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Meet the startups

Bankbuddy.ai (Affinsys)



company

Affinsys is a BFSI-focused deep-tech product company with enterprise customers across 22 countries. The company specializes in artificial intelligence (AI) solutions for customer experience management (CX), hyper-personalization, and digital banking.

profile

Problem Statement

The financial industry is challenged by the rise of embedded finance, neo banks, and mobile financial services. Legacy players must offer digital-only services to compete. This shift, driven by the demand for convenient financial experiences, includes the adoption of digital wallets and new payment methods. AI is crucial for enhancing customer experiences and security in this evolving ecosystem.

Value Proposition

Affinsys AI specializes in providing AI-based Software as a Service (SaaS) and Platform as a Service (PaaS) solutions tailored for the Banking, Insurance, and Telecom domains. Affinsys AI Limited has achieved remarkable success in a short period and serves a diverse clientele including major players such as Mastercard, Dubai Islamic Bank, National Bank of Fujairah, Kina Bank, I&M Bank, NMB Bank, Lebara Telecom, Kenya Orient Insurance, and First Capital Bank across 20 countries in the EMEA and APAC regions.

Product Information

BankBuddy is a cognitive platform for financial institutions with a blend of multiple AI realms like deep learning, machine vision, NLP, and recommendation systems to offer a single AI platform across customer journeys. BankBuddy leverages AI and serves as the information glue across legacy systems, products, departments, and processes to bring intelligence to customer interactions.

Use Cases

- Digital Wallet
- Generative AI Customer experience
- Customer onboarding
- Customer engagement
- Smart branch
- Recommendation and campaign management

Market Size
USD 4.0 Billion

Valuation
~ USD 30 Million

Co-Founders
Aditya Bhagat, D Surya Prasad
Shobhit Agarwal, Prateek Srivastava

Founding Year
2018

Headquarters
Bengaluru

Website
www.bankbuddy.ai

company

DaveAI is a full-stack AI platform that helps enterprises create immersive and personalized product discovery experiences powered by AI sales avatars.

profile

Problem Statement

Bridge the online vs offline gap in product discovery conversations and experiences for complex products.

Value Proposition

DaveAI's artificial intelligence platform helps brands build conversational and visual experiences. Key Features includes a Virtual Sales avatar in a virtual showroom experience that mimics a sales person, to influence customer purchase decisions. It seamlessly blends Speech, NLP, 3D Visualization, and Real-time recommendations, offering an immersive, personalized experience. The platform's Empathetic AI and Adaptive Learning Algorithms drive revenue growth and enhance customer journeys in complex sectors.

Product Information

Name:

DaveAI's Virtual Sales Avatar

Key Features:

Mimics human sales brain, blends Speech & NLP, 3D Visualization, Real-time Recommendations, Empathetic AI platform, and Adaptive Learning Algorithms.

Use Cases

DaveAI aims to bridge the gap between offline and online product discovery with its Virtual Sales Avatar. This technology transforms customer interactions in sectors like Automobile, BFSI, and Lifestyle Retail, offering hyper-personalized product recommendations and enhancing customer experience. Deployable across digital touchpoints, these avatars cater to digitally savvy customers, driving revenue growth through immersive experiences.

Market Size
USD 90 Billion

Valuation
USD 12 Million

Co-Founders

Founding Year
2016

Headquarters
Bengaluru

Website
www.iamdave.ai

Gigin Technologies



company

Gigin Technologies, driven by a mission to transform the lives of a billion in the informal workforce, aspires to create the world's premier HR platform. Our Bangalore-based team, comprising industry leaders, is dedicated to enhancing the earning potential of the informal workforce through our innovative AI-driven platform, serving over 1 million users.

profile

Problem Statement

Over 2 billion individuals, or 61% of the global workforce, engage in informal employment, reaching 80% in developing economies. They face challenges like limited job discovery, trust issues, and safety concerns, worsened by a digital divide. This hinders economic progress and perpetuates poverty and exploitation, particularly in developing countries reliant on informal work. Without digital infrastructure, millions remain vulnerable, underserved, and marginalized.

Value Proposition

Gigin leverages deep tech to empower the informal workforce. Gigin's multisided platform simplifies widespread issues of job discovery, selection and trust with platform features like verification and omni channel communication. It's designed to make hiring of informal workforce efficient, safe, and reliable, benefiting workers and employers alike.

Product Information

Gigin Technologies' platform serves India's 92% informal workforce and 62% of the global total, focusing on job discovery, trust, safety, and verification. Key features include an AI-powered matching algorithm for accurate job matching, a comprehensive workforce verification system called Verifyin, and data analytics for insights. They prioritize data security, using encryption and regular audits, and employ a scalable cloud infrastructure for high availability. The platform's user-friendly design caters to varying levels of digital literacy, ensuring accessibility for all users. Gigin's deep tech solutions aim to enhance the safety, reliability, and efficiency of informal workforce connections.

Use Cases

- Streamlined Bulk diverse hiring requirement for Informal Workforce
- Trust and Safety through Worker Verification
- Efficient Job Matching with AI Technology
- Hire-to-retire SAAS Platform for informal workforce employers

Market Size
USD 30 Billion

Valuation
USD 150 Million

Co-Founders
**Surinder Bhagat, Mahesh Kumar,
Majed Al Tassan**

Founding Year
2019

Headquarters
Bengaluru

Website
gigin.ai

Goldklix Business Services



company

Goldklix was set up in 2016 and the business was pivoted to SmartKatch in 2020. Co-Founded by people who worked extensively in leadership roles in several MNCs, the Company is located in Bengaluru with a headcount of 15 people.

profile

Problem Statement

Cash is crucial for any enterprise, but the volume, velocity, and variety of transactions create multiple failure modes in payments and receipts processes, leading to cash leaks. These leaks, which can range from 1% to 2% based on baseline process maturity, not only result in cash loss but also pose a reputational risk for the enterprise, ultimately impacting shareholder value.

Value Proposition

SmartKatch, our proprietary Data Analytics SaaS, helps Companies to prevent cash leak and frauds in vendor disbursements and customer collections. This is agnostic to any ERP, Industry and Geography. Ongoing usage of SmartKatch helps clients to develop business intelligence, hitherto unavailable. There is an opportunity to enhance the overall controls as also to improve the end-to-end process maturity.

Product Information

SmartKatch is a proprietary data analytics SaaS that helps enterprises to scan all vendor invoices to identify erroneous payments - whether accidental or intentional.

Use Cases

SmartKatch is being used by several large enterprises like Olam Food Ingredients, Olam Agri, ITC, Accenture, Emaar, Jindal Steel, Tata Trent, Indira IVF, among others.

Co-Founders
Arvind Brahmakal, Jayaram Vengayil
Kalyan Karak

Founding Year
2016

Headquarters
Bengaluru

Website
smartkatch.ai

company

Established as a DIPT registered Startup, we're dedicated to pioneering aviation technology solutions through innovation. Our product suite is trusted by seven global airlines, including Full Service and Low Cost carriers. One airport is currently testing our Airport operations product. Our mission involves leveraging AI and ML to address business challenges in the travel industry.

profile

Problem Statement

In aviation, fragmented data visibility and decentralized insights hinder resource allocation and decision-making. Disjointed data sources in airlines and airports impede operational understanding and customer insights, resulting in suboptimal optimization and imprecise targeting. Limited consumer behavior comprehension exacerbates challenges, inhibiting service personalization. Urgent digital transformation is essential as legacy systems lack integration and agility.

Value Proposition

Our product suite, a pinnacle of digital experience platforms and conversion catalysts, tackles aviation's challenges. It harnesses insights from airline, aviation, and travel sectors, extendable to cruise, high-speed railways, and cargo operations. With advanced analytics and real-time data management, it addresses fragmented data visibility and decentralized insights. This enables optimized resource allocation, informed decision-making, and enhanced service personalization. Scalable and adaptable, our solutions drive digital transformation, empowering organizations to thrive in a dynamic landscape.

Product Information

We are an Aviation Deep Tech Product company offering a range of solutions. Among them are SkyCommerce, enhancing digital retailing and passenger experience, CrewConnect, aiding staff and crew with AI prediction, and Disruption Optimizer, utilizing AI/ML models. Additionally, our suite includes AssetOptimizer, AeroAnalytics, AirOps, and AeroSustain, a KPI for sustainability in aviation.

Use Cases

A leading airline wants to revolutionize its online retail platform. Through SkyCommerce's cutting-edge features and deep industry expertise, Client elevates its booking system, offering personalized experiences, dynamic pricing, Crew Prediction, Asset Management, Disruption and Fuel Optimization. It increases its operation efficiencies and conversion rates. Leveraging insights from the aviation sector, including NDC (New Distribution Capability), thereby driving revenue growth and solidifying its digital leadership in the industry.

Market Size
USD 40 Billion
by 2026

Co-Founders
Saritha Ramanath, Thakur Suraj Karan Singh

Founding Year
2016

Headquarters
Hyderabad

Website
inspiresolutions.aero

company

LEGOAI is focussed towards building an AI technology that acts as a Common Language Interface for Business and Data teams. We are building for a world where everyone has the right to precise and contextual insight.

profile

Problem Statement

In a pursuit of AI-led transformation, enterprises have found themselves dedicating excessive time, effort, and financial resources to establish a data ecosystem that is both scalable & sustainable. Reliance on data teams with specialized skill sets has emerged as a significant roadblock in accelerating development of analytics use cases.

Value Proposition

Our AI transforms complex data into easy insights, just by asking in your own words – quick, smart, and simple.

Product Information

AI Powered analytics platform that automatically converts business requirements into executable machine language, enabling users with explainable & accurate insights.

Use Cases

- AI-Powered Analytics for Business Teams - A Conversational Layer on Enterprise Data (Structured & Unstructured).
- Customer Insights for Dubai based Health Care Professional Career Enablement Company.
- IMPACT - Top-Line Revenue growth by 50% by reducing missed opportunities.
- Enabling self-serve data analytics for analysts and business teams on top of IoT, ERP and CRM data to identify potential bottlenecks in manufacturing for Automobile Manufacturer.
- IMPACT - 80% TAT reduction in insights generation. 5000 FTE Hours saved
- Embedded Conversational AI on top of pre-existing BI dashboards.
- IMPACT - 40% increase in adoption by business teams.

Market Size
USD 50 Billion

Co-Founders
**Prinkan Pal, Manan Pachnanda,
Jaskaran Singh, Pradeep Patil**

Founding Year
2023

Headquarters
Bengaluru

Website
www.legoai.com

company

LoRRI, LogisticsNow's cutting-edge B2B SaaS product, is already deployed at industrial scale. It harnesses deep data analytics and digital solutions to optimize supply chain logistics. LoRRI enables deep freight intelligence, streamlined procurement, and improved operations, empowering the logistics sector with real-time insights, cost savings, efficiency, and sustainability.

profile

Problem Statement

Current state of B2B logistics: fragmented, inefficient and high cost, without a neutral digital platform which can integrate, optimize and de-carbonize at scale to unlock efficiencies, savings and enable sustainable logistics.

Value Proposition

LoRRI, our cutting-edge B2B logistics SaaS platform harnesses collective intelligence and embeds it into digital solutions to optimize procurement and logistics with guaranteed outcomes of savings (\$7 million delivered), Service (95%+) and Sustainability (Decarbonizing hundreds of routes). LoRRI enables freight intelligence, streamlined procurement, and improved digital operations/transport management, empowering the logistics sector with insights, cost savings, efficiency, and sustainability.

Product Information

LogisticsNow is creating a trusted digital logistics platform, including logistics intelligence & procurement (LoRRI), to transform the transport ecosystem. Their vision is an integrated National Logistics Grid, aiming to digitize and democratize logistics access & data. The platform spans 700+ districts, 40,000+ routes, 90+ truck-types, 1500+ carriers, and over USD 2 billion in logistics spends. LogisticsNow optimizes logistics cost, with the core team having enabled freight procurement of over USD 170M and delivered > USD 6.5M in savings, drawing from experience at TCS, Cognizant, Tech Mahindra, JSW Steel, and advisory board members from Mondelez, Danone, Abbott, among others.

Use Cases

- Rapid freight procurement leveraging LoRRI
- Leverage Synergies spanning back haul, scale and multi-hop/multi-drop opportunities and more!
- Synergy enables higher utilization and lower emissions per tonne of cargo moved. Working to create the National Logistics Grid to enable sustainability and savings at scale
- LoRRI Benchmark Integrated with Rapid procurement and Carrier Discovery
- LoRRI is India's only Transport Management System (TMS) integrated with intelligence and procurement

Market Size
> USD 100 Billion

Valuation
~ USD 10 Million

Founder
Rajiv Kumar Saxena

Founding Year
2016

Headquarters
Mumbai

Website
logisticsnow.in

Mason

company

A leading AI-Solutions Provider for Retail with a suite of Intelligent Commerce Solutions. We help brands and retailers create hyper- personal shopping experiences to help consumers discover, engage & buy. We're backed by Accel & Ideaspring among others.

profile

Problem Statement

98 out of every 100 consumers don't buy from your online store today.

Value Proposition

Mason uses AI to run high-converting shopping journeys on autopilot.

Product Information

We're an AI solutions provider for retail. Our engines utilise browsing signals to run personalized onsite journeys that convert up to 350% better.

Our three core offerings are -

1. AI Shopping engine
2. AI Retail Content engine
3. AI Commerce Game engine

Use Cases

1. AI Shopping engine - It's a CDP-backed shopping engine that uses behavioural and purchase insights to drive personalised bundles, pricing & promotions across shopping journey
2. AI Retail Content engine - A headless game engine that drives realtime engagement to drive product discovery
3. AI Commerce Game engine - An AI-powered content studio that accelerates time to market & scales marketing campaigns across channels

Market Size

USD 100 Billion

Valuation

USD 22 Million

Co-Founders
Barada Sahu
Kausambi Manjita

Founding Year
2020

Headquarters
Mumbai

Website
getmason.io

Meritto (Formerly NoPaperForms)



company

The Operating System for Student Recruitment and Enrollment.

profile

Problem Statement

98 out of every 100 consumers don't buy from your online store today.

Value Proposition

To address this challenge, we developed "Enrollment Cloud," a comprehensive platform that streamlines the student enrollment process. By integrating previously separate tools into one system, "Enrollment Cloud" boosts efficiency and growth for educational organizations. This solution reduces administrative burdens, allowing institutions to concentrate on increasing enrollments and improving financial performance.

Product Information

Meritto is a groundbreaking Operating System for Student Recruitment and Enrollment, equipping educational organizations worldwide with its robust, purpose-built, and unified solutions. As a B2B SaaS company, Meritto provides a cloud-based platform which is utilized by over 50,000 business users and is trusted by over 1000 education organizations worldwide. On average, it facilitates 1 billion student engagements, processes 100 million inquiries, and manages 5 million applications annually.

Use Cases

Meritto resolves the inefficiency and complexity of student enrollment and recruitment processes by introducing "Enrollment Cloud," a unifying platform that integrates disjointed tools and simplifies recruitment and enrollment for educational organizations. This integration lessens administrative burdens, enabling institutions to focus on increasing enrollments and enhancing their bottom line.

Valuation

USD 100 Million

Co-Founders
Naveen Goyal
Suraj Sapra

Founding Year
2017

Headquarters
Gurugram

Website
www.meritto.com

company

NeuralGarage is a deep tech startup and has created proprietary generative AI technology “VisualDub” using original research and models. This is also patent filed.

profile

Problem Statement

Content consumption today is language agnostic and localization is the new currency in the global media and entertainment industry. Subtitles and Dubbing have solved the first 2 pillars of localization but the final problem of visual discord in dubbed content remains unsolved making it look unauthentic and unrelatable to the audience. To address this NeuralGarage has developed its core GenAI powered tech solution “VisualDub”.

Value Proposition

VisualDub uses audio as a controller and visually transforms mouth, chin, jaws, neck and lips of actors to match the target language audio to ensure dubbed content looks authentic and real when localised.

Product Information

VisualDub uses audio as a controller and visually transforms mouth, chin, jaws, neck and lips of actors to match the target language audio to ensure dubbed content looks authentic and real when localised.

Use Cases

Films, OTT, Advertising, Broadcasters

Valuation

USD 7.5 Million

Co-Founders

**Mandar Natekar, Subhashish Saha
Anjan Banerjee, Subhabrata Debnath**

Founding Year

2021

Headquarters

Bengaluru

Website

visualdub.ai

company

Newtrace is set to deploy in India soon and globally later this year. With \$6.65 million raised in Pre-Seed and Seed funding from Sequoia Capital, Speciale Invest, Micelio Mobility, and Aavishkaar Capital, Newtrace has experienced remarkable growth in the past 2 years. Our commitment to innovation has established us as a key player in the green energy sector.

profile

Problem Statement

The world currently demands 100MT of hydrogen annually, expected to reach 530MT by 2050. This demand is met primarily through fossil fuels, resulting in over 1BT of CO2 emissions. Green hydrogen produced through electrolyzers offers a carbon emission-free alternative. However, there are bottlenecks in raw materials, components, and supply chain hindering scale-up. Newtrace's technology aims to address these issues to meet the growing demand sustainably.

Value Proposition

Newtrace pioneers advanced electrolyzers for affordable green hydrogen production, aiding decarbonization in hard-to-abate sectors. Our electrolyzers reduce capex and manufacturing costs, employing 70% fewer core components, while eliminating rare earth metals and critical membranes. Our optimized, modular system design incorporates enhanced electrocatalysts, cost-effective auxiliary parts, automated manufacturing, and a precision fluid engineering design for gas separation, producing ultrapure hydrogen and oxygen. Empowering industries with carbon-neutral alternatives, we enable a healthier, more sustainable future.

Product Information

Newtrace develops electrolyzers that reduces cost of producing green hydrogen due to multipronged innovations across electrocatalyst, stack technology without dependence on rare earth, membranes and critical materials, while drastically improving its performance, durability and reliability. We are truly building the industrial workhorse to power future energy infrastructure and industrial growth.

Use Cases

For clients transitioning or upscaling into clean energy & decarbonization from sectors such as refineries, ammonia, chemical, mobility, energy storage and steel & cement, our electrolyzers provide the ability to unlock expansible applications across numerous use cases.

Market Size
USD 652 Billion
by 2030

Valuation
USD 25 Million

Co-Founders
Prasanta Sarkar, Rochan Sinha

Founding Year
2021

Headquarters
Mumbai

Website
newtrace.io

NXTAS Mobility



company

Next Generation Transportation-as-a-Service.

profile

Problem Statement

Indian private inter-city bus market is unstructured and fragmented with over 6000 bus operators resulting in a broken customer experience.

Value Proposition

Nxtas is focused on delivering a Personalized, Seamless, and Sustainable intercity bus travel. Nxtas is using AI and GenAI to lease, aggregate, and operate a fleet of EV inter city buses.

Product Information

Nxtas is focused on delivering a Personalized, Seamless, and Sustainable inter city bus travel. Nxtas is using AI and GenAI to lease, aggregate, and operate a Fleet of inter city buses.

Use Cases

We are using AI for dynamic fares prediction for Inter-City Bus transportation and logistics.

Market Size
USD 18 Billion (TAM)
USD 9 Billion (SAM)
by 2027

Valuation
USD 3.5 Million

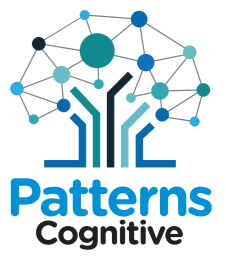
Co-Founders
Hari Venkata, Usha Hari

Founding Year
2023

Headquarters
Hyderabad

Website
www.nxtas.com

Patterns Software Design (Patterns Cognitive)



company

Patterns Design Institute is a private company in the cognitive automation industry, that develops cognitive digital workers for banks by leveraging on artificial intelligence, and by enhancing human-robot collaboration aims to provide digital back offices to the BFSI sector.

profile

Problem Statement

Complexities arise due to high transaction volumes, requiring accuracy and relying heavily on manual processing. These processes involve coordinating multiple systems and individuals to manage transaction information and status. They are data and knowledge-intensive, governed by strict deadlines necessitating quick turnarounds. Bulk processing is labor-intensive, requiring extensive adherence to Governance, Risk, and Compliance requirements. Operational errors, omissions, rework, and supervisory overheads are common in such scenarios.

Value Proposition

Banking back-end operations face challenges that cognitive automation can address, optimizing processes to handle higher volumes efficiently without increased resources. This approach ensures quicker turnaround times, lower operational costs, and mitigates operational risks. Patterns offers a digital back office solution using digital bot workers. These bots, driven by a cognitive framework, can handle various use cases efficiently, thanks to their contextual awareness and specialized design.

Product Information

Patterns Cognitive offers a suite of proprietary Cognitive Automation products for banking functions, automating Payments Investigation, Charges Claiming, Cheque Clearing, and Trade Finance Operations. These products feature digital workers with core AI abilities like visual document scrutiny, transactional messaging comprehension, and signature identification. They execute predefined workflows efficiently and can collaborate with manual actions as needed. Patterns Cognitive's products also use a closed-loop structure for training and continuous learning, reducing dependency on extensive data and addressing data insufficiency with minimal human effort.

Use Cases

Cognitive Hyper Automation catering to BFSI industry vertical. The inherent nature of back-end operations in banking has several issues which when addressed by cognitive automation can optimize processes leading to quicker turnaround times, highly diminished operational costs, and mitigation / minimization of operational risks.

Founder
Suresh Kamath B

Founding Year
2012

Headquarters
Chennai

Website
patternscognitive.com

company

Uravu is solving the problem of scarcity and unavailability of potable freshwater, which has arisen due to the extensive use of groundwater and contamination of freshwater sources across the globe.

profile

Problem Statement

The global beverage industry, a \$2 trillion market, consumes over 2 trillion liters of groundwater annually, a core ingredient. Water purification methods like Reverse Osmosis (RO) also contribute to water wastage, worsening depletion and pollution of groundwater. This trend, alongside wasteful technologies, threatens water availability for both beverage production and local communities, degrading soil health and biodiversity.

Value Proposition

Uravu's Atmospheric Water Generator (AWG) uses desiccant-based technology in two steps: Absorption and Desorption. Desiccants absorb moisture from the air, which is then heated using renewable energy to produce high-quality Renewable Water. This process is waste-free and carbon-neutral. Uravu's solution is highly scalable, capable of producing tens of thousands of liters per day. It offers the most economical and lowest levelized cost in the AWG market, ideal for producing 100% Renewable Beverages.

Product Information

Uravu's Atmospheric Water Generator (AWG) is a desiccant-based technology that works in two steps: Absorption and Desorption. Desiccants absorb moisture from the air, which is then extracted by heating the desiccant using renewable energy, producing 100% Renewable Water. This scalable solution is ideal for the beverage industry, replacing groundwater and harnessing moisture from biomass, such as wet brewers spent grain (BSG). Uravu offers the most economical and lowest Levelized Cost for producing 100% Renewable Beverages.

Use Cases

- Produce drinking water and other types of beverages
- Provide machines to beverage companies

Market Size

USD 20-25 Billion
Global

USD 500 Million
India

Valuation

USD 10 Million

Co-Founders
Swapnil Shrivastav, Venkatesh R, Govinda Balaji

Founding Year
2019

Headquarters
Bengaluru

Website
uravulabs.com

