

Vol. - 14 No.-132 Sept. -Oct. - 2026

The Gig Economy & Freelance Workforce

Visit at: www.imis.ac.in Private Circulation

THIS ISSUE

2. **THE EDIT PAGE** *Issues & Insights*



3. **MANAGEMENT QUIZ NO.- 71** *Task Ahead*



6. **The Gig Economy & Freelance Workforce**



7. **The Gig Economy: Managing Workers, Balancing Freedom**



9. **The Gig Economy: Rethinking Business & Worker Welfare**



10. **FINANCIAL & ECONOMIC NEWS**



14. **MARKETING NEWS**



IMIS BHUBANESWAR
The B-School that thinks ahead

Editor-in-Chief:
DR. USHA KAMILLA

Published by the Director,
Institute of Management & Information Science
Swagat Vihar, Bankuala
Bhubaneswar-751002
Odisha, India
Tel.: +91-674-6542256/57
E-mail: usha@imis.ac.in

Contributing Editors:

Simran Verma (25DM054)
Shiwangi Kumari (25DM025)
Saswat Sourav Rout (25DM046)
Swastika Sahoo (25DM035)
Nilipta Dhal (25DM073)
Hardeep Singh (25DM072)

Layout Design:

Mr. Tusar Ranjan

THE EDIT PAGE... (Issues & Insights)

India's Booming Gig Economy: Perspectives on the future of work





Driven by high smartphone adoption, urbanization and on-demand digital platforms, India's gig and platform economy is experiencing rapid growth. According to NITI Aayog's report, India's Booming Gig and Platform Economy may reach 2.35 crore by 2029–30, with high-skilled roles (software, finance, design, consulting) steadily rising. What is often missing from this is knowing that gig workers are not a homogenous group. All platform workers are gig workers, but all gig workers are not platform workers.

The gig economy is a labour market in which individuals undertake short-term, task-based, on-demand or freelance work instead of holding a conventional, long-term job with a single employer. Payment is generally made per task, trip, delivery, assignment or project. Under the Code on Social Security, 2020, a gig worker earns through work performed outside the traditional employer–employee relationship.

Platform economy is a subset of gig economy where workers obtain work through an online digital platform or mobile application like, drivers on Uber, Ola and Rapido, delivery partners associated with Swiggy, Zomato, Blinkit and Zepto and service professionals working through Urban Company. Citing the gig economy as one of India's largest organised job creation engines, Zomato CEO Deepinder Goyal indicated that "if the system were fundamentally unfair, it would not consistently attract and retain so many people who choose to work within it." He also warned that banning or excessively regulating gig work could drive workers back into informal jobs with even fewer safeguards.

Despite India's Booming Gig and Platform Economy, major challenges facing the gig workers with workers' receiving low and unpredictable pay, long and exhausting workdays, algorithmic surveillance and absence of basic labour protections. Platform Workers face strict app-based rating systems and high platform commissions (often 25–30%) that drive income volatility. Long hours (50–60 hours per week) and falling incentives create strain, with the vast majority lacking formal fringe benefits or managerial support. While offering flexible entry points, a significant portion of low-skilled workers remain trapped in low-income cycles with limited upward mobility.

India's gig economy bridges employment gaps but relies on precarious, algorithmically controlled labour. While frameworks like the Code on Social Security mark a shift toward formal recognition, impact depends on whether flexibility brings enforceable rights. Sustainable growth requires transitioning to robust statutory protections, benefits, fair earnings and strict algorithmic transparency. A progressive platform economy must ensure technology remains accountable to the rule of law, constitutional values and human dignity.

usha@imis.ac.in

Management Quiz -71



1. Name this B2B Marketplace founded by Amrit Acharya, Srinath Ramakkrushnan, Rahul Sharma and Vishal Choudhary in a garage in Bangalore that is in for an IPO this week. Its name means a "strong foundation' in Dutch.
2. In the AI race, Personal AI agents are the next hot thing On Sept 8 Meta launched its own Personal AI agent that is making waves. What is it called?
3. Which Indian business group is behind the gifting portal indiacircus.com?
4. Everbrands India limited has filed its DRHP for an IPO in Indian market. Which fast food chain do they operate in India?
5. It was on a Flydubai plane the bizarre terror/hijack incident happened recently. Who is the promoter of the FlyDubai airlines?
6. The electric two-wheeler market in India is growing rapidly. In the first 9 months of 2026 who has emerged as the market leader?
7. Which sports bike maker is in the news because its owner Volkswagen is doing a major restructuring and this bike division may be up for sale though they are denying it?
8. Which company has launched an electric heavy-duty trucks and buses under the brand AMPSTAR?
9. Vineet Nayar, the former CEO of HCL Technologies wrote a book Employees First, Customers Second in 2010 that was well received. He has now come up with a similar sounding title on a current hot topic. Its title is ___ First, ___ Second.
10. One of the names that has appeared in the Hurun"s 2026 billionaires list is Hyderabad's Sridhar Pinapureddy. With which company would you associate him with?

Send answers of Management Quiz No. 71 latest by 31st Oct. 2026, Email id: usha@imis.ac.in.

ANSWERS TO MANAGEMENT QUIZ No. 70

(Together, July – Aug. 2026, Vol.14, No. 131)

1. Bombay Shaving Co. 2. Chryscapital 3. Misuse of Confidential client information 4. To improve its products and train its artificial-intelligence models 10 5. Closing Auction Session 6. Energy drinks 7. Merchant Discount Rate 8. Apollo Global Management 9. Nvidia 10. Qantas

The Gig Economy & Freelance Workforce



FLEXIBLE SCHEDULES

DIVERSE OPPORTUNITIES

BUILD NEW SKILLS

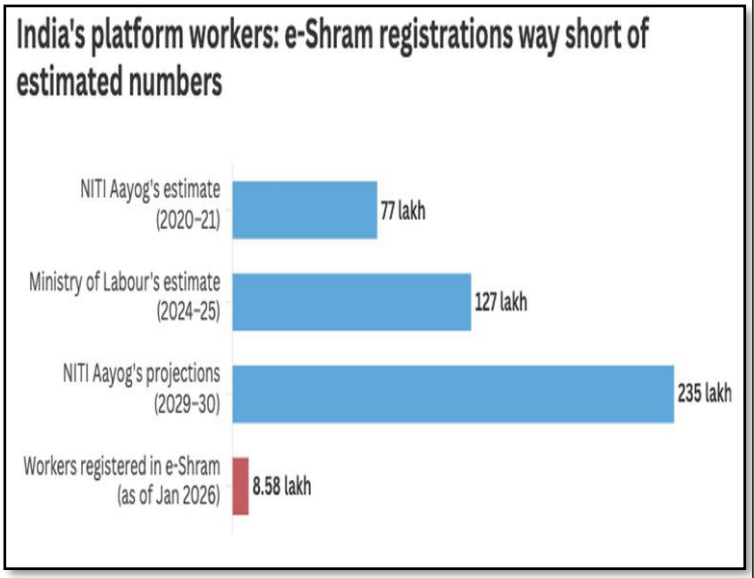
A MORE INCLUSIVE FUTURE



The Rise of Temporary Workers

What is the Gig Economy?

The traditional employment model is changing as more people undertake freelance assignments, temporary jobs, and project-based work. This shift has contributed to the growth of the gig economy, where workers earn income by providing specific services rather than necessarily holding permanent jobs.



Understanding the Gig Economy

The gig economy is a labor market where individuals undertake temporary, flexible, or task-based work. It includes delivery partners, taxi drivers, freelance designers, content writers, consultants, and online tutors.

India's Growing Gig Workforce

According to a report by NITI Aayog, cited by the ILO, India had approximately 7.7 million gig workers in 2020. This number was projected to reach 23.5 million by 2029–30, highlighting the potential growth of this employment model

Why Is It Growing?

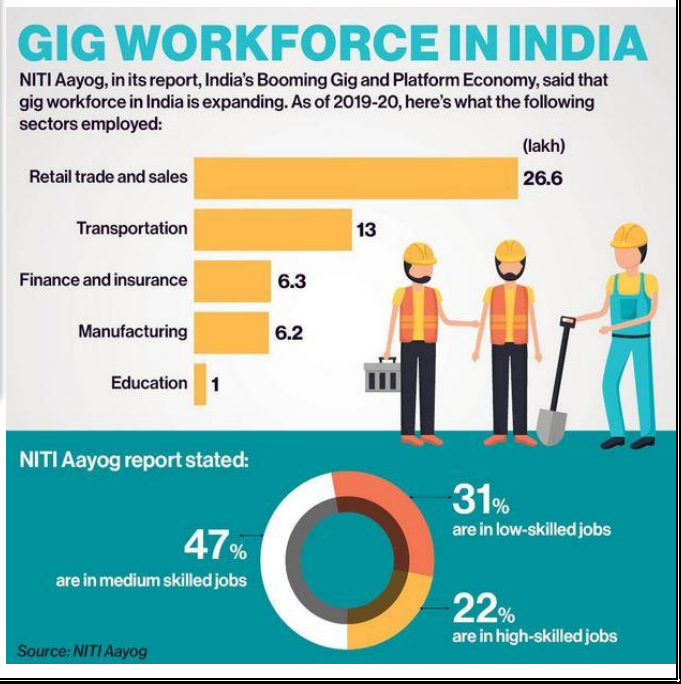
- Digital Technology
- Changing Preferences
- Business Requirements
- Remote Opportunities

Real-World Examples

Platforms such as Uber and Swiggy connect customers with service providers, while Upwork and Fiverr help freelancers find projects online.

Management Insight

The gig economy allows businesses to access talent flexibly while creating alternative earning opportunities. Its long-term success depends on balancing productivity with worker welfare.



Conclusion

The gig economy is transforming employment through digital platforms, flexible working arrangements, and new income opportunities



HOW APPS MANAGE WORKERS

From Drivers to Freelancers

Digital applications have transformed how workers find assignments and businesses deliver services. They connect customers and workers through technology, making service delivery faster and more convenient.

How Digital Platforms Work

- **Registration and Verification**: Workers register and submit the required documents.
- **Task Allocation:** Applications match workers with customers based on location, skills, and availability.
- **Performance Monitoring**: Ratings and reviews help platforms evaluate service quality.
- **Digital Payments:** Workers can receive payments and track their earnings online**.**
- **Algorithmic Management**: Automated systems help allocate tasks and monitor performance.

Examples of Digital Platforms

- **Uber**: Connects passengers with drivers.
- **Swiggy**: Connects customers with delivery partners.

airbnb
Short-term rental service.

appen
IT industry-focused with IT professionals who offer AI-powered solutions to various industries.

crowdspring
Created for creative professionals, specifically for designers and has an auction methodology for securing clients.

DOORDASH
On-demand restaurant food delivery service.

fiverr.
Freelance platform for seeking work in digital marketing, graphic design, writing and translation, video and audio, and video and animation sectors.

freelancer
Open to a variety of working professionals with specialized skills. Employers are able to categorize their job postings and filter out applicants via their skills or locations.

Postmates
On-demand delivery service that connects customers with local couriers for the delivery of anything from restaurants or stores within minutes.

prospa
Chance to explore wider job opportunities for remote work.

TaskRabbit
Service platform that instantly connects people looking for help with a wide variety of odd-jobs and errands with skilled "Taskers" to complete the tasks.

Uber
On-demand restaurant delivery and transport service.

upwork
Supports both companies and individuals in the design and creatives, IT, sales and marketing, writing and translation, and finance and accounting fields.



Did You Know?

According to the International Labour Organization (ILO), the number of digital labour platforms worldwide increased from at least 142 in 2010 to more than 777 in 2020, highlighting the rapid growth of platform-based work.

Management Insight

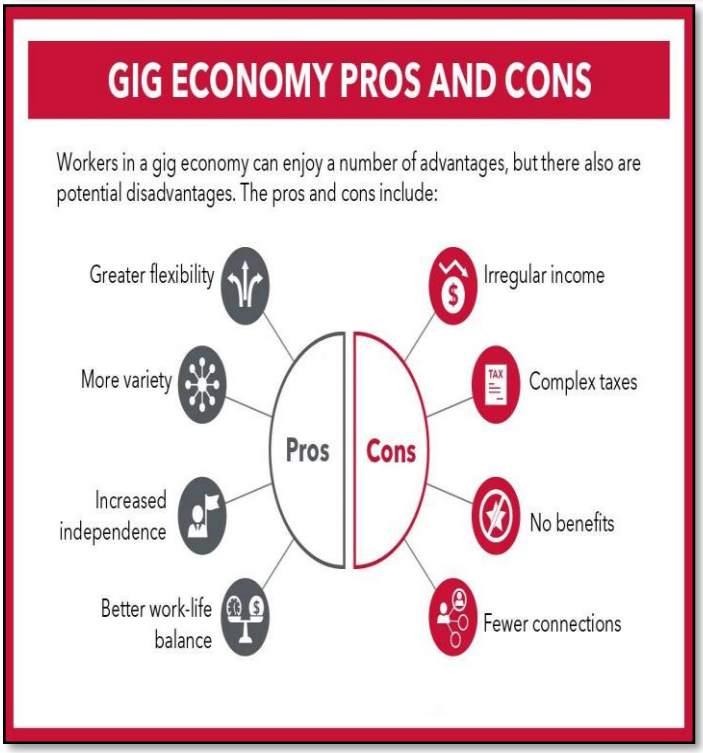
Digital platforms improve workforce coordination and efficiency. However, transparent rules, fair evaluations, and reliable payments are essential for worker welfare.



THE FLEXIBILITY TRADE-OFF

Freedom vs. Job Security

Gig work offers flexible schedules and multiple earning opportunities. However, fluctuating income and limited employment benefits can make financial security difficult for workers.



The Benefits of Flexibility

- Flexible Schedules
- Independence
- Multiple Income Sources
- Wider Opportunities

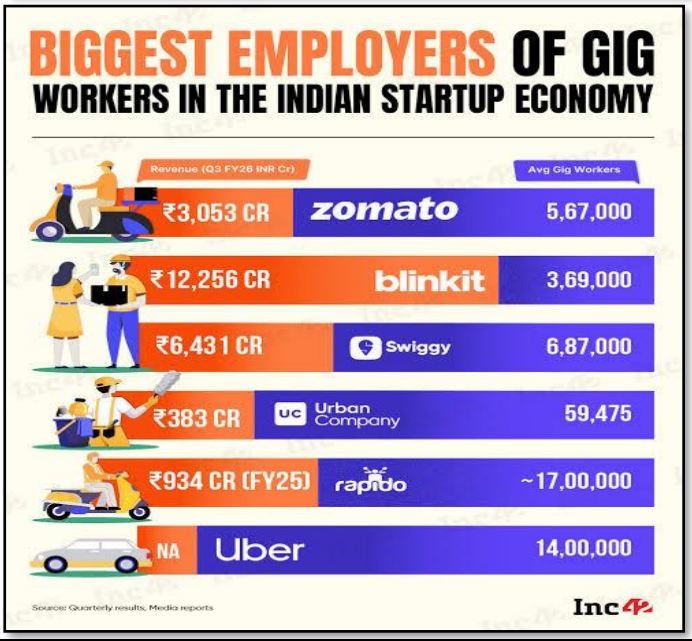
The Risks of Uncertain Work

- Irregular Earnings
- Limited Social Protection
- Platform Dependence
- Limited Benefits
- Hidden Expenses

The Income Reality

According to the *Economic Survey 2025–26*, approximately **40% of India's gig workers earn less than ₹15,000 per month**. This highlights the gap between flexible earning opportunities and financial security.





Management Insight

Flexibility is valuable only when workers have reasonable access to assignments, transparent payment systems, and protection against financial risks.

Conclusion

A sustainable gig economy must preserve workers' independence while making their livelihoods more secure.



HOW COMPANIES SAVE MONEY

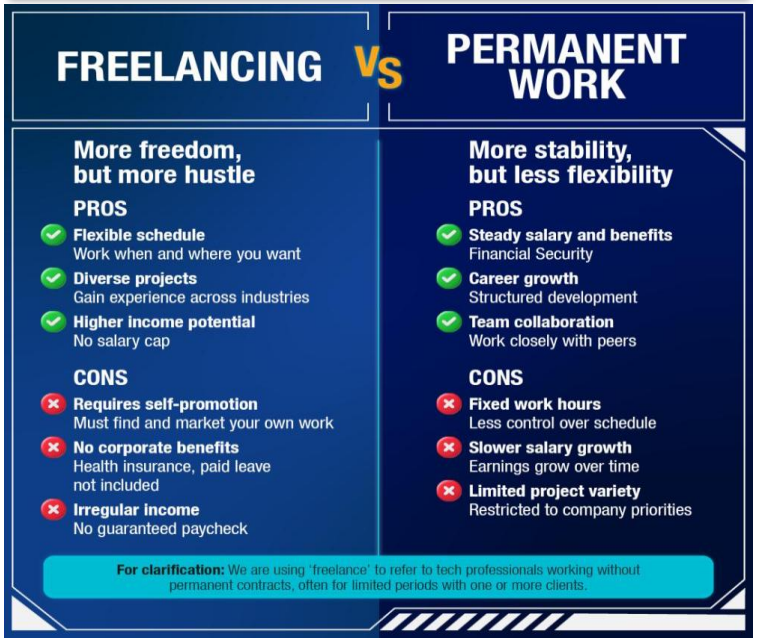
From Fixed Salaries to Flexible Costs

Businesses use freelancers and temporary workers to manage changing workloads. This allows companies to access specialised skills and adjust staffing according to demand.

How Companies Benefit:

- Flexible Costs
- Specialized Skills
- Seasonal Hiring
- Faster Execution
- Potential Savings





The Economic Impact:

India's *Economic Survey 2025–26* estimates that non-agricultural gig work could account for **6.7% of the workforce by 2029–30**, contributing approximately **₹2.35 lakh crore to GDP**. This illustrates the sector's potential importance to businesses and the wider economy.

Business Example:

During a festive sale, an e-commerce company may hire freelance designers for advertising and additional delivery partners to handle increased orders.

The Hidden Costs:

Platform fees, training, coordination, and quality-control expenses can reduce savings. Flexible hiring does not automatically mean lower total costs.

Management Insight

Companies should compare the total cost of flexible hiring with permanent employment while considering productivity and service quality.

Conclusion

The gig economy can improve workforce flexibility, but sustainable savings require careful planning.

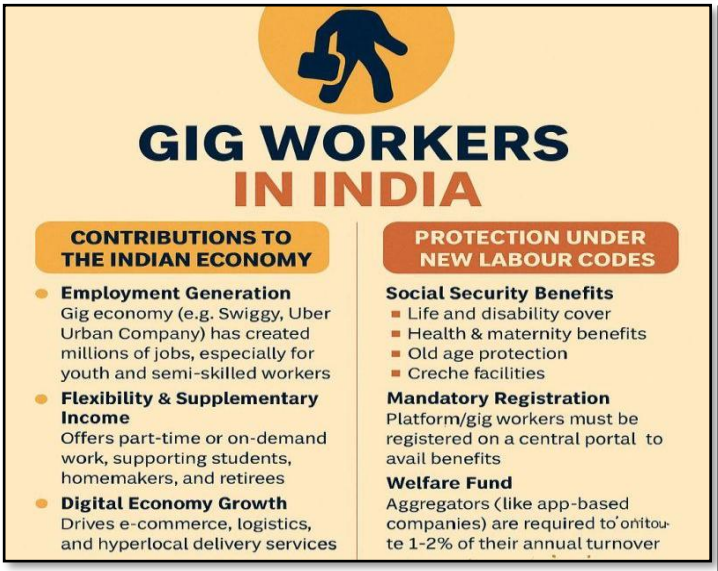




THE FUTURE OF WORK

Balancing Worker Rights and Convenience

As gig work expands, businesses and policymakers face an important challenge: ensuring that technological progress creates opportunities without neglecting worker welfare.



A Recent Development:

In January 2026, the Ministry of Labour and Employment reported that **12 major platform aggregators**, including Zomato, Swiggy, Uber, Urban Company, and Amazon, had been onboarded to the e-Shram aggregator module. The initiative aims to facilitate the registration of platform workers.

Management Insight:

Technology companies must balance efficiency and customer convenience with transparent practices and worker protection.



Five Priorities for the Future:

- Fair Payments
- Social Security
- Responsible Technology
- Skill Development
- Workplace Safety

India's Policy Development

The **Code on Social Security, 2020**, came into force on **21 November 2025**, formally recognising gig and platform workers and establishing a framework for social-security schemes. These provisions cover areas such as accident insurance, health and maternity benefits, and old-age protection, subject to applicable schemes



Conclusion

The future of gig work depends on responsible businesses, effective policies, and meaningful protection for workers.

UPI MDR Is Here: 0.4% Merchant Charge on Payments Above ₹2,000

From 15 October 2026, India's UPI payments move into a new phase. A 0.4% Merchant Discount Rate (MDR) will apply to specified person-to-merchant (P2M) payments above ₹2,000, capped at ₹300 per transaction. UPI had been zero-MDR since January 2020. The legal route was cleared by the Taxation and Other Laws (Amendment) Bill, 2026, passed in August, and the framework was announced on 15 September. With UPI handling 24.51 billion transactions worth ₹29.82 lakh crore in August 2026 alone, the move changes the economics of India's biggest payment rail. The government stresses that customers continue to use UPI free and that about 96% of merchant transactions stay unaffected.

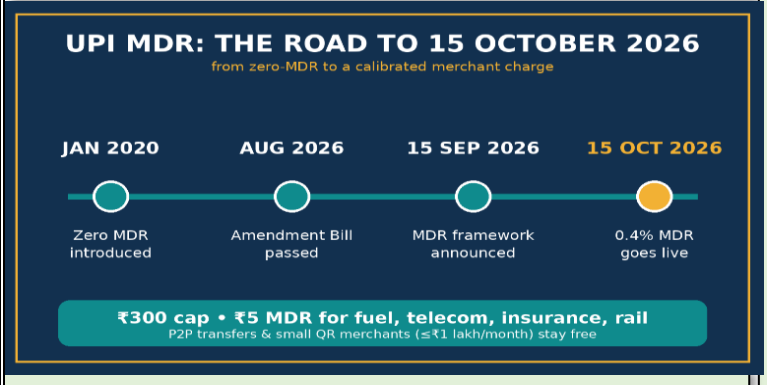
UPI MDR Framework: How It Works

Customer pays → Merchant receives → MDR deducted from merchant

Key rules:

- **Up to ₹2,000:** no MDR on UPI payments.
- **Above ₹2,000:** 0.4% MDR, capped at ₹300 (e.g. ₹10,000 payment → ₹40; cap reached at ₹75,000).
- **Special ₹5 MDR:** fuel, telecom, insurance and rail payments.
- **Securities:** mutual funds and brokers pay 0.02%, capped at ₹300.
- **Exempt:** P2P transfers, AutoPay/SIP mandates and small merchants receiving up to ₹1 lakh a month via QR.

NPCI says the revenue will be shared across the UPI ecosystem to fund expansion, resilience, cybersecurity and innovation.



Conclusion

UPI MDR is a calibrated shift, not a blanket fee: small payments, P2P transfers and tiny merchants stay free while larger merchant payments contribute 0.4%. Its real test will be whether it funds a stronger network without nudging merchants or customers back toward cash.



Why This Change Matters

◆ **Funding a Free-to-Use Network**

- Zero MDR left banks, apps and NPCI with costs but no direct revenue. A charge on larger payments aims to make UPI sustainable.

◆ **Impact on Merchants**

- Higher-ticket sellers (electronics, jewellery, travel) face a new cost line and must plan pricing and margins.
- Merchants should not add a separate UPI surcharge or pass it off as a consumer fee.

◆ **Consumers Stay Protected**

- No MDR is added for customers, and UPI apps are barred from platform fees or hidden charges.

◆ **The Debate**

- Opposition leaders have criticised the move. The Supreme Court declined an interim stay on 28 September and sought the Centre's reply, leaving 15 October intact.

Morgan Stanley Builds Lab to Test Blockchain in Banking

Morgan Stanley has set up a Digital Asset Lab to test stablecoins, tokenization and decentralized finance (DeFi) as it explores how blockchain-based systems could be used across its business. Reported by Bloomberg on 29 September 2026, the lab is part of the bank's existing innovation-lab network, which gives employees dedicated facilities to try emerging technologies without putting core systems at risk, said Megan Brewer, who leads market innovation and labs. It is a controlled test environment, not a product launch.

Digital Asset Lab: How It Works & Why It Matters

- ✓**A sandbox:** experiments run separately from the bank's core systems, so mistakes do not put client money or daily banking at risk.
- ✓**Beyond crypto exposure:** the lab widens the bank's blockchain strategy from offering clients crypto investments to testing blockchain infrastructure.
- ✓**Testing, not deployment:** no timetable has been given for commercial products, and the bank has not launched its own stablecoin.
- ✓**No client access yet:** a lab test does not give brokerage clients tokenized deposits or DeFi vaults.
- ✓**Industry momentum:** J.P. Morgan runs blockchain-based deposit and settlement infrastructure, and BlackRock offers tokenized funds such as BUIDL.



Key Areas Under Test

1. **Stablecoin payments** — Dollar-linked value moving on-chain around the clock
2. **Tokenization** — Traditional assets represented on blockchains
3. **Tokenized deposits** — Bank deposits issued as digital tokens
4. **CBDCs** — Central bank digital currencies
5. **Tokenized money-market funds** — Money-market funds in token form
6. **DeFi vaults** — Software managing capital by preset strategies

Future Prospects: Scale, Settlement & Standards

- **From Lab to Business**
  - The next step depends on whether any test moves into banking, asset-management or wealth-management businesses.
- **24/7 Settlement**
  - Stablecoins and tokenized deposits can move value continuously, not only in banking hours.
- **Peer Race**
  - J.P. Morgan, Citi and HSBC already use blockchain infrastructure for institutional payments, while many banks remain at proof-of-concept stage.
- **Challenges Ahead**
  - Interoperability: assets issued on one blockchain or by one institution do not automatically move across others. Regulatory compliance also stays central.

Government clarifies that most UPI transactions remain free

Department of Financial Services, 16 September 2026

The Finance Ministry clarified that peer-to-peer UPI transfers and the vast majority of merchant transactions would continue to remain free. The statement followed debate around the proposed MDR framework and sought to explain that the policy would not charge every UPI payment.

UPI transaction volume and value dip in September

Mint, 1 October 2026

UPI processed about 24.07 billion transactions in September, down around 1.8% from August. Transaction value fell about 1.5% to ₹29.4 lakh crore. The figures followed the MDR announcement, although monthly movement can have multiple causes.

RBI raises repo rate to 5.50%

Reuters, 7 October 2026

The Reserve Bank of India raised the policy repo rate by 25 basis points to 5.50%, its first increase in nearly four years. The move reflected inflation concerns linked to higher energy costs and global uncertainty. The RBI also shifted its stance to calibrated tightening.

Kalyan Jewellers reports 26% revenue growth in the second quarter

Financial Express, 7 October 2026

Kalyan Jewellers reported a year-on-year revenue increase of more than 26% during the second quarter of FY2026–27. Revenue from its Indian operations grew approximately 27%, supported by strong demand and expansion of its retail network. The company also opened new showrooms in India and international markets. Its performance highlights how store expansion, product launches and festive-season demand can contribute to business growth

Fintech shares fall amid uncertainty over UPI MDR timing

The Economic Times, 8 October 2026

Shares of Paytm, MobiKwik and Pine Labs fell after reports suggested the planned MDR rollout might be delayed. Investors reassessed the timing of potential transaction-fee revenue and the outlook for payments businesses.

RBI tightens daily cash reserve requirement for banks

Financial Express, 9 October 2026

The RBI increased the minimum daily Cash Reserve Ratio maintenance requirement from 90% to 99% of the required amount, effective from the fortnight beginning 16 October. The step is intended to absorb excess liquidity and align money-market rates more closely with the policy rate.

JSW Steel reports higher crude steel production in the second quarter

Financial Express, 9 October 2026

JSW Steel reported a 5% year-on-year increase in consolidated crude steel production to approximately 7.27 million tonnes in the second quarter of FY2026–27. Its Indian operations accounted for around 7.07 million tonnes, with capacity utilisation reaching approximately 88%. The increase indicates continued production activity in the steel industry. However, future performance will depend on demand from infrastructure, construction, automobiles and other industrial sectors

RBI announces measures to support the rupee

Reuters, 10 October 2026

With the rupee under pressure from oil prices and global financial conditions, the RBI announced a special dollar-supply window for state-run oil companies and tighter rules for certain foreign-exchange derivative positions. The measures aim to reduce spot-market dollar demand and curb excessive speculative activity.

Bank credit grows strongly at the end of September

The Times of India, 10 October 2026

Bank credit grew about 19.4% year-on-year at the end of September, while deposits grew about 17.8%. The resulting credit-to-deposit ratio was around 81%, indicating that lending was expanding faster than deposits.

Justpay expands from payment infrastructure into AI-led SaaS

Financial Express, 10 October 2026

Payments technology company Juspay is repositioning parts of its business around software-as-a-service products built from internal AI tools. Initiatives include enterprise AI agents, voice-interaction platforms and payment-operations analytics, alongside international payments expansion.

Canara HSBC Life Reports Premium Growth as Commission Rules Reviewed

Financial Express, 10 October 2026

Canara HSBC Life reported a 17.3% year-on-year rise in total premiums for the first half of FY27. Its leadership said it did not expect a major decline from proposed IRDAI changes that would reduce commissions on credit-life insurance products.

Foreign investors withdraw over ₹44,000 crore from Indian equities

The Times of India, 11 October 2026

Foreign Portfolio Investors (FPIs) withdrew approximately ₹44,166 crore from Indian equities during October so far. The selling pressure was linked to high crude oil prices, a stronger US dollar and elevated US bond yields. The outflows have added pressure to Indian stock markets, highlighting the influence of global economic conditions on investor sentiment

News
MARKETING AFFAIRS

NESCAFÉ × SPOTIFY LAUNCH THE "HUSTLE ANTHEM"

NESCAFÉ has partnered with Spotify to give young India's many forms of "hustle" a musical identity. Announced in September 2026, the campaign uses a rap-led anthem, creator participation and short films to connect the brand with youth culture rather than simply advertise coffee.

WHAT HAPPENED?

The Hustle Anthem is a rap track positioned as the soundtrack to young India's energy, ambition and individuality. The campaign expands the idea of hustle beyond a job or career: late-night study, coding, music, art, entrepreneurship and personal projects all count. The launch was supported by an immersive experience with creators and cultural trendsetters, while companion films were promoted across Meta, Spotify and YouTube.

MARKETING LENS

The campaign is a strong example of experiential + content marketing. Instead of pushing product features, NESCAFÉ owns a cultural territory: the everyday hustle of young India.



BRAND-NESCAFÉ
PARTNER-Spotify
CORE IDEA-Hustle Anthem
AUDIENCE-Young India / Gen Z
FORMAT-Rap + films + creators



MARKETING STRATEGY:-

NESCAFÉ uses music, co-branding with Spotify, creator participation, 360° digital communication, and emotional branding to connect with young consumers and associate the brand with energy, ambition, confidence, self-expression, and the spirit of hustle.

WHY IT WORKS:-

For Gen Z, music is not just entertainment; it is part of identity, mood and daily routine. By creating a track that people can choose to hear—not merely an ad they have to watch—NESCAFÉ increases the chance of becoming part of the consumer's everyday cultural environment. The move also shifts the brand from "talking about hustle" to "backing your hustle" of hustle.

Key Takeaway:-

The smartest part of the smartest part of the NESCAFÉ × Spotify partnership is that the brand is not simply buying attention—it is creating something the audience can voluntarily play, share and associate with its own ambition.

APPLE PAY ENTERS A UPI-FIRST INDIA

Apple announced Apple Pay's India launch on 30 September 2026. At launch, eligible Axis Bank-issued Visa and Mastercard credit cards can be added to Apple Wallet for contactless in-store payments and supported online or in-app checkout. The service enters a digital payments market where UPI is already a daily habit for millions of consumers.

MARKET OPPORTUNITY & GROWTH

India's payment market combines UPI QR payments, bank apps and card-based contactless payments. Apple Pay can appeal to iPhone users who value speed, privacy and a familiar device-based checkout.

- Quick tap-to-pay at enabled contactless terminals.
- Simpler checkout in participating apps and websites.
- Potential appeal in premium retail, travel and dining.



TECHNOLOGY & TRUST

Apple Pay uses device authentication such as Face ID, Touch ID or a passcode, alongside tokenisation. The actual card number is not shared with the merchant.

- Near-field communication (NFC) for contactless payment.
- Device-based authentication and tokenised card details.

LAUNCH SNAPSHOT

- **LAUNCH DATE** - 30 Sept 2026
- **INITIAL CARDS** - Axis Bank Visa & Mastercard credit cards
- **DEVICES** - iPhone, iPad, Apple Watch
- **PAYMENT MODE** - Contactless + supported online/app checkout



WHAT COULD DRIVE ADOPTION?

- More participating banks
- More contactless terminals
- Clear customer education
- Merchant and app acceptance
- Trust in privacy and security

MARKETING LENS

Apple's opportunity is to sell convenience and trust, not simply a payment feature. Success depends on how well the service fits Indian payment habits.

THE COMPETITIVE CHALLENGE

Apple Pay enters a market where UPI apps such as PhonePe, Google Pay and Paytm are deeply established. Importantly, Apple Pay's initial India launch is card-based—not a UPI replacement. Adoption will depend on bank eligibility, acceptance and consumer habits.

KEY TAKEAWAY

Apple Pay adds another choice to India's digital payment ecosystem, but long-term growth will depend on complementing a UPI-first market instead of expecting consumers to change established habits.

Spotify turns everyday chores into music moments

Campaign India, 17 September 2026

Spotify's campaign uses familiar household chores to show how music can transform routine tasks and influence mood. It places the brand in everyday life rather than only in dedicated listening moments.

Mercedes-Benz connects its brand with Indian roads

Campaign India, 18 September 2026

Mercedes-Benz's campaign tells a story of the brand coming home, one Indian road at a time. The creative connects a global premium marque with local driving experiences and the emotional meaning of owning a luxury vehicle.

Chitale Bandhu uses Sachin Tendulkar's trust equity

Campaign India, 21 September 2026

Chitale Bandhu used the familiarity and credibility of cricket icon Sachin Tendulkar in its brand communication. The campaign draws on a respected public figure to reinforce trust in a food brand with a strong regional identity.

India's manufacturing sector rebounds in September

Business Standard, 1 October 2026

India's manufacturing Purchasing Managers' Index (PMI) increased to 55.1 in September from 52.8 in August, reaching a seven-month high. Stronger new orders, rising production and improved export demand supported the recovery. The expansion indicates opportunities for manufacturers to increase capacity, strengthen supply chains and respond to growing domestic and international demand.

Razorpay partners with OpenAI to help Indian brands advertise on ChatGPT

The Economic Times, 5 October 2026

Razorpay Engage partnered with OpenAI to help Indian brands prepare product catalogues, organise product information, launch advertising campaigns and track campaign performance on ChatGPT Ads. The partnership highlights how businesses are exploring emerging AI platforms to reach potential customers and develop new digital marketing channels.

Jubilant FoodWorks reports revenue growth as Domino's India expands its store network

Financial Express, 7 October 2026

Jubilant FoodWorks reported an 11.9% year-on-year increase in consolidated revenue to approximately ₹2,608.7 crore for the September quarter of 2026. Domino's India recorded like-for-like growth of 4.1% and added 88 stores during the quarter, expanding its network to 2,601 outlets. The company's performance demonstrates how established food-service brands can pursue growth through new store openings, stronger distribution and improvements in customer reach

Quick commerce market projected to reach $90 billion by FY2031

The Economic Times, 7 October 2026

India's quick commerce market is projected to reach approximately $90 billion by FY2031, according to a report cited by The Economic Times. Growth is expected to come from increasing adoption in metropolitan areas and rising usage in smaller cities. The expansion presents opportunities for businesses in grocery delivery, personal care, household products and other everyday categories. However, platforms must also manage fulfilment expenses, delivery efficiency and competition to build sustainable business models.

Private equity investments reach a 2026 high in India

Business Standard, 8 October 2026

Private equity investment in India reached $9.9 billion across 353 transactions during the third quarter of 2026, according to Grant Thornton Bharat's Dealtracker report. Investment activity increased by 18% compared with the previous quarter. The growth suggests that investors continue to identify opportunities in Indian companies, particularly those with expansion potential and attractive long-term business prospects.

Reliance Digital launches its Festival of Electronics sale

The Times of India, 8 October 2026

Reliance Digital launched its Festival of Electronics sale under the *#CelebrateWithNoExcuses* campaign, offering discounts on smartphones, televisions, laptops and home appliances. The strategy combines festive promotions, exchange bonuses and bank offers to encourage purchases and attract price-conscious consumers during the festive shopping season

TCS reports revenue growth as demand recovery remains gradual

Financial Express, 10 Octobers 2026

Tata Consultancy Services reported revenue of ₹73,188 crore for the September quarter of FY2026–27, representing an 11.2% year-on-year increase. However, analysts noted that demand recovery remained gradual, with new deal values moderating. The development highlights the challenge for IT companies of balancing revenue growth with investments in artificial intelligence and other emerging technologies.

E-commerce festive sales reach ₹24,000 crore in the first two days

The Economic Times, 11 October 2026

Indian e-commerce companies recorded estimated sales of approximately ₹24,000 crore during the first two days of festive-season sales. Mobile phones accounted for nearly 40% of the total sales value, while fashion and electronics also contributed significantly. Around 60–65 million shoppers participated, including an increasing number of first-time buyers. The performance highlights the importance of festive discounts, digital platforms and online customer acquisition in India's retail market

****