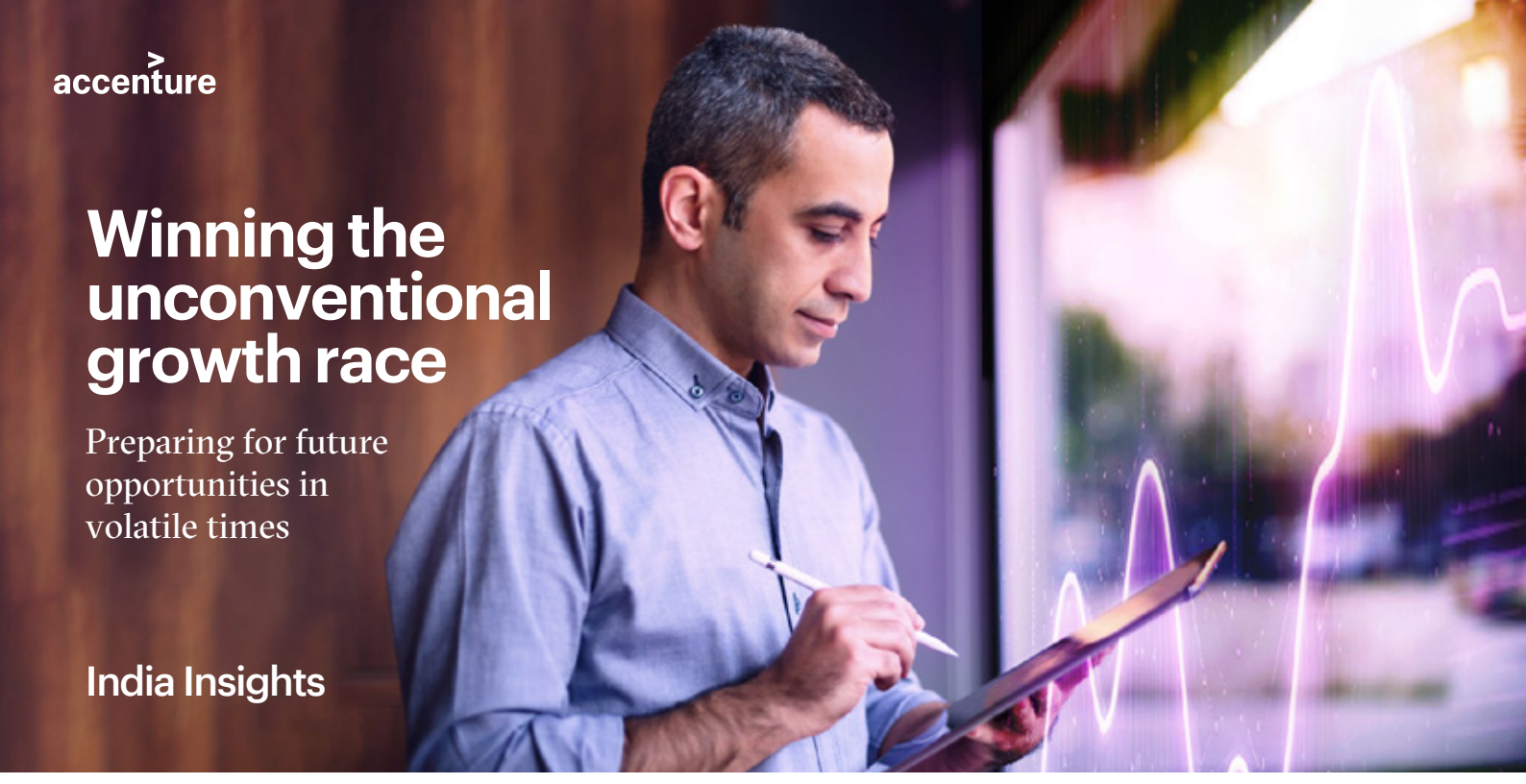


Winning the unconventional growth race

Preparing for future opportunities in volatile times

India Insights

In this volatile environment it is abundantly clear that organizations need to accelerate change—not only to compete but also find new paths to growth.

Accenture's recent survey of senior executives representing **106 companies across 12 industries in India** reveals that:

89% expect their companies to achieve double-digit revenue growth by 2025.

For **47%** of them, that means achieving faster growth than today.



Doubling down on opportunities outside the business of today

Majority of companies are seeing long-term potential beyond intuitive terrains.

95%

expect their companies to pursue growth opportunities in the developing green economy and undeserved markets

56%

believe that entering both markets by 2030 will be critical to their company's ability to become a market leader

Two compelling growth terrains

Developing green economy

Business activities, products, or services that have a primary purpose of protecting or restoring the environment.

Underserved markets

Business activities, products, or services targeted at people with rare diseases, elderly, people in remote locations, minority entrepreneurs etc.

Playing by new growth rules

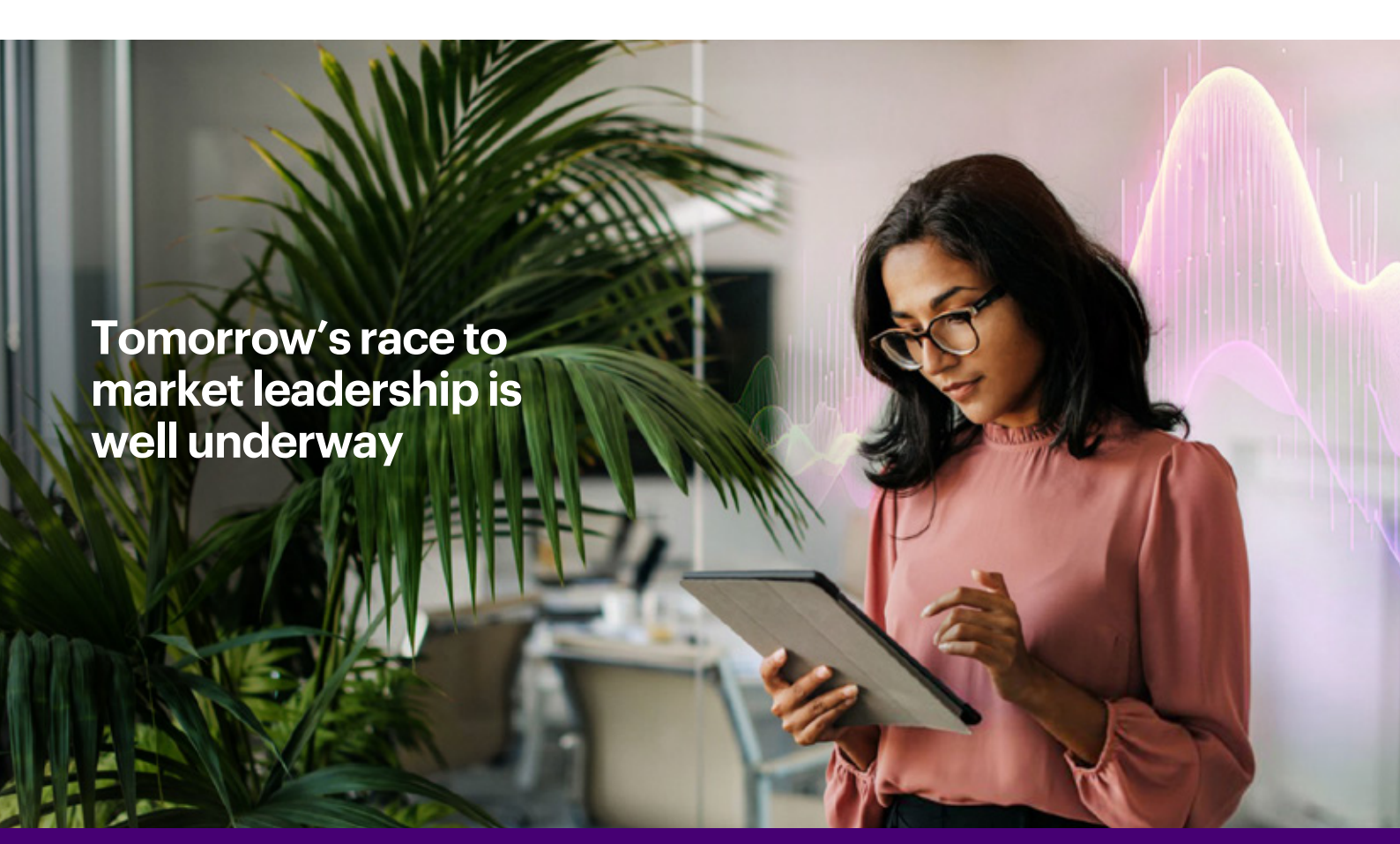
Finding success will take an unconventional gambit, one that is carefully executed amid the economic discontinuities. A small group—25% of the companies we studied—are playing to win this unconventional growth race with 3 crucial moves.

They **harness the power of advanced technology** (AI, data and cloud) to identify and drive growth-oriented activities in new markets.

They are laser-focused on **unlocking multiple forms of value:** ones that matter not only to their business, customers and employees, but also to society, partners and the environment.

And finally, they are **broadening their ability to innovate** by making smart investments and forming diverse technology- and science-based partnerships.

Taken together, these moves put 25% of companies we studied in the lead. They are defining a new performance frontier by not only expecting to **deliver more than 20% revenue growth per annum by 2025**, but to do so while expanding into both the developing green economy and underserved markets.



Tomorrow's race to market leadership is well underway

While uncertainty may cause many companies to retreat to the sidelines, those that use volatile times to reinvent themselves are more likely to rise as the winners of tomorrow. The new rules of growth are emerging; whether you shape them, or are shaped by them, is up to you.

accenture.com/growth-race

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