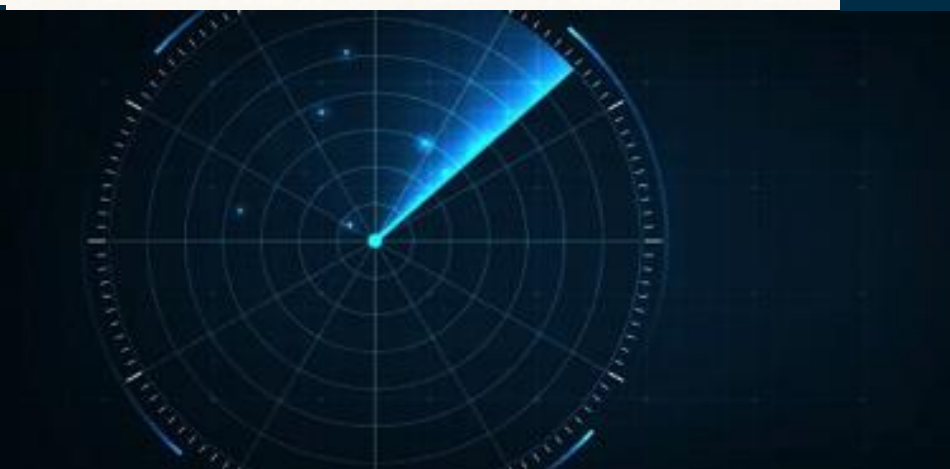




Navigating INDIA



“To know a nation’s geography is to know a nation’s foreign policy”
– Napoleon Bonaparte



INSIDE THIS EDITION

This edition of Primus’ Monthly Policy Note focuses on some of the major developments in the recent month or so.

From India’s announcement with respect to digital currency and bitcoins during the Union Budget on 1st February to the Indo Pacific strategy of the US, we also cover some very critical areas including how India’s welding industry needs to be further synergized with the core development areas. Defence exports continue to be a very important focus area for the sector – more than order books and revenues, these help build and maintain relations. Food security is an important issue for a country like India and needs to be in sync with the evolving climate change.

In our expert section, we have insights from Vikram Chandra on how the news industry has evolved and his views on some important macro issues.

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Policy in review | Policy Square

Current: Dr Bhagwat Kishanrao Karad, Hon'ble Union Minister of State for Finance

Upcoming: Mr. C.K. Mishra, former Environment Secretary and Chairperson of Expert Committee on Sustainable Climate Finance



Economy Update

India's digital currency

- In lieu of bitcoins? – "Yes"...
- but is the modus operandi concrete and firm? – "Still a WIP"...



Geopolitics

US's Indo-Pacific strategy

In for a much more **Extended**, **Effective** and **Enduring** role than ever before



Infrastructure

Infrastructure:

"Welding" India's Aatmanirbhar ambitions



Aerospace & Defence

Defence Exports

- It is much more than just revenues, orderbook and foreign exchange



Financial Services

Digital Virtual Assets in India

- Store of value most likely use case
- Medium of exchange doubtful



Environmental, Social and Governance

Climate change and food security:

- Just "Food for all" is "not going to cut it" anymore – Food that is climate compliant is the need of the hour



Expert Speak

Vikram Chandra:

- Founder, Editorji Technologies

Policy Square | A Primus Partners initiative to understand the more fundamental questions in policy making

Primus Partners on 28th December 2021 launched **Policy Square**, in association with Businessworld.

Policy Square, an initiative by Primus Partners, is a monthly expert interview series wherein key constituents of the public policy ecosystem – senior policy-makers, civil society members, business executives etc. – are interviewed on critical issues and policies of national importance to explore their impact on the country and industry at-large.

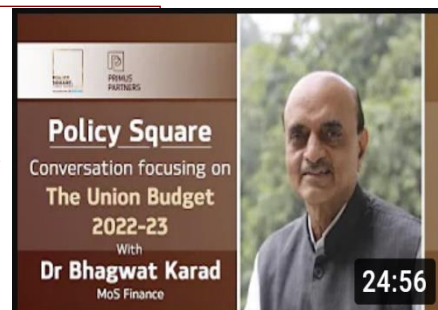


The motivation for the Policy Square series is driven by Primus Partners' rich policy-regulatory knowledge, as well as experience of delivering projects across multiple sectors, with an aim to leverage this knowledge and create a platform to table in-depth discourse.

The latest episode of Policy Square, released on Primus Partners' YouTube channel, hosted a rich and timely conversation on the Union Budget with Dr Bhagwat Kishanrao Karad, Hon'ble Union Minister of State for Finance.


Dr Bhagwat Kishanrao Karad during the Policy Square interview, interacting with Mr. Nilaya Varma, CEO Primus Partners and Dr Anurag Batra, CEO Business World touched upon the key priorities for the Government of India while making the Budget, what the tax on digital assets points towards, and emphasized why the Prime Minister Gati Shakti scheme is a game changer for the Indian economy.

Link to the full interview: [Policy Square S01 E03](#)



Coming Up Next!

As countries stride towards action for collective priorities on climate change, and sustainable financing finds its way into the Union Budget, in our next episode of Policy Square we will have Mr. C.K. Mishra, former Environment Secretary and Chairperson of the Expert Committee on Sustainable Climate Finance, dissect India's priorities and position while highlighting the importance of technology and finance driven innovation.

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Stay Tuned for more!

Our take



A very sacrosanct component of any country's economy, and especially for India, every Union Budget shapes and indicates the Government's direction. With the increased focus on infrastructure, the emphasis on multi modal connectivity will be a key enabler for decades to come. With the current geo-political turmoil, it would be important to continue to focus on the indigenous demand and supply coupled with exports.

Our [post-budget note](#) analyses the most important sectors and highlights the key focus areas in each.



India's digital currency

- In lieu of bitcoins? – “Yes”...
- but is the *modus operandi* concrete and firm ? – “Still a WIP”

In the Union Budget 2022-2023 it was announced that India would issue a digital rupee. Termed as a Central Bank Digital Currency (CBDC), it is expected to compliment the existing digital infrastructure being created.

While work on this has reportedly being going on for around a year, the reducing use of paper currency and more importantly the increasing use of cryptocurrencies has possibly fast-tracked the announcement. Reportedly, there are 15-20 mn crypto investors in India with total holdings of

almost \$5.3bn. What CBDCs will also contribute to is reducing the currency-to-GDP Ratio which is currently high due to additional costs of printing, storage, transportation and distribution.

However, while the CBDC is expected to have macro level benefits and in the long run is in sync with the broader objective of moving to a cashless economy, the devil is always in the detail.

China launched a pilot version of a wallet app for its digital yuan initiative early this year after this having been in the works since 2014.

The planned launch of India's digital currency this year is an ambitious target especially given the associated risks that need to be accounted for.

But as they say – Shoot for the moon, if you miss you will land on the stars! India needs fast growth in the fintech space and without ambitious targets this will not be possible.

A US Federal Reserve study suggested that a digital currency should strike a balance between safeguarding privacy rights of customers while providing the level of transparency required as a deterrence towards any criminal activity.

- intermediated by the private commercial banks and / or NBFC,
- easily transferrable between intermediaries, and
- all transactions should be identity verified.

While exploring options for a digital USD, apart from being privacy protected, the CBDC should be:

That being said, there are potential risks and policy considerations that need to be taken care of – which is possibly a common thread for all countries and their plans for launch of a digital currency.

Risks that need to be addressed and carefully thought out before launching the CBDC

1	Changes in the financial sector structure	• Act as a substitute (especially if it is interest bearing CBDC) for commercial bank money thereby potentially reducing deposits within the banking system
2	Stability in the country's financial system	• CBDC would possibly be more attractive during times when the financial system is under stress
3	Privacy matters	• A balance between ensuring transparency of transactions and anonymity of customers would need to be maintained
4	Technology risks	• Similar to current technology issues, disruptions and risks will continue to apply

Apart from the above risks, a few critical questions that need to be considered include:

- ☐ Would CBDC be a net negative or net positive for financial inclusion?
- ☐ Should CBDC also have offline capacity?
- ☐ How flexible can the CBDC's design be made to cater to future innovations and future risks?

All said and done, India has moved significantly ahead towards having a nation-wide digital infrastructure. CBDC, when implemented efficiently, would be a very important addition to this

While UPIs and digital wallets currently support digital transactions, a CBDC can also possibly co-exist and even make the transaction experience more efficient with less settlement risks.

This also potentially increases scope for more innovations in the fintech space thereby scope for making financial transactions easier.



US's Indo-Pacific strategy

– In for a much more **Extended, Effective and Enduring** role than ever before

The concluding section of the Indo-Pacific Strategy of the United States, released in February 2022 sums up the intent perfectly:

“We have entered a consequential new period of American foreign policy that will demand more of the US in the Indo-Pacific than has been asked of us since the Second World War”

It is clear that this decade holds a lot of promise and has at stake a lot of targets. A decade that began with the COVID pandemic will witness countries yearning to, among others: (1) establish and maintain geopolitical relationships in a fast-evolving polarized world, (2) ensure their domestic industries scale and become large enough to at least support a large section of own requirements, (3) meet SDG targets, and (4) stay ahead of the curve with respect to technology.

The key objectives as highlighted by the US are further accentuated by use of very specific terminology clearly indicating that Southeast Asia, particularly India, is most important:

India is no different and neither is the US – and the one dominant factor that ties both together at the fundamental level is China's ambitions for more power and influence in the Indo-Pacific.

The strategy paper highlights the strategic objectives that the US has in mind and how they are targeted to be achieved. **The US's target of 3Es in Indo-Pacific with respect to a more extended, effective and enduring role will need more of the 4Is – intent, investments, influence and infrastructure.**

With a 60% contribution to global GDP and accounting for two-thirds of the global economic growth, the Indo-Pacific is clearly a strategic section of the globe for any country. It is not for nothing that many countries including the US, India, China, Australia and their respective other allied partners devote time and money in the area both from a trade perspective as well as from a security perspective.

Advance a free and open Indo-Pacific	<ul style="list-style-type: none"> Investments in democratic institutions Rules-based approaches to maritime domain
Build connections within and beyond the region	<ul style="list-style-type: none"> Strengthening relationships with leading regional partners Continue to strengthen Quad cooperation
Drive regional prosperity	<ul style="list-style-type: none"> Indo-Pacific economic framework Enable emerging economies to grow and prosper through the Build Back Better World initiatives
Bolster Indo-Pacific security	<ul style="list-style-type: none"> Integrated deterrence Major Defence partnership with India – its role as a net security provider Expand US Coast Guard presence
Build regional resilience to transnational threats	<ul style="list-style-type: none"> Indo-Pacific is a key focus area with respect to the global climate change Work with partners to develop 2030 and 2050 targets

Given the difficult relationships between India and China, it is important for India to engage with friendlier countries in the Indo-Pacific region.

As highlighted in our [PoV](#), it is in India's interest to be more aligned with the US strategy towards Indo-Pacific. A strong US would mean a relatively subdued China and Russia has shown with its Ukraine invasion

how it can significantly influence the Indo-Pacific geopolitics without really being a directly vested party.

The currently ongoing Ukraine crisis is a classic example of how an issue in a different part of the world can have implications for the Indo-Pacific.

It is important for India to further strengthen its foreign policy where, of course, commerce and connectivity is a priority, but the strategic architecture based on the Indo-Pacific region is aligned to keep long term interests in mind.

Irrespective of how the current Russia-Ukraine crisis unfolds, India surely needs to rethink its current neutral stance with respect to Russia and the US. A second such event, if any, where the US and Russia are at loggerheads would require India to tilt towards either of them – and this needs to be carefully thought out.



Infrastructure:

"Welding" India's Aatmanirbhar ambitions

The Rs 4000cr Indian welding industry contributes significantly to GDP in several ways, supporting welding intensive industries, auxiliary products, complementary goods, employment, and user industries. The Indian Welding Market is currently dominated by unorganized players who account for almost 50-60% of the total business.

While the present annual consumption of welding equipment is ~Rs 1100-1200cr, there is an increasing focus on manufacturing and infrastructure development which would expand this further. With the growing consumption of steel, the welding equipment industry is expected to grow to ~Rs. 1500cr market size by 2023. (The actual size of the equipment industry should be much higher, which is difficult to estimate due to the high dominance of the unorganized sector). Even with a relatively small market size, the industry has significant application in critical industries.

One of the major challenges for the welding sector is the significant import of welding equipment to the country. By an estimate, more than 55% to 60% of welding equipment is currently imported from various countries.

This heavy dependency on imports is hurting the economy in various ways:

Dependency of strategic sectors: Several key sectors like Defence, Infrastructure, Oil & Gas, etc. have heavy welding applications. In such a scenario, dependency on imports might present challenges to the activities and outcomes of the sectors.

Supply chain related risks: The COVID-19 pandemic has substantially altered the geopolitical equations in the region. While China has dominated manufacturing activities in the region for a long time, the pandemic and other factors like rising economic nationalism across the world, geopolitical shifts (like the trade dispute between U.S. and China) etc. have pushed global supply chains towards radical reconfiguration. A high dependence on imports, especially when more than 80% of imports are coming from China, is not healthy for the country's economics. This was reinstated during COVID-19



induced lockdowns, when several manufacturing sectors had faced the challenge of supply of welding equipment.

Loss of opportunity for local manufactures: The heavy imports restrict the share of local players in various important industries, which is a deterrent to the Make in India Campaign.

Loss of employment opportunities: By promoting domestic manufacturing of welding equipment, a huge number of direct and indirect jobs can be generated. *An industry estimate suggests that more than 2 million workers shall be required in the industry in next ten years.*

Technological advancement of MSMEs: A push for equipment manufacturing can lead to adoption of better technologies by MSMEs, leading to higher efficiency and more exports of equipment from the country.

- ❑ **The import duties should be rationalized considering the domestic capacity and a higher duty should be imposed on import of welding equipment to provide a level playing field to the domestic equipment manufacturers.**
- ❑ **Higher incentives for adoption of advanced technology for welding equipment manufacturing / investment in R&D should be introduced.**
- ❑ **There should be strong mechanism to monitor imports of welding equipment. Often, the imports are under incorrect HS code, attracting lesser duties.**

The future will see a high requirement of welding alloy materials requiring better mechanical properties. There is also a requirement to invest in R&D in this industry. There is reportedly only one research center in India (Welding Research Institute in Tiruchirappalli) – more such institutes are required as we move towards a self-sufficient domestic industry.



Defence Exports

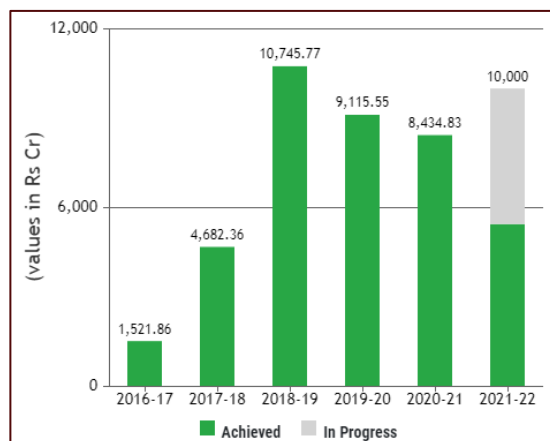
– It is much more than just revenues, orderbook and foreign exchange

India recently signed its first export order for missiles in January 2022. A \$375 mn order by Philippines for three batteries of the BrahMos missile system. this is also reportedly the first major export order.

BrahMos, the missile system, can be launched from submarines, ships, land systems, as well as aircraft. Going from being a leading arms importer to reaching more than a billion dollars of exports in each of the last three financial years is a significant development for the industry in India. At present, the private sector in India contributes almost 90% or more of the total defence exports.

Apart from just increasing company top lines, ensuring a functional product line and contributing to the country's foreign exchange reserves – exports are a significant enabler for strategic relations and partnerships.

Hence, it is important to see and further work on the key drivers for increasing defence exports which include among others:



Defence exports – (Source: DDP Dashboard)

- ❑ Increasing indigenized content in platforms and systems where majority capabilities lie and / or can be developed within India. This would prevent supply chain shocks, thereby ensuring a consistent and regular production line. The focus can also be on low-end technology systems or where India already has complete or majority indigenization.
- ❑ Targeting countries in the African continent is also an important strategy to counter China's growing influence.
- ❑ Targeting further exports of components, systems and sub-systems to the companies in developed countries including the US, Russia, France etc as they look to diversify their supply chains to cut costs.
- ❑ Setting a precedent by exporting already inducted Indian developed or manufactured systems or platforms. This provides the foreign countries an assurance and also a confidence boost on the capabilities of the platform / system / sub system.
- ❑ Identifying countries like Saudi Arabia, Netherlands, Brazil etc which are focusing on developing indigenous capabilities (just like India). Partnering with them and supporting their initiatives can also be considered
- ❑ Increasing strategic relationships with countries in the Indo-Pacific region. With China's expansionist policies in the region, there are many countries including Thailand, Philippines, Taiwan, Vietnam, Indonesia, Malaysia, and Mongolia, with whom ties can further be strengthened.
- ❑ Further continuous engagement with the other countries which may carried out via embassies or consulates, and also with a presence in domestic and foreign expos.
- ❑ Targeting international certifications for products and systems to increase acceptability. Steps are already being taken through the DTIS program to increase testing infrastructure in the country.

Commerce gradually builds trade relations and trade relations gradually build trust. The trust so built then converts to strategic objectives. Hence, while discussions at a strategic level are being built and / or further strengthened, it is important to leverage existing trade relations to convert them into strategic discussions.

Exports, especially defence exports, are a means of ensuring an interdependent independence between allied and friendly countries. India stands to gain a lot with increased defence exports and that is why the targets as set out in the defence production policy are worth working towards.



Digital Virtual Assets in India

- *Store of value most likely use case*
- *Medium of exchange doubtful*

In the Union Budget 2022-23, Finance Minister Nirmala Sitharaman proposed a 30% flat tax rate on any gains from the transfer of virtual assets, such as cryptocurrencies and Non-Fungible Tokens. Further, the budget allowed for no deductions in the form of expenses of losses from transfer of other virtual assets while computing gains, and a TDS of 1% to be applied on payments.

Up until the announcement, cryptocurrency investors had been waiting with bated breath for information on the government's plans to tax digital assets.

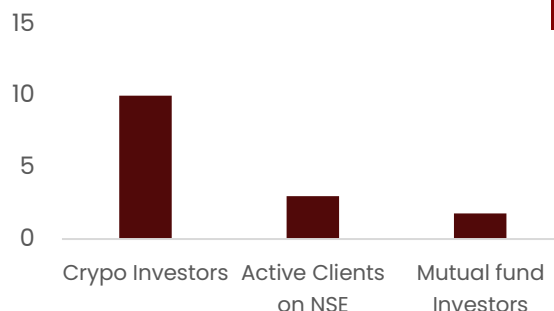
Nonetheless, despite the sector being largely unregularized, its popularity has been skyrocketing in India.

India has over 10cr crypto owners, much larger than the combined investor base of the stock market and mutual funds.

However, the taxation and lack of deductions may act as a disincentive to trading and investment in digital assets, reducing speculative play and forcing investors to hold on to such assets for a longer duration. Either way, given the increasing market, it presents an opportunity for the government to augment its tax collections.

While the introduction of a taxation policy may at the outset hint at an optimistic sentiment towards acceptance of crypto, the Finance Minister has made it clear that this should not be linked with the legality of virtual assets. The legitimacy of cryptocurrency is still being deliberated upon through multiple consultations.

No. of Investors in various Assets as on 2021 (in Cr)



Regulations may take time, given the focus on Central Bank Digital Currency (CBDC)

While the government was geared towards introducing the Cryptocurrency and Regulation of Official Digital Currency Bill, 2021, in the Winter Session of Parliament, it ultimately postponed its placement.

Given that the introduction of the CBDC is as revolutionary as it is challenging, with the aggressive timeline of launching it by 2022-23. Hence, RBI is proceeding gradually with caution. Further, RBI's opposing stance on cryptocurrency may delay rolling out of regulations for digital assets.

Nonetheless, extensive stakeholder consultations are required to engage in a fair debate and build consensus. Since cryptocurrencies as an asset class are here to stay, it would be important for the Central Government to find a way to regulate it as an asset class and avoid it becoming another Ponzi scheme.

Use case most likely as a store of value than a legal tender

➤ Limitations on use case as a medium of exchange:

Due to the underlying volatility, a common feature of most cryptocurrencies, it becomes difficult to establish a use case for crypto as a medium of exchange. For any currency to act as a medium of exchange, it needs to be easy to carry, transact and should have a stable value over time. Any drastic variation in the underlying value can lead to inflation or deflation, depending on the movement.

While cryptocurrencies have been easy to transact

and carry, the variability in their value and inability of a central agency to control it makes it a poor candidate to establish itself as a form of currency.

➤ Emergence as an alternate speculative asset class:

Nonetheless, cryptocurrencies have emerged as an alternative asset class, mostly speculative in nature, over the last few years. Given the limited availability and interest, especially among the millennials, their value is expected to continue to increase in the foreseeable future.

Given the limitations of cryptocurrencies posing as a medium of exchange, the government's decision to introduce the CBDC is a welcome move. CBDC will leverage blockchain, which means lower operational expenditure and faster settlements, thereby bringing the benefits of digital currency in a structured framework. Simultaneously, cryptocurrencies will continue to serve as an alternative asset class. Given the popularity and increasing use cases of cryptocurrency technologies, the industry is looking forward to a positive regulatory framework.



Climate change and food security:

Just “Food for all” is “not going to cut it” anymore – Food that is climate compliant is the need of the hour

Production and availability of food is important but it is also imperative that available food is made accessible to all. Between 720 – 811 mn people in the world faced hunger in 2020 and it is a reflection of how “food for all” is still withdrawn from reality. (FAO, 2020).

Climate crisis has multiple sociological and physiological consequences. Even if global warming is limited to 1.5°C, as committed by the member countries in COP 26, the world will still have increased global food crises, biodiversity loss and more frequent extreme weather events. As a result of climate change, availability of fresh

drinking water will reduce, ultimately leading to increased hunger and malnutrition rates.

Once the cycle of malnutrition sets in, sociological impacts like loss of livelihood and income, degradation of marine and coastal ecosystems, and a collapse of food systems will start surfacing.

The impact of climate change on food security has multiple dimensions and it makes it imperative to take early steps for ensuring minimum damage to human lives and livelihoods. The suggested measures presented below are local in terms of the needs of the individuals and utilization of available resources.

Product approach

1

Switching to climate-smart crops and reducing chances of crop failures due to climate change. Low productivity currently stands to be the biggest challenge. In order to meet the increasing demand of food, productivity needs to increase while also being “climate smart” – hence, it requires transformative agricultural systems and the possibility of climate-friendly agriculture.

For example, in India, rice is a staple food across regions. Switching to direct-seeded rice or introducing millets into the daily diet of individuals can be a solution for switching to climate-smart crops while adopting sustainable agricultural practices.

Financing approach

2

Devising policies to protect vulnerable populations from financial risks, including not just crop protection schemes but also those which focus on their overall livelihood.

Providing low-interest credit facilities, increasing access to financial services, encouraging people to explore long-term investments, and introduction of insurance schemes by the government can help vulnerable populations prepare themselves to combat any risks/failures and ensure their basic needs of food, clothing and shelter are being catered to during adverse situations.

Policy approach

3

Giving greater impetus to public health and have climate adaptation plans for areas expected to be affected the most.

There is a direct link between climate change, infectious and vector borne diseases (incidences of which are higher in urban slums) and food absorption by the human body. Hence, public expenditure on strengthening public health infrastructure needs to be increased in an accelerated manner.

Extreme weather conditions disrupt the stability of food supply and people’s livelihoods. The world at present is dependent on climate-sensitive livelihoods which has a direct impact on food security in the country. Increased resilience (and hence reduced vulnerability of livelihoods) is an important and urgent area for action, particularly among the poor who have high dependency on natural resources which ultimately makes them vulnerable and susceptible to climate threats.

Given Indian agriculture's sensitivity to climate-related natural catastrophes and their long-term effects on agricultural output, livelihoods, and nutrition, it is imperative to have these robust measures in place.



Today, there is a lot less news and a lot more views



Vikram Chandra – Founder, Editorji Technologies

Vikram is the founder of Editorji Technologies – a start-up that seeks to transform video news through innovation in user experience, using artificial intelligence. Editorji provides personalised video newscasts on mobile phones and can be downloaded at editorji.com/download.

In his earlier avatar, Vikram was one of India's best-known TV news anchors, presenting shows like "The Big Fight", 9 o'clock News and Gadget Guru together with programmes for social transformation such as the Cleanathon, Greenathon and "Save our Tigers".

Anchoring a talk show / hosting a news channel has witnessed a paradigm shift today compared to yesteryears. From a solo anchor (Doordarshan days) to multiple hosts to primetime debates, what is your opinion on this evolution. Do you think this adds more value or does it take away attention from the "news"?

It has been more than 5 years since I left TV news, and I must say I don't miss anchoring shows on TV! You are right in saying that the nature of shows has changed – there is a lot less news and a lot more views. That's what gets the TRPs, and to that extent you could argue this is what the audience wants.

However, I do agree it takes away from the news. To my mind, a journalist or a TV news anchor is supposed to report on what is happening and allow the viewers to make up their own mind on whether it is good or bad. Unfortunately, the trend now is to reflect the anchorperson's own point of view.

One of the reasons I set up Editorji was to try and provide an alternative to this domination of views – so that people get easy access to the news, and get a credible, factual account of events. Then they can make up their own minds as to whether it is good or bad. Our effort is to separate opinion from facts.

Given your vast experience covering election campaigns also, do you think NOTA is relevant today in India. If yes, what in your opinion what are the 1-2 things required to really make it an effective tool?

Personally, I am not a great fan of NOTA. Eventually, someone WILL win the election, and you must have representation. So if 10-15% votes end up in the NOTA category, what difference does that really make, other than the fact that it is better than sitting at home and not voting at all.

The only way that NOTA could be genuinely useful is if we had an effective rule saying that a NOTA vote of more than say 10% means the election has to be held again with different candidates.

What is your take on corporates owning or having a stake in news channels? Does it impact the neutrality of the core scope of work, or a Chinese wall is strong enough?

When it comes to TV news, I think the real problem has little to do with corporate ownership alone – it is more a factor of the business model that prevails.

In India, TV news channels don't get much subscription money, in fact they have to pay carriage fees. As a result their entire revenue comes from advertising and advertising is driven by TRPs. Those TRPs come from a handful of boxes – 50,000 boxes in a country of 1.3 billion people. And we know that TRPs come from opinionated or tabloid content. So anyone who is in the business of TV news has a dilemma – do you chase TRPs or do you provide pure news?

There is no easy answer – though I feel brands need to reflect on the fact that they shouldn't chase numbers alone. They need to reflect on the quality and nature of the content as well.



You have worked on several Greenathons till date as part of your campaigns. What is the best way to run campaigns to lead to social impact?

I had worked on the Greenathon, Save Our Tigers, Banega Swacch India and other such campaigns in my earlier avatar as a TV anchor at NDTV. At that time they were designed for a TV audience, and many of them made a considerable impact in shaping public policy.

After leaving NDTV in 2016 I have been thinking about other methods to run these campaigns in a more digital set up – after all, it is now 2022 and I genuinely believe the era of linear TV has passed.

Our approach is to produce high quality content in partnership with organisations with domain knowledge such as TERI, and to have an approach where we keep brainstorming solutions instead of endlessly complaining about problems.

That way, we can build public opinion and a consensus on what needs to be done to find actual solutions to the problems.

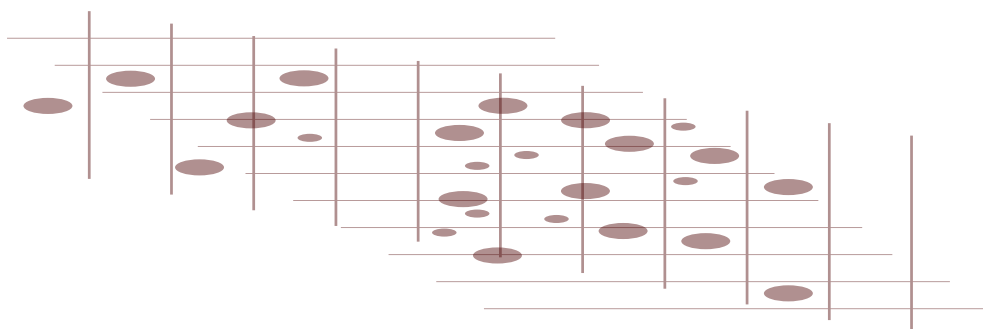
Finally, we use multiple methods to distribute the content to relevant audiences – we feel that the era where media companies have to control distribution has passed. We have had considerable success with this approach – such as with the “Paani: Connecting the Drops” campaign that Editorji is running in partnership with TERI and UNDP, and where we are trying to supplement the excellent work being done by the Jal Shakti Ministry and the Jal Jeevan Mission.

Tell us something about Editorji – the company you set up after leaving TV news. What do you think gives it an edge to other similar initiatives by other entities?

Well, I don't think there is another initiative that is quite like Editorji, because we see ourselves as being primarily a technology company – not a media or a content company; although we do have a large and very capable team working on content, including some of the most talented video producers in the country.

The key USP of Editorji is to have “playlists” of factual news and information created both by AI and by human editors – so that you get access to 25–30 of the news stories that are the most relevant for you. This includes both stories that you would like to see as per your preferences, and stories that we feel you should see to be better informed.

Editorji allows users to go between video, audio and text at the tap of a button, and you can go from one story to another by simply swiping on the screen. We feel that this is the 22nd Century way to access video news and information, but don't take my word for it! You can always download the app and give us your feedback!



About Primus Partners

Primus Partners has been set up to partner with clients in 'navigating' India, by experts with decades of experience in doing so for large global firms. Set up on the principle of 'Idea Realization', it brings to bear 'experience in action'. 'Idea Realization'— a unique approach to examine futuristic ideas required for the growth of an organization or a sector or geography, from the perspective of assured on ground implementability.

Our core strength comes from our founding partners, who are goal-oriented, with extensive hands-on experience and subject-matter expertise, which is well recognized in the industry. Our core founders form a diverse cohort of leaders from both genders with experience across industries (Public Sector, Healthcare, Transport, Education, etc), and with varied specialization (engineers, lawyers, tax professionals, management, etc).



PASSION

for providing solutions to help clients achieve their goals

RESPECT

For all and alternate viewpoints

INTEGRITY

of thoughts and actions

MASTERY

of our chosen subject to drive innovative and insightful solutions

US

Representing the Primus collective, where each individual matters

STEWARDSHIP

for building a better tomorrow

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