



The Age of AI: Industry Trends, PR Implications, and Adgcraft's Vision

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Message from the MD's Desk

Abhinay Kumar Singh
Founder & Managing Director,
Adgcraft Communications



When we completed our first year, we decided to mark the occasion with a seminar, one that brought together industry veterans, emerging PR professionals, and communications students to discuss the future of storytelling.

In our second year, we leaped with the launch of our EV-focused PR vertical, supporting new-age mobility startups that were redefining infrastructure and energy for India's future.

In the third year, we worked towards building the healthcare vertical. Now, as we celebrate four incredible years, we are proud to announce the launch of Adgcraft AI, a dedicated PR vertical for the AI ecosystem.

India has long been celebrated as a global powerhouse in the IT and services sector. From homegrown giants like Wipro and Infosys to a thriving ecosystem of deep-tech startups, our country has consistently played a pivotal role in the global digital economy. But as we enter a new technological period driven by artificial intelligence, it is imperative that India not only builds world-class AI products but also tells its AI stories with credibility, clarity, and purpose.

AI is no longer limited to laboratories or niche applications. It is transforming industries across the board, from healthcare and finance to infrastructure, education, and marketing. It is shaping how we design, decide, and deliver at scale. As AI continues to become the engine of the next wave of growth, we believe that strategic communication will be just as important as technological innovation.

This is why we are launching Adgcraft.AI, a dedicated communications vertical to serve the unique needs of AI and emerging tech companies. Our goal is to ensure that we build the right narrative, the right messaging, and the right media engagement to succeed in a highly competitive environment.

We've already built a deep understanding through rigorous internal research, industry training, and collaborations across AI verticals. Our teams are equipped with structure, knowledge, and intent to support the Indian and global AI ecosystem with storytelling that is data-led, ethical, and impact-driven.

At Adgcraft, we've always believed that a great story is the bridge between innovation and impact. With this initiative, we reaffirm our commitment to not just observing the AI revolution but actively shaping its communication landscape. We look forward to contributing meaningfully to India's ambition of becoming one of the world's leading AI-powered economies.

Overview

This compiled report presents a comprehensive exploration of artificial intelligence, its evolution, sectoral impact, and implications for communications. We examine how AI is reshaping major industries (e.g., fintech, healthcare, manufacturing, education) and transforming Public Relations. Drawing on the latest surveys and industry reports, we illustrate why specialized PR is crucial for AI companies. We also highlight Adgcraft's track record with AI-driven industries or sectors (such as Artificial Intelligence and DeepTech, Construction, Real Estate & Infra-Tech, Healthtech, and others) to demonstrate our expertise in this space.

AI Adoption: From Early Stages to Mainstream

Artificial intelligence has moved from niche experiments to widespread enterprise adoption. Recent surveys show **rapid growth in AI use**: as of mid-2024, nearly **78% of companies** report using AI in at least one business function (up from 55% a year earlier). Generative AI tools have seen an even more dramatic spike **71% of firms** now regularly deploying generative AI in some capacity, up from 65% just months earlier. In short, AI is no longer a futuristic concept but a present-day reality across sectors. Organizations now routinely harness machine learning, natural language processing, and other AI capabilities for tasks ranging from data analysis to content creation.

This surge is reflected not only in business surveys but also in professional attitudes. For example, in 2019, only 18% of communications professionals believed AI would be vital to their future; by 2023, that figure had jumped to 80%. Industry leaders note that early adopters are already capturing value. Deloitte finds that **nearly all organizations with advanced AI deployments report measurable ROI**, and 74% say their most sophisticated AI initiatives meet or exceed expectations. In practice, companies are focusing AI on high-impact areas: IT, operations, marketing, and customer support lead advanced implementations (28% of scaled GenAI projects are in IT, 11% in operations, 10% marketing, 8% customer service).

Taken together, these data show that AI is maturing quickly. After years of pilots and hype, many businesses are now integrating AI into core processes - a trend we believe will only accelerate. The challenges are also shifting: having proved feasibility, organizations now grapple with scaling, governance, and talent. As a report from Globenewswire notes, '**standing out in today's fiercely competitive AI market is a make-or-break challenge**'. In this environment, clear communication of value becomes essential.

AI in Key Industries

AI's impact is not uniform; it varies by industry. Below, we highlight several major sectors where AI has made strong inroads, citing recent market projections and survey findings.

• Fintech and Financial Services:

AI is revolutionizing finance. **A Research and Markets** analysis projects the global AI-in-fintech market to grow from **\$22.5 billion in 2023 to \$79.4 billion by 2030** (CAGR approx 19.8%). This expansion reflects AI's role in risk management, fraud detection, personalized banking, and automated customer service. AI models analyze massive financial datasets in real time, improving credit scoring and uncovering hidden risks (for example, AI flagging anomalous transactions). The adoption is already high: a **BCG survey** identifies fintech as one of the sectors with the **highest concentration of AI leaders** (49% of fintech firms are 'AI leaders,' setting industry standards). Fintech startups use AI-driven recommendation engines, robo-advisors, and virtual assistants to meet evolving consumer expectations for instant, tailored financial services. In summary, data show fintech is embracing AI aggressively: major players and new entrants alike invest in AI to drive efficiency, compliance, and customer engagement.

• Healthcare and Life Sciences:

The healthcare sector is similarly on the verge of an AI revolution. According to McKinsey's 2025 survey of U.S. health leaders, **85% of respondents were exploring or had already adopted generative AI** by late 2024. Early use cases focus on **improving administrative efficiency** (e.g., automating paperwork) and **enhancing clinical productivity** (e.g., supporting doctors with diagnosis aids). Many hospitals and insurers partner with AI specialists rather than build all systems in-house: McKinsey found 61% of healthcare respondents seek AI by partnering with vendors or cloud providers. The emphasis on value is also clear: among those who have implemented AI, **64% report positive ROI** or expect to realize it. In practical terms, AI is helping in areas like processing insurance claims, personalizing treatment plans, and even drug discovery. Our view is that healthcare's vast data and critical need for efficiency make it a natural fit for AI. The challenges (regulation, data privacy) are nontrivial, but many leaders see AI as a key tool to drive down costs and improve patient care.

• Manufacturing and Industrial:

Industry 4.0 has been underpinned by AI and automation for years, but generative AI is a newer frontier. In manufacturing, Deloitte reports that **55% of surveyed manufacturers already use generative AI** in their operations, and over **40% plan to increase AI/ML investment** in the next three years. Typical use cases include predictive maintenance (AI predicting machine failures), optimized supply chains, and AI-enhanced product design. Notably, customer service is an immediate AI opportunity: 74% of manufacturers plan to use or are using gen-AI tools (like chatbots or knowledgebase assistants) to improve the customer experience. One study cited by Deloitte found that manufacturers believe AI and ML have the **largest impact on business outcomes** among smart technologies, with gen-AI poised to deliver the highest ROI after cloud services. The Deloitte outlook emphasizes that smart investments (targeting high-ROI use cases) are key. AI in manufacturing is advancing from proofs-of-concept to scaled deployments: nearly four in five manufacturers integrate AI into their digital strategy, focusing on initiatives that boost

efficiency and cut costs. In summary, manufacturing leads in data-driven automation, and continuing digitalization means AI will only grow in importance here.

• **Education and EdTech:**

Education technology (EdTech) is rapidly embracing AI to personalize and scale learning. Market studies forecast explosive growth: Grand View Research estimates the global AI-in-education market at **\$5.88 billion in 2024**, surging to **\$32.27 billion by 2030** (CAGR approx 31%). Schools and universities are implementing AI-powered tutoring systems, adaptive learning platforms, automated grading, and administrative analytics. For example, intelligent tutoring systems use machine learning to tailor exercises to each student's level, while AI-driven analytics help predict and prevent dropouts. The pandemic's shift to online learning further accelerated investment: institutions now use AI to enhance virtual classrooms (e.g., real-time translation or speech recognition) and to analyze performance data. Governments are also funding AI in education initiatives. As one report notes, advances in NLP and computer vision are expanding AI applications across assessments, content delivery, and accessibility (e.g., AI-driven assistive tools for students with disabilities). In short, EdTech is a high-growth area for AI, driven by demand for personalized, scalable learning experiences.

• **Other Key Sectors:**

Beyond these, AI is penetrating almost every industry. For example, BCG's analysis across sectors finds that **core business functions** (like operations, sales, R&D) now account for a majority of AI-driven value. Sales and marketing in particular are becoming major sources of AI value: software, travel, and media companies report that 25–31% of their AI gains come from enhanced marketing and customer insights. In automotive and biopharma, R&D sees heavy AI use (up to 27–29% of value in some firms). Even in traditional industries like insurance and banking, AI in customer service (24% and 18% of AI value, respectively) is significant. In retail and consumer products, AI is driving personalized shopping experiences (up to 22% of value) and supply-chain optimization. Energy, telecom, and gaming sectors are also experimenting with AI for network management and content personalization. In short, AI's footprint is expanding from support functions (IT, finance) into core industry-specific processes.

Taken together, these figures make clear that **AI is a transformative force across the economy**. Companies that master AI report higher growth and productivity: BCG finds AI leaders enjoy roughly 1.5× higher revenue growth and 1.4× better returns on investment than their peers. But the majority of firms (approx 74%) still struggle to capture value. This gap means the coming years will be a crucible: successful companies must integrate AI deeply and communicate their advantages effectively, while others risk falling behind.



AI in Communications and Public Relations

Globally, AI is reshaping the PR field itself. Advances in natural language generation, data analytics, and media monitoring are being rapidly adopted by communicators. A Muck Rack surveys show an unprecedented surge: **at the start of 2023, only about 28% of PR professionals reported using AI tools, but by year-end, that figure had climbed to 64%.** PR practitioners are turning to AI for everything from drafting content to analyzing sentiment. Muck Rack report also notes that **74% of PR pros feel AI has improved the quality of their work, and 89% say it helps them complete projects faster.** These tools are applied to core PR tasks: content creation (e.g., using generative AI to draft press releases or social posts), enhanced media monitoring (using AI to track mentions and sentiment at scale), and data-driven reporting (automating analytics).

Industry experts advise embracing AI as a partner. A Communicate magazine feature describes AI tools like ChatGPT and Copilot being used weekly for vital PR functions, writing releases, building media lists, generating pitch ideas, and monitoring news. When used thoughtfully, AI **allows communications teams** to focus on strategy and creativity: mundane tasks are handled by algorithms, enabling humans to invest in 'shaping and building their brand stories'. As one article from Communicate magazine observes, AI integration will **'allow professionals to invest their energy into higher-level strategic work'** rather than repetitive work.

That said, the industry stresses that **AI is a tool, not a replacement.** The Communicate magazine article further states that many PR pros know it's important to learn AI skills: 55% believe mastering prompt-engineering is crucial, but only 16% currently devote time to such training. This gap highlights that human expertise remains essential, particularly when it comes to ethics, nuance, and crisis management. AI should serve as a complement to human creativity, not a replacement. Since it lacks emotional intelligence and cannot fully understand cultural nuances or ethical considerations, it's essential for communicators to establish clear guidelines and ensure its responsible use.

On the strategic side, PR must also use AI in storytelling. For example, marketing and PR teams are leveraging AI-generated insights to position their messages. Many agencies already use AI-driven analytics to fine-tune campaign targeting and measure impact. According to the Muck Rack report, a majority of PR agencies see AI as boosting efficiency: agencies and in-house teams report time savings and improved outcomes with AI tools. Meanwhile, AI itself is a frequent PR story. AI companies, from scrappy startups to tech giants, are front-page news. This makes the role of PR even more critical: to separate hype from reality, explain complex technology, and guide narratives about responsibility and innovation. In communications terms, **visibility and perception can determine the fate of AI-related businesses.**

In summary, AI is both a subject and a tool of PR. Agencies must now be fluent in AI concepts to serve clients, while also helping brands responsibly adopt AI in their own operations. This dual role underscores why a dedicated AI PR vertical, staffed with specialists who understand both technology and media, is essential in the new landscape.

Why an AI-Focused PR Practice?

Given AI's complexity and its industry buzz, **AI companies have unique communications needs.** The market is crowded: every week sees new AI startups and features on AI breakthroughs. Cutting through that noise requires technical credibility, vision, and strategic positioning. There are several reasons why launching an AI-focused PR practice makes sense:

- **Complexity of Technology:**

AI is inherently technical and often abstract (machine learning algorithms, data pipelines, etc.). Conveying an AI product's value to journalists, investors, or customers demands translation into clear benefits. Experienced PR teams excel at bridging this gap by framing AI innovations in terms of real business impact.

- **High Stakes Communication:**

AI companies often raise venture funding or partner with large enterprises; such milestones require convincing storytelling. Moreover, AI can raise public concerns around ethics, bias, and job impact. As Adgcraft's vision, our PR practice will emphasize responsible narratives and data-backed claims to build trust.

- **Market Opportunity:**

AI startups (and AI initiatives within companies) are attracting investor and media attention. According to a BCG report, fintech, software, and banking have the most AI leaders pursuing ambitious value creation. In this climate, AI companies need more than generic PR: they need campaigns that showcase tangible outcomes, industry thought leadership, and case studies. An example from BCG notes that AI leaders expect 60% higher AI-driven revenue growth and 50% greater cost reductions than others, indicating the bold goals these companies have. PR can amplify those success stories.

- **Competitive Differentiation:**

With many players now touting AI, a standard approach won't suffice. The PR must focus on 'awareness, differentiation, and thought leadership' tailored to AI companies. Agencies with an AI specialty can craft narratives about intellectual property, unique datasets, or novel algorithms that generalist agencies might miss.

Adgcraft's Vision for the AI PR Vertical

Adgcraft's vision emphasizes powerful narratives and education over mere media coverage; the firm's mission is 'not just to secure media placements but to create powerful narratives that establish and grow businesses,' focusing on 'educating the audience' with stories that resonate deeply. This narrative-first philosophy differentiates Adgcraft: its USP is that 'your story is your strength, and communication is ours.' In practice, the AI PR team blends tech fluency and communication craft.

Key elements of Adgcraft's long-term AI PR strategy include:

• Leadership & Team Expertise:

The vertical will be spearheaded by Adgcraft's core team of AI-savvy PR professionals. The expanded AI PR unit will include specialists in technology, analytics, and public affairs, all oriented around a data-driven approach to PR (using media monitoring, sentiment analysis, etc.).

• Strategic Approach:

Adgcraft combines rigorous research with creative strategy. The team plans to use analytics (and even AI tools) to identify key messages, then craft tailored narratives. Each campaign is designed to align with a client's business goals, balancing technical accuracy with audience engagement. By 'putting the work in by day one,' Adgcraft ensures a disciplined, iterative process.

• Differentiation:

Unlike generic PR firms, Adgcraft leverages its deep startup experience and tech focus. Adgcraft's commitment to 'excellence' and customized service, treating each client's story as unique, sets it apart. In effect, Adgcraft aims to position its clients as thought leaders in AI by creating compelling, differentiated narratives.

• Serving Startups and Enterprises:

Adgcraft's AI PR services are designed for both fast-moving startups and large incumbents. Startups benefit from storytelling that secures funding and market visibility, while enterprises gain strategic counsel to navigate complex AI topics. In particular, Adgcraft identified a common gap: **startups often innovate rapidly but struggle to tell their story to the right audience.** The AI PR vertical will bridge that gap by translating research into accessible business narratives. Likewise, established firms can lean on Adgcraft's expertise in integrating PR with emerging tech trends, ensuring their AI products are communicated responsibly and effectively.

For AI startups, starting PR at the right time is crucial, not only to build early credibility but also to shape public perception before misconceptions take root. In a crowded market, the right narrative can differentiate a product long before it scales. That's why we are launching Adgcraft.AI, our dedicated PR vertical focused on the AI space. Our goal is to support AI startups and brands with smart, timely, and meaningful communication and PR strategies. We are committed to helping them grow, and through Adgcraft.AI, we aim to be more than just a PR partner; we want to be part of their growth journey.

Adgcraft's AI Portfolio and Experience

Over the past four years, Adgcraft has already worked with a range of AI and Tech startups and brands across a wide range of industries, particularly those embracing AI to reshape their operations, customer engagement, and brand identity. Our AI-focused PR campaigns have been built on a deep understanding of sector dynamics and emerging technologies. Some notable industries and sectors include-

- **Artificial Intelligence and DeepTech:**

Startups building core AI products or AI agents, including platforms in generative AI, machine learning operations, and vertical-specific AI tools, have trusted Adgcraft to create narratives that translate complex algorithms into compelling, results-driven stories.

- **Construction, Real Estate, and Infra-Tech:**

We've worked with AI-integrated real estate and infrastructure and interior design firms, modernizing everything from workspace management to materials logistics. Our narratives have highlighted how data and design intersect to create smarter environments.

- **Healthtech:**

In the healthtech space, Adgcraft has delivered media and communication strategies for AI-led innovation in diagnostics, medical documentation, and operational automation. Campaigns in this vertical have emphasized trust, compliance, and positive impact from various stakeholders.

- **Smart Mobility and Infrastructure Tech:**

We have developed PR strategies and campaigns for companies leveraging AI to optimize transportation, fuel logistics, EV infrastructure, and fleet intelligence, bringing their innovations to the forefront through press releases, thought leadership, and educating the ecosystem.

- **Influencer Marketing Tech and AI:**

In this emerging vertical, we've worked with companies that use AI to optimize creator discovery, influencer-brand matching, and campaign ROI tracking. Our communication strategy positioned them as leaders at the convergence of technology, marketing intelligence, and human creativity.

For each of these industries, Adgcraft's AI PR approach involved deep technical understanding and data-driven story angles. We positioned them in leading tech media, secured interviews with industry analysts, and showcased their successes. These case examples demonstrate our capability: we help AI companies turn complex innovations into clear narratives that attract customers, partners, and investors.

Future Outlook and Conclusion

The future of AI across industries and communications is bright but demands a savvy strategy. As automation and generative models advance, we expect:

- **Continued Business Transformation:**

Companies that integrate AI effectively will unlock new growth. Research shows AI leaders are already achieving higher returns and innovation gains. Sectors like finance, health, and manufacturing will see increasing automation of routine tasks, while strategic areas (product development, marketing) become AI-enhanced. The key will be scaling responsibly: organizations report that rigorous governance and talent development are needed to resolve AI adoption challenges (most agree a year or more of effort is required).

- **Human-AI Collaboration:**

In PR and all knowledge work, AI will handle repetitive analysis and generation, freeing people for creativity, strategy, and relationship-building. AI allows PR teams to 'focus on strategic thinking and creativity,' the core of their profession. Firms that train employees in AI tools will gain efficiency; those that resist may fall behind. Already, 70% of PR professionals feel they should become more knowledgeable about AI.

- **Ethics and Trust:**

AI also brings forth significant ethical considerations, such as bias, privacy, and the risk of misinformation. As the technology becomes more integrated into communications, future narratives must address these concerns proactively. Transparent disclosure about the use of AI, for example, indicating whether the content has been AI-assisted, is expected to become standard practice. Recognizing this shift, Adgcraft's AI practice is built on a foundation of ethical responsibility, ensuring the messaging remains transparent and trustworthy.

- **Innovation Frontiers:**

Emerging AI technologies like **agentic AI** (AI systems that can autonomously execute tasks) are on the horizon. We are already exploring how to explain these complex concepts to stakeholders. As Deloitte forecasts, over 25% of leaders are investigating agentic and multi-agent systems for future value. PR narratives will evolve to cover not only current products but also visions of future AI capabilities.

In a nutshell, **AI is a central pivot in the next phase of business and communications.** Our understanding from global surveys to market forecasts confirms that AI is proliferating in nearly every domain, and companies are clamoring to harness it. As we look ahead, one thing is clear: the companies that integrate AI successfully and communicate that success will lead their markets. PR is a critical tool for turning AI breakthroughs into market leadership. We invite AI startups, scale-ups, and technology enterprises to partner with us. Together, we will ensure that the next wave of AI breakthroughs is seen, understood, and embraced by the world.

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Contact Us



info@adgcraft.com



+91-9113166828



Head office:

ABL Workspace, F2, F Block, Sector 8, Noida, Uttar Pradesh, India

Branch office:

2/252 Vijyant Khand, Gomtinagar, Lucknow, UP- 226010

Branch office:

Hive8, 39th Floor, Kohinoor Square, Dadar West, Mumbai, Maharashtra 400028

