

October 27, 2025

## **Dentsu and Dream Incubator Launch Solution to Support Market Entry and New Business Development in the Indian Market**

### **— Supporting the creation of “preferred” brands and business production in the rapidly growing Indian market —**

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) announced that on July 11, 2025, Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo; hereafter: Dentsu Inc.), the core company for the Group’s Japanese businesses, launched Go-to-India Solutions, a growth-oriented consulting solution tailored to the specific needs of the Indian market. For further details, see Dentsu Inc.’s press release<sup>\*1</sup>.

Since 2024, dentsu has been fully promoting the global expansion of its Business Transformation (BX) services, which support clients' transformation and growth<sup>\*2</sup>. Based on over a decade of experience and knowledge nurtured and built in Japan, this unique growth-oriented consulting service excels in the three core areas: business transformation, corporate transformation, and sustainability strategy. Seeking to address the various challenges being faced by our clients, dentsu will continue to advance strongly the global expansion of BX to deliver optimal solutions, combining its strengths in creativity, execution, and data and technology with a marketing-oriented perspective.

\*1: “Dentsu and Dream Incubator Launch Solution to Support Market Entry and New Business Development in the Indian Market” <https://www.dentsu.co.jp/en/news/release/2025/1027-010959.html>

\*2: “Dentsu Expands Business Transformation (BX) Services Globally to Support Client Transformation” (June 18, 2024). <https://www.group.dentsu.com/en/news/release/001227.html>

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