



**IMPACT INDIA**  
THE FUTURE OF MODERN MARKETING

Marketing In The Age Of AI  
**INSPIRE | INNOVATE | INTEGRATE**

# AI is like Electricity: Mould it to your needs

21<sup>st</sup> May, 2024

## Electricity changed the way we live and work

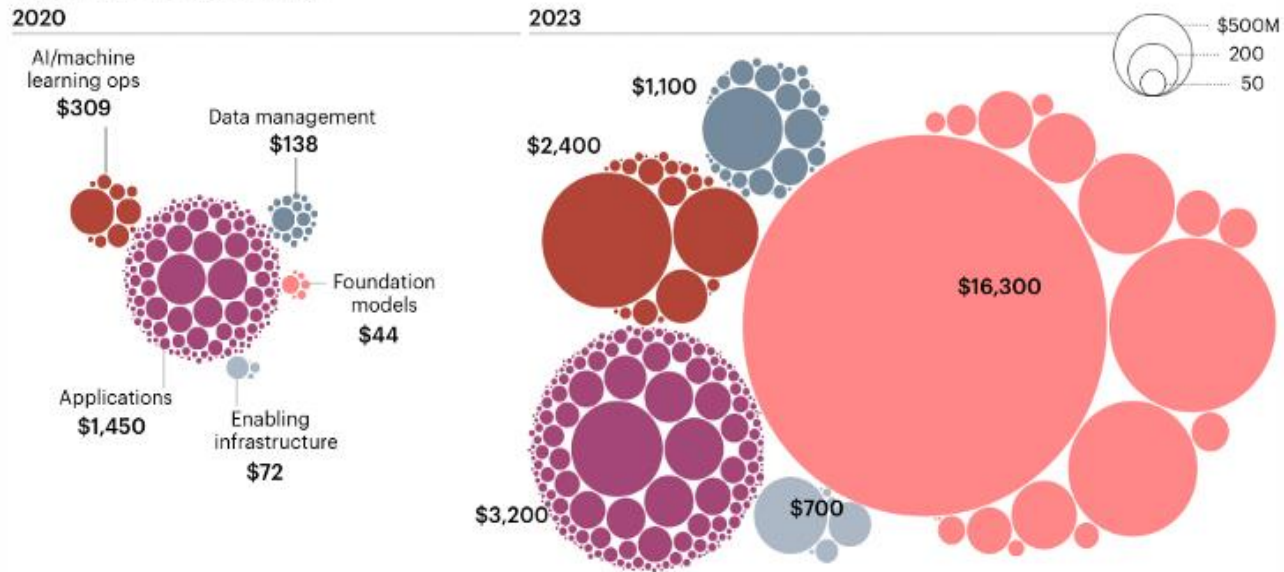
- Key player in the Industrial revolution
- Made us faster, better, stronger
- Created leisure

**IT HAS BEEN A NET POSITIVE**

# True meaningful impact of AI has not even begun

## Global AI funding by type, in millions

Select a cluster for type definition



Notes: 2023 data is through September 19, 2023; clusters created using flourish.studio  
Sources: PitchBook; Bain analysis

**BUSINESS**  
**MARKETING**  
**BHARAT**

## #1 Value at the convergence of technologies

- Product-Service-Data Bundles
- Revenue sharing may depend on audience and brand power

**COLLABORATE. BUILD MOATS. KEEP CONSUMER FIRST.**



## #2 Democratized Production and Knowledge Sharing

- Tools of production in homes
- Knowledge worker GPT
- Some industries may be at risk
- Who owns the idea

**LICENSING & COPYRIGHT DEBATES.**

## #3 New business models

Plug and Play Biz tech

Freemium AI

Not all companies can create  
compute and data capacity

**AI-AAS. AI AS A PUBLIC GOOD. HUMAN INTELLIGENCE AS A PUBLIC GOOD?**

## #4 We are storytellers

- ✓ Personalised creation
- ✓ Post-bias world
- ✓ Centaur teams - Thoers and Dinkers
- Fake Intimacy
- Sea of sameness

**ARTISTRY WILL GAIN VALUE. DECLARE 'CHATting WITH AI'.**

## #5 ai can unlock Bharat at scale

- ✓ Agriculture, Health at scale
- ✓ Education at scale
- ✓ Upskilling at scale
- ✓ Protect dying arts and languages

○ Resource constrained

**PUT DEMOGRAPHIC DIVIDEND TO WORK**



**THANK YOU**