

Quote by Devroop Dhar, Co-Founder & India CEO, Primus Partners

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Primus Partners' FY25 surge reflects a larger shift in consulting

Primus Partners reports 48.74% revenue jump in 2025, drives execution led consulting, backs 15 billion dollar AI infra plan, ₹4500 crore Haryana investments, expands in US and Gulf.

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India's consulting sector is steadily moving beyond slide decks and strategy reports, and Primus Partners' latest annual performance underscores that transition. The firm reported a 48.74% jump in consolidated revenue in 2025, but the more telling story lies in how that growth was achieved and what it signals for the industry.

At a time when governments and corporations are demanding measurable outcomes, consulting firms are being pushed to deliver not just ideas, but implementation.

Primus Partners' portfolio over the past year reflects that shift. The firm executed over 240 engagements across sectors and geographies, many tied to large-scale public systems, investment facilitation, and emerging technology initiatives.

One of the standout aspects of the year was its involvement in enabling a proposed \$15 billion AI infrastructure investment in India. While details of the project remain limited, the scale points to a broader trend: advisory firms are increasingly participating in early-stage ecosystem building, not just downstream execution.

In parallel, the firm helped facilitate ₹4,500 crore in investment commitments for Haryana, highlighting the growing role of consultants in state-level economic development.

This rise of “execution-led consulting” is closely linked to evolving public sector demand. Government mandates now span policy design, digital deployment, and real-time monitoring, requiring firms that can operate across disciplines.

Primus Partners’ work on digital governance platforms, particularly those aimed at welfare delivery and administrative efficiency, fits squarely within this space.

Another notable metric is its client retention rate of over 85%. In an industry where engagements are often project-based, such levels suggest deeper institutional integration. Firms are no longer brought in for one-off assignments; instead, they remain embedded across multiple phases of a project lifecycle.

At the same time, the company has been expanding its international footprint, with operations across the United States, the UAE, and Saudi Arabia. This mirrors a broader trend of Indian consulting firms following capital flows, particularly into regions such as the Middle East, where governments are investing heavily in infrastructure and diversification.

However, rapid growth brings its own challenges. Scaling teams, maintaining delivery quality, and ensuring consistency across geographies can strain even well-established firms. Devroop Dhar has indicated that the next phase will focus on making growth more structured and sustainable, signalling a shift from expansion to consolidation.

Part of that strategy includes moving towards more productised solutions, where repeatable frameworks and platforms can be deployed at scale. This is becoming a common playbook across the consulting industry, as firms seek to improve margins and reduce dependence on bespoke projects.

The firm is also looking to deepen its presence in private enterprise, a segment that offers more predictable revenue streams compared to government-led work. As Indian companies expand globally and navigate regulatory complexity, demand for integrated advisory is expected to grow.

For the consulting sector at large, Primus Partners’ trajectory highlights a key inflection point. The competitive edge is shifting from who can offer the best advice to who can deliver outcomes on the ground. As that shift accelerates, firms that combine policy insight, technological capability, and execution depth are likely to pull ahead.