Reimagining the Annual Report with AI

How Biocon used AI as a creative accelerator and thinking partner to develop its FY 2026 Annual Report while keeping strategic direction and editorial judgement in human hands.

1-day workshop with a cross functional team

01
Explore
Themes, narratives and visual directions

02
Evaluate
Strategic relevance, originality and brand fit

03
Refine
Human judgement, context and editorial rigour

04
Bring to life
Concept note, visual language and mock-ups

AI unlocked possibilities

- Expanded creative possibilities
- Accelerated concept exploration and refinement
- Enabled rapid iterations
- Supported visual development

People created meaning

- Set strategic direction
- Applied business context
- Built the narrative architecture
- Ensured accuracy and brand alignment

Impact

9+
creative themes explored; visual boards developed for each theme

18+*
theme lines developed for the 9+ themes

~4 weeks
approximate time saved

Cost saving
significant v/s agency engagement

AI does not replace humans; it empowers them to explore further, decide faster and focus their expertise where it creates the greatest value.

*across two Group companies