

# Twimbit AI Radar (APAC)

Roundup of innovative enterprise  
deployments and announcements

#6

India Edition

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Twimbit is a research and advisory firm driven by a singular mission: to empower businesses that are making a difference. We specialise in providing invaluable industry intelligence to executives and teams, acting as a catalyst for innovation and growth.

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## Summary

This edition of **Twimbit AI Radar (APAC)** highlights India's progress in AI and how businesses are reshaping industries and unlocking new growth opportunities.

Company(s)	Deployment/Initiative
 <b>Myntra</b>	Myntra introduces <b>MyFashionGPT</b> , an AI-powered fashion assistant with conversational search, curated ensembles, event-specific styling, and personalized recommendations, transforming the online shopping experience.
	IndiGo launches <b>6Eskai</b> , an AI-powered chatbot supporting 10 languages for seamless ticket booking, FAQs, and trip planning. Built on GPT-4, it reduces agent workload by 75%, delivers human-like interactions, and balances automation with live agent support, enhancing customer experience and operational efficiency.
	Swiggy introduces AI-powered features like <b>Neural Search</b> for personalized recommendations, enhanced catalog visuals, smart dining bots, and GPT-4-driven support, transforming food and grocery shopping.
 <i>Hindustan Unilever Limited</i>	Hindustan Unilever's Tinsukia factory uses AI to enable faster changeovers, improve product quality, boost workforce productivity, advance sustainable packaging, and optimize real-time planning, setting new standards in smart manufacturing.
	Wipro launches <b>HOLMES™ End User Suite</b> , an AI-powered IT support assistant offering automated self-healing, self-service solutions, conversational virtual assistance, and end-to-end IT compliance. With a 70% reduction in service requests, it enhances efficiency, security, and user experience in IT support.



## Introduction: India's AI Market Landscape

India is positioning itself as a global leader in artificial intelligence (AI), driving digital transformation across diverse sectors. By 2030, AI is projected to contribute USD 500 billion to India's GDP, powered by initiatives like the IndiaAI mission and a thriving startup ecosystem. [According to NASSCOM](#), AI investments in India are projected to grow at a CAGR of 25-35% by 2027, underscoring the country's commitment to leveraging AI for economic and social progress.

A key highlight of India's AI journey is its focus on inclusivity and multilingual accessibility. As the world's most populous country, India embraces its linguistic diversity with enterprises developing AI solutions tailored to local needs. For example, NVIDIA's Nemotron Hindi model and Tech Mahindra's Indus 2.0 empower businesses to serve over a billion native language speakers, enhancing accessibility and driving innovation in sectors like banking, healthcare, and education. Startups like Sarvam AI and Gnani.ai leverage NVIDIA's NeMo Framework to create multilingual AI solutions that cater to India's vast and diverse population.

The corporate sector is also at the forefront of AI adoption, with companies such as Infosys, TCS, and Wipro deploying NVIDIA-powered AI technologies to develop domain-specific solutions for IT, HR, retail, and telecommunications. Flipkart and Ola, two of India's most recognizable brands, are pioneering conversational AI systems and multilingual foundation models, reflecting India's commitment to building sovereign AI solutions that cater to its unique needs.

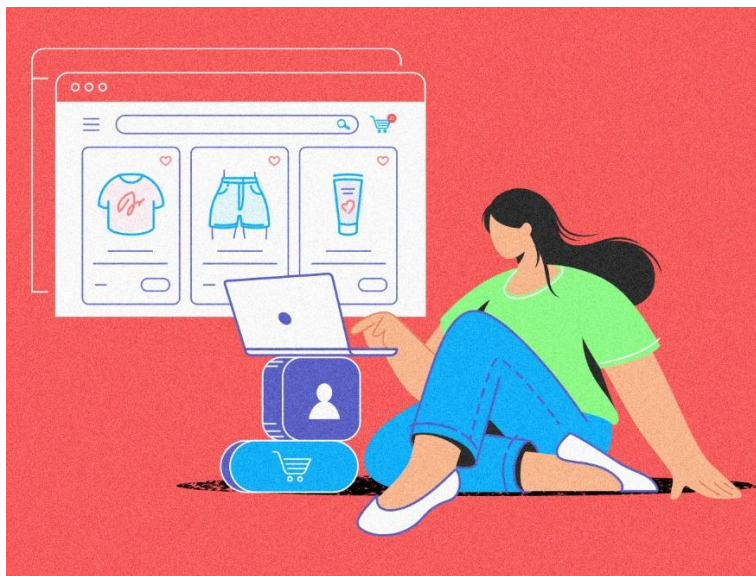
As AI reshapes industries, its transformative potential is evident in retail, aviation, manufacturing, and IT services. From personalized shopping experiences and operational efficiency to sustainable practices and predictive healthcare, AI is revolutionizing how businesses operate and deliver value. However, challenges in talent readiness, data quality, and regulatory clarity remain, necessitating continuous investment and collaboration.

Twimbit AI Radar: India Edition explores these advancements, showcasing cutting-edge AI use cases across industries. This edition highlights how India's enterprises are leveraging AI to address critical challenges, empower local communities, and accelerate the nation's journey to becoming a global AI powerhouse.

# Myntra Unveils Advanced AI-Powered Fashion Assistant

## Introduction

Myntra, India's leading fashion and lifestyle platform, has unveiled MyFashionGPT, an advanced AI-powered fashion assistant. This innovative solution enhances the shopping experience by integrating cutting-edge features designed to offer intuitive, efficient, and personalized fashion solutions.



Sources: How Myntra is using Artificial Intelligence ([www.economictimes.com](http://www.economictimes.com))

## Key Features:

- **Natural Language Query Processing:** Facilitates conversational queries, such as "Outfits for a beach vacation in Goa," simplifying product discovery.
- **AI-Powered Look Curation:** Creates curated ensembles, including apparel, accessories, and makeup, tailored for specific events.
- **Contextual Styling Guidance:** Provides event-specific recommendations inspired by seasonal trends and celebrity styles.
- **Future Personalization Plans:** Includes voice-based search and suggestions based on past shopping behaviors for a more tailored experience.

## How is it ranked?

⚙️ Operational Transformation ●●●○○

### Commentary

MyFashionGPT significantly transforms the fashion retail experience by leveraging AI for personalization and convenience. The integration of natural language processing and curated look generation allows customers to find products effortlessly while aligning with their style preferences. Features like contextual styling guidance enhance decision-making, bridging the gap between online shopping and professional fashion advice.

Although still evolving, MyFashionGPT has laid the foundation for deeper personalization with future enhancements like voice-based search and behavior-driven recommendations. These innovations position Myntra as a leader in AI-driven retail transformation.

## IndiGo Unveils Advanced AI-Driven Customer Experience Solution

### Introduction

IndiGo, India's leading airline, has introduced 6Eskai, an advanced AI-powered chatbot developed in-house in collaboration with Microsoft. Leveraging GPT-4, this multilingual assistant is designed to enhance customer interaction across web and mobile platforms, delivering a seamless, engaging, and efficient user experience.



Sources: How Indigo is using Artificial Intelligence ([www.goindigo.in](http://www.goindigo.in))

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### Key Features:

- **Multilingual AI Chat Assistant:** Supports seamless conversations in 10 languages, making travel accessible to a diverse customer base.
- **End-to-End Booking Simplicity:** Guides users through ticket booking, applying discounts, and managing add-on purchases via natural language conversations.
- **Enhanced Customer Service Efficiency:** Automates processes like FAQs, web check-ins, seat selection, and trip planning, reducing agent workload by 75%.
- **Engaging and Human-like Interactions:** Mimics human behavior with empathy and humor, powered by 1.7 trillion parameters and advanced prompt engineering.
- **Future-Ready Features:** Integrates live agent support for complex queries, balancing automation with personalized human assistance.

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### How is it ranked?

⚙️ Strategic Innovation ●●●●○

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### Commentary

6Eskai represents a significant leap in AI-driven customer experience within the aviation sector. Its multilingual capabilities, coupled with human-like interaction, cater to a broad audience while maintaining efficiency. By reducing agent workload by 75%, it optimizes resource allocation and enhances service delivery.

With features like end-to-end booking support and real-time interaction, 6Eskai sets a benchmark for AI adoption in aviation. Its ability to combine automation with live support ensures a balanced and holistic approach to customer service.



# Swiggy Revolutionizes Food and Grocery Discovery with Generative AI

## Introduction

Swiggy, India's leading food delivery and grocery platform, has introduced cutting-edge AI-powered solutions to enhance user experiences. These advancements leverage generative AI and GPT-4 to deliver unparalleled personalization, efficiency, and convenience across its services.



Sources: How Swiggy is using Generative AI ([www.multipatform.ai](http://www.multipatform.ai))

## Key Innovations:

- **Neural Search for Food & Grocery:** Enables conversational queries like “Healthy lunch options post-workout” or “Show me vegan-friendly starters,” providing real-time, personalized recommendations from over 50 million catalog items.
- **Enhanced Catalog with Generative AI:** Enriches food listings with high-quality visuals and detailed descriptions to improve user engagement and decision-making.
- **AI-Driven Grocery Discovery:** Revolutionizes grocery shopping on Instamart with intuitive, conversational search for everyday essentials.
- **Dineout Conversational Bot:** Offers dining recommendations, such as “family-friendly restaurants with valet parking” or ambiance-specific options, powered by generative AI.
- **GPT-4 Powered Support & Partner Solutions:** Enhances customer support with empathetic AI while streamlining restaurant and delivery partner operations, including onboarding, payouts, and ratings management, through an in-house LLM integrated into apps and WhatsApp.

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How is it ranked?

⚙️ Strategic Innovation ●●●●○

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### Commentary

Swiggy's adoption of generative AI redefines convenience and personalization in the food and grocery industry. Neural search capabilities enhance the user journey, allowing customers to find products and dining options tailored to their specific needs. Meanwhile, enhancements like visually enriched catalogs and conversational bots improve engagement and decision-making.

The integration of GPT-4-powered support ensures empathetic customer interactions, while AI-led solutions for partners optimize operational efficiency. Although transformative for Swiggy's ecosystem, these innovations focus on enhancing user experience and operational processes rather than reshaping the broader food and grocery sector.

## Hindustan Unilever Unveils AI-Powered Manufacturing Excellence at Tinsukia

### Introduction

Hindustan Unilever, India's leading consumer goods company, has implemented advanced AI technologies at its Tinsukia factory to transform manufacturing processes. The AI-powered initiatives focus on operational efficiency, sustainability, and innovation, positioning the site as a model for smart manufacturing.



Sources: How HUL is using Artificial Intelligence ([www.hul.co.in](http://www.hul.co.in))

#### Key Advancements:

- **Rapid Changeovers for E-Commerce Readiness:** AI-enabled vision systems identify product features and anomalies in real time, enabling one-click production line changeovers. This has reduced changeover times by 85%, ensuring quick adaptation to e-commerce demands.
- **Superior Product Quality Through Generative AI:** Generative AI analyzes consumer insights with 97% accuracy, leading to actionable improvements. Results include a 73% increase in customer satisfaction and a 21% reduction in manufacturing defects.
- **Boosting Workforce Productivity:** An AI-powered workforce allocation tool optimizes staffing based on skills and experience, increasing productivity by 400%. It also identifies training needs for targeted upskilling.
- **Sustainable Packaging Through Digital Twins:** AI-driven digital twin technology accelerates sustainable packaging trials, cutting virgin plastic usage by 21%, reducing trial times by 84%, and scaling trials from 2 in 2019 to 30 in 2023.
- **Dynamic Planning for Real-Time Demand:** A digital planning ecosystem powered by AI analyzes over 10,000 product combinations to optimize supply chain planning. This has resulted in a 92% reduction in planning times, a 35% improvement in demand prediction accuracy, and a 16% decrease in finished goods inventory.

#### How is it ranked?

⚙ Industry-Wide Disruption ●●●●●

### Commentary

Hindustan Unilever's AI-driven initiatives at Tinsukia have achieved significant operational milestones, showcasing the transformative power of AI in manufacturing. The implementation of rapid changeovers addresses the growing demands of e-commerce, while the integration of generative AI has enhanced product quality and customer satisfaction.

The adoption of digital twin technology and real-time planning systems highlights HUL's commitment to sustainability and efficiency. These advancements enable faster decision-making, reduce waste, and optimize resource utilization. By creating scalable and impactful solutions, HUL is not only transforming its operations but also setting a new standard for AI adoption in the manufacturing industry.

## Wipro Unveils Advanced AI-Powered IT Support Assistant

### Introduction

Wipro, a global leader in IT services, has introduced HOLMES™ End User Suite, an AI-powered solution designed to revolutionize end-user IT support. By automating and optimizing IT support processes, this solution enhances productivity, user experience, and system security.



Sources: How wipro is using Artificial Intelligence ([www.wipro.com](http://www.wipro.com))

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### Key Features:

- **Automated Self-Healing:** Proactively detects and resolves system issues in real time, minimizing downtime and manual intervention for uninterrupted productivity.
- **Self-Service for IT Issues:** Offers over 40 customizable one-click solutions for common problems, such as password resets, account unlocks, printer connectivity, and software installations, enabling users to resolve issues quickly and efficiently.
- **Conversational Virtual Assistance:** Powered by HOLMES Cognitive Chat, this feature allows end users to resolve IT issues through natural conversations, manage tickets, and intelligently assign them to resolver groups.
- **End-to-End IT Compliance:** Automatically detects and remediates endpoint system compliance issues, ensuring system hygiene and reducing security risks.

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### How is it ranked?

⚙️ Operational Transformation ●●●○○

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### Commentary

HOLMES™ End User Suite significantly enhances IT support operations by automating repetitive tasks, improving response times, and ensuring compliance. Features like automated self-healing and self-service solutions reduce dependency on IT teams, freeing them to focus on complex challenges.

Conversational virtual assistance simplifies user interactions, enabling intuitive issue resolution and seamless ticket management. The suite's focus on system hygiene and compliance aligns with organizational security standards, mitigating risks and ensuring operational continuity.

While HOLMES™ optimizes and transforms existing IT support processes, its impact is primarily focused on improving workflows and productivity rather than delivering strategic innovation or disrupting the IT services industry.



## Transformative Impact on India's Industries

Artificial intelligence is reshaping India's industrial and economic landscape, driving transformative changes across diverse sectors. From enabling hyper-personalized retail experiences to revolutionizing manufacturing practices and redefining customer interactions in aviation and IT services, AI is playing a pivotal role in the nation's progress. These advancements are not only streamlining operations but also fostering innovation and inclusivity, creating tangible value for businesses and individuals alike.

The use cases explored in this report illustrate how Indian enterprises are harnessing AI to address complex challenges, enhance efficiency, and deliver tailored solutions at scale. Initiatives like Hindustan Unilever's AI-powered manufacturing, Swiggy's generative AI solutions, and Wipro's intelligent IT support highlight the practical applications of AI in achieving measurable outcomes such as increased productivity, sustainability, and customer satisfaction. These deployments underscore India's capability to integrate advanced technology into critical business functions, setting the stage for industry-wide evolution.

However, the path to realizing AI's full potential involves addressing persistent challenges in talent readiness, infrastructure, and regulatory clarity. Collaborative efforts between government, enterprises, and academia will be crucial to fostering a robust AI ecosystem capable of sustaining long-term growth.

As India continues to innovate and expand its AI capabilities, its industries are transitioning from traditional operational frameworks to intelligent, data-driven ecosystems. The transformative power of AI is positioning India not only as a leader in the global AI revolution but also as a model for how technology can drive economic empowerment and societal progress. This journey signals a future where AI is seamlessly embedded into the fabric of industries, reshaping them for generations to come.

## AI Maturity Framework Introduction

The AI maturity framework used in this report offers a structured approach to evaluating the impact of artificial intelligence across industries in India. It categorizes the deployment of AI solutions based on their transformative potential, ranging from basic automation to industry-wide disruption.

Level	Description	Impact
<b>Level 1: Basic Automation</b>	Minimal impact; routine automation of repetitive tasks.	Streamlined operations with low disruption.
<b>Level 2: Incremental Improvements</b>	Modest impact with improvements in isolated areas.	Small gains in efficiency and performance.
<b>Level 3: Operational Transformation</b>	Significant improvements in workflows or resource management.	Noticeable impact on daily operations.
<b>Level 4: Strategic Innovation</b>	AI transforms core processes, delivering major efficiency gains.	High-level impact on core business functions.
<b>Level 5: Industry-Wide Disruption</b>	Disruption of industries or creation of new business models.	Major market changes, reshaping entire sectors.

This framework helps understand how AI deployments are evolving, enabling companies to assess their readiness for digital transformation and the scale of change they can expect from AI adoption.



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