

'AI DOESN'T REPLACE PEOPLE; ROLES ARE EVOLVING RATHER THAN DISAPPEARING'

Indian Cos Scale Up AI Integration in Operations to Improve Productivity

Aim to reduce hours spent on repetitive tasks and find more time for innovation

Prachi Verma

New Delhi: Riding the artificial intelligence (AI) wave, Indian companies such as Godrej Enterprises, Larson and Touro (L&T), Vedanta and Tata Steel are busy incorporating AI across all their functions and operations, including both front-end and back-end.

These companies are looking to leverage AI to make the existing workforce more productive by cutting down work hours on repetitive tasks, buying more time for critical work and innovation, the companies' executives told ET.

"AI augments people; it does not replace them. Roles are evolving rather than disappearing," executive director Nyrika Holkar of Godrej Enterprises told ET.

At Godrej Enterprises, engineers and plant teams are spending less time on manual checks and

more on optimisation and innovation with the use of AI. The company plans to record a minimum 10-15% productivity uplift for every associate with the AI intelligence engine, Holkar said.

L&T too is using AI to boost productivity on shop floor and at project sites to speed up decision-making. "AI plays a multi-dimensional role here at L&T," said R Ganesan, senior vice president and corporate head, L&T Construction, who also oversees the AI and tech initiatives at L&T group.

"In some cases, fundamentally, we are rethinking how we execute work using AI. It's touching EPC, manufacturing, and back-office operations alike," said Ganesan. Speed, efficiency, and visibility have all improved for L&T, he added.

Even on the safety front, L&T is using AI-enabled monitoring to spot issues before they escalate. "The shift isn't about replacing people—it's about moving them from repetitive tasks to higher-value judgment and problem-solving," he said.

Miner Vedanta has embedded AI, automation, IoT, drones, digital twins, and predictive analytics into daily operations to drive measurable gains in safe-



ty, productivity, and resource efficiency. "At Vedanta Aluminium, drones and AI-led digital smelter systems are enabling real-time monitoring of operations, energy optimisation, and safer inspections, significantly reducing ma-

nual intervention," said a company spokesperson.

Tata Steel is leveraging AI to analyse workforce safety data, identifying critical safety insights including recurring root causes of incidents, flag high-

risk zones, and monitor critical safety gaps. "These insights help identify critical high-risk, high-impact zones across plants," a Tata Steel spokesperson said.

For such zones, Tata Steel has incorporated a Gen AI-based platform that analyses real-time video feeds to perform a 360-degree situational analysis. "This solution considers the complete physical and operational context to identify hazards and notifies the line manager immediately," the spokesperson said.

Many large companies have set aside funds for investing in AI. For instance, last year, Godrej Enterprises Group announced a ₹1,200 crore investment over 3-5 years to accelerate digital transformation across its businesses.