

## As political campaigning embrace AI and digital, printing press fall silent

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Mumbai-based Anupam Arts, which has been in the printing business since 1985 catering to political parties during elections making posters, pamphlets, and banners, has not received any order this time. The emergence of artificial intelligence (AI), digital technology, and growth in social media has impacted the business of printers this elections.

### NO ORDERS

"The Model Code of Conduct is already in place, and we have not got any order from any political party. Parties are focussing on targeting voters digitally and through social media advertising. During the 2019 elections, we had orders for political banners, T-shirts, and pamphlets, but this year the business is strained. The impact is seen even in the hinterland," says 30-year-old



**DIGITAL SHIFT.** Business owners believe that with technological advancement, political parties are shifting towards 'smart' digital marketing

Harsh Arwind Gala of Anupam Arts.

Political parties have shifted to using AI-generated content and digital technology to get voters' attention.

"We expect the business to dip this election compared to 2019. The traditional election campaign has changed in the last three-four years. With the growth of social media and

strong AI algorithms, political parties are expected to spend on advertisements through social media. There will be large digital hoardings, advertisements in print media, and outdoor advertisements, but the offset printing industry will be impacted," Amit Shah, President, Bombay Master Printers Association, tells *businessline*.

Rating agency ICRA has predicted that the print media industry will see an increase in government spending ahead of the elections, coupled with a recovery in private sector spending, to improve high-margin ad revenues, especially at the end of FY24 and early FY25.

### SMART AI MARKETING?

Business owners believe that with technological advancements, political parties are shifting to 'smart' digital marketing.

"I have been in the printing business for over 20 years now. Earlier political parties would print school books and papers with their electoral symbols to make them reach a wider audience. AI has taken this over, and parties are approaching their voter base through generated social media content. We started seeing this trend in 2019 and other State elections," says 46-year-old Mangesh Sawant, who owns Print Shop.