



Artificial Intelligence (AI) as an Enabler for Business Reporting: Some Case Insights From Indian

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Abstract: This study explores the transformative role of artificial intelligence (AI) in business reporting within India. It discusses about the enablers and challenges in adopting AI in business reporting and highlights the increasing adoption of AI technologies, such as machine learning, natural language processing, and predictive analytics, by Indian enterprises to enhance operational, financial, and ESG (Environmental, Social, and Governance) reporting, risk, and customer reporting. The paper presents eleven case studies from leading companies, including Tata Steel, Paytm, Infosys, WebLedger, L&T, HDFC, and Wipro, showcasing their use of AI for automating audits, detecting fraud, improving stakeholder communication, and conducting real-time ESG monitoring. AI-enabled solutions are creating dynamic, forward-looking reporting dashboards while improving data accuracy, transparency, and compliance in reporting practices. According to empirical data, such as surveys and case studies, competitive pressures and regulatory requirements, such as SEBI's BRSR framework, are driving an increase in the use of AI in Indian business reporting. There are still issues, though, including data integration, a lack of skilled workers, openness, unclear regulations, and moral dilemmas. Using secondary data from press releases, literature, and business reports from various industries, the study employs a qualitative methodology. The results reveal that while AI significantly accelerates reporting and enhances decision-making, its adoption remains uneven and constrained by governance concerns and legacy systems. In conclusion, in order to assess AI's long-term effects on business reporting in India, strategic investments, moral AI governance, and longitudinal research are all necessary.

Keywords: Artificial Intelligence in Reporting; ESG Data Analytics; Financial Disclosure Automation; Stakeholder Trust; Sustainability Reporting; Operational Reporting; Corporate Compliance; Indian Companies

1. Introduction

Increasing the effectiveness and efficiency of the business processes is the expectations of the majority of the companies while designing and developing new products and processes but at the same time complying with standards and rules. The opportunities will have to enable the companies to achieve financial parameters too (Ignat Kulkov, 2021). Financial statements have undergone so many changes and improvements over a period of time. Because of the third-party involvement in all manufacturing and service sectors, the necessity to measure has grown to meet the expectations of the management and to evaluate the performance in every aspect of the business. The accountability for the stakeholders in terms of the company's performance has increased (Editorial, 2017). The measurement scheme of the current accounting systems has undergone a threadbare change in all form of ownership of companies, virtual assets and meeting the expectations of the information economy.

In this dynamic world every now and then the new technologies emerge and making the companies to adapt in all business processes. Artificial intelligence (AI) transforms business reporting by automating data analysis, generating predictive and prescriptive insights, and enabling conversational self-service data interaction, shifting reporting from hindsight to foresight. AI automates tasks like data cleaning and report building, freeing teams for strategic work, and offers enhanced decision-making through faster processing of large and unstructured datasets. Increased openness and trust are fostered by AI-driven automation, which helps businesses effectively satisfy stakeholder expectations and regulatory requirements. In order to be competitive in ever-changing markets, firms must embrace this technological transformation. Lee *et al.* (2023) claim that the use of AI in corporate reporting greatly enhances operational effectiveness as well as the quality of sustainability and financial disclosures.

Since last decade, Indian companies have become increasingly aware of their societal responsibilities and are associating with ESG activities. A pressing need was felt at the time of corporate disclosure to consider the ESG dimensions as part of non-financial reporting (Singhania & Saini, 2022). Although there is little direct empirical data on the communication of business reports in particular, Indian enterprises are rapidly utilising AI for business communications, including the development and analysis of reports. According to surveys, AI adoption rates are high in India's business and SMB sectors. Businesses use AI for internal tasks like budgeting and scenario planning, and they reap the benefits of increased

productivity and income. For example, 59% of Indian enterprises have actively deployed AI, the highest among countries surveyed, according to a IBM report (e.g., Indiaai, 2024). Recent empirical findings show India's fast ESG reporting trends are driven by regulatory imperatives, particularly SEBI's BRSR framework, requiring mandatory disclosures and a greater focus on ESG performance, with companies adopting third-party verification (Garg *et al.*, 2024).

AI is rapidly reshaping how firms collect, process, and present business information, enabling more timely, accurate, and insightful reporting. In India, with growing digital infrastructures and regulatory pressures (e.g. ESG, corporate governance), companies are increasingly using AI for automated financial and non-financial reporting, anomaly detection, predictive forecasting, and enhanced disclosures. As AI tools become more accessible (cloud, GenAI, NLP, ML), business reporting is moving from static, retrospective documents to dynamic, forward-looking dashboards. However, while many firms are investing in AI, the empirical evidence of transformation in reporting practices is still uneven. This research investigates how Indian companies are deploying AI in business reporting, the changes achieved, and the challenges.

Singh *et al.* (2025) in their study reports that in order to rank the advantages of integrating AI in the high-tech industry in order to enhance environmental, social, and governance (ESG) performance. A six-factor framework comprising proactive governance, environmental preservation, risk management, data management, operational optimisation, and stakeholder engagement was discovered through a survey of the literature and discussions with professionals in the field. The study helps decision-makers concentrate on areas that will have the biggest impact and provide empirical support for using AI for strategic positioning in competitive marketplaces

1.1. Objectives of the Study

- (i) To understand the role and status of Artificial Intelligence in business accounting and reporting
- (ii) To explore how some leading Indian companies are capitalising Artificial Intelligence (AI) in their business reporting processes—covering financial, ESG, and operational reporting—through case-based insights into tools, practices, and outcomes.

To highlight key prospects and issues emerging from the use of AI in business reporting, as identified through relevant literature and case observations.

2. Literature Review

AI-driven technologies such as machine learning, natural language processing, and predictive analytics are reshaping traditional financial reporting processes. These technologies enable organisations to automate routine tasks, analyse vast volumes of financial data, and extract valuable insights with unprecedented speed and accuracy. By automating time-consuming tasks such as data entry, reconciliation, and financial statement preparation, AI enables organisations to expedite the reporting process and deliver financial information to stakeholders (Antwi, Adelokun, & Eziefule, 2024; Joshi, 2021).

Mohapatra *et al.* (2024) examined about how AI technologies impact ESG disclosure among 253 listed companies in Indian context. The study reported a positive influence on reporting quality and depth of ESG disclosures. Panigrahi, Ahirrao, and Patel (2024) used a case study approach and included TCS, Flipkart, Reliance Jio, etc. and the results showed that the use of AI has effects on productivity, decision-making processes.

Similarly, an empirical study of the high sector on AI and ESG performance (Singh, Aggarwal, Garg *et al.*, 2025) examined how AI (ML, NLP, RPA) supports environmental, social, and governance performance, with a particular emphasis on the advantages of AI for proactive governance, risk management, and data management. AI improves reporting and decision-making by automating processes like data entry and reconciliation. Businesses with greater AI maturity are better able to use data and analytics in financial and operational reporting, which speeds up the reporting process and provides stakeholders with financial information, according to BCG/IIMA's (2023) study.

A study carried out by Nagalakshmi (2024) showed that AI use in Indian BFSI, such as fraud detection and credit risk assessment, improves customer experience but raises privacy and ethical concerns. Adopting AI-driven applications enhances service speed, reliability, and decision quality, requiring strong governance. According to the study by Bhalla, Brooks, and Leach (2023), there are ethical concerns with AI use in India. It also advocates for more transparent, accountable, and inclusive AI governance that is in line with the country's social and legislative requirements.

TCS (2024, May 15) conducted a survey of nearly 1300 senior leaders from 24 countries in 2024, marking one of the largest surveys of its kind. The survey aimed to unlock collective knowledge and build an ecosystem of learning and insights by working with top corporations worldwide. The survey reaffirms TCS's commitment to working with top corporations.

According to other few studies in Indian context showed that AI-powered solutions, like WebLedger's audit software, automate anomaly detection and reconciliation, decreasing manual labour and increasing the effectiveness of regulatory compliance (Nagalakshmi & Sai Sri Charan, 2024). Bata and other companies use artificial intelligence (AI) to analyse customer behaviour and enhance operational dashboards with real-time data to inform strategic decisions that go beyond financial measurements (Bata Corporation, 2024, January 15 & March 4). Similarly, as per the study by Singh *et al.* (2025), Tata Steel's AI-enabled ESG monitoring facilitates open, data-driven sustainability reporting that complies with global guidelines and investor expectations.

Summing up: These examples demonstrate how AI is facilitating faster and more accurate business intelligence, improved compliance and transparency, and better reporting (particularly ESG). However, they also raise questions about data infrastructure, organisational readiness, ethical use, and the legal environment. The majority of the work is cross-sectional and relies on surveys and regressions; there aren't many in-depth case studies of real internal reporting changes.

3. Methodology

A qualitative research method was applied in this study as it gives more insights to the relatively less explored areas like AI and business reporting. This has enabled the researchers to extract new insights in the combination of AI and business reporting. A qualitative research approach was taken through a multiple-case study suitable for studying real-life context and contemporary phenomena.

This study is based on systematic literature review (SLR) wherein the existing knowledge on the chosen topic is synthesized to the extent possible with the relevant and most recent literature available to the authors. This is to ensure rigor in methodology, transparency and replicability. A detailed and comprehensive search was done on major academic and project-based databases such as Scopus, Google Scholar etc. Since AI is an emerging technology, its adoption in other areas were also reviewed and its applicability to the chosen topic is derived. Project-based literature

and company websites and press releases of the companies were also considered for studying the adoption of AI for business reporting.

3.1. Limitations of the Methodology

The study uses secondary data, which might not accurately represent internal AI procedures or difficulties. Additionally, results might not apply to smaller businesses or industries not included in the sample.

4. Role and Status of AI in Business Reporting

Data and information are the most valuable assets of any business whether it is small, medium or big. Fearing the possible competitive damage in case of availability of confidential information in the hands of competitors, the companies had their own reluctance to share detailed disclosures. They feared that the information would be misused / misrepresented to their relative advantage. The then accounting rules that have widespread acceptance supported those measures. Narrow segment reporting was considered as a solution to reduce this problem; the disclosure of business data is still not at the expected level. Here it is discussed how the emerging technology like AI and its adoption by corporates would ease out the problem to the extent possible.

Accounting numbers can be made more relevant and timelier by technology. Real time data at different bases are now possible to be shared across all platforms. The much-talked ERP also has its own limitation in disclosing the information to its stakeholders. Block chain model made it possible for the multiple entities share and mutually validate data stream enabling continuous disclosure of parameters. Given the reduced cost of providing information, the companies may rethink only on providing financial statements at fixed periodical intervals (Editorial, 2017).

American Institute of Certified Public Accountants (AICPA) had vouched for enhanced business reporting (EBR) framework, incorporating new methods of business measurement (Figure 1) and has generated five different disclosure models. On the useful financial information, the International Financial Reporting Standards framework argued for the relevance and representational faithfulness and, “the usefulness of financial information is enhanced if it is comparable, verifiable, timely, and understandable.” Given the advancements in information technology, transformation has become a must to maintain the competitiveness of accounting information over other sources of information, including preparing information

for different audiences via various disclosure channels, providing transactional and nonfinancial information, and increasing disclosure frequency.

AI has a promising role to revolutionize accuracy and efficiency in business reporting across all industries through data analytics and automation.



Figure 1: Enhancing business reporting
(Compiled from various literature)

In many of the corporates, the current accounting reporting model is no longer appropriate for the measurement, reporting, and assurance of the modern enterprise, either business or governmental. We need a comprehensive model that is more comprehensive, timely, and predictive which will embrace the latest IT technologies to support the numerous objectives of modern enterprises and their diverse stakeholders with contemporary measurement methods, mode-encompassing information, and analytics that can be retroactive, current, and forward looking.

From 'one size fits for all' to mass customisation, business reporting has also undergone major overhauls. In addition, the technological advancements especially in computing and network technologies, call for custom-made reporting anywhere anytime & any device. Unless the businesses embrace these technologies, they will

fail to satisfy stakeholders' expectations and in turn lose their market share. In this regard, the latest and emerging technology AI plays totally unexpected role of forecasting and predict future happenings from vast amount of data collected online. As the requirements and technologies change, the reporting system has also undergone rapid changes. Table 1 shows the transformation of business reporting system at different time periods (Editorial, 2021).

Table 1: Reporting models

	<i>Ver 1</i>	<i>Ver 2</i>	<i>Ver 3</i>	<i>Ver 4</i>
Accounting innovation	Accounting equation, debit & credit, t-account ledger	Regulation, profession of accounting	XBRL, spreadsheets, IT auditing	More data, less aggregation and consolidation, role for non-finance information
Reporting mechanism	Trial balance	Audited financial statements	PDF, tagged statements	App with user interfaces
Underlying technologies	Printing, paper	Newspapers, telegraph	XML, Internet, cloud, ERP systems	AI enabled mass customisation

The interaction between technological advancements and business practices has been received increased academic and practitioner interest, particularly with the spread of artificial intelligence applications within accounting and auditing practices. This grows side by side be newly formed regulatory frameworks and increasing stakeholders' expectations (Giulia Nevi *et al*, 2025).

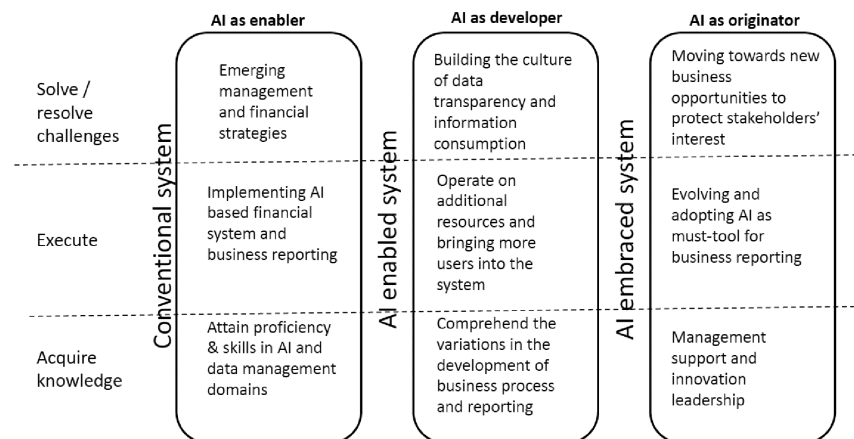


Figure 2: Role of AI in business reporting
(Adapted from Pia Hautamäki)

In Figure 2, three different characters of AI in business reporting are detailed as enabler, developer and originator. With the adoption of AI in business reporting in conventional systems AI acts as an enabler. In this phase, the organisation attains proficiency and skill on the new technology and gets ready for further developments. The expertise and knowledge gained is used to have a better version of business reporting. During these activities, the organisation faces the challenges of adapting and adopting new management and financial strategies.

More and more use of AI in business reporting makes the organisation move towards having AI enabled system. During this phase AI takes the role of enhancer where it will face the challenges of developing a new culture in data handling and managing. The experience gained during this phase helps the organisation to go for AI embraced system where AI moves as originator. During this phase the organisation evolves and adopts AI in its full scope in business reporting.

Many industries generate and offer a large amount of digital data. At the same time, the rapid growth of computing capabilities allows companies to form and provide data for processing based on advanced machine and deep learning algorithms, which are the foundation of artificial intelligence. The increase in IT productivity also launched the formation of numerous AI companies and influenced transformations in the business processes of medium and large companies. AI could become the key to the industry's unsolved problems, such as time and product / process development costs. With the support of processing and the analysis of graphic data, text, and voice recordings, AI has the potential for faster and more accurate analysis compared to humans or other technologies. However, there is a gap in the literature about how specific technologies affect business processes in a particular industry (Ignat Kulkov, 2021).

AI trends in finance and control are formed mainly in large financial organizations around the world. Numerous industries partly adapt them to their own needs. On the one hand, there is a demand for the dynamic modelling of planning, forecasting, and budgeting processes. On the other hand, the benefits of AI are not entirely clear to market participants. Reliable automated financial processing and reporting tools without AI are common and available for integration. Advanced technologies could free employees of financial departments from routine tasks and provide more time for generating ideas. Large companies have noted the potential use of AI in detecting financial deviations in the early stages as well as fraud and malicious operations before public reporting.

Access to large quantities of data is one of the factors fuelling the current AI boom (Denise Carter, 2018). The first and primary issue the trustworthiness of data itself, and trust in the management and use of data as a whole by all stakeholders. AI technology has the potential to control and automate time-consuming tasks. However, it is worth noting negative scenarios related to AI integrations.

Ida Merete Enholm *et al* (2022) had done a detailed literature review and summarised their findings in the form of a framework. Further to this, we have done an in-depth study of the literature with special reference to AI adoption for business reporting purposes. This results in adaptation of their original framework, with special reference to AI enabled business reporting. In the adapted framework (Fig 3) we have come out with third order effects of AI in business reporting.

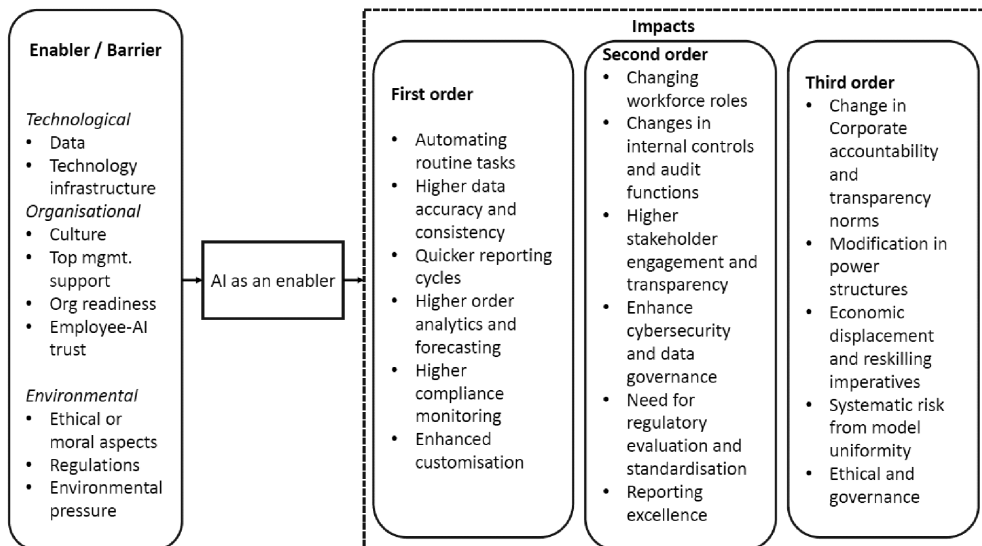


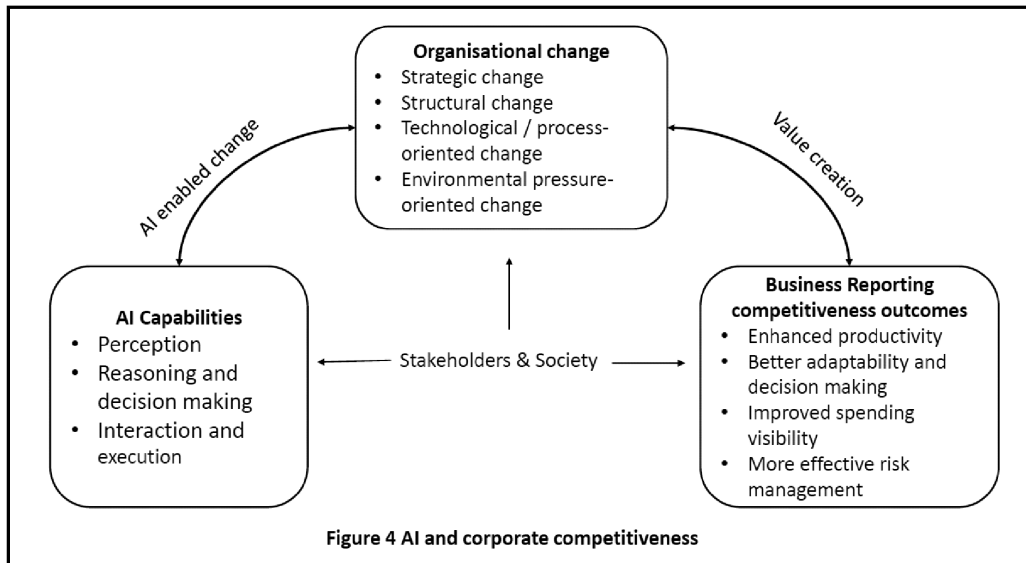
Figure 3: Organisational framework of AI and Business Reporting

(Adapted from Ida Merete Enholm)

Any new technology adoption in organisations would face support and or challenges. AI adoption is not free from that. The enablers and the challenges are in terms of technological, organisational and environmental aspects. Overcoming all the hurdles and after implementing AI in their business processes, the organisations expect the competitive performance, much more than what they were doing earlier. Quantum jump of their expectations are grouped in 3 stages of outcomes. The first order effects are at the basic level improvements like high order

data accuracy and consistency, higher compliance monitoring etc. The second order effects are the management level and control which includes changes in internal controls and audit functions, higher stakeholder engagement, reporting excellence etc. The next order effect will be at the governance enhancement level to include changes in corporate accountability, modifications in the power structure, ethical and governance etc. The business reporting at each order is to get enhanced to meet the expectations of the stakeholders and then exceed their expectations.

Ida Merete Enholm *et al* (2022) have suggested a research framework about how AI is shaping the way organizations are conducting business and competing. This comprehensive framework incorporates many of the popular theories on technology adoption in organisation. As this framework is aptly suited for this research, this is adapted and necessary modifications are done to it (Fig 4). This modified framework incorporates three major domains including AI capabilities, organisational changes done due to AI adoption and the business reporting competitiveness outcomes from the value creation.



(Compiled from various literature)

Although AI is expected to offer more business value for all kinds of businesses, there is still a small percentage of large companies in India have adopted and implemented in Business, especially in performance monitoring and reporting

domains. Some of the organisations who are successful in their implementation are discussed later in this article as cases. The primary reason for the slow adoption is because of a number of issues and challenges which they never anticipated. Isa Merete Enholm *et al* (2022) have given a number of challenges faced by the organisations while trying to adopt and implement AI in all their business processes. Hence a deeper understanding of AI capabilities and their limitations are a prerequisite before venturing into AI adoption. Some of the important capabilities shown in Fig 3 are discussed briefly here.

Before an organisation can undertake to adopt AI in their business, they must understand the AI capabilities in terms of perception, reasoning and decision making and action. The ability of the AI systems to collate and interpret the data which are in different forms including audio, video, text and sensory, is unimaginable. It can then transform the data into meaningful information. While perception takes care of transforming data into information, the reasoning and decision-making capability undertakes to analyse the information, drawing inferences, solving problems and making decisions. The action part of AI capability helps the corporates either physically or digitally in adopting the AI.

AI adoption induces the organisations to change in terms of strategic, structural, technological orientation and environmental orientation. AI enabled strategic change alters organisations' long-term goals and directions with a view to remain competitive in these competitive markets. The structural change includes the changing the internal organisation and reorganising or merging departments. AI absorbed organisational change will help the organisations to go for new technologies, tools and / or business processes with a view to enhance effectiveness, efficiency and productivity. AI enabled change protects the organisations changing because of external forces or pressures viz. economic conditions, political or legal changes, social and cultural shifts, ecological issues and competitive forces.

When the organisations change for good because of AI adoption, it is expected to yield enhanced productivity, better adaptability, better spending visibility and better effective risk management. Under the enhanced productivity, Business reports can help identify bottlenecks and inefficient processes by analysing operational data. For example, by tracking labour costs and process completion times, an organisation can automate tasks, bringing down the manual work, and improve the overall efficiency of its resources.

The successful adoption and implementation of AI into their business, organisations will start reaping the fruits in terms of better decision-making, enhanced spending visibility and better management of risks. Timely, accurate, and comprehensive reports give leaders the data they need to make strategic decisions and adjust to changing market conditions. With better insight into key performance indicators, a business can respond to market shifts, customer demands, and competitive pressures with greater agility. AI enhanced business reporting provides a clear and consolidated view of all company spending. By analysing this data, a business can identify spending trends, control costs, increase budget compliance, and reallocate resources more effectively. This visibility makes it easier to respond to financial challenges and opportunities. Business reports can help to establish financial controls, monitor for misuse, and minimize risk. By consistently tracking financial metrics and setting clear policies, companies can protect themselves from a variety of risks, including fraud, and build a more stable foundation.

5. Case-Based Insights

This study investigates how AI is changing business reporting in Indian organisations using a qualitative case study methodology. Based on publicly accessible data and the significance of AI integration, nine businesses from a variety of industries—including IT, BFSI, retail, manufacturing, services, engineering, etc.—are selected by purposive sampling. The study analysed trends, outcomes, and problems in the deployment of AI for reporting, finding patterns and broad insights by using secondary data sources such as business reports, case studies, press releases, and scientific publications from 2023–2025.

6. Results & Discussions

6.1. AI Adoption in Business Reporting by Indian Companies

Business reporting is being transformed by artificial intelligence (AI), which makes it possible to handle data more quickly, intelligently, and accurately (Antwi, Adelakun, & Eziefule, 2024; Joshi, 2021). Some leading Indian businesses are implementing AI to improve stakeholder interactions, automate audits, and expedite ESG reports. Table-2 presents some of the real-world examples of how some leading Indian companies are using AI to change various aspects of company reporting:

Table 2: AI Use in Business Reporting by Some Leading Indian Companies

No.	Organisation	Uses of AI	Type of business reporting impacted	Source
1	Tata Steel	It tracks energy use and carbon emissions in real time using IoT and AI. By feeding this data into ESG reports, sustainability disclosures become more accurate, transparent, and frequent.	ESG reporting	AlphaShots Blog https://blog.alphashots.ai/the-future-of-esg-investing-in-india/technologys-role-in-enhancing-esg-data-collection-and-analysis/
2	Paytm	Paytm uses AI to automate and analyze merchant transactions, detect fraud, and optimize pricing, providing real-time insights through its Payment Analytics platform. AI-driven dashboards help businesses monitor payment success rates, customer behaviour, and transaction patterns for better decision-making. This integration enhances operational efficiency, cost management, and strategic reporting across merchant and financial services.	Paytm's AI impacts payment analytics, customer behaviour reports, and fraud detection reporting. It enhances financial performance tracking, transaction success analysis, and merchant operational insights.	https://business.paytm.com/docs/business-payment-analytics https://economictimes.indiatimes.com/news/international/business/paytm-shines-as-the-only-indian-name-in-morgan-stanleys-global-ai-adoption-leaders-list/articleshow/124155457.cms?utm_source
3	Infosys	It gathers and evaluates environmental and governance data from a variety of digital sources (reports, media, social platforms) using AI-driven ESG analytics. supports ESG insights in real time.	ESG & integrated reporting	AlphaShots Blog https://www.infosys.com/sustainability/documents/infosys-esg-report-2024-25.pdf
4	WebLedger (Audit AI)	AI-based audit software creates financial statements that are suitable for an audit, automates ledger analysis, and alerts auditors to irregularities. minimises the effort required for manual reporting.	Financial Statement Reporting & Audit Readiness	Web https://webledger.in/audit-ai/?Ledger
5	Bata India	It employs AI (via Agrex.ai) in retail settings for emotion recognition and video analytics. Foot traffic, dwell time, and satisfaction data are all used to create performance dashboards.	Operational / Retail Performance Reporting	IndiaAI.gov.in https://indiaai.gov.in/case-study/ai-based-video-analytics-platform-driving-sales-for-a-footwear-retailer-in-india
6	EY India	introduced Regulatory Tool (ART), an AI-powered solution that automates up to 80% of BFSI clients' financial reporting. Data ingestion, cleansing, reconciliation, and submission are all handled by it.	Compliance with Regulations and Financial Reporting	CFO Economic Time

No.	Organisation	Uses of AI	Type of business reporting impacted	Source
7	Reliance Industries Ltd	Reliance Industries Limited (RIL) has been using an AI-powered chatbot to help shareholders with its rights concerns since June 2020. Jio Haptik Technologies created the chatbot, which was meant to answer questions from shareholders regarding the rights problem. These questions included those concerning sample paperwork, entitlements, and significant dates. It featured links to video tutorials and supported a number of languages.	Improved communication with shareholders was the result. Additionally, this cleared up any doubt and assisted investors in understanding the rights issuance procedure.	Economic Times (PTI news, June 01, 2020) https://blog.alphashots.ai/the-future-of-esg-investing-in-india/technologys-role-in-enhancing-esg-data-collection-and-analysis/
8	Sieman India	Siemens India is using artificial intelligence (AI) to assist its clients in lessening their environmental impact. Customers are seeking more sustainable solutions, and many already grade suppliers based on their ESG performance, the company's management noted.	AI technologies improve Siemens India's ESG reporting by lowering human error and delivering clear information on governance, social, and environmental performance. AI facilitates better strategic decision-making towards sustainability goals by assisting in the identification of ESG risks and the optimisation of possibilities.	Business Today , June 2025
9	Larsen & Toubro, India	L & T is enhancing its ESG activities through its subsidiary, L&T Technology Services, to create its cloud-based "ESG Analysis and Reporting Tool for Holistic Initiatives (L&T-EARTH)" platform, L&T incorporates AI into its ESG activities. This platform: <ul style="list-style-type: none"> • Gathers sustainability data from all areas of L&T's business, including waste, water, emissions, and energy. • Connects to meters and other data sources via APIs and the Internet of Things (IoT) to provide autonomous, real-time data flow. • Strengthens cybersecurity and threat detection capabilities throughout its operations by utilising hyper-automation and predictive analytics. 	L&T is experiencing significant positive impacts from using AI and digital tools, including 2-3% cost savings through predictive analytics and process optimization, enhanced project timelines, and improved safety and environmental performance	FECIO, 3 July 2025

No.	Organisation	Uses of AI	Type of business reporting impacted	Source
10	Wipro Limited	It makes substantial use of AI for business analytics and reporting, both for its clients and internally. From increasing operational efficiency to producing deeper client insights, the corporation has made artificial intelligence (AI) a key component of its strategy. AI is used by them for integrated yearly reports, finance transformation, and operations, among other things.	Wipro's AI application in business and ESG reporting enhances accuracy and speed by automating repetitive procedures and producing real-time insights from large datasets. This allows CFOs and financial teams to offer strategic advice, improve forecasting, make quicker decisions, and increase regulatory compliance.	https://www.wipro.com/analytics/wipro-cognitive-finance/# https://www.wipro.com/business-process/reporting-as-a-service/ https://www.wipro.com/business-process/environment-social-and-governance-criteria-the-new-lens-for-investors/
11	HDFC Bank	HDFC being the India's largest private sector bank, is reported to use AI in financial and risk management to enhance reporting processes. This includes applications for risk management, fraud detection, and predictive analytics that influence its financial reporting. Recent regulations from the Reserve Bank of India require financial institutions to implement responsible AI frameworks for their reporting activities.	AI- cybersecurity systems for real-time threat detection enhance risk reporting. In order to predict delinquencies and underwrite loans, Credit Risk Reporting uses machine learning. Cloud-based data platforms and AI analytics that optimise internal data flows improve operational reporting.	https://www.livemint.com/industry/banking/hdfc-bank-raises-bets-on-genai-for-productivity-gains-11752500171694.htm https://www.crn.in/features/ai-takes-cyber-security-to-a-new-level-for-hdfc-bank/?utm_source=chatgpt.com https://www.hdfc.com/digital-annual-report-2021-2022/mda?utm_source=chatgpt.com https://www.financialexpress.com/business/banking-finance-hdfc-bank-partners-with-microsoft-azure-to-scale-up-information-management-use-advanced-analytics-2935480/

By improving speed, accuracy, and data-driven decision-making in the financial, ESG, and integrated domains, artificial intelligence is dramatically changing corporate reporting. Leading Indian companies are implementing AI to automate and enhance the calibre of disclosures, as seen in Table 1.

Tata Steel and L&T collect environmental data in real time using AI and IoT, allowing for more regular and transparent ESG reporting (Tata Elxsi, 2025; Raval, 2025, July 3). AI is used by Infosys and Siemens India to combine and evaluate sustainability and governance data, supporting strategic ESG choices. WebLedger simplifies audit preparation and anomaly detection, while EY India's AI tool automates up to 80% of financial reporting procedures for BFSI clients (ETCFO, 2025, September 25).

AI is being used by companies like Paytm, Wipro, Bata India, and Reliance to enhance financial reporting, fraud detection, merchant analytics, and customer behaviour analysis. This technology not only improves efficiency but also reduces manual intervention and enhances data reliability.

These patterns are supported by recent studies. According to Mohapatra *et al.* (2024), listed Indian corporations' use of AI greatly increases the frequency and accuracy of their ESG reporting, especially in the governance and environmental domains. Similarly, Singh *et al.* (2025) noted that in the Indian high-tech industry, AI technologies like automation and machine learning significantly enhance stakeholder engagement, ESG performance, and operational efficiency.

In the end, AI enables businesses to integrate operations with compliance and strategic objectives by moving from reactive to predictive reporting models. Indian businesses are integrating AI more quickly in a variety of reporting domains, including stakeholder communications, financial reporting, auditing, and ESG reporting. Businesses are switching from manual, sporadic reporting to automated, data-driven, real-time solutions. This reflects a larger trend towards strategic decision-making, compliance, and transparency. Furthermore, these case studies imply that AI not only improves efficiency and transparency in business reporting communication but also strengthens stakeholder trust and regulatory compliance. However, there are still major challenges with data control and ethical use.

6.2. Challenges and Obstacles in Using AI for Business Reporting

Although there are many challenges, using AI into corporate reporting has the potential to revolutionise the industry. It necessitates significant adjustments to current workflows and systems, which may hinder adoption and reduce its overall efficacy (Wang, 2025). Furthermore, Cansler and Johnson (2025) investigates the impact of AI on carbon data accuracy, the challenges organizations face in adopting these technologies, and the implications for ESG compliance. The following figure

1 depicts some of the key challenges and obstacles that could arise from the use of AI for business reporting:

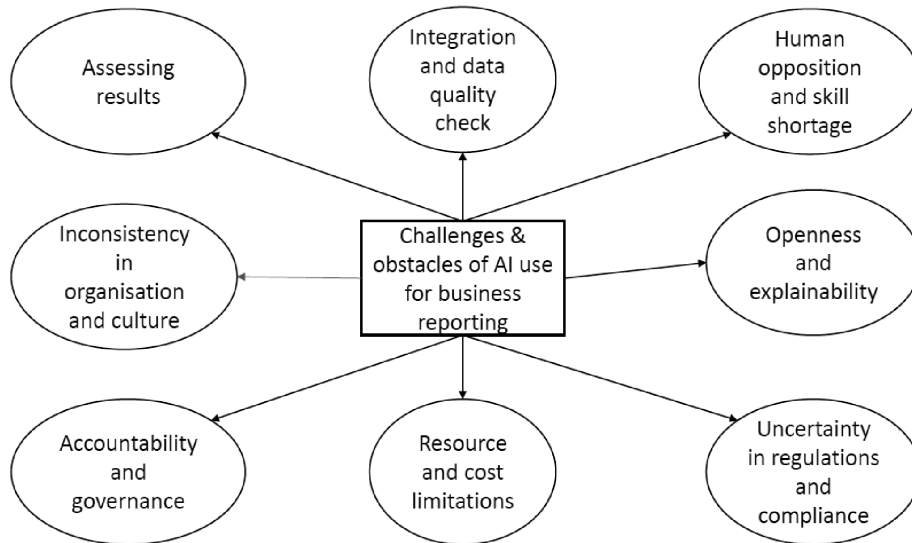


Figure 5: Extracted from prior literature by authors

- **Integration and Data Quality Check:** The existence of inconsistent, partial, or unstructured data across systems makes it difficult to integrate legacy systems with AI platforms (e.g., DBTA, 2024; F5 Networks, 2024).
- **Human Opposition and the Skills Gap:** The lack of data analytics and AI experts, coupled with employee resistance due to a lack of trust in AI tools or fear of job loss, is causing issues (e.g., Goswami *et al.*, 2023).
- **Openness and Explainability:** AI outputs are difficult to audit or interpret, especially in ESG and CSR reporting, and users want logic that can be tracked down and explained (e.g., Bucker *et al.*, 2021; Andhika & Supriyono, 2025).
- **Uncertainty in Regulation and Compliance:** The risk of legal or reputational exposure is increased by the absence of defined standards or developing rules regarding the use of AI in financial and sustainability reporting (e.g., Sakit, 2025; Gartner, 2024).
- **Resource and Cost Limitations:** Due to the high initial cost of AI infrastructure, training, and maintenance, smaller businesses have a harder time funding and expanding AI solutions (Bhalerao, 2022).

- **Accountability and Governance:** It may be challenging to define responsibilities and accountability for AI-generated reporting outputs when AI initiatives are fragmented due to inadequate IT or corporate governance (e.g., Almaqtari, 2024; Jakob & Floridi, 2024).
- **Inconsistency in Organisation and Culture:** The cross-functional use of AI for integrated reporting is hampered by departmental silos and a lack of leadership support and vision for AI adoption (e.g., Shang, Low, & Lim, 2023).
- **Assessing Results:** Fedyk *et al.* (2022) and related studies claim that AI can track business impact in ways other than output or usage. The general reasons support well-known issues with evaluating AI-generated reports for business, such as the possibility of producing inaccurate information, verification, and dependability (e.g., Fadeke Adegbuyi, 2024, February 15; Kokina *et al.*, 2025). Both document falsification and the spread of false information are possible. This feature precisely connects to the problem of confirming AI-generated outputs and emphasises the danger of blindly accepting information generated by AI since auditors are afraid of relying too much on AI.

7. Conclusion, Implications, and Direction for Future Research

7.1. Conclusion and Implications

This study demonstrates that a few Indian companies has started using AI to transform business reporting. This adoption is likely to enhance the business reporting in terms of data accuracy, real-time insights, and automation of both financial and ESG reports. Companies like TCS, Infosys, and Reliance are leveraging AI for predictive analytics, improved stakeholder communication, and regulatory compliance. However, limitations include a lack of uniform adoption across sectors, limited public data on internal AI tools, and over-reliance on case-based or self-reported evidence. Many studies are exploratory rather than longitudinal. The implications are clear: Indian firms must invest in AI literacy, data governance, and ethical frameworks. Policymakers should encourage responsible AI reporting practices. Future research must focus on ROI, change management, and cross-sector scalability.

These case studies contribute to knowledge by demonstrating the diverse and evolving applications of AI in business reporting across Indian industries. They

show how AI enhances ESG, financial, operational, and regulatory reporting by improving data accuracy, frequency, and stakeholder engagement. Real-time analytics, IoT integration, and AI-driven dashboards are advancing transparency and strategic decision-making. The cases highlight the role of AI in automating compliance, detecting anomalies, and enabling proactive risk management. They provide replicable models for emerging markets transitioning to AI-led reporting. This reflects a growing shift towards digital accountability in corporate governance.

The discussions of challenges and obstacles based on prior studies, however, reveals that employee reluctance and skill shortages impede adoption, while data inconsistencies and gaps in older systems impede AI integration. Uncertain regulations and a lack of transparency erode trust and cause problems with compliance. Expandability and accountability are constrained by unreliable governance and high expenses. Ineffective impact assessment and organisational silos further impede the use of AI in reporting.

7.2. Directions for Future Research

With authorities such as SEBI requiring sustainability reporting for India's top 1,000 listed businesses, artificial intelligence (AI) is reportedly becoming a vital tool for guaranteeing accuracy and compliance in these disclosures as well as other corporate reporting. According to Mohapatra *et al.* (2024), longitudinal designs should be used in future research to assess the long-term effects of AI on decision-making and reporting quality. For instance, comparing manufacturing and BFSI can show different adoption patterns and challenges depending on the sector (Nagalakshmi & Sai Sri Charan, 2024).

Furthermore, to support AI investments in business reporting, ROI and cost-benefit analyses are necessary (Panigrahi *et al.*, 2024). Additionally, research should look into the ethical hazards and legal ramifications of AI-driven automation, as well as integrated reporting that covers both financial and ESG aspects. Future samples will guarantee a more comprehensive picture of adoption trends if SMEs and start-ups are included. Deeper insights will be provided by interdisciplinary approaches that integrate accounting, regulatory, and artificial intelligence viewpoints

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Conflict of Interest

There is no conflict of interest involved in the publication of this article.

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