

# Microsoft, Google, and Nvidia race to secure AI foothold in India

Article



**The news:** Microsoft is the latest Big Tech company betting big on India's AI future by committing \$3 billion to the country and unveiling partnerships across key industries and the public sector.

**India becoming synonymous with AI:** Microsoft unveiled AI agreements with Indian organizations in the healthcare, financial services, manufacturing, education, and rail

transportation sectors.

It also partnered with the **Ministry of Electronics and IT** to train 500,000 people in AI by 2026. The two will establish rural AI training through AI labs in 20 national skill training institutes. Another deal with **SaaSBoomi** will support 5,000 startups and 10,000 entrepreneurs through workshops, regional growth, and job opportunities. Microsoft wants to upskill 10 million Indian citizens by 2030.

**Regional expansion intensifies:** India is emerging as a leading AI hotspot, with Google, Microsoft, and **Nvidia** investing heavily in the country's AI ecosystem.

- “India used to be a country that exported software. In the future, India will be a country that exports AI,” Nvidia’s CEO **Jensen Huang** said when the company [signed various AI deals](#) in October.
- Google is similarly [leaning on training](#): Its **AI Skills House** initiative aims to equip 10 million Indians with AI training through easily accessible digital courses.
- AI use in the country is already high, with 62% of marketers in India using generative AI (genAI) regularly and 26% experimenting with the technology, per Adobe.
- And strong computer literacy indicates greater potential for AI adoption for a country whose biggest exports are IT and tech support services, per [The Economic Times](#).

**Key takeaway:** India’s prominent place as a global IT solutions provider [makes it a strategic location for wider AI expansion](#) into Asia-Pacific.

Microsoft’s focus on training, partnerships, and investments could position India’s AI ecosystem at the cusp of transformative growth.

## Marketers in India Are Leaders in Generative AI (GenAI) Adoption

% of respondents in each group worldwide, by country, May 2024

	Using regularly	Currently experimenting	Total
India	66%	26%	92%
Australia	44%	35%	79%
Germany	34%	44%	78%
UK	30%	39%	69%
France	31%	36%	67%
US	24%	41%	65%
Japan	29%	25%	54%

Note: Australia n=385; France n=390; Germany n=392; India n=400; Japan n=382; UK n=385; US n=404; \*with 100+ employees

Source: Adobe, "Marketer/Consumer Use of Generative AI Survey" as cited in MarkeZine news, Aug 9, 2024

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