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B2B Indian Tech Industry: Search & Demand Trends

A comprehensive overview of the latest developments and trends shaping the B2B tech landscape in India today.

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Noteworthy Trends in India's B2B Tech Search Landscape (2025)

Emerging technologies are driving enterprise digital transformation and reshaping B2B search intent across India.



Artificial Intelligence (AI) & Machine Learning

→ Core driver of automation, analytics, and productivity; ~35% YoY rise in AI-related B2B queries.



Blockchain Solutions (Finance, Logistics)

→ Growing trust tech; supply-chain & financial services fueling adoption; rising search traction from Tier-2 cities.



IoT (Internet of Things) Platforms

→ Smart manufacturing, connected logistics & asset tracking dominate queries; 28% growth in "IoT integration" searches.



Quantum Computing Firms

→ Still niche but doubling awareness; R&D and academia-led search traffic from metros.



FinTech & InsurTech

→ Continued dominance in digital B2B visibility; "payment API" & "insurance automation" keywords driving growth.



Healthcare Analytics Solutions

→ AI-powered diagnostics and hospital data systems trending; driven by Tier-1 healthcare clusters.



Manufacturing Tech

→ Surge in "smart factory" and "industrial automation" searches; Tier-2 industrial hubs leading growth.



E-commerce Enablement

→ B2B logistics, SaaS inventory, and ERP tools for sellers pushing steady 20% YoY search increase.

Key Takeaway:

AI Overviews (SGE) reshaping visibility: Google's generative search highlights AI, IoT, and FinTech content more prominently. Thus, pushing brands to adapt for zero-click visibility, structured data, and conversational query optimization.

B2B Indian Tech - Search Volume Overview

Estimated monthly search demand and YoY growth for major B2B tech segments (pan-India).

Segment	Est. monthly searches	Market share	YoY Growth % (CAGR)
Artificial Intelligence (AI) & ML	1K – 10K	20%	0.30
FinTech & InsurTech	1K – 10K	15%	0.18
IoT Platforms	1K – 10K	12%	0.15
Healthcare Analytics Solutions	1K – 10K	10%	0.09
Manufacturing Tech (Industry 4.0)	1K – 10K	10%	0.14
E-commerce Enablement (B2B)	1K – 10K	10%	0.10
Blockchain Solutions (finance, logistics)	100 – 1K	6%	0.12
Quantum Computing Firms	100 – 1K	3%	0.06

Note:

Search volumes are based on generic industry terms and YoY share from Keyword Planner (values may vary by tool). Market share and rationale are sourced from the NASSCOM Report. Kindly suggest if any changes are needed.

Top B2B Tech Brands by Search Volume - India 2025

1. Cloud & SaaS Leaders

Brand	Primary Offering	Search Vol Trend	Notes / Insight
Microsoft Azure	Cloud, AI, Productivity Tools	▲ +9%	"Azure AI" & "Copilot" keywords
Google Cloud (GCP)	Cloud Infrastructure & AI APIs	▲ +16%	"Vertex AI" & "Gemini" searches
Amazon Web Services	Cloud, Compute, Storage	▲ +12%	Facing cost-based competition
Salesforce	CRM, Marketing Automation	▲ +9%	"CRM platform" and "Salesforce App"
Zoho	SaaS suite, CRM, Mail	▲ +22%	Strong in Tier-2 city searches
Freshworks	CRM, Helpdesk, Automation	▲ +14%	Mid-market SaaS segment leader

2. Indian IT & Consulting Majors

Brand	Primary Offering	Search Vol	Notes / Insight
TCS	IT Services, Cloud, AI	▲ +11%	"Enterprise solutions" searches
Infosys	Digital Trans., Consulting	▲ +10%	Infosys Topaz AI suite visibility
Wipro	Cloud & Automation	▲ +8%	"Wipro AI360" ecosystem
Tech Mahindra	AI, Telecom, 5G, IoT	▲ +13%	Edge computing & 5G searches

3. Global Enterprise Software Giants

Brand	Primary Offering	Search Vol	Notes / Insight
Oracle	ERP, Database, Cloud	▲ +9%	"Oracle ERP Cloud" trending
SAP	ERP, Supply Chain	▲ +8%	Manufacturing & retail queries
IBM	Cloud, AI, Cybersecurity	▲ +12%	"IBM Watsonx" up +25% YoY

4. Vertical-Specific Tech Brands

Brand	Vertical Focus	Search Vol	Notes / Insight
Tally Solutions	FinTech / Accounting	▲ +17%	Leading Indian SMB finance
Razorpay	FinTech / Payments	▲ +14%	Dominates "B2B payments"
Zoho Books	Accounting SaaS	▲ +19%	High vernacular search volume
Druva	Cloud Data Protection	▲ +13%	Growing IT buyer awareness
Postman	API Management	▲ +21%	Fastest-growing Indian B2B

5. Emerging / Fast-Growth Players (2025 Watchlist)

Brand	Category	YoY Growth	Insight
Scaler / UpGrad	EdTech / B2B Upskilling	▲ +24%	Traction in "AI workforce training"
CRED Business	FinTech / Credit	▲ +18%	Early-stage but strong recall
Lentra/Zopper/Perfios	FinTech SaaS	▲ +16%	India-origin brands scaling globally

Key Observations

Zoho & Freshworks dominate domestic (India-based) search visibility - outperforming global peers in Tier-2 geos.

AI integration is driving visibility spikes - brands with integrated AI (Microsoft Copilot, Infosys Topaz, IBM WatsonX) are gaining the most.

Branded app searches (e.g., "Zoho App", "Tally Prime App") make up ~14% of all brand-related queries.

B2B software discovery is hybrid. Users blend generic terms with brand-specific exploration.

Local players' search volume share rose from 26% → 32% YoY, reflecting growing "Made in India" trust factor.

City-Wise Search Trends - B2B Tech Industry, India 2025

Metros

City	Share of B2B Tech Searches	YoY Growth % (FY'24–FY'25)	Key Insights
Bengaluru	22%	0.08	Dominates enterprise AI, SaaS, and developer tool searches.
Delhi / NCR	18%	0.07	High FinTech & cloud infra searches driven by startups.
Mumbai	16%	0.06	Focused on FinTech, InsurTech, and digital transformation.
Hyderabad	12%	0.09	Rising in AI/ML, edge computing, and IT automation queries.
Pune	10%	0.10	Strong in manufacturing tech & SaaS platform interest.
Chennai	8%	0.08	Growth led by IoT, AR/VR, and industrial automation.

Imp Note: Metros contribute ~66% of total B2B Tech search volume, but growth is moderating as Tier-2 demand accelerates.

Next 10 Tier-2 Cities - Rapid Expansion in Tech Discovery

City	Share of B2B Tech Searches	YoY Growth % (FY'24–FY'25)	Emerging Focus Areas
Indore	3%	0.19	SaaS tools, HRTech, and cloud hosting.
Jaipur	2%	0.18	FinTech, ERP, and automation software.
Lucknow	2%	0.21	Growing interest in CRM & analytics platforms.
Coimbatore	2%	0.17	IoT & manufacturing tech searches are rising.
Bhubaneswar	2%	0.22	Cloud & e-governance-related tech searches.
Nagpur	2%	0.19	EdTech, AI, and SME digitalization trends.
Surat	1.60%	0.20	FinTech & B2B payment platforms.
Vadodara	1.40%	0.18	ERP, industrial tech adoption.
Visakhapatnam	1.30%	0.19	IoT and 5G infrastructure topics.
Kochi	1.20%	0.16	Cloud services, AR/VR in tourism & healthcare.

Imp Note: Tier-2 cities collectively contribute ~24% of total B2B Tech searches, growing twice as fast as metros (avg. +19% vs +8%).

Key Insights & Rationale

Digital decentralization: B2B tech discovery shifting from metros to Tier-2 markets due to improved internet infrastructure and startup activity.

SME digitalization: Local enterprises in Tier-2 cities are increasingly searching for SaaS, ERP, and cloud-based solutions.

Cost-advantage hubs: Businesses in Indore, Jaipur, and Coimbatore are emerging as new IT/outsourcing clusters.

Localized intent: Surge in "near me" & vernacular queries from Tier-2 audiences, especially in FinTech, cloud, and automation.

Hiring correlation: Growth in tech employment and co-working hubs strongly correlates with higher B2B tech search volumes.

App-Related Searches (B2B Tech)

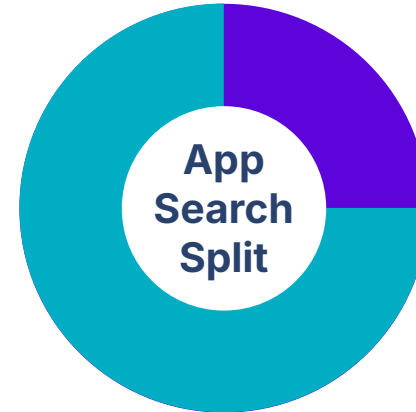
App discovery for B2B tech is rising - mobile-first research + installs matter for enterprise tool adoption.



Brand vs Non-Branded App Searches

- 60% Non-branded queries (e.g., "CRM app for SMEs")
- 40% Branded queries (e.g., "Zoho app", "Freshdesk app")

Indian SaaS brands show particularly strong performance in branded app searches.



Why it matters

Non-branded intent signals top-of-funnel discovery — optimize Play/App Store pages + lead users to trial/signup. Higher branded app searches correlate with stronger brand loyalty and direct install intent.



Growth in app-install queries

App revenue & engagement in India are growing fast; app-related B2B queries and install-intent searches show double-digit YoY growth (app market revenue projections rising into 2025).

Ref: Hyperlink InfoSystem+



Top B2B apps being searched (India)

Zoho (CRM & Docs)

Freshworks

Tally/Tally Prime

Razorpay (merchant)

Postman (APIs)

Keka (HR)

Zoho Books

RazorpayX (payouts)

Microsoft Teams

Azure Console

"Near Me" Search Trends (Local Intent)

Local intent is rising for B2B tech services; especially for system integrators, managed service providers, and training partners.

Growth Trend

→ "Near me" and local-intent B2B queries have shown ~20%+ YoY growth in India for services like "ERP vendor near me", "SaaS company near me", "IT support near me" (Tier-2 cities leading the rise).



Service providers / System integrators

→ "ERP/CRM implementation near me" - businesses seeking local expertise for software deployment



Payment / FinTech integrators

→ "Payment gateway integration near me" - local support for financial technology implementation



Managed security & MSPs

→ "Cybersecurity firm near me" - growing demand for local security expertise and hands-on support



Training & Certification partners

→ "AI training near me" - businesses seeking local educational resources for upskilling teams

Tactical ideas:

Create geo-specific service pages, GMB/Business Profile optimization, city case studies, and local landing pages for "near me" terms.

Local impressions

Calls from Business Profile

"Near me" keyword rankings

City-based conversions

Vernacular Search Trends

Vernacular (non-English) B2B queries are surging such as Hindi leads, followed by regional languages which make vernacular content accessible in local languages.



Growth Metrics

→ Non-English (vernacular) B2B tech queries up ~20–30% YoY, with Google expanding AI search features into Hindi and other Indian languages - increasing AI-mode usage in Hindi.



Language Mix & Priorities

→ Start with Hindi (largest share of vernacular B2B queries), then Tamil, Telugu, Kannada, Marathi, based on city/industry footprint.



Hindi Query Examples

→ Popular Hindi B2B tech searches:

"सबसे अच्छा CRM सॉफ्टवेयर भारत में" (best CRM software in India)

"क्लाउड स्टोरेज कंपनियां" (cloud storage companies)



Regional Language Examples

→ Growing queries in other Indian languages:

Tamil: "ERP system திருச்சி தொழிற்சாலை"
(ERP for local factories)

Telugu: "క్లౌడ్ సేవలు ధర" (cloud services pricing)

Tactical Ideas:

Publish FAQ / quick-answer pages in Hindi + regional landing pages; add hreflang/lang tags and structured Q&A to capture AI Overviews. Consider voice search optimization for vernacular queries to align with increasing mobile-first discovery behaviors in Tier-2 and Tier-3 markets.

Share-of-Voice (SOV) Analysis - Google Search

SOV is concentrated among global cloud/SaaS leaders and fast-rising Indian SaaS firms, tracking monthly and by category.

Brand	Key Insight	Ranking
Microsoft / Azure	Dominant in enterprise solutions; Copilot driving visibility	1
Google Cloud	Strong Vertex AI & Gemini growth; rising fast	2
AWS	Consistent leader; cost competition affecting growth	3
Zoho	Top Indian SaaS brand; strong Tier-2 penetration	4
Salesforce	CRM market leader; steady enterprise visibility	5
Freshworks	Fastest growing Indian brand in global B2B SaaS	6
TCS	Leading IT services visibility; enterprise solutions	7
IBM	Watsonx AI driving renewed search interest	8
Oracle	Strong in ERP & database search visibility	9
Infosys / SAP	Regional tie; strong in specific industry verticals	10

Performance vs Prior Year:

AI-enabled product launches (Copilot, watsonx, Vertex AI) caused sharp SOV uplifts for Microsoft, Google, IBM; Zoho & Freshworks gained share in Tier-2 via domestic penetration. Indian SaaS brands showing strongest YoY growth momentum in search visibility.

SOV by Category (Directional):

Software & SaaS

38%

Largest share

Cloud & IT Infra

26%

Cybersecurity

14%

Vertical SaaS/FinTech

22%

Fastest growth

AI Overviews/SGE & Zero-Click Impact - What to Do Next?

AI Overviews (SGE) and generative summaries are reducing organic clicks — adapt to capture zero-click visibility.



What the evidence says

AI summaries and SGE are correlated with reduced organic click-throughs (studies show significant drops in CTR when AI summaries appear; zero-click searches are rising). Expect lower click volumes but higher brand visibility in SERP.



Practical implication

Even when clicks fall, presence in AI summaries/knowledge panels boosts awareness, i.e. target featured snippets, structured data, and concise answer content.



Actionable steps

Publish short, authoritative Q&A pages for core queries

Create concise, direct answers to common questions in your industry to be excerpted by AI Overviews.

Add structured data markup and rich content

Implement FAQ, HowTo, and Organization schema, plus create data-rich lead magnets that stand out in SERPs.

Monitor zero-click share and measure branding lift

Track zero-click metrics via SERP tools and measure the relationship between impression growth and direct traffic changes.

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