

2025

# Convergence NOW

32<sup>nd</sup>  
Convergence  
India Expo

10<sup>th</sup> Smart Cities  
INDIA EXPO

DAY 2

EXPO NEWS

20 MARCH 2025 BHARAT MANDAPAM, NEW DELHI



From L to R: Ms. Chandrika Behl, Managing Director, Exhibitions India Group; Mr. Sergey Cheremin, Minister of the Government of Moscow, Head of Department for External Economic and International Relations of Moscow; Nitin Gadkari, Hon'ble Union Minister Ministry of Road Transport & Highways, Government of India; Premjit Lal, ITS, Executive Director, India Trade Promotion Organisation, Ministry of Commerce and Industry, and Mr. Dhruv Behl, Director, Exhibitions India Group.

## India's Largest DigiTech and Smart City Tech Sector Show Welcomes Participants & Delegates

**A**s the most prominent DigiTech and Smart Cities Solutions event in India, the 32<sup>nd</sup> edition of the Convergence India Expo and the 10<sup>th</sup> Smart City Expo opened its doors to an excited audience eager to explore the displays of 1,000+ participants from the country and overseas. This event has become synonymous with India's stance to showcase 'Brand India', 'Make in India', and 'Digital India' to a global diaspora.

Shri Nitin Gadkari, the Hon'ble Minister for Road Transport and Highways, inaugurated the 3-day event. In his speech, the Union Minister highlighted, "The future of India's economy is promising. India has the highest number of young talented engineering manpower in the world. These new innovations and futuristic technologies will be the future of our country." He further added, "Today AI

is driving our economy. The future will be driven by new technologies and for that reason we need to have more research and innovations. The way our economy is developing, it is the perfect opportunity for investors, new technologies, and innovators to invest in India."

Under the theme "Imagining an AI-Driven Future Today: Innovating for a Better Tomorrow," the expo marks India's growing prominence as a global force in the digital landscape and showcases its evolving capabilities enabling the evolution of cutting-edge technologies and solutions that support its vision of becoming a developed economy by 2047.

Along with the co-located expos – Internet of Things India, EmbeddedTech India, Mobile India, Fintech India, Future Cities India, AI Bharat, Digital Gaming, and Smart Mobility India, the highly popular Startup Hub offers a dynamic space

for young innovators and startups presenting their products and solutions to curious visitors. In addition to solutions in 5G & 6G, AI, Big Data, IoT, Cybersecurity, AR/VR, Embedded Tech, EMS, Fintech, Urban Mobility, Smart City Solutions, etc., visitors can also enjoy the offerings in Digital Gaming, Mobile Devices & Accessories, OTT, Security & Surveillance, E-commerce, Mobile Apps, Drone Tech, and more!

A big attraction of Day 1 was an exhilarating Drone Show by BotLab Dynamics. It was a powerful display of AI, IoT, and drone technology, reflecting India's technological advancements in the segment. The crowd was left in awe by the stunning and synchronised formations made by the drones. The Investor Startup Meet has always remained a popular activity during the show, and this year was no different. The meeting enabled



# INDIA'S LARGEST TECHNOLOGY SHOWCASE

32<sup>nd</sup>

 **Convergence  
India Expo**



**10<sup>th</sup> Smart Cities  
INDIA EXPO**

**PLATINUM PARTNER**

**Alfa Bank**

ORGANISERS



India Trade Promotion Organisation (ITPO)  
(A Government of India Enterprise)  
Department of Commerce



Exhibitions India Group





Ankur Warikoo causing a wave of motivation at the Innovation Stage.

several startups to secure funding and other crucial partnerships that will help them expand their businesses.

### Conference Sessions

During the three days, the expo will also host over 40 conference sessions across three stages—Innovation, Transformation, and Convergence—to facilitate discussions among government and industry representatives, innovators, think tanks, and academia on the latest developments and market trends impacting India's digital revolution and the urban landscape.

**Innovation Stage** – The theme of the inaugural session was Calibrating the Startup Story: Saleable, Scalable, Sustainable. It focused on how startups navigate post-growth challenges and what makes them attractive to investors. While addressing the panellists and delegates, Panneerselvam Madangopal, CEO of MeitY Startup Hub, Ministry of Electronics & IT, noted, "There are two aspects which should be taken care of by startups: The fundamental of the startup, and the awareness of what the customer is willing to pay. One must understand that you can succeed only if you know what the audience wants and how much the customer will pay."

A special EPIC Discussion saw Ankur Warikoo talk to a captivated audience about his book, *Mastering the Growth Mindset*. Sharing his thoughts, Ankur said, "Entrepreneurs never settle. An entrepreneurial mindset requires three key things: Spend time with people who are nothing like you; Stop complaining about everything around you; and never become intellectually comfortable. Your life becomes an opportunity generator when you embrace these principles."

**Transformation Stage** – While addressing the discussion on Transforming India's Future: The Role of DPI in Empowering a Digital-First Nation, Sanket Bhondve, Joint Secretary, Ministry of Electronics & IT, said, "India's strength is Data Set. We have one of the best Data Sets, and India is a big market for all the foreign big techs. Today, we have about 1,200 MW of data centres in India, of which on 50 MW is government-owned." He added,



**From L to R:** Dhruv Behl, Director, Exhibitions India Group; Dr. R. K. Upadhyay, CEO, C-DoT; Manoj Gurnani, CTO, Nokia India; Praveen Sirohi, CEO, Telecom Sector Skill Council; Bharat Bhatia, President, ITU-APT Foundation of India; Vyom Krishna, Partner, EY Parthenon; T.V. Sriram, APAC Lead, Cloud First Networks, Accenture Technology, Accenture; Vikram Tiwathia, DDG – Technology, COAI; Radhika Gupta, Senior Director, Head of Data Acquisition, GSMA Intelligence



**From L to R:** Amit Singh, Partner, EY; Dr. Anita Gupta, Head – CEST, Ministry of Science & Technology, GoI; Dr Sarita Ahlawat, Co-Founder & Managing Director, BotLab Dynamics; Director, Living Science Group; Dmitry Ontoev, Advisor to the Minister, Department of Information Technologies, Moscow City Government; Dr Ajay Singh, Global Director and Head of AI, HCLTech; Sudhir Kunder, Chief Business Officer, De-Cix India; Atul Kumar, Director, Data Security Council of India



**From L to R:** Rohit Chauhan, India Head, Corporate Affairs, TCS; Anita Mittal, ID4D and Social Protection Consultant, World Bank Group; Smit Shah, President, Drone Federation India (DFI); Sivakumar Murthy, Partner, EY; B Shanker Jaiswal IPS, Joint CP (Tech. & Project Implementation, Licensing) & CISO, Delhi Police

"India does not have any all-weather friends. So, we are also developing our own browser, app store, email and internet. With the whole ecosystem, we will be placed well in digital governance enabling whole-of-government approach and end-to-end solutions."

The session on Connecting India: From 5G Leader to 6G Game Changer explored the nation's efforts to transition from 5G to 6G. Dr. R. K. Upadhyay, CEO of C-DoT, pointed out, "The DoT has already funded 111 projects, while 200 are still under evaluation. These projects aim to expedite India's 6G leadership journey." He added, "Quantum Computing opens a new avenue once integrated with 6G. It will help us to get the maximum out of our networks."

**Convergence Stage** – The stage was the focal point for those seeking inputs on new-age technologies such as AIoT, Quantum Computing, Cloud 3.0, etc. During a discussion on Artificial Intelligence of Things: Exploring a Powerful Technological Synergy, Dr Ajay Singh, Global Director and Head of AI, HCLTech, pointed out, "In the last two to three years, AI has become an integral part of our IoT systems. We see vast applicability across various domains and verticals. Regarding IoT and tech, it is time for the industry and our leaders to think about how India can be the next frontrunner." Meanwhile, Aaysh Ailawadi, TV host and multimedia journalist, moderated a discussion on Quantum Computing: The Jet Fuel to Power AI's Growth. ■



## MESSAGES



**Rajesh Agrawal**

Additional Secretary, Department of Commerce, Ministry of Commerce & Industry

*"The Startup Hub expo serves as a dynamic convergence point for the startup ecosystem, facilitating meaningful engagement among entrepreneurs, industry leaders, technology experts, incubators and investors."*



**Sanjiv Shankar**

Joint Secretary  
Broadcasting  
Ministry of Information  
& Broadcasting

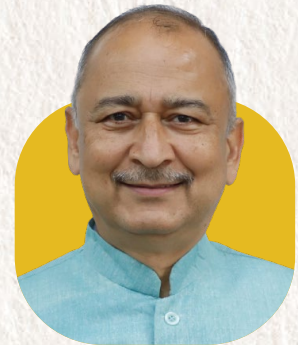
*"Convergence India has been a flagship event showcasing India's technological advancements, providing international exposure to domestic firms and SMEs, and promoting global interest in the Indian ICT market."*



**Anil Kumar Lahoti**

Chairman  
Telecom Regulatory  
Authority of India

*"TRAI, as India's telecom, broadcasting, and cable services sector regulator, appreciates the significance of such platforms in showcasing innovative technologies, fostering collaborations and driving growth."*



**Pradeep Singh Kharola**

Chairman & Managing Director  
India Trade Promotion  
Organisation

*"For years, ITPO has partnered with Exhibitions India to organise the Convergence India expo to build upon India's digital revolution and fulfil the vision of the 'Digital India' initiative of the Government of India. The expo sets the benchmark for technologies and innovations whose integration into the economy creates a digitally empowered society and an inclusive, affordable and sustainable digital infrastructure."*



**SCAN TO READ THE  
FULL MESSAGES**






*We are using leading AI Technology for SetTop Box,  
USB Cameras, CCTV Surveillance cameras, NVR, Cloud,  
Monitor, TV, Digital Signage, IOT, Gpon, Router,  
Home Security, KIOSK, POS*

*Covering Industry, Enterprise & Consumer*



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# Creating Opportunities for MSMEs Across Industries

## MSME DEVELOPMENT FORUM



**Rajnish Goenka**  
Chairman, MSME DF  
& National Board Member  
Ministry of MSME  
Government of India

### Please tell us about the MSME Development Forum and its agenda.

MSME Development Forum (MSME DF) is an ISO-certified, professionally managed not-for-profit organisation led by Shri. Rajnish Goenka, National Convener, BJP Micro & Small Industry Cell, National Board Member, and Ministry of MSME (Govt. of India), along with several eminent Parliamentarians, industry leaders, former bureaucrats, corporates, professionals and media heads on its advisory board. It works as a catalyst between the Government and MSMEs, startups, budding entrepreneurs, and industry stakeholders with the vision to build upon the 'Make in India' initiative and place the nation as the world's manufacturing sourcing and investment hub.

### MSME DF aims to:

- Develop, promote and propel the rapid growth of industry, trade, MSMEs, startups and budding young entrepreneurs.
- Promote entrepreneurship and self-employment to generate maximum job opportunities.
- Provide a one-stop global platform to connect, network, partner and share information

with domestic and international SMEs to find new business opportunities.

- To spread awareness about the Government's promotional schemes that help identify new business opportunities, such as Make in India, Startup India, Standup India, Skill India, Digital India, and Smart Cities.
- Bring a maximum number of small entrepreneurs on a single platform and address their pertinent issues and concerns.
- Organising expos, conferences, seminars, summits, business delegations, etc., in India and overseas will spread awareness about the Government's promotional schemes/policies for new business opportunities in sectors such as defence, railways, civil aviation infrastructure development, road and highway, etc.

### What are the major challenges the MSME sector faces towards capacity building and technological upgradation?

Most industries dominated by MSMEs face several challenges related to capacity building and technological upgradation. The major challenges are:

- **Labour shortages:** There is a global shortage of full-time workers. After the pandemic, fewer people are looking for full-time jobs. There is a clash between resource demand and resource availability, leading to extra work and overtime and resulting in burnout and low employee efficiency.
- **Misaligned skills:** There is a vast mismatch between employees' skills and the needs of projects/work.
- Varying work schedules and locations.

- Adapting to context: Different contexts may require different approaches and tools.
- Challenges to technological upgradation.
- Demand for internal learning and development opportunities: Employee retention is a big problem, as most workers are ready to move on to a different company offering learning and development opportunities.
- Managing and maintaining equipment.
- Productivity: Increasing productivity while managing costs.
- Sustainability: Meeting environmental standards

These challenges include limited skilled human resources, budgetary constraints, gaps in knowledge and skills, coordination and collaboration between stakeholders, technological change, and innovation.

### How does Convergence India open opportunities for MSMEs in the tech space?

The Convergence India and Smart Cities India expo is a leading trade promotion platform that creates networking opportunities and encourages investments, joint ventures, and technology transfers. As the largest technology and infrastructure expo in the country, Convergence India and the collocated expos - Internet of Things, Mobile India, Embedded Tech, Fintech India, & Digital Gaming, and the Smart Cities India (including Buildings, Clean Tech, Solar, Transport & Water), is a perfect venue for SMEs and MSMEs in the space looking to grow their business or seeking exposure to a larger industry.

We fully support this prestigious event and look forward to its positive outcomes. ■



# MSME DEVELOPMENT FORUM



# Facilitating Growth of Electronics In India

ICEA



**Pankaj Mohindroo**  
Chairman  
India Cellular &  
Electronics Association  
ICEA

## How is your organisation facilitating opportunities for the industry?

India Cellular & Electronics Association (ICEA) is at the forefront of facilitating the growth of the electronics industry in India, with a vision to make the country a global hub for electronics manufacturing and exports. We work closely with the government, providing strategic inputs on shifting global value chains to India, increasing investments, setting up large-scale manufacturing, creating jobs, and boosting exports.

India's mobile phone production has grown from INR 18,900 crore in FY15 to estimated INR 5,25,000 crore in the current fiscal—a 28X growth. Similarly, exports have surged from INR 1,566 crore in FY15 to an estimated INR 1,85,000 crore in FY25—a more than 100X increase. These remarkable strides showcase India's ability to scale, attract investments, and establish itself as a trusted manufacturing destination.

## How is the Government drawing FDI into the industry?

The Government of India has been intently working to increase mobile phone and electronics manufacturing through targeted policy interventions such as the Production-Linked

Incentive (PLI) scheme, which has played a transformative role in attracting investments. The PLI for mobile phones has been a game changer, encouraging global giants such as Apple, Samsung, and their suppliers to set up large-scale manufacturing in India. The success of these efforts is evident in the 28X increase in mobile phone production and 100X growth in exports. These achievements demonstrate that India has cemented its position as a preferred global manufacturing destination, driving investment, employment, and export growth.

## What key issues should the Government address?

Our current focus is on deepening India's integration with GVCs, nurturing scale, increasing domestic value addition, and establishing large-scale manufacturing across key product segments. Most importantly, we must build globally competitive Indian champions—homegrown firms that can compete on the world stage, drive innovation, and create high-value jobs. To achieve this, it is imperative to incentivise domestic component and sub-assembly manufacturing, enhance ease of doing business, and address cost disabilities to ensure India's long-term competitiveness.

## How is Convergence India contributing towards the promotion of emerging industries?

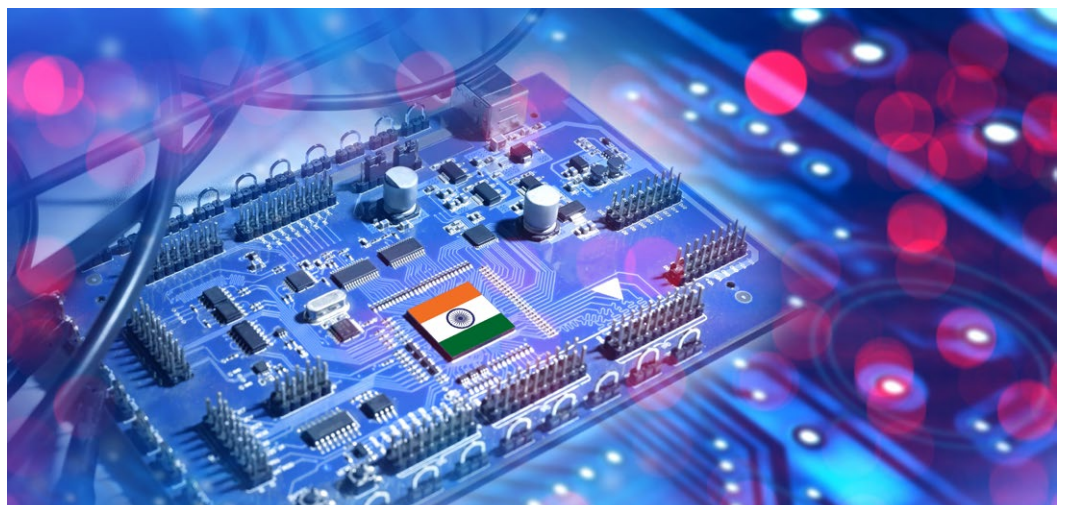
Convergence India is a crucial platform that brings together industry leaders, policymakers, and

innovators to discuss the future of electronics manufacturing. Such confluences of thought leaders generate valuable ideas that shape policy, facilitate industry-government collaboration, and enable emerging sectors to scale rapidly. The discussions and insights from this forum will play a vital role in driving actionable reforms for the industry.

## What will be the focus of the Association in this year's event?

Our focus is to energise and consolidate the electronics industry as India prepares for the upcoming components and sub-assemblies' scheme by MeitY. This initiative will be a game-changer in enhancing domestic value addition, strengthening local capabilities, and increasing scale. ICEA will play a key role in mobilising stakeholders, aligning industry priorities, and ensuring seamless execution to deepen India's Global Value Chain participation.

Another priority is scaling IT hardware production, which has been languishing for some time. The focus will be on charting a clear roadmap for growth, addressing any challenges, and making India a preferred destination for IT hardware manufacturing. Beyond this, ICEA remains committed to strengthening the overall competitiveness of the electronics sector, ensuring large-scale manufacturing, and fostering globally competitive Indian champions. All these efforts align with India's ambitious target of \$500 billion in electronics production by 2030, reinforcing the country's position as a global manufacturing powerhouse. ■







# *AI Standardisation can help India's AI Industry Grow*

INDIAN SOCIETY OF ARTIFICIAL INTELLIGENCE AND LAW

**A**s we navigate the evolving landscape of artificial intelligence in early 2025, the imperative for strategic standardization has never been more critical for emerging economies. The Indian Society of Artificial Intelligence and Law (ISAIL) continues to champion a distinctive approach to AI governance that

prioritizes standardization before regulation.

#### **ISAIL's Mission and Vision in AI Governance**

The Indian Society of Artificial Intelligence and Law (ISAIL), established in 2019, has emerged as a pivotal industry forum dedicated to promoting responsible development and standardization of artificial intelligence in

India. Our mission extends beyond mere advocacy; we serve as a nexus connecting law, policy, and technology professionals with AI businesses to foster crucial dialogues about AI's future trajectory. Through our collaborative initiatives, we aim to position India not merely as an "AI Garage" but as a formidable "AI Forge" for the Indo-Pacific





**Abhivardhan**  
*Chairperson & Managing  
Trustee, Indian Society of  
Artificial Intelligence & Law*

region and the broader Global South.

Our stance has remained unequivocal: standardization must precede regulation. We believe that hasty regulatory frameworks could potentially undermine the economic benefits and innovative potential that AI promises to deliver. Instead, we advocate for thoughtful, evidence-based policymaking that balances technological progress with societal values and ethical considerations.

#### **The Bharat Pacific Principles: Pioneering a New Standardization Paradigm**

In September 2024, ISAIL introduced "The Bharat Pacific Principles of Artificial Intelligence Standardisation," a comprehensive framework that has redefined our approach to AI governance. These principles articulate a vision where standards serve as flexible instruments adaptable to varied economic, cultural, and regulatory environments while promoting interoperability between different AI systems. By emphasizing that standards should prevent market hype cycles while ensuring long-term sustainability, we've created a foundation that transcends conventional regulatory approaches.

#### **The Lucknow Principles: Addressing AI's Impact on Development**

Complementing our standardization framework, "The Lucknow Principles on Artificial Intelligence, Development & the Evolution of Work" released in December 2024 provides specific guidance on harnessing AI for sustainable development. These principles emphasize sector-specific AI applications, collaborative innovation ecosystems, and human-AI synergy in the workforce—all critical elements for developing economies navigating the fourth industrial revolution.

The Lucknow Principles advocate for

establishing local innovation hubs that focus on regionally relevant issues, directing AI innovation toward solving environmental challenges, and increasing public understanding through community engagement. This approach ensures that AI development remains contextually appropriate while addressing the unique needs of Indian society and other Global South nations.

#### **Strategic Hedging: Safeguarding the Global South's AI Future**

Recent market developments, including the launch of DeepSeek R1 in early 2025 and subsequent market corrections, have reinforced our conviction that Global South countries must document and safeguard effective AI market practices to strengthen their economic positioning. As the world potentially separates into siloed AI zones—American, European, and China/Rest of World—India has a unique opportunity to lead a distinctive path forward.

Our strategic hedging approach focuses on three critical dimensions: comprehensive documentation and analysis of AI use cases across sectors; development of self-regulatory capacity building initiatives; and establishing robust legal-economic access frameworks for AI developers. This strategy recognizes that standardization must precede regulation to avoid stifling innovation while ensuring

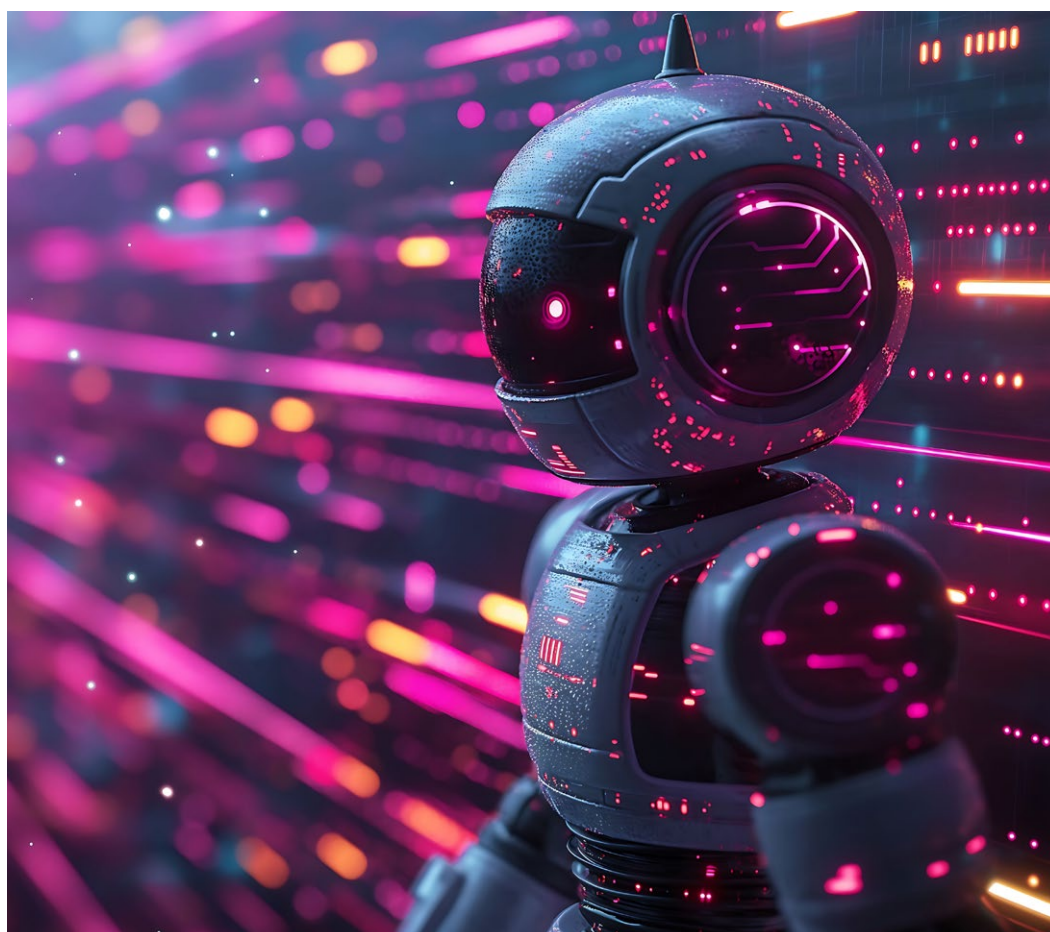
responsible development.

#### **Overcoming Industry Challenges Through Collaborative Standardization**

The AI sector faces substantial challenges, including limited research funding, ethical implementation concerns, and international competitive pressures. ISAIL's standardization work directly addresses these challenges by providing structured frameworks that allow for innovation while ensuring accountability. Our AiStandard.io platform serves as a collaborative ecosystem where diverse stakeholders—from startups to established enterprises, researchers to policymakers—can contribute to evolving standards that reflect India's unique context while engaging with global best practices.

#### **Policy Advocacy: Standardization Before Regulation**

Our consistent policy position maintains that standardization must precede regulation. The technical dimension of our standardization approach involves benchmarking that tracks the evolution of AI technologies and their various use cases, ensuring systems meet specific performance and quality criteria. Simultaneously, our position is that legal-ethical frameworks should incorporate privacy, fairness, and data quality principles, while avoiding rigid implementations that might impede market innovation. ■





# Promoting Indian IT Industry

ESC



**Mr. Gurmeet Singh**  
ED, Electronics & Computer  
Software, Export Promotion  
Council of India

## Discuss the government initiatives that have emerged as champions for the sector.

In recent years, India has witnessed unprecedented growth in the electronics manufacturing sector due to initiatives like the Modified Special Incentives Package scheme, SPECS, and the Modified Electronics Manufacturing Clusters scheme, all of which have transformed the manufacturing landscape across the country, attracted investments, and created a thriving environment for growth.

India has set a target to achieve \$500 billion in electronics manufacturing by 2029-30 and electronics exports are projected to hit \$240 billion from the present \$25 billion. The strategy of scaling production in segments like mobile phones and component manufacturing and diversifying into emerging areas, such as wearables, IoT devices, and automotive electronics will position the nation as a leader in innovative electronic products on a global stage. Here, the landmark Production-Linked Incentive (PLI) scheme has become the game-changer by drawing in large investments, boosting production, and creating jobs.

The scheme has become a symbol of Atmanirbhar Bharat and the Make in India initiative by strengthening the manufacturing backbone, and reducing reliance on imports. More than 760 applications have been approved under various PLI schemes, highlighting the focus on future-ready industries.

## Do you believe the 2025 Budget will provide

## an impetus to the fast-growing IT sector?

The National Manufacturing Mission, covering small, medium, and large industries, will boost the 'Make in India' initiative. The Government has also enhanced the turnover limits for classifying MSMEs and credit availability, which will help them achieve higher efficiency of scale, technological upgrades, and better access to capital. The announcement of a new Fund of Funds and a fresh contribution of Rs. 10,000 crore is good news for the startups. The Government has also committed to strengthening the infrastructure of the IITs for training the additional workforce with industry-specific skill sets.

We are excited about the upcoming Centre of Excellence in Artificial Intelligence and the Deep Tech Fund of Funds, which are expected to catalyse the next generation of startups. It is also good to see the injection of significant funds for private-sector-driven research, development and innovation, and technological research in IITs and IISc.

## How is ESC facilitating export opportunities for India's electronics and IT sectors?

For years, ESC has been pivotal in promoting India's technological prowess and export capabilities. As the premier organisation mandated to promote India's electronics and IT trade globally, we believe in helping the industry forge meaningful connections both on home turf and in international markets. We represent the interests of over 2,500 Indian technology businesses and provide strategic support through market research for major overseas markets, representing their interests and enabling participation in global trade shows and conferences by putting up exclusive India pavilions to enhance the brand equity of the Indian IT industry. ESC also acts as a link between

the Government and provides a platform for interaction on policy issues.

At the same time, ESC facilitates the global interests of foreign companies looking to establish a presence in India by helping them to source Made-in-India products and services.

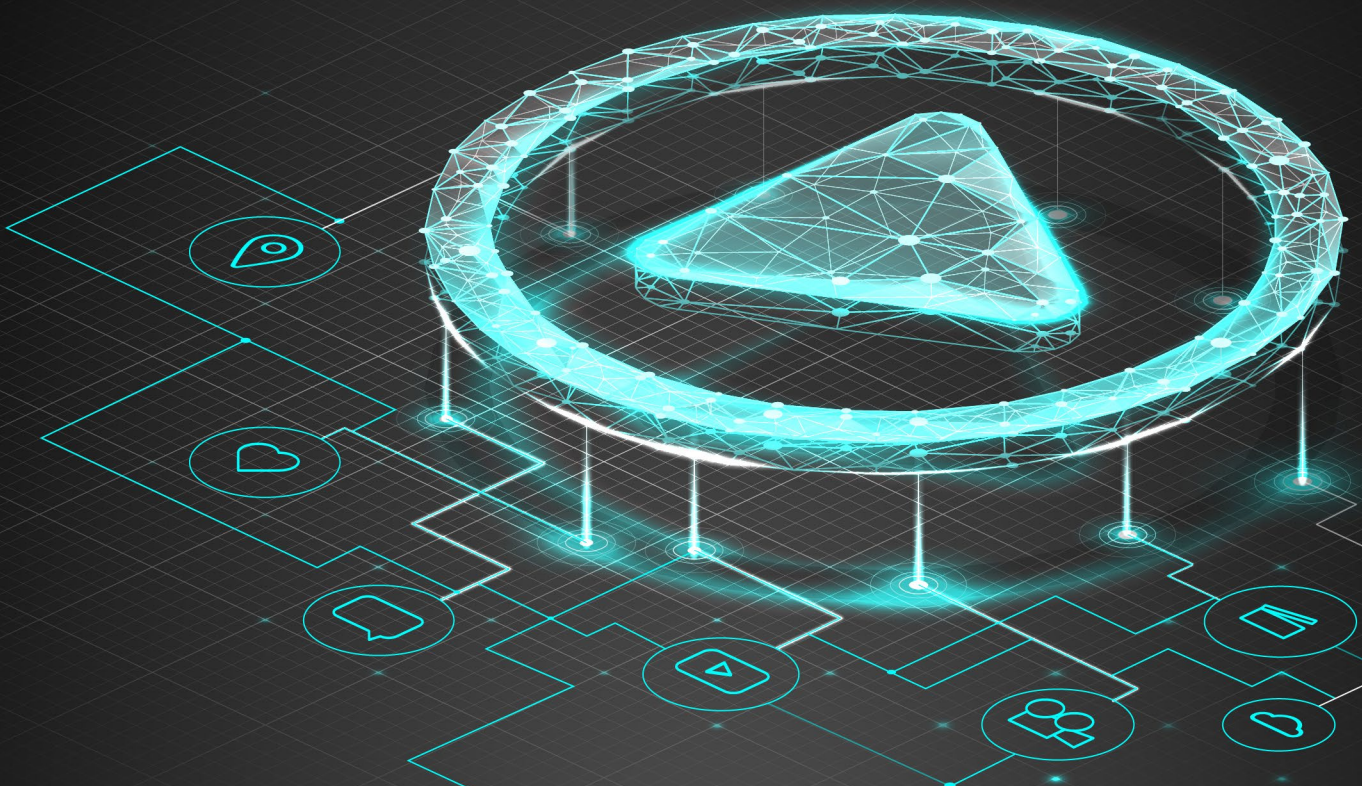
## How is the partnership between ESC and Convergence India shaping the future of the technology landscape in India?

As the premier institution advocating for the interests of the electronics and IT/ITeS industry in India, our partnership with Convergence India is a synergistic alliance that benefits multiple industry verticals under one umbrella. While ESC's events primarily focus on the Electronics and IT/ITeS sectors, our collaboration with Convergence India has successfully integrated the Telecommunications sector. This union has created a prominent platform with international reach for the Indian technology industry and provides a powerful stage for startups to establish themselves in this competitive landscape.

ESC's Hosted Buyers Programme has significantly enhanced the international outreach and export business opportunities for participants. Concurrently, Convergence India has complemented the exhibitors' institutional and domestic buyer flow, resulting in a mutually beneficial situation for domestic and export businesses. This collaboration has unlocked numerous opportunities for industry members to connect with a diverse audience representing regional, national, and international markets. The 2025 edition of this expo promises to be the perfect platform for the Telecom, Electronics, and IT/ITeS industries to celebrate India's rise as a global technology hub. ■







# *Monetise, Reduce Costs & Optimise Your Video Delivery*

**BROADPEAK**



**Jacques Le Mancq**  
President & CEO  
Broadpeak

Broadpeak® is a global video delivery expert with over 150 customers serving more than 200 million end users worldwide! At Convergence India, Broadpeak will highlight how it elevates video streaming experiences and improves monetisation for video service providers. With Broadpeak's software offered on-premises, as a SaaS in the cloud, or as a hybrid solution, video service and content providers can deliver an exceptional quality of experience, reduce video streaming costs, and improve sustainability.

"By embracing our cutting-edge video streaming solutions, service providers and content owners can significantly cut down on the costs typically linked to video streaming while enhancing their offerings to drive higher monetisation. We are also proud that our solutions can contribute to more sustainable streaming, reflecting our dedication to environmentally responsible innovation." Jacques Le Mancq, CEO, Broadpeak.

#### **Improving QoE and Reducing Costs with End-to-End Video Processing and Streaming**

Broadpeak's modular, end-to-end video streaming solution supports every workflow step and easily adapts to each customer's needs. At Convergence

India, Broadpeak will demonstrate how its solution offers video service providers the ultimate video data plane, with support for transcoding, cloud-native origin and packaging, recording, content personalisation, multi-CDN, high-performance video delivery, multicast ABR (mABR), and analytics and monitoring. Using Broadpeak's end-to-end solution for streaming, video service providers can offer the best low-latency quality to viewers while reducing infrastructure and operational costs.

#### **Monetise Your Video Service with Personalised Ad Insertion**

At Convergence India, Broadpeak will demonstrate its advanced, easy-to-use, and quick-to-deploy dynamic ad insertion solutions for video streaming. Available on the company's SaaS platform, [broadpeak.io](https://broadpeak.io), Broadpeak's server-side ad insertion solution empowers video service providers to tailor their content to individual preferences. It allows the creation of seamless and personalised streaming experiences that drive viewer engagement and bring more opportunities for monetisation with its shoppable advertising solution Click2® interactive targeted ads, which won many awards last year. ■



# Leveraging AI-Driven Automation

SARSAN CORPORATE SERVICES



**Pritesh Mehta**  
Managing Director  
Sarsan Corporate Services

## Tell us about the philosophy and vision of the company.

At Sarsan Corporate Services, our philosophy is rooted in empowerment, innovation, and seamless execution. We believe in simplifying complex business processes, enabling

entrepreneurs and businesses to establish themselves in the UAE with ease. Our vision is to be the leading corporate services provider in the region, delivering customized solutions that align with our clients' aspirations while ensuring compliance with regulatory frameworks. Our success is measured by the growth and success of the businesses we support.

## What are the new innovations being developed by the company?

Innovation is at the core of what we do. We are leveraging AI-driven automation for business registration and visa processing to enhance efficiency and accuracy. Our digital platforms offer end-to-end business setup solutions, allowing clients to manage licensing, PRO services, and financial compliance seamlessly. Additionally, we are exploring AI based document verification systems to enhance security and transparency in business operations.

## What are the challenges and roadblocks faced by your industry?

One of the biggest challenges in our industry is navigating the rapidly evolving regulatory landscape. As the UAE continues to enhance

its business ecosystem with new reforms, companies must adapt swiftly. Additionally, competition is growing, with new entrants offering similar services. The integration of digital solutions in a traditionally paper-heavy industry also presents challenges in adoption and implementation. However, by staying proactive and investing in technology, we turn these roadblocks into opportunities.

## Please tell us about your focus areas for the future.

Our focus areas include expanding our digital transformation initiatives, enhancing customer experience, and strengthening our advisory services. We aim to offer fully digitalized business setup services, making it easier for entrepreneurs worldwide to establish their presence in the UAE. Additionally, we are investing in sustainable business solutions, supporting eco-friendly companies and startups looking to enter the UAE market.

## Are there any modifications in the regulatory framework that you would advocate for?

The UAE has made remarkable strides in regulatory enhancements, but there is always room for further refinement. We advocate for streamlined business licensing processes, more flexible visa regulations for remote workers and startups, and simplified compliance reporting requirements for SMEs. These modifications would further solidify the UAE's position as a global business hub and attract more foreign direct investment.

## Please elaborate on the technologies on display at the expo.

At this expo, we are showcasing our AI-powered business registration portal, which allows entrepreneurs to complete their company formation process online within minutes. We are also demonstrating our automated PRO service dashboard, enabling businesses to track visa applications, document renewals, and compliance requirements in real time. Our blockchain-backed document authentication service is another highlight, designed to enhance the security and integrity of business records.

## What can we expect from Sarsan Corporate Services in the times to come?

You can expect a relentless pursuit of excellence and innovation. We are expanding our services to new international markets, forging strategic partnerships, and enhancing our digital infrastructure. Our goal is to make business setup in the UAE more accessible, efficient, and future-ready. With a commitment to technology and client satisfaction, we are set to redefine corporate services in the region. ■



# Making Private Networks Simpler

## DRUID SOFTWARE



**Sumit K. Gehani**  
VP Sales, APAC and MEA

### What can you tell us about your company?

Druid Software is a global independent cellular core network software company headquartered in Ireland and focused on India as a key growth market. We offer solutions for various verticals, such as manufacturing, transportation and logistics, defence and public safety, ports and maritime, telecom operators, etc., where communication and connectivity are essential. Druid's Raemis™ platform is a mature 3GPP-compliant 5G and 4G core network with unique features designed specifically for business and mission-critical use across all industries.

### What is Druid's strategy for India?

With an experience of more than 2 decades in private networks and live deployments globally, Druid Software has a clear strategy for India, recognising it as one of the top 3 growth markets for the company. As India accelerates its adoption

of 5G technology, Druid is committed to playing a key role in supporting the country's digital transformation and enabling world-class use cases in various verticals such as healthcare, defence, transportation hubs (sea ports airports, railways), oil & gas, mining, etc. by delivering secure, scalable, and high-performance private 4G and 5G network solutions. Our focus is to empower enterprises and industries with reliable connectivity, ensuring seamless communication, and enhancing operational efficiency. By investing in strategic partnerships and local collaborations, Druid Software is positioning itself as a key enabler of India's private network ecosystem.

### What makes Druid as a technology leader and a stand-alone Core SW solution provider?

We have always focused on engineering the best-in-class core network solutions, and our SW is designed to seamlessly integrate into complex mesh NWs of cellular, satellite and fixed wireless access (FWA). With over 5,000 live 4G and 5G networks across various industries, Druid has proven its scalability, reliability, and flexibility in real-world applications. Additionally, our software includes built-in IMS capabilities, enabling Voice over NR (VoNR) and Voice over LTE (VoLTE) without requiring third-party IMS integration. This way, we provide enterprises with a fully independent, end-to-end solution. These advanced capabilities in a single, robust platform give Druid a strong competitive edge, reinforcing our position as a private core network solutions leader.

### Discuss your collaborations with RAN and other ecosystem players?

As of today, we have successfully integrated with over 40 RAN vendors, demonstrating our commitment to enabling diverse and scalable network deployments. Our core network

platform is designed to work seamlessly with a wide range of IoT devices, applications, and infrastructure components, allowing enterprises to build tailored private networks that meet their specific needs. Druid empowers businesses with a genuinely open, vendor-agnostic private network solution that drives efficiency, scalability, and innovation by fostering strong partnerships and ensuring broad compatibility.

### With a diverse Indian enterprise business scenario across various verticals, how can Druid be a successful player in India?

India is undergoing a remarkable economic transformation, evolving from an agrarian economy into a global hub for manufacturing, services, aviation, defence, and digital infrastructure. As these industries expand, the demand for high-speed, ultra-low-latency connectivity becomes critical to supporting their growth and efficiency. This is where Druid Software brings significant value. With its extensive experience and expertise in private 4G and 5G networks, Druid can help power India's digital infrastructure by delivering high-performance, secure, and scalable network solutions tailored to the needs of enterprises across these verticals.

### How does Druid plan to address India's complex business market?

Every great business opportunity comes with its challenges. Druid has addressed this by strategically partnering with global integrators in India, local RAN providers, and regional partners. Our goal is to empower local players, drive innovation, and contribute to the future of India's digital economy.

Through continuous learning, collaboration, and integration, Druid and its partners have matured, positioning themselves to bid for complex Indian and global projects successfully. As India cements its role as a global innovation hub for 4G, 5G, and telecom advancements, Druid's agility and flexibility provide a competitive edge over larger players, allowing us to customise solutions for specific market needs.

### Which technologies will be put on display at the expo?

We are showcasing a Network-in-a-Box designed to help enterprises kickstart their private network journey quickly and efficiently. ■





# Promoting Cloud Computing Adoption in India

CCICI



**Piyush Somani**  
President, Cloud  
Computing Innovation  
Council of India (CCICI)

## How do you perceive your role as the President of CCICI?

As the President of the Cloud Computing Innovation Council of India (CCICI), I see an immense opportunity to accelerate India's digital sovereignty agenda and position the country as a cloud, AI, and IoT leader.

Having led India's first vertical auto-scaling AI cloud innovation in 2009-2010 and collaborated with the Government of India on data sovereignty in 2014, I believe CCICI can act as a catalyst for innovation, policy advocacy, and global recognition of Indian cloud and IoT technologies. This role allows me to contribute towards shaping policies, fostering innovation, and building a robust digital ecosystem for India's future.

## What are the primary goals of the association?

At CCICI, we are working towards making India self-reliant in cloud computing and emerging digital technologies. We aim to ensure 'Digital Sovereignty' for India by reducing dependence on foreign infrastructure. We focus on policies that keep India's critical data within the country.

Another key area is collaboration - We are committed to promoting autonomous technologies that can revolutionise industries across sectors,

bringing industry leaders, startups, and policymakers together to create real impact. We aim to address the talent gap through specialised cloud, AI, cybersecurity, and IoT training. At the same time, we are working closely with regulators to shape policies that promote local innovation while strengthening cybersecurity.

## What are the biggest challenges currently facing the IoT sector?

IoT adoption is growing, but roadblocks such as Data Security and Sovereignty persist. A big concern for the industry is where the data is stored. Most of the data generated sits on foreign cloud platforms, which raises security and sovereignty issues. Then, there is the problem of

scalability and integration. Many IoT systems work in isolation without common standards, making large-scale deployments harder.

Our network infrastructure also needs a major upgrade to handle billions of connected devices. Cybersecurity is another major issue - IoT devices are easy targets for attacks, and we need stronger security frameworks. Lastly, regulations are still playing catch-up. India is progressing, but we need more precise data protection, security, and compliance policies for IoT to reach its full potential.

## How is CCICI supporting its members in addressing these challenges?

CCICI is proactively working on multiple fronts to support its members and address





these challenges. We are advocating for data localisation policies that ensure India's critical data stays within the country, strengthening our digital sovereignty. We are also involved in developing security frameworks to safeguard IoT systems and reduce vulnerabilities before they escalate into more significant issues. To bridge the scalability and interoperability gap, CCICI promotes open standards that ensure IoT solutions can work seamlessly across different platforms. Moreover, we're organising industry forums, hackathons, and policy dialogues to raise awareness and share best practices on critical topics like data security and cybersecurity. Finally, we are driving collaborative research and innovation projects between startups, academia, and enterprises to develop indigenous IoT solutions that are not only secure but scalable and ready for the future.

#### **What recent policy changes have impacted the industry, and how is the association responding?**

There have been some major policy shifts that are shaping cloud and IoT in India. The Digital Personal Data Protection Act, 2023 is a big step towards better data governance. It's making businesses more accountable for how they collect and store data. Then, there is the growing push for data localisation, ensuring critical data stays in India.

The Atmanirbhar Bharat initiative is also driving change. The government wants Indian enterprises to build cloud and IoT solutions instead of relying on global tech giants. At CCICI, we actively work with policymakers to ensure that these regulations don't slow down innovation. We push for compliance mechanisms that protect data without creating unnecessary hurdles for businesses. We also help shape cybersecurity best practices and support Indian startups that are developing cloud, AI, and IoT solutions.

#### **What trends do you believe will shape the industry in the coming years?**

The next decade is expected to be driven by automation and intelligent systems. AI-powered IoT should make connected devices smarter, enabling real-time decision-making with minimal human intervention. Edge computing will become more common, allowing data to be processed closer to the source, which means lower latency and better security.

We will also witness digital twins - virtual models of real-world systems - playing a bigger role in industrial automation, predictive maintenance, and urban planning. Quantum computing is still in its early stages, but once it matures, it will completely change how we handle IoT security and encryption.

With 5G and beyond, IoT devices can



communicate faster, unlocking new possibilities in automation, healthcare, and real-time analytics. At the same time, sustainability will take centre stage. The focus will shift toward energy-efficient IoT solutions, making industrial and consumer applications more eco-friendly.

#### **How is CCICI preparing its members for these changes?**

We are making sure that our members don't just keep up with these changes but stay ahead of them. We are building knowledge-sharing platforms to keep them updated on industry advancements. Regular technical workshops and masterclasses on AI, edge computing, and cybersecurity help them sharpen their skills.

We are also investing in research and development by engaging with academia and research institutions. Notably, we are not doing this in isolation - global collaborations ensure that India's cloud and IoT ecosystem integrates the best practices worldwide.

#### **What message would you like to share with stakeholders in the industry?**

India is undergoing a digital transformation, and cloud and IoT are at the heart of it. We need to focus on a few key areas to take control of our digital future. First, owning our data is critical - The digital infrastructure should be built and managed by Indian enterprises to ensure security and sovereignty. Second, businesses must embrace AI and automation to stay competitive, as those who adapt quickly will have the advantage. Cybersecurity also needs to be a top priority. With the rapid adoption of digital technologies, cyber threats will only increase, and we need strong security frameworks to protect both businesses and individuals. Lastly, collaboration is the way forward. Industry leaders, startups, academia, and the government

must work together to build a world-class digital infrastructure for India.

#### **How can your collaboration with the Convergence India Expo contribute to shaping the industry's future?**

The Convergence India Expo is a platform to bring together key players in the industry - technology leaders, policymakers, and businesses - to discuss the future of cloud, IoT, and digital transformation in India. This collaboration allows us to showcase India's advancements in cloud and IoT to a global audience while driving meaningful conversations around policies, innovation, and industry growth. It also creates networking opportunities for startups, enterprises, and policymakers to connect, exchange ideas, and form meaningful partnerships. More importantly, the expo isn't just about discussions but about action. Launching new initiatives and fostering collaboration can accelerate digital transformation and position India as a global leader in cloud and IoT technologies.

#### **What role will CCICI undertake at the Convergence India Expo?**

At the Convergence India Expo, CCICI will advocate for India's strategic push towards digital sovereignty, emphasising the importance of reducing reliance on foreign cloud platforms and ensuring that our digital infrastructure is controlled and managed by Indian enterprises. We will also focus on the critical need for indigenous AI and IoT-driven solutions, which are essential to solving the unique challenges faced by our economy. One of the key elements is the importance of collaboration between enterprises, startups, and policymakers to accelerate growth and create a cohesive ecosystem. Additionally, I will bring attention to technologies such as autonomous cloud, cybersecurity, and green IoT, which are shaping the industry's future. ■



# Trusted Fintech Partner For Businesses

HAODA PAYMENT SOLUTIONS PVT. LTD



**Vigneshwar Rajendran**  
MD & CEO  
Haoda Payment Solutions  
Pvt. Ltd

## Tell us about the philosophy and vision of the company.

Haoda Pay (Haoda Payment Solutions Pvt Ltd) is India's leading and trust worthy online payment service provider and proudly of South Indian origin founded in 2021 during the pandemic. We at Haoda Pay understand the complexities of managing payments in today's fast-paced business environment. Here is what makes us stand apart from competition is we provide a user-friendly dashboard, quick onboarding and 24/7 technical support to mention a few. Our vision is to be the trusted fintech partner for both corporates (Startups and Established) and individuals.

## What are the new innovations being developed by the company?

"Innovation is taking two things that exist and putting them together in a new way"-Tom Freston, Co-Founder of MTV. With the vision of being a "Trusted Fintech Partner" we are looking to provide a Secure

Payment Gateway, Reliable Payouts Platform, for corporates (Startups and Experienced) and Ideal Wallet Partner for individuals in a way that is exclusively our own and that would stand out from competition.

## What are challenges & roadblocks faced by your industry?

The greatest challenge this industry faces is acquiring the license to sell these services mentioned. However, we are of the firm belief that this too shall be a swift process in the near future. We don't wish to either call it a road block or challenge and feel it is absolutely necessary to go

through the process as this shall be beneficial in the long run.

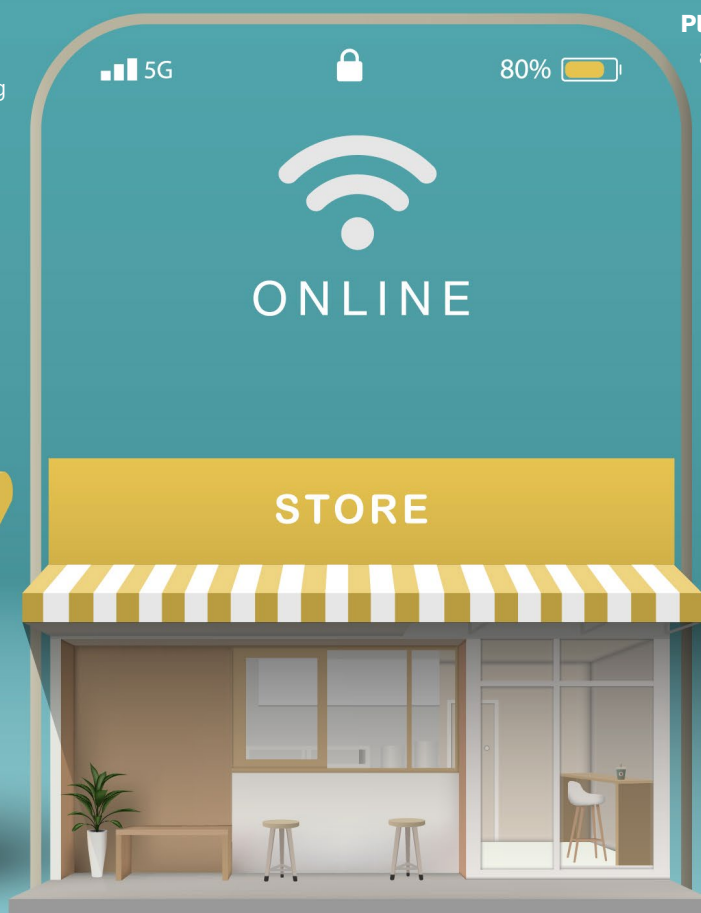
## Please tell us about your focus areas for the future.

As an organization, we aspire to be a group of companies. Recently in 2024 we have diversified into our technologies segment and incorporated Haoda Technology Solutions Pvt Ltd in Mumbai and have come up with an HRMS Software which we are showcasing in this expo and working on other relevant modules. Our desire is to be a preferred HRMS platform for corporates (Startups and Established). With a keen vision on the tastes and preferences of Gen Z, Millennials, we have incorporated Haoda

Network Solutions Pvt Ltd in Bengaluru with the idea of developing a platform in which you could download your favourite mobile games. This platform shall provide opportunities for gaming development corporates to partner with us. The Technologies wing has a fully functional office with a focused 50-member team in Thane, our Network wing we will be commencing to hire talent in both full-time categories as employees and part time folks across colleges who can develop gaming content and also earn bucks that could fulfill their wallet needs.

## Please elaborate on the services on display at the expo.

In this expo we are showcasing services from Haoda Pay and Haoda Tech. As regards Haoda Pay we will be promoting our Payouts and Connected Banking services and as regards Haoda Tech we are promoting our HRMS software. Do visit our stall no: C100, Hall 3, Bharat Mandapam. and meet us to know more. ■







# Helping Businesses Move Faster

— INNOVATIVE RENTAL SOLUTIONS PVT. LTD —

**G**et It Rent is a leading IT rental solutions provider dedicated to helping businesses stay competitive without heavy upfront investments. With over a decade of industry experience, we specialize in offering the latest technology on flexible tenures, ranging from short-term rentals to multi-year solutions.

## Extensive Inventory for Every Business Need

Our massive inventory of 70,000+ devices includes:

- Laptops & Desktops
- Tablets & Apple Products
- Servers & Security Equipment

## Drone-Based Innovations

- Drone Selfie Point
- Indoor Drones Show
- Outdoor Drone Show

By shifting IT spending from CapEx to OpEx, we help you:

- Keep cash flow healthy

- Invest in core growth areas instead of depreciating hardware

## Tailored Solutions for Every Industry

With 1,000+ clients across diverse sectors, our rental model adapts to your unique needs:

- Warehousing & Logistics – Rugged equipment for real-time inventory tracking
- Education – Budget-friendly tech upgrades
- Tech Enterprises – Scalable IT infrastructure
- BPOs & Call Centers – On-demand tech for fluctuating staffing

We deliver nationwide with dedicated support, minimizing downtime and ensuring seamless operations.

## Smarter for Your Business. Kinder to the Planet.

### Did You Know?

- 420.3M metric tons of e-waste was generated as of 2024
- 50% less carbon emissions are produced with IT rental models over traditional buying
- 66% less consumption of valuable resources

happens when you rent IT equipment

- 80% less e-waste goes to landfills when you rent instead of buying

When you rent, you're part of a smarter, greener ecosystem—good for business, better for the planet. Every device rented means one less in a landfill.

Beyond financial efficiency, Get It Rent supports sustainability. Renting extends hardware lifecycles, reduces e-waste, and contributes to a greener future. Our post-rental services cover:

- Upgrades
- Repairs
- Replacements

## Powering Business Agility

At Get It Rent, we don't just provide IT rentals—we enable business growth. Whether you're:

- Launching a new project
- Expanding teams
- Upgrading technology

We ensure you have what you need, when you need it—without the burden of ownership. ■



# Experience the Future of IoT

PSIBORG



**Vishad Jain**  
Chief Managing  
Director

**T**he Internet of Things (IoT) has become a mainstay for modern urban development in the fastest-growing world of technological advancements. PsiBorg has emerged as a leader in the domain and stands for comprehensive IoT solutions across industries.

Our expertise extends to an end-to-end tech stack focused on developing an IoT solution.

- IoT Hardware and Embedded Devices
- Firmware Development and Connectivity Solutions
- IoT Dashboard
- IoT Mobile App Development

We are committed to helping businesses grow by providing sustainable IoT solutions that create efficiencies and new revenue streams from the insights of untapped data.

## Manpower Tracking Solution to enhance Workforce Efficiency

Tracking technology is transforming industries, and PsiBorg is at the forefront of this evolution. Our Manpower Tracking Solution is the most popular Real-Time Location System (RTLS) for indoor tracking, enhancing workforce management and operational efficiency.

The solution was developed using Bluetooth Low Energy (BLE) and Ultra-Wideband (UWB) technologies, allowing flexibility based on industry use cases and specific requirements. BLE-based tracking is ideal for cost-effective solutions with room-level accuracy. In contrast,

UWB ensures high precision in environments requiring sub-meter accuracy, such as industrial sites, warehouses, and high-security facilities.

Our system provides real-time location monitoring, heatmaps for workforce distribution, automated attendance logging, and geofencing alerts. Additionally, integration with AI-driven analytics helps organisations optimise workflow, reduce inefficiencies, and prevent unauthorised access to restricted areas.

With PsiBorg's manpower tracking solution, industries can gain actionable insights into workforce movement, enhance compliance with safety protocols, and improve overall operational transparency - leading to better decision-making and resource optimisation.

## 4G-based Tracking and SOS Device Solutions

In addition to manpower tracking, PsiBorg offers 4G-based Advanced Tracking and SOS Device Solutions for real-time monitoring of children, elderly individuals, and women. These devices ensure safety with instant emergency alerts and precise location updates, providing peace of mind to families and caregivers.

## Smart Washroom Solution to enhancing Hygiene & Operations

Airports and public spaces require smooth operations and superior hygiene management. Our Smart Washroom Solution is an IoT-driven system that leverages occupancy sensors, footfall counters, odour sensors and real-time monitoring to optimise restroom

cleanliness, reduce maintenance costs, and improve user satisfaction. Facility managers can access live data analytics for predictive cleaning schedules and instant maintenance alerts, elevating customer experience and operational efficiency.

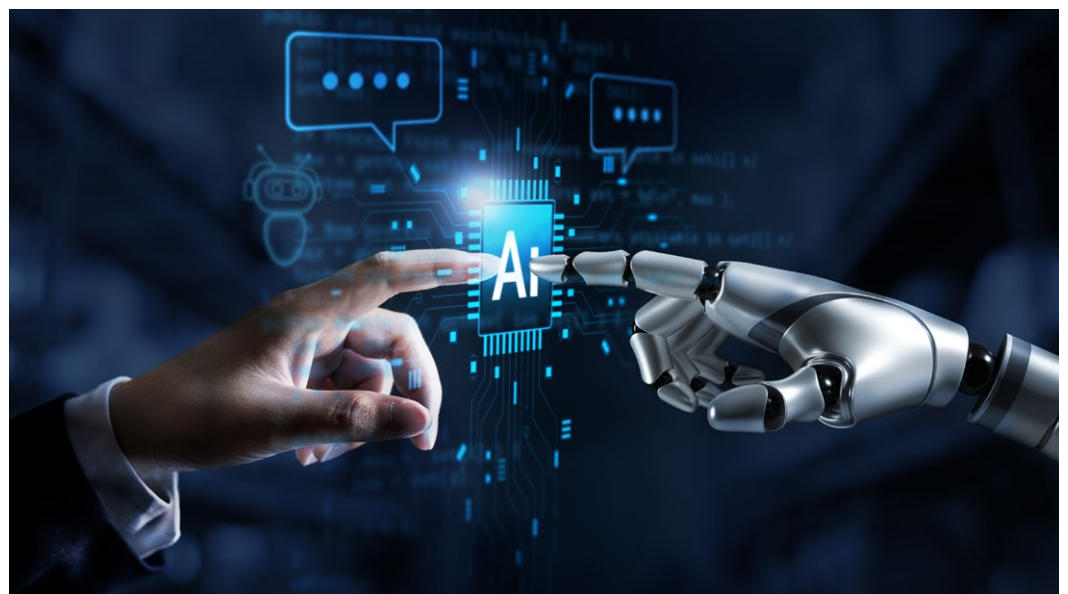
## Livestock Monitoring for Precision Farming

Agriculture is embracing IoT, and PsiBorg's Livestock Monitoring System is designed to revolutionise animal health tracking. This solution records health data and insemination history and integrates a pedometer-based geofencing system for precise movement and activity tracking. Farmers and livestock owners can enhance productivity, detect health issues early, and ensure better animal welfare.

## Join Us at Convergence India 2025

With over 7 years of experience and the successful deployment of a diverse range of IoT solutions in sectors such as transportation, industry, agriculture, and defence, we are the leading IoT solution provider in the industry. Visit our booth to experience live demonstrations of these game-changing IoT solutions and kickstart your journey to IoTise your business.

"We welcome potential clients, partners, associates, and collaborators to visit us at our booth and find out how the Internet of Things can change your business for the better and how PsiBorg Technologies makes this possible," said Vishad Jain, Managing Director, PsiBorg Technologies. ■





# Innovating the Future with Cutting-Edge Solutions

OVT INDIA



**Amit Pathak**  
Managing Director  
OVT India Pvt. Ltd.

## Please give an overview of the company.

OVT India Private Limited, a manufacturing company based in the heart of the country's capital, Delhi NCR (Noida), has emerged as a prominent indigenised figure in the Indian consumer electronics market, specialising in the manufacturing of TV set-top boxes (STBs) and high-performance ONU's. Our journey began on 19th April 2017 as a digital STB manufacturer and supplier. Our sprawling facility in Noida spans

over 150,000 square feet and boasts world-class Surface Mount Technology (SMT), Dual In-line Package (DIP), and assembly lines. These cutting-edge facilities enable us to produce up to 2 million STBs each month, meeting the demands of a dynamic market. We have acquired the majority of the Indian Cable TV market by deploying more than 20 million STBs in a short span.

## What are your plans regarding expansion?

OVT has added CCTV cameras to its growing portfolio of products. This addition marks the first step in our commitment to providing comprehensive security solutions. In the near future, we will expand our product range with complementary products and accessories to enhance and support CCTV systems, ensuring a robust and complete offering for all your security needs.

## Please discuss your product profile and solutions roadmap.

### Phase 1: Core Product Offering (Present) Digital Set-Top Box

- Offering high-quality digital entertainment experiences with a range of set-top box solutions.
- Integration with major service providers and enhanced user interface.

### Optical Network Units (ONUs)

- Providing efficient, high-speed internet and broadband solutions to meet growing demands.
- Seamless fibre-to-the-home (FTTH) technology for residential and commercial use.

### CCTV Cameras (New Addition)

- Launch of state-of-the-art CCTV cameras to expand into the security and surveillance market.
- High-definition recording, smart connectivity, and advanced analytics for better monitoring.

### Phase 2: Complementary Products (Next 6-12 Months)

#### CCTV Camera Accessories

- Network Video Recorders (NVRs) for seamless integration with CCTV systems.
- Cabling and power supply units offer complete installation kits for easy deployment.
- Mounting and enclosure systems for professional-grade security installations.

#### Network Switches and Routers

- Expanding into network infrastructure products to support CCTV and ONUs with faster data handling.

#### Smart Home Integration

- Developing solutions integrating CCTV and digital set-top boxes with smart home devices for enhanced user convenience.

### Phase 3: Advanced Solutions (Next 12-24 Months)

#### Smart Surveillance Solutions

- AI-powered video analytics for real-time alerts, facial recognition, and automated threat detection.

#### End-to-End Security Systems

- We offer complete security packages, including intrusion detection, access control, and alarm systems that integrate with CCTV.

#### Cloud-based Services

- Introducing cloud storage and remote access solutions for CCTV footage and network devices.

#### IoT-enabled Devices

- Enhancing set-top boxes and ONUs with IoT integration for better connectivity, home automation, and remote device management. ■





# Location Intelligence in Business Automation

TRACKOLAP



**Udit Agarwal**  
CEO & Founder, TrackOlap

**T**rackOlap is a global leader in business automation solutions, dedicated to empowering organisations to enhance productivity, optimise resources, and improve operational efficiency. Our mission is to simplify complex business

processes through innovative AI-driven solutions, ensuring seamless workflow automation and data-driven decision-making.

Our vision is to be the world's most trusted automation platform, revolutionising industries through innovation and advanced analytics. We aim to bridge the gap between technology and business operations by providing solutions that drive efficiency, transparency, and scalability.

## New Innovations: AI-Based Reports and Lead Automation

Innovation is at the heart of TrackOlap. We recently launched AI-based reporting and lead automation tools, which are transforming the way businesses analyse and manage their data.

- **AI-Based Reports:** Our AI-driven analytics generate real-time reports, offering actionable insights into workforce productivity, sales performance, and operational efficiency. This enables businesses to make data-driven decisions faster and more accurately.
- **Lead Automation:** Our lead automation tool streamlines the lead management

process, ensuring sales teams focus on high-quality prospects while automating repetitive tasks. It also captures leads from various sources, such as website forms, social media, emails, and landing pages. This reduces manual effort and significantly enhances conversion rates.

## Embracing Post-Pandemic Technologies

The COVID-19 pandemic accelerated the shift towards remote work, making time tracking and productivity monitoring essential. TrackOlap's time-tracking software ensures remote employees remain productive while providing transparency to management.

- **Automated Timesheets:** Employees can clock in and out seamlessly while AI-powered tracking tools monitor active working hours.
- **Performance Analytics:** Managers can assess individual and team productivity with real-time dashboards.
- **Seamless Integration:** The software integrates with existing workflow management tools, making remote work more efficient.





**Soft Launch:** Target and Inventory Management  
We are excited to announce the soft launch of our Target Management and Inventory Management solutions, designed to enhance business efficiency.

- **Target Management** is a tool that enables organisations to set, track, and evaluate employee performance against predefined goals, ensuring alignment with strategic objectives.
- **Inventory Management:** Using real-time data insights, businesses can monitor stock levels, automate restocking, and optimise supply chains.

#### Industry Challenges and Roadblocks

Despite rapid technological advancements, businesses continue to face challenges in automation adoption:

- **Resistance to Change:** Many organisations struggle to integrate new technologies due to traditional workflows.
- **Data Security Concerns:** Businesses must ensure data privacy and compliance while leveraging AI-driven solutions.
- **Integration Complexities:** Seamlessly integrating automation tools with legacy systems remains a significant hurdle.

#### Policy Advocacy for SaaS-Based Platforms

TrackOlap is committed to advancing policies that support the growth and adoption of sales CRM technologies. We advocate for:

#### Data Protection & Privacy Regulations:

Ensuring that CRM tools comply with global data security standards.

#### Integration and Interoperability Standards:

Encouraging policies that promote seamless CRM integration with other business tools.

**Incentives for CRM Adoption:** Lobbying for tax benefits and subsidies to help small and medium-sized businesses implement

CRM solutions.

**Digital Transformation Support:** Pushing for government-backed programmes to assist companies in transitioning to digital sales management systems.

#### Location-based Solutions for Finance Companies at Convergences India

TrackOlap will highlight its location-based solutions at the upcoming expo, designed to benefit finance companies.

- **Field Force Tracking:** Monitor sales teams and ensure optimal route planning.
- **Customer Visit Optimisation:** Enhance client engagement with real-time location insights.
- **Automated Expense Tracking:** Ensure accountability in travel and operational expenses.
- **Special Focus:** Our TrackOlap Field Force Solutions optimise workforce management by:
- **Live Employee Tracking:** Ensuring real-time visibility of field agents.
- **Automated Task Assignments:** Improving efficiency and reducing downtime.
- **Performance Metrics and Reports:** Providing detailed analytics for improved

decision-making.

#### Leveraging TrackOlap for a Better Tomorrow

Our technologies empower businesses to:

- **Boost Productivity:** Automating repetitive tasks allows employees to focus on core responsibilities.
- **Enhance Decision-Making:** AI-powered insights enable data-driven strategies.
- **Ensure Transparency:** Real-time tracking ensures accountability at every operational level.

"At TrackOlap, we believe in the power of innovation to transform industries. Our AI-driven solutions are designed to bridge the gap between technology and business efficiency, ensuring seamless operations for enterprises worldwide." –Udit Agarwal, CEO & Founder of TrackOlap

TrackOlap continues to drive business transformation through intelligent automation, setting new benchmarks in efficiency and productivity across industries. ■





# Products for Content Distribution & Monetisation

MUVI



**Anshuman Das**  
CEO, Muvi

**M**uvi is an industry-leading provider of streaming-based solutions, offering a suite of innovative products to meet diverse content distribution and monetisation needs. From OTT platforms and apps to live streaming, shorts, eLearning, playout and beyond, Muvi empowers businesses across industries with cutting-edge, customisable, and scalable solutions. Since 2010, Muvi has redefined the streaming landscape worldwide. Headquartered in Ashburn, Virginia, Muvi has served some of the leading brands across the globe, including MGM, Axen Capital, UNI Cards, Intel, Thanti, Simply South, Dubai Expo 2020 and many more.

## Goals and Vision

Muvi strives to disrupt global streaming technology by making streaming solutions accessible, easy to use, and ready to deploy. Our mission is to simplify complex streaming tech stacks, empower businesses to reduce time to market and enable seamless distribution and monetisation of content across diverse industries worldwide.

## New Innovations undertaken by the company

Muvi has built innovations like per-title encoding, progressive transcoding, and an AI recommendation engine for our streaming solutions. Muvi is also adding new relevant AI

features to help customers to get things done faster. Our innovations in monetisation include support for hybrid monetisation, SSAI, Paywall, and much more. In all our products, we strive to make workflow easier and efficient with features like RBAC, Advanced Analytics, and more.

## Embracing New Technologies

In recent years, the number of content creators has increased multifold. At the same time, the trend has moved towards vertical and short formats of video and storytelling, giving rise to multiple short video platforms. As a result, Muvi now offers solutions to anyone looking to launch, distribute, and monetise short-form videos under their brand and to serve those creators and their use cases.

Muvi is introducing an innovative solution in the video conferencing segment with a new product, Muvi Meet. Muvi Meet provides a white-labeled and web-based meeting platform which enables hosts to monetise their meetings. Paywall-enabled meetings are an industry-first, proving Muvi to be at the forefront of innovation. The company is also preparing to launch an encoding product that enables the video platform to leverage the power of Muvi's advanced encoding and transcoding technologies.

## Muvi at Convergence India 2025

The company will display its range of SaaS products - Muvi One, Muvi Live, Muvi Flex, Muvi Playout, Muvi Player SDK, and Muvi Shorts.

**Muvi One:** It is an end-to-end OTT platform that offers a variety of advanced features enabling enterprises to launch their multiscreen OTT, learning, sports streaming, media and entertainment, health and fitness platform in a jiffy across 16+ app ecosystems. Muvi One offers several advanced video streaming features that empower content creators to create professional-grade broadcasts, including video encoding and transcoding; Visual Designer- the world's first streaming website designing studio, an utterly no-code drag-and-drop website template designing platform; advanced HTML5 video player supported adaptive bitrate video playback; Multi CDN video

delivery; multi-DRM; watermarking; screen record protection and IP restrictions; multiple monetisation models; video API multiple payment gateway integrations; SDKs for iOS and Android developers and much more.

**Muvi Live:** Muvi helps businesses launch multi-device live streams instantly through our exclusive live streaming platform, Muvi Live. It is a robust video live-streaming platform with a full-featured service for private live-streaming with tight security and privacy controls, making broadcasting live streams an easy and secure job. Whether streaming online sports events or town halls, Muvi Live ensures the fastest and highest-quality live streaming across multiple devices through live cloud encoding. Paywall in Muvi Live is exemplary with reference to its industry-leading revenue realisation, where broadcasters can keep 90% of their revenue with the lowest possible transaction fee of 10%. Through paywall-enabled Muvi Live, content owners get an in-built global payment gateway that supports over 135+ global currencies.

**Muvi Flex:** Muvi Flex is a scalable cloud video hosting service targeted at enterprises that ensures efficient video content hosting, media storage, and management. It offers a variety of advanced features like cloud encoding, top-tier delivery, video security, and cross-device playback that enables enterprises to launch a VoD/AoD platform instantly without any coding knowledge. Using Muvi Flex's robust and customisable platform, you can upload, manage, tag, index, and share videos. Using its easy-to-use CMS, you can also build responsive video solutions on your apps/websites. Muvi Flex caters to every industry, from e-commerce, hospitality, fitness to eLearning and is best suited for enterprises, content creators and marketers.

**Muvi Playout:** Muvi also provides services for launching cloud-based linear TV Channels and FAST channels through its cloud-based playout solution - Muvi Playout. Features include drag-and-drop scheduling, automated time scheduling, bulk upload, real-time transcoding, ad-insertion, multi-format output, subtitling and captions.



**Muvi Shorts:** Muvi Shorts helps creators launch their short video platform and distribute and monetise short-form content. Muvi Shorts allows you to launch a short video streaming website and app like Reelshort with no coding knowledge within minutes. The short video OTT platform manages everything from video hosting and lag-free streaming to monetisation, user engagement, and analytics. All the essential

streaming elements, such as encoding, ABR transcoding, CDN, Online Video Player, and Payment Gateways, have already been built in.

#### **Solutions for a Better Tomorrow**

Muvi helps companies move their traditional streaming technologies to the cloud. With this transition, enterprises can save on on-prem infrastructure and use only the required

resources at any given time by being on the cloud. Muvi is also committed to giving back to the community, and hence, the company founded Muvi Foundation, a charitable organisation aimed at helping, strengthening, and empowering the community to build a better future. Muvi Foundation uses 10% of Muvi's annual profit to organise community-building activities where Muvians actively participate. ■





# Pioneering Next-Generation Communication Solutions

## STRINGEE INDIA

In an era of unprecedented digital transformation, Stringee India stands out as a leader in redefining how businesses connect and communicate. With a steadfast commitment to innovation, our company is dedicated to delivering seamless, cloud-based communication solutions that empower enterprises, foster global connectivity, and build a better tomorrow.

### Our Mission, Goals, and Vision

At Stringee India, we aim to revolutionise communication by providing state-of-the-art, reliable, and accessible cloud communication solutions. We believe that every interaction—be it a business call, video conference, or instant message—should be effortless and efficient.

Our vision is to create an ecosystem where businesses of all sizes can harness the power of advanced communication technologies to overcome geographical and operational barriers. By aligning our goals with the dynamic needs of the market, we are committed to driving innovation, enhancing user experience, and contributing to a more connected global community.

### Introducing Stringee Communication APIs & StringeeX

Stringee's offerings include Stringee Communication APIs and StringeeX Contact

Center Software, a comprehensive cloud communication solution transforming organisations' interactions.

The Stringee Communication API is a powerful and versatile solution designed to directly integrate real-time voice, video, and messaging capabilities into your applications. Its developer-friendly design ensures easy integration, allowing businesses to rapidly deploy customised communication features that enhance user engagement and streamline operations.

StringeeX Contact Center Software is a comprehensive, cloud-based solution for modern customer service needs. It offers an omnichannel approach by integrating voice, video, chat, and social media interactions into one unified platform, ensuring that customer inquiries are managed efficiently and responsively. With advanced features such as intelligent call routing, real-time analytics, and detailed reporting, StringeeX empowers organisations to optimise agent performance and improve overall customer satisfaction.

### Navigating Industry Challenges and Roadblocks

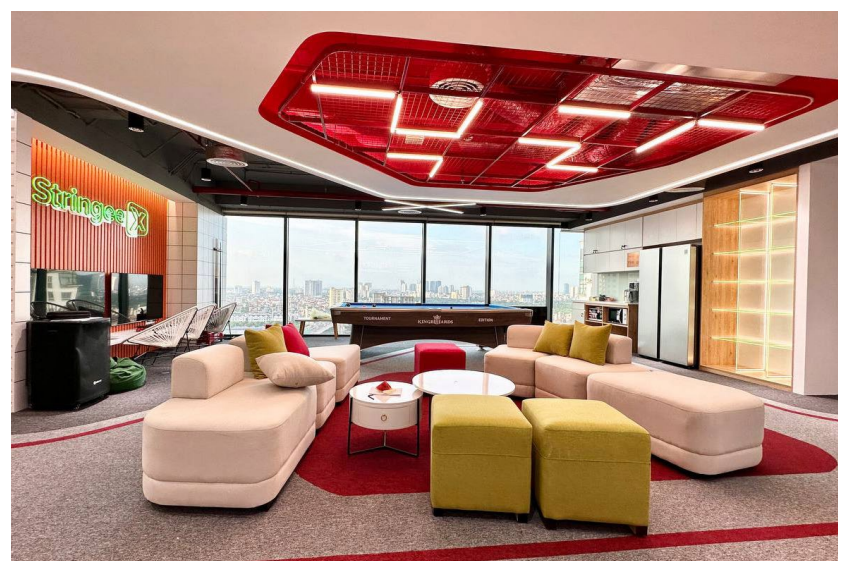
The contact centre software market is no stranger to challenges. Rapid technological advancements, regulatory complexities, and fierce competition are just a few hurdles we

face. At Stringee India, these challenges are opportunities to innovate and improve.

Our dedicated team tirelessly anticipates market trends and develops solutions that address issues such as cybersecurity threats, interoperability concerns, and compliance with evolving regulations. Moreover, we are actively engaged in policy advocacy efforts to create a regulatory environment that fosters innovation while safeguarding consumer interests. By collaborating with industry bodies and regulatory authorities, Stringee India strives to set high standards for security, data privacy, and quality of service, ensuring that our solutions remain at the pinnacle of excellence.

### Stringee at Convergence India

The upcoming Convergence India 2025 Expo presents an ideal platform for showcasing our InnovateX solutions and strategic vision. Attendees will have the opportunity to experience firsthand how our solutions shape the future of business and technology. Our booth will feature interactive demonstrations of Communication APIs & Contact Center Software and a series of engaging sessions and workshops led by our expert team. These sessions provide insights into leveraging our technologies to overcome common industry challenges, drive efficiency, and promote sustainable growth. ■





# Shaping The Future Of OTT

## SARANYU TECHNOLOGIES



**Rajendra Turakani**  
CEO  
Saranyu Technologies

### Tell us about the philosophy and vision of the company.

Saranyu Technologies was founded in 2011 in Bengaluru. Our mission is to empower content owners to stay competitive in the evolving OTT landscape by providing world-class technology solutions. We specialise in multi-screen OTT platforms, solutions, and applications across entertainment, education, news, and enterprise markets.

Our vision is to be the technology partner of choice for content owners to monetise their digital content effectively. With over 12 years

of experience, Saranyu continues to shape the future of OTT.

### What innovations are being developed by the company?

We are driving OTT 2.0 by integrating AI/ML to:

- Automate OTT platform design and maintenance
- Enhance streaming quality while reducing costs
- Improve personalisation through AI-driven recommendations
- Automate subtitling, metadata generation, video dubbing, and content creation

New product innovations include:

- MAGMA – AI/ML-driven video dubbing framework
- VIDIFY – AI-powered video content creation from text
- Customer Data Platform – Advanced audience analytics

### What are the challenges hampering the industry's growth?

The OTT industry faces key challenges such as:

- Content Piracy – Directly impacts monetisation and content owner confidence
- High Operational Costs – Bandwidth and streaming expenses
- User Acquisition – A significant hurdle for niche

content creators entering the market

### Please tell us about your focus areas for the future.

Our focus remains on advancing AI/ML applications in media and entertainment while shaping the future of OTT 2.0.

### Are there any modifications in the regulatory framework that you would advocate for?

Anti-piracy laws and content censorship policies are needed to safeguard genuine content creators and curb illegal content distribution.

### Please elaborate on the technologies on display at the expo.

At Convergence India 2025, we are showcasing:

- Customer Data Platform powered by advanced data warehousing
- AI/ML-based video dubbing and content creation
- Next-gen Smart TV UI/UX for OTT platforms

### What can we expect from Saranyu in the future?

We are building the next-generation OTT ecosystem, integrating AI/ML, AR, VR, low-latency streaming, and Smart Glass compatibility to revolutionise content consumption. ■



# Powering the Future of Embedded & Software Innovation

SAS ONE



**Luv Kalra**  
CEO, SAS One

**T**oday, technology dictates success, and companies must continually innovate, adapt, and redefine the landscape. SAS ONE, a trailblazer in embedded engineering, SaaS, software development, and strategic technology partnerships, is at the forefront of this transformation. With offices in Lucknow and Bangalore, SAS ONE is revolutionising industries with advanced AI-powered embedded solutions, high-performance software, and custom-built technology ecosystems.

## Empowering Businesses Through Innovation

Technology is evolving at an unprecedented pace, and SAS ONE is not just keeping up but leading the charge. With a deep focus on regulated markets such as Medical & Healthcare, Defense & Aerospace, and Industrial applications, SAS ONE delivers:

- Embedded Engineering & Software Development – Crafting next-gen solutions for IoT, firmware engineering, edge computing, and AI-driven automation.
- SaaS & Cloud-based Solutions – Creating scalable and cloud-native platforms that enhance business efficiency.
- Strategic Software Partnerships – Helping

companies accelerate digital transformation with custom-built technology ecosystems.

- Captive Teams for Enterprises – Providing dedicated development teams to fast-track innovation.

“Our vision is to engineer the future—where technology not only supports industries but revolutionises them, creating smarter, faster, and more scalable solutions,” says Luv Kalra, Director of SAS ONE.

## Leading Partnerships and Global Presence

Some leading enterprises we work with include Beacon Embedded Works, where we bring expertise in System-on-Module (SoM) solutions, embedded engineering, and firmware development, delivering high-performance computing for regulated industries. As a technology partner to Bennett Coleman & Co. Ltd. (Times of India Group), we power turnkey software solutions for platforms like Times Ascent and EducationTimes.com, transforming digital ecosystems. Our work with Hyundai, Kia, and other leading automobile dealerships focuses on business utility software, automation, and customer engagement solutions, streamlining operations and enhancing customer interactions.

Additionally, we provide firmware, ML, AI, SaaS, and cloud-driven embedded solutions to global technology firms, ensuring they

stay ahead in an evolving digital landscape. With a strong presence across India, the USA, Australia, the United Kingdom, and the UAE, SAS ONE continues to drive innovation and scalability for businesses worldwide.

## Innovation as a Competitive Edge

SAS ONE thrives on disruptive innovation:

- AI-Powered Embedded Solutions: Real-time computer vision, predictive analytics, and machine learning for mission-critical applications.
- Next-Gen System-on-Module (SoM) Customisation: Tailoring embedded computing platforms for high-performance industries.
- Cybersecurity & Secure Architecture: Ensuring data integrity, encryption, and compliance in an interconnected world.
- Performance-Optimised Embedded Software Services: Redefining latency, efficiency, and power optimisation for next-gen devices.

By merging hardware, software, and AI-driven intelligence, SAS ONE is building resilient, future-ready solutions that redefine performance, efficiency, and scalability.

“Every breakthrough begins with a bold idea. At SAS ONE, we turn visionary concepts into scalable, game-changing technologies.” – Swapnil, Director of SAS ONE.

## What's Next for SAS ONE?

At the Convergence India expo 2025, SAS ONE will showcase groundbreaking innovations, including:

- AI-Powered Edge Computing Solutions – Enabling real-time analytics for smart healthcare devices, industrial automation, and mission-critical defence systems.
- Custom Embedded Solutions for Regulated Markets – Delivering high-performance, power-efficient platforms for next-gen applications.
- SaaS-Enabled Embedded Platforms: Creating seamless, cloud-integrated ecosystems that drive operational efficiency.

## The Future of Tech: How SAS ONE is Shaping a Smarter Tomorrow

By integrating AI, embedded systems, and cloud computing, SAS ONE is:

- Advancing Smart Healthcare: AI-driven diagnostics, predictive analytics, and smart medical devices.
- Revolutionising Defense & Aerospace: Secure, real-time embedded systems for next-gen defence applications.
- Powering Sustainable Industrial Automation: AI & IoT-driven energy-efficient solutions.

SAS ONE is more than a technology company—it's a partner in progress. If you're looking to scale your business, embrace innovation, and drive success through AI, embedded engineering, and embedded solutions, now is the time to act. ■





# Made In India AI Solutions

SCOGO.AI



**Vivek Raghuwanshi**  
Business Head-AI  
Scogo.AI

**M**any businesses have world-class products and services. However, they often struggle to compete with global brands offering 24/7 customer support. AI Agents can help companies of all sizes win new customers, sell more, spend less, build brand loyalty, and reach new markets.

Think about it: a millennial or Gen Z customer visits your website on a Saturday, ready to buy. If your support is only available Monday to Friday, he will likely go to a competitor who can immediately answer the pre-sales, shipping, or after-sales services-related queries. Unanswered customer queries are a common problem and lead to lost sales. Large companies solve this by deploying big teams of customer service agents or outsourcing to BPOs.

Notably, this is where AI Agents become a game-changer. They level the playing field, providing 24/7 support at a fraction of the cost and securely.

## Introducing SIA: Your AI Agent for Accelerated Business Growth

At scogo.ai, we have built SIA, customer support and sales AI Agent designed to talk to your customers in their regional languages 24X7 without investing much money.

SIA can answer customer queries (pre-sales, post-sales, and even complaints), sell products, book appointments, and take actions on your behalf, automating most of the customer-facing business processes.

The AI tech behind SIA allows for cost-effective customisation of the solution to meet client

needs and specific business use cases. Imagine having a fail-proof, always-on customer support system that trains to improve with every customer interaction. That's SIA!

## Scogo.ai Team

Scogo.ai is not an AI startup; we are a seasoned customer support technology company. Since 2018, we have tackled some of the toughest challenges in first-mile and last-mile customer support. Our deep understanding of the customer support domain fuels our AI platform (scogo.ai) and agentic AI solutions like SIA.

We are building AI and new-age solutions that solve real business problems and can be cost-effectively made available to businesses of all sizes across all categories in Bharat and the World.

## Customer Support & Sales AI Agent to Accelerate Business Growth

SIA offers a wealth of benefits:

- **Handles the Bulk of Customer Queries:** SIA can manage approximately 80% of your customer queries from day one, freeing up your human team to focus on more complex issues.
- **Multi-Channel Communication:** SIA interacts with customers via text, images, and even voice through chat, WhatsApp, email, and human-like voice calls.
- **Multilingual Capabilities:** SIA understands and speaks over 50 languages, helping you serve customers in India and other countries.
- **Seamless Collaboration:** SIA can seamlessly transfer the conversation to a human agent when necessary for seamless collaboration with your existing customer support team(s)
- **Secure and Customisable:** SIA is safe and can be tailored to meet your unique business requirements.

But more than just features, our team's deep understanding of customer support makes SIA truly effective. We know what it takes to use AI to win new customers, build brand loyalty, and expand into new markets, all while keeping costs down and scalability high.

## Our Mission

We believe in delivering exceptional customer support cost-effectively to all businesses. This will empower them to accelerate growth and take their brands beyond borders. We are working tirelessly to make customer support and sales solutions accessible, affordable, and powerful for every business, regardless of size.

## SIA by Scogo.ai is the UPI of Customer Support

We want to make AI-powered support as easy and omnipresent as UPI and make it a default system for all businesses. We believe exceptional customer support is a necessity for accelerated growth, and SIA is our sincere effort to make this belief a business reality.

## Visit Us at Bharat Mandapam, Booth E333!

We welcome you to experience SIA (the AI Agent) at our booth and discuss your business use cases and growth-enabling processes in depth. We will launch your customer support AI Agent and generate your customer support QR code in seconds and for free. ■





# Innovating Global Connectivity

SHENZHEN C-DATA TECHNOLOGY CO.,LTD.



**Bibhuti Kumar Jha**

Country Manager-India

Shenzhen C-data Technology Co., Ltd.

Mobile: +91 9810016292

Email: bibhuti@cdatatec.com

**F**ounded in 2009, Shenzhen C-Data Technology Co. Ltd. has established itself as a leading global provider of advanced information and communication products and solutions. C-Data operates in over 50 countries, delivering customised solutions and efficient technical support to telecom operators, ISPs, MSOs, and government and enterprise clients. Our strong R&D capabilities, supported by industry experts, focus on developing key products such as ONUs, OLTs, wireless access solutions, switches, HFC, EOC, OTN, cloud platforms, and smart software systems.

## C-Data PON Products: Seamless Connectivity for Diverse Needs

At the Convergence India Expo 2025, C-Data will

showcase its advanced PON solutions, including OLTs and ONUs covering EPON, GPON, and XGS-PON, along with Wi-Fi 6 ONUs and outdoor intelligent OLT cabinets.

- **EPON OLT FD1304E:** This model features four fixed EPON ports and four hot-pluggable EPON ports, offering scalability for network growth. With 4\*10GE uplink SFP+ ports, it ensures high bandwidth capacity.
- **GPON OLT FD1616S-B2:** This 16-port GPON OLT is equipped with 4\*10GE uplink SFP+ ports, offering high bandwidth capacity. Its compact 1U form factor ensures efficient rack installation, saving valuable space while delivering reliable, high-performance connectivity.
- **Dual-Band Wi-Fi 5 xPON ONU FD604GW-DX-R760:** Featuring 4\*GE ports and a maximum speed of 1200Mbps, this ONU delivers excellent bandwidth for high-speed data transmission and voice communication.
- **Wi-Fi 6 ONU FD614GS1:** Featuring 4\*GE ports and 1 POTS voice port. It supports dual-band Wi-Fi 6 with up to 1500Mbps (2.4GHz + 5GHz), ensuring high-speed, stable wireless performance. Equipped with four external 5dBi antennas, it is designed to deliver exceptional coverage and reliability for demanding applications.
- **Outdoor Intelligent Comprehensive Cabinet OLT:** Designed for rugged outdoor environments, this OLT integrates 4/8-port GPON modules and an EYDFA module, featuring built-in water and optional smoke sensors for enhanced safety and stability, offering IP54-rated protection.

## CMS: Integrated EMS & TR069 ACS for Optimised Network Management

The C-Data CMS is a robust network management system that combines EMS and TR069 ACS. It offers a secure, efficient, and intelligent platform for network operation and maintenance. It supports a wide range of devices, including OLTs, ONUs,

routers, and third-party devices. It automates device onboarding and batch configurations.

With flexible deployment options—SaaS, on-premise, and northbound interfaces—C-Data CMS enhances business analysis, real-time monitoring, alarm notifications, and remote diagnostics. Additionally, its mobile apps for iOS and Android ensure convenient management and control, streamlining operations and improving user experiences.

## C-Data Distributed PON Solution: Flexible, Scalable, and Efficient

C-Data Distributed PON Solution showcases our cutting-edge innovation, designed to address the challenges of FTTH network construction, empowering ISPs with adaptable and flexible solutions tailored to various scenarios.

- **Maximising Central Office Rack Space -** The solution incorporates a PON controller occupying just 1U of space, managing up to 16 remote OLTs and 64 GPON ports, which reduces equipment space requirements by 75% compared to traditional OLTs.
- **Optimising Backbone Fiber Resources -** With integrated WDM (Wavelength Division Multiplexing), C-Data saves over 90% of backbone fibre resources, increasing transmission distance by up to 500% while ensuring high-speed internet access.
- **Reducing the Need for Additional Equipment Rooms -** The solution is highly flexible, with remote OLTs that can be wall-mounted or installed in outdoor cabinets, minimising the need for additional equipment rooms. WDM technology further reduces long-distance fibre requirements, making deployments more efficient even in challenging environments.

C-Data is committed to delivering innovative, high-performance solutions to drive the next generation of global connectivity. ■







# Fusion Splicing of Two Industry Leaders

SPI ENGINEERS & INNO INSTRUMENT

India's fibre-optic and telecom industry has been rapidly growing due to the expansion of high-speed internet networks, 5G rollout, and the increasing demand for efficient communication infrastructure. As a result, fusion splicing is becoming an integral part of fibre optic network in India and increased due to telecom expansion, government initiatives, and growing demand for data telecom operators.

South Korea-based INNO Instrument is one of the leading brands in the Fusion Splicer and Optical Testing industry and is recognised globally. Recently, it joined forces with SPI Engineers Pvt. Ltd., a leader in testing and measuring products for the telecom and optical sectors. SPI Engineers is the exclusive authorised distributor for a wide range of instruments of reputed global manufacturers. With this partnership, SPI has

become the exclusive authorised distributor of INNO Instruments Korea for sale and service in India, Bangladesh, Bhutan, and Nepal.

## **SPI boasts PAN-India and Overseas Presence**

SPI has established its presence nationwide with branches in Ahmedabad, Bangalore, Chennai, Delhi, Guwahati, Hyderabad, Indore, Kolkata, Lucknow, and Mumbai, providing assured quality sale and service support. SPI also caters to international markets through its subsidiary company, SPI Engineers Ltd., in Hong Kong, which has been involved in large-scale global projects. SPI is also a vendor-assessed supplier on the Government E-Market Place (GeM).

The INNO-SPI partnership emphasises our commitment to quality, robustness, reliability,

efficiency, and trust. It is the best of both worlds for the customers. While INNO Instrument brings technical expertise and commitment to innovation, quality, and performance, SPI brings vast experience in successful sales and service of multiple brands, creating a powerful synergy for success.

With a product portfolio of state-of-the-art Fusion Splicing machines, OTDR, Power Meter, Cleavers, Fusion Splicing technologies, and INNO, SPI aims to revolutionise the optical fibre industry and provide the best efficient products at competitive prices. The INNO product portfolio encompasses diverse products, each tailored to meet specific use cases. Key products include the specialised clad-to-clad, core-to-core and ribbon splicing machines. Flagship models are the INNO i-Series, the INNO View Series, the INNO M Series, and the INNO Ribbon Splicers, all of which will be showcased at the coveted Convergence India Expo 2025.

INNO i-Series fusion splicers showcase the technical expertise and advanced capabilities of fusion splicing technology offered by INNO.

- The INNO OTDR A870 is a top-performing machine. It offers exceptional accuracy and efficiency, making it a trusted choice for fibre-optic testing and maintenance.
- The INNO (4 in 1) power meter Model V30X is one of the industry's finest tools for precise and efficient optical power measurement. The INNO power meter has a user-friendly interface, compact, lightweight, exceptionally accurate and cost-effective.
- The INNO Instrument splicing machines and OTDR come with a 2-year warranty.

INNO combines cutting-edge features with a durable, user-friendly design, promising exceptional performance at market-competitive prices, making them the obvious choice for any application. SPI's dedicated service centres for INNO Instrument are strategically located across India. These centres ensure that customers always receive the highest quality products and top-notch service.

Attendees of Convergence India Expo 2025 will have the opportunity to experience the latest trends and innovations in fusion splicing technology and witness first-hand how the joint efforts of SPI Engineers and INNO Instrument promise to unlock the value chain across various sectors. ■





# Worldclass Electronic and Electrotechnical Components

TME

India is one of the world's most dynamic and rapidly evolving technology markets. With a vibrant ecosystem of manufacturers, tech startups, and academic institutions, India presents opportunities for growth and innovation. Recognising this potential, TME is actively working to launch its Pune office to better engage with Indian clients and deliver solutions tailored to their needs. This underscores our commitment to supporting innovation and providing exceptional customer service.

## Who is TME

Transfer Multisort Elektronik is a multi-generational company that is among the world's leading distributors of electronic and electrotechnical components, workshop equipment, and industrial automation solutions. We offer 1,000,000 products from over 1,300 companies with a commitment towards customer-centric solutions ensures ongoing improvements to our product portfolio and purchasing systems. This dedication enables us to ship 5,200 packages daily to customers in 150 countries worldwide.

## Why Pune

Pune has established itself as a major hub for technological advancement and industrial

innovation in India. The city boasts a thriving community of technology companies, manufacturing giants, and leading academic institutions. This makes it an ideal base for TME to engage more effectively with Indian customers and partners. By establishing a presence in Pune, TME aims to be at the heart of India's electronics and manufacturing sectors, fostering stronger relationships and delivering enhanced service capabilities.

## Benefits for Our Customers in India

The establishment of a local office will allow TME to offer several key advantages to Indian clients:

- **Personalised Support:** A dedicated local team provides customised service to address the unique challenges of the Indian market.
- **Faster Delivery:** With a regional presence, we can streamline order processing and accelerate delivery times, reducing delays and improving efficiency.
- **Tailored Solutions:** Proximity to our customers enables us to gain deeper insights into their needs and deliver solutions that align with their project requirements.

## Driving Technological Innovation

As a global leader in electronic component

distribution, TME remains dedicated to supporting technological growth and innovation. Our comprehensive product offering includes solutions from leading manufacturers worldwide, covering semiconductors, sensors, connectors, and industrial automation components. Through the Pune office, we aim to forge stronger partnerships with local manufacturers, startups, and academic institutions, fostering a culture of collaboration and creativity.

## Looking Ahead

While the Pune office is still being finalised, its establishment marks a significant step forward for TME in India. The company is confident that this expansion will enable it to serve Indian clients better, foster stronger relationships, and contribute to the continued growth of the country's electronics industry.

By bringing its global expertise and extensive product portfolio closer to Indian customers, TME aims to empower businesses and innovators alike, helping them achieve their goals and drive progress across various sectors.

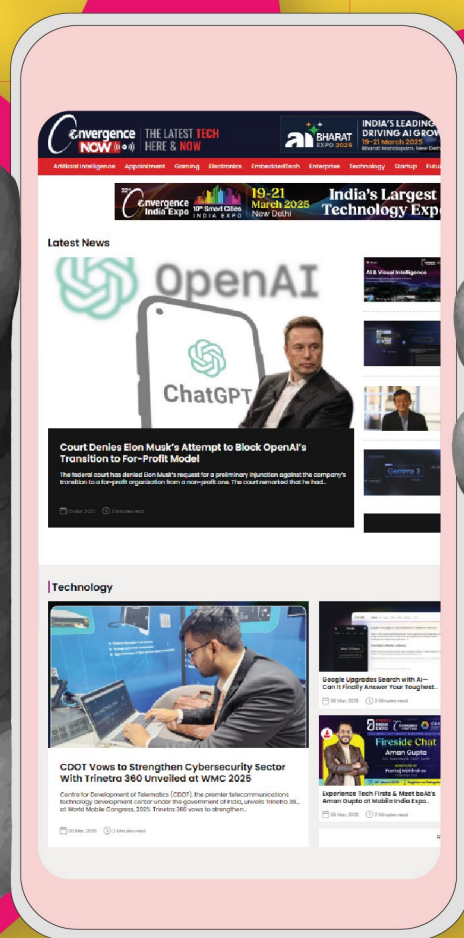
TME looks forward to building a brighter future with our customers and partners in India. ■

*Pune is an ideal base for TME to engage with Indian customers*





# THE LATEST TECH HERE & NOW



CONVERGENCE-NOW.COM



# Building Resilient Communities

## SEEDS

**F**or over three decades, the Sustainable Environment and Ecological Development Society (SEEDS) has been a force for change, working at the intersection of disaster resilience, climate adaptation, and community empowerment. Our mission is to protect lives and livelihoods by enhancing the capacities of vulnerable communities against disasters, while our vision is to create a safe, sustainable, and disaster-resilient environment for all.

At SEEDS, we believe in placing communities at the heart of recovery efforts. By integrating innovation, technology, and local wisdom, we ensure that no one is left behind in times of crisis.

### Five Pillars of Impact

- 1. Emergency Response & Relief:** Swift action and coordinated efforts bring aid and hope during crises.
- 2. Disaster Risk & Resilience:** Transforming challenges into victories through preparedness and adaptability.
- 3. Sustainable Environment & Climate:** Championing sustainable practices to combat climate change.
- 4. Disaster Innovation:** Leveraging technology and research to revolutionise disaster response.
- 5. Community Skilling:** Strengthening communities through education and capacity building

### Leveraging Technology for Resilience Akshvi: A Digital Platform for Climate Loss & Damage

SEEDS has pioneered Akshvi, an innovative platform that empowers disaster-affected families to self-report losses, receive targeted relief, and access long-term resilience-building resources. Using E-Disaster Wallets, affected individuals can track and log their damages, ensuring transparent aid distribution and policy-level impact. Recently, Akshvi's pilot in West Bengal recorded a 90% participation rate, demonstrating the power of community-driven recovery.

### Microsoft AI for Resilient Cities

Harnessing the power of Artificial Intelligence, SEEDS, in partnership with Microsoft, is assessing community vulnerabilities and risk scores to enable proactive disaster preparedness. At PIWOT 2025, we showcased our AI-driven disaster management framework,

reinforcing how technology can drive sustainable resilience solutions.

### Building Resilient Communities in India

With support from the H&M Foundation, SEEDS is creating a long-term disaster resilience framework to address vulnerabilities, combining local knowledge, sustainable infrastructure, and technology-driven planning.

### Commitment to Inclusive and Sustainable Recovery

Disasters disproportionately impact vulnerable populations, but SEEDS is committed to an inclusive approach. From emergency relief to long-term resilience strategies, our work ensures that every voice is heard and every community is prepared.

Join us in shaping a future where resilience is not just a response but a way of life. Visit us at Booth C280 at the AI Bharat Expo. ■

***SEEDS has pioneered Akshvi, an innovative platform that empowers disaster-affected families to self-report losses, receive targeted relief, and access long-term resilience-building resources.***





# AI-Powered Omni Channel Platform For Business Communication

VOXBAY

**V**oxbay is a leader in unified communication that has transformed business communications for over 11 years. It serves 5,000+ customers across India and is expanding globally. The AI-powered omnichannel platform Voxbay X offers IVR, call centre solutions, dialers, lead/ticket management, and SMS/WhatsApp services, empowering businesses with next-level communication solutions.

**Mission** - To implement world-class communication solutions for businesses of all sizes, enhancing efficiency and productivity in their communication.

**Vision** - To break language and channel barriers, enabling seamless real-time business communication across voice, text, and other mediums.

## Voxbay X

**Telephony** - Enhance your business communication with Voxbay's AI-powered telecom solution, which offers professional call handling, real-time reporting, and limitless features for a smarter, more efficient workflow.

- AI-powered IVR

- Smart call routing
- Seamless call connectivity

**Call Centre** - Handle the ceaseless flow of inbound and outbound calls effortlessly with Voxbay's most advanced Call Centre Solution, your one-stop platform for smart, efficient, and scalable business communication.

- Automated call routing
- Real-time analytics & reporting
- Agent activity monitoring

**Virtual Numbers** - Effortlessly streamline communication with Voxbay's virtual number solutions and establish your presence in 65+ countries.

- Global connectivity
- Cost-effect & scalable
- Enhanced business credibility

**Whatsapp Integration** - Automate your business WhatsApp and enhance customer engagement with Meta-verified WhatsApp solutions.

- Auto-response bots
- Bulk Messaging Campaigns
- Integration with telecom

**Lead/Ticket Management** - Automate tracking, prioritise tasks and seamlessly convert leads into loyal customers.

- Smart tracking
- Lead/ticket activity log
- Reminders

## Introducing BYOT

Bring Your Own Telecom (BYOT) allows businesses to integrate their existing telecom networks (SIM, PRI, SIP) with Voxbay X, enabling seamless and cost-effective communication.

## Key benefits of BYOT:

- 1. Cost Reduction** - Minimise operational expenses by leveraging existing telecom infrastructure
- 2. Scalability** - Expand operations without hefty infrastructure investments
- 3. Seamless Connectivity** - Integrate multiple networks into one streamlined platform
- 4. Flexibility** - Customise call routing and management to suit business needs
- 5. Enhanced Security** - Maintain control over telecom resources with enterprise-grade security. ■





# Comprehensive Documentation Solutions

TRUST ELECTRONICS



**R. Srinivasan**  
CEO, Trust Electronic

## Tell us about the philosophy and vision of the company.

Our philosophy is to provide solutions for issues often overlooked by large telecom and security companies in a dealer-friendly and straightforward format. Our comprehensive documentation ensures that dealers can handle our solutions independently. We aim to empower dealers with knowledge and control rather than exploiting their lack of technical expertise to grab their customers' overtime.

## What innovations are being developed by the company?

The company currently focuses on integrating AI into our existing solutions to enhance efficiency, automation, and intelligence across our offerings. Additionally, we are expanding our solutions within our core areas of telecom and security, ensuring more advanced, scalable, and future-ready technologies that meet evolving industry needs.

## Please tell us about your focus areas for the future.

As a hardcore telecom company with 30 years of expertise, our primary focus remains telecom, with an expanded vision for security solutions. Staying true to our vision, we either simplify complex solutions from major industry players—making them dealer-friendly and cost-effective—or develop niche solutions that big players overlook, ensuring greater value and profitability for our dealers.

## Please elaborate on the technologies on display at the expo.

At the expo, we are showcasing two cutting-edge technologies:

**Com1 AI BOX** – The All-in-One Enterprise Server, a powerful, integrated solution that combines:

- IPPBX & Call Centre Solutions (ACD, Voice Blasting)
- IP-based Public Address Solutions

- IP-based Multi-Location Access Control & Time Attendance
- IP-based Fire Alarm & Office Equipment Control
- Visitor Management & Human Tracking Solutions

It adapts to various business needs with simple license activation, offering flexibility, redundancy, and seamless automation.

**Virtual Operator, AI-Powered Call Handling** - India's first AI-driven operator, replacing traditional call centre agents and telephone operators. It provides:

- 24/7 Automated Call Management
- Intelligent Call Routing & Customer Assistance
- Cost Reduction & Increased Efficiency

These technologies streamline business communication, security, and automation in a scalable solution.

## What can we expect from the company in the near future?

We will launch exclusive, cost-effective products and solutions for our partners, focused on niche, competition-free areas. The Com1 all-in-one (AI) box concept ensures that solutions can be activated on demand without the need for additional infrastructure, maximising efficiency and scalability. ■





# Managed Network Solutions

SDWAN

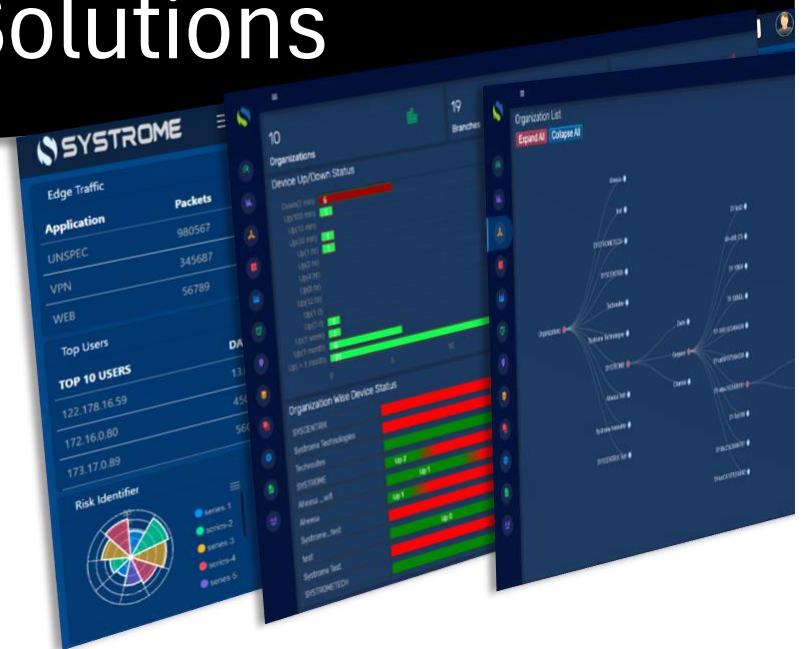
Managed WiFi

4G/5G Gateways

4G/5G ODUs

Network Forensic

Deep Observability



 **SYSTROME**



info@systrome.com  
www.systrome.com





# AI, DeepTech Innovation for Real-World Problems

## VALIANCE SOLUTIONS



**Shailendra Singh Kathait**  
Co-Founder & Chief Data  
Scientist at Valiance  
Solutions

### What are the new innovations being developed by the company?

At Valiance, we continue to push the boundaries of AI and DeepTech innovation to solve real-world problems at scale.

#### Next-Gen Video Intelligence

- Advanced real-time video analytics powered by AI, capable of detecting complex events.
- Proprietary models for crime detection, traffic violations, and civic issue monitoring.
- Scalable architecture with 7B+ images processed and 7+ patents in video intelligence.

#### 2. AI-Powered Governance & Public Safety

- CivicEye platform leveraging AI for smart governance, public safety, and law enforcement.
- Software-defined AI models that adapt to different scenarios, ensuring high precision.

#### 3. Gen AI & Enterprise AI Solutions

- Developing India's largest Gen AI solutions, with a \$2.7 million deal won recently.
- AI-driven automation for business intelligence, risk assessment, and operational efficiency.

#### 4. Cutting-Edge AI Research & Patents

- Innovation in AI-powered human-machine interaction, VR, and connected intelligence.
- Strategic tie-up with Google Cloud to enhance AI capabilities and global reach.

### Can you tell us about your future plans?

Video Intelligence: Our AI-powered Video Intelligence platform revolutionises how

businesses interpret and utilise video data through:

- **Automated Object & Event Detection** – AI-based real-time identification, classification, and anomaly detection for smarter monitoring and response.

- **Real-Time Video Analytics** – AI-driven analysis of live and recorded video streams to extract actionable insights and improve operational efficiency.

- **Intelligent Video Search &**

**Summarisation** – AI-powered indexing, search, and event-based summarization for quick and accurate retrieval of relevant footage.

With AI-driven Video Intelligence, we empower enterprises to gain deeper visibility, enhance automation, and make smarter, data-backed decisions in real-time.

Generative Our Generative AI solutions empower businesses with:

- **Knowledge Discovery & Retrieval** – AI-driven semantic search, document summarisation, and Q&A systems for faster access to critical insights.

- **Conversational AI & Personalisation**

– AI-powered chatbots, virtual assistants, and sentiment analysis to enhance user engagement.

- **Workflow Automation & Process**

**Optimisation** – Intelligent document processing, AI-driven automation, and process intelligence to streamline operations and improve efficiency.

### Elaborate on the products at the expo.

At this year's event, we are showcasing cutting-edge technologies that exemplify Valiance's DeepTech capabilities:

- **AI-Powered Video Intelligence** – Real-time video analytics for event detection, anomaly spotting, and object tracking. Used in crime detection, traffic violations, accident monitoring, and public safety.

- **Edge AI & Compute** – AI models running on edge devices like cameras and sensors for instant, offline decision-making. Critical for security surveillance, industrial IoT, and smart city applications.

- **Large-scale Data Processing** – Handling billions of images/videos with high-speed, scalable AI-powered analysis, ensuring reliable performance for national and enterprise-level deployments.

- **Real-Time Alerts & Insights** – Instant notifications on critical events (accidents, crimes, stray animals, violations) via dashboards and mobile apps, enabling faster response and improved safety.

Our Wildlife Eye platform uses AI to detect and alert authorities about wild animals near human settlements, highways, and urban areas. Our CivicEye platform enhances public safety by providing real-time alerts on crimes, accidents, and civic issues, enabling faster responses. ■



# Revolutionising Cable TV Operations

RECTUS INDIA

In the fast-evolving landscape of telecommunications, cable TV operators face significant challenges posed by dominant industry players offering bundled services such as OTT platforms, internet, and telephone services within a single connection. Recognising the urgency of this predicament, our innovative product solution aims to empower cable TV operators and propel them ahead of the competition.

## Understanding the Problem

Cable TV operators are grappling with the encroachment of big players who seamlessly provide a multitude of services to end customers through a single connection. This convergence of services—OTT platforms, the Internet, and the telephone—represents the future of the cable TV industry. To counteract this trend and empower cable TV operators, we have developed a comprehensive, end-to-end solution that leverages cutting-edge technologies.

## Our Solution

The solution is designed to address the multifaceted challenges cable TV operators face, offering a strategic advantage over big players. Its components include ALGcom with Mimosa for efficient bandwidth transportation, Grandstream

products to establish widespread Wi-Fi coverage in local areas, an Android APK serving as an OTT platform, and an Android Smart Box to transform conventional TVs into smart devices.

### ALGcom with Mimosa for Bandwidth Transport:

Our solution integrates ALGcom with Mimosa technology to enable efficient and reliable bandwidth transportation from location A to the cable TV operators' sites. ALGcom's state-of-the-art equipment combined with Mimosa's advanced wireless solutions ensures high-speed data transfer, minimising latency and optimising overall network performance. This integration addresses the crucial need for a robust backbone infrastructure, empowering cable TV operators to compete on a technologically advanced level. **Grandstream Products for Local Wi-Fi Coverage:** To enhance local connectivity and provide an added layer of value to end customers, our solution incorporates Grandstream products to spread Wi-Fi coverage in the local area. Grandstream's innovative Wi-Fi solutions enable cable TV operators to create a seamless, high-performance network, offering internet connectivity to surrounding communities. This meets the demands of modern consumers and positions cable TV operators as providers of comprehensive telecommunication services.

**Android APK as an OTT Platform:** Recognising

the growing importance of Over-The-Top (OTT) platforms, our solution introduces an Android APK designed to function as a user-friendly and feature-rich OTT platform. This application seamlessly integrates with the existing cable TV infrastructure, providing end-customers access to a diverse range of content, including live TV, on-demand videos, and interactive services. By incorporating an OTT platform, cable TV operators can retain and attract customers who increasingly prioritise digital content consumption.

### Android Smart Box for Non-Smart TVs:

Understanding that not all customers own smart TVs, our solution introduces an Android Smart Box to bridge the gap. This compact and versatile device can be easily connected to conventional TVs, instantly transforming them into smart devices capable of accessing the full spectrum of services the cable TV operator offers.

## Conclusion

By leveraging ALGcom with Mimosa for bandwidth transportation, deploying Grandstream products for local Wi-Fi coverage, integrating an Android APK as an OTT platform, and introducing an Android Smart Box for non-smart TVs, our comprehensive solution positions cable TV operators as innovative and competitive players in the evolving telecommunications landscape. ■



# Powering The Future with AI & ML Innovations

## XCELORE

**X**celore is a leading AI, IoT, Computer Vision, and Machine Learning innovator. Headquartered in India and with a strong presence in the Netherlands, Xcelore has become one of the fastest-growing AI development companies, recognised for delivering impactful solutions that fuel business transformation. Xcelore's passion lies in creating AI-powered products that solve today's problems and shape tomorrow's digital landscape, enabling clients to lead with confidence and agility.

### Xcelore: Your X-factor in the digital world

At Xcelore, we are more than just a digital solutions provider – we offer the X-factor in crafting exceptional digital technology experiences. We believe technology should empower businesses, streamline processes, and elevate the overall experience for everyone involved. This belief is the driving force behind everything we do, and it's reflected in our core mission, vision, and values.

We envision a future where digital innovation is seamlessly interwoven with the power of Artificial Intelligence and Machine Learning. We aim to redefine what's possible by integrating these advanced technologies into business applications and products. We believe that AI and ML are not just buzzwords but powerful tools that can be game-changers for organisations. By harnessing their capabilities, we help businesses optimise their operations, gain valuable insights, and ultimately achieve greater success.

Our culture is built on a foundation of core values – the Xcelore DNA – that guide our decisions and actions. These values are the driving force behind our commitment to innovation, collaboration, and client success. They are the secret ingredient that makes Xcelore the X-factor in digital transformation.

### Products & Services

At Xcelore, we offer a comprehensive suite of products and services designed to empower organisations in the age of digital

transformation. Our expertise spans key areas like Artificial Intelligence, Machine Learning, the Internet of Things (IoT), and advanced analytics, allowing us to deliver tailored solutions that meet your needs.

### Our services include:

AI/ML Engineering

- Computer Vision
- Natural Language Processing (NLP) • Predictive Analytics
- Generative AI

### IoT Solutions

- Edge Computing
- Device Management
- Data Analytics

### Advanced Analytics

- Data Mining
- Business Intelligence

### Large Language Models (LLMs)

- Exei (AI agent): Our intelligent AI agent is designed to streamline workflows and

boost productivity. Exei is a virtual assistant that automates tasks, provides personalised recommendations, and simplifies complex processes. It learns from user interactions and adapts to changing needs, becoming an indispensable tool for individuals and teams.

- Xcelight (AI-powered CCTV video analytics): Our solution transforms CCTV into an intelligent surveillance and business intelligence tool. Using AI, it detects and analyses events in real time, enabling proactive security, improved awareness, and valuable insights.
- Translore (real-time audio translation): Powered by Meta's SeamlessM4T, it provides instant, user-friendly speech-to-speech translation across nearly 100 input and 35 output languages, breaking down communication barriers.

### Milestones and Achievements

Xcelore has experienced rapid growth, expanding to a team of over 80 professionals in just 16 months. This growth is fueled by a strong and growing customer base spanning key regions across the globe, including the US, UK, Europe, UAE, Kingdom of Saudi Arabia, and India.

We proudly serve diverse clients, from startups and SMEs to select large-scale enterprises. Our success is reflected in our portfolio of over 15 global clients and the delivery of more than 25 successful projects, demonstrating our commitment to providing high-quality solutions and exceeding client expectations.

### Looking Ahead: Our Future Goals

Our success to date provides a strong foundation for future growth. Xcelore's strategic vision includes significantly expanding our team to over 200 professionals in 2025. This investment in talent will enable us to enhance our expertise in core technologies, particularly Generative AI, IoT, large language models, and Machine Learning, and expand our global reach. We will continue to focus on delivering exceptional value to startups, SMEs, and large enterprises across our key markets in India and overseas. ■

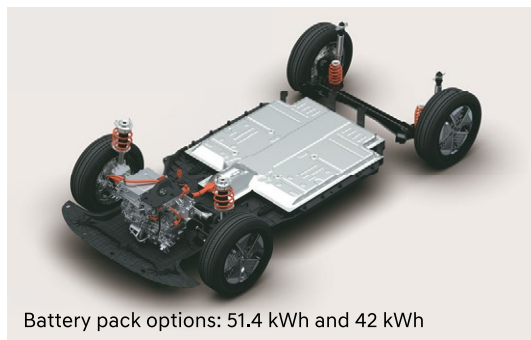
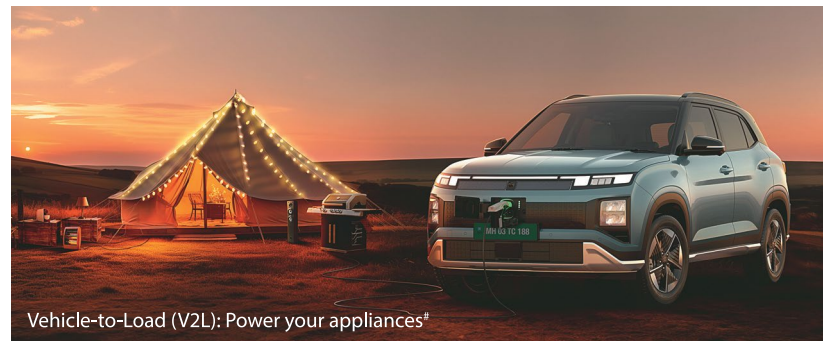
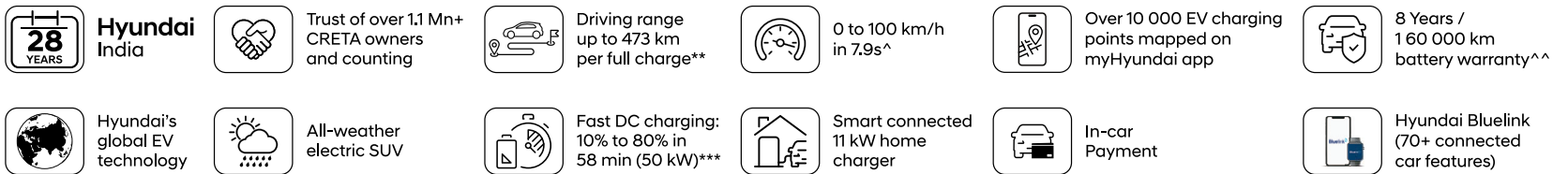


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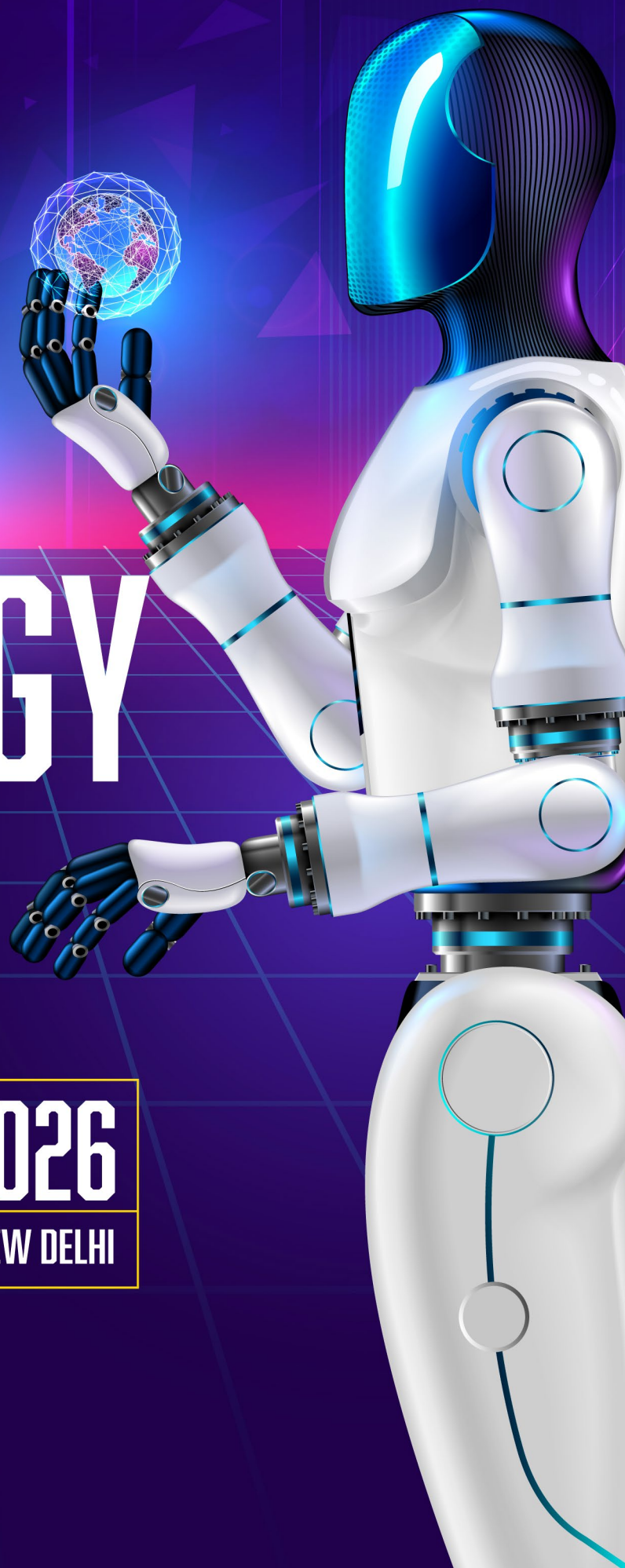
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