### Communications & PR Review

August 2025



# **COVERAGE HIGHLIGHTS**









## BUSINESS



### **Business Standard**



### THE ASIAN AGE India's goods exports to US may fall 30% to \$60.6 billion in FY26

India's goods exports to the US may come down by 30 per cent to \$60.6 billion in FY28. India's merchandise export performance is also projected to contract by 4 per cent in FY26. While India has been charged with a 25 per-orat tariff and threatened with an additional penalty Inclusion of pharma and energy products in the list of goods with tariffs, will also affect India's exports. India's merchandise exports to the US may come down by 30 per cent from

\$86.5 billion in FY25 to

see 6 hillion in FY96

Indta's merchandise expo-

rt performance is project-



pared to April 2025. US tariff impact on India is likely to be at 0.3-0.4 per cent of GDP, finds

India's \$10.7 billion tex tile exports will be badly hit as the competitors, including Bangladesh, Phllingines. Vietnam have lower tariffs than India. increased exports to the UK and European Union can minigate some Impact. About 89 billion valued

pharmaceutical products

brunt this time as they are not included in the list of products exempted fro m tariffic A large portion of \$10 billion gems and ewellery exports and \$2 tillion valued shrimp shi penents will be affected. Though semiconductors

are exempted, Indian exports of chips are negligi ble, finds Ashok Chandak of India factor Association.

Exports of electronic goods worth \$10 billion are being fiselled by mob-He phone exports though they are also not spared. Petroleum goods worth \$4.1 billion too will face

sharp-contraction in valu

e of oil exports by around

15.5 per cent is expected.



ગુજરાત સેમી...

After and neumlands बनका सामै जुलाबताने अत्यान्य આપી આ કરમાં-દર્ભા મોટા પામ કામગદેદી થઇ અંદિ છે. વર્ષ 2002 ignified best too were descrispell fracts offered overstan and married Braze or control believe bet-વર્ષી રહ્યાં હોવાનું ઇલેક્ટ્રોનિક્સ અને આઇટી મિનિસ્ટર અશ્વિની વેશનાવે દર્શાળાં હતું. સંજિક પાપરના વેરમેન વેર્દેષાન શુખ્યવામાં પદાાન કે ગુજરાતની મજબૂત ઇકોસીસ્ટમન superal steat were the order decimated has been made in આવ્યારે પહેલા તમકાનમાં પ્રોચ લાખ મીપ અને ફળ કેઈઝ સુપીમાં દેવિક યો રહે 15 લાઇન સુધી પહોંચ છે.

AS GO GESAL AS GO ઇન્ડિયા વિપ ભારતને આત્મનિર્ભેટ MADELLE, MITTER POLYMON BY BOLD વેઈનાની મજબતી માટે તામ તમે છે. જેમાં સમિત-દહ્યા મેન્યુકેક્સરિંગ તામ ભાગવા માટે ગુજરાત મહાવેવાની લોપી છે તેવો નિર્દેશ ગુજરાતના મુખ્યમંત્રી ભૂપેન્દ્રભાઇ પટેલે દર્શાભો તતો, કેમી કંડક્ટરમાં દેશમાં ગુજરાતમાં પહેલી પોલિસી ખની તતી અને પહેલી લીધ પણ

Laure in written mercell. EASTHUM MATTER MAIN સરેરાશ 10 પ્રોજે ક્ટરની રજૂઆત बर्ध के बंधां 4-5 प्राचित ગુજરાતમાં છે ખેતા, જ નહિં થીય મેન્યુકે કર્યા દેશની પાઇલાટ લાઇન શરૂ થઈ છે. આગામી એ કાદ વર્ષમાં mittales seed hitem influsion movie, vou-craint after my east.

## THE TIMES OF INDIA

## Semicon cos chipping away at IT, fresher hiring surges

Veena Mani Stimesofindia.com

Bengaluru: India is rapidly expanding its fresher hiring in the semiconductor sector. reflecting the nation's strategic push to establish itself as a global semiconductor powerhouse

Companies are aggres sively recruiting from engi neering campuses-not just from IITs, but increasingly from tier-2 and tier-3 institu tes offering competitive salaries for roles in design. embedded systems, testing, and manufacturing

Hiring spans the entire semiconductor lifecycle--from RTL/SoC design, verification, and embedded systems in R&D, to manufactur ing roles like process engl neering, packaging, and yield analysis. Opportunities in supply chain, testing. and business strategy are also growing, along with emerging roles in AI/ML hardware, hardware security, and sustainability

Ashok Chandak, president of SEMI India and IE. SA, said the industry's momentum is driven by government initiatives like Semicon India, the design linked incentive (DLD), production linked incentive (PLI), and the Electronics Components Scheme (ECMS). Speaking at the Utkarsha Odisha Concleve 2025, Chandak emphasised the critical role of policy support and IESA member companies have committed

#### CHIPS IN: HIRING SEES SHARP SHIFT

Experience	Roles, opportunities	Solary range (rinkly annue
Freshers	Design, embedded, testing	6-12
5-10 yes	RTL DFT, analog, process	15-35
	Physical design, verification lead	30-50
	Al/ML architect, SoC architect	60-100
	Fab/OSAT heads, design centre leads	120

over \$21 billion in investments in just the past year.

"Alongside these, global supply chain realignments. growing demand from electronics, EVs, telecom, and defence, and a shortage of skilled chip and system design talent are driving growth in job creation across the value chain," he

Ashok Mittal, chancellor of Lovely Professional University (LPU), highlighted the rising demand for electronics and communication engineering (ECE) graduates, especially as top salary offers this year have gone to ECE students. "Employers are not only assessing technical expertise but also evaluating candidates' ability to learn quickly multitask, and demonstrate leadership," he added. Each year, India's semiconductor industry hires around 12,000 freshers. according to Satya Gupta, president of the VLSI Society of India. "Last year, the

number was lower-around

8,000 due to a market slow down," he said. Still, college hiring accounts for nearly 10% of industry headcount growth, making it a vital talent source.

Internships now play a central role in hiring, with stipends ranging from Rs 40,000 to Rs 50,000 per month. While colleges report top placements in semiconductor roles, industry leaders caution that high salaries are partly due to a talent shortage-and may stabilise as more training pro

grammes emerge. At Birla Institute of Technology (BIT) Mesra in Ranchi, companies are offering salaries as high as Rs 20 lakh for select roles, as more students shift interest from IT to semiconductors. "The slowdown in the IT services space is making students consider the semiconductor sector for job opportunities. in addition to offering competitive salaries," said its Shraddha Shivani, head of placements.

# पुण्य 🏖 नगरा

## 'सेमिकॉन डंडिया २०२५'चे पंतप्रधान मोदी करणार उद्घाटन

33 देशांचे प्रतिनिधी, ५० पेक्षा अधिक जागतिक सीएक्सओ उपस्थित राहणार

nds sitt indukeurs sefe fine acoust a his motor of seither but upon Depart offer shift often each क्रिका रेसी फार्कर

to the fooding section. software so bee's sliefed

DETERMINATION L strengt fests offer v britten aft ve oos but NEW TRANSPORTER neutities. piece with adjust

क्षा देशकीय प्रतिभाषांत

with firmula suppress new poly can plic wané buntrés safriged and SAN AND SPECIFICATION AND Melbritants stay

as he are provide buy blocker downer, amountable or most autamor to drown wood title.

Widow Welso fluxche, sizer stabent wreframe flow agts कार्यात्रेत्राच्या कृतिकाराचा stratupit indeks firster eletient, weight, diebenk

sharper pound age त्रवद सर्वे डिल्डेडेल क्लेप्टी

As the after profes and an electricity out from a specify wars and are around those profits when through his state with an earlief size failures a distinguish and significant allegate given the selected at another.

Manufacturing

## ପ୍ରଗତିବାଦୀ PRAGATIVADI

### ଭାରତର ସ୍ୱାଧୀନତା ଦିବସ ସେମିକଣ୍ଡକୁର ପାଇଁ ଏକ ନ୍ତନ ଯୁଗର ଚିହ୍ନିତ କରେ

ଭୂତନେଶ୍ୱର: ଭାରତର ପ୍ରଯୁକ୍ତିବିଦ୍ୟ ଯାତ୍ରା ପାଇଁ ଏକ ନିର୍ବାଣକ ମୃହର୍ତ - ଏହି ସ୍ୱାଧୀନତା ଦିବସରେ, ମାନ୍ୟବର ପ୍ରଧାନମନ୍ତୀ ଲାଲକିଲ୍ଲାର ପ୍ରାଚୀରରୁ ସେମିକଷକ୍କର ବିଷୟରେ କହିଥିଲେ । ଆମେ ଭାରତ ଏବଂ ରାଳ୍ୟଗୁଡ଼ିକ, ଭାରତ ସେମିକଣକୃର ମିଶନ, ଏମଆଇଇଟିଖିଇ, ଆଇଇ-ଏସ-ଏ ଏବଂ ଏସଇ-ଏମଆଇ ସଦସ୍ୟ, ଶିଳ୍ପ ଚାମିଅନ, ଏକାଡେମିଆ, ଷାର୍ଟ ଅପ ଏବଂ ପ୍ରତ୍ୟେକ ଅଂଶୀବାରଙ୍କ ଦୃଷ୍ଟିକୋଣ ଏବଂ ପ୍ରତିବନ୍ଧତାକ୍ ପଣଂସା କରଛ ସେଉଁମାନେ ଆମକ ଏଠାରେ ଆଣିକା ପାଇଁ ନିରତ୍ତର ପରିଶ୍ରମ କରିଛନ୍ତି । ଆଗଳ ଯାତା ଖମତା ନିର୍ମାଣ, ନବସଳନ ଚଳାଇବା ଏବଂ ଭାରତକ ଏକ ବିଶ୍ୱୟ ବିଶ୍ୱ ସେମିକଣକର ପାଞ୍ଚାରହାରସ କରିବ । ବେମିଳନ ଇଣିଆ ୨୦୨୫ ବମୟରେ, ୨ ର ୪ ବେପସେର ପର୍ଯ୍ୟର, ଦୈଶିକ ବିଏବଓଏସ ର ଉପସ୍ଥିତିରେ, ପ୍ରଯୁକ୍ତିର ଉଦିଷ୍ୟାତକ୍ ଚାଳିତ କରିବା ପାଇଁ ଗତି ଆହରି ତ୍ୱରାନ୍ତିତ ହେବ ଏବଂ, ଭାରତରେ ନିର୍ମିତ ଟିଷର ଉତ୍ପାଦନ ଚଳିତ ବର୍ଷ ଆରନ୍ତ ହେବ କାରଣ ୨.୨ ବିଲିୟନ ଜଲାର ମଳାର ୧.୦ ଟି ପ୍ରକଳ୍ପ କାର୍ଯ୍ୟକାରୀ ହେଉଛି ବୋଲି ଅଖୋଳ ଚହଳ, ଅଧ୍ୟକ୍ଷ ଆଇଳ-ଏବ-ଏ -ଏବଂ ସେମି ଇଣିଆ କହିଛବି ।

### **Best Performing Posts**



Organic discovery		
16,824 Impressions	10.925 Members reached	
Organic engagement		
857 Engagements Clicks	5.1% Engagement rate	521
Click-through rate		3.1%
Reactions		322 →



Organic discovery		
11.595 Impressions	7.465 Members reached	
Organic engagement		
888 Engagements Clicks	7.7% Engagement rate	654
Click-through rate		5.6%
Reactions		226 →