



Guest Post

India's agentic AI revolution: 80% of businesses are making self-driving systems

C Com Digital's Chandan Bagwe explains, agentic AI in India acts independently across sectors, banks, hospitals, telecom, and e-commerce, boosting efficiency, cutting errors, and speeding decisions for businesses.

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Generative models were the first thing that got a lot of people interested in artificial intelligence (AI). These systems can learn from a lot of data and then create text, graphics, audio, and code. Their work is often quite brilliant, yet it is done in response to something. They wait for a prompt and then answer based on what they see. The usefulness is clear. But the person who uses it is still in charge. This issue is becoming clearer in the workplace.

An AI-powered customer service assistant could draft an email, a marketing tool could create attractive wording, or a legal team could use AI to shorten a contract. In each case, the system makes content but doesn't decide what happens next. As company demands develop more intricately, it becomes more and more vital to know the difference between aid and independence. This is when AI that can act on its own becomes important. From aid to being on your own

Agentic AI refers to systems that can act on their own. These technologies do more than just sort data or find solutions. They create plans, make choices, and perform their work with little support from others. They can notice what's going on around them, make plans, and learn from being criticised so they can do better next time. A generative model helps someone get a job done. An agentic system does the work for you. It works out what has to be done, chooses the best way to do it, and makes modifications as needed.

For instance, generative AI might put up a report about an incident in cybersecurity. An agentic system might identify weird things in network traffic, decide whether to escalate, isolate the affected systems, and activate reaction protocols. This kind of independence changes how businesses respond and how rapidly they do so.

India's agentic AI boom: Real numbers and effects

There is no doubt that things are moving forward in India. According to new data, more than 80% of Indian companies want to create autonomous agents. This shows a big move toward agentic AI. This is one of the greatest adoption rates in the world, making India a leader in the agentic AI revolution.

Infosys: Leading the way in automating software development

Infosys, a huge technology company in India, has achieved success from its internal agentic AI studies. Their self-driving systems have improved database code creation by 80-90%, API and microservices development by 60-70%, and the overall speed of software delivery cycles by a lot. These agents work on their own to figure out what needs to be done, write code, test apps, and even handle the deployment process with little help from people.

The Indian banking sector: A month-end reconciliation revolution

Several Indian banks have set up agentic systems that do more than two-thirds of their month-end reconciliation tasks, which used to be done by hand. These AI agents can work on more than one banking platform at the same time. They match records, find differences, and make full audit trails. The outcome has been that processing time has been cut in half, and human errors have dropped by 40% during important financial reporting times.

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Changes in healthcare: Apollo and Fortis implementations

Top Indian hospital chains are using agentic AI technologies to handle complicated operational tasks. These systems change doctors' schedules based on the number of patients coming in, ensure that resources are used efficiently across departments, and help with early diagnosis by looking at patient histories and test data in real time. Leading hospitals claim wait times were down by 25%, and their resources were used 30% efficiently across their network.

Results that can be measured in all fields

It's not only a thought experiment to use agentic AI. Agentic systems are already being tested in areas where time, coordination, and accuracy are particularly crucial, such as healthcare, banking, transportation, and manufacturing. Agentic AI systems can figure out how much of a product is needed, adjust the number of items that need to be sent, and change how things are shipped when there are delays at ports or severe weather. This can help you avoid running out of stock by up to 30% and save you up to 15% on shipping costs. There are no rules for making decisions. They depend on the situation, the data, and how things change.

A change in customer service in Indian telecom

Big Indian telecom providers have put in place agentic AI systems that take care of customer service requests from beginning to end. These self-driving agents handle billing complaints, changes to plans, and fixing technical problems on their own. Only very complicated or strange situations lead to escalation.

- Airtel's AI chatbot 'Airtel Thanks' has significantly improved customer engagement and reduced service resolution time.
- Indian Telecom companies like Jio, Airtel, and Vodafone Idea are leveraging AI to improve customer experience, reduce churn, and enhance subscriber stickiness.

Improving digital marketing

Indian e-commerce and digital marketing companies are using agentic systems to track how much money they spend on ads across platforms, try out different creative ideas, and change their targeting techniques all the time. These systems work all the time and make decisions in real time depending on performance data. Companies say that their return on ad spending has gone up by 20-25% and their manual campaign management costs have gone down a lot.

How Indian firms are affected by the structure

Agentic systems are very useful in India's complicated corporate world, where manual coordination often slows things down. Indian banks and other financial organisations are adopting agentic AI to monitor rule compliance. AI agents constantly analyse contracts and policy documents, highlight possible problems, and track compliance across many different sets of rules. This has sped up the audit process and made it easier to find risks before they happen.

New ideas in manufacturing and the supply chain

Indian manufacturing enterprises, especially those that make cars and textiles, use agentic systems to synchronize production schedules with changes in the supply chain. These AI agents change manufacturing plans independently based on the availability of raw materials, transportation limits, and demand projections.

Automating human resources

Several Indian IT services organisations have put agentic AI systems to work on things like staffing projects and making shift schedules. These agents look at the availability of employees, past performance data, and trends of project demand to make the best decisions about allocating resources. This has led to staffing cycles that are 30% faster and better use of resources. TCS has over 100,000 employees trained in AI and has expanded its links with Azure OpenAI.

How autonomous AI works

Agentic AI can do a lot of things since it uses a lot of different technologies. With reinforcement learning, systems can improve by trying and failing. Planning algorithms help you divide big goals into smaller, more manageable chunks. Natural language processing lets you talk to users and other systems. These agents may collect data, make choices, and take actions in real time when they are used with outside tools like APIs and corporate applications.

In more advanced solutions, several agents work together across different platforms. For instance, one person monitors stock levels, another handles buying, and a third handles shipping. They work together as a team to maximise the use of all the parts of the workflow.

The future of Indian businesses

The change from generative AI to agentic AI is a big step forward in how Indian companies use AI. As the home market becomes more complicated and bigger, the need for systems that can think, act, and learn on their own will keep growing. Research shows that machines will handle 80% of customer support around the world by 2028. Indian enterprises are adopting this technology at a faster rate than others.

Agentic AI doesn't get rid of the need for human oversight, but it does make it less necessary for people to start processes. This change opens up room for quicker decision-making, smoother operations, and systems that can adapt more easily. These are all skills that are becoming more and more important in India's fast-changing corporate environment.

As Indian companies continue to lead the world in adoption rates, the competitive benefits of

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using agentic AI will probably set the standard for the next generation of corporate success in the area.

This article is penned by Chandan Bagwe, Founder / Director of C Com Digital

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Brandification of faith

In this article, Ambi Parameswaran explains how religion shapes Indian consumer behaviour and ads, urging brands to engage sensitively with it instead of avoiding it altogether.

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24 Sep 2025 18:47 IST

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Religion is everywhere. It drives our purchases. It drives our holidays. It even realigns our home decor. But this is not something new for India. When I was doing my PhD on 'Religiosity and Consumer Behaviour' in 2010, I was struck by the myriad ways religion is influencing consumers. What was also interesting was that, unlike developed nations, where the youth are quite disengaged from religion, the youth of India are intensely religious.

Religiosity (that word delayed my PhD by six months since the approving authority questioned...

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Guest Post

Cracking the multi-channel consumer journey in India's festive season landscape

India's festive season is a key marketing battleground. MiQ's Varun Mohan highlights the importance of brands to connect the dots between CTV, mobile and social so curiosity converts into action.

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22 Sep 2025 09:00 IST

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India's festive season period has become the most crucial marketing proving ground for brands today. As the peak period for consumer interest and spending capacity, it is essential for marketers across categories to maximise their visibility leading up to and during this window, to compete for share of mind and wallet. The wallet in question is also expected to be monumental, given that in 2024, festive e-commerce surpassed \$14 billion GMV (Gross Merchandise Value) 2024, up 12% from the previous year. As this momentum continues into 2025, the challenge is no longer about who can offer the biggest discounts or launch the

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From virality to value: How brands can build long-term equity through festive campaigns

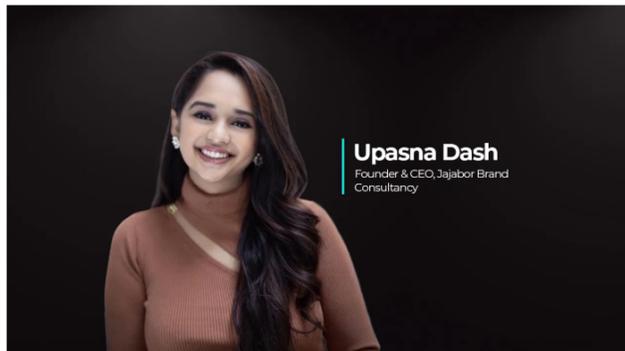
Jajabor Brand Consultancy's Upasna Dash explores how festive marketing is shifting from discounts to authentic storytelling, with brands focusing on culture, consistency, and deeper connections.



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19 Sep 2025 09:59 IST

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The festive season in India is much more than a shopping surge. It's a cultural moment that shapes how people celebrate, connect and spend. In 2025, India's e-commerce festive sales are expected to exceed Rs 1.15 lakh crore, representing a 20-25% growth.

What is changing is how brands need to engage. Festivals remain central to brand strategy, but the stage is no longer reserved for national giants. New-age D2C players are now claiming space. With India's diverse festive calendar - Diwali, Eid, Durga Puja, Onam, Pongal - every

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Equal Pay Day: Time for India's A&M industry to rewrite its own script

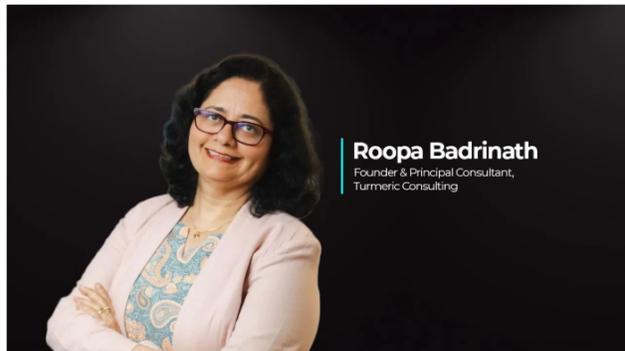
In this article, Roopa Badrinath of Turmeric Consulting explores why Equal Pay Day should serve as more than a symbolic reminder, unpacking the contradictions within advertising's pay practices, the cost of inequity to business, and the urgent steps leaders must take to bridge the gap.



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18 Sep 2025 09:00 IST

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September 18th isn't just another date on the calendar - it's Equal Pay Day. A global reminder that women must work nearly three extra months each year to earn what men made by December of the previous year. In India, the reality is starker: according to the World Economic Forum, women take home just under Rs 80 for every Rs 100 earned by men. And inequity doesn't just show up in pay slips - it shows up in who stays and who leaves.

Data from greyHR's Gender Inclusivity Study 2024 shows that advertising and PR in India

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How emotional contexts like ‘Swiftynomics’ are rewriting brand playbooks

OML's Tushar Kumar explores how brands can mirror themes of love, heartbreak, and joy to build emotional bonds, turning superfans into their strongest promoters.

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When Taylor Swift and NFL star Travis Kelce announced their engagement on August 26, 2025, it was not just celebrity gossip; it was an economic ripple effect disguised as a love story. Captioned playfully as ‘Your English teacher and your gym teacher are getting married,’ the post instantly went viral. Swifties dissected Easter eggs, decoded outfits, and rushed to buy the couple’s Ralph Lauren co-ordinated outfits, leading the brand to reportedly earn \$ 6.8 million in media value. Also, according to US reports, Travis Kelce teamed up with NYC designer Kindred Lubeck of Artifex Fine Jewelry for the ring, priced from \$29,000, and as soon as the

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