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BT500

INDIA'S MOST PROFITABLE COMPANIES



BT'S ANNUAL RANKING SHIFTS FROM MCAP TO PROFITABILITY. FIVE PSUs STORM INTO THE TOP 10

- TOP ROW FROM LEFT** • SUNIL BHARTI MITTAL, FOUNDER & CHAIRMAN, BHARTI ENTERPRISES
• PARMINDER CHOPRA, CMD, POWER FINANCE CORPORATION • PM PRASAD, CMD, COAL INDIA;
2ND ROW FROM LEFT • ARUN KUMAR SINGH, CHAIRMAN & CEO, ONGC
• SIDDHARTHA MOHANTY, EX-CEO & MD, LIC; **3RD ROW FROM LEFT** • SASHIDHAR JAGDISHAN,
MD & CEO, HDFC BANK • MUKESH AMBANI, CHAIRMAN & MANAGING DIRECTOR, RIL • CS SETTY,
CHAIRMAN, STATE BANK OF INDIA; **4TH ROW FROM LEFT** • N CHANDRASEKARAN, CHAIRMAN,
TATA SONS • SANDEEP BAKHSHI, MD & CEO, ICICI BANK

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| THE BT INTERVIEW |

“AI at scale is the next growth engine”

K. Krithivasan, CEO & MD, TCS, on leading the tech disruption and managing the fast-evolving AI landscape

BY KRISHNA GOPALAN

Business Today | 14 September 2025

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Tata Consultancy Services has been the bellwether for the Indian IT industry, which is facing cost pressures and technology disruption, especially from artificial intelligence. Despite this, TCS has retained its position in BT's list of the top 10 most profitable companies. K. Krithivasan, Chief Executive Officer and Managing Director, explains what makes the company tick and the outlook for the future. Edited excerpts:

Q: From a strategic point of view, what has TCS got right in the last two-three years?

A: TCS has pursued a future-ready strategy built on three pillars: embedding AI at scale, bringing innovation closer to clients, and preparing our workforce for the skills of tomorrow. These aren't just ideas, but key drivers that have allowed us to thrive in an environment marked by technological disruption, shifting client priorities and global uncertainty.

We have stayed ahead by investing in AI research and innovation centres in key geographies. These are collaborative spaces where our teams and clients work to build solutions, rapidly prototype ideas, and deploy industry-specific AI capabilities at speed. This ensures that our innovations are context-rich,

relevant, and immediately deployable. Enterprises that are focused on scaling up AI adoption across applications, workflows and data performance remain strong.

Q: Clearly, a lot is being done on AI...

A: TCS' talent strategy is centred around AI fluency for all. Our company-wide initiative, tcsAI, is scaling up access to AI across every function. From developer tools in the software development lifecycle (SDLC) to AI environments to perform experiments, learn and build, and GenAI-powered internal processes,

"With AI, the opportunities are immense, not only in enhancing delivery and accelerating technology adoption, but also in democratising access so that its benefits reach society at large"

we are enabling every TCS employee to work with AI ethically, creatively and productively. One of our first flagship programmes is the TCS AI Hackathon 2025. This is a global, hybrid event that invites employees from all functions to contribute ideas, build solutions and apply AI to real challenges. It is supported by weekly AI Fridays at in-person labs for everyone to build AI solutions.

Our strong ecosystem of partnerships has helped accelerate this journey. With NVIDIA, for instance, we have a dedicated unit combining their technology with our domain expertise to deliver industry-specific AI solutions across sectors such as telecom, manufacturing, and BFSI. We have recently expanded