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measurement of brand experiences?

AI will make experiences more intelligent, but it will not make them more human. That part will still come from people.

For us, the real opportunity is in using AI to do the heavy lifting around data, research and decision-making. It can help us understand audiences better, spot patterns faster, personalise experiences and make sense of what happens after an interaction.

But there is an important distinction. AI can tell us what people are doing; it cannot automatically tell us why something matters to them. That still needs human understanding and creativity.

So I see AI less as a replacement for the creative process and more as a new layer of intelligence around it. The agencies that use it well will not necessarily produce more ideas. They will produce better-informed ideas.

Which services and markets will shape NeoNiche's growth over the next five years?

I see the next phase of growth coming from the space where experiences, technology, content and community come together. Brands are increasingly looking for fewer partners who can understand the entire journey rather than manage individual pieces of it.

For NeoNiche, that means continuing to build our experiential strength while going deeper into digital experiences, content, AI-led solutions and our own intellectual properties.

Geographically, our presence beyond India will also become an important part of the journey. But expansion, for us, is not simply about being present in more countries. It is about taking the way we think about experiences into new markets and building relevance there.

Ultimately, I believe the opportunity is to make experiences work harder for brands before, during and long after the physical experience itself. ■

How has NeoNiche expanded from event management into an integrated experiential and digital marketing company?

The biggest change has been in how we look at an experience. An event is no longer a standalone moment. It is one part of a much larger brand conversation.

We started with experiences, but as our clients' needs evolved, we found ourselves working across digital, content, community and technology as well. That naturally changed our role from being an event partner to becoming a partner that can look at the larger brand objective and decide where an experience fits into it.

Today, we are less interested in asking, "What event are we doing?" and more interested in asking, "What does the brand want people to feel, remember or do?" That shift in thinking has shaped NeoNiche's evolution.

How do you see AI changing the planning, delivery, and