

# 83 percentage of Indian Businesses See Tech Risks as Top Threat, Reveals TATA AIG and Dun and Bradstreet Report

Category: Business

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- 69% of businesses are concerned about legal challenges.
- 67% of businesses face growing regulatory pressures related to data privacy and environmental risks.

**TATA AIG General Insurance Company Limited** and Dun & Bradstreet India released the Horizon Watch Emerging Risk Report, a collaborative research effort identifying and analysing emerging risks that Indian businesses will face over the next five years. The report is based on a detailed survey conducted among 300 [business](#) leaders across 25 sectors, including IT & ITeS, Chemicals & Pharmaceuticals, Auto & Auto-ancillary and Financial Services among others.

The report highlights a rapidly changing risk landscape where technology advancements, geopolitical conflicts, legal challenges and other risks are forcing [businesses](#) to rethink their risk mitigation and business continuity strategies. 83% of [businesses cited technological advancements as the leading](#) driver of new risks, followed by 69% expressing concerns over legal challenges and 67% for growing regulatory pressures related to data privacy and environmental risks. Meanwhile, 63% expect [international conflicts to severely impact](#) their operations.

## [Key Insights from the Report](#)

- [technology](#) Challenges: 83% of respondents identified

technology advancements as a major risk factor, raising critical concerns around data privacy, security vulnerabilities, and regulatory compliance.

- **Legal Challenges:** 69% of [businesses](#) identify legal challenges as one of the leading contributors to emerging risks. As regulatory landscapes grow increasingly complex, organizations are becoming more concerned about the potential impact of [legal](#) disputes on their operations and long-term strategies.
- **Regulatory Risks:** 67% of [businesses](#) are concerned about data privacy and protection regulations, which rank among the top regulatory risks. Additionally, environmental regulations and compliance changes are emerging concerns as [businesses](#) struggle to navigate increasingly stringent requirement
- **Geopolitical Gaps:** While 63% of [businesses](#) recognize international conflicts as a significant risk, only 19% conduct regular assessments for geopolitical risks, leaving many companies vulnerable to unforeseen disruptions.
- **Supply Chain Risks:** 63% of respondents [ranked logistics and transportation disruptions as a top](#) concern. However, with ongoing geopolitical tensions and natural disasters, [businesses must strengthen](#) their resilience against supply chain vulnerabilities.
- **Consumer Behaviour Shifts:** 51% of [businesses](#) are worried about evolving consumer preferences, driven by demographic shifts and the increasing demand for sustainable and digital-first solutions. Companies must rapidly adapt to these changes to stay competitive.
- **Financial Instability:** 48% of [businesses](#) expressed concern over financial instability due to economic downturns, rising interest rates, and inflation, prompting companies to focus more on liquidity and risk management strategies.

The Horizon Watch [Emerging Risk Report](#) introduces the Impact-

Probability-Control (IPC) Framework, a structured methodology for assessing and mitigating emerging risks. It helps [businesses prioritize risks based on their potential impact](#), likelihood of manifestation, and the effectiveness of control measures, providing decision-makers with a practical approach to risk mitigation.

**Mr. Sushant Sarin, President – Commercial Business, TATA AIG General Insurance**, stated, “At TATA AIG, we understand that in today’s rapidly evolving global landscape, managing emerging risks is crucial to the [sustainability and growth](#) of any organization. Our aim is to empower organizations to anticipate emerging challenges, mitigate risks, and ensure [business](#) continuity, enabling them to thrive in an increasingly complex world. This [report provides a comprehensive framework to help businesses](#) identify and address risks, fostering resilience and enabling long-term growth.

**Mr. Avinash Gupta, [Managing Director of Dun & Bradstreet India](#)**, added, “Businesses today face unprecedented challenges in a rapidly changing landscape marked by geopolitical tensions, climate crises, and technological threats. The [TATA AIG – Dun & Bradstreet Horizon Watch Report](#) serves as a vital tool for organizations, offering insights through our Impact-Probability-Control framework. By identifying emerging risks and their implications, we empower [businesses](#) to navigate uncertainty with confidence, ensuring resilience in a world where adaptability is key to survival.

### **Understanding Emerging Risks**

In today's volatile [business](#) landscape, businesses must manage risks across political, technological, environmental, economic, and competitive forces. As benign risk [environments](#) fade, resiliency is key to thriving amid challenges. [Emerging risks are grouped](#) into four categories: Known Knowns (predictable risks), Known Unknowns (risks with uncertain timing), Unknown Knowns (unclear impacts from familiar areas),

and Unknown Unknowns (unforeseen risks). The [report shows 60% of businesses](#) manage Unknown Knowns, 43% address Known Unknowns, and 47% recognize Unknown Unknowns but are underprepared. Additionally, 53% overlook these unpredictable threats, underscoring the need for stronger [risk management strategies](#).

**To view the full report, follow this link: [Horizon Watch Emerging Risk Report](#).**