ARTIFICIAL INTELLIGENCE LANDSCAPE

PART I - INDIA: UNLISTED COMPANIES

This report is part of a 4-part series on AI companies in the listed and unlisted space

AUGUST 2024

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Funding Landscape – India: Unlisted AI Companies (Funding Size USD > 25 Mn)

No	Category	No of Companies	Companies	Total Funding	Investors	
1	Conversational AI	6	Uniphore Yellow.ai Gupshup Senseforth Observe.ai Skit.ai	USD 1.53 Bn	▪ **PeakXV** ▪ Lightspeed ▪ Iron Pillar ▪ Sistema Asia ▪ IIFL ▪ IAN ▪ Exfinity ▪ Kalaari ▪ Steadview	▪ **Westbridge** ▪ NEA ▪ Chiratae ▪ Think Investments ▪ **Tiger Global** ▪ Softbank ▪ Nexus ▪ Bessemer ▪ B Capital
2	Coding Assistance	2	Builder.ai Jiffy.ai	USD 521.4 mn	▪ Jungle Ventures ▪ Insight Venture	▪ Accel ▪ Elevation
3	AI – Healthcare	2	Innovacer Qure.ai	USD 435 mn	▪ **PeakXV** ▪ Tiger Global ▪ MassMutual Ventures ▪ Microsoft Ventures	▪ Healthquad ▪ **Westbridge** ▪ Steadview ▪ B Capital
4	AI – Marketing	3	Pixis Vue.ai Entropik	USD 301 mn	▪ Celesta ▪ Chirate ▪ SoftBank ▪ General Atlantic ▪ Bessemer	▪ Exfinity ▪ PremjiInvest ▪ SIG ▪ Alpha Wave ▪ **Peak XV**

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Funding Landscape – India: Unlisted AI Companies (Funding Size USD > 25 Mn)

No	Category	No of Companies	Companies	Total Funding	Investors	
5	AI - Legal	1	Sirion	USD 171 mn	▪ Avaatar Ventures ▪ Tiger Global	▪ **PeakXV**
6	Infrastructure	2	Sarvam.ai Krutrim	USD 103 mn	▪ PeakXV ▪ Lightspeed	▪ Matrix Partners ▪ Khosla Ventures
7	AI - HR	1	SenseHq	USD 90 mn	▪ Softbank ▪ Avaatar Ventures	▪ Accel ▪ Khosla Ventures
8	AI - Industrial	1	Detect Technologies	USD 47.4 mn	▪ Accel ▪ Bharat Innovation Fund ▪ Elevation	▪ Shell Ventures ▪ Prosus Ventures ▪ Axilor
9	Process Automation	1	Leena.AI	USD 40.1 mn	▪ Nexus ▪ Rebright Partners ▪ Eight Road Ventures	▪ Iron Pillar ▪ Accel ▪ Elevation

Conversational AI - Uniphore

	Founded	Location	Total Funding	Financial (FY23)
uniphore	**2008**	**Palo Alto (US)**	**USD 658 Mn** **(Series E)**	Revenue: **INR 508.2 crs** EBITDA: **INR 200.4 crs**

Product Offerings

► **U-Self Serve:** An *interactive voice response software* and *intelligent virtual agent* that automates conversations over voice and text for a personalize self-service experience
Features:
  o *Identify the tone and sentiment* at every turn in the conversation to understand the drivers determining customer experience.
  o *Authenticate customers*, capture relevant information, and provide context for smooth agent handover.
  o Multilingual support

► **U-Assist:** a *real-time agent guidance* solution that provides turn-by-turn guidance to help agents navigate complex conversations and drive resolution.
Features:
  o *Summarize call and chat conversations*. It captures vital information such as customer intent, steps taken for resolution, and conversation outcome.
  o *Capture call actions taken* – not just words recorded
  — and use consistent, data-driven notes to draw meaningful insights and better serve customers in the future.

► **U-Analyze:** The solution which evaluates and analyses 100% customer's conversations so businesses can audit the calls ad improve agent performance and compliance.

Features:
  o *Streamlined agent coaching* – Make data driven decisions with automated feedback logging, tracking and scoring between quality analysts and agents.
  o *Interactive dashboard* – Get a holistic view of agent and drill down into each dashboard to find the key moments in the call for coaching and guidance to the agents.
  o *Smart call sampling* – Allow quality managers to spend time on the calls that really need attention. Understand the reasons for low agent performance scores.

► **U-Capture:** an enterprise *call and screen recording software*. It captures high-quality recordings and transcripts which securely stored in the cloud for easy access at any time, without any additional cost.

► **Q-for Sales:** AI conversation intelligence software captures buyer sentiment, engagement, and key moments based on verbal and non-verbal behavioral signals during virtual meeting.

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Conversational AI - Uniphore

	Founded	Location	Total Funding	Financial (FY23)
uniphore	2008	Palo Alto (US)	USD 658 Mn (Series E)	Revenue: INR 508.2 crs EBITDA: INR 200.4 crs

Industries

► B2B tech support

► Banking

► Healthcare

► Telecom

► Travel & hospitality

► Public safety

Use Cases

► **Agent Experience-** it enhances agent experience with real-time assistance tools like U-Assist, which provides prompts during calls, and AI analytics that tailor training to improve performance.

► **Compliance-** it ensures compliance by monitoring interactions and providing real-time alerts to help agents adhere to legal and regulatory standards during customer calls.

► **Customer Experience-** it improves customer experience through self-service options and Emotion AI, which personalizes interactions based on customer sentiment, boosting engagement and satisfaction.

► **Drive Revenue-** it drives revenue by identifying upselling opportunities through AI analysis and enhancing customer engagement, fostering loyalty and increasing lifetime value.

► **Operational Efficiency-** It increases operational efficiency by automating routine tasks and providing analytics that optimize processes and resource allocation.

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Conversational AI - Yellow.ai

Founded	Location	Total Funding	Financial (FY23)
2016	San Mateo (US)	USD 102 Mn (series C)	Revenue: INR 214.6 crs EBITDA: INR -86.3 crs

Product Offerings

► **AI Agents:**
  ▪ **Voice & Calls***: Automates customer interactions through voice calls
    Features:
    o *Unified brand voice across channels* - Voice AI agents access previous customer issues and tickets, enabling personalized and contextually relevant conversations.
    o *Seamless Human-AI Transition*: Facilitates smooth transitions between AI and human agents for both routine and complex inquiries. It provides real-time AI suggestions to help agents resolve tickets more efficiently, boosting team productivity by 50%
    o *Multilingual support:* Connects with customers in over 135 languages, adjusting tone and dialect based on geography.

  (2) Text & Instant Messaging: Engages customers via text-based channels like chat and messaging apps.

  (3) Email Automation: Automate responses upto 80% of incoming email queries to drive quick, empathetic resolutions while reducing operational cost
  Features:
    o *Advanced email understanding*: Understands long & unstructured mails, identifies multiple intents in the email, and recognizes urgency and user sentiment
    o *Automated Workflow Triggering*: Automatically triggers relevant workflows based on identified email intents, escalating issues to appropriate teams, or transferring complex queries to human agents.

► **AI Assistants:** Enhance agent performance with AI tools like response suggestions, coaching insights, conversation summary and more to reduce average handling time for incoming queries and increase CSAT.
  Features:
    o **Comprehensive knowledge base**: maintain an internal knowledge base for agents that enables them to find solutions to customers queries.
    o **Analytics and Insights**: Monitor agent efficiency and productivity through dashboards, detailed analytics, and reporting tools to identify areas for improvement.

► **AI Analytics**: Provides real-time reports and dashboards offering actionable insights from customer conversations and chatbot interactions. It enables enterprises to make informed decisions based on user feedback, customer flows, acquisition details, and bot performance.

► **Marketplace:** Facilitates the rapid development of high-quality chatbots with 150+ pre-built templates across channels, including Chat Widget, Whatsapp, Google Business Messages, Instagram

Conversational AI - Yellow.ai

Founded 2016	**Location** San Mateo (US)	**Total Funding** USD 102 Mn (series C)	**Financial (FY23)** Revenue: INR 214.6 crs EBITDA: INR -86.3 crs

Industries

► **Retail** - AI conversational commerce allows customers to shop, pay, and return items through conversations, enhancing engagement and boosting sales.

► **Healthcare** - Automating appointment scheduling, insurance inquiries, and feedback collection improves operational efficiency and patient experiences.

► **Automotive** – Assist with vehicle inquiries, service scheduling, and financing options, simplifying the purchasing process for customers.

► **Travel** - Automates booking inquiries and travel recommendations, providing instant support and personalized travel experiences.

► **Education** - handles student inquiries and enrolment processes, streamlining administration and enhancing the student experience.

► **BFSI -** automates routine inquiries to interest rates, loan eligibility, opening bank accounts, updating policies, cancellations, and etc.

► **Other industries** - real estate, gaming, restaurant and food delivery
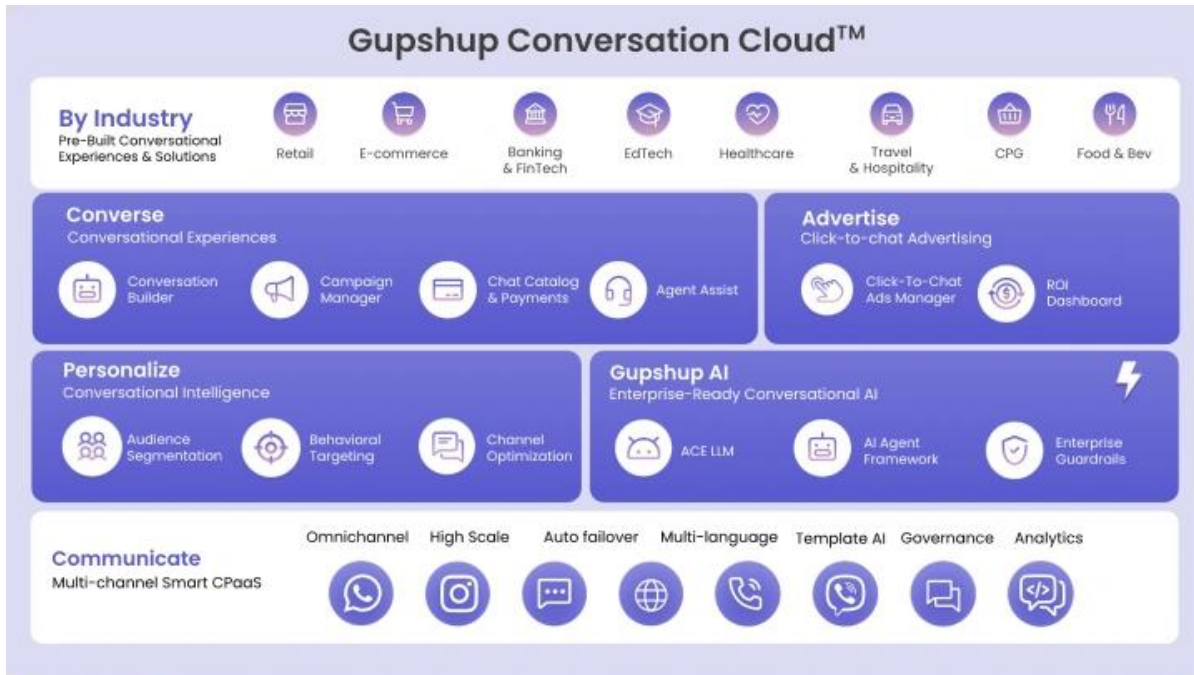
	Founded	Location	Total Funding	Financial (FY23)
	2004	Mumbai	USD 486 Mn (series F)	Revenue: INR 1,624.5 crs EBITDA: INR 90.9 crs

Product Offerings

► **Conversation Cloud:** comprehensive suite designed to enhance customer engagement through conversational tools that span the entire customer

► **Converse:** allows businesses to create interactive, two-way conversational journeys with AI and chatbots, and orchestrate workflows

- **Campaign manager:**
  o Automate multi channel campaign on WhatsApp, SMS or any other channel by targeting specific audience based on intent, personas or events like abandoned cart

- **BotStudio:**
  o Build, train, and deploy a fully functional bot without writing a single line of code

- **Agent Assist:**
  o Tools that enables the support agents to address customer queries and concerns from multiple messaging channels.
  o Capabilities:
    o Intelligent routing to direct queries to specific agents based on criteria like source channel, language, time, device.
    o AI Summarize - aids users to swiftly grasp the context through a short blurb
    o AI Expand - helps conserve agent effort in crafting complete, formal sentences.

Conversational AI - Gupshup

Founded 2004	**Location** Mumbai	**Total Funding** USD 486 Mn (series F)	**Financial (FY23)** Revenue: INR 1,624.5 crs EBITDA: INR 90.9 crs

Product Offerings (continued)

► **Advertise:** tool for managing click-to-chat ads on platforms like WhatsApp and Instagram.

► **Personalize:**
   o Unified Customer Profile: automatically get a single view of the customer, complete with attributes, transactional and behavioral history
   o Allows to engage users in a personalized and relevant across segments such as first-time buyers, high value users, premium tier customers, dormant users, hot leads.

Industries

► BFSI	► Advertising
► Food & Beverage	► Real Estate
► Retail	► Travel & Hospitality
► Healthcare	► Education
► Gaming	► Media

Conversational AI - Senseforth.ai

	Founded	Location	Total Funding	Financial (FY23)
	2012	Bangalore	USD 25 Mn (series A)	Revenue: NA EBITDA: NA

Overview

► **Senseforth.ai** offers conversational AI chatbot solutions to drive business growth, acquire new customers & increase user engagement.
  - o **Zero-code platform**: Allows businesses to implement AI solutions rapidly without the need for coding.
  - o **Pre-built industry AI models**: Provides deep domain knowledge and ensures industry-leading accuracy right out of the box.
  - o **Reduces implementation time**: Cuts down deployment time by up to 50% compared to traditional methods.

Use Cases

► **Banking:**
  - o Address 80% of common customer queries ranging from current balance, various interest rates, features of various financial products to pre-close EMI procedures.
  - o Provide personalized suggestions including spend analyzer, investment advisory, eligibility checker and EMI calculator
  - o Initiate financial transactions with AI-powered digital assistants across various channels. Allow customers to transfer money, pay bills, check reward points and redemption

► **Retail**
  - o Handles the entire sales cycle from product discovery to checkout
  - o Provides sales and after sales support from order tracking, invoice download, warranties, repair request and scheduling

► **Automotive**
  - o Automates tasks like booking test drives or scheduling repairs

Use Cases (continued)

► **Insurance**
  - o Fully automate the claim filing process, streamlining submissions, and reducing the time and effort required from customers.
  - o Virtual assistants offer critical insights and guidance, helping users select the right insurance policy based on their needs.

► **Healthcare**
  - o Automate patient's journey from symptom checking to appointment booking to report tracking.
  - o Access patient medical records and track patient history

► **Telecom**
  - o Help users choose a plan that caters to their needs
  - o Digital assistants can handle basic tasks like SIM activation or bill payments without human intervention

► **Travel and Hospitality**
  - o Digital assistants that can help users book tickets and make hotel reservations. Travel assistance and concierge services
  - o Provides information on exchange rates and execute buying and selling forex

► **Education**
  - o Self help tools for students staring from program information, placement related details, access exam results, scholarship and financial aids

► **Real Estate**
  - o Property assistance which helps buyers and renters find properties, schedule site visit, loan advisory, and construction update

Conversational AI - Observe.AI

OBSERVE•AI

Founded	Location	Total Funding	Financial (FY23)
2017	Redwood City (US)	USD 214 Mn (series C)	Revenue: INR 90.5 crs EBITDA: INR 14.2 crs

Product Offerings

► **Real-Time AI:** Empower agents real-time contextual guidance based on customer intent. The platform provides agents with accurate information through timely alerts and prompts, while automating after-call work to accelerate agent onboarding and improve performance.

Agent Assist:
o **Smart Scripts**: Visual checklists keep agents on track, provide positive reinforcement, and drive self-coaching.
o **Call Notes**: Automatically generate call summaries instantly after each interaction

Knowledge AI:
o provides agents with ready-to-use answers by consumes information from internal knowledge bases, past calls, and any other documents

Supervisor Assist:
o Give supervisors a 360-degree view of all active conversations. Enable them to drive outcomes immediately by surfacing difficult customer interactions, and agents seeking help.

► **Post-Interaction AI**
Summarization AI: automates call summaries to streamline after-call work for contact centers. Accurately captures customer intent, sentiment, agent actions, and follow-ups.

Auto QA:
o automatically analyze 100% of customer interactions to identify opportunities for revenue growth, improve CX, and eliminate compliance risk.

Agent Performance and Coaching:
o Provides a critical metrics that help in monitoring performance of the entire team along with individual agents.
o Automatically identify top and bottom performers to prioritize coaching for agents.
o Automated coaching recommendations surface the skill, behavior, or knowledge-related gaps detected on QA evaluations to make coaching more focused and targeted.
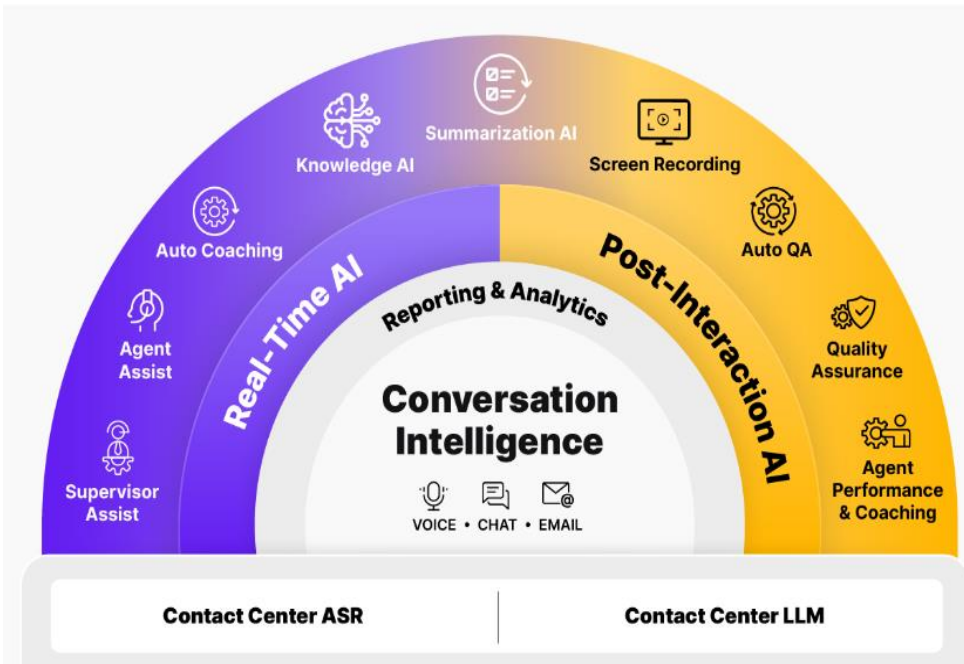
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Conversational AI - Observe.AI

OBSERVE·AI

Founded	Location	Total Funding	Financial (FY23)
2017	Redwood City (US)	USD 214 Mn (series C)	Revenue: INR 90.5 crs EBITDA: INR 14.2 crs

Use Cases

► **Customer Service:** analyze every customer conversation to scale high-quality, consistent experiences, and optimize agent performance with real-time guidance to improve customer satisfaction and retention.

► **Sales Performance**: Create consistency in how sellers execute calls by turning best practices into call scripts, handle objections, and create upsell opportunities.

► **Operational Efficiency:** Automates routine tasks, allowing agents to focus on complex issues, thereby boosting productivity and streamlining processes.

► Compliance: Monitors interactions for adherence to regulations and flags potential compliance risks, reducing the likelihood of violations.

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Conversational AI - Skit.AI

Founded	Location	Total Funding	Financial (FY23)
2016	Bengaluru	USD 47.8 Mn (series B)	Revenue: INR 14.5 crs EBITDA: INR -108.8 crs

Product Offerings

► **Skit.ai** is conversational AI solution provider in Banking and Finance industry, empowering collection agencies and creditors to automate collection efforts
  - **Multichannel solution** : integrates voice, text, email, and chat
  - Available in English and Spanish

► Collection:
  - Voice AI enables collection agencies and creditors to automate entire collection campaigns from end to end, initiating thousands of outbound calls to consumers within minutes and offering inbound support 24/7
  - The process across collection journey:
    - **Pre-Due**: Use Skit.ai to send multichannel reminders, capture promise-to-pay (PTPs), and collect payments from consumers.
    - **Early Delinquency**: Reach out to consumers more frequently to achieve maximum penetration, boosting and expediting recovery.
    - **Late-Stage Delinquency**: Skit.ai's solution can negotiate payments, generate payment plans, and conveniently assist consumers with their payments.

► Digital Agent for Banking
  - Automate frequent requests including user verification and onboarding, Account & Card Management, Renewal and Payment Reminders, Cross sell and upsell

► Digital Agent for Insurance
  - Resolve tier 1 queries and automating repetitive requests, such as policy pre-issuance verification, account and claims management.
  - Automate policy renewal and reminder

► Digital Agent for Travel
  - Provide 24/7 support for customers to access status updates, travel policy information, booking management, etc.
  - Offer personalized travel planning and offers by leveraging powerful data across their travel history, search data and travel preferences.

► Digital Agent for Consumer Durables
  - Automate scheduling across customer lifecycle from setting up a demo in the evaluation stage, to scheduling the preferred timing for delivery and installation, to regular service appointments

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Coding Assistance – Builder.AI

Founded	Location	Total Funding	Financial (FY23)
2012	London (UK)	USD 450 Mn (series D)	Revenue: NA EBITDA: NA

Product Offerings

Build App

► **Builder Studio:**
- o App building platform which allows users to create custom web and mobile apps using AI-powered building blocks
- o It has library of over 500 features (things like Login, Shopping Cart or Push Notifications) that stack together like Lego.

How it works
- o **Explain Idea:** Users can communicate their app concept through interaction with AI assistant or uploading documents.
- o **Feature Selection:** AI assistant helps identify necessary app features, grouping them based on user functionality, allowing users to customize their selections easily.
- o **Pricing and Timelines:** It provides accurate pricing and timelines based on previous projects, with costs varying depending on the speed of development chosen.

► **Studio Store:**
- o Collection of ready-to-go apps and websites that enable businesses to sell goods and services online without sharing profits with Builder.ai, facilitating rapid online presence establishment.

How it works
- o **Create branded store**: Choose the design, add your logo and promotional banners
- o **Showcase products**: Upload all product information including descriptions, images, pricing, colors, sizes, quantity and more.
- o Go live in 2 days

► **Builder Now**
- o App prototyping tool where users click through the screens of app idea and see how they'll work together before any coding takes place.

Hosting

► **Builder Cloud**
- o Offers the cloud the business need to run app from all the big providers at discounted rates.
- o The cloud experts can help with everything from migrating to the cloud to optimise infrastructure.
- o AI predicts the business needs and switches off resources that business is not using

Support

► **Studio One**
- o Suite of tools and services that are included for 1 year, including 24/7 uptime & performance monitoring, collaboration tools, security patches and bug fixes.

Coding Assistance – Builder.AI

Use Cases & Industries

► **Healthcare**
- o Hospital and clinic management system
- o Patient registration & care management
- o Pharmacy & lab management software

► **Education**
- o e-Learning app builder with offline mode
- o School management software
- o Student records management

► **Fintech**
- o Digital Banking
- o Payment solutions
- o KYC

► **Retail**
- o Inventory management software
- o Order management system (OMS)
- o Loyalty programs

► **Airline**
- o Offer in-flight shopping & dining
- o Create loyalty programs
- o Fleet maintenance solutions

► **Entertainment**
- o Music & video streaming platforms
- o Increase user engagement
- o Manage personalization

► **Logistics**
- o Transportation management system (TMS)
- o Warehouse management system
- o CRM integration

► **Telecom**
- o Self-service portals and mobile apps
- o Wholesale billing and settlement
- o Customer relationship management

► **Hospitality**
- o Front desk management
- o Customer relationship management (CRM)
- o Property management system

► **Construction**
- o Job management software
- o Quality controls and safety checklist management
- o Vehicle and asset management

► **Hospitality**
- o Front desk management
- o Customer relationship management (CRM)
- o Property management system

Coding Assistance – Jiffy.AI

Founded	Location	Total Funding	Financial (FY23)
2012	Milpitas (US)	USD 71.4 Mn (series B)	Revenue: NA EBITDA: NA

Product Offerings

► **Companion™**
  o **AI for Application Development**: Automatically creates and automates business workflows, performs intelligent document processing, and builds intuitive UI/UX, enhancing productivity and reducing time-to-market.
  o **No-Code Design**: Allows users to design applications using business language, automatically generating necessary business objects and relationships based on user inputs.
  o **AI-Powered Digitizer**: Converts paper forms into interactive digital formats, facilitating seamless data collection and integration with third-party systems.
  o **Document Processing**: Extracts data from various document types, feeding it into applications like CRM and ERP, while employing a hybrid approach for improved accuracy.
  o **Guided Tour Automation**: Generates instructional materials and tutorials for applications, improving user onboarding and reducing the burden on developers.

► **HyperApps**
  o **Pre-Built Applications**: Offer ready-to-use solutions for functions like financial processes, account onboarding, account servicing, and invoice processing.
  o **Business Process Automation**: Automate workflows, allowing human involvement only for high-value tasks, which streamlines operations and reduces errors.
  o **Seamless Integration**: Connect effortlessly with third-party systems like ERP and CRM, ensuring smooth data flow and operational efficiency.

Use Cases

► **Banks & Credit Unions:** Automate mid & back-office tasks for timely services, faster time-to-market, and great customer experiences.
► **Wealth Management-** Simplify and track operational processes from advisor and investor onboarding to account servicing.

AI Healthcare - Innovacer

Founded	Location	Total Funding	Financial (FY23)
2014	**San Francisco (US)**	**USD 379 Mn** **(Series E)**	Revenue: INR 397.6 crs EBITDA: INR 54.8 crs

Product Offerings

► **Customer Relationship Management (CRM)** for healthcare providers
  o Patient segmentation combining clinical, claim, consumer, demographic and engagement data to enable patient acquisition through hyper-targeted touchpoints.
  o Activate personalized care across consumer, clinical, and wellness experiences by pulling in insights from EHRs, apps and other connected system

► Clinical
  o InScribe captures and transcribes provider-patient conversations and converts them into highly accurate clinical notes.
  o Analyzes the patient and provider conversation and suggest diagnoses and further investigation
  o It is trained on a dataset of medical text and code under the guidance of medical professionals, including journals, clinical trials, and textbooks
  o Provides pre-visit summaries to help practices stay prepared and up-to-date for the patient visits.
  o Integrates with EHR to automate form completion and update patient records for a streamlined workflow.

► Patient Access
  o AI Agent to coordinate scheduling appointment with patients for as per their preference.
  o Patient Chatbot - AI Agent to answer the most common patient queries for across various channels.

► Marketing
  o Marketing outreach - Send more effective marketing outreaches by using AI to write content and analyze performance.
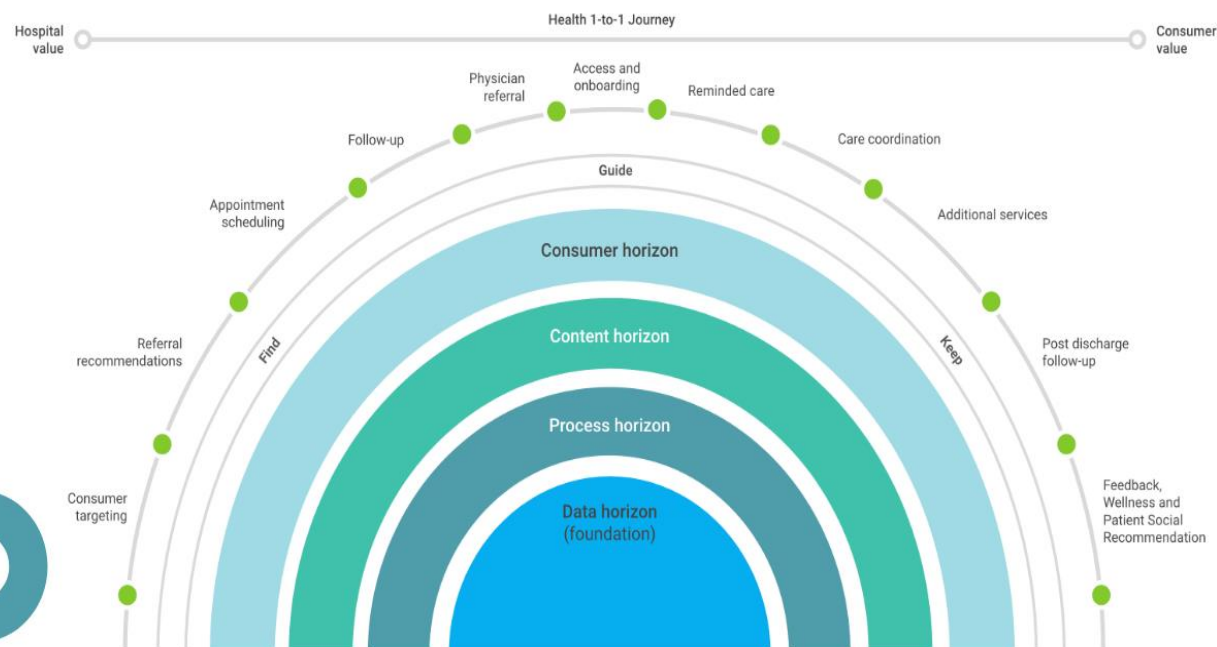
AI Healthcare - Qure.ai

Founded	Location	Total Funding	Financial (FY23)
2016	Mumbai	USD 56 Mn (series C)	Revenue: INR 91.3 crs EBITDA: INR -70.9 crs

Product Offerings

► **Chest x-ray reporting (qXR):** the tool rapidly analyzes chest X-rays, identifying abnormalities in under 20 seconds
  - 10.7 M scans processed; trained on 4.4 M scans
  - 40% reduced TAT for reporting
  - 99% NPV in segregating unremarkable CXRs
  - 85+ countries, 2100+ sites
  - <20 sec processing time

► **TB Care Cascades (qTrack):** complete end-to-end platform for screening programs & case management.
  - 360k+ Critical Notifications sent;
  - $200 Cost saved per notified case;
  - 99% reduction in TAT to confirmed diagnosis; from 3 weeks to 2 hrs;
  - 50% Cost savings on confirmatory tests;
  - 45+ countries, 750+ sites

► **Lung Nodule Management (qCT):** Helps in early detection and monitoring of lung nodules. Precise quantification, comprehensive characterization, and 3D visualization
  - 2.5M+ Chest X-Rays processed globally for Lung Cancer;
  - 330 Sites using qCT for early detection of Lung Cancer;
  - 61% Reduction in time to diagnose Lung Cancer;
  - 46% Faster reporting for nodules with qCT

► **Stroke and Traumatic Brain Injury (qER):** analyses head CT to enable timely care for Stroke & TBI
  - 400K Critical notifications sent; 8M+ scans processed
  - 96% reduction reporting time
  - <5 mins Time to alert Stroke care teams
  - 1M+ Scans processed annually

► **MSK X-ray Reporting (qMSK):** AI assistant for trauma musculoskeletal (MSK) X-rays
  - 15 Anatomies with multiple views
  - <20 sec Processing time; trained on 1 M+ scans
  - >0.9 Sensitivity to detect signs of fracture

► **Heart Failure Detection (qXR-HF):** The tools assist in identifying signs of heart failure through chest X-ray analysis,
  - 4.4 M Scans for Training
  - 86% Precision in flagging at-risk cases

AI Healthcare - Qure.ai

Founded	Location	Total Funding	Financial (FY23)
2016	Mumbai	USD 56 Mn (series C)	Revenue: INR 91.3 crs EBITDA: INR -70.9 crs

Use Cases

► **Hospitals & Imaging Centers:** Rapid analysis, 40% TAT reduction

► **Teleradiology:** Enables high-volume reporting, reduces turnaround time, improves productivity.

► **Ministries of Health & Country Programs:** Assists in active case finding for TB and lung cancer screening, recognized by WHO.

► **Pharmaceutical Companies:** Collaborates with AstraZeneca for early lung cancer detection, quantifies scans for clinical trials.

► **Immigration Authorities:** Supports high-volume chest X-ray reporting for screenings.

AI Marketing - Pixis

Founded	Location	Total Funding	Financial (FY23)
2018	California (US)	USD 209 Mn (series C)	Revenue: NA EBITDA: NA

Product Offerings

► **Targeting AI:** identify, expand, and convert highly relevant target audience clustered out of conversion patterns, habits, engagement, and other contextual insights.

Features:

- o **High-Intent Audience Identification**: identifies niche audiences based on over 200 attributes, facilitating the creation of micro-personas that are more likely to convert.
- o **AI-Powered Audience Segmentation:** The platform employs proprietary clustering algorithms to develop relevant audience cohorts, enhancing targeting precision and informing creative and optimization strategies.
- o **Real-Time Optimization:** The system optimizes audience targeting in real-time by analyzing creative engagement, search parameters, and content-sharing activities, automatically including trending keywords to maximize effectiveness.
- o **Single-Place Audience Management:** Users can manage their audiences from a centralized repository, allowing for easy modifications, scheduling, and insights into audience behavior.

► **Creative AI:** Augment creative capabilities with an AI-powered visual and text generation system to generate engaging contextual visual that boost engagement and conversion across marketing channels

Features:

- o **Cohort-Specific Creative Recommendations**: offers persona-based creative suggestions tailored to enhance engagement and conversion rates.
- o **Dynamic Copy Generation:** The system generates marketing copy that adapts to various factors such as demographics, interests, and engagement patterns. It utilizes self-evolving models trained on extensive engagement data to optimize click-through rates (CTR).
- o **AI-Led Creative Studio:** generative AI models transform high-performing creatives and product images which allows for the addition of depth, camera movements, backgrounds, effects, and animations to both static and video content

► **Performance AI:** Improve campaign performance and maximize ROAS by automates and optimizes bids and budgets across marketing channels with a that learns contextually from historical campaign data, seasonality-based trends, attribution, analytics and live performance data, and continuously adjusts the strategies in real-time.

AI Marketing - Pixis

	Founded	Location	Total Funding	Financial (FY23)
	2018	California (US)	USD 209 Mn (series C)	Revenue: NA EBITDA: NA

Product Offerings (continued)

► **Performance AI:** Improve campaign performance and maximize ROAS by automates and optimizes bids and budgets across marketing channels . It learns contextually from historical campaign data, seasonality-based trends, attribution, analytics and live performance data.

Features:

- o **Cross-Platform Budget Allocation:** identify micro trends across channels, allowing for real-time allocation and redistribution of bids and budgets to maximize ROAS.

- o **Seasonality-Based Budget Pacing:** The system analyzes spending patterns and ROAS during peak traffic periods

Impact

- o 34% CAC reduction
- o 24% CTR improvement
- o 28% ROAS improvement
- o 70% Faster Creative TAT

AI Marketing – Vue.AI

Founded	Location	Total Funding	Financial (FY23)
2015	Redwood City (US)	USD 57.4 Mn (series B)	Revenue: NA EBITDA: NA

Product Offerings

► **DataHub**
  ○ Enables enterprises to onboard data from any source, in any format, transform, centralize, store and use in a single platform.
  ○ Integrate and manage data quality
  ○ Build and train enterprise own model by authoring workflows, using Vue.ai's simple drag & drop interface and one click deployment.

Onboard 1 **Transform 2** **Enrich 3** **Evaluate 4**

Onboard
- Data Warehouse
- Offline
- CRM
- Website/App
- Analytics
- Click Stream
- Social

Transform
- Unify Data
- Normalize Data
- Generalize Data
- Aggregate Data

Train
- Create Taxonomy
- Train Models
- Annotate Data

Deploy
- Output Inference
- Model Registry
- Build Model
- Deploy Model

Feedback & Retrain
- Review Predictions
- Trigger Re-training

Enrich
- Promote Model to Dataset
- Generate Predictions
- Repredict

Evaluate
- Analyse Model Performance
- Dataset Insights

AI Marketing – Vue.AI

Founded	Location	Total Funding	Financial (FY23)
2015	Redwood City (US)	USD 57.4 Mn (series B)	Revenue: NA EBITDA: NA

Product Offerings

► **Customer Hub**
  o **Segmentation:** create 360 degree of every customer profiles that enrich the data based on each's customer interaction across channels (web, app, POS, contact centers), demographic or any custom parameter
  o **Personalization and Audience Targeting**: build personalized product recommendations, offers, marketing campaigns to better target customers
  o **Marketing Analytics:** performance dashboard provides insights into visitors, campaigns, recommendation models performance across platforms, channels.

Industries:
  o **Retail** – offline behavior, cohort analysis, online behavior, shopping preferences, campaign analysis
  o **Finance**
    • Affinity for new financial products (cross sell/upsell)
    • Right customer targeting with right products & marketing based on cohort
    • Risk prediction – high propensity to pay on time
    • Loan readiness – likely to avail loan and propensity for loan payback
  o **Insurance**
    • Affinity for new insurance products (cross sell/upsell)
    • Risk prediction –propensity to pay on time
    • Claim prediction – likely to avail health claim and propensity to submit legit claim

► **Automation Hub**
  o **Intelligent Document Processing:** Automate the processing and extraction of data from large volumes of documents using preset models and workflows.

Industries:
  o **Financial Services:**
    • KYC onboarding automation - Extracting information from KYC documents and Cross Matching the information
    • Retail Lending automation
  o **Insurance**
    • Claim document automation - Speed up claims form processing and ensure they align with business guidelines by extracting and cross-matching essential details.
  o **Staffing**
    • Process online resumes and profiles with intelligent data extraction to increase efficiency in screening and qualification by recruiters.
  o **Logistics**
    • Handle document-intensive logistics workflows like goods received and proof of delivery to manage unstructured/handwritten text and varied document formats.
  o **Accounts Payable**
    • Invoice automation - Extracting information from invoice and followed by 2-way and 3-way matching of relevant attributes.

AI Marketing - Entropik

Product Offerings

► **Decode -** a comprehensive suite of tools for consumer research that leverage advanced AI technologies.
  - ○ **Qualitative Research**: Gather in-depth insights through interviews and open-ended responses.
  - ○ **Shopper Insights**: Understand consumer purchasing behavior and preferences in retail environments.
  - ○ **Quantitative Research**: Collect measurable data through surveys and structured questionnaires.
  - ○ **In-Context Measurement**: Assess consumer reactions in real-time within their natural environments.
  - ○ **Media Insights**: Analyze consumer engagement and effectiveness of media campaigns.

► Qatalyst
  - ○ **Panel Management:** Manage and access a global panel of over 80 million respondents.
  - ○ **Live App Testing:** Conduct real-time user testing on applications.
  - ○ **Live Website Testing:** Gather insights on user interactions with websites.

  Use Cases
  - ○ **New Product Research**: Gather insights for product development through concept and prototype testing.
  - ○ **Live Website/App Testing**: Conduct real-time user testing to gather immediate feedback on functionality.
  - ○ **Shopper Research**: Understand purchasing behavior to optimize in-store experiences.
  - ○ **Media Testing:** Measure consumer engagement and effectiveness of media campaigns.
  - ○ **Content Testing**: Evaluate ads and marketing materials for performance and reception.
  - ○ **Concept Testing**: Assess consumer interest in new product concepts to inform strategies.
  - ○ **Journey Mapping**: Map the customer journey to identify optimization opportunities.

AI Legal - Sirion

Founded	Location	Total Funding	Financial (FY23)
2012	Lehi (US)	USD 171 Mn (series D)	Revenue: NA EBITDA: NA

Product Offerings

► **Store:**
- o **File repository:** Make every contract easily accessible in one secure, central location.
- o **Contract digitization and extraction:** turn contract into interactive sources of business insight across multiple forms – PDF, tables, handwritten notes, and even if they're written in different languages
- o **Contextual search:** Helps search entire repository and gives fast, accurate, answers to complex legal questions.

► **Create**
- o **Contract authoring:** establish a library of legal approved contract and clause templates, including acceptable variations and guidance on when to use them.
- o **Collaborate with team** through native chat, or tag and point them to specific clauses they need to review.
- o **Automated approval:** Enable authorized users to auto-approve simple agreements following fulfillment of predefined thresholds such as contract type, value, and required clauses.

► **Manage**
- o **Contract performance monitoring:** Monitor and track company's own performance and supplier performance against contracted milestones, deliverables, internal policies, and regulatory
- o Provides insights about the company's current contractual obligations and rights

Infrastructure - Sarvam AI

Founded	**Location**	**Total Funding**	**Financial**
2023	Bangalore	USD 53 Mn (Series A)	Revenue FY23: NA EBITDA FY23: NA

sarvam.ai
Building the full-stack for Generative AI

Overview

► **Sarvam AI** is building generative AI models that enables users develop GenAI apps.

► Intends to provide a natural voice-based interface, will initially be available in Hindi.

► It is working to expand coverage to 10 more Indian languages

► Potential application: education, finance, healthcare, and customer service

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Infrastructure - Krutrim

KRUTRIM

Founded	Location	Total Funding	Financial
2023	**Bangalore**	**USD 50 Mn (Series A)**	**Revenue FY23: NA** **EBITDA FY23: NA**

Overview

- ► Part of Ola, Krutrim is working to deliver full AI computing stack from AI computing infrastructure, AI Cloud, foundational models, and AI-powered end applications for the Indian market.
- ► Company is building foundational model across text, voice and vision with strong focus on Indian languages
- ► Targeting startups and enterprises that are building their end AI applications or AI models.

AI HR - SenseHq

Founded	Location	Total Funding	Financial
2015	San Francisco (US)	USD 90 Mn (Series C)	Revenue FY23: NA EBITDA FY23: NA

Product Offerings

► **Automation:**
- o **Automated Candidate Screening**: Streamlines the applicant screening process, generating shortlists of qualified candidates, and increasing hiring speed by up to 55%.
- o **Database Cleanup**: Automates the cleanup of candidate databases, re-engaging talent and improving data quality
- o **Interview Scheduling**: Simplifies the scheduling of interviews, allowing recruiters to manage multiple interviewers efficiently and reduce scheduling conflicts.

► **Candidate Matching**
- o AI-Driven Job Matching: Utilizes AI to match candidates in the database with new roles, facilitating re-engagement with passive candidates and optimizing recruitment budgets.

► **AI Chatbot**
- o **Smart FAQ:** Provides instant answers to common candidate inquiries about company culture and benefits, enhancing the candidate experience.
- o **Pre-screening**: Generates tailored pre-screening questions based on job requirements, streamlining the initial candidate evaluation process.
- o **Sourcing and Live Chat**: Increases candidate sourcing efficiency and allows for real-time communication with candidates, improving engagement.

► **Sense AI**
- o Assists in creating job descriptions, resumes, and email content, saving recruiters time and enhancing communication quality.
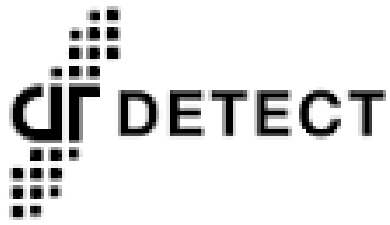
AI Industrial – Detect Technologies

Founded **2016**	Location **Chennai**	Total Funding **USD 45.7 Mn** **(series B)**	Financial (FY23) Revenue: 26.1 crs EBITDA: INR -29.8 crs

Product Offerings

► **T-Pulse for Workplace Safety**
  - o T-Pulse is an end-to-end safety automation platform designed to provide safe, compliant, and efficient management of workforce safety.
  - o Its AI models analyze existing visual and sensory inputs and generate real-time actionable intelligence on potential risks.

Use Cases

- Work at Height
- Red Zone Hazards
- Worker Fatigue
- Confined Space Hazards
- Line of Fire Hazards
- Unattended Objects
- PPE Noncompliance
- Abnormal Discharges

► **T-Pulse for Workplace Inspections:**
  - o Optimize Asset Management with Real-Time Inspection and Intelligent Recommendation
  - o AI models continuously monitor industrial assets through visual and sensory IoT sources to deliver insights into the actual condition of the equipment.

Use Cases

- Congestion Zones
- Maintenance Activities
- Hoist Inspections
- Machinery Faults
- Voltage Imbalance
- Pipeline Faults
- IT Asset Downtime
- Storage Tank Leakages

Founded 2016	Location Chennai	Total Funding USD 45.7 Mn (series B)	Financial (FY23) Revenue: 26.1 crs EBITDA: INR -29.8 crs

Product Offerings

▶ **T-Pulse for Workplace Security**
  ○ Ensures a safe working environment and holistic protection of the industrial perimeter with AI-guided surveillance

Use Cases

Intrusions	Burglary	Tampering
Trespassing	Violent Crimes	Sabatoge
Leaks	Fire	Stalking

▶ **T-Pulse for Workplace Operations:**
  ○ Automates workflow management and helps enhance organizational efficiency
  ○ **Schedule Assistant** ensures strict adherence to deadlines, optimizing task breakdown and enhances decision-making for project management and early delivery
  ○ **Occupancy Assistant** offers real-time space and personnel monitoring, maximizing space use, enhancing safety, and helping improve process efficiency
  ○ **Inventory Assistant** utilizes QR technology for seamless resource tracking and centralizes all demand and supply parameters
  ○ **Operator Assistant** brings a visual 3D positioning system that helps protect the workforce, equipment and augments productivity in operations involving heavy machinery.

Process Automation - Leena.AI

Founded	Location	Total Funding	Financial
2015	**San Francisco (US)**	**USD 40 Mn (Series B)**	Revenue FY23: NA EBITDA FY23: NA

Product Offerings

► **Knowledge Management:** automated knowledge management to provide faster information access to management

Features:

- o **Automated Knowledge Management:** 100% automation in creating and managing knowledge.
- o **Faster Information Access:** Employees access information 90% faster.
- o **Multi-Channel & Multilingual Support:** Integrates with existing platforms and supports over 100 languages.

Use Cases:

- o **HR:** auto resolve repetitive employee queries

► Autonomous Agent: enables employees to initiate complex tasks with a single prompt. The complex tasks are broken into smaller sub-tasks which are executed by individual application agents.

- o **IT Support Automation**: auto resolves system slowness, reset passwords, manage access to application, remove employees from email groups
- o **Procurement :** automate creation of Purchase Requests and Purchase Orders, send reminders to approval authorities, raise tickets with Finance for payout
- o **Finance:** automate financial analysis, generate real-time reports, and optimize financial processes
- o **Sales:** generate customized reports in real-time and track sales performance

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