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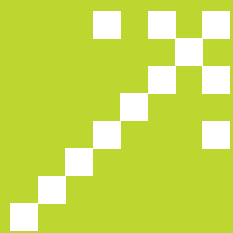
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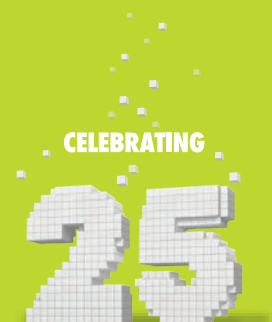
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SIITF 2025: DRIVING STRATEGIC CONVERSATIONS AROUND THE INTELLIGENT EDGE

FOR MORE PAGE 38

India invites China to 2026 AI summit in New Delhi for first time

India has formally invited China to participate as a partnering nation in its upcoming AI Impact Summit 2026, marking the first time Beijing has been extended an official invitation to the country's annual artificial intelligence event.

The move reflects New Delhi's push to shape a coordinated global approach to AI governance while highlighting its growing domestic capabilities in foundational AI models. The week-long summit will be held in New Delhi from February 15 to 20, 2026, and is expected to bring together policymakers, technology leaders, and researchers from across the world.

Andhra Pradesh bets big on quantum tech, offers ₹100 crore for Nobel Prize

Andhra Pradesh Chief Minister N. Chandrababu Naidu has announced a Rs 100-crore award for anyone who wins a Nobel Prize in quantum computing for research conducted within the state. Speaking virtually to thousands of students, Naidu highlighted the state's ambitious "Quantum Vision" to transform Amaravati into a world-class quantum technology hub.

The Chief Minister said Andhra Pradesh would not follow global trends but lead in quantum research and manufacturing. Naidu emphasised the need to move beyond traditional education towards innovation and product-centric thinking.



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AGENTIC COMMERCE: THE \$10 TRILLION AI SHOPPING REVOLUTION

Agentic commerce is poised to redefine the very foundations of how consumers shop and how merchants sell. Unlike traditional e-commerce, where humans manually search, compare, and transact, agentic commerce introduces AI agents that act autonomously on behalf of users.

These agents understand intent, anticipate needs, navigate options, negotiate prices, and complete purchases through multi-step reasoning and execution. What we are witnessing is not an incremental improvement—but a structural shift in the global commerce engine.

At its core, agentic commerce represents a transition from platform-led shopping to intent-led orchestration. Instead of consumers hopping across apps, websites, marketplaces, and payment gateways, AI agents stitch together a seamless journey across services. The shopping experience becomes invisible, fast, and frictionless—optimized for outcomes rather than interfaces. Consumers express intent; agents deliver results.

The economic implications are staggering. According to McKinsey, by 2030 the US B2C retail market alone could generate nearly \$1 trillion in agent-orchestrated commerce. On a global scale, projections range between \$3 trillion and \$5 trillion, with broader AI-driven commerce ecosystems pushing the opportunity toward \$10 trillion. This scale rivals, and potentially exceeds, the combined impact of the web and mobile commerce revolutions.

One reason agentic commerce will scale faster than past shifts is that AI agents can “ride on the rails” already built. They traverse existing digital infrastructure—e-commerce sites, payment rails, logistics APIs, and identity systems—without waiting for entirely new ecosystems to be built. This accelerates adoption dramatically, compressing decades of transformation into years.

For consumers, the benefits are profound. Shopping becomes hyper-personalized, proactive, and efficient. AI agents can monitor prices, inventory, preferences, budgets, sustainability goals, and even emotional context. They can reorder essentials automatically, suggest alternatives in real time, and negotiate better terms—all while maintaining alignment with user values and consent.

For merchants, however, the shift is double-edged. Agentic commerce introduces new gatekeepers—AI agents that decide what gets surfaced, recommended, or purchased. Traditional brand discovery, SEO, paid advertising, and loyalty programs will no longer function as they do today. Merchants must learn how to sell to agents, not just humans, optimizing for machine-readable trust, pricing logic, fulfillment reliability, and intent relevance.

This transformation also raises new challenges around trust, identity, and risk. Autonomous agents executing financial transactions demand re-architected identity systems, consent frameworks, fraud controls, and dispute mechanisms. Who is accountable when an agent makes a wrong decision? How is trust established between agents, merchants, platforms, and consumers? These questions are central to the success of agentic commerce.

From a technical standpoint, enabling this future requires mastery of new agent-native protocols and standards. Emerging frameworks such as Anthropic’s Model Context Protocol (MCP), Agent-to-Agent (A2A) Protocols, Agent Payments Protocols (AP2), and Agentic Commerce Protocols (ACP) are becoming the connective tissue of this ecosystem. These standards allow agents to communicate, transact, negotiate, and authenticate across platforms autonomously and securely.

Business models will inevitably evolve. Monetization may shift from impressions and clicks to outcome-based fees, orchestration margins, and agent-to-agent referral economics. Marketing will transform from persuasion to machine relevance signaling. Many intermediaries—marketplaces, aggregators, comparison engines—face existential choices: build your own agents, partner with them, or risk disintermediation.

Early-moving organizations are already preparing by building agent-ready commerce layers—APIs, structured catalogs, dynamic pricing engines, programmable loyalty, and identity-aware checkout flows. They recognize that future competitive advantage will not come from prettier storefronts, but from being the most trusted, machine-comprehensible, and execution-ready option in an agent’s decision graph.

Ultimately, agentic commerce requires a fundamental rethinking of how value is created, captured, and delivered. Companies that adapt quickly will not just meet evolving consumer expectations—they will redefine entire industries. The era of agentic commerce is not coming—it has already begun.

Companies have spent decades optimizing consumer journeys around human behavior—perfecting every click, scroll, and tap. In the era of agentic commerce, however, consumers are no longer the sole navigators of the buying journey. AI agents now act as digital proxies, making millions of micro-decisions on their behalf across platforms and services.

This shift demands a fundamental rethink of engagement strategies. Brands must redesign the entire commerce stack—not just for human preferences, but for machine-driven decisioning that values trust signals, intent clarity, pricing logic, and execution reliability. Success will depend on becoming agent-ready, not just user-friendly.

S. Mohini Ratna
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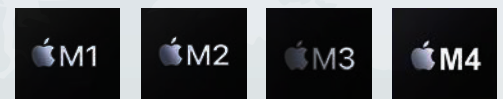


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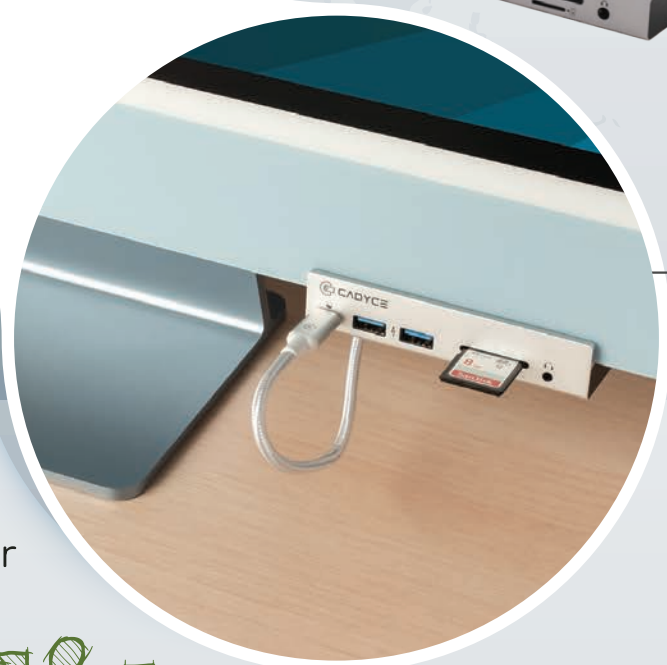


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CONTENTS

INDUSTRY EVENT / 38pg

SIITF 2025: Driving Strategic Conversations around the Intelligent Edge



REGULARS

Round About	12
Hot Bytes	14, 15
On the Ramp	18, 19
Voice N Data	20
Channel Buzz	21
Movers & Shakers	56
Product of the Month	42, 43

VAR CORPORATE

10	From Distribution to Orchestration: How Redington's Software Solutions Group Is Powering the Everything-as-a- Service Era
----	---

TECHNOMANIA

16	Grow your business with fastest windows ai pcs upgrade opportunity
----	--

LEAD STORY

22	TRAILBLAZERS OF CLOUD:
----	------------------------

PARTNERS POWERING INDIA'S DIGITAL TRANSFORMATION — PART 2

26	Women Trailblazers driving Success Rewriting the rules of Tech Leaders!
30	Cybersecurity at the Frontlines: Assessing the Role of VARs

INDUSTRY EVENT

24	Canalys Forum APAC 2025: Driving AI, Cloud, Cybersecurity, and Partner Transformation
38	SIITF 2025: Driving Strategic Conversations around the Intelligent Edge

COVER STORY

44	AI in 2025: The Year Artificial Intelligence Came of Age
47	The VAR Vanguard: Inspiring Stories Behind India's Digital Transformation

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From Distribution to Orchestration:

How Redington's Software Solutions Group Is Powering the Everything-as-a-Service Era

Cloud is no longer a destination-it's the operating system of modern business. Software is no longer a product-it's a subscription that must be adopted, renewed, governed, and optimized. Security is no longer a function-it's a continuous discipline that has to span identity, endpoints, networks, cloud workloads, data, and AI. In this new reality, customers don't struggle because they lack technology choices; they struggle because the choices have multiplied faster than their ability to integrate, secure, and operationalize them. What the market needs now is not one more vendor. It needs an orchestrator.

That is the strategic space Redington is stepping into with its Software Solutions Group (SSG)-a deliberate shift from traditional distribution to ecosystem orchestration across cloud, cybersecurity, and software. The direction is clear in how Redington's leadership describes the company's evolution. V.S. Hariharan, MD & Group CEO, frames the future as a unified ecosystem built on what he calls a "digital trinity"-hyperscalers, security providers, and SaaS vendors-so that the mid-market can tap into cloud and software in a seamless, scalable way.

This shift is arriving at precisely the right time. Gartner forecasts worldwide end-user spending on public cloud services to reach \$723.4 billion in 2025, driven by hybrid, multicloud, and AI-led use cases. In India, momentum is even more pronounced, with public cloud services expected to grow at over 20% CAGR over the next five years, fueled by digital-first enterprises, platform modernization, and AI adoption. At the same time, cybersecurity has moved to the boardroom, with security spending in India growing at double-digit rates as organizations confront ransomware, regulatory pressure, and the complexity of securing hybrid and multicloud environments.

In such a market, the winners will be those who can convert complexity into clarity-turning cloud, software, and security into an outcome-led, repeatable adoption journey. Redington's SSG is designed exactly for that: consolidating cloud, software, and security into one focused, digitally driven unit with the aim of accelerating high-value, non-physical, and recurring revenue streams, while enabling sharper execution, deeper partnerships, and faster decisions. The intent is not merely to scale a portfolio. It is to scale a system.

At the heart of this system is platform-led distribution. Hariharan's view is unambiguous: "The shift from hardware to software requires a completely different approach. We needed to digitise the reseller and customer experience end-to-end, that's what CloudQuarks enables." This single statement captures a structural truth: software is won on lifecycle, not logistics. Renewals, consumption analytics, compliance, provisioning, and adoption are the new "last mile." A distributor that can digitize this lifecycle



V.S. HARIHARAN
MD & GROUP CEO,
REDINGTON

becomes more than a route-to-market-it becomes the operating layer that helps OEMs and partners scale recurring business.

SSG's operating model is built around that lifecycle reality. Sayantan Dev, Global Head of Software Solutions Group, explains the rationale clearly: "The shift towards cloud-first, subscription-based and service-led models required a fundamentally different structure. SSG was created to bring cloud, software and security together, sharpen execution, and help our partners and OEMs scale

Gartner forecasts worldwide end-user spending on public cloud services to reach \$723.4 billion in 2025, driven by hybrid, multicloud, and AI-led use cases. In India, momentum is even more pronounced, with public cloud services expected to grow at over 20% CAGR over the next five years, fueled by digital-first enterprises, platform modernization, and AI adoption.

recurring, outcome-led businesses across markets.” The structure is deliberately global in strategy and alliances, and regional in execution-allowing Redington to balance consistency with local relevance, and speed with scale.

What further strengthens this orchestration model is the way marketing is embedded-not as promotion, but as a growth enabler. Within SSG, go-to-market planning, partner demand enablement, vertical use-case playbooks, and lifecycle-led adoption programs are tightly aligned with cloud, security, and software practices. This ensures that OEM solutions do not merely reach the market, but translate into active consumption, renewals, and long-term customer value-an increasingly critical requirement in subscription-driven businesses.

But orchestration is only credible when it is measurable. Redington’s SSG playbook is outcome-first, with repeatable “before vs after” models across industries and workloads. A cloud transformation for a digital marketing, web hosting, and IT services provider managing over 1,000 hosted domains delivered 43% faster load times, 40% fewer security incidents, and 28% infrastructure cost savings, while freeing IT teams from constant firefighting. These are tangible operational gains that resonate directly with customers and partners alike.

In another example, a large multi-country retail and conglomerate environment running SAP and POS workloads modernized its infrastructure through secure cloud landing zones, centralized governance, and disaster recovery frameworks. The result was dramatic: monthly downtime reduced from hours to minutes, transaction speeds improved by over 40%, scalability increased tenfold, and infrastructure costs reduced by more than a third. This is orchestration at scale-where architecture, security, resilience, and operations are designed as one system.

Security-led orchestration is equally central to SSG’s value. Financial services organizations operating across hundreds of branch locations have used cloud-aware secure SD-WAN and centralized security analytics to reduce connectivity costs by nearly 60% while gaining unified visibility and policy control. In East Africa, financial institutions modernized their security operations centers using advanced SIEM platforms to shift from reactive monitoring to real-time, ML-driven threat detection and compliance readiness. In a world of escalating cyber risk, these outcomes define trust.

What makes these successes repeatable is the way SSG integrates platforms, partners, and execution. As AI becomes embedded across infrastructure, software, and security layers, Redington is preparing its ecosystem for the next wave of adoption. Redington sees AI not as a separate vertical, but as a horizontal force reshaping devices, data centers, software, and cloud services-requiring the entire ecosystem to evolve in skills, architecture, and delivery models.



SAYANTAN DEV
GLOBAL HEAD OF SOFTWARE
SOLUTIONS GROUP, REDINGTON

Redington’s Software Solutions Group SSG) is designed for consolidating cloud, software, and security into one focused, digitally driven unit with the aim of accelerating high-value, non-physical, and recurring revenue streams, while enabling sharper execution, deeper partnerships, and faster decisions. The intent is not merely to scale a portfolio. It is to scale a system.

For OEMs, this marks a clear inflection point. Success in India and other high-growth markets is no longer about listing products or expanding reach alone. It is about enabling adoption, simplifying compliance, accelerating partner readiness, and building recurring revenue through lifecycle-led engagement. SSG offers OEMs a structured, platform-enabled route-to-market that moves beyond awareness to execution and outcomes.

For channel partners, the shift is equally transformative. As the market moves toward subscriptions, managed services, and security-led engagements, partners need more than products-they need enablement, repeatable architectures, demand alignment, and operational support. SSG positions partners to evolve from transactional selling to predictable, recurring business models, supported by platforms, playbooks, and continuous capability building.

What emerges is a clear picture of Redington’s next phase. In the everything-as-a-service era, distribution becomes less about movement and more about momentum. Momentum is created when ecosystems move together-OEMs with differentiated platforms, partners with delivery capability, customers with measurable outcomes, and an orchestrator at the center aligning adoption, execution, and growth.

Redington’s Software Solutions Group is building that orchestration layer-platform-led, outcome-proven, and deeply aligned to the forces shaping the future of enterprise technology. The message to the market is subtle but unmistakable: the next decade of growth in cloud, security, and software will not be driven by products alone. It will be driven by ecosystems that can simplify complexity, accelerate adoption, and deliver value at scale.

TOWARDS A DIGITALLY INCLUSIVE SOCIETY

The digital infrastructure is a major benchmark to measure the level of development of a country. Foremost is the assumption that people who use digital highways will be more educated. Secondly, they will have more employability and can command knowledge to access things that people who do not have such knowledge. Third, people who have digital knowledge, will be more worldly-wise since they can operate digital tools like internet, smartphones, personal computers and a host of other items. Fourth, a digitally strong country will have a strong environment for R&D, innovation and disruption.

These days countries which have an upper hand in digital space are known for their digital competitiveness, which is a hallmark for their upward movement and inclusivity. Let us have a look at those countries which are high in the pecking order.

The recent 2025 IMD World Digital Competitiveness Ranking has highlighted the list of 10 countries that stand out on the digital ranking in terms of outstanding infrastructure, talent pool, innovation ecosystems and readiness to accept emerging technologies, including Artificial Intelligence. Switzerland tops the list with 100 marks and satisfies all criteria laid out for measuring competitiveness.

The US follows closely with a mark of 99.29%, a shade lower than Switzerland. Singapore comes third, followed by Hong Kong, Denmark, Netherlands, Canada, Sweden UAE, and Taiwan, occupying the tenth position.

This conveys many things. First, two most populous countries in the world, Mainland China and India are not there in the pecking order of 10. I am sure their rankings will be high in the remaining group of below 10. That takes me to the point of inclusivity. When these countries, most populated ones, are not there, digital inclusivity takes a knocking. But the saving grace is that these two countries are taking several steps to permeate digital culture across the grassroots and such endeavors are started showing results. This can lead to shoring up of index of digital inclusivity.

It is also instructive to look at the countries that are in the bottom line to assess their development tempo. Among them include Mexico, Burkina Faso, Guatemala, Georgia, and the long list ends at Myanmar, which occupies the last position in the pecking order.

How this ranking has been made? Among other things, one criterion was ratio of R&D spending on GDP. For instance, Mexico is ranked among the 25 least technologically advanced countries in the world. In 2022, the country spent only 0.27% of its GDP on research and development. Although Mexico has a growing IT sector with potential

for advancement in the tech sector, it still faces many challenges including low R&D investment, skills gap, lack of focus toward innovation, inadequate policies, and poor infrastructure.

Burkina Faso is another illustrative example. This Country is ranked 24th on the list. Its economy is dependent on traditional sectors such as agriculture and mining which limits the focus on other high-growth tech sectors. Moreover, lack of investments and low income contribute to the absence of tech developments in the country.

Georgia spent 0.24% on research and development in 2022. The developing country relies on non-tech sectors for its economy. It is one of the least technologically advanced countries in the world.

Myanmar occupies the bottom slot since its spending on R&D is only 0.04 of the GDP. The biggest challenges faced by the country include the rule of law, the role of the military, corruption, property rights, and social intolerance. Also, we must bear in mind, the countries that have found places in ranking have lesser number of population and therefore, they can have an advantage in ruling high in the digital inclusivity index.

There is another way of looking at things. That is measuring digital inclusivity from the continental perspectives. Continents that are lagging are Africa, Asia and Latin American region, where digital penetration is relatively tardy and slow. There are valid reasons for that. First is the size of demography. India and China are relatively ahead of other countries regarding digital penetration. But lags in digital inclusivity or competitiveness mainly because of the large size of population. But demography is not the only reason for digital backwardness. Smaller countries in Africa like Gabon, where population is very small lag due to lack of investment in the digital sphere. It is due to lack of resources and policy headwinds. There are many such examples, which require a close examination.

Digitization is also related to necessity. Countries which have smaller populations and at the same time command resources to fund development imperatives focus on digitization since they have shortage of manpower. That is the reason for countries to strengthen their digital backbone to replace manpower wherever possible. Incidentally, breakthroughs in the digital sphere are also connected with innovation index. Countries that have a strong pathway to promote innovation and disruption develop faster digitally. All planks in digitization, such as widespread application AI, robotics, block chain etc. may be scaling up the technology value chain but has a wider objective to meet the shortage of people. Digital competitiveness of countries that face this need will be high as is evident in some Scandinavian countries, which are facing demographic decline.



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Chairman-Emeritus and
Founder, InterraIT

What is the way forward? I feel, to leap forward the technological gaps in countries, where it is conspicuous, sharing of technology is the only feasible solution since building an indigenous ecosystem would take long years. It is in the interest of technology savvy countries to share the technology, which should be adapted to the needs of the host country. It is not sharing the technology alone. There should be definitive steps towards laying the digital infrastructure in countries bypassed by the digital revolution.

Happily, there are some pioneering efforts happening. Foremost is the undersea cable digital infrastructure laying to connect Africa with rest of the world. Africa is experiencing a major boom in undersea cable projects, led by massive consortiums like 2Africa (Meta) and Google's Equiano, alongside others like Africa-1, Peace, and Medusa, aiming to boost digital connectivity, speed, and affordability with new high-capacity routes circling and connecting the continent to Asia and Europe, supporting digital economies and innovation.

These projects will provide cheaper internet to meet soaring demand for cloud, video, and mobile services, driving economic growth and digital inclusion. Digital projects in Latin America focus on boosting inclusive growth, digital skills, and infrastructure via initiatives in AI, cybersecurity, fintech, e-government, and connectivity, with key efforts from the UNDP Digital 4 Development Hub, EU Digital Alliance, and regional bodies like CEPAL, leveraging public-private partnerships for services from earth observation (Copernicus) to data-driven public services, with Brazil leading in AI investment and hubs like Mexico City emerging as tech centers.

It is not alone trade and investment that are needed to build bridges between countries. Digital cooperation is also an important plank to connect the world and to build a just and fair society.

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TP-Link expands OCNA programme to strengthen Omada SDN expertise across India

TP-Link India has expanded its Omada Certified Network Associate (OCNA) training programme, reinforcing its focus on partner enablement across the complete Omada SDN ecosystem. After certifying over 1,200 professionals in OCNA Wireless, the



company has introduced dedicated OCNA Switching and Routing modules to support end-to-end SDN deployments.

The expansion brings full coverage of Omada's portfolio, spanning unmanaged to managed switches, L2/L2+/L3 switching, and platforms supporting up to 100G throughput. TP-Link is also enhancing its gateway offerings with advanced security features such as content filtering, SD-WAN, and upcoming ZDNA capabilities, complementing existing VPN and load-balancing functions.

The programme equips partners to sell, deploy, and manage complete Omada SDN solutions across industries, with a strong focus on SolutionX partners. Those completing Wireless, Switching, and Routing certifications will qualify for the Omada Specialist Programme launching in 2026. TP-Link plans multiple monthly batches to drive nationwide upskilling.

Embee Software sharpens Microsoft strategy to drive cloud- and AI-led enterprise modernisation

Embee Software has announced a renewed national direction for its Microsoft business, reinforcing its focus on cloud modernisation, AI-led workflows, and secure digital growth for enterprises and mid-market organisations. The strategy underpins Embee's 2026 vision, positioning cloud as the foundation of agility, AI as a core business enabler, and security as integral to transformation.

India's enterprise landscape is rapidly shifting toward cloud-first architectures and AI-powered operations as digital modernisation moves from strategy to execution. To drive this momentum, Embee is aligning its Microsoft practice to deliver outcome-led transformation that goes beyond fragmented upgrades to scalable, business-focused modernisation.

Leading this initiative is Rahul Bajaj, National Sales Director, who joined Embee in 2025. With over 24 years of experience, Bajaj is focused on helping organisations adopt AI-native, cloud-first models that improve resilience, productivity, and decision-making. CEO Sudhir Kothari said Bajaj's leadership strengthens Embee's ability to deliver measurable outcomes as enterprises prepare for 2026.

Netpoleon India onboards Garland Technology to strengthen network visibility

Netpoleon India, part of the global Netpoleon Group, has added Garland Technology to its cybersecurity portfolio, strengthening network visibility capabilities for Indian enterprises amid accelerating digital transformation. Through this partnership, Netpoleon India will bring Garland Technology's network packet brokers, network TAPs, data diodes, and bypass switches to the market. These solutions help organizations eliminate network blind spots, enhance threat detection, improve traffic monitoring, and support compliance with evolving data sovereignty and security requirements.

The collaboration targets high-impact use cases across sectors such as BFSI, healthcare, manufacturing, and critical infrastructure. Key focus areas include securing IoT and OT environments, improving visibility in hybrid cloud deployments, and strengthening compliance with India's Digital Personal Data Protection (DPDP) Act. With growing adoption of 5G, edge computing, and digital platforms, the alliance aims to help Indian enterprises gain real-time insights into encrypted and lateral traffic while building more resilient and secure network architectures.

Savex, IBM partner to accelerate hybrid cloud and AI adoption across India

Savex Technologies has entered into a strategic distribution collaboration with IBM to drive the adoption of hybrid cloud and AI solutions across India. Under the partnership, Savex will provide its network of over 10,000 partners access to IBM's end-to-end portfolio covering hardware, software, cloud, and services, supporting digital transformation across enterprise, mid-market, and emerging segments.



A core pillar of the alliance is channel enablement. Savex will deploy dedicated technical teams to support pre- and post-sales engagements, while rolling out targeted training programmes to equip partners with IBM solution expertise. The initiative will also extend reach into tier-2 and tier-3 cities, backed by Savex's logistics footprint spanning more than 750 cities through 39 sales offices and 42 stock locations.

IBM said partners like Savex are central to scaling AI and hybrid cloud adoption in emerging markets. Savex added that the collaboration will enable partners to deliver cloud-native, scalable solutions nationwide, reinforcing its long-standing role in India's ICT ecosystem.

Crayon partners with Aiven to expand managed open-source data services in India

Crayon Software Experts India has announced a strategic collaboration with Aiven to bring Aiven's cloud-agnostic, fully managed open-source data platform to Indian enterprises. The partnership combines Crayon's cloud consulting expertise with Aiven's managed data technologies, including PostgreSQL, Apache Kafka, OpenSearch, and ClickHouse, to simplify complex data operations and reduce overhead.

The alliance comes as India sees rapid growth in data-driven workloads, real-time analytics, and AI-led applications. Crayon has also been authorised as a Designated Seller of Record for Aiven on the AWS Marketplace India, enabling customers to procure solutions through existing AWS accounts while meeting local compliance and taxation requirements.

Through this collaboration, Crayon will enable partners and customers to deploy secure, scalable, multi-cloud data services with greater agility. Enterprises will benefit from reduced infrastructure management, improved reliability, and flexible cloud choices, allowing them to focus on innovation and business outcomes.

Redington partners MiTAC Computing to expand AI and server infrastructure in India

Redington has announced a strategic partnership with MiTAC Computing, becoming the exclusive distributor of MiTAC's advanced server and storage solutions in India. The alliance aims to address rising demand for AI, cloud, high-performance computing (HPC), and energy-efficient infrastructure amid rapid digital transformation.

Through this collaboration, Redington will help reintroduce the MiTAC brand in India following the integration of Intel DSG and TYAN server portfolios. Leveraging its nationwide logistics network and extensive partner ecosystem, Redington will enable enterprises to access scalable, high-performance, and power-efficient server solutions tailored for India's expanding data center landscape.

MiTAC Computing brings decades of R&D and manufacturing expertise, with facilities across Asia, Europe, and the US. Its portfolio spans AI, HPC, cloud, and edge computing. Together, the companies aim to support key sectors including e-commerce, financial services, research, and cloud service providers, strengthening India's next-generation digital infrastructure.

India becomes world's second-largest mobile phone manufacturer

India has emerged as the world's second-largest mobile phone manufacturing hub, marking a major milestone in its rise as a global electronics production center. The growth reflects over a decade of focused policy support, private investment, and the rapid expansion of manufacturing ecosystems across multiple states.

Union Minister Ashwini Vaishnaw noted that electronics production has surged nearly six-fold over the last 11 years, from ₹1.9 lakh crore in 2014–15 to ₹11.3 lakh crore in 2024–25, while exports grew eight-fold. The Production Linked Incentive (PLI) Scheme has attracted over ₹13,475 crore in investment, enabled production worth ₹9.8 lakh crore, and generated around 25 lakh jobs.

Global brands like Apple and Samsung have expanded manufacturing in India, with mobile units rising from 2 to nearly 300. Mobile production reached ₹5.5 lakh crore, exports ₹2 lakh crore, making electronics the nation's third-largest export sector.

NPCI selects Data Safeguard's ID-PRIVACY platform to operationalise DPDP compliance

The National Payments Corporation of India (NPCI) has selected Data Safeguard to deploy ID-PRIVACY, a unified privacy automation platform designed to operationalise compliance with India's Digital Personal Data Protection (DPDP) Act. Powered by the Cognoscible



Computing Engine (CCE), the platform enables responsible and ethical AI-led privacy governance for critical digital infrastructure.

With DPDP enforcement underway, NPCI's move reflects the growing need for scalable, enterprise-ready privacy frameworks across India's financial ecosystem. Unlike fragmented tools, ID-PRIVACY offers end-to-end automation covering information, communication, and individual privacy within a single, pre-integrated platform. It also supports global regulations including GDPR and CCPA, enabling faster compliance, reduced operational costs, and measurable ROI within weeks.

Data Safeguard said the deployment will strengthen privacy-by-design practices, accelerate audits and consent management, and enhance citizen trust. Executives described the initiative as a milestone in building privacy-first, compliant digital ecosystems aligned with India's regulatory and innovation priorities.

Google explores Android-powered desktop OS with AI-first Aluminium OS

Google is said to be rethinking its desktop strategy, exploring how Android could evolve into a full-fledged PC operating system. While Android currently powers smartphones, tablets, TVs, cars, and mixed-reality devices, traditional desktops and laptops have largely remained outside its focus. Recent job listings suggest work on a new platform, Aluminium OS, described as an AI-first OS built on Android foundations, aimed at laptops and tablets.

Artificial intelligence will be central to Aluminium OS, leveraging Google's Gemini AI capabilities. Desktop-class hardware could allow more advanced AI tools to run locally, taking advantage of higher processing power, memory, and energy capacity compared to smartphones.

The initiative appears designed to coexist with ChromeOS, targeting multiple device types and tiers. If successful, Aluminium OS would mark a major shift, placing Android at the heart of Google's renewed desktop strategy with AI-driven features.

PM Modi to lead India AI Impact Summit 2026, positioning India at global AI centre

Prime Minister Narendra Modi will headline the India AI Impact Summit 2026, scheduled from February 15 to 20, positioning India at the centre of global artificial intelligence discussions with a strong emphasis on democratising AI. The summit will convene policymakers, technology leaders, scientists and academics from over 100 countries.

According to the Ministry of Electronics and Information Technology, invitations have been sent to nearly 140 nations, including China, signalling broader engagement on technology issues. Global industry figures such as Bill Gates, Jensen Huang, Demis Hassabis and Marc Benioff are expected, alongside more than 50 CEOs and over 100 senior academics.

Modi will inaugurate the AI Impact Expo, host a leaders' gala, and attend the main plenary. An innovation festival and hundreds of parallel events nationwide are expected to attract over 150,000 participants during summit week across academia, industry, startups and government.

Andhra Pradesh sets two-year timeline to build locally made quantum computers

Andhra Pradesh has unveiled an ambitious plan to enter the quantum computing sector, aiming to manufacture quantum computers within two years. Chief Minister N Chandrababu Naidu highlighted the state's focus on indigenous innovation, advanced manufacturing, and next-generation technologies to strengthen India's deep-tech ecosystem.

Naidu announced that initial quantum machines will be ready within six months, supporting research and early-stage applications in cybersecurity, healthcare, materials science, and financial modelling. Full-scale production is planned in Amaravati, with around 85% of components sourced domestically, reducing import dependence and boosting high-tech manufacturing capabilities.

The initiative also prioritises skill development, industry-academia collaboration, and enabling infrastructure such as data centres and electronics clusters. Policy incentives, R&D funding, and startup support aim to attract global and domestic players, creating high-skilled employment and positioning Andhra Pradesh as a hub for advanced computing innovation.

TCS charts ambitious path to become global AI-led technology services leader

Tata Consultancy Services (TCS) has unveiled a bold vision to become the world's leading AI-driven technology services provider, placing artificial intelligence at the core of its offerings. The strategy reflects rising global enterprise demand for AI-powered solutions across automation, digital transformation, customer experience, and operational efficiency.

At a recent analyst interaction, TCS projected a potential revenue uplift of nearly ₹1.35 lakh crore from AI-led engagements. The company plans to embed AI across consulting, cloud, engineering, and managed services, shifting from project-based implementations to long-term, strategic client partnerships.

Industry experts note that TCS's AI push leverages its scale, domain expertise, and global delivery capabilities. The initiative is expected to redefine benchmarks in IT services, fuel demand for specialised skills, and strengthen India's position in global digital transformation.





GROW YOUR
BUSINESS
WITH
FASTEST
WINDOWS
AI PCS
UPGRADE
OPPORTUNITY



The world’s most ambitious organizations are already embedding AI into everyday workflows, combining human ingenuity with intelligent systems to deliver measurable outcomes. Windows is evolving from a traditional operating system into the canvas for AI-driven work, with security, identity, management, and AI built in by design. Together with Microsoft 365, Windows provides a trusted, integrated foundation that helps enterprises move beyond experimentation to real impact.

Windows 11, combined with the new Copilot+ PCs, marks a significant advancement in personal computing, built to deliver unmatched speed, intelligence, and productivity for modern businesses and creators.

Powered by next-generation silicon and on-device AI acceleration, Copilot+ PCs execute complex tasks locally, enabling faster performance, greater privacy, and reduced latency. This empowers users with real-time translation, intelligent content creation, workflow automation, and adaptive optimisation—without heavy cloud dependence.

For enterprises, the benefits are substantial. Windows 11 offers a secure-by-design architecture with robust virtualization, chip-to-cloud security, and continual updates, making it ideal in a landscape of rising cyber threats. Its intuitive interface, improved multitasking,

and broad app compatibility enhance workforce efficiency across hybrid environments.

Together with Copilot+, Windows 11 becomes a powerful engine for innovation. It enables teams to think faster, automate routine tasks, and focus on higher-value work. Developers gain superior performance for AI models and coding workflows, making Copilot+ PCs a future-ready platform for accelerated digital transformation.

Microsoft’s unwavering commitment to empower partners with AI-PC readiness, Windows refresh opportunities, and collaborative FY26 strategies that drive shared growth, innovation, and long-term success.

With agent-like capabilities in the OS, Microsoft 365 Copilot, and Copilot+ PC hardware, Windows enables more natural interactions, higher productivity, and a powerful platform for scalable, enterprise-grade AI innovation.

BUILT INTO WINDOWS 11, THESE INNOVATIONS
DELIVER SECURE, GOVERNED AGENTIC AI AT SCALE:

- Policy-driven controls for consent, auditing, and guardrails
- Centralized management via Intune and Entra
- Secure-by-design OS enforcement for compliant agent interactions

OnePlus launches OnePlus Pad Go 2 for students and young professionals

OnePlus has unveiled OnePlus Pad Go 2, the latest mid-range tablet, designed to provide everything students and young professionals need at an affordable price.

"The OnePlus Pad Go proved that mid-range priced tablets don't need to just have mid-range features, and the OnePlus Pad Go 2 takes this even further," said Robin Liu, CEO of OnePlus India. "With stylo support, an excellent display and a large battery, the OnePlus Pad Go 2 brings high quality to the mid-range and we're excited for our users to experience it."

The OnePlus Pad Go 2's high quality experience starts with its display, a 12.1 inch or 30.73 cm display that gives a seriously immersive viewing experience. Additionally, the display's 7:5 Read Fit aspect ratio and massive 88.5% screen-to-body ratio work together to deliver a comfortable experience. The display also features 284 pixels per inch, 98% DCI-P3 colour coverage and 900 nits HBM brightness and supports Dolby Vision for amazing media playback.

Lenovo launches Idea Tab Plus in India for study, play and everyday use

Lenovo has announced the launch of the Idea Tab Plus in India, a versatile tablet tailored for students and Gen Z users who want a single device for learning, creativity, and entertainment, with reliable connectivity on the go.



With support for 5G, ample memory and storage, and a bright 12.1-inch display, the Idea Tab Plus aims to deliver a balanced mix of performance and mobility at an accessible price point. The tablet features a 2.5K IPS display with up to 800 nits peak brightness and a 90 Hz refresh rate, making it well suited for online classes, reading, streaming, sketching, and everyday productivity.

Speaking on the launch, Ashish Sikka, Director and Category Head, Lenovo India, said, "At Lenovo, we know students need devices that keep up with their pace, their creativity, and their always-on lives. The new Idea Tab Plus delivers powerful performance and reliable 5G connectivity so they can learn, create, and collaborate anytime, anywhere, all at an unmatched value in its category."

HCL BigFix unveils cloud-native solution for autonomous and secure IT operations

HCLSoftware is introducing a strategic evolution of its HCL BigFix platform to deliver Secure Resilient Operations (SRO). This new operating model is focused on unifying IT and Security workflows onto a single platform with the singular goal of dramatically reducing enterprise risk, complexity, and operational cost. The modern enterprise faces an unprecedented challenge defined by complexity. Organizations typically manage their endpoints with 4 to 14 separate tools, creating security silos and operational inefficiencies. This fragmented approach creates significant operational friction and security gaps, with unmanaged devices serving as the entry point for the vast majority of ransomware attacks.

"The time for siloed operations has passed. Our strategy is centered on enabling unified, proactive defense," said Navin Sabharwal, Executive Vice President and Portfolio Manager, HCLSoftware. "Our SaaS model, Agentic AI capabilities, and platform innovations are all working together to help customers lower risk, remove complexity, and operate securely at scale."

Coforge unveils EvolveOps.AI for enhanced IT operations from Edge to Cloud

Coforge Limited has announced the launch of EvolveOps.AI, a next-generation Agentic AI powered IT operations management platform. It is designed to empower enterprises to prepare for an AI-first era, leveraging purpose-built hybrid cloud architecture & agentic operations for agility, resilience and transformation. Powered by advanced Agentic AI agents, EvolveOps.AI delivers end-to-end autonomous operations across the lifecycle of enterprise systems running on a hybrid cloud ecosystem.

EvolveOps.AI amplifies and augments investments made by enterprises made in observability, data fabric and automation platforms to accelerate the journey towards Agentic AI powered operations. Built entirely on open-source technologies, EvolveOps.AI can be deployed quickly leveraging a large repository of pre-built adaptors & plug-ins, a fine-tuned & purpose-built small language model and agentic AI resolver personas to autonomously administer enterprise IT operations management. EvolveOps.AI enables enterprises to cut down the noise, accelerate incident lifecycle management, and dramatically improve reliability of mission critical systems.

ESDS partners with Couchbase to launch Enterprise-Grade DBaaS on Sovereign Cloud

ESDS Software Solution Limited has announced a strategic partnership with the developer database platform for critical applications in our AI world. This collaboration marks the launch of Couchbase's world-class, cloud-native distributed NoSQL Database as a service (DBaaS) to Indian enterprises, hosted securely on ESDS's Sovereign Cloud infrastructure. With this launch, ESDS enables businesses across BFSI, Government, Manufacturing, Telecom, and Enterprise sectors to deploy, scale, and manage modern applications faster while maintaining complete data sovereignty, security, and compliance with Indian regulations.

Couchbase is engineered for performance, speed, flexibility, and operational efficiency. Through ESDS's Cloud, the platform delivers active-active availability, memory-first speed, and built-in security, allowing enterprises to power mission-critical, AI-ready, and data-intensive workloads within national borders. The ESDS x Couchbase DBaaS aligns with India's national vision of fostering secure, self-reliant digital infrastructure. It supports compliance with DPDP, MeitY, and RBI guidelines, making it an ideal choice for regulated industries such as Banking, Insurance, and the Public Sector.

Zoho announces solutions for enterprise billing and spend management

Zoho has announced the launch of Zoho Billing Enterprise Edition, an advanced billing solution for large enterprises, and Zoho Spend, an industry-first spend management solution that includes payroll. The two new solutions help finance teams monetise with modern revenue strategies, improve spend controls, streamline procurement, and gain end-to-end financial visibility. These new offerings are built-for-scale and meet the high complexity needs of large businesses.

"With businesses increasingly looking for ways to operate with full financial visibility, improve time-to-market, and make smarter decisions, billing and spend management can no longer be an afterthought," said Sivaramakrishnan Iswaran, Global Head of Zoho Finance and Operations BU, and CEO of Zoho Payment Technologies. "These critical areas have become strategic aspects that define an organisation's profitability, agility and long-term growth. With Zoho Billing and Zoho Spend, businesses can turn their billing operations into revenue engines, and spend management into a source of savings."



ViewSonic introduces LSD400 and Short-Throw LSD300W-ST projectors in India

ViewSonic expanded its lamp-free projector portfolio in India with the launch of the LSD400 Series high-brightness laser projectors (LSD400W, LSD400HD, and LSD400HD-ST) and the LSD300W-ST short-throw LED projector. Designed to meet the diverse needs of Indian classrooms, coaching centres, and higher-education institutions, these new models combine long-life light sources, lower running costs, zero mercury, and sealed optical engines – delivering sustainable projection that is both budget-friendly and future-ready.

“With rapidly growing adoption of digital classrooms across Tier-1, Tier-2 and Tier-3 cities in India, schools and colleges are actively looking for reliable, low-maintenance, and eco-friendly display solutions,” said Muneer Ahmad, VP Sales and Marketing, ViewSonic India. “The new LSD400 Series and LSD300W-ST reinforce our leadership in lamp-free technology in India by offering the right brightness, throw options, and total-cost-of-ownership advantages for every type of learning space from large lecture halls to compact tuition rooms.”

Pega launches agentic compliance solution with enhanced Pega CLM

Pegasystems has announced new advanced agentic AI features in the latest version of Pega Client Lifecycle Management, the market-leading compliance solution that helps financial institutions speed client onboarding and Know Your Customer (KYC) processes. This launch delivers the industry’s most complete agentic AI platform for client lifecycle management (CLM) by automating onboarding, document processing, screening, and risk assessment across global jurisdictions. Now enhanced with predictable and reliable intelligent agents, Pega CLM accelerates due diligence while improving accuracy to deliver better regulatory adherence at scale.

Onboarding and compliance processes remain costly and error prone. McKinsey reports banks dedicate up to 15% of full-time staff to KYC and anti-money laundering (AML) alone, while Mordor Intelligence projects global spending on compliance to exceed \$14 billion by 2030. Yet most systems today fail to deliver the speed, accuracy, and agility needed to keep pace with evolving regulations and customer demands.

Kyndryl unveils quantum safe assessment service for quantum era enterprise readiness

Kyndryl has unveiled Kyndryl’s Quantum Safe Assessment service to help enterprises prepare for the emerging opportunities and security threats posed by quantum computing. The new service identifies and analyzes cryptographic risk exposure across an organization’s entire IT estate, creating a customized transformation roadmap to transition to quantum-safe security through post-quantum cryptography (PQC). This supports long-term data protection and regulatory requirements.

kyndryl

“Quantum computing security readiness is no longer a future concern — it is a strategic imperative,” said Kris Lovejoy,

Global Security & Resiliency Leader, Kyndryl. “Traditional encryption methods are increasingly at risk of being broken by advanced quantum systems, posing a significant threat to data security, regulatory compliance and business continuity. Through our Quantum Safe Assessment service, we help customers identify vulnerabilities and build scalable strategies for quantum-safe security so they can operate confidently in the post-quantum era.”

Kingston launches dual portable SSD storage solution

Kingston Technology has announced the release of its first cable-free solid-state drive for those in need of an affordable and reliable, portable solution for data back-up and transfers. With the sleek look of a traditional flash drive in a compact, durable metal casing, the Dual Portable SSD can easily transfer files between USB Type-A and USB-C1 devices such as laptops, desktops, mobile devices and more with USB 3.2 Gen 2 speeds up to 1,050MB/s read and 950MB/s write². To improve productivity and enhance your workflow, this all-in-one storage and transfer solution boasts capacities up to 2TB for large files, high-res photos and 4K videos.

“More and more consumers are looking to take their data into their own hands,” said a Kingston spokesperson. “Now with the convenience of Kingston’s Dual Portable SSD, users can do just that and easily transfer, share or backup their important files across a variety of USB-A and USB-C devices.”



GIGABYTE launches AORUS Elite 16, gaming laptop for gamers and creators

GIGABYTE has announced the launch of the AORUS Elite 16 laptop, positioning it as one of the best laptops in its class for users seeking powerful performance at the best price laptop value point. Engineered as a next-generation notebook for gamers, content creators, streamers and professionals, the Gigabyte/AORUS Elite 16 laptop introduces a hybrid-performance design that delivers exceptional gaming power and creator-ready efficiency.

The AORUS Elite 16 is powered by the latest Intel Core Ultra 9 processors and the new NVIDIA RTX 5070 Graphic Card, this next-gen GPU architecture enables ultra-smooth gameplay, accelerated AI features and fast rendering speeds for demanding creative workflows.

The device features a 16-inch WQXGA (2560×1600) display with a 165Hz refresh rate, giving gamers crisp clarity and creators accurate colour depth. Whether for competitive eSports, 4K editing, motion design or streaming, the AORUS Elite 16 is built to handle multi-layer workloads without compromise.



CrowdStrike announces the general availability of Falcon AIDR

CrowdStrike has announced the general availability of Falcon AI Detection and Response (AIDR), extending the Falcon platform to secure the fastest-growing attack surface in the AI era: the AI prompt and agent interaction layer. With Falcon AIDR, CrowdStrike delivers the industry’s first unified platform that secures every layer of enterprise AI – data, models, agents, identities, infrastructure, and interactions – from development through workforce usage.

“Prompt injection is a frontier security problem. Adversaries are injecting hidden instructions into GenAI tools to weaponize the very systems transforming how work gets done,” said Michael Sentonas, president of CrowdStrike. “Falcon AIDR secures every prompt, response, and agent action in real time, extending the power of the Falcon platform to the interaction layer and delivering complete protection across our customers’ AI infrastructure.”

CrowdStrike pioneered modern endpoint security with EDR and brings the same architectural advantage to AI with AIDR, protecting the interaction layer where AI systems reason, decide, and take action.

Consistent Infosystems unveils VELORA wireless router

Consistent Infosystems has expanded its connectivity portfolio with the launch of the VELORA Wireless Router, engineered to deliver high-range wireless performance, seamless network stability, and compatibility with all major 4G/5G SIM networks. The VELORA Wireless Router is designed with an external high-range antenna, ensuring strong signal strength and wide area coverage, making it ideal for homes, small businesses, remote workspaces, and rural connectivity needs.



Delivering up to 300 Mbps speed, the router ensures smooth streaming, fast browsing, online classes, and uninterrupted connectivity for multiple devices. The product also features a single LAN Ethernet port for wired connections and comes with a USB Type-C interface for modern, efficient power delivery. Designed for both indoor and on-the-go usage, the VELORA Wireless Router is ideal for students, travelers, small businesses, security system connectivity, and homes requiring strong wireless coverage. Its high-efficiency design and plug-and-play setup make it suitable for users of all technical backgrounds.

Eutelsat and Airtel power LEO connectivity for Indian Army relief efforts in Sri Lanka

Eutelsat together with its partner Airtel, is extending its OneWeb, Low Earth orbit (LEO) satellite connectivity to strengthen the Indian Army's ongoing humanitarian relief operations in flood-impacted areas of Sri Lanka.

With the deployment of Eutelsat's OneWeb high-speed, low latency LEO services, the Indian Army has been able to re-establish reliable communications in regions where terrestrial networks have been severely disrupted. The connectivity is facilitating 24/7 telemedicine consultations with specialist medical teams, ensuring the Army is able to deliver essential healthcare and emergency assistance to affected communities without delay.

Neha Idnani, Regional Vice President for APAC, Eutelsat, said, "Eutelsat is deeply committed to supporting the Indian Army's relief efforts with OneWeb LEO connectivity, delivered in partnership with Airtel. The ability to maintain high-quality communications in crisis situations is vital, and we remain committed to equipping organisations on the ground with secure, resilient connectivity required to safeguard lives and enable essential services."

Nokia partners with Airtel to unlock advanced 5G network APIs for developers

Nokia has announced a collaboration with Bharti Airtel to make the operator's network capabilities available to third-party developers through Nokia's Network as Code platform with developer portal. This strategic partnership will provide developers and enterprises alike access to Airtel's extensive pan-India network assets, creating new monetization opportunities and innovative use cases that will span multiple industry verticals.

Airtel's network APIs will be available on a subscription basis to an established ecosystem of developers, system integrators and enterprises using Nokia's Network as Code platform. This will enable the developer community to seamlessly build advanced solutions leveraging the Airtel network's robust capabilities such as AI, 5G, edge computing and more. Network APIs, which allow operators to virtualize parts of their networks and provide tailored data and features to developers, are changing the game. This technology is set to play a pivotal role in shaping the future of network capabilities while unlocking significant new revenue opportunities.

ACT Enterprise announces AI-powered ACT smartWi-Fi and built-in security

Staying true to its promise of being 'made for your business,' ACT Enterprise has announced the nationwide launch of its Corporate Broadband (CBB) plans powered by AI-backed Wi-Fi. ACT Enterprise has enhanced its access point operating system to ACT SmartWi-Fi in partnership with Apprecomm.ai, establishing a new benchmark in business connectivity in India. ACT SmartWi-Fi, an enterprise-grade network ecosystem, optimizes performance during high usage and proactively minimizes disruptions to ensure uninterrupted operations across office locations, 24/7. With this launch, ACT Enterprise became one of the first service providers in India to introduce AI-powered Wi-Fi capabilities into the business broadband solution, strengthening its position as a pioneer in the industry.

By advancing its network architecture with ACT SmartWi-Fi solution, multi-ISP integration capability, and built-in enterprise-grade security, ACT Enterprise offers all-in-one network solutions built for operational excellence, business continuity, and security.

D-Link launches DAP-X3060W AX3000 Wi-Fi 6 wall-plate access point

D-Link has launched the DAP-X3060W AX3000 Wi-Fi 6 wall-plate access point, a compact in-room solution designed for hospitality, education, enterprise, and multi-dwelling environments. Its discreet wall-mounted form factor fits standard junction boxes, delivering high-speed connectivity directly to guest rooms, classrooms, offices, and individual living units while supporting both wireless and wired endpoints such as smart TVs, IP phones, and PCs through integrated PoE and multiple Gigabit LAN ports.



Powered by Wi-Fi 6 with dual-band AX3000 throughput, OFDMA, and MU-MIMO, the DAP-X3060W ensures smoother streaming, lower latency, and consistent performance in high-density environments. Built with D-Link's MIT-quality engineering and secure, intelligent design, it provides a scalable foundation for modern smart spaces. When paired with D-Link Nuclias Network Controller, organizations can simplify deployment and achieve centralized management across entire properties, fulfilling D-Link's commitment to enabling intelligent connectivity for the next generation of digital environments.

Vi business expands IoT portfolio with smart gas metering solutions

Vi Business, the enterprise arm of India's leading telco Vi announced the expansion of its Advanced Metering Infrastructure (AMI) portfolio with Smart Gas Metering solutions for the City Gas Distributions (CGDs). Being pioneers in the smart meter energy ecosystem with India's first deployment in 2018, Vi Business is now extending its IoT and AMI capabilities to address India's rapidly growing CGD sector. This strengthens Vi's commitment to supporting the Government's efforts to modernize utility infrastructure, enhance operational standards, and accelerate digital metering adoption across the energy value chain.

The Petroleum and Natural Gas Regulatory Board (PNGRB) projects the CGD sector to emerge as India's largest natural gas consumer, accounting for almost one-third of the total volume by the end of this decade. With the rise in demand, Smart Gas Metering has emerged as a critical enabler for CGD companies seeking to combat Lost and Unaccounted Gas (LUAG) due to leakage, theft, manual billing errors, and pilferage.

Videonetics reinforces commitment to AI-powered video intelligence at Partner Connect 2025

Videonetics, a global leader in True AI-powered video analytics and unified video computing platforms, showcased its vision for intelligent video technologies at Partner Connect 2025 on December 5 in Mumbai. The event brought together channel partners and system integrators from government and enterprise sectors, providing a strategic platform to strengthen collaboration and accelerate adoption of AI-driven video intelligence across India.

With over 17 years of R&D, 20+ patented technologies, and deployments in more than 150 cities worldwide, Videonetics highlighted its mission to transform raw video data into actionable insights that enhance safety, operational efficiency, and decision-making.



Bhardwaj Naik, Senior VP & Chief Revenue Officer, emphasized the critical role of partners in scaling AI solutions and delivering trusted, scalable, and future-ready video intelligence.

The event also underscored Videonetics' focus on partner ecosystem development.

Leadership-led discussions explored innovations in True AI, video management, analytics, traffic intelligence, and cloud-based services addressing national and industry needs. Naresh B. Wadhwa, Vice-Chairman & MD, stated that collaboration is central to building safer cities, smarter enterprises, and resilient infrastructure, reinforcing Videonetics' position as a pioneer of AI-driven video solutions made in India for the world.

NetApp honours top-performing partners at India Partner Awards FY25

NetApp, the Intelligent Data Infrastructure company, announced the winners of its India Partner Awards for FY25, recognising partners that have demonstrated exceptional commitment to customer success and innovation. The awards highlight excellence in delivering NetApp solutions across AI, cyber resilience, data infrastructure modernisation, and cloud transformation, as enterprises increasingly rely on intelligent data platforms to drive digital growth.

India's digital transformation market is projected to reach US\$126.8 billion by 2033, underscoring the rising importance of secure and scalable data infrastructure. NetApp said the award-winning partners have played a pivotal role in advancing its strategy to help enterprises convert data into actionable insights. The recognition also builds on the recent refresh of the NetApp Partner Sphere program, aimed at accelerating partner growth through enablement, incentives, and services-led capabilities across Asia Pacific.

Congratulating the winners, Hitesh Joshi, Director of Partners and Alliances at NetApp, said the partners' focus on customer value continues to strengthen the ecosystem. Binary Global Ltd. and Swan Solutions & Services Pvt. Ltd. were named Partners of the Year, alongside winners including Orient Technologies, Hitachi Systems India, V5 Techsol, Paramatrix Info Solutions, Tech Data Advanced Solutions, Beetel Teletech, and Wysetek Systems Technologists.

IAMCP India strengthens Microsoft partner ecosystem with Launchpad growth program

The International Association of Microsoft Channel Partners (IAMCP) India, in collaboration with Microsoft Vendor Digital Sales (VDS), launched IAMCP Launchpad: Align, Accelerate and Amplify, a strategic initiative aimed at strengthening collaboration and accelerating growth across the Microsoft partner ecosystem. The virtual event drew participation from over 150 Microsoft partners nationwide. Developed after discussions during Partner Connect 2025, the program focuses on enablement, collaboration, and ecosystem-led growth, offering partners measurable value and new business opportunities.

IAMCP India President Neeraj Gargi highlighted the association's global presence across 40+ countries, emphasizing its four pillars: Partnering, Advocacy, Community, and Education. The program encourages Partner-to-Partner collaboration, which generates over USD 10 billion annually, and invites non-members to benefit from structured networking, co-selling, and knowledge-sharing platforms. Microsoft VDS leaders shared insights on their reach, supporting 125,000 SMB customers, creating 65,000 opportunities, and achieving a 35% opportunity-to-revenue conversion rate through AI and Copilot integration.

IAMCP Launchpad is designed to align partners with VDS priorities, accelerate capabilities through advanced certifications, and amplify co-sell growth. Members gain access to BANT-qualified referrals, technical enablement sessions, and strategic resources, while initiatives from partners like Crayon provide onboarding support and incentives. The program positions IAMCP members to unlock new opportunities and thrive in an AI-driven ecosystem.

PRAMA showcases indigenous AI-powered video security portfolio at IFSEC India 2025

PRAMA showcased its expansive range of indigenously manufactured smart video security products and solutions at the IFSEC India Security Expo 2025, held at Bharat Mandapam, New Delhi. The company's booth featured advanced AI- and IoT-driven technologies, including newly introduced video security cameras, non-CCTV security products, and customised vertical solutions, drawing strong interest from industry professionals and system integrators.

Highlighting India's evolving physical security market, a PRAMA spokesperson said the company is advancing its indigenous manufacturing roadmap by adopting cutting-edge technologies tailored to India-specific requirements. Manufactured at its facility



near Mumbai, PRAMA's solutions align with the 'Atmanirbhar Bharat' vision, with the company expanding production capacity to meet rising demand. Key innovations on display included the AiSense Camera and Solutions, Ranginview colour imaging technology, access control systems, smart mobile solutions, intrusion alarms, and video door phone solutions.

The booth also showcased sector-focused solutions for safe cities, retail, education, healthcare, transportation, hospitality, defence, and logistics. With AI-driven video analytics enabling predictive insights and enhanced operational intelligence, PRAMA reinforced its position as a leading Indian security brand, delivering scalable, future-ready video security solutions for domestic and global markets.

TRAILBLAZERS OF CLOUD:

Crayon **PARTNERS** **POWERING INDIA'S DIGITAL TRANSFORMATION — PART 2**



As we continue our exploration of India’s cloud transformation story, this edition turns the spotlight onto the remaining four partners from Crayon’s Trailblazer ecosystem—each representing a different dimension of innovation, resilience, and customer-centric growth. While the first set of partners showcased how vision and collaboration can create industry-shaping outcomes, these next four bring a fresh layer of depth, highlighting the diversity and strength of Crayon’s partner community.

Their journeys—shaped by decades of technological evolution, shifting market

realities, and an unwavering commitment to customer value—offer a compelling look into how midsize technology companies are redefining their role in India’s digital future. From companies that built their legacy in the on-prem era and navigated through cycles of reinvention, to those that embraced the cloud early and built service-led, globally deployable capabilities—the stories featured here capture the full spectrum of the partner landscape.

What stands out across their experiences is not just their technical proficiency, but their adaptability. Whether it is building private

cloud architectures, transitioning to multi-cloud models, adopting AI-driven services, or expanding into cybersecurity and turnkey solutions, each organisation illustrates how continuous learning and strategic partnerships—especially with Crayon and AWS—create lasting momentum.

Together, these four stories complement the first five we presented earlier, completing a powerful tapestry of insights, lessons, and inspiration for the larger partner community. And in doing so, they reaffirm a simple truth: India’s cloud revolution is being driven by people and companies that dare to evolve, collaborate, and lead with purpose.

6. SHIVAAMI CLOUD: EVOLVING WITH EVERY WAVE OF TECHNOLOGY

Over 22 years, Shivaami Cloud has reinvented itself multiple times—starting as a web design company, moving into SEO, and eventually emerging as a cloud-focused organisation serving customers across sectors. Puneet Thakkar, the company’s founder, attributes this sustained growth to adaptability, humility, and a people-first philosophy. His belief that an office should feel like a second home reflects Shivaami’s culture—where employees feel empowered, valued, and encouraged to grow alongside the company.

The post-COVID era accelerated cloud adoption, and Shivaami rode that wave with clarity and purpose. Puneet sees cloud as the foundation of the next major inflection point—AI and security—and the company is already transitioning toward these high-growth domains. Their partnership with Crayon and AWS has played a pivotal role: from customer acquisition and solution delivery to certifications, training, and consumption growth. Puneet values the simplicity and transparency of working with Crayon, calling the journey “smooth, supportive, and growth-led.”

For Puneet, the Indian SMB sector represents the next big opportunity. Agile, fast-moving, and aspiration-driven, SMBs will shape the future of cloud and AI consumption—and Shivaami aims to be at the heart of that evolution.



**“DON'T SELL TECHNOLOGY—
SELL SOLUTIONS. CUSTOMERS
VALUE CLARITY, HONESTY,
AND A GOOD HUMAN BEING
BEHIND THE BUSINESS.”**

PUNEET THAKKAR
CEO & MD, SHIVAAMI CLOUD



"OUR IP IS SERVICE, QUALITY, AND INTELLIGENCE—TECH9IQ IS WHERE OUR INNOVATION FINALLY MEETS INDIA'S CLOUD AMBITION."

7. TECH9LABS: AN ACCIDENTAL TECHNOLOGIST'S JOURNEY TO BUILDING HIS OWN CLOUD

Amit Jain's journey is a testament to reinvention, resilience, and ambition. A commerce graduate who stumbled into technology in 1997, Amit found his passion during his tenure at IBM, where he specialised in storage and trained partners across APAC. That exposure to real customer challenges, market dynamics, and enterprise technology became the foundation for Tech9Labs, launched in 2011.

Fourteen years later, Tech9Labs stands as a services-driven organisation with strong consulting DNA, long-term customer relationships, and multiple verticals spanning infrastructure, cybersecurity, cloud transformation, and managed services. The company's evolution accelerated during the pandemic when it transitioned fully into a service-led model. Today, its 80-member team drives complex migrations, builds end-to-end solutions, and manages critical workloads.

The latest milestone is Tech9IQ, Tech9Labs' own cloud platform that blends Nutanix, Cisco, and IBM technologies into a unified, intelligent cloud experience. Designed for Indian needs—with flexibility, value, sovereignty, and simplicity—it offers capabilities that many hyperscalers miss. For Amit, the vision is clear: build an Indian cloud platform that empowers SMBs, partners, and enterprises with intelligence, choice, and world-class service.

AMIT JAIN

FOUNDER & CEO, TECH9LABS

8. PROGRESSION: THREE DECADES OF EVOLVING WITH TECHNOLOGY—AND LEADING IT

Progression's 30-year journey mirrors the evolution of India's IT landscape itself. Founded as a system integrator, the company helped customers build on-premises data centres long before cloud became mainstream. As technology shifted, Progression stayed ahead—adding capabilities in virtualization, high-performance computing, security, data services, and even launching its own cloud as early as 2010, when "utility computing" was the prevailing term.

For CTO Deval, who has spent 23 years with the organisation, the secret to Progression's longevity is simple: invest in people. Technology changes constantly, but an empowered team—encouraged to experiment, learn, and innovate—creates lasting value. This culture has allowed Progression to serve customers across India and in global markets, from Europe to the Middle East.

Progression's partnership with Crayon dates back to the earliest cloud days. Crayon played a significant role in helping the company adopt the right OEMs, licensing structures, pricing models, and skilling initiatives. As AI and security shift into the next wave of services, Deval sees Crayon as a key enabler in helping them build new practices and expand their cloud footprint—especially with AWS.

With people at the centre and collaboration as the philosophy, Progression continues to evolve with every technological wave.



"PEOPLE ARE THE CORE—TECHNOLOGY CHANGES, BUT IT'S PEOPLE WHO BUILD, RUN, INNOVATE, AND MAKE EVERYTHING WORK."

DEVAL KULSHRESHTHA

CTO, PROGRESSION



"LISTEN TO YOUR CUSTOMER—WHEN YOU TRULY HEAR THEM, EVERY SOLUTION BECOMES CLEAR."

9. MAYANKS IT SOLUTIONS: THREE DECADES OF INNOVATION, INTEGRATION & CUSTOMER-CENTRIC GROWTH

Mayanks IT Solutions stands as one of India's enduring technology integrators, with a journey that began in 1989 as a small end-user computing firm. Within just a few years, the company pivoted from basic computing to complex networking—partnering early with global OEMs like 3Com—and steadily expanded into data centre builds, storage, cybersecurity, and large-scale turnkey projects. Today, under the leadership of CEO Neha Batra, Mayanks operates across Delhi, Noida and Mumbai, delivering sophisticated solutions to government bodies, defence forces, banks, and large enterprises.

What distinguishes Mayanks is its ability to go far beyond conventional system integration. From creating automated RTO testing centres with facial recognition to executing nationwide security and infrastructure projects for police, border forces, and enterprises, the company blends hardware, applications, surveillance, and network intelligence into unified solutions. Its portfolio has further expanded into AI and GPU cloud services through strong partnerships with Yotta and other OEMs, ensuring customers can scale workloads on demand.

For Neha, leadership begins with people. Her 43-member team often goes the extra mile—working late, responding to emergencies, and prioritizing customer needs—because they believe in the company's mission. Her advice to new entrepreneurs is simple but powerful: listen to your customers.

NEHA BATRA

CEO, MAYANKS IT SOLUTIONS

Canalys Forum APAC 2025: Driving AI, Cloud, Cybersecurity, and Partner Transformation



Canalys Forum APAC 2025 concluded in Da Nang, Vietnam, on December 4, bringing together channel partners, vendors, distributors, and analysts to discuss AI acceleration, cybersecurity risks, marketplace disruption, and evolving profitability models. While echoing global themes, APAC discussions highlighted faster regional growth alongside challenges such as talent shortages, margin pressure, and rising customer expectations. VARINDIA spoke with industry leaders on the sidelines to capture key perspectives from the forum.



Hyperscaler investment and supply constraints are reshaping the AI landscape

STEVE BRAZIER
CO-FOUNDER, CANAPII, AND INFORMA FELLOW

Brazier said the AI market is undergoing major shifts driven by hyperscale investment, government-led initiatives, and changing enterprise adoption patterns. He noted that AI is no longer limited to consumer applications, with governments increasingly investing in cybersecurity, defence, and sovereign cloud projects, led by China, followed by Saudi Arabia, the UAE, and India.

Brazier said hyperscaler-led expansion is reshaping the semiconductor ecosystem. While Nvidia continues to dominate GPUs, hyperscalers are pursuing greater autonomy through custom silicon and partnerships with alternative vendors. He added that enterprises are also seeing new models such as “AI factories,” enabling deeper integration across the stack. However, Brazier warned of emerging challenges, including a potential global DRAM shortage through 2026, which could constrain PC and server supply. He said enterprise AI adoption remains cautious due to legal, compliance, and data privacy concerns. Brazier concluded that organisations must adopt a software-first mindset to succeed in an AI-driven market.

Canalys serves as more than just a networking platform for Dell Technologies

RAVI BHARADWAJ
VICE PRESIDENT, PARTNER ECOSYSTEM - APJC, DELL TECHNOLOGIES



Bharadwaj said Canalys serves as a key platform for Dell Technologies to build connections across its partner ecosystem, beyond being just a networking forum. He noted the event is also used to announce changes within the partner ecosystem and enables direct engagement with all stakeholders, including global partners. Whether it involves marketing initiatives or updates to Dell Technologies’ partner programmes, the company ensures communication is delivered consistently at a global level through platforms like Canalys.

He said the APJ landscape is changing significantly and positively, with adoption gaining momentum across artificial intelligence, PC refresh cycles, data centre modernisation and consolidation, cybersecurity, and multi-cloud. Bharadwaj added that these developments signal strong opportunities for both partners and businesses in the region.

Highlighting growth across APJ, including India, he said Dell Technologies focuses on areas where it can accelerate growth. By enabling partners to explore these opportunities deeply, the company aims to strengthen partner capabilities and deliver better outcomes for end customers.



Canalys helps to unfold the next phase of growth for Redington

PUNEET CHADHA
GLOBAL CHIEF MARKETING OFFICER, REDINGTON

Chadha said Redington has been a core partner for Canalys for many years, with the forum consistently providing an opportunity to engage closely with its partner ecosystem. He noted that interactions with global partners at the event help Redington better understand the challenges they face, as well as the opportunities that different markets present.

Chadha added that these insights are crucial in shaping partner-focused policies, particularly around addressing partners’ pain points and identifying key growth areas. “The inputs we gather through such engagements play an important role in guiding how we support and enable our partners,” he said.

He further emphasized that beyond networking, the forum strongly highlights emerging technologies such as artificial intelligence, cloud, and cybersecurity. Chadha noted it demonstrates how businesses and corporates can collaborate in these domains, while also underlining the importance of partners developing their skill sets. This approach moves beyond transactional engagements, enabling the next phase of transformative growth for both partners and their professional development.



Canalys underscores strong AI momentum, cybersecurity focus

RAHUL PAREKH

MARKETING HEAD, SHEELTRON DIGITAL SYSTEMS PVT. LTD.

Parekh said the Canalys Forum APAC 2025 reflected a clear shift in industry priorities, with artificial intelligence and cybersecurity dominating discussions more than ever. Attending the forum for the fifth time, Parekh noted that while AI has gained momentum over the past two years, the increasing focus on cybersecurity alongside AI stood out this year, along with the continued relevance of Canalys CEO Steve Brazier's strategic insights.

Parekh highlighted AI as a core pillar of Sheeltron's service portfolio, citing the company's involvement in one of Asia's largest AI deployments and its strong focus on NVIDIA-led professional services. He acknowledged strong vendor support in accelerating AI-led transformation, particularly in bill-of-material (BOM) design, training, and workforce upskilling.

Addressing challenges, Parekh pointed to rising hardware costs as a key barrier to advanced digital transformation projects, though OEM collaboration has helped mitigate complexities. He said Sheeltron differentiates itself through end-to-end services, nationwide coverage, and multilingual remote support. Looking ahead, Parekh stressed the need for hands-on AI and infrastructure training, while underscoring cybersecurity as a critical takeaway from the forum.

AI investment and partner readiness come to fore at Canalys

NITIN ALSHI

EXECUTIVE DIRECTOR, SWAN SOLUTIONS & SERVICES PVT. LTD.

Alshi said this edition of Canalys Forum provided valuable clarity on where technology investments and partner ecosystems are heading, particularly across AI, cloud, and security. Attending the forum for the second time, Alshi noted that discussions reinforced the need for partners to proactively invest, as AI adoption is inevitable but still evolving in terms of execution and clarity.

He said enterprises are keen on AI but remain uncertain about strategy, data readiness, and long-term platforms, creating both challenges and opportunities for partners. Swan Solutions has begun building dedicated internal teams to guide customers through AI strategy and gradual adoption, positioning itself as a long-term transformation partner rather than a transactional vendor.

Alshi identified scale, investment readiness, and execution complexity as key barriers to advanced digital transformation, noting that partners often need to co-invest alongside customers in early stages. He said Swan's vertical-focused approach—spanning BFSI, mid-market, and SMB segments—has driven strong growth over recent years. Looking ahead, Alshi stressed adaptability, customer-centric skills, and ecosystem collaboration as critical capabilities for partners to remain competitive.



AI, cybersecurity, and digital infrastructure take center stage at APAC Forum

KOTA SUBRAHMANYA

CEO, CENTRAL DATA SYSTEMS PVT. LTD.

Subrahmanya highlighted key insights from the forum, emphasizing the growing importance of AI, cybersecurity, and digital infrastructure for partners. Having attended the forum since its inception, Subrahmanya noted that while the format remains channel-focused, the relevance of emerging technologies has significantly increased, particularly in AI adoption and readiness for enterprise demands.

He explained that AI is reshaping Central Data Systems' service offerings, with the company seeking vendor-led solutions that create new revenue streams while enhancing customer relevance. A significant barrier, he noted, is the skill gap in AI and digital transformation, which he believes vendors and OEMs can help bridge to enable partners to meet complex customer requirements.

Subrahmanya said Central Data Systems differentiates itself by addressing not only IT infrastructure but also non-IT aspects, including power solutions, data center builds, and sustainability initiatives. Looking ahead, he identified AI, cybersecurity, and data center infrastructure as critical focus areas for partners to stay competitive, underscoring the opportunities for growth through strategic OEM collaborations.

Supply chain risks and AI adoption dominate partner concerns at Canalys

NARASIMHA MURTHY

FOUNDER & CEO, CONNECTIVITY IT SOLUTIONS PVT. LTD.

Murthy said the APAC forum surfaced both opportunities and near-term risks for channel partners, particularly around supply chains and AI adoption. A regular attendee since 2016, Murthy highlighted concerns stemming from forecasts of DRAM shortages, warning that delivery delays—especially from December onwards—could significantly impact partner commitments, particularly in public sector projects where penalties for delays are stringent.

Murthy noted that artificial intelligence dominated discussions at the forum, reflecting its growing importance across customer conversations. While partners are actively exploring AI, he said the key challenge lies in identifying viable use cases and successfully taking them to market. He said sessions encouraging experimentation—testing, learning quickly, and moving on if needed—offered practical guidance.

On execution challenges, Murthy identified talent enablement as a major barrier, citing rapid technology shifts and limited distributor capacity to support a wide range of OEMs. He advocated a more focused OEM strategy and greater collaboration among partners, stressing that integrated, co-created approaches—facilitated by OEMs—will be critical to addressing market complexities and delivering outcome-driven solutions.



Women Trailblazers

driving Success:

Rewriting the rules of The Game!

Women leaders are increasingly shaping the direction of the global technology landscape, driving innovation in AI, cybersecurity, cloud, and digital transformation. Their leadership is redefining workplace culture, accelerating inclusion, and influencing strategic decision-making across organisations. As more women take on CXO and engineering leadership roles, they are championing ethical AI, data governance, sustainability, and customer-centric innovation. Their rise signals a transformative shift—where diverse perspectives fuel stronger products, resilient teams, and more equitable digital ecosystems that inspire future generations of women in tech.

The IT and telecom industries, long regarded as male-dominated domains, are undergoing a significant transformation as more women rise into leadership roles. From technical positions to the executive suite, women are challenging long-standing stereotypes and contributing to innovation in powerful new ways. This shift is not only reshaping perceptions but also fostering more diverse, inclusive environments that fuel creativity and sustainable growth.

In recent years, women have taken center stage across IT and telecom, leading global organizations, advancing cutting-edge technologies, and shaping industry narratives. They are assuming C-suite roles, driving large-scale digital transformation initiatives, and redefining business strategies with a broader, more inclusive perspective.

At the same time, female-founded startups are gaining momentum, challenging industry norms and inspiring the next generation of innovators.

While progress is gradual, the presence of women in technology continues to grow, supported by inclusive workplace policies, STEM education initiatives, and sustained advocacy for diversity and equity.

CHALLENGES STILL PERSIST

Despite the progress witnessed, women in technology still face challenges such as pay gaps, underrepresentation, and workplace biases. To continue progress, companies and educational institutions must remain committed to building environments that support women through equal opportunities, career development, and creating workplaces where they can thrive. The tech industry needs continuous effort to ensure sustainable and meaningful progress in gender diversity. Advocacy groups, mentorship programs, and corporate diversity initiatives should create supportive ecosystems to empower women.

The future of technology is brighter with the increasing participation of women. Their involvement is not just a step toward gender equality but a crucial driver of innovation, creativity, and progress in the ever-evolving tech world. Women's contributions are shaping a more inclusive, balanced, and advanced technological landscape. This emergence is not just a trend but a movement that promises to redefine the world of IT and telecom in the years to come.

Exploring new horizons through Tech Leadership

“Gender diversity plays a vital role in how we build leadership capability. While the representation of women in leadership is still evolving, it is a clear priority for us. We are consciously scaling this by creating equitable access to critical roles, leadership exposure, and decision-making opportunities across the organisation - without biasing roles by gender.

I drive innovation by anchoring it to first-principles thinking, real business problems, and strong execution discipline across our products, services, and solutions. We break challenges down to their fundamentals—cost, reliability, scalability, and customer impact—and translate them into clearly defined Minimum Viable Products (MVPs) that allow us to test fast, learn early, and de-risk scale, while maintaining strong engineering rigor and design discipline. Most importantly, innovation is not treated as a standalone initiative, but embedded into how teams think, decide, engineer, and deliver every day across the organisation.

FUELLED BY CHALLENGES, GUIDED BY SOLUTIONS

My journey into technology leadership was inspired by seeing how technology can quietly but powerfully shape outcomes - whether it's enabling millions of daily transactions, improving operational reliability, or creating scalable impact. I was drawn not just to the technology itself, but to the challenge of translating complex systems into real business value.

Over time, leading teams, building capabilities, and driving transformation at scale reinforced my belief that technology leadership is about clarity, inclusion, and execution. Being at TVS Electronics, where technology directly touches everyday lives, has further strengthened my motivation to lead with purpose and create platforms that empower both people and businesses.”

SRILALITHA GOPAL, MANAGING DIRECTOR, TVS ELECTRONICS LTD.



Setting the benchmark for Leadership in the Technology world

At Palo Alto Networks, we have built an environment where women are encouraged to take risks, put their hands up for bigger roles, and be heard in the rooms where decisions are made. We have very active employee resource groups, including our women’s network, that give employees access to mentorship, career development, and a community that genuinely supports growth. These groups influence how we hire, how we retain talent, and how we make sure women have the opportunities and support needed to move into leadership. For me, enabling more women in leadership ultimately comes down to two things: removing barriers and creating visibility. When women see other women leading not just in pockets but across functions; it sends a clear message that leadership isn’t the exception, but the expectation. And that’s the environment we are creating at Palo Alto Networks every day.



INSPIRATION TO LEAD THE TECH WORLD

My journey into technology started with a sense of curiosity and possibility. The idea that everything could suddenly be connected; that you could communicate over a platform without boundaries, was incredibly exciting. That early exposure shaped my belief that technology can fundamentally change how we live, work, and solve problems. Over the years, I moved across domains — embedded systems, networking, software, cybersecurity — and that breadth gave me a deep view of how systems really work. But leadership came from something more personal: the need to help people grow and use my skills to lead a business. Early in my career, being one of very few women on engineering teams taught me to speak up, to claim my voice, and to lead by example.

SWAPNA BAPAT, VICE PRESIDENT & MANAGING DIRECTOR, INDIA AND SAARC, PALO ALTO NETWORKS

Inspired to Create Tomorrow with Today’s Tech

“Enabling women to step into leadership roles requires intentional structures, sustained mentorship, and a culture that supports growth at every stage. Through networks like Women Everywhere (WE), Intuit provides mentorship, learning resources, and safe platforms for women to share experiences and build confidence. These communities play a vital role in helping women navigate career inflection points, gain clarity on their aspirations, and develop leadership capabilities. A core aspect of our mentoring approach is shifting the conversation from short-term milestones to long-term purpose, helping mentees articulate their “why” and build a strong foundation for growth. Complemented by leadership development programs, return-to-work initiatives, and supportive policies, these efforts create visible pathways for women to progress and lead. Investing in women leaders is not a “nice-to-have,” but a critical commitment to building future-ready, role-model-driven leadership within the organisation.



EXPLORING THE WORLD THROUGH TECHNOLOGY

What inspired my journey into technology leadership was the deep desire to operate at the intersection of technology, people and meaningful business impact. My path into tech leadership began with one belief: technology has the power to improve lives when people, purpose, and innovation come together. At the same time, I became acutely aware of how few women were represented in senior technology roles.

I felt a responsibility to step into that space, not only to grow my own career but to help widen the path for others. I love building teams and systems that empower others, and I’m driven to create meaningful customer impact.”

NIDHI JAIN, DIRECTOR - PRODUCT DEVELOPMENT, INTUIT

Gaining insights into Strategic Leadership roles through past experiences

Securonix has consistently created space for women to grow by recognizing capabilities and enabling access to leadership opportunities. We are committed to growing gender diversity in the management team and have several other women leaders in senior roles, including myself, who are role models to our fellow female colleagues.

At Securonix, we are creating a gender-inclusive workplace as it is proven that women possess a unique set of skills, naturally excelling in communication, strategic thinking, and collaborative leadership. Since technology is no longer limited to engineering but overlaps into cross-functional influence, customer centricity, and creative problem-solving areas where women continue to thrive, Securonix provides them the opportunities to grow in their roles and eventually into leaders.



EXPLORING THE WORLD THROUGH TECHNOLOGY

My journey into tech marketing wasn’t a conventional one. I began with a Commerce degree, later took up foundational technology training, followed by an MBA in Marketing. I leveraged my earlier experiences in customer-facing environments in trying to influence a customer perception, which shapes the narrative, bringing complex technologies to life. My passion for understanding markets, while taking an integrated approach to marketing and the business impact it creates, inspired me to grow as a leader in the space. My current role at Securonix is giving me ample opportunity to learn and grow further. Because of this deep understanding across domains, I transitioned into a leadership role naturally. My role evolved from executing heavy responsibilities to strategic leadership, influencing global programs, and leading my team through organizational changes and elevating Securonix’s brand presence across markets.

VINNY SHARMA, SENIOR DIRECTOR- GLOBAL, FIELD & CHANNEL MARKETING, SECURONIX

Helping shape a successful story of Tech Transformation

“Over the years, I have had the privilege of being part of prestigious talent transformation initiatives like LEAP and EMPOWER, which have played a pivotal role in shaping my leadership journey. At NEC India, this work sits at the intersection of operational discipline and purposeful storytelling. Our #WeThinkEqual (DEI) initiative, driven by the marketing team, goes beyond just raising awareness.

It’s also crucial to point out that the marketing function at NEC India is predominantly led by women, with 80-90% of the team comprising female talent. This is a testament to how we are committed to supporting women across various roles and especially in leadership positions. We don’t just prepare women for leadership roles; we make sure they are supported through sponsorship and coaching.



WHEN VISION MEETS INNOVATION

My journey into product and technology marketing leadership in tech feels like a natural path, one that’s been shaped by the rapid changes around me and my own desire to make a real impact. When I first entered the tech space over 12 years ago, India was on the verge of something. I found myself fascinated by how technology touches human life every second, makes their lives easier, and opens up new opportunities. I realized that product marketing wasn’t just about promoting features, it was about communicating to the people the power of seemingly complex technologies in enhancing their mundane day to day problems, thereby improving the quality of their lived experiences.

Over the course of my career, I have observed several tech companies doing more than merely changing industries, they have shaped our present, and continue to shape our collective futures. NEC Corporation India ranks among these change makers. I have had the opportunity here to lead teams that aren’t just focused on business success, but also on something bigger: using technology to empower people.”

SILKY SINHA, HEAD OF PRODUCT MARKETING & BUSINESS, NEC CORPORATION INDIA

Shaping Leadership skills through Learning & Responsibility

“Zoho creates an environment where there is a strong focus on learning, ownership, and trust, which allows people to take responsibility early and grow naturally into leadership positions. The organisation ensures there are continuous learning opportunities where employees are encouraged to take on challenging roles and lead critical projects. Also, employees are given the space to experiment, make decisions, and learn from mistakes, which allows them to gain the confidence and experience needed to step into leadership roles and succeed.



INSPIRATION TO LEAD THE TECH WORLD

My interest in technology started with mathematics in school. I enjoyed the clarity and structure of maths, and how every problem had a logical path leading to a solution. As I learned more, I realized that mathematics forms the foundation of computing, from algorithms to data and systems. That connection is what drew me towards computing and eventually into a career in technology. I joined Zoho Corporation nearly ten years ago as an intern, which gave me the chance to learn by doing and understand how real-world systems are built. Over time, I moved into working with AI. My move into security was driven by a very specific challenge it presents—in security, there is no room for complacency. Today, I lead the AI in Security division at Zoho. My work focuses on building AI systems that are reliable, resilient, and trustworthy. This journey has been shaped by constant learning and responsibility, and it has influenced how I approach both technology and leadership.”

SUJATHA S IYER, HEAD OF AI (SECURITY), ZOHO CORP.

Coding Curiosity into Reality

“GoTo enables more women to take leadership roles by fostering an inclusive, gender-neutral culture where leadership progression is driven by capability, accountability, and impact. The emphasis is on creating equal access to opportunities through clear expectations, consistent standards, and visibility into meaningful work. The recipe for leadership doesn’t vary by gender. What sometimes differs is access to the same levels of trust, feedback, mentorship, and exposure.

From a business standpoint, diversity improves decision-making by reducing blind spots and strengthening execution in complex, cross-functional environments. When people feel heard and respected, collaboration improves and teams are more willing to challenge sub-optimal solutions—leading to better products, more resilient platforms, and outcomes that scale with the business. Our organisation has some seasoned leaders who consciously offer the same treatment and support across the board, remove unintended barriers and allow leadership potential to emerge naturally based on capability and impact, not fit or stereotype.



INSPIRED BY PROBLEMS, DRIVEN BY SOLUTIONS

My journey into technology leadership began with a deep interest in programming and problem-solving during school and college. Early in my career, I focused on building systems and understanding how technology worked at a detailed level. What inspired me to move into leadership was seeing how technology directly shapes business results and customer experiences. Technical choices mattered beyond code. As I worked across platform engineering, data and analytics, and large-scale transformation projects, I consistently stepped into leadership roles that brought structure to complex problems. I translated technical decisions into clear business impact and helped teams move forward with confidence in uncertain environments.”

APARNA BALASUBRAMANIAN, DIRECTOR OF SOFTWARE ENGINEERING, GOTO

A Transition made for creating a Lasting Change

“Empowering women in leadership requires intentional action. At Unisys, we achieve this by actively seeking diverse candidate pools and ensuring our hiring processes are equitable. More than that, we foster what we call a "Winning Culture" — one that demands leaders from different backgrounds and varying areas of expertise. When women see other women in senior positions, it encourages more diversity in our applicant pool. Our leadership bench includes strong strategic and solutions-based expertise from women across the organization, and we are committed to continuing that momentum.

When you have people with different backgrounds, experiences and perspectives working together, you challenge assumptions, identify blind spots and develop more innovative solutions. India is a perfect example of this in action. Today, nearly 40% of our total workforce is based in India, bringing invaluable perspectives and expertise that strengthen our ability to serve clients globally. This diverse talent base allows us to meet client needs at scale while bringing fresh thinking to every challenge we tackle, disrupting the status quo.



WHERE IMAGINATION MEETS INNOVATION

I didn't start out in the corporate world or in the technology sector. Instead, I began my career as a clinical psychologist, spending years conducting psychometric evaluations, behavioral assessments, and specialized training. This foundation shaped everything about how I approach my current role as Chief Human Resources Officer at Unisys. In psychology, you learn that lasting change only happens when you truly understand people, from what enables them to thrive to the challenges they face. When I transitioned into technology leadership, I brought that same principle with me.”

RUCHI KULHARI, CHRO, UNISYS

Championing for an Inclusive and Impactful Technology ecosystem

Women In Cloud is a global network of 150,000 Women Tech Founders, Executives, Tech Professionals, and Allies in more than 100 countries who are committed to inspiring the tech ecosystem to be an inclusive force. So, when you bring so many disruptive minds together, innovation is bound to happen. We are driven by purpose and result and these are the two things that are at the centre of all innovations at Women in Cloud.

There is no doubt that diversity leads to better decisions and resilient business. The speed of innovation in organisations is faster when multiple perspectives are put together to understand the customer better and manage risks more effectively. We launched the “Main Hoon Saksham” campaign, a national initiative designed at creating India’s workforce development programme for making India enabled in AI and cybersecurity, aligned with the country’s ambition for a \$7 trillion digital economy. Over the last decade, we have seen that enterprises and governments have poured billions into workforce certifications, digital badges, and AI skilling programs. However, productivity hasn’t grown proportionally. Main Hoon Saksham is our endeavour towards creating professionals, who are innovation-ready.



INSPIRATION TO LEAD AS A TECH LEADER

I have always believed that technology is a great leveler. Deployed at scale, technology can democratize any opportunity. Early on in my career, I have witnessed how digital platforms can unlock immense opportunities for business and communities that have been left out of the formal system. For me, leadership is all about shaping ecosystem that become inclusive and impactful. That was the reason why we started Women in Cloud, which is designed to unlock long-term economic value.

CHAITRA VEDULLAPALLI, CO - FOUNDER, WOMEN IN CLOUD

Translating Technological Potential into Measurable Business Outcomes

“At AIONOS, innovation is driven through disciplined execution and a clear focus on business relevance. As COO, my role is to ensure that innovation moves beyond experimentation and is embedded into core operations and decision-making. We are building AI-native, digital-first capabilities that help enterprises shift from pilots to production-grade solutions.

Creating pathways for women to move into leadership roles requires intent, structure, and accountability. At AIONOS, we focus on building an environment where women have access to meaningful opportunities, visible leadership role models, and the support systems needed to succeed. This includes equitable leadership development programs, mentorship and sponsorship, transparent performance evaluation, and flexible work structures that recognise different life stages. Equally important is fostering a culture where diverse leadership styles are valued and decision-making tables reflect a broad range of perspectives.



INSPIRATION TO LEAD THE TECH WORLD

My journey into technology leadership has been shaped by a strong belief that technology, when applied with clarity and purpose, can fundamentally transform how businesses operate and grow. Early in my career, I saw first-hand how strategic use of technology could simplify complexity, improve decision-making, and create scalable impact.

Over time, this evolved into a deeper interest in leadership roles where I could influence not just systems and platforms, but also organisational culture, talent development, and long-term value creation. As technology became more central to business strategy, the opportunity to operate at the intersection of people, process, and innovation naturally drew me into leadership roles. Today, as COO, my focus is on translating technological potential into measurable business outcomes at scale.”

SIMMI DHAMIJA, CHIEF OPERATING OFFICER, AIONOS

Cybersecurity at the Frontlines: Assessing the Role of VARs



As cyber threats grow more sophisticated and persistent, Value-Added Resellers (VARs) have emerged as critical enablers in strengthening the digital defences of enterprises and SMEs. In today's hyperconnected ecosystem, customers expect VARs to go far beyond product delivery and transactional engagements. They increasingly seek trusted advisors who can design integrated cybersecurity frameworks, deliver managed services, and provide real-time protection against threats such as ransomware, phishing, insider risks, and AI-driven cyberattacks. The ability to combine deep domain expertise with scalable, outcome-driven security offerings has become central to how effectively VARs safeguard customers and sustain long-term trust.

This shift has significantly raised the stakes for India's channel ecosystem. Expanding attack surfaces across cloud, hybrid, and remote environments are compelling VARs to reassess preparedness across prevention, detection, and response. Differentiation now depends on strong OEM partnerships, mature SOC and incident response capabilities, and the ability to deliver continuous, proactive security rather than reactive fixes. At the same time, evolving regulatory requirements, including data protection mandates and stricter incident reporting norms, are reinforcing the need for accountability, visibility, and speed in cybersecurity execution.

This initiative seeks to assess how prepared VARs are to meet these heightened expectations. By examining current capabilities, technology alliances, service portfolios, and strategic readiness, it aims to understand how channel partners are aligning with customer needs across the cybersecurity lifecycle. The objective is to highlight collective strengths, identify gaps, and help shape a practical roadmap for building stronger cyber resilience across the Indian channel ecosystem.

Against this backdrop, VARINDIA spoke to several eminent channel partners to capture on-ground insights into how VARs are leveraging OEM partnerships to deliver differentiated cybersecurity value, how they are supporting customers post-incident, how cybersecurity is shaping business growth over the next one to two years, and how they view rising competition from cloud-native and managed security providers.

EMPOWERING BUSINESSES WITH NEXT-GEN OEM-LED CYBERSECURITY SOLUTIONS

"We make the most of our Platinum partnership with Sophos by offering top solutions like NextGen firewalls, Endpoint Protection, and Sophos MDR. MDR gives customers peace of mind through expert-led threat hunting and response, so they don't have to manage it themselves. We combine these solutions with our own deployment and support expertise to deliver complete, easy-to-manage security that fits each business, and we reinforce vigilance through regular awareness trainings.

For post-incident support, we focus on fast, reliable assistance during business hours, backed by our certified and experienced technical team. When incidents occur, we act quickly to diagnose and resolve issues, and for critical cases, we work closely with OEM

partners like Sophos to ensure expert-level response. Our goal is to keep downtime minimal and make recovery smooth.

Cybersecurity is central to our growth strategy. With cloud adoption rising and compliance critical, demand for managed security and cloud-driven solutions is strong. Partnerships with Microsoft, Sophos, and Fortinet let us deliver advanced protection without complexity, combining top solutions with hands-on deployment and compliance guidance, helping customers stay secure and driving trust and growth."



ZUHAIR HUSAIN
DIRECTOR, PENTACLE IT SOLUTIONS PVT. LTD.

CACHE DIGITECH STRENGTHENS VAR CYBER PREPAREDNESS THROUGH OEM SYNERGIES

“Cache Digitech enjoys the best of partnerships with leading cybersecurity OEMs to deliver value-added, integrated security offerings. By embedding advanced and trusted OEM solutions into unified systems, the company accelerates market reach, reduces development effort, and ensures customers benefit from continuous security updates and robust protection against ransomware, phishing, insider threats, and AI-driven cyber risks.

Post-incident customer support is managed through a comprehensive, multi-step response framework focused on rapid resolution, clear communication, and continuous improvement. Incidents are quickly investigated through root-cause analysis, log reviews, and collaboration with OEMs or specialised teams where required. Customers are kept informed through regular updates

ORBIT BUILDS END-TO-END CYBERSECURITY CAPABILITIES WITH OEM-LED INTEGRATION

“Orbit leverages strong OEM partnerships to combine world-class cybersecurity technologies with deep consulting expertise. By integrating advanced OEM solutions such as next-generation SOC, DLP, EDR, BAS, Dark Web monitoring, TIP and AI-driven cybersecurity with DPDP, GDPR and PCI DSS services, Orbit delivers tailored, outcome-driven programs that strengthen security posture, address key risk areas, and ensure compliance, faster deployment and improved return on investment.

Post-incident response is delivered through fully equipped NOC and SOC operations running 24x7x365, enabling continuous monitoring, proactive threat detection and rapid response. A dedicated in-house Incident Response team manages incidents based on defined severity levels, supported by detailed root-cause

SHRO SYSTEMS CO-CREATES CYBERSECURITY OUTCOMES THROUGH OEM INTEGRATION AND MANAGED SERVICES

“At Shro Systems, cybersecurity is not just about implementing OEM technologies but about co-creating security outcomes. By combining the innovation of OEMs such as CrowdStrike, Fortinet, Aruba and Sophos with integration expertise, managed services and local intelligence, Shro delivers business assurance. From secure infrastructure and Zero Trust networking to proactive threat monitoring, the company blends OEM strength with agility to keep customers resilient, compliant and future-ready.

Post-incident response is managed through a dedicated NOC and managed services practice, supported by a team of technology professionals. Using defined tools and practices, incidents are handled

STRATEGIC OEM ALLIANCES DRIVE OUTCOME-LED CYBERSECURITY AND MANAGED GROWTH

“We treat our OEM partnerships as strategic alliances rather than transactional relationships. By aligning with global cybersecurity leaders such as Cisco, CrowdStrike, Zscaler, Palo Alto Networks and Fortinet, we integrate their technologies into end-to-end, outcome-driven architectures tailored to each customer environment. Our state-of-the-art, multi-vendor Centre of Excellence covers more than 25 integrated cybersecurity solutions, enabling co-innovation, solution bundling across network, identity, cloud and data security, lifecycle management, joint go-to-market programs, and delivery of global standards through strong local expertise.

Post-incident response blends OEM technical escalation with managed response services to ensure recovery and resilience. A

and documentation, followed by formal closure after verification and post-incident reviews that feed into updated playbooks, workflows, and preparedness exercises.

Over the next 1-2 years, cybersecurity is expected to be a key growth driver for Cache Digitech, driven by rising threats, compliance requirements, and demand for integrated solutions. The shift toward managed security services, AI-driven automation, and hybrid architectures is enabling recurring revenue, while expertise in complex, converged IT-OT-physical environments helps counter competition from cloud-native providers.”

AMIT CHAUDHARY
DIRECTOR, CACHE DIGITECH PVT. LTD.



analysis and digital forensic reporting. Orbit also develops customised playbooks and runbooks to improve preparedness, reduce recurrence, and strengthen detection, response and recovery.

In the coming 1-2 years, cybersecurity will be a major growth engine for Orbit, driven by demand for managed SOC/NOC services, security maturity assessments and AI-enabled protection. Continuous innovation as an MSP and MSSP, combined with a strong focus on customer satisfaction, positions Orbit for sustained growth and trust.”

AMIT GUPTA
CHIEF STRATEGY OFFICER, ORBIT
TECHSOL INDIA PVT. LTD.



efficiently to ensure timely response, effective remediation and continued customer support, reinforcing service reliability.

Looking ahead over the next 1-2 years, cybersecurity will be a major growth engine for Shro Systems. As customers accelerate digital transformation and AI adoption, security is embedded across infrastructure, cloud and edge environments. By partnering with OEMs to deliver integrated, security-first solutions, Shro builds long-term value. Backed by a 38-year legacy, the company views competition positively and positions cybersecurity as a catalyst for growth.”

ANIRUDH SHROTRIYA
MANAGING DIRECTOR, SHRO SYSTEMS PVT. LTD.



managed SOC and incident response team delivers rapid containment and triage using integrated XDR, SIEM and SOAR tools, coordinates with vendor TACs for advanced forensics and patching, and conducts root-cause analysis, eradication and system restoration to minimise impact.

Over the next one to two years, cybersecurity will drive growth through OEM-led solutions, managed services, zero trust programs and compliance modernization. Investments in SOC-as-a-Service, subscriptions, AI, hybrid cloud integration and recurring revenue models position cybersecurity as a differentiator against cloud-native competition.”

ARFAT KARIM
CO-FOUNDER & DIRECTOR, INVECTO TECHNOLOGIES



OEM-LED CONSULTING AND AI-POWERED SOC SHAPE NEXT-GENERATION CYBERSECURITY STRATEGY

“Our OEM partnerships act as force multipliers, enabling high-value, next-generation cybersecurity outcomes. Our consulting organization brings cross-domain architects across cloud-native security, Zero Trust, SASE/SSE, OT/ICS security and identity modernization, allowing interoperable, platform-driven security blueprints over point products. Through co-innovation labs, joint GTM accelerators and early OEM roadmap access, we deliver future-ready, enterprise-grade resilience aligned with digital transformation.

Our post-incident response is anchored by our in-house SOC operating as an intelligence and decision hub. SOC analysts, threat hunters and forensics teams use AI-driven analytics, behaviour modelling and automated playbooks for rapid triage and containment.

STRATEGIC OEM PARTNERSHIPS ANCHOR OUTCOME-DRIVEN CYBERSECURITY GROWTH

“We build deep, strategic relationships with leading OEMs to ensure customers receive best-in-class cybersecurity solutions. This includes co-creating integrated offerings that combine OEM technologies with our managed services, leveraging OEM training and certifications, and participating in joint go-to-market programs. Through this approach, we deliver Zero Trust, SASE, cloud security, DLP and AI-driven threat detection, ensuring customers benefit from global innovation with strong local implementation and support.

Post-incident response is a critical part of our service portfolio. We offer 24/7 SOC monitoring for real-time alerts, rapid containment and remediation through automated playbooks, and detailed forensic analysis to identify root causes and prevent recurrence. We also conduct gap assessments and compliance certifications

FOCUSED OEM ALLIANCES STRENGTHEN VALUE-LED CYBERSECURITY DELIVERY

“We work with a select set of cybersecurity OEMs that demonstrate leadership in an evolving threat landscape, including Gartner leaders, established Indian players and select start-ups. We partner only with OEMs that have a strong India presence backed by high-quality pre-sales and post-sales support. Combined with our own technology strengths, these partnerships enable us to deliver reliable, value-added cybersecurity solutions tailored to customer needs.

Post-incident support is handled through a structured ticketing system that allows customers to raise issues with minimal effort. Our teams respond strictly as per defined SLAs, with a preventive approach focused on strong implementation and continuous

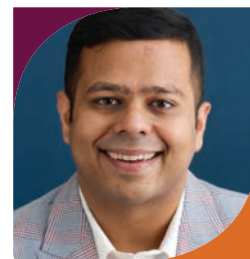
VARS DRIVE TRUST-LED CYBERSECURITY THROUGH OEM COLLABORATION AND AI INNOVATION

“As cyber threats grow more sophisticated and persistent, VARs are increasingly positioned as frontline defenders of India’s digital ecosystem. At Esquare System & Technologies, we view cybersecurity not merely as a technical requirement, but as a strategic pillar that enables trust, ensures business continuity, and supports digital transformation across enterprises and SMEs.

Our value proposition is anchored in strong, collaborative OEM partnerships that allow us to deliver integrated cybersecurity solutions spanning endpoint protection, network defense, and advanced threat intelligence. Beyond product enablement, we co-create deployment strategies, conduct hands-on training, and ensure regulatory alignment, enabling scalable and customized security

Post-incident, we conduct root-cause analysis, MITRE ATT&CK mapping and control-gap reviews to drive SOC uplift, architecture refinement and lasting security resilience.

Cybersecurity will drive growth over the next 24 months as enterprises seek identity governance, cloud adoption, OT modernization and regulatory alignment. We are expanding managed detection, DSPM, risk advisory and SOC modernization, investing in AI-powered analytics and GenAI-led augmentation. By competing on consulting depth, risk insight and measurable outcomes, we deliver security aligned to business strategy.”



ARJUN MITTAL
DIRECTOR, SISL INFOTECH PVT. LTD.

to help enterprises remain aligned with regulatory and global frameworks, followed by structured post-incident reviews to strengthen security posture.

Cybersecurity will be a key growth driver over the next two years, with strong demand for managed security, cloud-native protection and Zero Trust architectures. While MSSPs and hyperscalers are competitors, our differentiation lies in localized DPDP compliance expertise, customized SME solutions, hybrid security models, and strong on-ground customer relationships.”



ASHISH KHANNA
CEO, INTENSITY GLOBAL TECHNOLOGIES LIMITED

customer education. For most solutions, we build in-house capabilities to deliver L1 and L2 support, engaging OEMs only for L3 or exceptional incidents.

Cybersecurity will remain a key growth driver as AI rapidly reshapes the threat landscape, forcing customers to continuously reassess existing controls. While large enterprises may prefer MSPs, we address this through selective MSP partnerships and, where required, directly delivering managed security opportunities ourselves for critical customer environments.”



BIREN SHAH
MANAGING DIRECTOR, ADIT MICROSYS PVT. LTD.

architectures aligned to evolving customer needs.

Rapid post-incident response is critical in today’s threat landscape. Our teams operate round-the-clock to ensure swift containment, forensic analysis, and recovery, supported by simulation drills and resilience workshops. Over the next 1-2 years, cybersecurity will be a key growth driver as digital adoption accelerates and compliance tightens. By investing in AI-driven threat detection, Zero Trust frameworks, managed security services, and hybrid models, we aim to combine global innovation with local context and long-term customer relationships.”



DHIRENDRA KR. KHANDELWAL
MD, ESQUARE SYSTEM & TECHNOLOGIES PVT. LTD.

OEM PARTNERSHIPS FORM THE BACKBONE OF CONTEXT-AWARE CYBERSECURITY

“We recognize that OEM partnerships are the cornerstone of delivering real value in today’s cybersecurity ecosystem. We don’t just resell products—we design integrated, context-aware solutions by working with leading global brands and select Indian players with a strong India presence. These alliances enable multi-layered, customized defence across endpoints, networks, OT/ICS, cloud and container environments, combining OEM technologies with our design, deployment, training and 24/7 monitoring capabilities. Our post-incident approach is proactive, transparent and resilience-driven. Dedicated incident response protocols are activated as soon as an event is detected, often in close collaboration with OEMs to leverage deep product expertise. Every incident is followed

OEM PARTNERSHIPS ARE OUR POWER MULTIPLIERS IN CYBERSECURITY DELIVERY

“At Arrow PC Network, OEM partnerships act as true power multipliers. We don’t simply resell products; we co-build value by aligning with leading global OEMs to deliver tightly integrated, multi-layered cybersecurity architectures. By combining OEM innovation with our real-world expertise, we provide tailored, scalable and intelligence-driven solutions across Zero Trust, endpoint, network and cloud security, designed specifically for India’s evolving threat landscape. Post-incident response is where our commitment becomes non-negotiable. We follow a rapid containment approach—identify, isolate and neutralize—while guiding customers through impact assessment, recovery and control strengthening. Our focus goes beyond resolution; every incident is treated as an opportunity to

OEM-LED SOC AND INCIDENT RESPONSE SERVICES STRENGTHEN CYBERSECURITY DELIVERY

“Every OEM today operates its own Security Operations Center, backed by security experts and AI/ML engines that automate threat identification, detection and mitigation. We leverage these OEM SOC capabilities instead of investing in our own SOC, allowing customers to remain protected without duplicating costs. By riding on OEM-managed security services, we ensure faster response, expert-led mitigation and continuous monitoring, while focusing on delivering practical, value-added cybersecurity outcomes. Post-incident support is delivered primarily through OEM-led Incident Response services, supported by our team. Once a breach occurs, OEM security experts, often referred to as purple-hat teams, scan the entire infrastructure, clean affected systems and closely

OEM PARTNERSHIPS ENABLE INTEGRATED, MATURITY-LED CYBERSECURITY SOLUTIONS

“Our OEM partnerships are central to delivering cybersecurity services. We work closely with leading providers across SIEM/SOAR, extended threat intelligence, endpoint security, PIM/PAM and VA/PT technologies. Instead of promoting products, we integrate these capabilities based on customer maturity and operational readiness, addressing real challenges such as visibility gaps, vulnerability reduction and Zero Trust enablement. Regular workshops and leadership connects with OEMs keep us aligned with technology updates and emerging threats. Our incident-handling approach ensures engagement until issues are fully resolved and future risks are addressed. We emphasise proactive support through preventive controls, validated configurations, policy frameworks and SOP-driven execution. Rather than closing alerts transactionally, we focus on configuration

by forensic investigation and root cause analysis across IT and OT environments, continuous client updates, and structured post-resolution reviews to refine playbooks and strengthen security posture. Cybersecurity is not only fundamental to client protection but a strategic lever for business growth. As AI reshapes digital risk, demand will rise sharply, and we expect our cybersecurity portfolio to grow nearly 20% year on year. While cloud-native and managed providers increase competition, we integrate with them to deliver contextualized, compliance-driven outcomes.”

GUNASEGHARAN K DIRECTOR, ECAPS COMPUTERS INDIA PVT. LTD.



improve resilience and ensure the same vulnerability never becomes a repeat threat. Cybersecurity is emerging as one of our strongest growth engines. As AI-driven threats rise and compliance pressures intensify, organizations are adopting security-first architectures across cloud and on-prem environments. Over the next two years, consulting, managed SOC, threat intelligence and compliance readiness will significantly accelerate our revenue. While cloud-native providers bring scale, our contextual understanding, deep relationships and execution excellence keep us relevant and competitive.”

GURPREET SINGH FOUNDER & MD, ARROW PC NETWORK PVT. LTD.



observe the environment for the next 45 days. This structured IR process ensures complete recovery, limits repeat incidents and restores customer confidence. Cybersecurity is expected to drive at least 15% business growth over the next two years. While cloud-native and managed providers create competition, OEM-integrated MSP services offer peace of mind, reduce complexity for customers, and help us remain relevant, competitive and trusted in evolving security environments.”

JITEN MEHTA CHAIRMAN & MANAGING DIRECTOR, MAGNAMIOUS SYSTEMS



improvements, policy strengthening, follow-up monitoring and governance through ITSM reviews to prevent recurrence. Cybersecurity remains a strong growth driver as AI-driven threats, hybrid work, cloud adoption and compliance requirements rise. We invest in SOC expansion, advanced threat intelligence, MDR, identity security, GRC and automation. While cloud-native and MSSP players are part of the ecosystem, our differentiation lies in combining IT managed services with cybersecurity operations, strong OEM alignment, hands-on support and end-to-end governance.”

KAMAL ZUTSHI CTO, PROGRESSIVE TECHSERVE



OEM PARTNERSHIPS HELP MAXIMIZE VALUE ACROSS THE CYBERSECURITY LIFECYCLE

“We leverage OEM partnerships by combining trusted, industry-leading technologies with our own expertise in solution design, deployment and ongoing support. As authorized partners, we help customers extract maximum value from cybersecurity investments by aligning OEM capabilities to specific business needs, optimizing licensing, and ensuring smooth integration into existing environments. This approach enables us to deliver scalable, cost-effective and secure solutions that strengthen cyber resilience without adding unnecessary complexity.

We address post-incident customer support through a structured, priority-based response. After an incident is reported, we quickly assess impact, contain the issue, coordinate restoration, and maintain clear communication. Our teams provide root-cause analysis,

OEM-LED INTEGRATION AND OUTCOME FOCUS DEFINE SONATA'S CYBERSECURITY STRATEGY

“At Sonata, OEM partnerships help us combine best-of-breed technologies with our systems integration, managed services and verticalized IP to deliver outcomes, not just products. We curate OEM stacks mapped to use cases, build pre-integrated accelerators, and wrap them with assessment, design, migration and operations services. Joint workshops, proof-of-value pilots and localization for DPD and sectoral regulations reduce risk, cost and time-to-value for Indian customers.

Our post-incident approach is a 24x7, SLA-driven combination of SOC monitoring, tiered incident response and OEM escalation. We follow triage, containment, eradication, recovery and lessons learned, supported by tested runbooks, remote forensics and SIEM analytics. Customers receive regulator-ready communication, root-

OEM PARTNERSHIPS EMPOWER RESILIENT, AI-DRIVEN CYBERSECURITY DELIVERY

“In today’s evolving threat landscape, system integrators play a vital role in helping organizations build resilient security architectures. Through strong OEM partnerships, we deliver differentiated, AI-enabled cybersecurity services. By combining multi-vendor OEM technologies with our integration expertise, we create a unified fabric of solutions that helps customers achieve higher security levels across complex environments.

Post-incident support is critical when managing complex customer infrastructures. Our first priority is immediate containment to limit impact, followed by structured root-cause analysis. Cybersecurity is a dedicated practice supported by playbook-based incident response, rapid remediation, transparent communication and continuous improvement to ensure swift recovery and a stronger security

BUILDING RESILIENT SECURITY THROUGH ISMAC AND STRATEGIC OEM ALLIANCES

“At Insight Business Machines, cybersecurity forms the backbone of our ISMAC framework (Infrastructure, Security, Mobility, Analytics, and Cloud), and OEM partnerships are its cornerstone. By collaborating across EDR/XDR, cloud, identity, network, application security, DAM, data protection, and Zero Trust platforms, we combine world-class technologies with contextual understanding of customer environments. Co-innovation with OEM engineering teams through architecture reviews, PoCs, and modernization roadmaps ensures practical, outcome-driven deployments for BFSI, manufacturing, and enterprise clients. Continuous investment in certifications and workshops keeps our team future-ready, while OEM telemetry and threat intelligence enable proactive lifecycle management.

remediation guidance, required reporting, follow-up monitoring, and security posture adjustments, ensuring incidents are fully resolved and future recurrence risks are reduced.

Cybersecurity will significantly drive business growth as threats, regulations and cloud adoption accelerate. We expect expansion through deeper customer engagements, wider adoption of advanced protection, and recurring services. While cloud-native and managed providers increase competition, our personalized engagement, integration expertise and customer-centric approach sustain differentiation and long-term relevance.”



KAVITA SINGHAL
DIRECTOR, KAMTRON SYSTEMS PVT. LTD.

cause clarity, and post-incident hardening so the same attack vector cannot be reused.

Cybersecurity will be a major growth engine over the next 12–24 months, driving recurring services, consulting and embedded security within digital transformation programs. While cloud-native players and MSSPs compete on scale, Sonata differentiates through hybrid integration, verticalized services, local compliance expertise and flexible co-managed models. This outcome-led approach deepens client relationships and expands services revenue.”



MOHAN MUTHURAJ
SENIOR VP, SONATA INFORMATION TECHNOLOGY LIMITED

posture.

As digital transformation accelerates through cloud migration, remote work and IoT adoption, demand for robust security will continue to rise. By addressing these needs, we position ourselves as trusted partners and drive business growth. While cloud-native and managed providers intensify competition, they also create opportunities. Our differentiation lies in delivering multi-vendor, client-specific solutions that extend beyond standard managed offerings and complex enterprise and regulatory requirements in diverse customer environments.”



NANDAKUMAR. R,
HEAD - PRESALES & RENEWALS,
DIGITALTRACK SOLUTIONS PVT. LTD.

Post-incident response is built on speed, precision, and accountability. Our SOC/ NOC teams contain threats, validate indicators, and perform forensic analysis, leveraging OEM expertise where needed. We restore systems, improve configurations, and refine policies, ensuring incidents strengthen security posture and inspire trust.

Cybersecurity will be a key growth driver over the next 1–2 years. AI-led threats, IT/OT convergence, hybrid environments, and evolving regulations accelerate demand for SOC modernization, MDR/XDR, compliance automation, and advisory services. Multi-OEM integration and on-ground accountability remain our key differentiators.”



NEEL SHAH
CHAIRMAN, INSIGHT BUSINESS MACHINES PVT. LTD.

SNS ANCHORS RESILIENT CYBERSECURITY DELIVERY ON DEEP OEM PARTNERSHIPS

“At SNS, OEM partnerships are the backbone of our ability to deliver trusted, resilient cybersecurity solutions. We continuously upskill our workforce through OEM certifications, ensuring readiness against evolving threats, while exclusive access to OEM Level-2 technical support enables faster resolution and reduced downtime. OEM labs help demonstrate real-world scenarios that showcase tangible customer value.

With strong in-house expertise and strategic OEM collaboration, we deliver comprehensive post-incident support across every phase of incident management. During incidents, we provide real-time assistance to contain threats, followed by isolation, evidence collection, and thorough investigation. Recovery, remediation, and

UDTECHS BOOSTS ENTERPRISE SECURITY WITH STRATEGIC OEM PARTNERSHIPS AND MANAGED SERVICES

“Our partnerships with leading OEMs play a crucial role in delivering top-tier cybersecurity with sustained value. Working with Fortinet, Palo Alto Networks, Cisco, CrowdStrike, Infoblox, TrendMicro and Sophos, we address NGFW, EDR/XDR, ransomware protection, SD-WAN, ZTNA, IAM, DDI and SIEM needs across on-prem, hybrid and public cloud environments. OEM collaboration gives us expert insight into zero-day threats, enabling resilient, future-ready security foundations.

When incidents occur, calm, transparent communication is the first priority. Our teams work alongside OEM security experts to assess severity, contain impact and lead resolution. We isolate systems, segment networks, block accounts and deploy patches to

WE TURN OEM PARTNERSHIPS INTO RESILIENT, OUTCOME-DRIVEN CYBERSECURITY

“Our approach to cybersecurity is anchored in strong, outcome-driven partnerships with leading OEMs. These collaborations let us unify best-in-class technologies under a value-added service model, delivering interoperable solutions tailored to the needs of businesses and rapidly expanding SMEs. By integrating OEM capabilities in threat intelligence, endpoint security, identity management, and cloud defense, we act as technology evangelists and solution orchestrators rather than product distributors, ensuring each tool is implemented with proper lifecycle, configuration, and advisory support.

For post-incident support, we go beyond a helpline. Our teams provide immediate containment, detailed incident reviews, and structured recovery guidance. We help clients understand root causes

ARCHITECTING UNIFIED CYBERSECURITY THROUGH OEM INTEGRATION AND RESILIENCE

“Our philosophy is that a modern enterprise cannot be defended with a patchwork of siloed tools. We do not act as resellers; we act as architects with a singular purpose to help customers realise ambitions. Through premier partnerships across a broad OEM ecosystem, including CrowdStrike, Zscaler, Fortinet and hyperscalers such as Microsoft, AWS and Google Cloud, we integrate best-of-breed technologies to design a single, unified security fabric backed by certified architectural expertise.

In a major incident, a client needs a partner, not just a provider. Our approach is built on speed, expertise and confidence through BluForge Assist, our retainer-based incident response service. Preparedness is the strategy. Clients are onboarded before crises, environments understood and secure channels established. When

detailed forensic analysis restore operations with minimal disruption, strengthen defenses, and support coordination with law enforcement when required.

Cybersecurity has been SNS’s sole focus for 25 years and is a key business driver. As threats grow more complex, enterprises and SMEs seek specialist partners with proven skills. With India’s cybersecurity market growing above 18% CAGR, customer trust will deepen, positioning SNS as a long-term partner and fuelling sustained growth in the years ahead across industries, nationwide, securely.”



NK MEHTA
CEO & MD, SECURE NETWORK SOLUTIONS INDIA PVT. LTD.

eradicate threats. Post-incident, we focus on rapid recovery, forensic analysis, compliance documentation and root-cause remediation to prevent recurrence.

Cybersecurity is evolving into a business resilience strategy. Rising attacks, stricter regulations, AI-driven threats, cloud adoption and Zero Trust accelerate demand for specialized services. Over the next two years, advanced security practices and managed services will position system integrators as strategic partners, driving complex transformation programs, recurring revenue and long-term customer trust across industries nationwide securely.”



PRANAV PARIKH
CTO, UNIFIED DATA-TECH SOLUTIONS LTD.

and implement changes in configurations, access controls, policies, or user behaviour. The goal is for customers to emerge more resilient and secure.

Looking ahead, cybersecurity is a key growth engine. As India accelerates cloud, AI, and digital adoption, demand for identity governance, cloud workload protection, compliance-driven security, and continuous monitoring will rise. By combining advisory expertise, integration depth, and automation with cloud-native agility, JNR aims to create a hybrid advantage and become a strategic security partner nationwide.”



PRASHANT JAIN
FOUNDER & DIRECTOR, JNR MANAGEMENT RESOURCES PVT. LTD.

incidents are declared, experts activate within guaranteed SLAs to manage containment, forensics and executive reporting.

Cybersecurity underpins our Architecting Ambition strategy and growth. Driven by BluForge, our proprietary AI-powered Unified SecOps platform, we move beyond product sales to high-value, C-suite-relevant outcomes. We act as master integrators architecting cohesive defense across complex multi-cloud and hybrid estates, evolving into a trusted partner for India’s leading enterprises.”



PRASHANTH SUBRAMANIAN
CO-FOUNDER & DIRECTOR, QUADRASYSTEMS. NET (INDIA) PVT. LTD.

BUILDING UNIFIED AND RESILIENT CYBERSECURITY THROUGH OEM COLLABORATION

“At Shivaami, we see OEM collaboration as a foundation for shared creativity, not merely reselling products. Through alliances with premier OEMs across endpoint protection, networking and threat intelligence, we create unified security environments tailored to specific industries. Our differentiation lies in integrating diverse OEM tools into seamless systems that reduce complexity and close gaps, establishing us as key builders in the cybersecurity supply chain.

In cybersecurity, response speed defines resilience. We maintain 24/7 SOC readiness through specialized Security Operations Centers designed to control threats in the critical early moments after detection. Our approach goes beyond quick fixes to include

OUR STRENGTH LIES IN BUILDING RESILIENT CYBERSECURITY THROUGH OEM COLLABORATION

“OEM alliances form the backbone of our cybersecurity strategy. We integrate leading technologies with consulting, deployment and lifecycle support to deliver validated architectures across network, endpoint and data security. Regular OEM training, co-created solution bundling and joint customer engagements enable trusted, scalable and compliant solutions tailored to Indian businesses, positioning us as a key partner in the cybersecurity supply chain.

Our post-incident response framework emphasizes rapid assessment, containment and restoration. Remote teams initiate triage immediately to limit impact, followed by coordinated escalation with OEM TAC teams for deeper diagnostics. On-site engineers restore systems, harden configurations, and close each case with root-cause

PENTAGON DRIVES CYBERSECURITY STRATEGY THROUGH OEM PARTNERSHIPS AND INCIDENT READINESS

“At Pentagon, we view OEM partnerships as strategic foundations, not simple supplier relationships. By aligning with global cybersecurity vendors, we bring enterprise-grade protection to SME and large-enterprise clients, while layering vendor tools with our own integration, advisory and compliance consulting. This includes managed detection programmes and incident-ready frameworks, allowing us to deliver bundled solutions rather than standalone products, create differentiated value, and build deep, long-term customer trust.

Our mandate extends well beyond implementation. When an incident occurs, we lead with a rapid mobilisation framework: 24/7 escalation for key accounts, forensic triage using integrated tools, close

DRIVING ENTERPRISE CYBERSECURITY THROUGH OEM COLLABORATION AND RAPID RESPONSE

“We leverage OEM partnerships by tightly integrating their technologies into outcome-driven cybersecurity solutions for Indian enterprises and SMEs. Rather than acting as resellers, we co-create value with OEMs through joint pre-sales consulting, architecture design, PoC support, and bundled offerings across network, endpoint, cloud, and managed security. Continuous training and alignment with OEM teams keep our engineers updated on emerging threats and capabilities, ensuring every deployment is optimised, secure, and tailored to the customer’s environment.

In handling incidents, we follow a rapid-response framework. Teams work closely with customers to assess impact, contain threats, and begin recovery, collaborating with OEM support via

investigations, vulnerability assessments and regulatory guidance, helping customers move from reactive responses to continuous security maturity.

Cybersecurity has become an engine for business growth. Over the next one to two years, we see demand for managed security services, compliance frameworks and secure cloud transformation. By evolving into a Managed Security Services Provider, we deliver subscription-based, scalable defenses across hybrid environments, blending cloud-native capabilities with on-premise systems to strengthen India’s cybersecurity resilience.”

PUNIT THAKKAR
CEO & MD, SHIVAAMI



analysis and improvement plans, turning incidents into opportunities to enhance resilience and continuity of operations.

Cybersecurity is a major growth pillar as organisations adopt hybrid infrastructure, comply with CERT-In directives, and prioritise risk governance. While cloud-native providers offer automation, VARs deliver integration, local support, customisation and advisory depth. By combining multi-OEM environments with dependable post-sales engagement, we offer a balanced, customer-centric security model that strengthens India’s cybersecurity resilience long-term.”

RAJESH GOEL
FOUNDER & DIRECTOR, MIRACLE
TECH DISTRIBUTORS PVT. LTD.



collaboration with OEM incident-response teams, and a full debrief covering root-cause analysis and remediation roadmaps. Post-incident, we emphasise knowledge transfer and continuous monitoring, positioning ourselves not just as a vendor, but as a trusted advisor strengthening client resilience.

Cybersecurity is a core growth pillar for Pentagon, driving revenue across managed security, cloud security and compliance advisory, while helping customers shift from reactive to proactive postures amid rising competition from cloud-native providers in the Indian market.”

SAIRAMAN MUDALIAR
CO-FOUNDER & DIRECTOR, PENTAGON
SYSTEM & SERVICES PVT. LTD.



escalation channels. After resolution, we provide detailed summaries with actionable recommendations—patching gaps, refining policies, and improving awareness—strengthening the customer’s security posture beyond pre-incident levels.

Cybersecurity is a key growth driver over the next 1–2 years, with cloud adoption, compliance demands, and digital risks rising. While cloud-native providers offer scale, our edge lies in local presence, hands-on support, and hybrid service delivery, blending OEM expertise with scalable, customer-centric solutions.”

SAURABH DHOUNDIYAL
GROUP BUSINESS MANAGER - VAD, IRIS
GLOBAL SERVICES PVT. LTD.



**STRATEGIC OEM ALLIANCES
POWER CYBERSECURITY AND
MANAGED SERVICES GROWTH**

“We leverage OEM partnerships to integrate best-of-breed technologies into a unified security stack aligned with each customer’s environment and maturity level. Rather than selling point products, we collaborate with OEM teams on solution design, technical validations, joint PoCs and roadmap planning, enabling optimized configurations, tailored integrations, bundled managed services, advanced threat intelligence, training and stronger customer outcomes.

Cybersecurity is one of our fastest-growing revenue pillars. Rising regulatory compliance, accelerating cloud adoption and increasing ransomware threats are driving demand for integrated security advisory, deployment and managed services. We expect

**POWERING OUTCOME-DRIVEN
CYBERSECURITY GROWTH THROUGH
STRATEGIC OEM PARTNERSHIPS**

“We leverage OEM partnerships to deliver integrated, high-impact cybersecurity solutions. These partnerships give us access to advanced technologies, threat intelligence, and product expertise, which we combine with our engineering, SOC implementation, and managed security capabilities. By working closely with OEMs, we ensure faster support escalation, certified deployments, and architectures aligned to each customer’s environment. We add value by tailoring, integrating, and operationalizing tools—SIEM, XDR, NDR, endpoint security, or sandboxing—into a unified, outcome-driven security framework that strengthens resilience, improves visibility, and ensures business continuity.

Post-incident support follows a structured, customer-centric approach. We conduct root-cause analysis, validate indicators of

**VISHAL PERIPHERALS LEVERAGES OEM-
CERTIFIED HARDWARE AND SERVICES TO
SCALE CYBERSECURITY OFFERINGS**

“Our cybersecurity strategy is built on long-standing partnerships with global OEMs such as Intel, NVIDIA, AMD, Dell, HP, Asus, Lenovo and Gigabyte. Through certified secure builds, OEM-endorsed security using cutting-edge technologies, and trusted hardware solutions including endpoint-protection-ready devices and custom-built PCs, we leverage these alliances to deliver value-added cybersecurity. Working closely with OEMs helps us stay ahead of firmware vulnerabilities.

Post-incident response is anchored in strong service infrastructure. With nine branches and a dedicated service centre, our skilled teams deliver timely post-incident support. We collaborate with OEMs to prioritise hardware issues, conduct root-cause diagnostics, and

**DEV IT HARNESSES OEM EXPERTISE
AND CONSULTING-LED SECURITY TO
SCALE CYBERSECURITY SOLUTIONS**

“At DEV IT, OEM alliances are not transactional; they are strategic multipliers. We partner closely with global leaders such as Microsoft and AWS to deliver fully integrated, outcome-driven security architectures rather than point products. These partnerships provide early access to product roadmaps, advanced threat intelligence and specialised training, enabling us to combine OEM strengths with our consulting, VAPT and managed SOC services to create scalable, cloud-ready security aligned to business goals.

Post-incident response is where a cybersecurity partner is truly tested. Our approach focuses on speed, precision and long-term resilience through a 24/7 SOC with rapid triage and immediate

strong growth in cloud security, identity management, MDR and XDR, zero trust, and plan to explore compliance automation as organizations shift from capex-based solutions to recurring managed services.

Cloud-native and managed security providers are expanding the market rather than shrinking it. While they bring automation and scale, customers continue to rely on trusted VARs for understanding of hybrid environments, support and legacy integration. We differentiate through consultative engagement, multi-OEM expertise, and the ability to design solutions that bridge on-prem and cloud environments.”

SEWAK NAUTIYAL
FOUNDER & MD, SPARK TECHNOLOGIES PVT. LTD.



compromise, and provide actionable reports. Our team restores systems safely, verifies containment, eliminates residual risks, and fine-tunes detection rules. Continuous guidance strengthens security posture, focusing not just on resolution but on building long-term resilience.

Cybersecurity is a key growth driver. As threats evolve and compliance requirements rise, demand for SOC, XDR, NDR, and managed services grows. Competition from cloud-native providers drives differentiation through deep OEM integration, hybrid deployments, on-prem support, and 24x7 expertise, delivering flexible, customer-centric outcomes.”

SUNIL PATEL
**VP - BUSINESS DEVELOPMENT, TD
MEDIA NETWORK PVT. LTD.**



implement required firmware updates or replacements. Our logistics backbone ensures quick part replacement to minimise downtime, supported by a responsive help desk.

Over the next one to two years, cybersecurity will drive growth as enterprises and SMEs across Telangana, Andhra Pradesh and beyond accelerate digital transformation. By expanding into managed security, secure configuration services and risk consulting, and by leveraging AI responsibly, we aim to evolve into a trusted advisor delivering hybrid, outcome-driven security solutions.”

VIKASH HISARIYA
MD, VISHAL PERIPHERALS



containment. Once stabilised, we conduct deep forensic analysis, map incidents to frameworks and follow a structured Contain-Investigate-Strengthen cycle, achieving a 99.9% breach-prevention success rate across thousands of assets worldwide.

Over the next one to two years, cybersecurity will be a core growth engine driven by managed SOC, cloud security and BCDR demand. Guided by our New ABCD framework, we deliver contextual, hybrid security instead of one-size-fits-all MSSP models for enterprises globally.”

VISHAL VASU
**DIRECTOR & CTO, DEV INFORMATION
TECHNOLOGY LTD.**



SIITF 2025: Driving Strategic Conversations around the Intelligent Edge



(L to R): Shobha Jagathpal, MD, India CISO - Morgan Stanley; Dr. Harsha Thennarasu, Chief Cyber Security Advisor Researcher – HKIT Security; Sanjay Sahay, Ex IPS Founder Director TechConPro; Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA; Dr. Arindam Sarkar, Head of the Department of Computer Science and Electronics-Ramakrishna Mission Vidyamandira, Kolkata; and Anil Kumar Sahu, Vice President- VARINDIA

India's leading technology magazine, VARINDIA has recently organized the 14th edition of the Southern India IT Fair (SIITF), reinforcing its status as a flagship event in the country's technology arena. Over the years, SIITF has evolved into a vital forum where industry leaders, system integrators, solution providers, and domain experts come together to discover emerging trends, drive innovation, and strengthen collaboration across the technology ecosystem.

The landmark event witnessed the presence of distinguished dignitaries, special invitees, senior government officials, industry stalwarts, and key OEMs & partners from the ICT industry.

The evening kickstarted with the auspicious lamp lighting attended by dignitaries like Sanjay Sahay, Ex IPS Founder Director TechConPro; Dr. Arindam Sarkar, Head of the Department of Computer Science and Electronics-Ramakrishna Mission Vidyamandira, Kolkata; Shobha Jagathpal, MD - India CISO- Morgan Stanley; Satish K S, CTO- Zeotap; Satish Kumar Dwibhashi, CIO & CISO- Frontline Fintech; and Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA.

Themed "Edge Computing: Powering the Intelligent Edge," SIITF 2025 showcased the growing importance of edge technologies in shaping the future of digital innovation. Dedicated to the technologists and VAR community of Southern India, the event brought together industry experts to demonstrate how cutting-edge solutions are enabling smarter, faster, and more resilient enterprises.

The event commenced with a welcome address by Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA who highlighted the fact that security analysts identify 2026 as a critical inflection point for identity protection. He further corroborated this with a few datapoints and went on to prove that in this new threat landscape, passwords and one-time codes are no longer sufficient to safeguard sensitive systems and data.

The next speaker to take the stage was Dr. Arindam Sarkar, Head of the Department of Computer Science and Electronics at Ramakrishna Mission Vidyamandira, Kolkata. He delivered an insightful session on how FaceOff Technologies' "Make in India, Engineered for the World" trust verification platform can help shape the future of secure, ethical, and responsible AI.

Next, Sanjay Sahay, Ex IPS Founder Director TechConPro presented the keynote address for the evening. He shared his perspectives on the intelligent edge and technology-driven security that inspired the audience.

A thought-provoking panel discussion moderated by Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA was another highlight of the evening. Themed Technology is redefining its boundaries, the panellists who joined the session were Satish Kumar Dwibhashi, CIO & CISO- Frontline Fintech; Shobha Jagathpal, MD - India CISO- Morgan Stanley; Satish K S, CTO- Zeotap; Dr. Harsha Thennarasu, PhD (Info Sec)- HKIT Security and Pradeepta Mishra, Vice President-AI- Beghou.

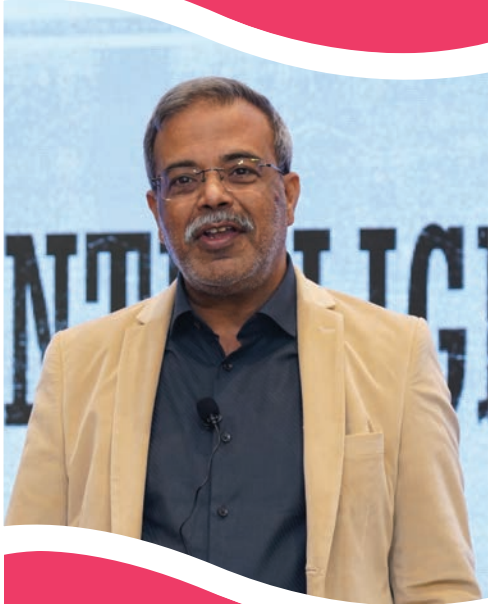
SIITF 2025 underscored how edge computing powers the intelligent edge by bringing data processing closer to the source, dramatically lowering latency and enabling real-time decisions. It enhances security, optimizes bandwidth efficiency, and provides the performance needed for next-generation applications. As AI, IoT, automation, and immersive digital experiences continue to expand, edge computing is emerging as a core pillar of modern IT infrastructure.

“As we speak about AI, it is important to first remove a few fundamental misconceptions. AI is not a finished solution, nor is generative AI ready to seamlessly deliver enterprise outcomes. MIT research clearly shows that nearly 95% of AI projects fail, and compliance narratives around PII, NIST, and regulations in India remain half-baked and poorly understood. The industry is overly consumed by numbers—trillions of dollars, billion-dollar valuations—while ignoring ground realities. Massive investments can be challenged by far smaller, agile players, proving that scale alone does not guarantee success. AI adoption today is driven more by jargon, borrowed presentations, and hype than by preparedness, research, or real execution. If we do not truly understand where we stand—cloud, edge, or somewhere in between—we’re missing the very purpose of technology-driven transformation.

The Intelligent Edge is where AI, data, and decisions converge, and that convergence must happen as close to the point of data generation as possible. Today, decisions largely converge in boardrooms and centralized data centers, not where data is actually created. This results in latency, inefficiency, and loss of contextual intelligence. Intelligent Edge represents a shift from cloud-only dependence to distributed intelligence powered by edge computing, AI, and IoT, enabling real-time decisions with minimal or no human intervention. From manufacturing floors and campuses to healthcare, smart cities, energy, retail, and agriculture, the edge is where action truly happens. However, edge computing alone is not enough—what matters is actionable intelligence at the edge. Cloud, fog, and edge must coexist as a complementary model, where cloud handles long-term analytics, fog bridges capabilities, and edge delivers immediacy, resilience, and responsiveness.

As we move toward hyperautomation and IoT 2.0, the Intelligent Edge can no longer remain optional; it is becoming a strategic necessity. Benefits such as reduced latency, lower bandwidth costs, improved reliability, compliance, and availability are clear, yet challenges remain—from security vulnerabilities and expanded attack surfaces to data privacy failure and weak governance. Edge insecurity, AI-specific threats, and the absence of robust regulatory oversight further complicate adoption. The future battle will increasingly be AI versus AI, demanding zero-trust architectures, decentralized intelligence, and disciplined execution. While AI has been deliberately simplified and centralized by a few global tech powers, enterprises must build awareness, architecture, and capability to regain control. The Intelligent Edge represents the next wave of distributed intelligence—but only for those willing to move beyond hype and invest in real understanding, research, and execution.”

The Intelligent Edge is where AI hype ends and real decisions begin



SANJAY SAHAY
EX-IPS & FOUNDER AND
DIRECTOR, TECHCONPRO

Digital identity is the weakest link, and AI is changing everything



DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF, VARINDIA

“As cyberattacks become increasingly sophisticated and human-like, digital identity has emerged as the weakest link in enterprise security. Stolen credentials and outdated authentication methods continue to be the leading cause of data breaches, unable to keep pace with attackers who now leverage artificial intelligence to execute highly convincing phishing and social-engineering campaigns. Security analysts identify 2026 as a critical inflection point for identity protection. AI-driven emails, voice calls, and messages can replicate tone, context, and intent with alarming precision, making deception far harder to detect. In this evolving threat landscape, passwords and one-time codes are no longer sufficient to safeguard sensitive systems and data.

The narrative in commerce has also shifted. Earlier, many partners worried that traditional e-commerce was eroding their market share. Today, we are entering the Agentic Commerce Revolution—a \$10 trillion global opportunity where AI agents are redefining buying and selling, creating new value pools and growth avenues for partners who adapt and innovate. Unlike traditional e-commerce, these agents understand intent, anticipate needs, compare options, negotiate prices, and complete purchases autonomously. This marks a structural shift from platform-led shopping to intent-led orchestration, where consumers simply express needs and AI coordinates across marketplaces, payments, and logistics. For consumers, this delivers hyper-personalized, frictionless experiences; for businesses, success will depend on machine-readable trust, transparent pricing, secure identity, and reliable fulfilment. McKinsey projects that agent-orchestrated commerce could generate nearly \$1 trillion in the U.S. by 2030, with global potential between \$3 trillion and \$5 trillion, potentially approaching \$10 trillion as AI ecosystems mature.

Beyond commerce, emerging technologies such as Brain Performance Centers are unlocking human potential through science-backed, non-invasive methods to optimize neurological function, enhance resilience, and support long-term brain health. Leveraging neuroplasticity with cognitive training, EEG-based brain mapping, neurofeedback, and sensory stimulation, these centers deliver highly personalized programs that improve focus, mental clarity, emotional balance, and stress regulation, supporting students, professionals, athletes, and leaders. Guided by resilience, mentorship, and the unwavering belief of partners and peers, we continue to innovate even while running a print publication in a time of industry contraction. The future is being reshaped by AI-driven innovation, amplified by quantum computing technologies such as QNC and QKD, bringing both immense opportunities and complex challenges.”



PANEL DISCUSSION: Technology is Redefining its Boundaries

The panel discussion themed Technology is Redefining its Boundaries was moderated by Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA. The panellists who joined the discussion were Dr. Harsha Thennarasu, Chief Cyber Security Advisor Researcher – HKIT Security; Satish Kumar Dwibhashi, CIO & CISO- Frontline Fintech; Shobha Jagathpal, MD - India CISO- Morgan Stanley; Satish K S, CTO- Zeotap and Siva Subramanian Loganathan, office of CIO, NetApp.

The discussion stated the fact that AI is redefining boundaries by expanding what is possible across industries, disciplines, and human capabilities. Traditionally, boundaries existed due to limits in speed, scale, accuracy, or human effort. AI pushes beyond these limits. It is removing traditional constraints and opening new possibilities for innovation, efficiency, and growth.

On how AI is redefining boundaries in his company, Siva Subramanian Loganathan, office of CIO, NetApp remarked that in his experience, he has seen a lot of transformation journeys, but not as quick and as fast as AI. “We are reaching about 70 percent of AI deployment in almost every space - from a basic user to a C level, everyone is being impacted by it. It's like the heart of the enterprise at this point of time.”

Dr. Harsha Thennarasu, Chief Cyber Security Advisor Researcher – HKIT Security stated that in the cybersecurity space, AI was looked at as a reactive approach. But now it's a proactive approach as one can manage the detection instantly and respond to a particular threat. “That's where AI makes a big difference in cyber security. Also, with security parameters disappearing, leaders are rethinking trust and protection. In my opinion, it should be security by design and security by culture. The involvement of the leadership in design and culture is very important. In all my 500 audits that I have been a part of, I have seen that where the leadership is driven and more involved, cyber security has been more efficient and effective.”

However, Satish Kumar Dwibhashi, CIO & CISO - Frontline Fintech points out that in the fintech sector, AI is deeply embedded across operations. “For example, most card networks rely entirely on AI-driven systems for fraud detection. Similarly, in the lending

space, decision and underwriting engines are powered by AI. As a result, many enterprises have already made significant investments in AI technologies.”

Shobha Jagathpal, MD, India CISO - Morgan Stanley said that from her personal perspective, she has benefited greatly from learning one language alongside another. On the other hand, from a cybersecurity standpoint, it has had a significant impact in several areas. First, it helps in analysing the threat landscape and gaining actionable intelligence. Second, it goes beyond merely identifying vulnerabilities by also enabling their automatic remediation. It has been a huge saviour in terms of time and effort, various optimization scenarios, and in scenarios where you need to produce documentation. So no matter where we apply them, human intervention is definitely a necessity so that we trust and verify what's coming out of the various elements.

Satish K S, CTO - Zeotap stated, “Since there was a keyword of boundaries in terms of how we are looking at AI, I think one of the things that we need to understand is that our psychological boundaries are broken now. Everyone feels that they can do something extra than what they do. For instance, if you look at our company, and if you look at operations, we used to have a specific team for the support services, one for sales operation, and then for marketing operations. Now, if you look at it, everything converges into a single funnel. It's called the Revenue operations (or RevOps) which is a strategic framework that brings together all revenue-related activities in an organisation. So I believe humans are getting comfortable, and they are ready to break the boundaries and take a risk and move.”

As traditional security parameters disappear, the assumptions that once defined “secure” environments—clear network perimeters, fixed identities, and predictable access patterns—are no longer reliable. Cloud computing, remote work, AI-driven systems, and interconnected digital ecosystems have blurred these boundaries. As a result, leaders are rethinking trust by moving away from implicit trust models toward continuous verification. Instead of assuming users, devices, or systems are safe once inside a network, trust is evaluated dynamically based on behaviour, context, and risk.

“In today’s rapidly evolving digital landscape, static authentication methods are no longer sufficient to protect sensitive information against increasingly sophisticated threats. Synthetic fraud, driven by data collected from leaked credentials, Aadhaar, PAN cards, and other personal information, has become a major concern, with global losses projected in billions of dollars. Attackers fabricate entirely new personas, exploiting them for loans, employment, or government benefits, and disappear without leaving a trace. The rise of AI-generated deepfakes and synthetic identities, powered by GANs and advanced large language models, further complicates authentication, rendering conventional methods inadequate. FACEOFF addresses these threats with tools like DeepFace, capable of scanning dark - sources, detecting deepfakes, and providing forensic analysis through frame-by-frame and pixel-based scrutiny. By leveraging multimodal analysis — including facial features, posture, eye movement, heart rate, and oxygen saturation — authentication now goes beyond static biometrics to behavioral and physiological verification, significantly enhancing security, confidence, and trust. FACEOFF integrates quantum-safe, post-quantum cryptography to secure personal and biometric data against emerging threats, including “harvest now, decrypt later” attacks, which anticipate future quantum decryption capabilities. Adaptive quantum defense varies encryption techniques depending on device resources, attacker sophistication, and environmental constraints, while neural-generated keys provide a unique, high-strength security backbone. Privacy-first design ensures that only the features necessary for algorithmic analysis are captured, leaving original videos or audio safely local. These features are further obfuscated with noise, split across multiple channels, and processed via encrypted machine learning, preventing reconstruction of the underlying data. FACEOFF also supports age-invariant facial matching, synthetic data generation for low-data scenarios, and secure feature transmission using gossip learning, ensuring resilience, compliance, and adherence to privacy standards like DPDP and GDPR.

FACEOFF’s portfolio spans enterprise, fintech, and public safety applications. Products such as Face Pay enable secure behavioral-biometric authentication for financial transactions, while CCTV and KYC tools facilitate real-time verification, threat detection, and criminal identification. Advanced AI agents, both explainable and adaptive, provide continuous learning and deliver evidence-backed, frame-by-frame analysis through comprehensive PDF reports. From emotion detection to drowsiness monitoring, restricted-area breach alerts, and post-quantum secure data transmission, FACEOFF ensures responsible, explainable AI deployment. By combining quantum, neuro, and AI-driven intelligence, FACEOFF is redefining authentication and privacy, delivering robust, future-ready security solutions capable of withstanding the post-quantum era’s challenges.”

FACEOFF leads next-gen security with AI, behavioral biometrics & quantum-safe tech



ARINDAM SARKAR
CHIEF ARCHITECT, FACEOFF TECHNOLOGIES INC.

SOLUTION DISPLAY KIOSKS



DELEGATES IN THE EVENT



Q&A SESSION



DELEGATES IN THE EVENT



YUBICO | IVALUE



MANAGEENGINE



BPE

PRINCIPAL PARTNER

FACEOFF
OPINION MATTERS

GOLD PARTNERS

yubico | iVALUE

PRIVACY PARTNER

datasafeguard
Privacy Management

NETWORKING PARTNER

ManageEngine

POWER PARTNER

BPE
Strategic Power Solutions

GOLD PARTNERS

FAIITA
Federation of All India IT Associations

GOLD PARTNERS

FITDAK

Association for Information Technology

Huddly C1: A Smarter & Scalable Videobar for Modern Meeting Rooms

The Huddly C1 arrives at a time when small and mid-sized meeting rooms are under pressure to deliver high-quality hybrid collaboration without complex setups or large budgets. Positioned as an AI-first videobar, the C1 takes a software-defined approach that feels notably more future-ready than many traditional room systems.

At the core of the device is 20x more onboard AI processing power than previous Huddly models—an important leap that allows the camera to handle real-time video intelligence, audio tuning, and multi-camera orchestration without relying on cloud services or external control hardware.

The design reflects forward-thinking philosophy. Compact yet premium, the C1 is styled after hi-fi audio gear, with optional aluminum front plates for environments where aesthetics matter. Behind its minimalist exterior sits a 4K sensor with a 120° horizontal field of view, delivering sharp, natural video even when participants sit close or off-center. AI modes like Group Framing, Speaker Mode, and Collaboration Mode dynamically adapt to changing conversations, reducing the need for manual camera interaction.

Audio performance is another standout. The C1 integrates a 16-microphone beamforming array that isolates speech, cuts background noise, and preserves conversational clarity. Paired with stereo speakers featuring passive radiators, it produces rich, full-range sound—an important advantage as meeting fatigue and poor audio continue to hurt productivity.

Where the C1 truly differentiates itself is in its modularity. It can be used as a standalone videobar or expanded into a multi-camera system with Huddly Crew add-on cameras. These PoE-enabled units auto-discover and configure themselves through the C1's Extend



port, making multi-camera deployment as simple as plugging in a cable. For organizations looking to improve hybrid equity or add more immersive views, this scalability is a major win.

Installation and management are very simple. No DSPs, no complex control processors, and full compatibility with BYOD setups as well as Microsoft Teams, Zoom, and Google Meet rooms. For IT teams managing dozens of rooms, that simplicity translates into lower support overhead and faster deployment cycles.

CADYCE Expands AV Portfolio to Strengthen Global Leadership in Connectivity Solutions

CADYCE has expanded its audio-visual (AV) solutions portfolio to address rising demand for high-performance and reliable connectivity products. The enhanced AV lineup is designed to deliver seamless communication, superior audio-visual performance, and next-generation productivity across industries. CADYCE solutions cater to diverse environments, including home entertainment, corporate boardrooms, broadcasting, IT infrastructure, command centers, and high-performance gaming setups.

The expanded portfolio focuses on high bandwidth, zero-lag transmission, plug-and-play deployment, and consistent reliability, enabling uninterrupted digital experiences in both professional and consumer applications.

COMPREHENSIVE AV ECOSYSTEM FOR MODERN REQUIREMENTS

CADYCE's AV ecosystem includes advanced HDMI cables, HDMI switches and splitters, KVM solutions, HDMI extenders, and long-length USB-C fiber cables. These products are engineered to support ultra-high resolutions, high-speed data transfer, and long-distance connectivity without signal degradation. The portfolio is aligned with modern workplace requirements, digital collaboration needs, and content-intensive environments where performance and stability are critical.

HDMI CABLES, SWITCHES AND DISPLAY MANAGEMENT

CADYCE's HDMI cable range supports high-speed 4K and Ultra HD transmission, delivering crystal-clear visuals and stable audio-video performance over extended distances. The lineup includes Active Optical HDMI cables and multiple high-definition variants suited for professional and consumer use.

HDMI switches and splitters enable efficient multi-device and multi-



display management in conference rooms, educational institutions, digital signage applications, and collaborative workspaces, supporting flexible input-output configurations across multiple displays.

KVM SOLUTIONS AND EXTENDERS FOR ENTERPRISE ENVIRONMENTS

For enterprise IT, broadcast environments, and data centers, CADYCE offers KVM switches that allow users to control multiple systems through a single console while maintaining high-resolution output and seamless switching. KVM extenders are designed for larger installations, ensuring long-distance transmission with zero signal loss and minimal latency.

USB-C FIBER CABLES AND PRODUCT RELIABILITY

CADYCE's USB-C fiber cables support high-speed data and power delivery over long distances, making them suitable for professional camera setups, live streaming, virtual production, and industrial applications.

All CADYCE products undergo rigorous quality testing and comply with global standards, supporting 4K streaming, low EMI/RFI interference, long-distance stability, and scalable deployment across industries.

Hikvision Offers Comprehensive Security and Fire Detection Solutions for BFSI Sector

Banks and ATMs operate in high-risk environments, where even a single security lapse can lead to financial loss, data compromise, and customer mistrust. To address these challenges, Hikvision India is offering a Hybrid Intrusion & Fire Detection Alarm Solution for the BFSI sector. Combining wired and wireless technologies, the system ensures complete protection against intrusion, burglary, fire, and emergency events, with 24x7 monitoring, fast detection, and secure alert transmission.

HYBRID SECURITY ARCHITECTURE FOR BANKING INFRASTRUCTURE

The solution is built around the Hikvision AX Hybrid PRO Series Control Panel, designed for continuous monitoring of multiple threat points, including entrances, vaults, cash counters, servers, and public areas. Key features include wired sensors for critical zones, wireless sensors for retrofit installations, real-time alerts, and unified intrusion, fire, panic, and video verification

on one platform.

ADVANCED ALARM FEATURES

AX Hybrid PRO supports 48–64 zones and up to 32 partitions, allowing separate arming for ATM rooms, vaults, cash counters, and back offices. IVaaS video verification delivers 7-second clips for instant intrusion confirmation. Multi-path communication via LAN, Wi-Fi, GPRS, and 3G/4G ensures zero downtime, while a 36-hour battery backup maintains operation during power failures. Mobile app support enables remote monitoring, and a 3,000-event log ensures audit and compliance tracking.

COMPREHENSIVE THREAT DETECTION

The system provides 360° coverage with advanced sensors: motion, door, shutter, glass-break, vibration, shock, dual-tech, seismic, smoke, heat detectors, and panic/hold-up switches. Sirens provide indoor/outdoor alerts, while notifications are

instantly sent to the bank security team, monitoring centers, and branch managers via SMS, app, or email.

BRANCH AND ATM DEPLOYMENT

Branches are protected at entrances, cash counters, vaults, servers, lobbies, and emergency exits, while ATMs include magnetic door sensors, vibration/shock detectors, motion sensors, panic switches, fire detectors, and external sirens. Multi-path network redundancy ensures uninterrupted operation even during power or network cuts.

KEY BENEFITS FOR BFSI INSTITUTIONS

The integrated solution offers zero-compromise security, real-time visibility across branches and ATMs, prevention of cash theft and forced attacks, scalability for city-wide deployment, suitability for new or retrofitted sites, and cost-efficiency with reduced false alarms.



CP PLUS and Qualcomm join forces to drive AI-powered video intelligence in India

CP PLUS, India’s leading video security brand, has partnered with Qualcomm Technologies to develop a new generation of AI-enabled, insight-driven video security solutions for India’s industrial and public safety landscape. The collaboration combines CP PLUS’ extensive product ecosystem with Qualcomm’s Dragonwing processors and Insight Platform to deliver real-time, actionable video analytics through edge-based processing, setting new benchmarks for intelligent video security across enterprises and public infrastructure.

The joint solution enables on-premises, air-gapped video processing, ensuring sensitive data remains secure while reducing latency and server dependence. Powered by advanced edge AI and an integrated GenAI assistant, the platform allows users to interact with video data using natural language, delivering instant alerts and contextual insights. Use cases span public safety, industrial compliance, crowd management, logistics, retail analytics, and enterprise security.

Industry leaders said the collaboration supports India’s AI ambitions by shifting video security from passive monitoring to intelligent decision support. Designed for high-volume environments, the solutions offer predictive insights and scalable deployment. Commercial availability is expected in the first quarter of 2026, reinforcing both companies’ commitment to future-ready, AI-driven video intelligence.



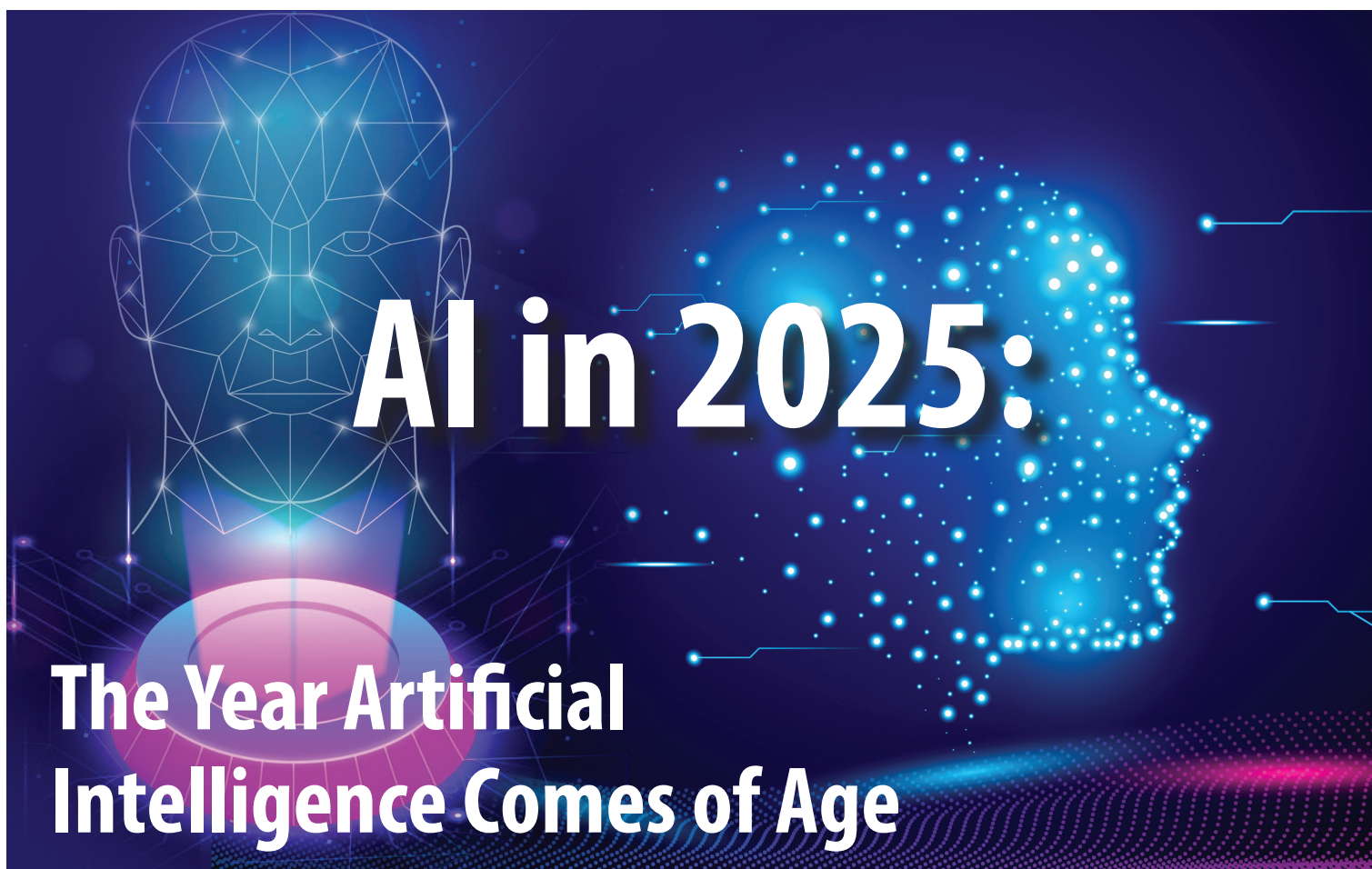
CP PLUS commands spotlight at IFSEC India 2025 with AI-driven security vision

CP PLUS emerged as the standout presence at IFSEC India 2025, held at Bharat Mandapam, New Delhi, drawing strong engagement from industry professionals, government representatives, and channel partners over December 11–13. Amid participation from over 350 brands and more than 16,000 visitors, the CP PLUS Pavilion became a focal point, showcasing one of the event’s largest displays of certified, future-ready security solutions aligned with evolving regulatory and smart-city requirements.

A key highlight was CP PLUS’s strategic collaboration announcement with Qualcomm Technologies, aimed at accelerating next-generation AI-enabled video security solutions for enterprise, industrial, and public infrastructure environments. Live demonstrations showcased AI-driven analytics, edge intelligence, integrated video management systems, and real-time situational awareness, highlighting how edge-based processing can significantly enhance responsiveness and operational outcomes.

Beyond technology, CP PLUS reinforced its position as a trusted ecosystem partner, emphasizing compliance, reliability, and scale. Packed aisles and sustained footfall reflected strong market confidence in the brand’s vision. At IFSEC India 2025, CP PLUS not only showcased innovation but led conversations on the future of intelligent, secure, and connected environments.





From DeepSeek's seismic shock to regulatory showdowns, 2025 marked the moment AI transitioned from promise to pervasive force—reshaping industries, igniting legal battles, and redrawing geopolitical lines

The year 2025 will be remembered as the moment artificial intelligence stopped being a future possibility and became an inescapable present reality. From a Chinese startup rattling Silicon Valley in January to trillion-dollar infrastructure commitments and sweeping regulatory battles in December, AI dominated headlines, boardrooms, and policy debates like never before.

For India, 2025 marked an inflection point. As global tech giants Microsoft, Google, and Amazon pledged a combined \$67.5 billion in Indian AI investments—80 percent of it announced in December alone—the country emerged as a critical battleground in the AI race. India's unique combination of massive digital user base, skilled talent pool, linguistic diversity, and lower infrastructure costs positioned it not merely as a market, but as a strategic hub for AI development and deployment at population scale.

THE DEEPSEEK SHOCK: CHINA'S AI AWAKENING

January 20, 2025, became AI's "Sputnik moment." When Chinese startup DeepSeek launched its R1 reasoning model, it didn't just introduce another chatbot—it shattered fundamental assumptions about AI development. DeepSeek claimed it trained R1 for roughly \$6 million, a fraction of the hundreds of millions American competitors spent on comparable models, achieving this despite U.S. export restrictions on advanced AI chips.

By January 27, DeepSeek's chatbot had dethroned ChatGPT

as the most downloaded free app on Apple's U.S. App Store. The market's response was swift and brutal: Nvidia's stock plummeted 17 percent in a single day, wiping out nearly \$600 billion in market capitalization—the largest one-day loss for any company in U.S. stock market history.

DeepSeek-R1's technical achievements were substantial. The model matched or exceeded OpenAI's o1 on reasoning benchmarks, achieving approximately 79.8 percent on the challenging American Invitational Mathematics Examination. Its mixture-of-experts architecture—671 billion parameters with only 37 billion activated per forward pass—demonstrated that clever engineering could compensate for limited computational resources.

The geopolitical implications rippled through Washington and New Delhi alike. Chinese tech giants Alibaba, ByteDance, Baidu, and Tencent quickly slashed their AI model prices, triggering a price war. India's response was pragmatic: the government praised DeepSeek's progress and hosted the Chinese AI lab's models on domestic servers through Krutrim's cloud arm, viewing cost-effective AI as democratizing rather than threatening.

OPENAI'S MODEL BLITZ: GPT-5 AND BEYOND

OpenAI dominated 2025 with unprecedented release cadence. In April, following delays prompted by integration challenges, OpenAI released both o3 and o4-mini reasoning models. CEO Sam Altman acknowledged finding it "harder than we thought to smoothly integrate everything" into what would become GPT-5.

GPT-5 launched on August 7 as a unified model that automatically determined when to apply reasoning versus quick responses. The model achieved state-of-the-art performance across mathematics (94.6



percent on AIME 2025), coding (74.9 percent on SWE-bench Verified), and multimodal understanding (84.2 percent on MMMU). Crucially, GPT-5 was approximately 45 percent less likely to hallucinate than GPT-4o.

The release sparked controversy. Some users complained GPT-5 felt "flat" and "lobotomized" compared to GPT-4o's warmer tone. Altman conceded OpenAI "underestimated how much some of the things that people like in GPT-4o matter to them," hastily restoring GPT-4o as a legacy option.

In November, OpenAI introduced GPT-5.2, optimized for professional knowledge work, becoming the first to cross 90 percent on ARC-AGI-1 while reducing costs by roughly 390 times. December brought GPT-5.2-Codex with enhanced cybersecurity capabilities. By year's end, OpenAI claimed 700 million weekly active ChatGPT users and had surpassed \$1 billion in monthly revenue.

GOOGLE'S AI RENAISSANCE: GEMINI 3 AND GENERATIVE MEDIA

Google entered 2025 needing to reclaim narrative momentum after ChatGPT's dominance. The company delivered with Gemini 3 in November, a model family that Google described as representing "big leaps in reasoning, multimodality, efficiency, and creative abilities."



Gemini 3's most striking capability was its advanced coding performance and the launch of "Google Antigravity," an agentic system that moved beyond assisted coding to collaborative software development. The Pixel 10 smartphone, launched with Gemini 3 integration, showcased on-device AI capabilities that operated without constant cloud connectivity.

Google's generative media push produced Veo 3.1 for video, Imagen 4 for images, and Flow for creative workflows. The company's "Nano Banana" and "Nano Banana Pro" models offered what Google claimed were "unprecedented capabilities for native image generation and editing." These tools found early adoption in creative industries, though they also intensified concerns about deepfakes and synthetic media.

Perhaps most significant was Google's expansion of AI-powered search. The company's "AI Mode" in Search and "Deep Research" features began fundamentally changing how users found information, raising concerns among publishers about traffic displacement. NotebookLM, Google's AI research assistant, gained traction in academic and professional settings with its ability to synthesize information from uploaded documents.

In the scientific realm, Google DeepMind's AI models won gold in the International Math Olympiad and derived new mathematical results—demonstrations of AI's expanding capabilities in pure reasoning. The company also announced that Gemini Pro reasoning models had helped accelerate the training process for Gemini Pro itself, a modest but concerning example of AI beginning to recursively improve AI.

THE ANTHROPIC TRAJECTORY: CLAUDE 4 AND RESPONSIBLE SCALING

Anthropic maintained its positioning as the "safety-conscious" AI lab while shipping



aggressively. The company released Claude 4 in May, followed by Claude Opus 4.1 in August, Claude Sonnet 4.5 in September, Claude Haiku 4.5 in October, and Claude Opus 4.5 in November.

Claude Opus 4.5's achievement of 80.9 percent on SWE-bench Verified in November briefly held the industry's best coding performance. Anthropic's pricing strategy—\$5 per million input tokens and \$25 per million output tokens for Opus 4.5—undercut competitors while maintaining strong capabilities, reflecting the industry-wide pressure from DeepSeek's cost disruption.

The company continued emphasizing Constitutional AI and responsible scaling policies, conducting extensive red-teaming and publishing detailed safety evaluations. Yet Anthropic wasn't immune to controversy. In November, the company settled a class-action copyright lawsuit brought by hundreds of thousands of authors for \$1.5 billion. While the settlement distributed compensation, it offered only about 2 percent of copyright law's statutory ceiling per work, leaving many authors dissatisfied and prompting new lawsuits.

INDIA'S AI AWAKENING: THE \$67.5 BILLION RUSH

While global headlines focused on model releases, December 2025 witnessed an unprecedented investment frenzy in India. Microsoft announced a \$17.5 billion commitment, followed by Amazon's \$35 billion pledge, complementing Google's earlier \$15 billion promise—a combined \$67.5 billion that dwarfed India's own IndiaAI Mission allocation of approximately \$1.2 billion.

Microsoft's investment, announced following CEO Satya Nadella's meeting with Prime Minister Narendra Modi, focused on hyperscale infrastructure, sovereign-ready solutions ensuring data residency, and workforce skilling programs. Azure AI capabilities were integrated into India's e-Shram and National Career Service platforms, extending AI benefits to over 310 million informal workers.

Google's \$15 billion plan centered on building a one-gigawatt data center campus in Andhra Pradesh—the company's largest India investment. The announcement included \$8 million for four AI Centers of Excellence and \$2 million for the Indic Language Technologies Research Hub at IIT Bombay.

Homegrown responses emerged vigorously. Ola founder Bhavish Aggarwal's Krutrim became India's first AI unicorn, raising \$50 million at a \$1 billion valuation in January 2024. By February 2025, Aggarwal committed an additional \$230 million, pushing toward a \$1.15 billion funding target. Krutrim focused relentlessly on Indian languages, developing models trained on 22 Indic languages.

Krutrim released its 12-billion-parameter Krutrim-2 model optimized for Indian languages, creating BharatBench—India's first evaluation framework for assessing AI models' Indic language proficiency. In June, Krutrim launched Kruti, a voice-first AI assistant emphasizing multilingual capabilities, and an "AI-first sovereign cloud" addressing India's data residency requirements.

The government's IndiaAI Mission, approved with a ₹10,372 crore outlay, deployed 10,000 GPUs in Phase 1, with plans for 18,693 total. The AIKosh platform housed over 3,000 datasets and 243 AI models across 20 sectors by July 2025. India advanced semiconductor ambitions with five chip plants under construction and approved 10 chip projects worth over \$18 billion.

India's AI talent ecosystem proved formidable. The country accounted for 16 percent of global AI talent, with over 1,800 Global Capability Centers—more than 500 focused on AI, data, and automation. The AI Skills Report forecast India's AI industry reaching \$28.8 billion by 2025, with workforce growing 14-fold from 2016 to 2023.

PROJECT STARGATE: THE HALF-TRILLION DOLLAR BET

On January 21, President Donald Trump announced Project Stargate alongside Sam Altman, SoftBank CEO Masayoshi Son, and

Oracle Chairman Larry Ellison—a \$500 billion commitment over four years to build AI data centers across the United States.

The initial \$100 billion came from SoftBank, OpenAI, Oracle, and UAE firm MGX. Construction began immediately in Abilene, Texas, with Oracle deploying the first Nvidia GB200 racks by June. By September, OpenAI announced five additional U.S. sites, bringing planned capacity to nearly 7 gigawatts and investment to over \$400 billion.

Skepticism shadowed announcements. Elon Musk claimed SoftBank lacked financing—a charge finding some support in Bloomberg reporting that no funds beyond initial commitments had been raised by August. The Wall Street Journal reported SoftBank's first \$10 billion would be borrowed from Japanese banks, raising debt-to-equity concerns.

THE REGULATORY RECKONING: TRUMP VS. STATE AI LAWS

On his first day back in office, January 20, President Trump revoked President Biden's October 2023 executive order on AI, signaling a philosophical pivot from risk mitigation to competitive acceleration. The administration framed AI development as essential to outpacing China, with regulation positioned as impediment.

The year's most consequential regulatory battle emerged December 11, when Trump signed "Ensuring a National Policy Framework for Artificial Intelligence," attacking state AI laws as creating "a patchwork of 50 different regulatory regimes." The order directed the Justice Department to establish an AI Litigation Task Force to challenge state laws, ordered Commerce to identify "onerous" state AI laws, and instructed agencies to condition federal broadband funding on states not enforcing conflicting regulations.

More than 1,000 AI-related bills had been introduced across U.S. states in 2025. The federal-state tension would define U.S. AI governance heading into 2026. Internationally, the contrast was stark. The EU's AI Act took effect with comprehensive rules emphasizing safety and accountability, creating compliance challenges for global AI companies.

India's approach proved pragmatic. AI governance guidelines adopted a risk-based, evidence-led framework—allowing innovation while addressing bias, discrimination, and transparency concerns. The Reserve Bank of India issued frameworks guiding safe AI adoption in finance, balancing innovation with consumer protection.

COPYRIGHT WARS: PUBLISHERS VS. AI GIANTS

Copyright litigation became a defining battlefield. The New York Times' lawsuit against OpenAI and Microsoft, alleging billions in damages for using millions of articles without permission, saw a significant March 26 victory when Judge Sidney Stein rejected OpenAI's motion to dismiss, allowing main copyright infringement claims to proceed.

Legal arguments crystallized around fair use—whether training AI models on copyrighted content constitutes transformative use protected by law. OpenAI argued mass data scraping is "highly transformative and protected by fair use." Publishers countered that AI models displacing original journalism markets violated copyright.

In June, two federal judges in separate cases found AI training qualified as fair use, providing wins for AI developers. However, appeals were expected. By year's end, over 50 copyright lawsuits against AI companies were active in U.S. courts, with cases mired in discovery and definitive precedent unlikely until 2026 or later.

Anthropic's November settlement of authors' class-action lawsuit for \$1.5 billion provided a template—and warning. While distributing compensation, it averaged only about \$3,000 per eligible author, prompting new lawsuits from dissatisfied authors including Theranos whistleblower John Carreyrou, who sued six AI companies in December.

THE ENTERPRISE REALITY: AI GOES TO WORK

McKinsey's annual AI survey found 44 percent of U.S. businesses now paid for AI tools, up from 5 percent in 2023, with average contracts reaching \$530,000. In India, adoption patterns showed distinctive characteristics. A 2025 EY survey found 62 percent of Indians used generative AI at work regularly, with 90 percent of employers and 86 percent of employees believing AI positively impacted productivity.

Nearly half of Indian companies utilized AI in some form, with 80 percent considering it strategic priority. Companies expected to deploy GenAI most heavily in operations (63 percent), customer service (54 percent), and marketing (33 percent). Banking productivity could rise by up to 46 percent with GenAI tools, according to RBI analysis. In pharmaceuticals, 80 percent of Indian companies used AI in research and development.

Software engineering saw dramatic capability gains, with SWE-bench scores improving from 4.4 percent to 71.7 percent accuracy year-over-year. Healthcare emerged as high-impact, with Google funding collaborations leveraging MedGemma for India's Health Foundation Models. Khushi Baby, an Indian nonprofit, conducted over 35 million tuberculosis screenings in Rajasthan using AI-powered solutions.

However, reported enterprise-wide profit impact remained limited. McKinsey found while 39 percent attributed some EBIT impact to AI, most said it constituted less than 5 percent of earnings, suggesting integration and scaling challenges persisted.

THE YEAR AHEAD: UNCERTAINTY AS THE NEW NORMAL

As 2025 closed, AI occupied a paradoxical position: simultaneously more powerful and more contested than ever. Technical capabilities had advanced dramatically, yet fundamental questions remained unresolved about copyright, regulation, and sustainable scaling.

The competitive landscape had shifted. DeepSeek demonstrated resourcefulness could challenge resource abundance. Open-source models narrowed performance gaps with proprietary systems. The U.S.-China model performance gap—17.5 percentage points on MMLU in early 2024—had shrunk to just 0.3 points by late 2025.

For India specifically, 2025 established the country's position in global AI development but left critical questions open. Would \$67.5 billion in foreign investments create sustainable local ecosystems or merely offshore infrastructure? Could indigenous players like Krutrim scale globally while serving India's unique linguistic needs? Would India's pragmatic regulatory approach prove more effective than America's accelerationism or Europe's precaution?

India's differentiation showed promise. By February 2026, the country will host its first international AI Impact Summit—the first such event in the global south. The country's emphasis on AI for societal development—financial inclusion, healthcare access, agricultural productivity—offered a model focused on inclusive growth rather than pure commercial returns.

For Indian enterprises and channel partners, new considerations emerged: balancing partnerships with global cloud providers against developing indigenous capabilities; leveraging India's linguistic diversity as competitive advantage; participating in AI value chains beyond mere consumption—moving into model development, specialized applications, and AI-enabled services.

The year 2025 will be remembered not as the year AI arrived—that happened with ChatGPT in late 2022—but as the year AI's implications became inescapable. For India, it marked the transition from AI observer to AI participant—and potentially, to AI shaper. The answers emerging in 2026 and beyond will shape not just technology, but society itself.



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The VAR Vanguard:

Inspiring Stories Behind India’s Digital Transformation

India’s Value-Added Resellers (VARs) have emerged as a powerful driving force behind the country’s digital transformation, playing a pivotal role in accelerating cloud adoption, cybersecurity modernisation, AI-led automation, and mission-critical IT deployments across industries. Far from being mere intermediaries, today’s VARs are trusted technology partners—helping enterprises and SMEs navigate complexity, scale securely, and innovate with confidence. Their growth is anchored in deep domain expertise, strong and strategic OEM alliances, customer-centric delivery models, and the agility to adapt swiftly to rapidly evolving technologies and business demands.

As digital priorities intensify across sectors, the role of VARs has expanded significantly. They are increasingly expected to deliver integrated solutions that align technology with business outcomes—whether enabling hybrid cloud strategies, strengthening cyber resilience, deploying AI-driven platforms, or supporting digital-first operations. This evolution has positioned India’s VAR community as a critical enabler of enterprise competitiveness and national digital progress, while also fostering innovation, operational excellence, and long-term customer trust.

Against this backdrop, VARINDIA presents Inspiring VAR Success Stories—an initiative aimed at spotlighting the organisations that are redefining the channel ecosystem through innovation, resilience, and strategic leadership. These VARs are not only addressing complex customer challenges but are also building sustainable, future-ready businesses that continue to scale with purpose in a highly competitive market. Their journeys reflect a strong blend of vision, execution, partnerships, and adaptability.

To capture these success narratives, VARINDIA spoke to several eminent VARs across the country to gain first-hand insights into their growth journeys. Discussions focused on the core strengths that differentiate them in India’s competitive VAR landscape, how they are leveraging emerging technologies such as AI, cloud, and cybersecurity to drive measurable customer outcomes and business growth, and the key partnerships and strategic factors that have shaped—and continue to propel—their success stories forward.

BUILDING FUTURE-READY ENTERPRISE INFRASTRUCTURE THROUGH DIGITAL EXCELLENCE

SUNIL ARORA
Chairman & MD, ABS India Pvt. Ltd.

Arora attributes the company’s differentiation in India’s competitive VAR ecosystem to its strong ability to integrate technologies aligned with user requirements and design secure, scalable, and managed network solutions. With over two decades in business, ABS India combines deep enterprise IT infrastructure understanding with solution design expertise, robust service delivery, and wide geographical reach. The organisation’s focus on user delight is anchored in experienced teams spanning pre-sales, implementation, and post-deployment support, ensuring consistent outcomes across complex environments.



A sustained emphasis on capability building further strengthens ABS India’s execution model. Continuous investment in training, certifications, lab facilities, PoC centres, and test-and-repair infrastructure enables next-business-day support across more than 500 locations nationwide. Regional offices with L3 support, spares availability, and rigorous project simulations before deployment ensure seamless operations. “Our resources are our greatest strength,” Arora notes, adding that strong OEM associations and joint business strategies reinforce ABS India’s ability to deliver uninterrupted services at scale.

“Emerging technologies are reshaping enterprise IT, and ABS India is at the forefront of digitalisation and AI-driven connectivity,” he says. Growth is driven by switching, campus networking, Wi-Fi, SD-WAN, GPON, cloud, cybersecurity, and data centre solutions, supported by the capability to execute complex, multi-location projects. Strategic technology partnerships, ownership-led execution, local expertise, and segment-specific solutions continue to propel ABS India as a trusted transformation partner delivering measurable digital value.

FROM SYSTEMS INTEGRATOR TO TRUSTED CYBER DEFENCE PARTNER

VISHAL BINDRA
CEO, ACPL Systems Pvt. Ltd.

ACPL Systems has differentiated itself in India’s competitive VAR ecosystem through longevity, trust, and continuous reinvention, says Bindra. “We have evolved from a traditional systems integrator into a strategic cyber defence and digital transformation partner,” he explains. The company follows a business-first, consultative approach, engaging CXOs to understand priorities, regulatory pressures, operational risks, and long-term digital goals. This enables ACPL to design solutions that deliver measurable business value rather than point compliance. Strong execution frameworks, governance, and skilled teams support the delivery of complex, mission-critical projects across industries, reinforcing reliability and customer confidence.



Emerging technologies are central to ACPL’s customer outcomes and growth strategy. In cybersecurity, the company enables enterprises to move from siloed tools to integrated, intelligence-driven defence models using AI-powered threat detection, automation, and managed security services. These capabilities improve visibility, reduce response times, and strengthen cyber resilience. In cloud engagements, ACPL supports secure adoption, migration, optimisation, governance, and risk management, embedding security and compliance by design. Internally, AI and automation enhance service delivery, efficiency, and predictive insights, translating into faster resolution and higher service quality.

Strategic OEM partnerships and long-standing customer relationships continue to drive success. Close collaboration with global technology providers enables co-created, future-ready solutions aligned to Indian enterprise realities. Decades-long client trust, combined with ongoing investment in people, emerging technologies, and agile service models, positions ACPL to address evolving cyber risks, regulatory demands, and digital opportunities in India’s transformation journey.

BUILDING ARCHITECTURE-LED, VALUE-DRIVEN IT TRANSFORMATION WITH PURPOSE

GURPREET SINGH

Founder and MD, Arrow PC Network Pvt. Ltd.



Arrow PC Network has carved a distinct position in India’s competitive VAR ecosystem by focusing on depth over noise, says Singh. “Our strength lies in architecture-led thinking, execution excellence, and an unwavering customer-first mindset,” he explains. Backed by decades of IT leadership, the company does not sell products but solves business problems. Its capability to design, deploy, and manage complex IT ecosystems across cloud, data center, and security has helped Arrow PC Network evolve into a trusted transformation partner, delivering scalable, resilient solutions aligned with customer objectives rather than transactional outcomes.

Singh notes that emerging technologies are deployed with clear intent. “Technology must create outcomes, not complexity,” he says. AI is used to drive automation, predictive intelligence, and operational efficiency, helping customers anticipate issues and optimise performance. Cloud adoption focuses on agility, scalability, and cost optimisation, enabling enterprises to respond faster to business demands. Cybersecurity is embedded by design, not added later, ensuring compliance, resilience, and protection across environments. Together, these pillars allow customers to move faster, stay secure, and build future-ready digital foundations, while supporting Arrow PC Network’s sustained, high-impact growth.

The company’s journey has been shaped by strategic OEM partnerships, a highly skilled team, and long-term customer trust. “We collaborate deeply with global technology leaders while retaining the agility of an Indian VAR,” he adds. Anchored by the philosophy of “Growing with values,” Arrow PC Network continues to build resilience, relevance, and a future-ready enterprise.

DELIVERING OUTCOME-DRIVEN IT INTEGRATION BUILT ON DECADES OF TRUST

SAURIN SHAH

MD, Ashtech Infotech (India) Pvt. Ltd.



Ashtech Infotech has built a strong presence in India’s competitive VAR ecosystem through system integration expertise, consistent execution, and long-standing customer trust developed over nearly four decades, says Saurin Shah. “Our core strength lies in delivering end-to-end IT solutions across data centre build, compute, storage, networking, cloud, and cybersecurity,” he explains. Rather than product-led selling, the company follows a consultative, outcome-driven approach, helping customers address complex business challenges and critical pain points. With strong domain expertise across BFSI, airports, ports, manufacturing, energy, and large enterprises, Ashtech has successfully delivered large-scale, mission-critical projects supported by robust governance and compliance frameworks.

Emerging technologies are central to Ashtech’s services-led growth strategy. “We enable hybrid and multi-cloud environments that improve agility, scalability, and cost efficiency while modernising workloads,” Shah notes. Cybersecurity remains a strategic priority, with layered architectures spanning network security, endpoint protection, threat intelligence, and continuous risk assessment to counter evolving threats. The company is also integrating AI-driven analytics and automation into infrastructure and security operations to improve performance, resilience, and incident response times. These initiatives help customers achieve higher operational efficiency, stronger security posture, and faster time-to-value, while supporting sustained business growth.

“Ashtech’s journey is reinforced by top-tier OEM partnerships, certified talent, and customer-centric delivery. “Transparency, reliability, and continuous investment in people keep us future-ready,” Shah adds, enabling long-term customer trust and sustained digital transformation success.”

STRENGTHENING INDIA’S CYBERSECURITY ECOSYSTEM THROUGH PARTNER-FIRST DISTRIBUTION

ZAKIR HUSSAIN RANGWALA

CEO, BD Software Distribution Pvt. Ltd.



BD Software stands out in India’s competitive VAR ecosystem through a strong blend of domain expertise, a partner-first philosophy, and execution agility, says Zakir Hussain Rangwala. “Our focus has always been on enabling partners, not just distributing products,” he notes. The company’s ability to curate a diverse, future-ready cybersecurity portfolio allows partners to address both SMB and enterprise requirements effectively. Deep technical enablement, supported by certified pre- and post-sales teams, empowers partners beyond traditional distribution. With a nationwide footprint, including strong reach across Tier 2 and Tier 3 cities, and localized marketing and enablement programs, BD Software has built sustained trust, relevance, and credibility across the channel ecosystem.

Emerging technologies are leveraged with a clear emphasis on measurable outcomes. “AI, cloud, and cybersecurity must work together to deliver real business impact,” Rangwala explains. AI enhances threat intelligence and automates detection, cloud technologies enable scalable and flexible deployments, and cybersecurity is embedded as a foundational layer to ensure protection, compliance, and resilience. This integrated approach helps customers reduce risk, optimize performance, and adopt digital transformation securely.

Strategic OEM alliances and long-term channel relationships continue to drive momentum. “Strong partnerships, transparent engagement, and continuous enablement are central to our growth,” Rangwala adds. Ongoing investment in talent, adaptability to market shifts, and a customer-centric operating philosophy position BD Software for sustained success in India’s evolving digital landscape.

TRANSFORMING DIGITAL LANDSCAPES THROUGH EXPERTISE, INNOVATION, AND TRUSTED PARTNERSHIPS

S. KARTHIKEYAN
MD, Bloom Electronics Pvt. Ltd.

Bloom Electronics has established itself as a distribution- and services-led VAR with strong capabilities in IT distribution, system integration, IT services, and overseas solutions, says Karthikeyan. “Our core strength lies in connecting OEMs, global supply chains, and enterprise customers through reliable sourcing, logistics expertise, and technical pre-sales support,” he explains. The company delivers end-to-end, multi-vendor infrastructure solutions tailored to client needs, while its experience in cross-border delivery ensures speed, compliance, and cost efficiency in international markets.

Emerging technologies are embedded into Bloom’s service delivery. “We leverage AI and automation, utilizing AIOps and machine learning platforms to predict and prevent disruptions,” he notes. Cloud solutions, including hybrid deployments, enable scalability and operational efficiency. Cybersecurity is integrated across every layer with a zero-trust approach and AI-powered managed detection and response. This integrated technology triad ensures high reliability, reduces operational overhead, accelerates digital transformation, and optimizes total cost of ownership, empowering clients to innovate and scale confidently.

“Our growth is driven by strategic technology partnerships, deep expertise, and collaborative client engagement,” he adds. Alliances with OEMs, cloud providers, and cybersecurity innovators, combined with certified talent and industry-aligned solutions, enable Bloom to design and implement complex, intelligent systems. Acting as an extension of client teams, the company ensures practical, future-ready outcomes. This synergy of technology, expertise, and trust fuels sustainable growth, keeping Bloom at the forefront of India’s IT infrastructure and system integration landscape.



DRIVING OUTCOME-LED IT TRANSFORMATION THROUGH INTEGRATED EXPERTISE

SANJAY N. DIVEKAR
Director, Comnet Solutions Pvt. Ltd.

Comnet Solutions stands out in India’s competitive VAR ecosystem through deep solution engineering, domain expertise, and end-to-end architectures. “We integrate multi-vendor hardware, software, cloud, and security into cohesive solutions, supported by strong pre-sales teams and certified architects,” says Divekar. The company differentiates itself by solving complex business problems rather than pushing products. Its “all-in-one” model, covering consulting, implementation, migration, integration, training, and managed services, ensures recurring revenue and closer client engagement. Strategic OEM and distributor alliances, combined with localized and verticalized offerings, enable Comnet to meet India-specific requirements while specializing in sectors like BFSI, healthcare, and manufacturing. Long-term account ownership, lifecycle management, and proactive upgrade planning further reinforce client trust.

Emerging technologies are applied with measurable outcomes. “AI is embedded into security and operations to automate threat detection, triage, and incident response,” Divekar notes. Cloud platforms support hybrid and multi-cloud deployments, application modernization, and predictive analytics, while cybersecurity is delivered as managed outcomes including MDR/XDR, Zero Trust access, and cloud security posture management. Integrated solutions—secure cloud migration, AI-driven operations, and remote work platforms—link technology adoption directly to revenue growth, operational efficiency, and risk mitigation.

“Our success relies on strategic OEM, distributor, and cloud alliances, combined with domain expertise and customer intimacy,” he adds. Co-innovation with vendors, aligned incentives, and long-term advisory relationships allow Comnet to deliver outcome-based IT transformation programs, ensuring operational excellence, client satisfaction, and sustainable growth.



DELIVERING END-TO-END IT SOLUTIONS WITH 21 YEARS OF EXCELLENCE

NANDAKUMAR. R
Head - Presales & Renewals, DigitalTrack Solutions Pvt. Ltd.

DigitalTrack Solutions has established itself as a strong systems integrator in India’s evolving IT landscape by delivering end-to-end infrastructure, including AI-led consulting, design, implementation, operations, security services, and managed services, says Nandakumar. “We operate as a complete systems integrator, covering consulting to managed services, with a vendor-agnostic yet strong OEM-aligned approach to ensure the right solution for each customer’s business pain point,” he explains. The company’s pan-India geographic presence further strengthens its ability to support customers consistently across regions and industries.

Emerging technologies are deeply embedded into DigitalTrack’s service delivery as a trusted advisor. “We actively leverage agentic AI provided by OEMs for operational activities such as log analysis, which significantly reduces mean time to resolution,” Nandakumar notes. For startups and organisations requiring dynamic infrastructure, DigitalTrack delivers secure cloud-based services combined with managed services, enabling rapid scalability through OPEX models rather than CAPEX. The company also supports customers in implementing zero-trust architectures across users, devices, networks, applications, and workloads.

The organisation’s success over 21 years is rooted in long-standing customer relationships and consistent support. “Without our customers’ trust, sustaining service delivery for over two decades would not have been possible,” he says. DigitalTrack prioritises a solution-led approach focused on solving business challenges, backed by deep technical expertise and delivery excellence. Strategic OEM partnerships enable confident solution deployment, while continuous upskilling of people across emerging technologies fosters long-term commitment and shared success.



ENABLING OUTCOME-LED DIGITAL TRANSFORMATION THROUGH ENTERPRISE EXPERTISE

SUDHIR KOTHARI
CEO & MD, Embee Software Pvt. Ltd.

Embee Software’s success in India’s competitive VAR ecosystem is rooted in its ability to anticipate technology shifts early and operationalise them at scale, says Kothari. While many VARs remain transaction-led, Embee has deliberately evolved into a long-term digital transformation partner embedded in customers’ business journeys. Its differentiation lies in deep, cross-domain expertise across the Microsoft ecosystem, SAP/ERP, cybersecurity, and managed services, supported by strong consulting and delivery capabilities. This enables Embee to address complex, end-to-end enterprise challenges rather than isolated IT requirements, across BFSI, manufacturing, retail, healthcare, and the public sector.

“Emerging technologies form the core of Embee Software’s growth strategy,” he notes. The company helps organisations move beyond basic cloud migration to cloud optimisation and value realisation, using structured frameworks around governance, FinOps, security, and performance. In AI, Embee enables enterprises to embed intelligence directly into business workflows through Microsoft Copilot, Azure AI, and advanced analytics. These initiatives drive productivity, automate decision-making, and enhance employee and customer experiences, while maintaining strict controls around data privacy and regulatory compliance.

Strategic OEM partnerships, particularly with Microsoft and SAP, have been central to Embee Software’s journey, providing early access to innovation and future-ready capabilities. Long-standing customer relationships, many built over decades, have enabled co-innovation and expansion into AI, cybersecurity, and managed services. Looking ahead, continued investment in skills, AI-led innovation, scalable managed services, and strong cyber defence capabilities will keep Embee a trusted partner in India’s digital transformation.



PIONEERING HYBRID IT AND GENAI SOLUTIONS FOR ENTERPRISE TRANSFORMATION

SURESH M.C.
VP - Strategic Partnerships, Frontier Business Systems Pvt. Ltd.

Frontier Business Systems has built a three-decade reputation as a trusted technology partner delivering end-to-end IT infrastructure solutions—from cable to cloud to GenAI, says Suresh. “Our strength lies in staying ahead of the curve,” he notes. The company offers on-prem, cloud, or hybrid deployments, acting as a single partner for multi-domain, multi-OEM solutions. Strategic alliances with industry leaders enable Frontier to deliver advanced solutions across compute, storage, networking, security, and AI. A customer-first approach, hybrid IT and GenAI adoption, and domain expertise across BFSI, manufacturing, education, and government sectors ensure future-ready environments. ISO 27001 and ISO 20000 certifications, along with zero-debt status, reinforce security, quality, and financial stability, while a LEED Gold-certified office and data centre demonstrate sustainable operations.

Emerging technologies are applied with measurable outcomes. Frontier’s GenAI practice and Agentic AI COE deliver AI solutions across verticals, enabling clients to experience practical AI use cases. “Cloud and GenAI Labs for Colleges integrate hands-on labs, AI-optimised nodes, and certification-aligned training,” Suresh explains, helping institutions become GenAI-enabled and translating into tangible business wins.

Key to Frontier’s success are enduring OEM partnerships and a culture of innovation. Alliances with Dell, Cisco, HPE, AWS, Nutanix, Palo Alto, Nvidia, VMware, and Veeam, combined with certified talent and a customer-first ethos, have earned trust over three decades. Frontier continues to stay ahead of the curve, driving transformative outcomes for clients.



DRIVING OUTCOME-LED, AI-CENTRIC ENTERPRISE TRANSFORMATION AT SCALE

ANOOP PAI DHUNGAT
Chairman & MD, Galaxy Office Automation Pvt. Ltd.

Galaxy has established a distinct position in India’s competitive VAR ecosystem by combining deep technical expertise with execution excellence, says Dhungat. “We operate as a Solution Integrator and an AI Foundry, with a sharp focus on delivering measurable outcomes,” he says. Galaxy’s approach is anchored in outcome-obsessed, IP-led services, a vertically integrated AI and professional services core, and a partner-centric go-to-market strategy.

“Most players sell products or time and materials; we deliver intellectual property, predictable outcomes, and strategic advantage,” Dhungat explains. The company packages its AI/ML, cloud, and cybersecurity expertise into repeatable solution frameworks and accelerators that reduce time-to-value and de-risk customer investments. Galaxy is also investing in a dedicated AI and NextGen practice focused on asset creation, while embedding tools such as Auxilium and GalaxyKavach AgentIQ into customer workflows to drive long-term stickiness.

Galaxy is actively leveraging emerging technologies to deliver business impact. “We were among the first partners in India to launch the Dell AI Factory powered by NVIDIA,” he notes, enabling end-to-end AI solutions from consulting and design to deployment and model improvement. Pre-built AI/ML modules have reduced proof-of-concept timelines by over 50 percent, ensuring quick ROI. Its cloud-agnostic strategy across AWS, Azure, and GCP, backed by FinOps tools, has helped customers reduce cloud costs by up to 25 percent, while its “Secure by Design” philosophy embeds security and compliance from day one. “Strong OEM partnerships, customer trust, our people, and operational discipline continue to propel Galaxy forward,” he adds.



MAKING CUSTOMER PRODUCTIVITY THE CORE OF DIGITAL TRANSFORMATION

ANUJ GUPTA

Managing Director, Hitachi Systems India Pvt. Ltd.

Hitachi has built a strong position in India’s competitive VAR ecosystem by combining deep technology expertise with a services-led approach and the credibility of the Hitachi Group, says Gupta. “We have consciously moved beyond transactional, product-centric engagements to become a trusted partner in long-term digital transformation,” he explains. The company’s strategy focuses on timing the market right by building business units with appropriate partners and product portfolios, and then adding in-house technical capabilities to deliver at scale. With capabilities spanning IT infrastructure, cloud, cybersecurity, managed services, AI, GRC, and data privacy, Hitachi brings domain depth, delivery discipline, and a strong understanding of Indian enterprise and public-sector environments. Its pan-India presence, governance models, and outcome-based delivery enable the execution of complex, mission-critical engagements.

Gupta notes that the vision to “make our customers more productive” shapes technology adoption. AI is used to simplify operations, reduce manual effort, and enable intelligent automation across IT service management, observability, and application performance monitoring. “This proactive model minimises downtime and allows teams to focus on higher-value initiatives,” he says. In cloud, private, hybrid, and multi-cloud architectures modernise legacy environments, improve agility, optimise costs, and address data residency needs, including cloud repatriation where required. Cybersecurity is embedded by design through Zero Trust, endpoint-to-cloud security, and NOC/SOC services. Strong global and local partnerships, continuous upskilling, and automation further strengthen execution. “Our relentless focus on productivity positions us as a preferred digital transformation partner,” he concludes.



POWERING PARTNER SUCCESS THROUGH 20 YEARS OF TECHFLUENTIAL INNOVATION

BYJU PILLAI

Group MD, Inflow Technologies Pvt. Ltd.

Inflow Technologies has built a strong presence in India’s competitive VAR ecosystem on a 20-year legacy of trust and innovation, says Byju Pillai. “Our differentiation comes from the Techfluentual Edge, built on five clear pillars of progress,” he notes. These include a best-in-class pre-sales team that bridges ICT vendors and channel partners, robust post-sales professional services that help customers adapt to rapid technology shifts, and a scalable 24/7 Technical Assistance Center ensuring minimized downtime and optimized infrastructure performance across networking, cybersecurity, unified communications, and collaboration. Complementing this are Inflow’s Training Academy, nurturing next-generation ICT talent, and its Center of Excellence, focused on shaping future-ready business outcomes through advanced technologies.

Explaining how emerging technologies drive outcomes, Pillai describes AI, cloud, and cybersecurity as the “Golden Triangle” of digital transformation. “We work with global technology leaders whose AI-driven platforms automate and accelerate threat detection, making security proactive rather than reactive,” he says. These solutions leverage cloud architectures to deliver speed, scalability, and resilience, while simplifying operational complexity for partners and customers alike. By combining these technologies with Inflow’s Techfluentual Edge, the company enables partners to consistently deliver tangible value in the form of uptime, security, and business agility.

Success, Pillai adds, is reinforced by strong vendor alliances, a channel-first growth model, and continuous learning through its academy and center of excellence, positioning Inflow as a catalyst for partner-led digital transformation.



BUILDING TRUST AND FUTURE-READY SOLUTIONS ACROSS THREE DECADES OF IT EXCELLENCE

NEEL SHAH

Chairman, Insight Business Machines Pvt. Ltd.

Insight Business Machines has built a strong reputation in India’s IT ecosystem over three decades through depth, trust, and consistent execution, says Shah. “Our core strength lies in understanding business challenges before proposing technology solutions,” he explains. The company has developed domain expertise across BFSI, manufacturing, government, and large enterprises, enabling practical, secure, and future-ready solutions. Its ISMAC framework—Infrastructure, Security, Mobility, Analytics, and Cloud—supports a holistic approach to digital transformation, complemented by in-house pre-sales, project delivery, and NOC and SOC capabilities. Long-standing customer relationships, built on transparency, accountability, and outcome-driven delivery, remain central to Insight’s

success.

Emerging technologies underpin the company’s growth strategy. “We leverage AI-driven analytics, observability platforms, and intelligent automation to enhance operational efficiency, threat detection, and predictive decision-making,” Shah notes. Cloud initiatives focus on hybrid architectures, workload modernization, and optimization, delivering agility, resilience, and measurable ROI. Cybersecurity is embedded by design, with zero-trust, identity-centric, and compliance-aligned architectures addressing evolving threats. AI-assisted tools further improve service delivery, monitoring, customer engagement, and HR processes, embedding innovation into operations.

Key drivers of Insight’s success include strong OEM partnerships, continuous skill development, and a people-first culture. “Empowered teams, supported by collaboration and ownership, drive sustainable growth,” he adds. As Insight expands into new geographies and develops future-focused capabilities, its guiding principle remains constant: create meaningful impact through technology, strengthen India’s digital ecosystem, and continue to inspire lives.



ADVANCING INDIA'S DIGITAL TRANSFORMATION THROUGH TRUSTED SYSTEMS INTEGRATION

SK JAIN
CEO, Orbit Techsol India Pvt. Ltd.

Orbit Techsol has evolved from a traditional VAR into a holistic systems integrator and digital transformation partner, says SK Jain. “Our differentiation lies in managing the complete technology lifecycle, not just supplying products,” he explains. With over three decades of experience, the company manages complex IT backbones for more than 600 enterprise customers. Its end-to-end approach spans solution design, deployment, and managed services across computing and networking. Backed by 750+ professionals, a strong pan-India footprint, and a growing global presence, Orbit Techsol combines local agility with enterprise-grade execution, building long-term reliability and trust in a competitive market.

Emerging technologies are applied with a clear focus on measurable outcomes. “We move beyond AI hype to deploy practical automation, RPA, and GenAI-driven workflows,” Jain notes. In manufacturing, AI supports predictive maintenance and P&L optimisation. Cybersecurity has shifted from reactive controls to proactive zero-trust architectures, supported by integrated SOC and NOC services. Cloud initiatives focus on “right-cloud” adoption, enabling legacy modernisation through hybrid and multi-cloud models that deliver scalability, resilience, and disaster recovery for business continuity.

“Our journey is shaped by strong OEM alliances and a people-centric culture,” Jain adds. Platinum and Premier partnerships with HPE, Nutanix, Cisco, Fortinet, and Microsoft provide early access to innovation and advanced training. Continuous learning, strong values, and ESG commitments ensure Orbit Techsol remains a trusted advisor, supporting India’s evolving digital landscape with scalable, sustainable solutions.



BUILDING RESILIENT DIGITAL FUTURES THROUGH INNOVATION AND TRUST

SAIRAMAN MUDALIAR
Co-Founder & Director, Pentagon System & Services Pvt. Ltd.

Pentagon System & Services has remained relevant for over three decades in India’s competitive VAR ecosystem through trust, adaptability, and execution excellence, says Sairaman Mudaliar. “Our focus has always been on understanding customer challenges in depth and delivering solutions that are practical, scalable, and aligned to real business needs,” he explains. The company’s end-to-end capabilities across IT infrastructure, cloud, services, and AI-driven automation, supported by a technically strong and experienced team, differentiate it from peers. Long-standing customer relationships, many spanning decades, reflect Pentagon’s commitment to reliability, transparency, and consistent value delivery.

Emerging technologies are leveraged with a clear focus on outcomes. “In cloud, we design hybrid and multi-cloud environments balancing performance, cost optimisation, and governance,” Mudaliar notes. AI is embedded across analytics, automation, and infrastructure monitoring to predict issues, improve efficiency, and enhance decision-making. Cybersecurity is applied proactively, building resilient and compliant frameworks rather than reactive controls. Internal adoption of automation and data-driven insights further streamlines operations, supporting scalable and sustainable growth.

Key factors driving Pentagon’s success include strategic partnerships, continuous learning, and a customer-first mindset. “Collaborating with global technology vendors, investing in our people, and evolving with changing technology landscapes are central to our growth,” he adds. This combination of innovation, collaboration, and long-term value creation ensures Pentagon continues to deliver impactful, future-ready IT solutions across India.



EMPOWERING BUSINESSES WITH OUTCOME-FOCUSED IT SOLUTIONS FOR 27 YEARS

PRATEEK GARG
Founder & MD, Progressive Techserve

Progressive Techserve’s core strengths lie in deep operational expertise and outcome-focused service delivery. “Gone are the days when we focused solely on SLAs; we now prioritise XLAs,” says Garg. With over 27 years in IT managed services and infrastructure support, the company has evolved from a reseller into a trusted IT transformation partner delivering infrastructure, digital workplace, cloud, and cybersecurity services. “Our 24×7 operations, advanced NOC & SOC centres, AI-led workflows, and strong culture of accountability ensure uptime, security, and efficiency for our clients,” he adds. Continuous capability building, certifications, and proprietary platforms enhance service quality and client outcomes, differentiating it in India’s VAR ecosystem.

Emerging technologies drive solution innovation and client success. “We integrate cloud technologies, including hybrid cloud management and secure operations, to improve scalability and cost efficiency,” Garg notes. Proprietary platforms like Workelevate leverage agentic AI to enhance employee experience and reduce incident resolution times. AI-powered cyber defence in SOC proactively detects threats, while AI Ops minimizes downtime and accelerates remediation. “Embedding these technologies ensures measurable outcomes, including improved availability, reduced support costs, and stronger security resilience,” he explains.

“Our success comes from strategic technology partnerships and a customer-centric approach,” Garg concludes. Alliances with ecosystem partners enable advanced cloud, security, and infrastructure solutions. Certifications like ISMS/QMS and Great Place to Work recognition affirm operational maturity. Long-standing client relationships and empowered teams foster innovation, adaptability, and sustainable growth, positioning Progressive as a trusted partner in India’s digital transformation journey.



25 YEARS OF FOCUSED CYBERSECURITY EXCELLENCE BUILT ON TRUST

N. K. MEHTA

CEO & MD, Secure Network Solutions India Pvt. Ltd.

Secure Network Solutions has carved a distinct identity in India’s competitive VAR ecosystem by staying true to its niche—cybersecurity—for over 25 years, says N. K. Mehta. “While many vendors diversified into hardware and infrastructure, we stayed laser-focused on cybersecurity,” he explains. This singular focus, combined with a strong emphasis on customer trust, has resulted in long-term relationships and high retention. Continuous upskilling of talent and a culture that empowers engineers to take ownership ensure consistent execution, translating deep technical expertise into measurable business outcomes.

Mehta notes that emerging technologies are seamlessly embedded into SNS’s service delivery. “AI is organically built into our processes to prioritise tasks, automate workflows, and deliver faster, more accurate outcomes,” he says. SNS operates on a highly available cloud platform strengthened by essential cybersecurity controls and backed by compliance certifications, ensuring reliable and trusted service delivery. Its commitment is further reinforced by more than a decade of ISO 27001 certification, embedding cybersecurity into every operational layer.

The company’s success is driven by unwavering focus, skilled teams, and strong OEM partnerships. Engineers hold world-class certifications and deliver consistent outcomes with accountability and precision. “Trust is the foundation of our journey,” Mehta adds, pointing to long-standing customer relationships and multiple OEM awards. Recognitions such as CRISIL’s highest rating and a culture of continuous self-introspection underscore SNS’s financial strength and leadership among India’s trusted cybersecurity service providers.



FOUR DECADES OF TRUSTED TECHNOLOGY AND INNOVATION

ANIRUDH SHROTRIYA

MD, Shro Systems Pvt. Ltd.

Shro Systems has carved a distinguished place in India’s VAR ecosystem with over four decades of experience, says Anirudh Shrotriya. “We operate not as transactional resellers, but as trusted technology advisors, helping clients align IT investments with long-term growth and innovation goals,” he explains. The company’s differentiation lies in deep technical expertise, long-standing OEM partnerships, and a customer-first mindset, backed by reliable execution and measurable business outcomes.

“From infrastructure and cloud modernization to AI-driven solutions and cybersecurity, we translate complex technologies into practical, business-focused results,” Shrotriya notes. Shro Systems helps customers adopt hybrid and multi-cloud architectures, optimize workloads, and improve performance while reducing costs. Its cybersecurity approach, based on zero-trust and advanced threat detection, ensures business resilience and compliance. AI and data-driven solutions focus on automation, predictive insights, and intelligent monitoring, delivering tangible ROI and operational efficiency.

Strategic OEM alliances and long-term customer relationships have propelled Shro Systems forward. “These partnerships give us early access to innovation and enable us to deliver scalable, proven solutions,” he adds. Internally, a consultative culture and continuous learning keep teams agile and relevant. The company also emphasizes sustainability through its Shro Cares initiatives, recognized globally by HP as a 5-star Amplify Impact partner, with community programs spanning healthcare, education, women empowerment, and poverty eradication. “Our growth is rooted in trust, innovation, and purpose-driven business,” Shrotriya concludes.



CONSULTATIVE, SOLUTION-LED PARTNERSHIPS SHAPING SPARK’S VAR JOURNEY

KUSHAGAR BUDHWAR

Executive Director, Spark Technologies Pvt. Ltd.

Spark Technologies has emerged as a trusted name in India’s competitive VAR ecosystem through a consultative, solution-led approach rather than transactional selling, says Kushagar Budhwar. “Our core strength lies in deeply understanding customer environments across enterprise and SME segments and designing integrated solutions aligned to business objectives,” he explains. Strong technical expertise, certified teams, and the ability to manage complex hybrid IT environments enable Spark to deliver consistent value and dependable outcomes across diverse industry verticals nationwide with consistency.

Budhwar notes that long-term partnerships, proactive support, and reliable post-deployment services across select verticals have been central to earning customer trust. “We have always been quick adapters to change and continuously evolve with technology,” he says, highlighting Spark’s focus on diversifying its portfolio with AI-centric products and services. This agility, combined with execution discipline, helps customers modernise operations while remaining scalable, secure, and future-ready, without disrupting core business priorities.

Success at Spark is driven by strong OEM partnerships, customer-centric values, and continuous investment in people and skills. Strategic alliances with leading global technology vendors provide access to advanced solutions, training, and support, enabling Spark to stay ahead of evolving market needs. “Our leadership focus on innovation, compliance, and service excellence will guide our next phase,” Budhwar adds, as the company expands managed services, partnerships, and emerging technologies to support India’s digital ecosystem at scale and long-term growth.



SHAPING INDIA'S DIGITAL FUTURE THROUGH TRUSTED IT EXPERTISE AND INNOVATION

RANJAN CHOPRA
MD, Team Computers

Team Computers has built a reputation on trusted execution, deep domain expertise, and long-term customer ownership. “We don’t treat engagements as transactional IT supply—we focus on mission outcomes,” says Chopra. The company excels in delivering complex, large-scale programs end-to-end, from advisory and solution design to deployment, lifecycle support, and continuous optimization. Investment in skilled teams, process maturity, and delivery governance ensures reliability, particularly for enterprise and public-sector clients. A key differentiator is the sustained focus on people development, with continuous upskilling, certifications, hands-on learning, and leadership grooming to stay ahead of evolving customer and technology needs. Long-standing customer relationships are nurtured through consistent performance, accountability, and strong post-sales support.

Emerging technologies are applied to create practical, measurable outcomes for clients. “In cloud, we modernize applications, enhance workplace productivity, and build scalable platforms,” Chopra notes. Cybersecurity initiatives follow a risk-led approach covering identity, endpoint, network, and data protection aligned to compliance needs. AI is increasingly embedded across operations for automation, analytics-driven decisions, and faster service delivery, driving resilience, productivity, and governance for customers.

Growth at Team Computers is anchored in strong OEM alliances, a collaborative partner ecosystem, and a culture prioritizing long-term customer success. “Capability-building through training, certifications, and leadership development keeps partnerships strong and delivery consistent at scale,” Chopra adds. The company remains committed to integrity, empowered teams, and delivering impactful digital transformation across infrastructure, cloud, workplace, and cybersecurity solutions.



POWERING STRATEGIC DIGITAL OUTCOMES THROUGH DEEP DOMAIN EXPERTISE

PRASHANTH GJ
CEO, TechnoBind Solutions

India’s digital transformation has increased demand for VARs that deliver strategic outcomes beyond product fulfilment, says Prashanth. “What differentiates TechnoBind is our focus on deep domain expertise combined with a solution-led delivery model,” he explains. Rather than operating as a broad-based distributor, TechnoBind Solutions has invested in building specialist practices across cybersecurity, data management, cloud, and modern infrastructure. This depth enables partners and customers to address complex, mission-critical challenges with confidence. Equally important is the ability to adapt global technologies to India’s regulatory, operational, and industry-specific requirements, supported by stronger pre-sales consulting, partner enablement, and technical readiness.

Emerging technologies are shaping the next phase of growth, and adoption is focused on being practical and responsible. “AI is positioned as a catalyst for smarter security operations, data-driven decision-making, and automation,” Prashanth notes, helping customers improve efficiency, resilience, and speed at scale. Cloud adoption follows a hybrid and multi-cloud approach, enabling flexibility, workload optimisation, and long-term cost efficiency. The emphasis remains on architectures that are secure by design and ready for AI-led innovation, while cybersecurity underpins every initiative through data protection, identity security, zero trust frameworks, and cyber resilience.

Strong OEM alliances and a collaborative partner ecosystem have shaped TechnoBind’s journey. “Long-term partnerships, structured enablement, and continuous learning help us co-create India-ready solutions,” he adds, ensuring an agile channel ecosystem aligned with evolving customer needs and the nation’s digital ambitions.



DRIVING INDIA'S IT GROWTH THROUGH CUSTOMER-CENTRIC TECHNOLOGY SOLUTIONS

VIKASH HISARIYA
MD, Vishal Peripherals

Vishal Peripherals has earned a distinguished position in India’s competitive VAR ecosystem through a customer-first philosophy, regional market insight, and a balanced omni-channel approach, says Vikash Hisariya. “With over two decades of experience, we build trust through genuine products, transparent pricing, and dependable post-sales support,” he notes. The company blends retail excellence with solution-oriented guidance for enterprises, SMBs, institutions, gamers, and creators. Robust supply chains, skilled teams, and strong service capabilities ensure consistent speed, reliability, and quality. Experience-driven initiatives—including AI zones, gaming centers, and brand-led demo spaces—position Vishal Peripherals as a trusted technology partner, not merely a reseller.

Emerging technologies anchor growth. AI-powered computing, high-performance systems, and advanced infrastructure support workloads in analytics, AI, content creation, and gaming. “Our AI experience zones and demo environments provide hands-on exposure, enabling informed investment decisions,” Hisariya explains. Cloud-ready systems, hybrid infrastructure, and scalable platforms modernize IT environments, while cybersecurity, strengthened through OEM partnerships, ensures secure, compliant operations. This integrated approach delivers measurable outcomes, operational efficiency, and long-term ROI.

Strategic OEM collaborations and proactive channel engagement drive success. Partnerships with Intel, NVIDIA, Dell, HP, Acer, MSI, and others enable the delivery of cutting-edge technology across regional markets. Combined with skilled teams, visionary leadership, and a culture of integrity and innovation, Vishal Peripherals continues to expand its technology portfolio, influence IT adoption in India, and create sustainable business value for customers.





Amit Luthra Appointed One Lenovo Commercial Leader for India

Lenovo has announced multiple leadership changes across its India operations to sharpen its enterprise and consumer strategy. Amit Luthra will assume the role of One Lenovo Commercial Leader, Lenovo India, from March 1, 2026. He will work across Lenovo's Intelligent Devices Group, Infrastructure Solutions Group, and

Solutions and Services Group to drive unified go-to-market execution and enterprise growth. Luthra has spent over three-and-a-half years at Lenovo India and has been instrumental in expanding the ISG business.

In another key move, Srinivas Rao, earlier Director of Presales, has been elevated as Managing Director of the Infrastructure Solutions Group in India. On the consumer front, Lenovo has appointed Kaman Chawla as Director, Consumer Business, Lenovo India. Chawla brings over 25 years of leadership experience across telecom, FMCG, and IT, and previously led HP's consumer personal systems business in India and South Asia.



CloudSEK Appoints Tanuja Padwal as AVP—Marketing

CloudSEK has appointed Tanuja Padwal as Assistant Vice President (AVP) – Marketing, tasking her with leading the company's global marketing strategy, brand building, and demand generation efforts. In this role, she will strengthen CloudSEK's positioning as a trusted authority in cyber threat intelligence worldwide.

Padwal brings over 16 years of global B2B marketing experience across cybersecurity, SaaS, and enterprise technology. Before joining CloudSEK, she led high-impact go-to-market and demand generation initiatives at Sacumen, Securin, Uniphore, CompuCom, Honeywell, and Fujitsu Consulting, delivering measurable pipeline and revenue growth.

Her experience includes building scalable marketing engines and executing multi-region strategies across the US, Israel, India, EMEA, LATAM, UAE, and APAC. Known for her data-driven approach and close alignment with sales and product teams, Padwal has driven brand visibility, market expansion, and growth.



NTT DATA Ropes in Dr. Bratin Saha as CEO of New AI Venture AIVista

NTT DATA has appointed Dr. Bratin Saha as CEO of its newly formed AI company, NTT DATA AIVista, Inc., effective December 1, 2025. Headquartered in Silicon Valley, the wholly owned unit will accelerate the creation and scaling of AI-native businesses across the NTT group.

Saha brings deep expertise in artificial intelligence, cloud platforms, and infrastructure, with a strong record of building high-growth businesses. Prior to joining NTT DATA, he held senior leadership roles at NVIDIA, Amazon Web Services (AWS), and DigitalOcean.

At NVIDIA, he served as Vice President of Software Infrastructure, advancing high-performance computing and AI platforms. At AWS, he led AI, machine learning, and data infrastructure, helping build a multi-billion-dollar AI business through services including Amazon SageMaker and Bedrock. Most recently, as Chief Product and Technology Officer at DigitalOcean, he launched AI-driven products.

Mitel Appoints Philip Magimairaj as Country Manager for India and SAARC

Mitel has appointed Philip Magimairaj as Country Manager for India and SAARC, tasking him with driving regional growth and channel-led expansion. With over 25 years of experience in the technology industry, Magimairaj brings deep expertise in networking, unified communications, collaboration, and enterprise transformation.

Over the past decade, he has played a pivotal role in shaping the UC&C market across India and the SAARC region, leading regional sales initiatives and channel strategies through a consultative, solution-led approach. A strong advocate of the partner ecosystem, he is focused on building high-performing, value-driven channel networks and helping partners transition from legacy product selling to trusted advisory engagements.

Mitel said Magimairaj's leadership will accelerate business momentum, strengthen partner relationships, and expand the company's footprint across India and SAARC markets amid demand for UC solutions.



Varun Gupta Appointed Country Manager of WPG C&C India

WPG Holdings Limited has appointed Varun Gupta as Country Manager – WPG C&C India Limited, strengthening its leadership team in the Indian market. In his new role, Gupta will lead India operations, focusing on business growth, ecosystem expansion, and deeper OEM and partner engagements as WPG accelerates its long-term strategy in one of the world's fastest-growing technology markets.

Gupta brings over a decade of experience across the technology and distribution ecosystem. Prior to joining WPG, he spent more than three years at Intel Corporation, where he held roles including Pricing Manager – India and Distribution Business Manager, contributing to pricing strategy, channel development, and market expansion.

His career also spans leadership roles at HP, Lenovo, HCL Infosystems, and Canon India. WPG said Gupta's market expertise and execution-focused approach will be key to scaling operations and strengthening partnerships in India.



Harshad Bhadra Joins Varonis as Director of Sales for India

Varonis has appointed Harshad Trikarnji Bhadra as Director of Sales for India, reinforcing its expansion strategy in one of its fastest-growing markets. With over 30 years of experience across cybersecurity, data protection, enterprise sales, and channel leadership, Bhadra brings deep industry expertise and a strong record of scaling businesses in India's enterprise segment.

In his new role, he will lead Varonis' enterprise go-to-market strategy, strengthen engagement across BFSI, manufacturing, IT/ITeS, and large conglomerates, and drive adoption of the company's autonomous data security platform for hybrid cloud environments. Bhadra has previously held senior leadership roles at Forcepoint, SentinelOne, Tenable, and Tech Data, where he built high-performing sales teams and robust channel ecosystems.

Commenting on the appointment, Maheswaran, Managing Director, Varonis India, said Bhadra's leadership will strengthen Varonis' market position and deepen its commitment to data security in India.





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Data Centres

Our Products, Services and Solutions includes :-

IT Infrastructure : A good IT infrastructure provide foundation for business operations enabling communication, collaboration, data storage and access to critical applications. We provide products and services in key elements of IT infrastructure viz Hardware consisting of Computers, Servers, Network devices, Storage systems, peripherals and Software : OS, Applications , Data base and Virtualisation. Networks devices consisting of Routers, Switches, Firewall and cables. Other important elements are Data Centres , Cloud Services, Security systems like Firewalls ,AV software, Intrusion detection and encryption technologies to protect against unauthorised access, data breaches and Cyber threats.

Enterprise Mobility : Smart Phones, Tablet PCs, iPads, industrial printers and IOT are now extensively used for Hybrid Working and collaboration. We provide Enterprise Mobility management solution to handle business critical mobility requirements for managing and securing devices ,Remote troubleshooting and gaining insights into device performance.

High Performance Computing : The combination high performance GPU with software optimisation has enabled HPC systems to perform complex simulations and computations much faster than traditional computing . HPC is being used for Product Designing, Mapping , Complex simulations and Artificial Intelligence etc.

Digital Signage & AV Projects : Digital Signage is gaining momentum with Digital advertising taking over legacy advertising. Video Walls are being extensively used in Smart Cities , Airports , Command Control Surveillance and Retail spaces. We have Complete AV solutions for Meeting ,Conference, Auditoriums and Command Control Centres. We have expertise in setting up infra for Video Conference equipped with Latest technologies.

Ed-Tech and COE Labs : Digital transformation is happening in education with modernisation of Class Rooms .We undertake projects for Smart Class and Virtual Class Room live streaming , Lecture Capture , Broadcast Studios.

We have expertise in setting up COE – Centre of Excellence in field of 5G/6G Test and Validation Lab, Cyber Security EV Charging Test Lab, IOT , RF Communication, Mobile Application Development and Quantum Computing in Hi-Ed Technology institutions like IIT's, NIT's and leading Engineering Colleges

Cyber Security : We provide services for Product Security, Operational Technology (OT), Network Security test ,Cloud test tools ,VAPT and Security assessments in enterprises.

Rugged Computing : Mil Grade Computers, Laptop/Tablet PCs, Rugged Phones & HHT for Defense, Police , Forest and Utility companies .

Telecom Products, Solutions and Services : Remote Fiber Monitoring & Test System for Telecom Networks.



We also sell our select Products to our Government and Public Sector Units on government E-Procurement portal GeM since its inception

Kiosk Design, Manufacturing, integration and deployment services

We are manufacturer of Self Service Kiosks since 2010 and have installed base of more than 12000 plus kiosks from simple information kiosk, ATM kiosks for Railways , Bill payment kiosks for utility services and Airport Check in Kiosks , Retail Kiosks and many more.

Our End to end solutions keep deployment simple while maintaining superior uptime.

- Reliable Hardware and Software Applications
- Hardware integration module API
- Fully Managed Deployment, monitoring and field services
- ISO 9001:2015 certified Quality Systems

Our standard Kiosk products like Information Kiosk, Retail Kiosk and Digital Podiums for Education are popular for quality and reliability.

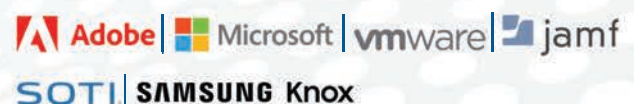


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Sales in close to
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DIGITAL SIGNAGE

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SEE THE REAL, FEEL THE IMPACT



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13.0



4K UHD
Display



Quad
Core Processor



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500 nits/700 nits
Brightness with
25% Haze



DISPLAY SIZE 43" | 45"

Diverse Options, Hassle-Free Setup

Includes standard wall-mount brackets for versatile installation.
Built-in VESA holes support third-party mounts like TV brackets

Flexible Display, Auto-Adapting

With an integrated gyroscope, the display automatically rotates between landscape and portrait modes.

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