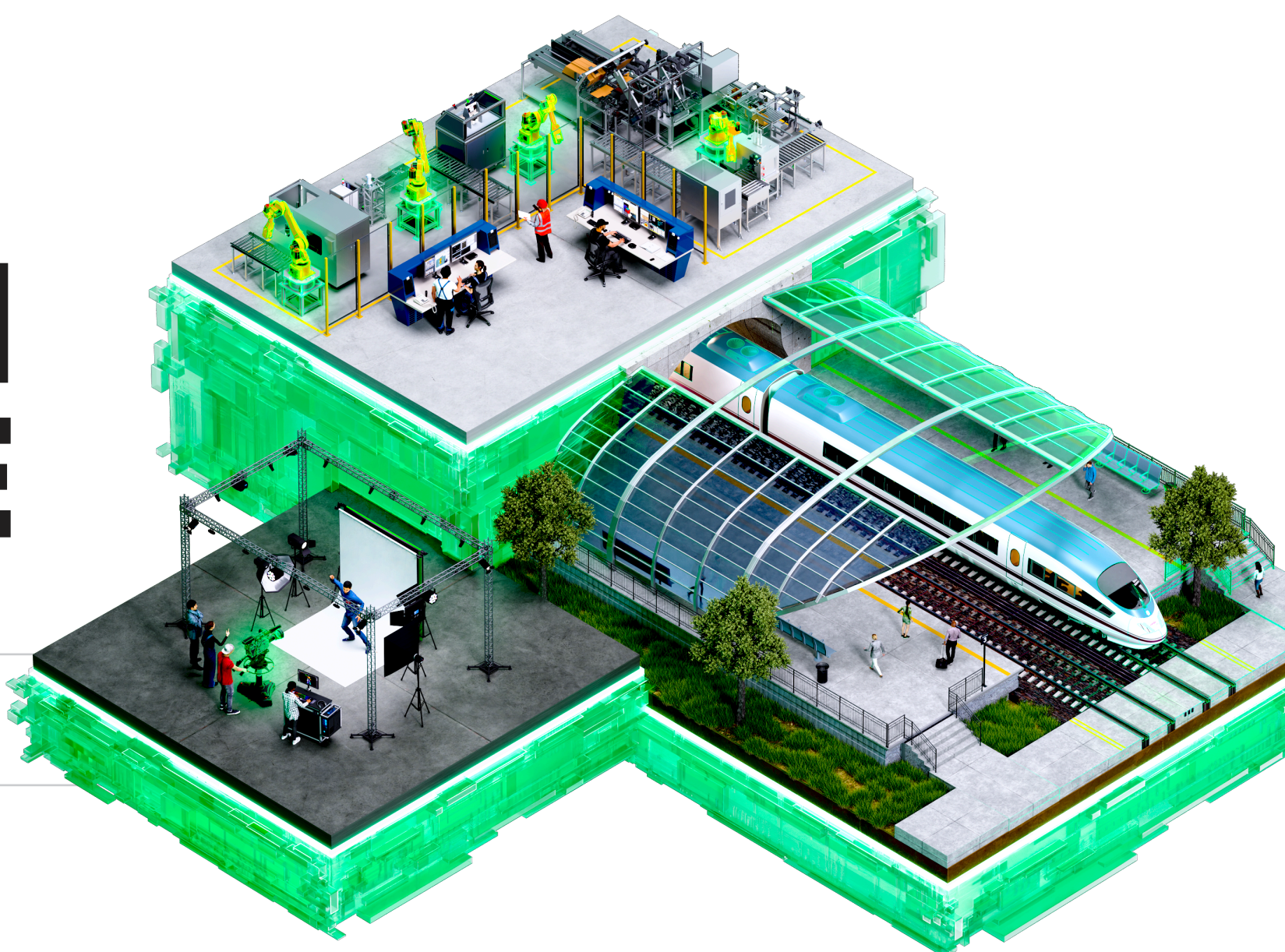


2024 STATE OF DESIGN & MAKE

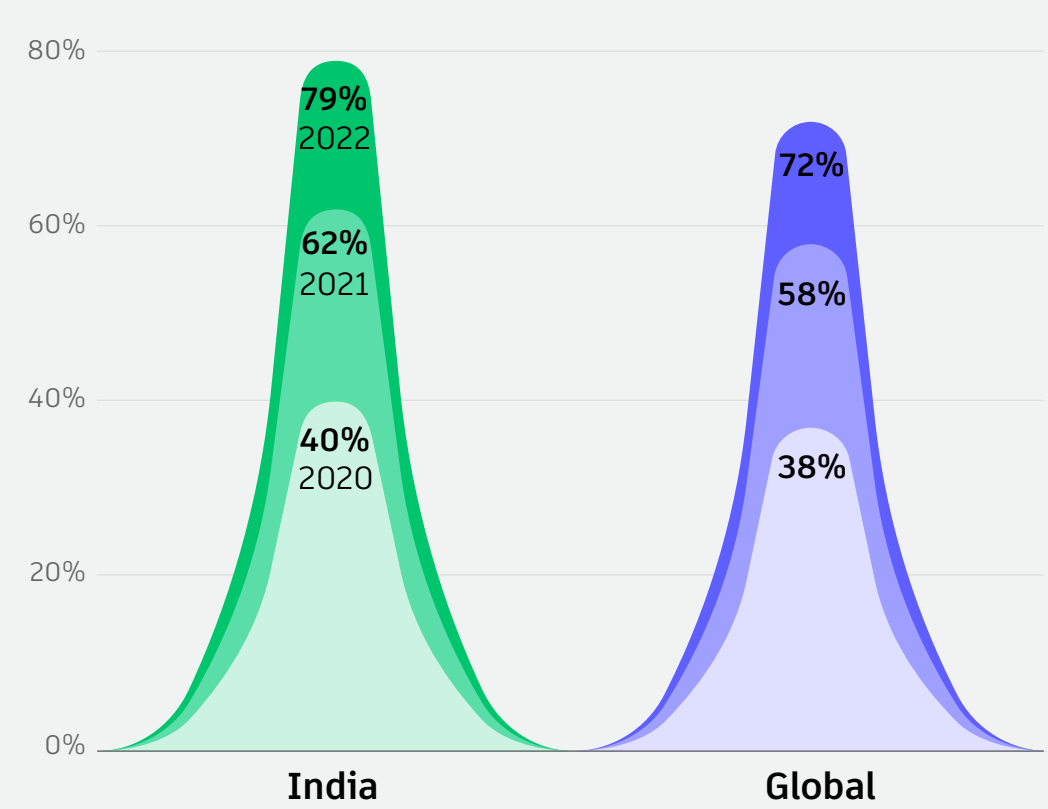


India summary

BUSINESS RESILIENCE

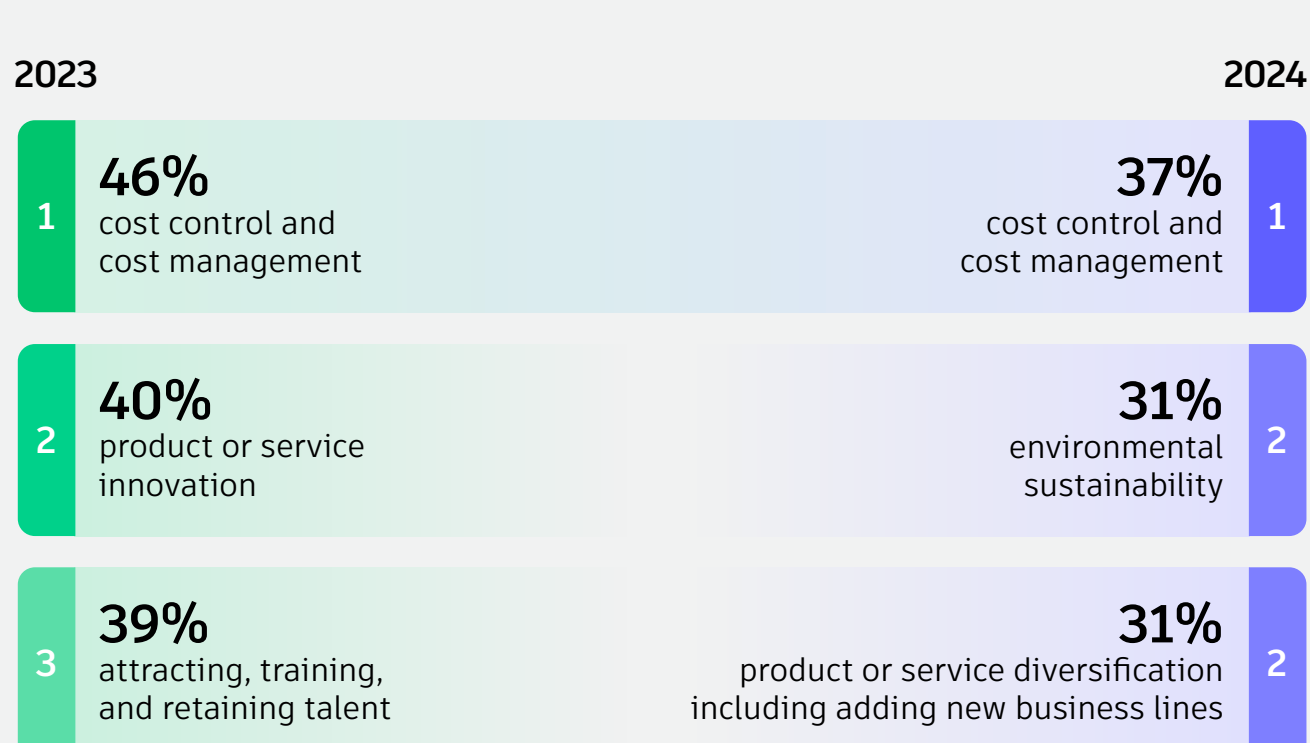
Company performance is improving

Percentage of businesses that outperformed corporate expectations:

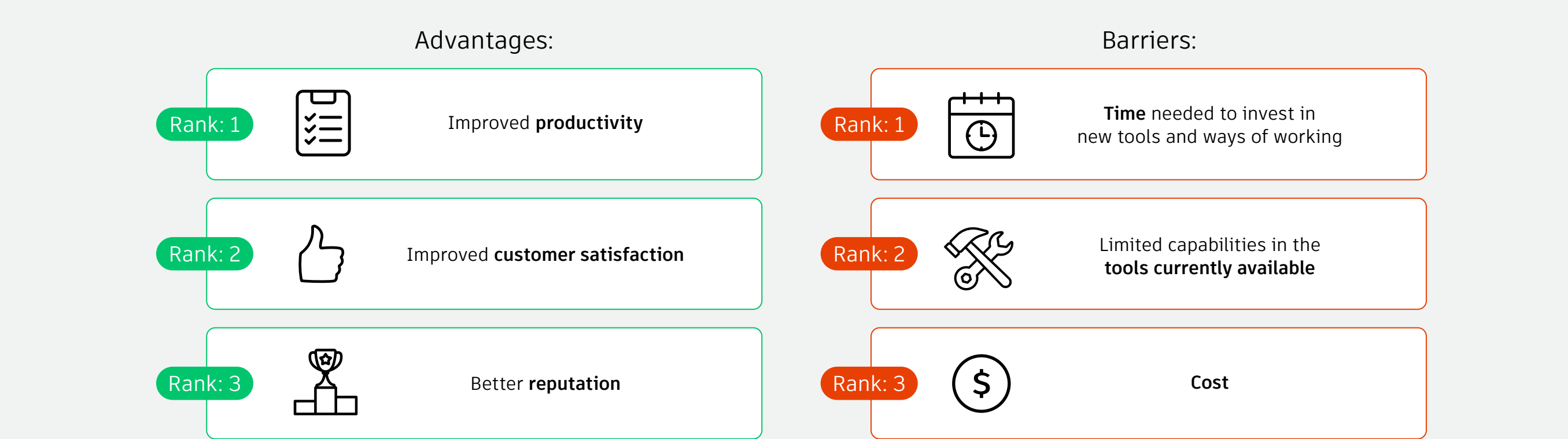


Cost control emerges as the top business challenge

Top 3 challenges cited by Indian leaders:

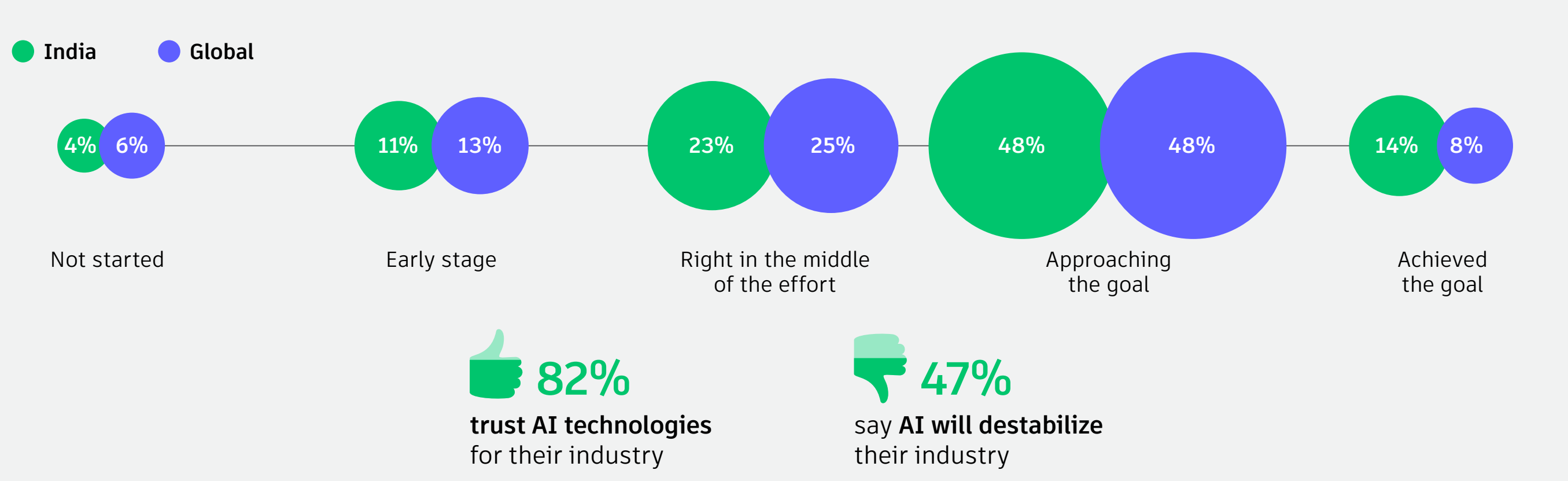


Top advantages of—and barriers to—digital transformation



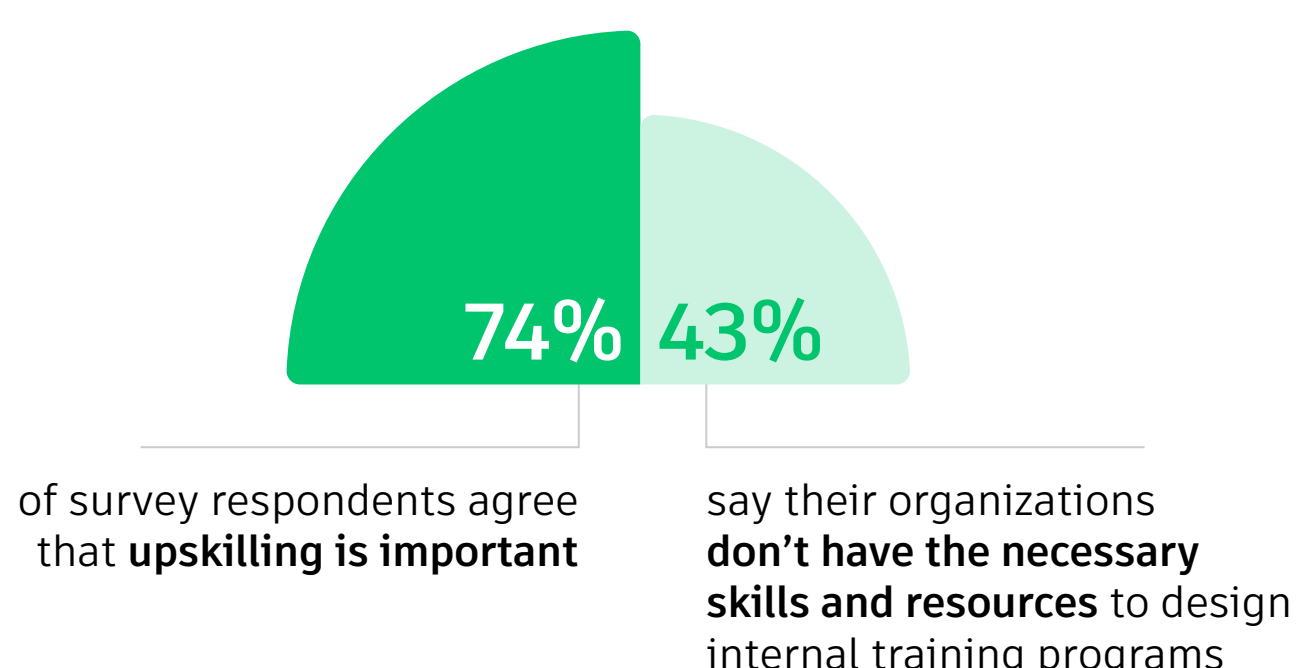
The AI finish line is within sight for many

Most organizations are approaching or have achieved current AI goals

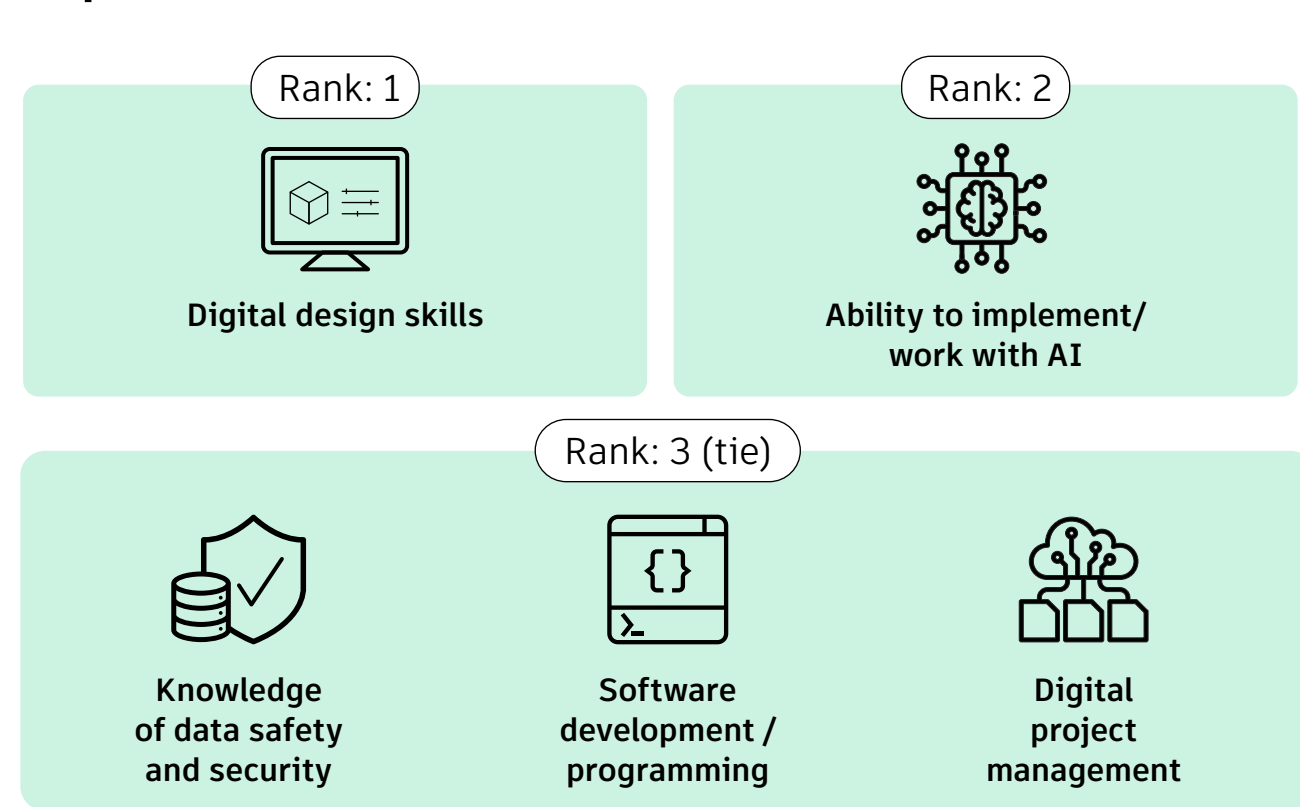


TALENT

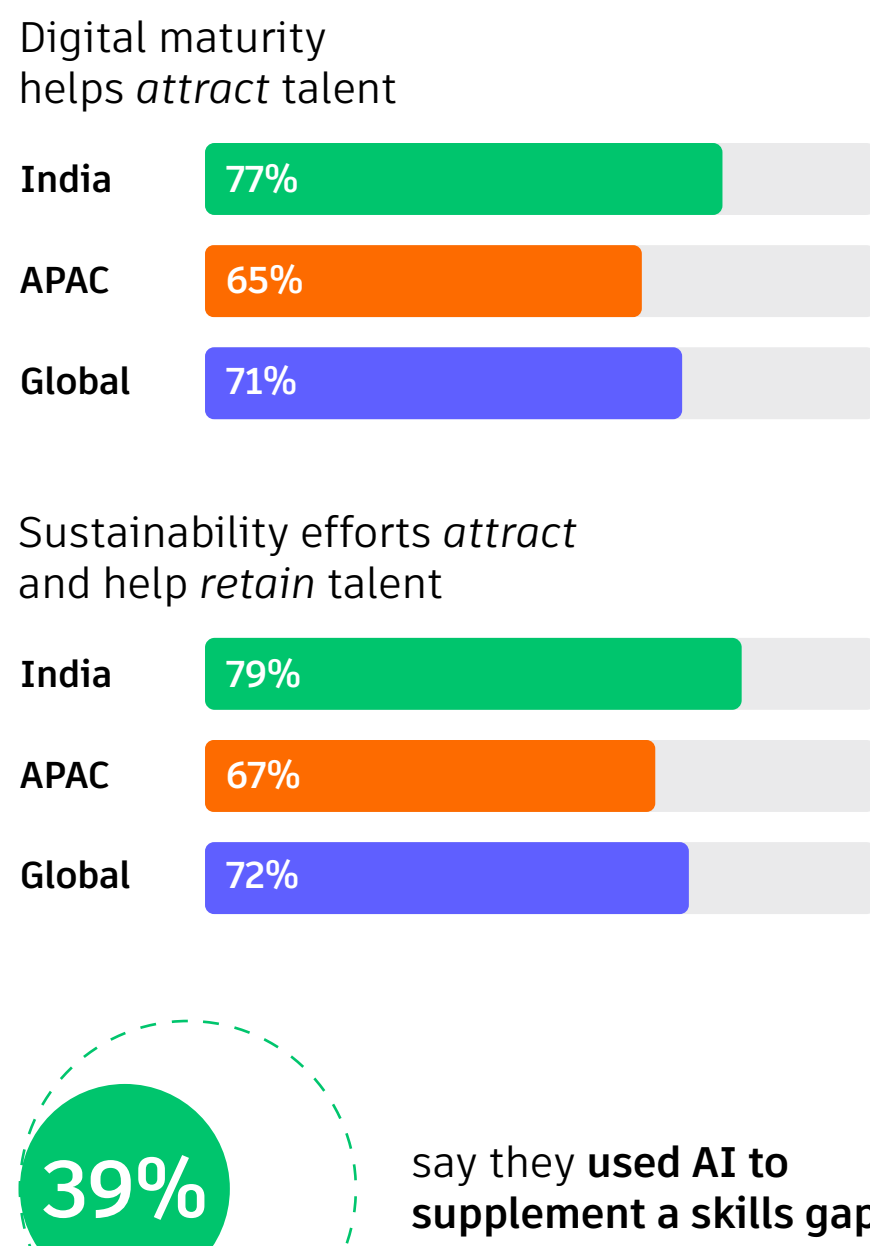
Upskilling is essential but out of reach for many



Top 3 skills of the future



Companies are taking a multipronged approach to solving the talent problem

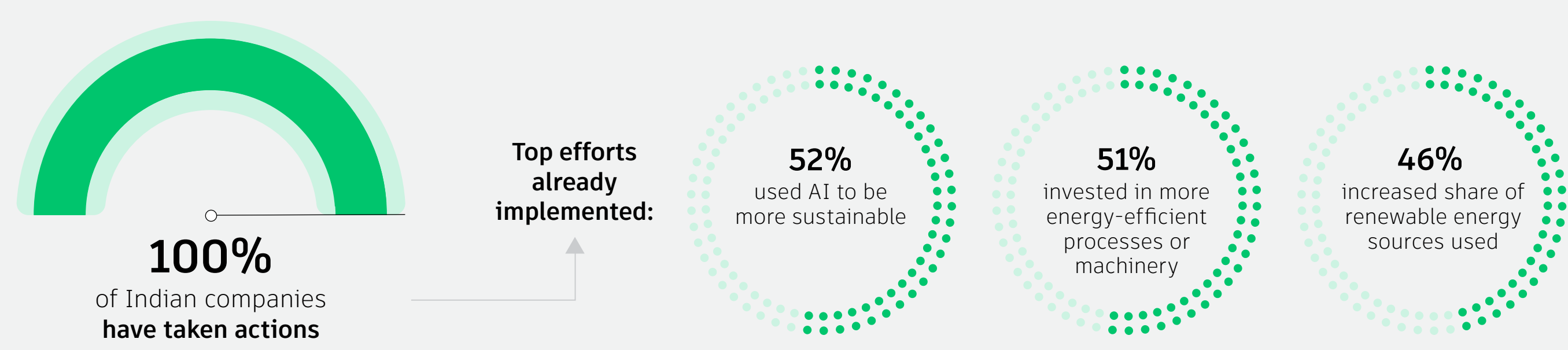


"We're not using AI anywhere in projects that we're doing for clients. For proprietary initiatives like creating our own films or our own games in-house, we are exploring and using some AI tools."

—Milind D. Shinde, founder and CEO, 88 Pictures

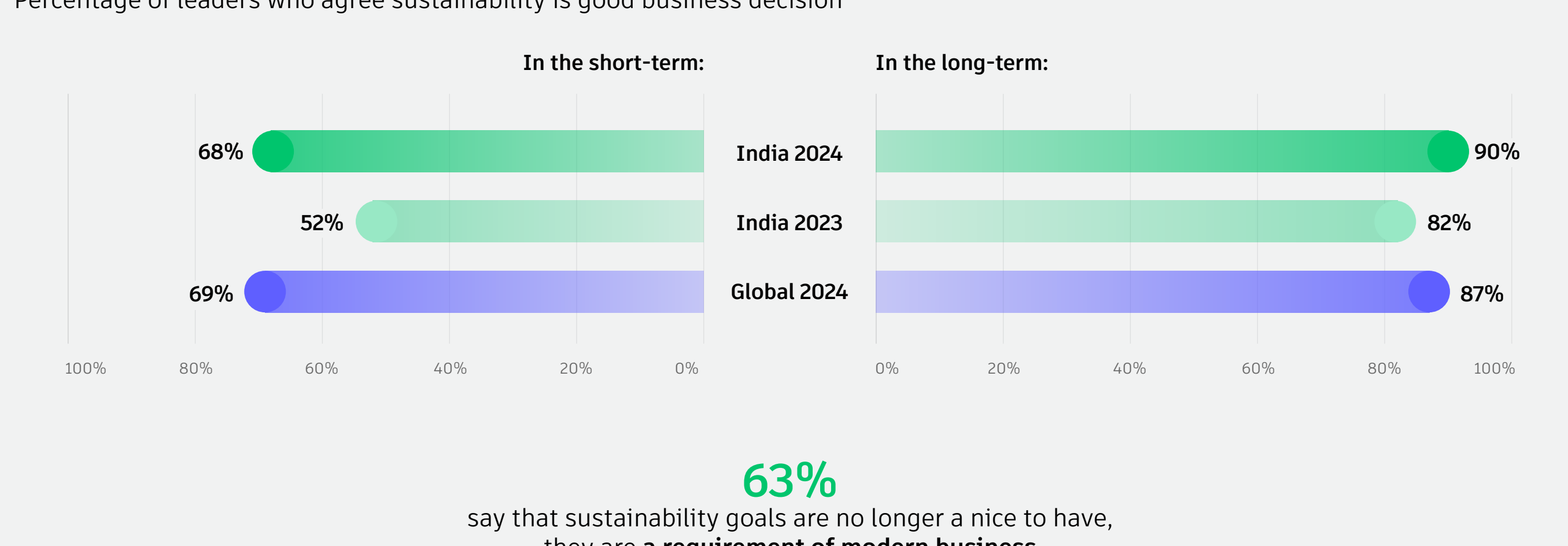
SUSTAINABILITY

Sustainability becomes a key priority



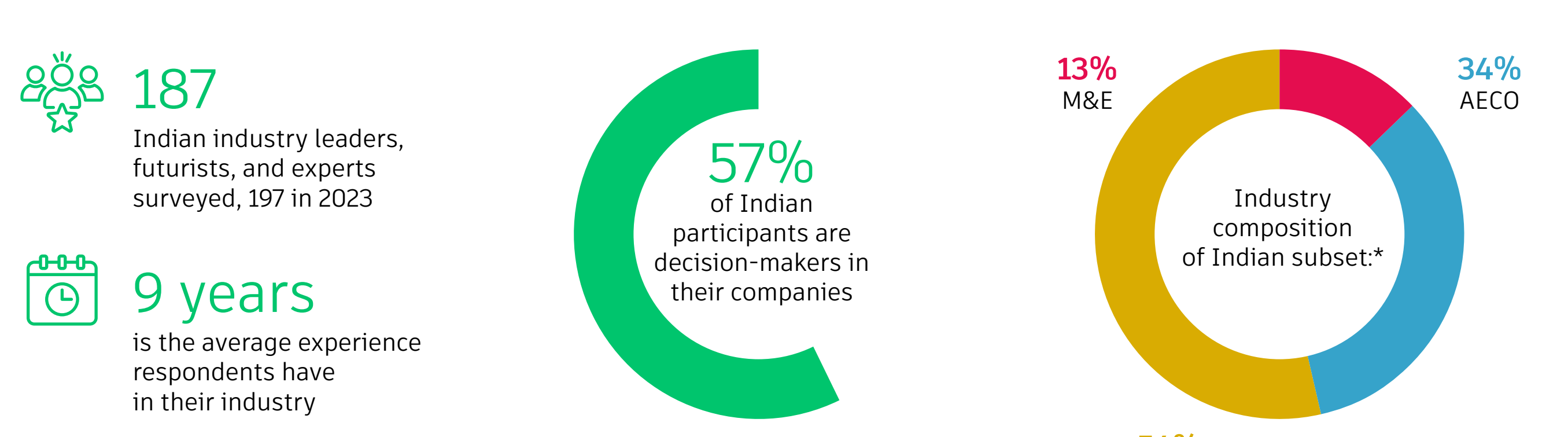
Sustainability is proving its value to both short-term and long-term business health

Percentage of leaders who agree sustainability is good business decision



METHODOLOGY

The *State of Design & Make* report is a global, annual study for leaders who design and make places, objects, and experiences. It identifies the most pressing drivers of change that are shaping today's business decisions to help leaders prioritize and invest in the future.



Access the full **2024 State of Design & Make** report—including all glossary terms and research insights

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* Values do not add up to 100% due to rounding. Source: Autodesk, 2024 *State of Design & Make* report and study data

