks to drive broader business growth, nominating it as the top priority for 2025. That’s followed by personalised experiences and leveraging AI.

Dr. Satya Ramaswamy, Chief Digital and Technology Officer at Air India said, “AI is no longer a futuristic concept at Air India- it’s the engine powering our customer-first transformation. From AI.g, our GenAI chatbot, to the intelligent eZ booking platform built using agentic AI capabilities, we’re creating a travel ecosystem that’s proactive, fast, intuitive, and deeply personalized.

Adobe's customer experience technologies help us stay aligned with the evolving expectations of modern travellers, who look for tailored recommendations, actions and offers at every stage of their journey. With Real-Time CDP, Adobe Target, and Adobe Experience Manager, we're able to harness data in real time, optimize every interaction, and deliver the seamless consistency that today's travelers expect. Together, we're not just keeping up with change - we're shaping the future of flying."

Still, there is a significant gap to close when it comes to meeting customer demands. Currently, only 53% of consumers say they receive personalised recommendations and offers, while 77% want to receive them.

The study also highlights that consumers are increasingly embracing AI-powered assistants, with more than half preferring them for tasks like scheduling appointments (56%), tech support (56%), and placing orders (52%). This shift signals that consumers are ready for more advanced tools, such as agentic AI.

Data imperatives to clear the way for the next wave of AI innovation

With customers expecting more from personalisation, executives have high expectations this year, with 85% anticipating generative AI will significantly boost content production speed and volume.

However, the data foundations required to achieve personalisation remain an obstacle for practitioners, with 55% believing that balancing AI with human creativity is where they have the most work to fully realize the value of generative AI. At the same time, 57% of executives rate governance, compliance, and privacy concerns as their top barriers to scaling AI.

As leaders in generative AI adoption, executives in India are leaning into AI and machine learning to hyper-personalize the customer experience, with 69% saying the technology will have the most influence on their technology stack decisions over the next 12 to 24 months.

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