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24th **Star Nite AWARDS 2025**

STAR NITE AWARDS 2025

THEME : PARTNERS – THE CATALYST FOR RAPID INNOVATION

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INDIA'S FRONTLINE IT MAGAZINE

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THE ULTIMATE *Voice* **OF INDIAN VALUE ADDED RESELLERS**

POWERING DIGITAL GROWTH WITH AI AND QUANTUM-READY INFRASTRUCTURE

PM Modi Unveils BSNL's Indigenous 4G Network with 97,500 Towers

PM Narendra Modi launched BSNL's Swadeshi 4G network along with 97,500 mobile towers, marking a major step toward India's telecom self-reliance and future 5G rollout. The Rs. 37,000 crore project, unveiled in Jharsuguda, Odisha, highlights India's achievement as the fifth country to develop a complete 4G technology stack, powered by Tejas Networks, C-DOT and TCS. The fully 5G-ready network supports the Digital Bharat Nidhi-backed 4G Saturation Project, extending high-speed internet and mobile connectivity to 26,700 remote villages, including 2,472 in Odisha, boosting rural connectivity, digital inclusion, and India's global position in telecom innovation.

Microsoft Photos Gets AI Auto-Categorization on Windows 11

Microsoft has rolled out AI-powered Auto-Categorization in the Photos app on Windows 11, available exclusively on Copilot+ PCs. This feature automatically organizes images into four categories—screenshots, receipts, identity documents, and notes—helping users save time and navigate photo libraries more efficiently. The AI model can recognize content regardless of language, adding flexibility for global users. To access the feature, users must update to Photos version 2025.11090.25001.0 or higher via the Microsoft Store. It also introduced Super Resolution on Snapdragon, AMD, and Intel-powered Copilot+ PCs, enhancing low-resolution photos with sharper detail and improved image quality.

BUILDING DIGITAL TRUST: A NEW WAVE OF AI INNOVATION

AI chatbots and models are growing more powerful, each offering unique strengths. Popular options like ChatGPT, Grok, DeepSeek, and Gemini come with distinct features, advantages, and limitations—making the right choice and need-dependent.

Google Gemini integrates with Gmail, Docs, and Search, using Deep Think mode, Veo 3, and 1M-token context windows to streamline content creation, manage big data, and power AR/VR applications efficiently.

Google CEO Sundar Pichai, an Indian-origin leader, drives the company's AI-first strategy, championing Gemini's development and integration.

OpenAI's ChatGPT delivers versatility with memory, research agents, voice interaction, and file analysis, enabling students, developers, and enterprises to automate writing, coding, and problem-solving with seamless continuity.

Vijaye Raji recently became OpenAI's CTO of Applications after OpenAI acquired his startup, Statsig.

Elon Musk's xAI Grok connects to X (Twitter), offering quirky yet transparent insights for real-time trend monitoring, conversation analysis, and staying updated on current events.

Uday Ruddarraju, was head of infrastructure engineering at xAI and played a key role in building their supercomputer ("Colossus") and training Grok-3, but he has since left the company.

Microsoft Copilot tackles workflow inefficiency. By embedding AI across Microsoft 365 and GitHub, it automates repetitive office and coding tasks, helping enterprises boost productivity and allowing developers to code faster and smarter.

Microsoft CEO Satya Nadella oversees Microsoft's AI platforms, developer tools, infrastructure, and helps align Copilot, GitHub Copilot, etc. under a unified AI engineering division.

Perplexity AI focuses on solving research reliability. By citing sources from web, academic papers, and Reddit, it empowers professionals to fact-check, switch models, and leverage agentic tools for deep analysis, making decision-making faster and more trustworthy.

Aravind Srinivas, Indian-origin co-founder and CEO of Perplexity AI, shaped its vision as a conversational search engine delivering cited, context-aware responses.

Amazon Bedrock solves enterprise AI adoption challenges by offering secure, scalable, and cost-flexible model deployment without vendor lock-in, making it easier for organizations to build generative applications responsibly.

Swami Sivasubramanian, AWS VP of Data & AI, champions agentic AI with Bedrock at its core, while Shipra Agarwal Kanoria, GenAI Product Leader, shapes strategy, features, and enterprise-focused solutions.

Anthropic's Claude, built on Constitutional AI, ensures ethical reasoning, long-form analysis, and transparent coding, delivering reliable outputs for sensitive and regulated environments.

Anthropic's Claude, led by Dario and Daniela Amodei, benefits from Indian talent like Ashish Vaswani, transformer co-inventor.

Ola's Krutrim solves language and accessibility gaps in emerging markets. Supporting 22+ Indian languages with localized cultural context, Kruti extends affordable multilingual AI to SMEs, governments, and citizens, bridging the digital divide.

Bhavish Aggarwal, founder of Krutrim, drives its vision and strategy, with Krutrim Cloud focusing on India through data privacy, affordability, and localized infrastructure for the nation's digital needs.

DeepSeek AI helps solve cost and transparency issues. Its R1/V3 models offer math and coding excellence at low cost, with chain-of-thought reasoning exposed for education, boosting trust in AI outputs.

DeepSeek AI delivers cost-efficient open-source LLMs like DeepSeek-V2, inspiring Indian technologists to build indigenous, multilingual, and India-focused AI applications.

Meta AI addresses content creation needs for social platforms. With free image, video, and animation generation, alongside open-source Llama 4, Meta enables communities and enterprises to innovate while retaining control over privacy.

Trapit Bansal advances frontier model research at Meta's Superintelligence lab, while Hammad Syed enhances multilingual and speech systems, strengthening Meta AI's global innovation.

Mistral AI solves edge computing constraints. With lightweight, multilingual, EU-compliant models like Large 2, it enables low-latency prototyping on devices with limited resources—critical for IoT, mobile, and industrial applications.

Mistral AI's French founders lead, while Indian researchers like Nikhil Raghuraman, Sandeep Subramanian, Soham Ghosh, and Srijan Mishra advance model-building, reasoning, and reinforcement learning through projects like Magistral.

FaceOff's ACE integrates eight multimodal AI modules for 360° awareness, while Agentic RAG with a homegrown LLM enables explainable, dynamic decisions. Its Trust Factor Engine (1–10 score), GDPR/HIPAA/DPDP compliant, is edge-ready via FOAI Box, ensuring privacy and detecting deepfakes, fraud, and threats overlooked by mainstream AIs.

AI chatbots are evolving rapidly, and new versions keep improving their capabilities. Whether you need an AI for content creation, coding, or social interactions, you can choose the one that fits your needs. So, which AI chatbot do you use the most???

The channel Leadership survey (CLS) in its 26th leg is an annual report that delivers deep insights into vendor performance, partner strategies, and emerging technologies across hardware, software, and services, highlighting how the industry is addressing partners evolving needs is a must to watch for.

This special issue has it for you. Please watch out !!

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CONTENTS

iValue's Journey to a Public Company

A MILESTONE OF CONSISTENT GROWTH DRIVEN BY PEOPLE AND PARTNERSHIPS.

For every organisation, there are defining moments that mark both a reflection on the past and a commitment to the future. For iValue, our Private Equity investment in 2019 and now our successful listing on the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) are such milestones.

The iValue story has never been about visibility for its own sake. From the very beginning, we focused on building quietly, working closely with OEMs, partners and Enterprises, and staying true to one belief: technology creates lasting value only when it solves real business challenges.

THE VISION THAT DROVE US

From inception in 2008, iValue has been driven by a clear vision: to be the most valued technology enabler and Aggregator in the digital transformation space. That meant choosing away from the conventional path, and being a Trusted advisor, to our system Integrators and Enterprises. Our purpose was clear: curate and integrate the best technologies, address real business challenges, and help enterprises thrive in the ever evolving IT Landscape.

We built our business on three fundamental pillars: deep relationships, domain expertise, and an unwavering focus on enterprise value. These principles shaped us into being a trusted advisor.

Today, we serve over 8,000 enterprises across sectors, working with more than 100+ OEMs and 800+ channel partners. This includes trusted engagements with the Top 100 Brands across BFSI, ITES, Telecom, Manufacturing, and Conglomerates. But the numbers only tell part of the story. The real story is about how we've consistently aimed to be different, building differentiators that deliver value across the ecosystem.

WHERE TECHNOLOGY MEETS BUSINESS OUTCOMES

This philosophy manifests in how we approach enterprise challenges. Our expertise spans across four critical technology domains reshaping enterprises in: Cybersecurity, Information Lifecycle Management, Data Centre Infrastructure, Application Lifecycle Management and Hybrid Multi-Cloud.

Today's Business depend on Digital Applications more than ever before. Hybrid-cloud environment provides business with much needed flexibility with scalability for their core applications. Our Application Lifecycle Management offerings enable enterprises to build secure and scalable digital applications for hybrid cloud deployment needs. Information Lifecycle Management solutions empower enterprises to get the best insights from its vast data towards building predictable and profitable business. we Curate solutions from Code to Cloud needs, to meet every enterprise need around Performance, Availability, Scalability and Security of its critical digital applications. Our 24*7 Managed services help customers proactively identify and address needs to ensure business continuity.

Each domain is interconnected. Together, they represent an integrated approach to the app-driven economy, enabling enterprises to build, secure, and scale their end-to-end digital capabilities. Our Center of Excellence (CoE) showcase these best-of-breed technologies in real-time, thus validating the impact of adopting these technologies in a customer's environment, helping large and medium enterprises make risk-free, informed investment decisions.

A MARKET IN TRANSFORMATION

The Indian IT product market reached $81.2 billion in 2024, making it the second largest in Asia Pacific (excluding Japan), with projections to exceed $106 billion by 2028, according to IDC. But market size alone doesn't capture the transformation underway.

Enterprises are fundamentally changing how they buy / consume technology and more importantly how they do business. They're moving from on-premise to hybrid multi-cloud architectures, prioritizing AI and automation, escalating cybersecurity investments in response to evolving threats, and modernizing legacy applications and infrastructure through API-driven integration and microservices.

- Most importantly, they're Large Enterprises are not looking for transactional vendors anymore. The IDC report on the Future of Tech Distribution in India highlights this shift: Large and Medium enterprises now seek technology aggregators and advisors who understand their business challenges, simplify complexity, and enable secure, accelerated growth through new-age technology adoptions.

This transformation validates everything we've built. As enterprises prioritize digital transformation initiatives, our role as a technology aggregator and consultant becomes increasingly critical.

18 YEARS IN THE MAKING

Our CFO, Swaroop MVN, compared our journey to a rocket launch. "The ignition was 2008," he explains. "Since then, we've had multiple 'firsts'—first customer practices, Centre of Excellence (CoE), our ASPL acquisition, expansion into South East Asia, Private Equity investments, Institutionalizing our teams, and now going public."

From our first OEM relationship to the 100+ strategic alliances we maintain today, identifying new technology partnerships has been our foundation. Each achievement—supporting enterprises through regulatory shifts, powering digital initiatives like UPI, GST, and Aadhaar, helping banks secure millions of transactions daily, and enabling hybrid-cloud adoption at scale—has been realized together with our partners.

Equally important are our customers, who trusted us to guide their digital journeys. Their challenges shaped our solutions. Their ambitions drove our innovation.

THE HUMAN ELEMENT

Perhaps the most emotional part of listing day was recognizing what it took to get here. As Krishna Raj Sharma noted, "This journey didn't start with just three promoters. Behind every success is a huge team. And behind every team member, families who gave their strength and support. Seeing our children in front of the bell reminded us this milestone is about legacy as much as it is about growth."

Our 400+ team members bring technical mastery, passion, and customer-first commitment to every engagement. They are consultants, problem-solvers, and trusted advisors to our customers. This listing celebrates them most of all.

Sunil Kumar Pillai, Chairman and Managing Director, puts it simply: "This milestone belongs to every person who has been part of iValue's journey. From the earliest employees who believed in our vision, to our partners who stood by us through market shifts, to our customers who trusted us with their most critical assets—this listing is a celebration of you all.

OUR COMMITMENT FORWARD

As we enter this new chapter with public market accountability, our growth strategy is anchored in four key areas: advancing AI, ALM, cybersecurity, and hybrid cloud services. We're enhancing our capabilities in artificial intelligence, cybersecurity, and cloud services to meet evolving enterprise needs for analytics, automation, enterprise security, and multi-cloud solutions. We're expanding our application lifecycle management offerings with platforms that streamline development cycles and accelerate delivery. We're growing our geographic footprint in South East Asia and beyond, diversifying markets and building new partnerships. And we're deepening our expertise in the app-driven economy, delivering solutions for mobile-first and app-centric enterprises.

"As we reflect on where we started and where we stand today, one thing is clear: the listing is not an end point. It's a beginning of a new chapter with an opportunity to strengthen our purpose, widen our reach, and deepen our impact. The journey ahead will demand more discipline and compliance, more innovation and resilience. And we are ready because we walk it together." - Sunil Kumar Pillai, Chairman & Managing Director, iValue Group

For Krishna Raj Sharma, the moment is deeply personal: "When we started out, the vision was simple—to make technology meaningful for enterprises. Over time, that vision grew into a culture of collaboration, continuous learning, adaptation, and building long-term trust. Reaching the Stock Exchange is a proud moment, but more than that, it is a humbling one. It reminds us of the responsibility we carry to our employees, OEM, partners, customers, and now our shareholders."

Whether empowering enterprises with AI-driven cybersecurity to protect people and data, guiding banks through compliance mandates that safeguard trust, or enabling telcos and governments to modernize infrastructure for citizen-centric services — our focus has always been on addressing real human challenges through carefully curated technologies.

iValue will continue as a trusted advisor. We view this listing not merely as a financial achievement, but as an opportunity to amplify impact, bringing more technologies to more businesses, deepening investments in people and partnerships, and continuing to shape India's digital future.

To our Employees: thank you for your expertise, passion, and sacrifices.

To our OEMs: Thank you for your partnership during every Milestone.

To our Partners: thank you for your collaboration and innovation.

To our Customers: thank you for your trust and ambition.

To our Investors and Shareholders: thank you for believing in our journey.

The future is exciting, but our values remain the same: Innovation, integrity, commitment, and customer-first thinking. These will continue to guide iValue in this new chapter." - Krishna Raj Sharma, Executive Director, iValue Group

The iValue story has always been about people, partnerships, and purpose. Let's Continue to create Value with iValue, together.

iValue Infosolutions

Creating Value for Investors, Enterprises, and India's Digital Future

iValue Infosolutions' listing on NSE & BSE marks a defining step in our journey of enabling secure and transformative digital enterprises. With 17 years of consistent growth, 8,000+ enterprise relationships, and a trusted partner ecosystem of 600+ system integrators, this milestone reflects our strong foundation and forward-looking vision.

As digital adoption accelerates across India and SAARC–SEA markets, iValue is uniquely positioned at the intersection of cybersecurity, cloud, and data innovation.

BSE — The Power of Vibrance | NSE | iVALUE

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Google turns 27: From search pioneer to AI battleground

Google marked its 27th birthday with a nostalgic doodle echoing its original 1998 logo, a nod to its journey from a Stanford research project to tech titan. Founded by Larry Page and Sergey Brin, the company evolved from "BackRub" to "Google" — a typo on "Googol" — with a mission to organize the world's information.

Backed early by a $100,000 check, its PageRank algorithm revolutionized search. Going public in 2004, Google expanded into Gmail, Android, YouTube, and more. In 2015, it became a subsidiary of Alphabet Inc., focusing on both core services and ambitious "moonshots."

Now a cultural icon, Google faces growing regulatory pressure and existential threats from Generative AI tools like ChatGPT and Perplexity, which challenge its ad-based search model. As GenAI redefines how people access information, Google must innovate—or risk losing ground in the very space it created. The next chapter may demand reinventing search itself.

Perplexity launches Comet AI browser in India with Airtel partnership

Perplexity has launched its AI-powered Comet AI browser in India, aiming to redefine web interaction. Marketed as a "thinking partner," Comet AI handles tasks like price comparisons, email drafting, scheduling, and project management.

Built on Chromium, it features an always-on AI sidebar for summarizing content, managing tabs, and boosting productivity. It's available for Windows and macOS, with Android pre-orders open and iOS support coming soon. To boost adoption, Perplexity has partnered with Airtel, offering its subscribers one year of free Perplexity Pro. The company is also investing in local hiring to expand its presence in India.

Privacy is a key focus, with end-to-end encryption, local data storage, and enterprise-grade compliance. Experts see Comet AI as a potential game-changer, aligning with India's booming digital economy and rising AI adoption. Perplexity aims to make it the browser of choice for professionals and everyday users alike.

RBI mandates 2FA for all digital transactions by April 2026

The Reserve Bank of India (RBI) has mandated two-factor authentication (2FA) for all domestic digital transactions starting April 1, 2026, to strengthen security and combat online fraud, phishing, and cybercrime. Under the new framework, all banks, fintechs, and payment service providers must integrate 2FA into their systems.

The move follows a year-long review of alternative authentication methods by the RBI. This measure aims to make India's digital payments ecosystem more secure, reliable, and user-friendly, supporting the country's rapid shift to UPI, mobile banking, digital wallets, and cashless transactions.

The RBI emphasized that enhanced authentication will build consumer trust and protect users, while also promoting financial inclusion and digital transformation. By mandating 2FA, the RBI seeks to create a safer and more transparent environment for businesses and individuals alike in India's fast-growing fintech landscape.

SAP launches Sovereign Cloud in India to support digital sovereignty

SAP has launched its Sovereign Cloud in India, designed to help governments and regulated industries modernize with cloud and AI while maintaining full control over sensitive data. Built in compliance with India's National Information Security Policy & Guidelines (NISPG), the offering marks a key step in supporting the nation's digital sovereignty goals.

The SAP Sovereign Cloud delivers four layers of control—data, operational, technical, and legal—empowering Indian customers to create secure, future-ready digital ecosystems. It offers flexible deployment options, including on-site setups and a hyperscaler-based model with AWS, combining SAP's sovereign controls with an open-source foundation for innovation and compliance.

Located at SAP Labs India in Bengaluru, a new Secure Operational Facility supports co-creation with Indian clients and ensures alignment with national security standards. SAP leaders reaffirmed their commitment to enabling India's regulated sectors to innovate confidently—driving digital transformation with trust, resilience, and strategic autonomy.

AMD Unveils EPYC 4005 for Edge Computing

Cisco has announced a new software tool designed to connect quantum computers from different vendors into a unified cloud-based system, simplifying development for quantum applications. While tech giants like Microsoft, IBM, and Google focus on building their own quantum machines, Cisco is taking a unique approach—developing quantum networking chips and software to interlink diverse systems.

The new tool can analyze quantum problems, divide them into tasks, and distribute them across machines using different quantum technologies. This helps developers focus on solving problems without needing to understand each system's underlying architecture.

Cisco aims to bridge the gap between competing quantum platforms by letting the best-suited machine handle each task, making quantum computing more accessible and practical. "We'll handle the complexity," said Vijoy Pandey, SVP of Cisco's Outshift, emphasizing that developers shouldn't need to worry about the underlying hardware.

Google set to launch Android-powered laptops, challenging Windows dominance

Google is preparing to enter the PC market with its first wave of Android-powered laptops, announced at the Snapdragon Summit 2025. Partnering with Qualcomm, the move aims to merge mobile and desktop experiences, directly challenging Microsoft's hold on desktop computing.

The laptops will be powered by Snapdragon processors optimized for AI performance, mobility, and efficiency, and will feature built-in Gemini AI, Google Assistant, and access to the full Android app ecosystem. Rick Osterloh, Google's SVP of Devices, confirmed a shared technical platform is being developed for future Android PCs. Industry experts expect Google to target the budget and student market, similar to Chromebooks' initial strategy.

Rumors suggest a Pixel-branded Android laptop may debut as the flagship device, showcasing Google's hardware and AI integration. With AI-driven capabilities and cross-platform familiarity, these Android laptops could redefine personal computing for the next generation.
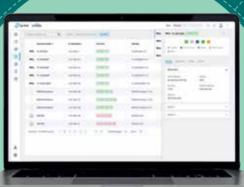
UPI to offer EMI option for big-ticket purchases

In a move to enhance digital payments in India, the National Payments Corporation of India (NPCI) is developing a feature that will allow users to convert UPI transactions into Equated Monthly Installments (EMIs). This would provide greater financial flexibility for high-value purchases across sectors like e-commerce, travel, healthcare, and retail.

Building on the success of RuPay Credit Cards and Credit Line on UPI, the EMI feature is expected to integrate with fintech apps and digital banking platforms. It aims to let users split large payments into manageable monthly installments, directly through the UPI interface.

With UPI transactions reaching 20.01 billion in August 2025—a 2.8% monthly growth—this feature comes at a pivotal time. It could boost financial inclusion, spur credit innovation, and make UPI a broader digital finance platform. For consumers, it means easier access to credit; for fintechs and banks, a new frontier for product development.

Lenovo, Nutanix expand AI-driven cloud solutions for Indian enterprises

Lenovo and Nutanix have deepened their strategic partnership in India to develop AI-driven cloud infrastructure, supporting the country's push to become a global AI and tech hub. Announced at Nutanix's .NEXT on Tour 2025 in Mumbai, the collaboration focuses on delivering scalable, energy-efficient solutions tailored to India's digital transformation.

Under its "Make in India for India" initiative, Lenovo is now manufacturing advanced servers with Neptune Liquid Cooling at its Pondicherry facility. These servers, integrated with Nutanix software, offer up to 25% power savings while handling next-gen AI workloads, cloud-native apps, and edge computing. Key offerings include the Nutanix Kubernetes Platform on Lenovo's Hyperconverged Infrastructure (HX) for seamless containerized workload management.

The companies are also promoting joint solutions like the ThinkAgile HX Series and GPT-in-a-Box to help enterprises run AI workloads efficiently. Lenovo's recent win of the APJ Nutanix OEM Award of the Year underscores their leadership in India's growing AI and hybrid cloud ecosystem.

Check Point bets on AI security with strategic Lakera acquisition

Check Point Software Technologies has announced a $300 million agreement to acquire Lakera, an AI-native cybersecurity firm. The acquisition enables Check Point to offer one of the industry's first end-to-end AI security stacks, protecting enterprises as they scale AI-driven workflows. With Lakera's real-time runtime protection and red teaming tools, Check Point aims to set a new benchmark in securing AI systems.

As enterprises rapidly adopt generative AI, large language models, and autonomous agents, new attack surfaces are emerging—from data leakage to model manipulation. Check Point CEO Nadav Zafrir emphasized the need for precision and speed in AI security, while Lakera CEO David Haber highlighted their joint mission to protect next-gen AI environments with confidence.

Founded by ex-Google and Meta experts, Lakera operates AI R&D hubs in Zurich and San Francisco. Its flagship tools, Lakera Red and Guard, offer proactive AI defense, earning the trust of Fortune 500 companies seeking secure, scalable AI adoption.

AI surveillance debate: Edge, cloud, or hybrid?

In AI surveillance, the question often arises: should intelligence run on the Edge for instant results or in the Cloud for large-scale insights? The real answer lies in a hybrid approach that blends both. With CP PLUS hybrid AI solutions, businesses can upgrade existing systems, improve safety compliance, and boost productivity without costly overhauls. The future isn't choosing between edge and cloud— it's building a smarter hybrid system.

Edge AI acts as the frontline, processing data on devices instantly—ideal for real-time alerts like detecting safety violations on a factory floor. Cloud AI, on the other hand, aggregates data from multiple sources, uncovering long-term patterns such as recurring safety issues during specific shifts. This combination creates smarter surveillance: instant, on-site actions supported by deep, strategic cloud insights.

Zoho partners with Dell and Nvidia to boost enterprise AI innovation

Zoho Corporation has announced a strategic partnership with Dell Technologies and Nvidia to accelerate its AI capabilities by integrating the Dell AI Factory with Nvidia's advanced GPU infrastructure. This move enables Zoho to build a secure, scalable AI ecosystem tailored for real-world enterprise applications.

With over 130 million users across 55+ products, Zoho will use this platform to power its multimodal large language models (LLMs) and AI agents. The collaboration supports Zoho's privacy-first approach and ensures compliance with India's Digital Personal Data Protection (DPDP) regulations.

Dell's AI Factory with Nvidia enables rapid development and deployment of enterprise-grade AI models. Zoho's proprietary Zia LLM and prebuilt AI tools will now run on this enhanced infrastructure, allowing faster rollout of intelligent business applications and driving measurable outcomes for customers across industries.

HPE named a Leader in 2025 in Enterprise Storage Platforms

Hewlett Packard Enterprise (NYSE: HPE) has been named a Leader in the 2025 Gartner® Magic Quadrant™ for Enterprise Storage Platforms—its 16th consecutive year of recognition for both execution and vision.

"This recognition reflects not only our current leadership, but our future-focused commitment to customers," said Jim O'Dorisio, SVP & GM of Storage at HPE. "We continue to innovate with a unified, intelligent data platform designed for hybrid cloud and AI-driven workloads."

Through HPE GreenLake, the company's storage platform now includes the Alletra Storage MP X10000—a scalable, all-flash object storage solution with exabyte capacity, AI-powered metadata enrichment, and seamless hybrid cloud integration. The B10000 offers unified block and file storage on a single OS with support for Microsoft Azure, zero data loss SLAs, and 100% availability guarantees.

Customers such as Shawbrook Bank, DENSO Europe, and the Olivia Newton-John Cancer Research Institute have seen significant cost savings, increased agility, and stronger data governance using HPE Alletra Storage.

TravelLite Essential

Engineered for SMBs, crafted for channel growth

Designed for performance, durability, and scalability.

With a premium metal chassis, spill-resistant keyboard, TPM 2.0 security, and up to 32GB RAM, the TravelLite Essential offers dependable reliability for business and commercial use.

Certified for Education & Government	**Optimized TCO & Reliability**
Simplifies participation in tenders.	Delivers better value than standard consumer devices.

Premium Aluminium Lightweight Metal Body	**USB 3.2** Reversible Type-C Connector	Up to 4X Faster Storage Performance	Trusted Module Platform 2.0 (TPM) Solution

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UIDAI to Launch AI-Enabled e-Aadhaar App by Dec 2025

The Unique Identification Authority of India (UIDAI) is set to launch a new e-Aadhaar mobile app by December 2025, aiming to offer a faster, safer, and more intuitive digital identity experience. Designed to replace the older mAadhaar app, this next-generation platform will leverage AI, Face ID authentication, and QR code verification to make Aadhaar access and verification more secure and user-friendly.

The app will allow users to download their Aadhaar instantly, update personal details (name, address, date of birth), view update history, order PVC Aadhaar cards for home delivery, and share their Aadhaar securely via encrypted channels. Face ID login eliminates the need for passwords or OTPs, while the built-in QR scanner enables real-time identity verification, helping reduce fraud. However, mobile number updates will remain offline, requiring biometric verification at Aadhaar Seva Kendras for added security.

Unveiled in beta in April 2025, the app has been refined through user feedback. Experts, including Dr. Anshul Verma, highlight the app as a major step toward India's digital future, aligning with Digital India and Atmanirbhar Bharat goals.

CP PLUS Launches India's Largest Range of Government-Approved Next-Gen Solutions

CP PLUS has unveiled the largest range of Government-Approved and Cyber-Secured Smart Wi-Fi Cameras, redefining the future of smart home security solutions. With the innovative ezyKam+ series, CP PLUS empowers households across Bharat to embrace smarter living while ensuring unmatched safety, privacy, and digital trust. At the core of this innovation lies CTC (CP PLUS Trusted Core) Technology, powered by advanced cryptography algorithms, secure boot, and robust data protection, making CP PLUS the go-to choice for cyber-secured home monitoring solutions.

The ezyKam+ Smart Wi-Fi range also offers cloud storage options, ensuring critical footage is safely stored and easily accessible. From monitoring children and elderly family members to safeguarding property while away, CP PLUS delivers seamless, reliable, and cyber-secured surveillance solutions. By launching the largest cyber-secured smart home camera range in India, CP PLUS reaffirms its leadership in home security innovation, making it the preferred choice for modern Indian families seeking trusted smart surveillance systems.

Acer debuts the Swift Air 16 – Ultralight Copilot+ PC

Acer has announced the new Swift Air 16 (SFA16-61M), the latest addition to its thin-and-light Swift laptop lineup. Developed for professionals who work on the go, the new model brings a compelling blend of cutting-edge AI computing, immersive visuals, and incredibly impressive design, resulting in a feather light feel.

At the core of the Swift Air 16 is the latest generation of AMD Ryzen AI 300 Series processors, featuring up to an AMD Ryzen AI 7 350 processor, enabling seamless execution of local AI applications and enhanced responsiveness while maintaining low power consumption. Equipped with powerful AMD processors, Swift Air 16 ensures robust performance for video conferencing, streaming, editing, and creative workflows. As a Copilot+ PC, the Swift Air 16 unlocks access to unique AI experiences such as Recall (preview), Click to Do (preview), and Improved Windows Search to streamline collaboration, content creation, and productivity.

Microsoft unveils breakthrough microfluidic cooling for AI chips

AI chips are overheating as data centers scale up to meet global demand for artificial intelligence (AI). Microsoft has announced a revolutionary microfluidic cooling system that could transform the future of AI hardware.

The new technology brings liquid coolant directly inside the silicon chip through tiny etched microchannels, cooling up to three times more effectively than current cold plate systems. By combining AI-driven heat mapping with precision fluid control, the system reduces silicon GPU temperatures by up to 65%, boosting efficiency, performance, and sustainability in next-generation AI datacenters.

"Microfluidics would allow for more power-dense designs that will enable more features that customers care about and give better performance in a smaller amount of space. But we needed to prove the technology and the design worked, and then the very next thing I wanted to do was test reliability," said Judy Priest, Corporate VP and CTO of Cloud Operations and Innovation at Microsoft.

NetApp modernizes object storage with enhanced speed, scalability and security

NetApp, the intelligent data infrastructure company, has announced NetApp StorageGRID 12.0, a scalable, software-defined object storage solution designed for unstructured data. This latest version of StorageGRID will introduce new capabilities designed to enhance AI initiatives, improve data security, and modernize organizations' data infrastructure.

Whether businesses are in the early stages of modernizing their data lakes or experimenting with advanced AI applications, they need to manage and store exploding volumes of unstructured data such as text, video, machine and sensor data, server logs, and more. Businesses that want to tap into this growing ocean of data need a secure, cost-effective, and scalable solution, making object storage an essential component of their primary storage environment. "As the proven industry leader in on-premises object storage, NetApp StorageGRID provides the scalability, cost-effectiveness, and performance needed to feed modern workloads like AI," said Sandeep Singh, Senior Vice President and General Manager of Enterprise Storage at NetApp.

Lenovo announces AI-powered devices and experiences across consumer, business, and mobile segments

At Lenovo Innovation World 2025, Lenovo introduced its latest portfolio of AI-powered innovations to date. Spanning high-performance PCs, intelligent tablets, immersive gaming devices, and Motorola smartphones, the new lineup reflects Lenovo's vision of Smarter AI for All — bringing generative AI and hybrid intelligence into everyday workflows, creativity, and entertainment.
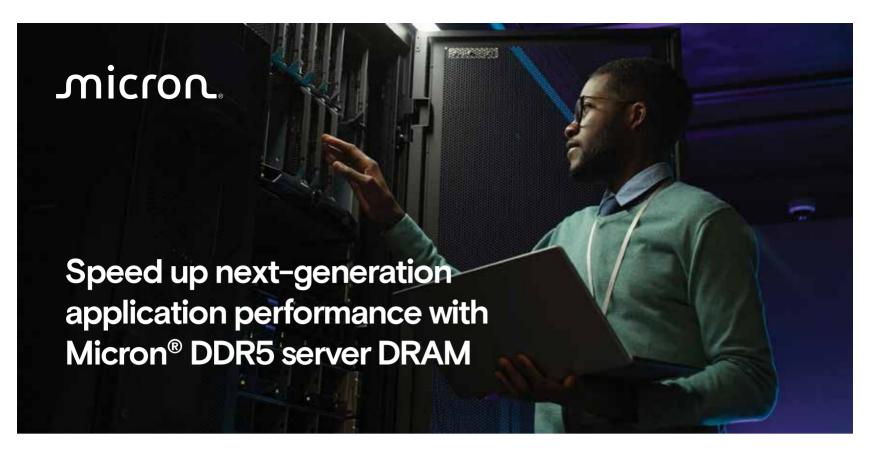
"From adaptive form factors and AI-ready workstations to handheld gaming, creator tablets, and moto ai-enabled smartphones, Lenovo is continuing to redefine what technology can do for people and businesses in the AI era," said Luca Rossi, President of Lenovo's Intelligent Devices Group. "This isn't about future potential, it's about delivering real, everyday AI experiences now for hyper-personalization, productivity, creativity, and data protection. All this is grounded in our belief that smarter technology, including smarter AI, should be accessible, useful, and empowering for all."

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Manager – Enterprise Sales
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Cisco's new architecture to transform machine data into AI-ready intelligence

Cisco has announced the Cisco Data Fabric, a revolutionary new architecture that will empower organisations to harness the value of their machine data with AI. Powered by the Splunk platform, the Cisco Data Fabric is designed to dramatically reduce the cost and complexity of handling machine data at scale and leveraging it for AI applications, such as training custom AI models, powering agentic workflows, or correlating multiple streams of both machine and business data to extract insights and drive better decisions.

"Organisations everywhere are sitting on a gold mine of machine data that's been too complex, cumbersome, and costly to leverage for AI, until today," said Jeetu Patel, President and Chief Product Officer at Cisco. "Splunk revolutionized data and analytics for the cloud. And now, the Cisco Data Fabric is poised to do the same for AI by making it possible for enterprises to build AI models with their own proprietary machine data."

ManageEngine strengthens its unified security platform with reengineered detection

ManageEngine has announced that its security information and event management (SIEM) solution, Log360, has been strengthened with a reengineered threat detection approach, in a major enhancement aimed at addressing the needs of modern-day security operations center (SOC) teams.

"The biggest challenge for security teams today isn't collecting data, it's separating genuine signals from overwhelming noise," said Manikandan Thangaraj, Vice President at ManageEngine. "We've reengineered our detection system to not just build more complex rules, but to deliver true efficiency and empower SOC with flexible, granular rule-tuning capabilities that go beyond simple thresholds. With this advancement, SOC analysts can filter out benign noise without sacrificing the ability to catch a true compromise. This shifts our focus to a targeted pursuit of genuine threats, ensuring we're effectively protecting and not just monitoring twenty-four seven."

Samsung launches One UI 8 with multimodal AI

Samsung Electronics has officially launched One UI 8, a multimodal AI platform that will be available on Galaxy devices starting with the Galaxy S25 series. One UI 8 offers personalised suggestions that support users' unique daily routines, combining advanced personalization tools with top-tier security features. The platform will also be available on the Galaxy S24 series, Galaxy Z Fold6, Galaxy Z Flip6, Galaxy S24 FE, and other eligible models later this year.

As Galaxy AI becomes more intelligent, so does its commitment to protecting private data -

- Now Bar shows real-time app activity and media player progress directly on Galaxy Z Flip's FlexWindow, and is also now integrated with even more third-party apps.
- Now Brief provides even more personalized daily updates including traffic, important reminders and Samsung Moments, which allows users to reflect on their daily routines.

Fujifilm launches LTO Ultrium 10 Data Cartridge in India

Fujifilm India has officially launched the Fujifilm LTO Ultrium 10 Data Cartridge (LTO-10) in India. This next-generation magnetic tape storage solution delivers an industry-leading 75TB storage capacity per cartridge (30TB native/uncompressed)—a 70% leap over the previous LTO-9 standard. With enhanced AI-ready data storage, cybersecurity protection, cost efficiency, and regulatory compliance, LTO-10 sets a new benchmark for enterprise data storage solutions in India. This innovation boosts recording density, data integrity, and durability, making it ideal for industries like BFSI, healthcare, government, IT, research, and cloud service providers.

According to Koji Wada, Managing Director, Fujifilm India, the launch reflects Fujifilm's mission to empower businesses with future-ready, scalable, and sustainable storage technologies. He emphasized the importance of offline, air-gapped data protection, especially as global data generation is expected to reach 175 zettabytes by 2025, driven by AI, IoT, and digital transformation.

Kaspersky strengthens its Kaspersky Next with two new solutions

Kaspersky is strengthening its flagship product line, Kaspersky Next, with two new innovative solutions - Kaspersky Next XDR Optimum and Kaspersky Next MXDR Optimum, designed specifically for small and mid-sized businesses. These products offer powerful protection, automated response capabilities, easy deployment, and managed security, enabling organizations to effectively combat modern threats and minimize risks without stretching their existing resources.

As cyber threats grow increasingly complex and costly, mid-sized businesses find themselves facing sophisticated attacks that exploit legitimate tools and use advanced tactics to evade detection. At the same time, limited budgets and a shortage of skilled cybersecurity personnel make it difficult to deploy and manage advanced protective measures. To help these businesses protect themselves effectively without breaking the bank, Kaspersky has developed easy-to-use and highly effective solutions: Kaspersky Next XDR Optimum and Kaspersky Next MXDR Optimum.

Dell unveils next-gen private cloud upgrades to power smarter, secure & scalable data centers

Dell Technologies has announced a sweeping set of enhancements to its private cloud infrastructure portfolio, designed to help enterprises manage both legacy and next-gen workloads with greater speed, flexibility, and security. The upgrades span compute, storage, automation, and cyber-resilience layers—forming a strengthened foundation for India's growing digital and AI demands.

To support the shift toward disaggregated, software-driven clouds, Dell is integrating its Dell Private Cloud offering into the Dell Automation Platform, enabling both on-premises and SaaS deployments. Customers can now choose their preferred cloud OS stack while leveraging disaggregated infrastructure elements such as PowerStore, PowerFlex, and PowerMax. AI-based automation capabilities will assist with monitoring and lifecycle management.

A standout change is the incorporation of Dell NativeEdge into the Automation Platform, yielding a unified stack optimized for distributed, edge environments. This integration is intended to reduce operational complexity across edge-to-core deployments.

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India to Notify DPDP Rules by September End

Union IT Minister Ashwini Vaishnaw announced that the Digital Personal Data Protection (DPDP) Rules will be officially notified by end of September 2025. Speaking ahead of the AI Impact Summit, he confirmed that the rules are finalized after extensive stakeholder consultations and are in the final stages of publication.

The DPDP Act, enacted in August 2023, establishes a legal framework to safeguard citizens' digital personal data. It regulates how organizations collect, process, and store personal data, ensuring stronger user consent, accountability, and privacy safeguards.

The upcoming rules will specify compliance requirements, enforcement mechanisms, and penalty structures for violations, alongside obligations for data fiduciaries and significant data fiduciaries—entities managing large volumes of sensitive information.

This development marks a key milestone in strengthening India's data governance ecosystem, bringing it closer to global standards while addressing the complexities of the country's rapidly growing digital economy and user base.

India Post, BSNL Join Forces to Expand Rural Mobile Connectivity

In a major step to enhance rural digital access, India Post and BSNL have partnered to offer SIM card sales and mobile recharge services at over 1.65 lakh post offices nationwide. This collaboration aims to bridge the digital divide, particularly in remote regions where telecom connectivity remains limited. A successful pilot in Assam demonstrated the initiative's potential for nationwide implementation.

Under the agreement, BSNL will provide SIM inventory, technical support, and staff training, while India Post will manage customer onboarding, secure transactions, and sales through its trusted rural network. The partnership, initially set for one year, prioritizes cybersecurity, data privacy, and monthly performance monitoring to ensure smooth operations.

Officials emphasized that the initiative will deliver affordable mobile connectivity, digital services, and telecom access to underserved communities, supporting the Digital India mission. By leveraging BSNL's telecom expertise and India Post's extensive rural reach, the collaboration is poised to drive inclusive digital growth and empower households across villages and small towns.

OpenAI to Launch ChatGPT Hardware by 2027 with Apple Supply Chain

OpenAI is preparing to enter the smart hardware market by 2027 with its first ChatGPT-powered device, signaling a bold step beyond software. Partnering with Jony Ive, Apple's iconic designer, and acquiring his AI hardware startup, io, OpenAI is exploring futuristic products such as smart glasses, AI pins, and screen-free smart speakers.

To drive this vision, OpenAI has recruited former Apple hardware experts, including Tang Tan, who now serves as Chief Hardware Officer, offering a more collaborative work culture. The company is also leveraging Apple's trusted supply chain, with Luxshare tapped for device assembly and Goertek approached for critical components like speaker modules.

Early prototypes suggest compact, context-aware devices designed to seamlessly integrate with ChatGPT's advanced models. If successful, these innovations could revolutionize daily AI interactions, positioning OpenAI as a strong competitor in the global smart hardware and AI technology landscape.

Meta Launches Hyperscape Early Access for Quest 3 with Disney+ & Marvel VR

Meta has unveiled Hyperscape Early Access for Quest 3 and Quest 3S users, expanding its metaverse ecosystem with immersive virtual reality experiences. Announced at the Connect 2025 developer conference, Hyperscape allows users to transform everyday rooms into photorealistic VR environments using the Hyperscape Capture tool. Rooms can be scanned in minutes, though rendering may take several hours, delivering highly detailed digital recreations.

Early demonstrations feature iconic spaces like Gordon Ramsay's LA kitchen, the UFC Apex Octagon, Chance the Rapper's House of Kicks, and influencer Happy Kelli's sneaker-filled room. Hyperscape at launch targets users 18 and older and currently supports single-user experiences, with multi-user functionality and private invites to be introduced gradually.

The launch integrates entertainment and gaming, including Disney+ content and Marvel VR games, highlighting Meta's push to blend gaming, streaming, and virtual reality for an enriched, interactive experience. This positions Meta at the forefront of next-generation VR and metaverse innovation.

MeitY Unveils Logo, Initiatives for India-AI Impact Summit 2026

The Ministry of Electronics and Information Technology (MeitY) has launched the official logo and key initiatives for the India-AI Impact Summit 2026, set for February 19–20, 2026, at Bharat Mandapam, New Delhi. This landmark event marks the first time a Global South nation will host a global AI summit, underscoring India's ambition to be a leader in responsible and inclusive artificial intelligence.

The logo, inspired by the Ashoka Chakra, reflects ethical governance, justice, and India's constitutional values, with neural network flares symbolizing AI's role in bridging divides and enabling inclusive digital growth.

Union IT Minister Ashwini Vaishnaw announced that India has achieved 38,000 GPUs, surpassing its initial 10,000 GPU target, strengthening AI research nationwide. As part of the IndiaAI Mission, 570 AI Data Labs will be set up, with the first 30 already operational, including advanced facilities in partnership with Intel. The summit will also launch eight foundational AI model initiatives to accelerate innovation.

Qualcomm to Boost Investments in India Across Mobile, Automotive & Smart Glasses with R&D Push

Qualcomm is set to expand its investments in India, targeting mobile technology, automotive solutions, and AR/VR smart glasses, underlining its long-term commitment to the Indian market. Savi Soin, SVP & President of Qualcomm India, highlighted India's strategic importance, noting the country's vast pool of semiconductor engineers, software developers, and hardware experts. India has become Qualcomm's largest engineering hub outside San Diego, reflecting the company's engineering-first culture and R&D-driven approach. Currently, Qualcomm's India business is anchored in mobile and fixed wireless solutions, with rapid growth in 5G smartphones, PCs, and connected devices. Looking ahead, the company sees significant opportunities in AI-powered automotive systems, autonomous driving technologies, and immersive AR/VR solutions such as smart glasses. These initiatives align with India's broader goals of digital transformation, advanced mobility, and next-generation innovation.

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The VersaONE difference

VersaONE incorporates Zero Trust security built-in at every edge, and utilizes AI for advanced threat detection, network optimization, and real-time response.

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Securely connect all users, devices, locations, and apps across all networks

Unified platform
Single management console with unified policy and data lake built on a single-pass architecture

AI-powered
Integrated AI delivers actionable insights for advanced security and network optimization

Security built-in
Converged security and networking built on a zero trust foundation

Dell Forum 2025 Powers India's Digital Future

Dell Technologies successfully hosted its flagship Forum 2025 in Mumbai and Bengaluru, uniting over 2,000 customers, partners, CIOs, and industry leaders under the theme "Reimagine What's Possible." The event celebrated India's digital transformation, spotlighting the role of AI and emerging technologies in driving progress.

The forums kicked off with an inspiring keynote, "A Billion Dreams. One Digital Future," delivered by Manish Gupta, President & MD, Dell Technologies India. He emphasized Dell's role in shaping India's AI journey and building secure, scalable ecosystems for the future. Senior leaders Sam Burd and Peter Marrs reinforced this message through sessions on converting innovation into tangible outcomes.

In Bengaluru, speakers like Ganesh Gopalan (Gnani.AI) and Praval Singh (Zoho) shared real-world insights, while the Mumbai edition featured leaders from Tata Communications, Mahindra Group, and LKS. The panel "AI – India's New Big Frontier" sparked dialogue on inclusive AI infrastructure and global competitiveness.

Visionaries such as Rakesh Sharma, R. Balki, and Dr. S. Somanath drew parallels between innovation, space, and storytelling. Meanwhile, the Partner Summit gathered 115 partners to explore channel growth, AI PCs, and Dell's unified portfolio.

The AI Experience Zone offered immersive demos, including AI-in-a-Box and Dell Pro Max, showcasing how Dell accelerates AI adoption across industries.

Acronis TRU Security Day 2025 Empowers MSPs in India

Acronis, a global leader in cybersecurity and data protection, hosted the Acronis TRU Security Day 2025 in Mumbai, uniting managed service providers (MSPs), technology leaders, and industry experts to strengthen cyber resilience and business growth. The partner-focused event, held at Novotel Mumbai International Airport, showcased insights from the Acronis Threat Research Unit (TRU), highlighting evolving threats, compliance strategies, and best practices for competitive advantage.

The conference gave partners opportunities to explore the Microsoft ecosystem, scale services with the Acronis Cyber Platform, and benchmark performance against global peers. Acronis leaders emphasized the company's vision of simplifying cybersecurity through an AI-driven integrated platform.

Katya Ivanova, Chief Sales Officer, highlighted Acronis' ecosystem of 300+ integrations that enable MSPs to grow faster while delivering effective security solutions. Rajesh Chhabra, General Manager, India & South Asia, noted TRU's critical role in blocking threats, sharing intelligence, and supporting India's growing ecosystem of 500+ service providers and 10,000+ customers. Pasha Ershow, SVP for APJ & Middle East, stressed how Acronis' single platform helps MSPs overcome the global shortage of IT security specialists by combining backup, disaster recovery, cybersecurity, and remote monitoring & management (RMM) into one solution.

The event reaffirmed Acronis' commitment to empowering partners and advancing India's cybersecurity landscape.

ASIRT Hosts AGM with First-Ever Contested Elections and TechDay #130 in Mumbai

The Association of System Integrators and Retailers in Technology (ASIRT) held its Annual General Meeting (AGM) at Hotel Parle International, Mumbai, marking a significant milestone in its history. The event combined governance, democratic participation, knowledge sharing, and networking for its growing member base.

The AGM began at 4 PM with members in attendance. Key proceedings included the reading and approval of the previous AGM's minutes, the Treasurer's presentation of the financials, and a comprehensive review of the year's initiatives and achievements by the ASIRT Board. Members reaffirmed the association's values of transparency, accountability, and collective progress.

In a historic first, ASIRT conducted a contested Board election through a secure digital e-ballot system, ensuring every qualified member had the opportunity to vote. Four candidates contested three positions: Gaurang Bhatt, Hiren Kuvadia, Kartik Kaji, and Rohan Shah. The Returning Officer, Manish Harshad Kamdar, announced the election of Kuvadia, Kaji, and Shah to the Board.

Following the AGM, TechDay #130 featured Alcatel Lucent Enterprise, showcasing innovative IT solutions and strategies for growth. The event concluded with ASIRT's signature networking dinner, offering members a platform to connect, collaborate, and celebrate the milestone occasion.

FAIITA BCC Launches "Save Retailer, Save Ecosystem" Campaign

The Brand Coordination Committee (BCC) of FAIITA has rolled out a nationwide campaign titled "Save Retailer, Save Ecosystem" to protect offline retailers and the IT retail ecosystem from unfair practices by online platforms and large-format retailers. The campaign, built on the powerful slogan "Either create a level playing field – or GO Back!", strongly calls for uniform pricing, no online favoritism, and equal opportunities for all sales channels.

FAIITA leadership highlighted that offline retailers remain the backbone of India's IT distribution, ensuring trust, service, and real-time customer engagement. They cautioned that exclusive deals and biased online policies are threatening thousands of livelihoods. The campaign is strategically timed with the festive season, a period dominated by aggressive online offers, to amplify offline retailers' collective voice and re-establish fairness and transparency in the market.

Leaders reaffirmed their commitment to safeguard business interests, urging brands to support with strong numbers, volumes, and commitments. Declaring 2025 as a turning point for retail, they emphasized solidarity and collaboration to reclaim sales and customers. This campaign reflects FAIITA's determination to shield offline partners from predatory practices and build a fair, sustainable ecosystem that benefits all stakeholders.

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- From technical support to global services, we back your business throughout the lifecycle.
- Work with a best-in-class, balanced portfolio of emerging and established cybersecurity and infrastructure vendors.

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OUR VISION IS TO MAINTAIN A VALUED RELATIONSHIP AND WORK AS A PARTNER WITH OUR CUSTOMERS

Logarhythm started its journey in the year 2013. The idea behind the name of the organisation came from Log analysis, as the company wanted to mitigate issues of I.T. infra by analyzing the device logs. And that is how the name was born.

"Later we expanded our expertise in multiple domains of solutions," explains **Satya Priya Das, Director - Logarhythm Consultancy Pvt. Ltd.** "In the year 2017 Logarhythm got finally converted to **Logarhythm Consultancy Pvt. Ltd**. w ith a vision to take their journey to the next level and in the Enterprise market and create our identity in eastern India as a I.T. solutions provider with a specialization in Cloud & Hybrid Infrastructure."

"During the journey, we have built strong expertise into Cloud deployments with Microsoft Azure along with security practices. Parallelly, we have a separate and a dedicated team for software licensing, for handling accounts like Microsoft, Adobe, Autodesk etc.," Satya Priya Das further adds.

Customers always come First

Currently Logarhythm Consultancy is handling and securing cloud workloads where hits exceed 2.5 million per hour. The company created an aura where customers feel attracted for their transparency, honesty and commitments.

"Hence, we are the first choice for our esteemed clients," contends Satya Priya Das. "We have been awarded several times with the Certificate of Recognition for our commitment to our client and serving them with innovative solutions."

Considering the future of IT infrastructure, Logarhythm Consultancy started diversifying from 2017 by becoming partners for different **Automation & Data Acquisition** vendors, with Rockwell & NI Systems being one of them.

"We started the journey by bagging multiple orders from IITs & NITs throughout India. We were the **first to set up a 5G Lab in Kharagpur IIT**. And now we have moved into the industry and providing IIOT based solutions to our customers," explains Satya Priya Das.

Besides, Logarhythm Consultancy has started a division with a brand name K2N Academy, where the company is adding value to its customers **by organizing industry standards and advanced level courses for its customers on a quarterly basis**.

"We are offering this free of cost to our customers who made us. Here we are also offering training to academia to get students industry ready and customized training courses to corporates also," says Satya Priya Das.

SATYA PRIYA DAS

Director- Logarhythm Consultancy Pvt. Ltd.; Regional Secretary, Infotech Software Dealers Association (ISODA); Treasurer, IEEE, TEMS, Kolkata Chapter; Co-Founder, Philanthropic Technical Association; MC Member, Computer Society of India-kolkata; Member, IEEE ComSoc Kolkata Chapter

> "Considering the future of IT infrastructure, Logarhythm Consultancy started diversifying from 2017 by becoming partners for different Automation & Data Acquisition vendors. We started the journey by bagging multiple orders from IITs & NITs throughout India. We were the first to set up a 5G Lab in Kharagpur IIT and now we have moved into the industry and providing IIOT based solutions to our customers."

The Vision & Mission

The vision of Logarhythm Consultancy is to grow with stability by maintaining
- "Value for Relationship"
- "Return on Investment for its customers"
- "Work as a partner not as a vendor".

"We run our organisation without any sales person as our 100% business is referral. Our Mission is to recruit more and more fresh bloods to create the strongest support team to make sure that by 2030 we reach a 100-member team," concludes Satya Priya Das.

Channel Transformation Conclave 2025
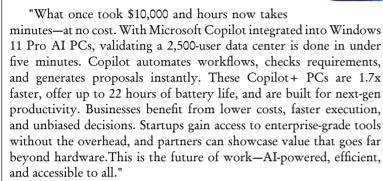
ITC KAKATIYA, HYDERABAD, 11TH SEP 2025

VARINDIA's Channel Transformation Conclave brought together industry leaders, partners from Hyderabad and representatives from Microsoft and Redington. Channel-friendly policies fuel growth in India by enabling scale, trust, and long-term partnerships. Partners extend market reach, drive innovation, and co-create solutions to meet evolving customer needs. The event emphasized the need for transparent channel strategies, innovation, and adoption of emerging technologies like AI, IoT, and automation. With Windows 11 enabling secure and innovative opportunities, the conclave set the stage for insightful discussions on the future of digital transformation.

Dr. Deepak Kumar Sahu, Editor-in-Chief- VARINDIA

HARNESSING AI AND COPILOT+ PCS TO REDEFINE PRODUCTIVITY AND COST EFFICIENCY

**NISCHAY KANDPAL
CMT LEAD, SR. PROGRAM MANAGER- MICROSOFT**

"What once took $10,000 and hours now takes minutes—at no cost. With Microsoft Copilot integrated into Windows 11 Pro AI PCs, validating a 2,500-user data center is done in under five minutes. Copilot automates workflows, checks requirements, and generates proposals instantly. These Copilot+ PCs are 1.7x faster, offer up to 22 hours of battery life, and are built for next-gen productivity. Businesses benefit from lower costs, faster execution, and unbiased decisions. Startups gain access to enterprise-grade tools without the overhead, and partners can showcase value that goes far beyond hardware.This is the future of work—AI-powered, efficient, and accessible to all."

REDINGTON: DRIVING PARTNER ECOSYSTEM, INNOVATION, AND GROWTH

VIVEK SRIVASTAVA, BRANCH MANAGER - REDINGTON LTD.

"At Redington, we are proudly partner-first organization with 5,100 employees and a network of 71,000+ channel partners across India, we collaborate with 450+ global brands through 71 sales offices and 16 service centers. Our offerings span migration, IT, and cloud services, backed by a strong and growing partner ecosystem. Recognized with ISO 27000, Most Preferred Workplace (2019), and the Lead Premium Certificate, Redington is India's No.1 distributor. Our diverse portfolio covers Endpoint, Technology, Cloud, and Mobility Solutions, driven by a D2R (Design-to-Realization) model with 18% category growth and 24% EBITDA, we are committed to innovation, sustainability, and advancing India's position as a global IT powerhouse."

PANEL DISCUSSION

Windows 11 and AI: Driving Security, Productivity, and Digital Transformation

The session "Windows 11 Boosts Partner Growth," moderated by Dr. Deepak Kumar Sahu, brought together leaders from Redington, Vishal Peripherals, and Blue Wave IT Solutions to explore how AI, security, and cloud are reshaping opportunities for ICT partners.

Evolving Security Needs

Mr. Vivek Srivastava highlighted the urgency of cyber threats: "Even a printer can be a point of attack. Microsoft's Zero Trust and Defender ecosystem now ensures robust endpoint security."

Mr. Vikas Hisariya noted: "Defender has redefined security—moving beyond traditional antivirus tools to deliver a reliable, integrated protection ecosystem."

Mr. M. Srinivasa Rao added: "In the hybrid era, proactive security is mandatory, and vendors are working hard to safeguard users and organizations alike."

Windows 11: A Growth Engine

Mr. Srivastava said: "Windows 11 brings refresh opportunities—new devices, migrations, and service revenues that directly benefit partners."

Mr. Hisariya emphasized: "Speed, accuracy, and AI make it indispensable for education and retail clients. It's a transformation, not just an upgrade."

Mr. Rao added: "Upgrades give partners a lifeline today and open growth avenues for tomorrow."

Cloud & Hybrid Work

Mr. Srivastava highlighted secure hybrid access via Azure Virtual Desktop and Microsoft 365.

Mr. Hisariya observed: "Copilot accelerates project delivery, especially in education."

Mr. Rao stressed: "Cloud and hybrid models demand best-in-class protection—security and productivity now go hand in hand."

Copilot as a Value Creator

Mr. Srivastava explained: "Copilot saves time and money—scanning 500-page tenders now takes minutes, freeing humans for decision-making."

Mr. Hisariya cautioned: "Copilot should be your assistant, not your pilot. Humans must stay in control."

Mr. Rao concluded: "AI is powerful but responsibility lies in how we use it."

Partners as Transformation Leaders

Mr. Srivastava urged: "Partners must evolve from box sellers to consultants, delivering end-to-end IT and security solutions."

Mr. Hisariya added: "Customers want one-stop services, and Gen Z-ready teams must drive this shift."

Mr. Rao concluded: "Partners must blend trust and technology to lead digital transformation in the social and business ecosystem."

Key Take Away

Windows 11, AI, and hybrid work unlock huge opportunities, urging partners to evolve as trusted consultants driving digital transformation for SMBs and enterprises in India.

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Graphics Card Expandable

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X2 2 COM Ports

High-Speed Wireless Networking

WWAN

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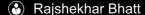
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Channel Transformation Conclave 2025

MARRIOTT, CHENNAI, 17TH SEP 2025

VARINDIA's pivotal Channel Transformation Conclave in Chennai brought together industry leaders, Microsoft, Redington, and partners to explore the future of digital transformation. **Dr. Deepak Kumar Sahu, Editor-in-Chief of VARINDIA**, emphasized, "Partners must embrace innovation, AI, and Windows 11 to drive growth and address evolving customer needs. Reinvention is essential as traditional revenue streams no longer suffice. Together, we'll unlock new opportunities and shape the next wave of transformation." These needs are driving demand for next-gen PCs with enhanced security and performance. Windows 11, with its modern design and hardware integration, boosts innovation and ecosystem growth.

REDINGTON EMPOWERS PARTNERS AS WINDOWS 10 NEARS END OF SUPPORT

BIJU S, GENERAL MANAGER, REDINGTON LIMITED

"Redington's journey from Rs.1 crore in 1993 to Rs.1 lakh crore today has only been possible because of our partners and vendor ecosystem. With a strong global presence and a diverse portfolio spanning IT, cloud, mobility, solar, and logistics, we remain a 100% channel-driven organization. Our focus on AI, cybersecurity, hybrid cloud, and sustainability continues to drive consistent growth. As Windows 10 support nears its end on October 14, our long-standing partnership with Microsoft presents a major opportunity for partners to lead secure, profitable digital transformation."

NOW IS THE TIME TO LEAD WITH WINDOWS 11 AND COPILOT-POWERED SECURITY

RAJESH SHARMA, PRODUCT SPECIALIST - COMMERCIAL MASTER TRAINER, MICROSOFT

"With Windows 10 support ending on October 14, the transition to Windows 11 Pro is more than an upgrade—it's a strategic move. Windows 11 offers built-in Copilot AI for enhanced productivity, enterprise-grade security, and seamless compatibility with existing apps. It helps reduce security incidents by 62% and aligns with global regulations like GDPR and India's DPDP Act. This is a critical moment for organizations to modernize their infrastructure and for partners to lead the way in driving secure, AI-powered digital transformation."

PANEL DISCUSSION

Windows 11: Empowering Partner Growth and AI-Driven Innovation

The panel discussion "Windows 11 Boosts Partner Growth," moderated by Dr. Deepak Kumar Sahu, featured industry leaders sharing insights on Windows 11's impact. Panelists included Biju S, GM, Redington Ltd; S. Karthikeyan, MD, Bloom Electronics; G. Sathya Narayanan, Proprietor, SGS Electronics & Enterprises; and Lokeswaran Kannan, Director, Eorbitor Technologies. They discussed advanced security, AI-powered Copilot, and new opportunities driving partner growth and digital transformation in India.

Unlocking Growth, Productivity, and Transformation

Mr. Biju stressed that Windows 11 makes robust hardware and advanced security features mandatory, unlike Windows 10. With India's PC penetration still under 20%, he sees massive growth potential, noting the current refresh pipeline is unprecedented in 25 years. He praised Copilot for enhancing productivity, summarizing tasks, and saving time. Emphasizing Redington's evolution from distributor to solutions provider, he urged partners to act as trusted advisors, calling Windows 11 "a great opportunity."

PC Refresh Cycle Boosts Partner Potential

Mr. Karthikeyan highlighted India's upcoming 25 million PC refresh cycle, driven by demand for premium models and doubled average selling prices. He emphasized the significant market opportunity for partners nationwide. His company shifted focus to commercial business, achieving 30–40% year-on-year growth. He acknowledged cybercrime risks in hybrid work but praised partner upskilling efforts. He stressed that Windows 11 offers partners a vital chance to double their business by adapting effectively.

Windows 11 Drives Equal Partner Opportunities

Mr. Lokeswaran emphasized that the Windows 10 to 11 transformation offers equal opportunities to all partners, regardless of size or expertise. He highlighted Copilot's cost-control and feature-rich benefits, stressing security's pivotal role in this upgrade. E-orbitor focuses on services, anticipating more revenue from solutions than hardware sales. He urged partners to be consultants, not just box-sellers, viewing this shift as a major opportunity comparable to the Y2K transformation.

Copilot Drives Secure Windows 11 Future

Mr. Sathya Narayanan underscored Windows 11's AI-powered Copilot and enhanced security features like TPM for 64-bit architecture, calling it a market game-changer and competitor to ChatGPT. He emphasized Copilot's ability to significantly reduce work hours by efficiently processing data. He sees Windows 11 driving industry transformation with strong security but stressed Microsoft must continually update to defend against evolving cyber threats.

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Equinix Expands in India with CN1: Powering Digital Transformation from Chennai

Equinix, a global leader in digital infrastructure, has been enabling enterprises through colocation and interconnection solutions. Since entering India in 2021, it has expanded successfully in Mumbai and is now launching the CN1 data center in Chennai. This milestone enhances its presence while empowering businesses to leverage cloud, multi-cloud, and AI. At the CN1 launch, Manoj Paul, MD- Equinix India, shared with VARINDIA how Equinix is driving secure, scalable digital infrastructure that accelerates enterprise transformation and contributes to India's digital growth and initiatives like Digital India.

MANOJ PAUL
MD- EQUINIX INDIA

Equinix's CN1 data center in Chennai is designed to support emerging technologies like AI, hybrid cloud, multi-cloud, interconnection, and content distribution. With rising 5G adoption, it provides low-latency, scalable, and secure infrastructure for OTTs, CDNs, enterprises, and network providers, complementing Equinix's IBX in Mumbai.

While Mumbai hosts nearly 50% of India's data center capacity due to its ecosystem and cable connectivity, Chennai was strategically chosen for its undersea cable landing points, including new routes to East Asia. This ensures redundancy, disaster recovery, and global reach, creating a dual-hub model that strengthens India's digital backbone and accelerates its digital economy.

EQUINIX'S DIFFERENTIATION

Unlike traditional providers, Equinix focuses squarely on enterprise customers. With 10,000+ clients globally, it operates 270+ data centers across 75+ metros in 35+ countries. This global footprint allows Chennai-based enterprises instant access to international markets, while multinational companies can establish a local presence in India with ease. Equinix's hallmark is 99.99% uptime, made possible by its robust design, global best practices, and scalable operations. What truly sets it apart is its interconnection-first approach. Customers can colocate storage next to cloud providers inside Equinix facilities, achieving under one millisecond latency. With the Fabric Cloud Router, enterprises can seamlessly switch between providers like AWS, Google, and Oracle without inefficiency.

Scalability is another major differentiator. Enterprises can flexibly adjust bandwidth from 1Gbps to 10Gbps instantly, paying only for what they use. The flagship Fabric service allows multiple cloud connections through a single port, providing agility, cost savings, and innovation opportunities.

BUILDING LOCAL TALENT AND SKILLS

With CN1, Equinix is investing heavily in local talent development. New data centers require skilled engineers and technicians for design, build, commissioning, and operations. Equinix recruits from local markets and then trains them rigorously in global processes. Subject matter experts from across the world provide continuous training to ensure that service quality in India matches global standards.

This consistency gives customers confidence that an Equinix data center—whether in Mumbai, Chennai, Singapore, or New York—delivers the same reliability. Notably, 60% of Equinix's global revenue comes from customers deployed across three or more regions, reflecting the trust and reliability built over decades.

PARTNERSHIPS AND INDUSTRIES TO BENEFIT

Equinix thrives on collaboration. Its Fabric platform enables enterprises to connect seamlessly with cloud providers for efficient multi-cloud and hybrid deployments. Nearly 40% of cloud on-ramps worldwide are hosted in Equinix facilities, ensuring instant and secure access to global platforms.

Beyond cloud, Equinix partners with server manufacturers, chip providers, and cooling technology innovators. These partnerships allow Equinix to assemble tailored solutions for enterprises anywhere in the world. With CN1, Indian enterprises now gain access to the same global-standard infrastructure and partner ecosystem, accelerating their transformation journeys.

CN1 caters to a broad spectrum of industries. Cloud providers can host platforms locally and connect seamlessly with enterprise customers. OTTs and CDNs benefit from Equinix's strong ecosystem and interconnection services, ensuring smooth content delivery through ISPs. Enterprises can leverage hybrid multi-cloud, global connectivity, and access to 270+ data centers worldwide. Even hyperscalers stand to gain from Equinix's scale, security, and efficiency, enabling them to accelerate digital transformation and expand globally from India.

FOCUS ON SUSTAINABILITY & OVERCOMING MARKET CHALLENGES

Equinix is strongly committed to sustainability in line with India's green data center policy. The company uses advanced energy-efficient technologies, including patented cool arrays and hot air containment systems, to minimize cooling needs and improve Power Usage Effectiveness (PUE), reducing both costs and environmental impact. It has also secured renewable energy contracts in Maharashtra to power its Mumbai operations with solar and wind, with plans to extend similar initiatives to Chennai.

The new CN1 facility in Chennai starts with 800 cabinets and will scale to 4,250 across four phases, ensuring long-term capacity growth. Equinix's global experience equips it to anticipate and meet evolving enterprise demands, particularly in emerging areas like AI adoption. With tested architectures, proven partnerships, and best practices already implemented worldwide, Equinix is well-prepared to deliver optimized, scalable, and sustainable digital infrastructure for Indian enterprises, supporting both digital transformation and the nation's broader green growth agenda.

A MESSAGE TO PARTNERS

Equinix emphasizes that partnerships are central to its success. From cloud providers to technology partners, collaborations have been the backbone of building CN1. Going forward, Equinix seeks to leverage these partnerships not just for its business but for India's broader digital journey. By empowering enterprises, supporting the government's Digital India vision, and contributing to the goal of becoming a $1 trillion digital economy, Equinix is positioning itself as a key enabler of India's digital future.

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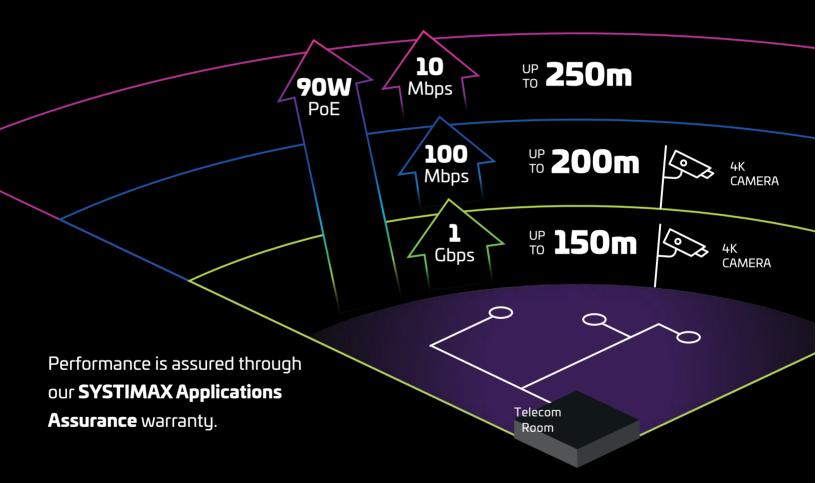
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Channel Partners: Turbocharging India's Tech Boom

India's technology sector is undergoing a historic transformation, fueled by rapid digital adoption, cloud migration, and the integration of advanced technologies such as AI, IoT, and automation. At the heart of this transformation lies the work of Channel leaders, who act as the critical bridge between technology companies and their extensive partner ecosystems. These leaders ensure sustained growth, enable collaborative innovation, and accelerate India's position as a global technology powerhouse.

Navigating India's Complex Market Landscape

The Indian market is vast, diverse, and highly price-sensitive, requiring tailored approaches. Channel leaders play a crucial role in guiding vendors through this complexity by understanding regional dynamics and creating strategies that address local needs. Their ability to blend global solutions with localized execution gives companies a distinct competitive advantage. For many global brands, it is the partner ecosystem in India that determines the success or failure of their operations.

Rising Threats: Security, Fraud, and Privacy

As AI and automation reshape industries, security and trust have become mission-critical. In 2024, synthetic identity fraud surged by 31%, with global fraud losses surpassing $47.8 billion. This has prompted India to adopt cutting-edge solutions such as edge-ready deepfake detection, privacy-preserving fraud prevention, and modular real-time security architectures that reduce reliance on centralized data. These technologies are especially crucial for high-risk sectors like BFSI, law enforcement, and digital communication, where trust and accuracy are paramount.

Cloud adoption is another area where security takes center stage. While cloud computing delivers scalability and cost efficiency, it introduces risks such as data breaches, misconfigurations, and gaps in internal expertise. The shared responsibility model adds complexity, leaving organizations vulnerable without the right guidance. Here, partners and resellers play an indispensable role by offering trusted cloud migration, security services, and compliance solutions tailored to customer needs.

Channel partners are driving india's tech growth.

ChannelFirst

The Indispensable Role of VARs and Partners

Value-Added Resellers (VARs) and strategic partners extend the reach of technology companies to the last mile. Their strength lies in customization, integration, and localized support—qualities that make them indispensable across industries such as technology, manufacturing, BFSI, and healthcare. Successful brands rely on partners to understand customer needs, tap new market segments, and deliver seamless technology solutions that drive adoption and satisfaction.

Challenges and the Path Ahead

Despite their successes, partners face significant challenges in adapting to cloud-first business models and evolving customer expectations. Meeting these challenges demands not only technical expertise but also market intelligence and collaborative leadership. Channel leaders must prepare for a future where customer demands are bundled, provide end-to-end solutions rather than fragmented services.

India's 30,000-Strong Partner Ecosystem

India's partner ecosystem is massive, comprising nearly 30,000 businesses, including system integrators, solution partners, distributors, sub-distributors, and resellers. Together, they form the backbone of technology adoption in the country. This ecosystem ensures:

◆ **Broad Reach:** Vendors can access a wide and diverse customer base nationwide.

◆ **Specialized Expertise:** Complex business problems are addressed through niche solutions and innovation.

◆ **Efficient Distribution:** Distributors and resellers enable smooth product and service delivery.

◆ **Economic Growth:** The ecosystem supports India's IT sector by creating opportunities for local businesses and enabling digital transformation across industries.

As India cements its position as a global technology leader, the role of Channel leaders will only grow in importance. Their ability to create resilient, innovative, and synergistic ecosystems will be critical to sustaining the momentum of India's digital revolution. By combining strategic foresight, collaborative execution, and a focus on security and trust, these leaders are setting the stage for India's next decade of technology-driven growth.

STRATEGIC PARTNERSHIPS
Forging alliances with system integrators, resellers, and cloud providers

MARKET NAVIGATION
Tailoring channel strategies to India's diverse and complex market

SECURITY & TRUST
Addressing AI-driven fraud and cloud security challenges

PARTNER ECOSYSTEM
Leveraging a network of 30,000 SIs, partners, a resellers

ECOSYSTEM IMPACT
- Broad reach across India
- Specialized expertise and solutions
- Efficient distribution channels
- Economic growth and digital transformation

Rajat Vohra, CEO - India, Redington Limited, believes the Indian IT distribution landscape has reached an inflection point. "Over the past 3–5 years, the market has transitioned from a hardware-led model to one defined by cloud, software, and services," he says. "At Redington, we've been at the forefront of this evolution—delivering strong, consistent performance even amid global headwinds. FY25 was a landmark year for us, with revenues touching ₹48,903 crore, an 18.6% YoY growth and a 5-year CAGR of 21.3%."

Redington's success, Vohra emphasizes, lies in its ability to adapt and lead. "We've significantly expanded our OEM partnerships across global and domestic players, especially in fast-growing segments like cybersecurity, digital infrastructure, AI, and cloud," he notes. While hardware and mobility continue to be growth drivers, Redington's portfolio has structurally shifted. "Our Software Solutions Group, which includes hyperscalers, enterprise software, and security, now contributes over 15% to our total revenue," he shares. "Cloud is our fastest-growing business, driven by platforms like CloudQuarks, which power subscription and consumption-based adoption models."

In line with industry momentum toward GenAI, Redington recently launched Red.AI to deliver simplified, plug-and-play, and tailored AI solutions across key sectors. "Our role today isn't just about distribution—it's about enabling adoption," Vohra concludes. "With a network of over 70,000 channel partners, a deep pan-India footprint, and continued investment in digital platforms, we're enabling enterprises to scale smarter and accelerating India's digital future."

Vishal Hegde, Director – Sales at Ingram Micro India, underscores the company's strength in adapting to market demands. "We've consistently maintained a strong market share by balancing hardware strength with the rising demand for software and cloud," he says.

"As businesses accelerate digital transformation and adopt AI-driven technologies, our role has shifted from being a distributor to becoming a strategic advisor."

Ingram Micro's recent partnership with GX Group, a global FTTH solutions provider, expands its presence in Southeast Asia. "This collaboration strengthens our vision of enabling digital inclusion and high-speed connectivity across emerging markets," he adds.

Their digital transformation is anchored by Xvantage, an AI-powered digital experience platform. "Xvantage is not just a tool—it's our digital twin that reimagines how we engage with partners and vendors," Vishal explains. "It delivers intelligent insights, streamlines operations, and enhances decision-making, creating real business value."

With the shift from CPU to GPU architectures and the rise of AI PCs, Ingram Micro is fully aligned. "We're enabling partners with bundled, AI-ready infrastructure and training to adopt next-gen workloads," Vishal notes. He believes the line between traditional and value-added distribution is fading fast. "Today, delivering value means combining scale, services, and strategic engagement—we're committed to leading this change," he says.

Rajesh Goenka, CEO of Rashi Peripherals Ltd., highlights the company's evolution from a traditional distributor into a value-added powerhouse. "We are proud to be India's fourth-largest and fastest-growing ICT distribution company, as recognised in the 2024 Technopak report," he states. "Over the past 20 years, we've maintained a consistent CAGR of over 20%, driven by our ability to adapt and expand our offerings beyond traditional hardware into software, cloud, and enterprise solutions."

Operating across 700+ locations with 52 branches and 68 warehouses, Rashi Peripherals supports over 10,000 retail customers. "Our strength lies in our 360-degree value-added approach—offering everything from solution design and pre-sales to credit support and warranty services," Goenka explains. "We don't just move products—we move with our customers."

The company leverages SAP HANA and CRM systems to optimize supply chain efficiency. "Real-time analytics help us make faster, smarter decisions," he adds.

Rajat Vohra
CEO - India
Redington Limited

Vishal Hegde
Director – Sales
Ingram Micro India

Rajesh Goenka
CEO
Rashi Peripherals Ltd.

"Our infrastructure, combined with skilled talent and deep OEM partnerships, ensures that we're always ahead—ready to meet the dynamic demands of the Indian market."

Atul Gaur, Director, Savex Technologies Pvt. Ltd., details the company's deepening commitment to a future-ready portfolio. "We've recently partnered with key OEMs like MAXHUB (interactive panels), DELTA (UPS), HFCL (networking), CATO Networks (cybersecurity), LEADSQUARED (SaaS), and ALTERYX (data management)," he shares. "This aligns with our broader focus on cloud, hybrid IT, AI, cybersecurity, and productivity platforms."

Savex is embedding AI and automation across its operations. "We're using Agentic AI to automate repetitive workflows, upgrading our cloud-based marketplaces for better order management, and applying BI tools to enhance internal decision-making and partner support," Gaur explains. He notes that value-added distribution (VAD) remains a distinct and growing strategy. "Our trained pre-sales, post-sales, and TAC teams ensure end-to-end service. While consumer distribution evolves with digital processes, enterprise distribution is becoming increasingly solution-led, strategic, and differentiated."

Rajesh Kumar, Senior VP – Tech BU at Inflow Technologies, shares insights on the company's focus and agility. "Inflow has always played a pivotal role in the Indian IT distribution space, but the last 3–5 years have been about strategic recalibration," he states. "We operate within a $6 billion total addressable market and track our share through DTAM—Distributor Total Addressable Market—built entirely around vendors we've signed. Expanding that DTAM, while growing our share within it, has helped us reach mid-30% market share levels."

Central to this growth has been Inflow's sharp focus on strategic alliances. "Our recent partnerships with Ruckus Networks, Neat, and ViewSonic are more than vendor additions—they're deliberate moves to bolster high-growth areas like intelligent networking, hybrid collaboration, and next-gen visual technologies," says Rajesh. He emphasizes that future plans revolve around cloud-native services, cybersecurity, and edge computing—areas where enterprise needs are shifting rapidly.

What sets Inflow apart is its commitment to value-added distribution, not as a buzzword, but as a structured, five-pillar strategy. "Pre-sales, post-sales, TAC, Centre of Excellence, and our Learning Academy—these are not extras; they're essentials," Rajesh explains. "We don't just move boxes—we enable business transformation." With robust service delivery models and a skilled workforce, Inflow continues to bridge the gap between evolving technologies and real-world enterprise needs. "The line between distribution and value-add isn't blurred," he adds. "It's being redrawn—and we're defining where it goes next."

Sanjiv Krishen, Founder & CMD of Iris Global Services, reflects on 30 years of consistent growth. The firm is "among India's top 10 national IT distributors—consistently ranked 'Most Trusted,' 'Most Reliable,' and 'Most Channel-Friendly.'" The group closed the last fiscal at ₹3,200 crore and targets ₹4,000 crore this year.

Reflecting on the past 3-5 years, Krishen states, "Our growth across hardware, software, and cloud has been purposeful, with Make-in-India solutions powering large government and federal projects." Iris has doubled down on end-point compute, cloud, and software offerings to "shape future opportunities in India's ICT landscape."

Recent OEM alliances underline this conviction. Iris Global has added partners like HFCL, Persistent, TP-Link, Panasonic, Infinity Labs, among others. "These new alliances aren't just logos on our roster—they extend our ability to deliver cutting-edge, full-stack solutions across sectors," Krishen explains. In cloud, AI, and automation, Iris is equipping partners with robust, scalable platforms.

"We help enterprises integrate AI and cloud seamlessly, shrink time-to-market, and build recurring revenue streams," he adds.

Atul Gaur
Director, Savex
Technologies Pvt. Ltd.

Rajesh Kumar
Senior VP – Tech BU
Inflow Technologies

Sanjiv Krishen
Founder & CMD
Iris Global Services

Service excellence remains at the core of Iris's partner-first philosophy. According to Krishen, "Timely logistics, transparent operations, and proactive support are non-negotiable for us." He believes the distinction between traditional distribution and VAD remains "clear but evolving." "Iris bridges both worlds—logistics and reach of a national distributor, plus consulting, post-sales expertise, and value-added services," Krishen concludes. Meanwhile, strong financing partnerships help Iris support large deals and build resilience in challenging markets.

R Venkatesh, Co-Founder & Chief Revenue Officer, iValue Group, talks about the company's transformation from distributor to strategic advisor. iValue has grown at more than twice the industry CAGR over the past five years. "Our evolution from a product-focused business to an advisory-first, solution-led model has helped us scale across hardware, software, and especially cloud," he says. While hardware remains vital, the fastest traction comes from cybersecurity, cloud services, and application lifecycle management.

"By aligning OEM innovation with partner delivery, we've positioned ourselves as a trusted digital transformation enabler across sectors like BFSI, government, telecom, and manufacturing."

Partnerships are central to iValue's strategy. "In the last 18 months, we've added key alliances—including Google Cloud Platform, RSA, EDB, and Indian OEMs like E-Mudhra and Innspark," shares Venkatesh.

"Our collaboration with Thales further boosts our capabilities in identity, data protection, and software monetization across India, SAARC, and SEA." He notes that new OEMs are selected not just for portfolio expansion but for their ability to co-create relevant use cases.

Technology and people form the backbone of iValue's differentiation. "Our cloud-based Centre of Excellence hosts over 25 solution stacks for simulation and faster go-to-market," he explains. AI supports their Customer Lifecycle Centric Approach (CLCA), improving lead scoring, renewals, and upselling. "We employ over 300 experts, run iAcademy for certifications, and maintain labs for hands-on validation," says Venkatesh. On the role of distribution today, he concludes, "Traditional models focus on volume and logistics. We deliver validation, orchestration, and advisory. Distributors who don't add tangible value will get commoditized—those who do will lead the next growth wave."

Sundaresan Kanappan, VP and Country GM – India & ANZ at Tech Data APAC, highlights cloud, AI, and automation as central pillars. "Our Destination AI program gives partners a clear path to adopt and scale AI use cases across industries," he says.

He explains cloud platforms enable flexible, cost-effective deployment of AI workloads, while AI powers innovation in analytics, automation, and decision-making.

"We also combine AI with automation to simplify repetitive tasks, reduce errors, and accelerate service delivery," Sundaresan adds.

To ensure superior service, Tech Data blends global capabilities with local expertise. "Our Centres of Excellence support hands-on learning and solution validation, while dedicated technical experts offer full lifecycle support. Continuous enablement through training and certifications ensures our partners stay ahead," he notes. This integrated model helps partners deliver confidently in a fast-changing IT landscape.

Manoj Gupta, Managing Director of Fortune Marketing Pvt. Ltd., reflects on the company's expanding presence across IT peripherals, storage, networking, surveillance, and security solutions. "Over the past five years, we've strengthened partnerships with brands like HP, Acer, Lenovo, PNY, Tiandy, and Secureye, alongside software leaders such as McAfee and Norton. Although cloud adoption among Indian SMBs is still emerging, we are aligning with hybrid and cloud-ready solutions to secure long-term growth."

On partnerships and technology,

R Venkatesh
Co-Founder & Chief Revenue Officer, iValue Group

Sundaresan Kanappan
VP and Country GM – India & ANZ, Tech Data APAC

Manoj Gupta
Managing Director
Fortune Marketing Pvt. Ltd.

Gupta notes, "Partnerships remain vital to our strategy.

We are exclusive national distributors for several global and domestic brands, including HP, Acer, Tenda, Enter, Secureye, and PNY, with Lenovo and Tiandy as recent additions.

We continue seeking collaborations that introduce advanced technologies to India. By adopting cloud, AI, and automation, particularly in biometric and security solutions, we ensure real-time access, scalability, and seamless integration while improving sales and supply chain efficiency."

Discussing service and market trends, he adds, "We back our offerings with strong pre- and post-sales support, 24x7 helpline, and continuous partner training. The traditional line between distribution and value-added services is blurring.

At Fortune Marketing, we blend logistics strength with technical expertise and solution bundling, delivering greater value and maintaining competitiveness in a fast-evolving market."

Venkataraman D., Vice President – Sales & Strategy at Crayon Software Experts India, shares the company's platform- and partner-first approach. "We're not just enabling cloud and AI adoption — we're building repeatable frameworks, from GenAI blueprints to cost governance models, that help customers scale with confidence." By aligning closely with hyperscalers and packaging real-world use cases, Crayon helps partners and enterprises accelerate time-to-value while minimizing risk.

Service quality depends on specialization. "We've invested heavily in competency centers, partner enablement, and technical certifications. That gives us depth — and speed — when supporting complex migrations or incidents." Crayon's joint engineering sessions and centralized playbooks aim to ensure predictable delivery across its ecosystem.

On the evolving role of distribution, Venkataraman notes, "The line between distribution and value-added distribution is narrowing,

but value creation remains the differentiator. Scale alone isn't enough." Crayon integrates advisory, automation, and packaged services into its model while maintaining operational excellence.

To attract and retain talent, Crayon blends structured upskilling, partner-led learning, and outcome-based incentives. "Our teams grow by solving real partner challenges — not just through training modules," he adds. As demand shifts from CPU to GPU, Venkataraman sees opportunity: "GPU is not just hardware — it's a new consumption model. We're enabling partners with guidance, sizing, and flexible deployment options to future-proof their infrastructure."

Veeranna Ganigere, Regional GM – India & SAARC, Exclusive Networks India, discusses the company's journey over the past 3–5 years. "Exclusive Networks holds a high-teens share in India's security distribution market. We've shifted from 60% hardware to near parity with software, while cloud now accounts for 20–25% of revenues and growing rapidly."

Partnership expansion has been key. "We continue to add innovative cybersecurity vendors, focusing on cloud security, AI, OT, and IoT security. Our presence in AWS Marketplace and Microsoft's commercial marketplace enhances reach and consumption."

AI and automation play an increasing role in risk detection and remediation. "Our 24/7 service desk offers proactive threat management and faster incident response," Ganigere explains. "We blend extensive technical expertise with a partner-first approach—building trust and delivering measurable value."

He sees the market evolving rapidly: "The traditional distribution model is giving way to integrated service delivery and cloud-native consumption. Exclusive Networks is at the forefront of this transformation, leveraging technology and customer intimacy to lead."

Mohan Kumar T L, Director at TechKnowLogic Consultants India Pvt. Ltd. (Netpoleon India),

Venkataraman D.
Vice President – Sales & Strategy
Crayon Software Experts India

Veeranna Ganigere
Regional GM – India & SAARC,
Exclusive Networks India

Mohan Kumar T L
Director-TechKnowLogic Consultants
India Pvt. Ltd. (Netpoleon India)

emphasizes the company's niche focus as a young VAD completing a decade in the Indian market. "We have captured over 30% share in niche technologies like NGSOC, DDI, SASE, OT Security, and ITSM. Over the past three years, we've seen a major shift towards MSSP models and SaaS adoption, trends we expect to grow significantly."

He highlights new partnerships with global vendors including Ping Identity, Vectra, BrighterAI, and HPE Athonet for Private 5G. Leveraging cloud, AI, and automation, Mohan explains, "Cloud provides agility and scalability, AI drives smarter, personalized solutions, and automation ensures efficiency and consistency. Together, these technologies reduce costs and enhance customer experience."

TechKnowLogic differentiates itself by its clear understanding of distribution versus value-added distribution. "Traditional distributors focus on scale and logistics. We invest heavily in technology expertise, talent retention, and customer outcomes," he adds. "This distinction is critical as IT complexity increases, and partners demand more proactive support and consulting." Talent retention strategies include advanced training, career pathing, and a people-first culture.

Zakir Hussain Rangwala, CEO of BD Software Distribution Pvt. Ltd., highlights BD Soft's rapid growth as a cybersecurity VAD. "Our client base has expanded by over 40% in early 2025, driven by strategic OEM partnerships across secure file sharing, cloud threat detection, and advanced endpoint security," he says.

AI adoption accelerates risk identification and operational efficiency. "We've integrated AI tools to streamline threat intelligence and automate response, which has improved customer satisfaction and reduced time-to-resolution," Rangwala explains. "India's cybersecurity market rewards distributors who master both scale and value-add integration."

He also emphasizes the company's people-centric approach. "We invest in coaching, performance incentives, and a supportive culture, including programs encouraging women's participation and leadership," he adds. "Our focus on people translates into better partner relationships and business resilience."

Harikrishna Prabhu, COO of TechnoBind, highlights the company's specialization in data, security, and hybrid-cloud distribution. "We've scaled by focusing on use-case-driven growth, adding OEMs like Yotta for DRaaS, Cloudian for storage, and DNIF Hypercloud for security analytics."

TechnoBind embraces AI/ML, GPU acceleration, and edge computing as pillars of its future strategy. "AI/ML enables proactive security, predictive analytics, and automation in service delivery. GPU acceleration supports high-performance workloads essential for AI and data analytics," Prabhu explains.

Internally, TechnoBind uses automation in CRM, forecasting, and order processing to free teams for strategic initiatives. "Our enterprise-grade services combine distribution scale with co-engineering and solution validation, ensuring partners and customers receive end-to-end support," he adds.

Bharath Poovaiah, Business Head at Texonic Instruments, shares the company's evolution from a traditional product distributor to an integrated hardware, software, and cloud solutions provider. "We now offer advanced solutions including conversational AI, OT/IoT security, and cloud-based analytics," he says.

Poovaiah stresses automation and partner enablement. "We've embedded automation across processes for efficiency, accuracy, and speed. Training and enablement empower our partners to deliver complex solutions confidently."

He notes the changing customer mindset: "Today's customers demand measurable outcomes and business impact, not just products. This pushes distributors and VADs to lead with specialization, engagement, and co-innovation." Texonic is positioned to meet these demands through continuous investment in technology and people.

Zakir Hussain Rangwala
CEO, BD Software
Distribution Pvt. Ltd.

Harikrishna Prabhu
COO
TechnoBind

Bharath Poovaiah
Business Head
Texonic Instruments

TOP 10 TECHNOLOGY DISTRIBUTORS IN INDIA

REDINGTON LIMITED

Head of the Organization:	**RAJAT VOHRA**
Designation:	**CEO - India**
Annual Turnover: (2023-24):	**Rs. 89,610 Cr. Approx. (Global)**
	Rs. 41,740.56 Cr. (India & South Asia)
(2024-25):	**Rs. 99,562 Cr. (Global)**
	Rs. 49,643.58 Cr. (India & South Asia)

Future Roadmap: Redington prioritizes advancing its transition from a hardware-focused distributor to a comprehensive technology solutions provider specializing in software, cloud, and AI-driven innovations. The company aims to increase cloud and software contributions beyond 15% of total revenue by expanding OEM partnerships and scaling platforms like CloudQuarks and Red.AI to drive adoption. It emphasizes deepening reach in Tier 2/3/4 markets through structured partner engagement and enhanced digital platforms. Continued investment in talent development, digital capabilities, and partner enablement positions Redington to accelerate technology adoption and lead India's digital transformation journey.

INGRAM MICRO INDIA PVT. LTD.

Head of the Organization:	**FLAVIO MORAES JUNIOR**
Designation:	**MD and Chief Country Executive**
Annual Turnover: (2023-24):	**Rs. 40,154 Cr. Approx.**
(2024-25):	**Rs. 45,036 Cr. Approx.**

Future Roadmap: Ingram Micro India's future roadmap focuses on leveraging cloud, AI, and automation through its AI-driven Xvantage platform, enhancing operational efficiency and enabling partners to easily manage and purchase technology solutions. The company ensures superior service by investing in skilled teams and proactive technical support across hardware, software, and cloud. Ready for the market's shift from CPU to GPU, Ingram Micro collaborates with OEMs to provide scalable GPU solutions, bundles AI-ready infrastructure, and promotes AI-powered devices like laptops and PCs.

It also drives partner education and adoption for seamless integration of GPU-powered workloads and AI innovations

SAVEX TECHNOLOGIES PVT. LTD.

Head of the Organization:	**ANIL JAGASIA**
Designation:	**Chairman**
Annual Turnover: (2023-24):	**Rs. 32,250 Cr.**
(2024-25):	**Rs. 32,850 Cr.**

Future Roadmap: Savex Technologies plans to expand its OEM partnerships, adding comprehensive solutions in Cloud, Hybrid Cloud, Compute, Storage, Networking, Cybersecurity, AI automation, and Productivity suites. The company focuses on enhancing operational efficiency by migrating services to the cloud and leveraging Agentic AI to automate repetitive tasks. Upgrading marketplace platforms and implementing advanced BI and AI tools will drive better vendor support and lead generation. Savex continues investing in specialized pre-sales, business development, and post-sales teams, along with Technical Assistance Centres, to deliver superior service. Distinct strategies for consumer and enterprise distribution will remain central to its growth.

RASHI PERIPHERALS LTD.

Head of the Organization:	**RAJESH GOENKA**
Designation:	**CEO**
Annual Turnover: (2023-24):	**Rs 11,094.70 Cr.**
(2024-25):	**Rs 13,772.73 Cr.**

Future Roadmap: Rashi Peripherals (also known as RP tech) aims to deepen its value-added distribution model by expanding its cloud, AI, and automation offerings through strategic OEM partnerships.

The company will continue investing in advanced technologies like real-time analytics, SAP HANA, and CRM systems to enhance supply chain efficiency.

With a focus on workforce development, it plans to scale training programs and cross-functional exposure. Strengthening its presence across India, Rashi Peripherals is committed to delivering 360-degree support, fostering long-term customer relationships, and driving innovation to remain a leading ICT distribution player in the evolving digital ecosystem.

SUPERTRON ELECTRONICS PVT. LTD.

Head of the Organization:	**V K BHANDARI**
Designation:	**CMD**
Annual Turnover: (2023-24):	**Rs. 6,700 Cr.**
(2024-25):	**Rs. 7,000 Cr.**

Future Roadmap: SEPL has an ambitious future roadmap focused on expanding expertise in Surveillance, ProAV, Data Center Storage, and Cloud Applications to support India's growing IT market. The company plans to enhance partner enablement through comprehensive training and technical support. It will integrate AI, IoT, and edge computing into its solutions to meet emerging technology demands. Strengthening supply chain resilience and promoting sustainable IT practices are priorities. SEPL aims to diversify cloud offerings and improve digital infrastructure solutions.

Through trusted OEM partnerships and value-added services, SEPL will drive digital transformation and empower its channel ecosystem.

TECH DATA, INDIA –A TD SYNNEX COMPANY

Head of the Organization:	**SUNDARESAN KANAPPAN**
Designation:	**VP & Country General Manager**
Annual Turnover: (2023-24):	**Rs. 6,640 Cr. (India)**
(2024-25):	**Rs. 7,000 Cr. Approx (Estimated)**

Future Roadmap: Tech Data India is focused on accelerating cloud, AI, and automation adoption through the Destination AI program, empowering partners to explore and scale AI-driven innovations across industries. Leveraging secure, scalable cloud platforms ensures agile and cost-effective solutions. Expansion of the Centre of Excellence will enhance hands-on labs and proof-of-concept workshops to build technical confidence. Continuous partner enablement through training and certifications supports evolving market needs.

Combining global expertise with local support, Tech Data India drives differentiated, future-ready solutions that deliver strong business outcomes in a competitive IT environment.

INFLOW TECHNOLOGIES PVT. LTD.

Head of the Organization:	**BYJU PILLAI**
Designation:	**Group Managing Director**
Annual Turnover: (2023-24):	**Rs. 5,000 Cr. (Approx)**
(2024-25):	**Rs. 5,800 (Approx. Runrate)**

Future Roadmap: Inflow Technologies is charting its future around strategic expansion into cloud-native solutions, advanced cybersecurity, edge computing, and IoT. The company plans to deepen engagements with existing OEMs while onboarding high-potential vendors aligned with transformative technology trends. Its focus will remain on enabling partners with end-to-end technical support, solution design, and continuous skill development through its TAC, Centre of Excellence, and Learning Academy. Inflow aims to move beyond transactional distribution—delivering integrated, outcome-driven solutions that empower its channel ecosystem and reinforce its position as a trusted, value-centric partner in India's evolving ICT landscape.

IRIS GLOBAL SERVICES PVT. LTD.

Head of the Organization:	**SANJIV KRISHEN**
Designation:	**CMD**
Annual Turnover: (2023-24):	**Rs. 2,700 Cr.**
(2024-25):	**Rs 3,200 Cr.**

Future Roadmap: Iris Global's future roadmap focuses on scaling revenue beyond Rs 4,000 crore by deepening its portfolio in cloud, AI, automation, and GPU-based computing.

The company aims to strengthen its position in government and federal projects through Make in India solutions and strategic OEM alliances with brands like HFCL, TP-Link, Haltdos, and Panasonic.

Continued investments in channel financing partnerships will ensure seamless project execution, while regular training and upskilling programs will keep teams aligned with emerging technologies.

By combining the scale of traditional distribution with value-added services, Iris Global is committed to empowering partners and driving sustainable digital transformation across India.

IVALUE INFOSOLUTIONS PVT. LTD.

Head of the Organization:	**SUNIL KUMAR PILLAI**
Designation:	**CMD**
Annual Turnover: (2023-24):	**Rs. 2,300 Cr.**
(2024-25):	**Rs. 3,300 Cr.**

Future Roadmap: iValue aims to scale its advisory-led distribution model by deepening OEM alliances across cloud, cybersecurity, DevSecOps, and GPU-based infrastructure.

The company will continue expanding its solution stacks with partners like Google Cloud, RSA, Thales, and EDB, co-creating real-world use cases for regulated and innovation-driven sectors. Its future roadmap includes advancing the Center of Excellence, growing iAcademy certifications, and driving AI-powered automation across sales and support cycles.

With a shift toward recurring revenue, pre-validated solutions, and strategic advisory services, iValue is positioned to lead digital transformation across BFSI, government, telecom, and enterprise segments in India and SEA.

BEETEL TELETECH LIMITED

Head of the Organization:	**SANJEEV CHHABRA**
Designation:	**MD & CEO**
Annual Turnover: (2023-24):	**Rs. 1,014 Cr.**
(2024-25):	**Rs. 2,100 Cr.**

Future Roadmap: Beetel Teletech's future roadmap for FY 2025-26 focuses on expanding domestic manufacturing and product development under the Make in India initiative.
The company aims to strengthen its enterprise solutions portfolio and customer premises equipment refurbishment business, diversifying revenue streams. It plans to enhance its distribution network and forge new partnerships with global OEMs to bring advanced networking and digital infrastructure solutions to the Indian market.

Beetel is committed to scaling operations, innovating product offerings, and accessing emerging technology segments such as fixed wireless and software-defined networking to capture growth opportunities in the evolving telecom and enterprise sectors.

THE NEW-AGE CMO: INSIGHTS, IMPACT, AND INNOVATION

ADITYA KHEMKA

AJAY KUMAR

AMRITA THAPAR

ANINDITA DAS VELURI

ANISH THAMBI

ANUJ SHARMA

ARJUN LAXMINARASU

ARPITA SENGUPTA

ARVIND SAXENA

BURZEEN VAKIL

DR. DAMODAR SAHU

KAUSTUBH CHANDRA

KUSHAGRA SHARMA

MOHAMMED ANEEZ

MUKESH BAJPAI

NIKHIL MEHROTRA

NIPUN SHARMA

PAWAN AWASTHI

RAHUL NAUTIYAL

RAJ INTHA

RAJAT ABBI

RISHIKESH KANE

SANJAY CHAUDHARY

SOUMIT BHATTACHARYYA

VIREN WADHWA

CMOs: From Marketers to Master Builders of Growth

From Campaign Execution to Boardroom Influence:
Marketers as Strategic Enablers in India's Digital Economy

In today's dynamic and digitally driven business environment, marketers have undergone a profound transformation. No longer limited to being brand custodians or communication specialists, they have emerged as strategic enablers at the core of organizational growth. Across industries, but particularly in India's booming technology sector, marketers are driving business innovation, shaping customer experiences, and accelerating digital adoption. Their role is no longer confined to storytelling; it now extends to building ecosystems, leveraging data, and creating measurable impact that aligns directly with business objectives.

The Convergence of Technology and Marketing in India's Digital Economy

India, one of the fastest-growing digital economies in the world, provides a fertile ground for this evolution. With over 800 million internet users, widespread smartphone penetration, and the government's push through initiatives like Digital India, the opportunities for marketers have expanded exponentially. Technology has blurred the lines between brand engagement, customer experience, and business outcomes. Marketers today must understand cloud, AI, data analytics, social media platforms, and MarTech tools as deeply as they understand customer psychology. This convergence of technology and marketing is defining how businesses in India connect with their customers, scale their operations, and build resilience in an increasingly competitive marketplace.

AI, Data, and Hyper-Personalization: Meeting the New Consumer Expectations

The rise of consumer technology adoption has been a game-changer. From online shopping on Flipkart and Amazon to digital payments through UPI and Paytm, Indian consumers today expect seamless, personalized, and real-time experiences. This shift has forced marketers to embrace digital-first strategies, where campaigns are not just about reach and recall but also about delivering hyper-personalized interactions across touchpoints. Artificial Intelligence (AI) and Machine Learning (ML) are now being deployed to analyze consumer behavior, predict trends, and create highly targeted campaigns that drive conversion. Marketers are leveraging automation tools, chatbots, and data-driven content strategies to meet customer expectations at scale.

Marketers as Growth Architects and Ecosystem Builders

Equally significant is the role of marketers in business-to-business (B2B) technology enterprises. As Indian IT services, SaaS startups, and global

technology companies expand their footprint, marketing has become central to positioning India as an innovation hub. From Infosys and TCS to emerging unicorns like Zoho and Freshworks, marketing leaders are actively shaping global perceptions of Indian companies. Here, marketers are not only storytellers but also growth architects—building trust with international clients, showcasing India's technological prowess, and driving adoption of digital products and services.

The post-pandemic landscape further accelerated this evolution. Remote work, digital collaboration, and virtual selling became mainstream, requiring marketers to rethink engagement models. Webinars, virtual conferences, and online product launches replaced traditional formats, and marketers stepped up to design immersive digital experiences. They became champions of digital transformation within their organizations, guiding leadership on how to use technology to stay relevant and competitive.

Another key dimension is customer engagement in regional and diverse markets. India's linguistic and cultural diversity presents both opportunities and challenges for marketers. While urban consumers are adopting 5G, AR/VR shopping, and AI-enabled recommendations, rural India is experiencing its own digital revolution through affordable data plans and vernacular content platforms. Marketers need to balance global messaging with hyperlocal engagement, often leveraging regional influencers, community-driven campaigns, and language-specific content. Here, technology plays a vital role in scaling personalized engagement to millions of consumers across the country.

Building Trust, Purpose, and Ecosystems

At the same time, marketers in India are becoming custodians of trust and purpose. With rising concerns about data privacy, sustainability, and ethical business practices, today's consumer expects brands to be responsible and transparent. Marketers are leading the narrative on sustainability goals, green technology, and inclusive growth—ensuring that businesses not only sell products but also stand for something meaningful. They are using digital platforms to amplify these messages and foster deeper emotional connections with customers.

The interplay between partnerships and ecosystems is another area where marketers are playing a transformative role. With India becoming a hub for global cloud providers, AI innovators, and fintech disruptors, marketers are instrumental in shaping collaborative ecosystems. By working closely with technology partners, government bodies, and industry associations, marketers are helping build trust in India's digital future while ensuring businesses remain relevant in a rapidly shifting global economy.

Ultimately, the Indian marketer's role has expanded from executing campaigns to influencing boardroom decisions. They are integral to product innovation, go-to-market strategies, customer retention, and revenue growth. Their expertise lies not just in creativity but also in interpreting data, leveraging MarTech, and connecting the dots between technology and business outcomes.

Moving forward...

As India continues its march toward becoming a $1 trillion digital economy, the role of marketers will only grow in significance. They are not just enabling digital transformation but also defining the narrative of India's technology-driven growth story. In this landscape, marketers stand as the bridge between innovation and adoption, between businesses and consumers, and between India's digital potential and its global impact. VARINDIA spoke to some of the prominent industry's marketer, below are the excerpts…

MARKETERS ARE DRIVING GROWTH, DIGITAL TRANSFORMATION, AND INNOVATION

RISHIKESH KANE
Deputy General Manager, Marketing- Brother International (India) Pvt. Ltd.

❝At Brother India, I've seen marketing evolve far beyond a traditional support role into a true growth engine at the heart of our business strategy. My team and I act as the vital link between market intelligence and business innovation, working hand in hand with sales, product, and service functions. Together, we shape product roadmaps, reimagine customer experiences, and drive digital transformation—while also creating demand, strengthening partner ecosystems, and unlocking new revenue streams.

I believe in accountability, and our contribution is measured through a robust KPI framework that blends both brand and business metrics. On the business front, we track lead conversion rates, customer acquisition costs (CAC), campaign ROI, and marketing-sourced revenue. For brand performance, we focus on customer retention, NPS, social listening insights, and favorability scores. We also monitor e-commerce traction and Tier 2/3 market adoption, which reflect our expanding reach in India.

Using AI, Analytics, and Automation

AI, analytics, and automation have become central to how I lead marketing at Brother India. Predictive analytics helps us segment users more effectively and personalize campaigns in real time. We also rely on AI for performance forecasting, sentiment analysis, and creative optimization, enabling us to drive engagement while lowering acquisition costs. Our automation stack powers end-to-end lifecycle journeys, ensuring we stay connected with customers from onboarding to re-engagement.

Marketing as a Transformation Partner

I see marketing as a key architect of Brother India's digital transformation journey. We've enhanced CRM intelligence, digitized customer support through WhatsApp and chatbots, and built digital content hubs for partners. By integrating analytics across systems, we've created agility and seamless omnichannel engagement. For me, marketing is no longer just about communication—it's about being a transformation partner.

Looking ahead, I believe the role of the CMO will expand further, sitting at the intersection of technology, data, and brand purpose. Future CMOs will take ownership of customer intelligence, sustainability, and digital governance, balancing creativity with business acumen. My vision is clear: to drive both short-term growth and long-term brand equity in a digital-first, purpose-driven world. ❞

FROM PROMOTION TO PURPOSE: MY JOURNEY REDEFINING MARKETING AT CP PLUS

ADITYA KHEMKA
Managing Director, CP PLUS (Aditya Infotech Ltd.)

❝ When I look at how my role at CP PLUS has evolved, it's clear that marketing has shifted from traditional promotion to strategic leadership. What was once focused on campaigns and visibility is now about shaping the organization's future. I see marketing as a core enabler of growth, innovation, and trust, directly influencing product positioning, partnerships, and national priorities like Make in India, smart cities, and homeland security. For me, it's no longer about the "how" of promotion but the "why" of purpose—connecting innovation with relevance and building bridges between technology and people. Every campaign today is not just communication but a step toward making CP PLUS a global surveillance leader and a trusted nation-building partner.

Measuring Impact Beyond Numbers

I believe marketing must prove its value not just in awareness but in growth, equity, and influence. At CP PLUS, we track metrics like lead velocity, MQL-to-SQL conversions, opportunity progression, and pipeline health, which highlight marketing's direct contribution to revenue. Our Partner Sentiment Index measures the trust and activation of our channel ecosystem, while digital engagement metrics—from CTRs to sentiment analysis—help us fine-tune narratives for diverse audiences. Awards like Brand of the Decade reflect the equity we've built, but I define success by how well marketing nurtures demand, strengthens ecosystems, and amplifies India's innovation story.

Marketing as the Architect of Digital Transformation

In our digital transformation journey, marketing acts as both architect and accelerator. My role is to translate technological milestones—from STQC certifications to IPO achievements—into stories stakeholders can connect with. Beyond narrative building, we actively onboard partners and customers onto digital platforms, cloud solutions, and training modules, ensuring adoption and confidence. By embracing digital-first go-to-market strategies, such as virtual launches and interactive webinars, we bring innovation closer to end users. Internally, I drive a digital culture with analytics, collaboration, and data-driven decision-making, making marketing the connective tissue of our transformation.

Looking ahead, I see myself—and future CMOs—at the crossroads of technology, data, and purpose. Our mandate is to balance creativity with business acumen, deliver measurable impact, and build long-term brand equity while contributing to India's digital growth story. ❞

SHAPING THE FUTURE OF MARKETING WITH AI AT CYBLE

RAJ INTHA
Global Marketing Director, Cyble Infosec India Pvt. Ltd.

❝ When I first started my career, marketing was about campaigns, lead generation, and tracking numbers. Over time, my role has evolved into something much broader. At Cyble, marketing is no longer a silo; it is deeply embedded in the company's growth strategy. I work as closely with Sales, Product, and Finance as I do with my own team. For me, marketing today isn't just about visibility — it's about fueling the pipeline, strengthening partnerships, and positioning Cyble as a global leader in cybersecurity.

To measure our impact, I've moved beyond counting leads to focusing on metrics that truly reflect growth. MQL-to-SQL conversions, win rates, and deal velocity show whether we are enabling revenue. At the same time, I monitor brand trust and credibility — industry recognitions from Gartner, Forrester, and G2 are powerful proof points that our marketing efforts are building authority and confidence in Cyble.

AI and Data-Driven Marketing: Powering Growth with Blaze AI

AI has become the backbone of how I run marketing. We use AI-driven tools for campaign optimization, lead scoring, and spend efficiency, but what truly sets us apart is our in-house Blaze AI. Blaze doesn't just power our cybersecurity products; it also empowers my team to predict outcomes, personalize at scale, and make smarter, faster decisions. Combined with automation through CRM platforms and advanced analytics, this AI-driven approach allows us to run global campaigns with agility and precision. For me, AI isn't about replacing people; it's about enhancing human creativity and strategy with intelligence.

From Campaigns to Strategy

Marketing has also been at the forefront of Cyble's digital transformation. It's not only about digitizing campaigns but about creating digital-first experiences that build trust even before a sales conversation begins. From thought leadership ecosystems to partner-first communities like GrowCon, we've used marketing to tell our AI-native story and showcase how Cyble is shaping the future of cybersecurity.

Looking ahead, I see the CMO of the future as a growth architect powered by AI. With the explosion of data and intelligent platforms, tomorrow's marketing leaders must balance creativity with AI-driven insights. At Cyble, we are already blending storytelling with data validation through Blaze AI — enabling us to forecast pipelines, understand customers better, and scale personalization. The future CMO will not just be a brand custodian, but an AI-enabled strategist shaping revenue, product direction, and even investor confidence. ❞

MARKETERS AT DATA SAFEGUARD ARE DRIVING GROWTH, TRUST, AND COMPLIANCE IN THE AI ERA

DR. DAMODAR SAHU
Chief Growth Officer, Data Safeguard India

"When I began my journey in marketing, the role was largely about campaigns and communication. Today, at Data Safeguard, marketing has transformed into a strategic leadership function that directly shapes business outcomes, product adoption, and ecosystem trust. In an era where data privacy violations cost companies billions—with Google, Facebook, and others paying record settlements—marketing cannot remain limited to visibility. It must bridge the gap between technology, compliance, risk management, and customer confidence. Every narrative we shape has implications not just for brand perception but also for enterprise resilience and long-term trust.

AI-Powered, Trust-Driven Growth

AI, automation, and analytics now power nearly every aspect of how I lead marketing. At Data Safeguard, we use our patented CCE® Responsible & Ethical AI to drive both product innovation and marketing intelligence. This allows us to optimize campaigns in real time, personalize at scale, and transform complex compliance challenges into actionable business decisions for our customers. It's a model where AI, analytics, and marketing converge to enable trust-driven growth. By aligning our storytelling with the same intelligence that protects enterprises, marketing positions Data Safeguard not just as a privacy solutions provider but as a strategic partner for global businesses navigating regulatory complexity.

The CMO as a Strategic Architect

Looking ahead, I believe the CMO's role is evolving into that of a growth and trust architect. Success can no longer be defined only by leads or impressions—it's about how effectively marketing helps organizations manage risk, build trust, and innovate responsibly. At Data Safeguard, marketing informs strategy, guides product design, and ensures that every solution, like our ID-PRIVACY® platform (deployable in just two weeks with ROI in four), is grounded in Privacy by Design. This ensures that marketing is not a support function but a compass for ethical, AI-driven, compliance-forward growth.

For me, marketing at Data Safeguard is mission-critical. It's about turning complex privacy challenges into strategic advantage, ensuring we protect enterprises while enabling them to grow with confidence. The future CMO, in my view, will not only be a storyteller but also a guardian of trust and resilience, balancing creativity with intelligence and shaping the future of ethical, AI-enabled business growth. "

MARKETING 2.0: FUELING TOMORROW'S GROWTH

MOHAMMED ANEEZ
Marketing Manager, Exclusive Networks

"When I look back at how marketing has evolved at Exclusive Networks India, the transformation is remarkable. What once revolved around visibility, events, and communication is now deeply embedded in the core of our business strategy. Marketing has become a true growth enabler — working hand-in-hand with sales to open new markets, align campaigns with organizational priorities, and leverage customer insights to shape go-to-market strategies. My team and I aren't just creating awareness; we're driving demand generation, empowering partners, and influencing high-level buying decisions in the cybersecurity space. In such a competitive environment, our responsibility extends far beyond promotion — it's about accelerating technology adoption, building trust, and positioning Exclusive Networks as a leader in secure digital transformation.

Measuring What Truly Matters

For me, marketing impact must be spoken in the language of business outcomes. At Exclusive Networks India, we focus on metrics like ROI on campaigns, cost per qualified lead, deal acceleration, and partner satisfaction. Every campaign we design is evaluated on whether it fuels revenue growth, expands wallet share, or strengthens partner loyalty. Vanity metrics have no place in our framework; success is defined by sales velocity and partner success. If a campaign doesn't help our partners book more meetings or grow their footprint with customers, it hasn't done its job. By tying marketing outcomes directly to business growth, we've firmly positioned marketing as a revenue driver rather than a cost center.

Powering Digital Transformation

Marketing also plays a central role in our digital transformation journey. It's not only about promoting products — it's about shaping how disruptive cybersecurity and networking solutions are perceived and adopted across the ecosystem. By building demand-generation engines, thought leadership platforms, and digital engagement frameworks, we enable both our vendors and channel partners to succeed. Every initiative is designed to reflect our brand's values of agility, innovation, and security leadership. Whether through partner enablement programs, co-innovation campaigns, or digital-first storytelling, marketing ensures that Exclusive Networks is seen not just as a distributor but as a trusted partner in accelerating secure digital transformation for enterprises in India.

In essence, marketing at Exclusive Networks India has evolved into a strategic growth engine. It fuels revenue, accelerates adoption, builds trust, and ultimately positions us as a leader shaping the future of cybersecurity in one of the most dynamic markets in the world. "

FOR INFLOW, MARKETING AS THE CATALYST FOR GROWTH AND TRANSFORMATION

SOUMIT BHATTACHARYYA
Sr. VP – Services & Marketing, Inflow Technologies Pvt Ltd.

❝ Over the years, I've witnessed marketing in ICT distribution evolve from being a support function to becoming a strategic growth enabler. For me, marketing is no longer about promoting products—it's about driving business outcomes, shaping ecosystems, and influencing innovation.

From Promotion to Purpose

My role has shifted fundamentally. We've moved from product promotion to solution storytelling, helping partners and customers see technology as a business enabler. Marketing is not just channel support anymore—it's about building ecosystems through co-marketing, joint campaigns, and strong partnerships. The focus has expanded from awareness to demand generation, using data-driven strategies that accelerate sales, create revenue streams, and strengthen long-term loyalty. Our "techfluential" edge influences market expansion, vendor alignment, channel readiness, and technology mapping, supported by pre- and post-sales initiatives, our Center of Excellence, and the Inflow Academy.

Driver of Digital Transformation

At Inflow, marketing plays a pivotal role in our digital transformation journey. We lead with customer-centricity, ensuring personalized engagement, relevant messaging, and data-driven insights that meet evolving partner expectations. Collaboration across sales, product, and technology teams ensures consistency and strategic alignment. Most importantly, marketing is where innovation takes root—we pilot and scale new initiatives in automation, AI, and content innovation, ensuring our brand stays agile and future-ready. In this way, marketing doesn't just adopt digital tools—it actively shapes how we connect, deliver value, and remain competitive.

The Future

Looking ahead, I see the Chief Marketing Officer's role as one of the most strategic in ICT distribution. A CMO must go beyond brand stewardship to become a growth architect, innovation catalyst, and transformation leader. The responsibility lies in translating complex technologies into compelling value propositions, building trust across ecosystems, and using data insights to predict demand and personalize engagement at scale. Above all, the CMO is the connector—aligning sales, product, vendor, and operational teams to drive agility and accelerate outcomes.

At Inflow, I embrace this expanded role fully. Marketing is no longer the storyteller on the sidelines—it is the architect of growth, the bridge between technology and business value, and the driving force behind transformation. ❞

MARKETING EVOLUTION: FROM LEGACY MARKETING TO FUTURE-READY LEADERSHIP

AJAY KUMAR
Head of Global Marketing, ManageEngine

❝ Over nearly three decades as a marketer, I have witnessed a profound transformation in the art and science of brand building. My journey began with traditional marketing—advertisements, PR, and events—but has evolved to embrace the game-changing impact of digital platforms, influencer partnerships, podcasts, and social media. The biggest challenge is harmonizing our brand message across every channel, ensuring relevance not just globally, but also within regional and cultural contexts.

Leading the marketing function in a B2B technology organization presents unique complexities, especially when compared to B2C brands. While our primary audience consists of IT decision makers, our communication must also resonate with wider audiences, stripping away technical jargon and making our message accessible to everyone. Gone are the days of generic campaigns; each initiative is now tailored, mindful of local sentiments and audience diversity, which keeps our communication authentic and impactful.

Digital Transformation and Customer-Centricity

At ManageEngine, our marketing operates under a hub-and-spoke model. The central 'hub' manages corporate activities like web and brand presence, PR, analyst relations, and events, while the 'spokes' focus on individual product marketing, SEO, SEM, and supporting collateral. Seamless collaboration between these teams is vital for a consistent digital experience across all channels—web, mobile, social, email, and even offline touchpoints.

We have empowered our teams with homegrown marketing automation platforms, centralized digital repositories for brand assets, and transparent analytics, making it easier to deliver a cohesive customer journey and measure the impact of every effort. Information-sharing across the organization has become the backbone for both consistency and innovation in our outreach.

CMOs as Architects of the Future

As we enter the AI age, the landscape is shifting as Gen Z and, soon, Gen Alpha become key decision-makers and consumers. It is now a core responsibility for CMOs to adapt and future-proof the business, leveraging data analytics and predictive modeling to personalize customer journeys, shape the product roadmap, and align corporate strategy for lasting impact.

The integration of AI—such as automated agents for faster customer response and AR/VR at trade shows—enhances customer engagement while boosting efficiency. Equally crucial is embedding sustainability into the heart of our operations, with initiatives like sustainable gifting and paperless events. CMOs today must drive these changes, paving the way for organizations to stay relevant, resilient, and responsible in an ever-evolving digital landscape. ❞

FROM BRAND CUSTODIAN TO GROWTH ARCHITECT: THE EVOLVING ROLE OF THE CMO

ARVIND SAXENA
CMO, NEC Corporation India

❝ The role of a CMO today is fundamentally different from what it was, a decade ago. Marketing is no longer about managing perception or running campaigns. It is about being a growth architect, a cultural compass, and a risk mitigator. The leadership style itself has evolved from command and control - to a wider orchestration. The modern CMO is an integrator who aligns the corporate machinery of an organisation - Legal, Finance, HR, IT, CSR, Quality, Product, SCM and other functions towards a 'shared purpose'. This cross-functional partnership is crucial for aligning medium and long-term goals, fostering innovation, and building a future-ready organization. As a strategic partner influencing product design, policy engagement, and brand trust, a CMO plays a pivotal role in the overall organizational growth.

Purpose-Led Branding as the North Star

It is about owning the brand like a founder, ensuring it is not just a logo, but a living promise inside and outside the company. I believe, purpose-led branding and communication is the North Star that guides decisions, sits at the heart of all we do, inspires teams, and connects authentically with customers & partners. It is no longer enough to sell products; brands must stand for something meaningful, reflected in the story of impact. In fact, studies show that 63% of product discovery in the present times is driven by influencers who build trust beyond traditional advertising. Contemporary marketing must be data-driven yet human, powered by AI and automation, but always ethical and purpose-aligned.

Impact Over Titles

The future CMO will be less about titles and more about impact. Their role in 2030 will not be to just build brands; they will shape new-age business models, tell stories with data and lead with purpose. ❞

THE ROLE OF CMO'S GETTING REDEFINED IN A DIGITAL-FIRST WORLD

ARPITA SENGUPTA
Director and Head of Marketing & Communications, Red Hat, India

❝ Over the years, my role as a Chief Marketing Officer has evolved far beyond campaigns, execution, or even brand building. At Red Hat, marketing is no longer a support function—it is a strategic growth engine that directly shapes business outcomes. My focus is on aligning marketing with customer needs, partner ecosystems, and organizational priorities. To do this, I need to understand market dynamics, emerging technologies, and customer journeys in depth. Marketing today is about creating a 360-degree communication framework that connects the dots between innovation, business goals, and brand purpose, ensuring our storytelling reflects authenticity and impact.

AI and Analytics as Core Growth Enablers

AI, automation, and analytics are at the heart of how I scale marketing with both precision and purpose. At Red Hat, we use AI-driven data models to track micro-trends, predict customer needs, and optimize campaigns in real time. Automation allows us to streamline repetitive tasks while keeping the focus of my teams on creativity, strategy, and building stronger customer and partner connections. Analytics helps us fine-tune everything—from content relevance to partner engagement—ensuring that each initiative is measurable and meaningful. Staying true to Red Hat's open-source ethos, I see these technologies as enablers, not replacements. They empower us to deliver marketing that is efficient, inclusive, and deeply human-centered.

The Future CMO: Growth Architect and Innovation Partner

Looking ahead, I believe the CMO of the future will not just be a storyteller but a growth architect at the intersection of business, technology, and customer experience. Our role will extend into ecosystem building, innovation leadership, and trust creation. With AI and digital platforms becoming central to business models, CMOs must balance data-driven insights with human creativity and apply an ethical lens to technology adoption. I see the most successful CMOs becoming co-strategists alongside CEOs and CIOs, aligning brand purpose with business strategy, societal impact, and sustainable growth.

In essence, the role of a modern CMO is no longer confined to visibility or promotion. It is about shaping long-term value, building resilient ecosystems, and leading with both intelligence and empathy. At Red Hat, I am proud to be part of this transformation—where marketing is as much about enabling business outcomes as it is about inspiring trust, innovation, and purposeful growth. ❞

MARKETING AS A PROFIT CENTER: VEEAM REDEFINING LEADERSHIP

KUSHAGRA SHARMA
Director and Head of Marketing - India and SAARC, Veeam Software

❝ Over the years, my role as a marketer has shifted from being about campaigns and communications to becoming a true catalyst for business strategy. At Veeam, marketing is no longer about visibility alone; it is a growth engine directly accountable for outcomes. In a world of information overload, agility and hyper-personalization are key to cutting through the noise. My focus today is on aligning purpose, policy, partnerships, progress, platforms, and people to drive relevance, growth, and long-term trust.

AI, Data, and the Human Edge

AI, automation, and analytics have become indispensable in shaping modern marketing at Veeam. We use AI-driven insights to predict customer needs, personalize journeys, and optimize campaigns in real time. But I believe technology must always coexist with human creativity and ethical oversight. Our philosophy is simple: test, implement, learn, and recalibrate. Whether it's automating workflows, using AI to generate content, or leveraging data to personalize customer experiences, we ensure the human-in-the-loop principle remains central. The fusion of AI with human judgment allows us to build efficiency while protecting authenticity and trust.

Metrics, too, reflect this evolution. I no longer measure impact through vanity numbers; instead, we track brand equity, customer lifetime value (CLV), marketing ROI, and marketing-sourced pipeline alongside traditional business metrics such as revenue growth and retention. Marketing is now firmly positioned as a profit center—driving measurable business impact across every stage of the value chain.

Driving Digital Transformation and Future Leadership

Marketing is at the heart of Veeam's digital transformation journey. Our role spans three core areas: building hyper-personalized customer experiences, turning data into predictive intelligence, and enabling ecosystems of partners and sales teams through digital platforms. Campaigns like Bharat CyberSuraksha and Cyber Sakshar Bharat are examples of how purpose-driven marketing can shape national conversations while driving business progress.

Looking ahead, I believe the CMO will no longer be seen as a custodian of brand, but as a central architect of growth. The winning CMOs will embrace AI-first strategies while staying human-centric, ensuring every innovation is rooted in trust and empathy. The ability to balance data-driven precision with creativity and purpose will define the future of marketing leadership. At Veeam, I see marketing not just as a driver of demand but as a strategic partner shaping ecosystems, building trust, and leading the next phase of growth. ❞

SHAPING NARRATIVES, DRIVING OUTCOMES: THE NEW ERA OF MARKETING AT YOTTA

VIREN WADHWA
EVP & CMO, Yotta Data Services Pvt. Ltd.

❝ When I began my journey, marketing was primarily about execution—ATL, BTL, field events, and tactical campaigns. The focus was on creating visibility and generating noise. Over time, however, the role has expanded into orchestrating multiple levers: digital campaigns, press engagement, partner ecosystems, government outreach, and thought leadership platforms, all tied together under one cohesive strategy.

The Expanding Role of Marketing

Today, marketing is not just about generating leads but also shaping how the company is perceived by regulators, enterprises, startups, and even academia. It's no longer about asking which channel to use, but rather what position we want to hold in the future of the industry.

At Yotta, we measure marketing's impact through four core levers: demand generation, revenue contribution, brand strength, and ecosystem influence. On the demand front, we focus on Marketing Qualified Leads (MQLs), their conversion into Sales Qualified Leads (SQLs), and the share of pipeline sourced or influenced by campaigns, events, and content. Revenue impact is tracked through marketing-sourced and influenced revenue, ensuring clear accountability. Brand leadership is assessed through share of voice, brand recall, analyst coverage, media visibility, and engagement at flagship events. Digital performance is measured through campaign ROI, website growth, SEO success, social engagement, and content consumption.

Measuring Impact Through Ecosystem Influence

Ecosystem influence is equally critical. We track penetration into priority sectors, partner-led growth with technology leaders like Microsoft and NVIDIA, and customer advocacy through case studies and references. Loyalty metrics such as NPS further highlight the strength of these relationships. Together, these measures ensure marketing directly fuels growth, with the ultimate north star being the percentage of pipeline and revenue sourced or influenced by marketing.

Marketing also plays a central role in digital transformation. It is both storyteller and bridge, translating complex technologies into narratives that resonate across enterprises, government, and academia. More importantly, marketing provides feedback from every campaign, event, and interaction, shaping strategy and identifying opportunities. As AI and analytics mature, marketing will increasingly help anticipate customer needs, uncover patterns, and guide transformation efforts with precision.

I believe marketing sits at the very heart of innovation and growth. It connects technology, people, and partners, while building the trust and awareness that allow change to scale. Marketing is not on the sidelines—it is at the center of driving meaningful impact. ❞

Hikvision's Smart Entrance & Exit Management Solutions with AI-Powered Boom Barriers

In today's fast-paced world, smart entrance and exit management solutions are becoming essential for traffic safety, transport security, and efficient access control. Hikvision, a global leader in security technology, has introduced its AI-powered Smart Entrance & Exit Management Solutions, designed to optimize vehicle access management and traffic flow across diverse environments.

These solutions integrate advanced boom barrier gates, offering a hands-free, automated approach to vehicle entry and exit. With customizable boom pole options, businesses and organizations can tailor access control to their specific needs, making it ideal for residential complexes, corporate business parks, malls, industrial facilities, toll plazas, and healthcare institutes.

WHY BOOM BARRIERS MATTER

Boom barriers are more than just gates—they are critical tools for security, convenience, and automation. Hikvision's boom barriers come in multiple variants:

Telescopic Straight Boom Arm – perfect for standard entry/exit lanes.

Folding Boom Arm – designed for underground parking with height restrictions.

Fencing Boom Arm – adds extra safety, even restricting wild animals.

SMART INTEGRATIONS & FEATURES

Object Detection Radar: Ensures safety by detecting vehicles, pedestrians, and cyclists, unaffected by dust, rain, or snow.

Three-Wire Manual Switch: Provides manual control for barrier start, stop, and pause.

AI & Automation: Streamlines access, reduces manual checks, and improves operational efficiency.

KEY BENEFITS OF HIKVISION SMART ENTRANCE & EXIT SOLUTIONS

Enhanced Security: Prevents unauthorized vehicle access and protects property.

Traffic Optimization: Reduces congestion and waiting times with automated entry/exit.

Vehicle Information Recording: Tracks vehicle movement for safety and audits.

Convenience & Efficiency: Provides contactless, seamless access management.

WIDE APPLICATION ACROSS SECTORS

- Industrial Parks – Secure entry for employees and delivery trucks.
- Residential Communities – Protects residents and prevents unauthorized parking.
- Shopping Malls & Gas Stations – Smooths parking operations and traffic flow.
- Healthcare & Education Facilities – Ensures only authorized vehicles enter premises.
- Toll Plazas & Highways – Enables fast toll collection and vehicle tracking.

By combining AI technology, automation, and customizable boom barriers, Hikvision's solutions are setting new benchmarks in intelligent traffic management and security infrastructure.

CADYCE's Latest USB HDMI KVM Switches –
The Perfect Solution for Multi-System Control

For this month's spotlight on top technology products, CADYCE is proud to present its newly launched 2-Port (CA-UHDK220) and 4-Port (CA-UHDK440) USB HDMI KVM Switches with Shared USB Hub—the ideal choice for users who need to manage multiple computers efficiently and effortlessly.

Designed to enhance workspace productivity, these USB HDMI KVM switches offer seamless switching between two or four systems using a single keyboard, mouse, and HDMI display. Whether you are an IT professional, content creator, gamer, or someone juggling multiple systems, CADYCE's new lineup ensures superior performance without sacrificing display clarity or peripheral functionality. The KVM switches support 4K Ultra HD resolution (3840x2160 @ 60Hz), providing crisp, high-definition visuals for work and entertainment. Both models are HDMI 2.0 and HDCP 2.2 compliant, offering broad compatibility with modern devices. The USB keyboard and mouse emulation feature guarantees smooth control while EDID emulation ensures quick and stable switching between computers.

The shared USB hub with 2 USB 2.0 ports allows you to connect essential peripherals such as printers, webcams, or external storage, helping streamline your setup. Installation is hassle-free with plug-and-play functionality—no drivers needed—and KVM cables included for a ready-to-use experience right out of the box. "CADYCE is committed to delivering cutting-edge connectivity solutions that boost productivity and efficiency. The CA-UHDK220 and CA-UHDK440 models combine high-quality video support, seamless switching, and user-friendly design in a compact form, making them perfect for professional and home office environments alike," said Gautam Shah, CEO of CADYCE. Available now through CADYCE's authorized partners and online stores, these KVM switches are a must-have tool for anyone looking to maximize their multi-computer setup with reliability, speed, and clarity. Explore next-generation workspace management with CADYCE today!

veeam

Radical Resilience Starts Here

**Keep your business running
with the #1 Global Market Leader**

Eastern India IT Fair 2025: Bridging the Physical and Digital Worlds for a Smarter Tomorrow

From L to R: Mr. Sarthak Bhuyan, CEO- Quantun Technology Systems; Mr. Rishikesh Singh- VP-IT & Digital- Grasim Industries Ltd.; Dr. Pallab Ganguly, CISO Generation & Alt CISO Distribution- CESC Ltd.; Mr. Dinesh Kumar, Sales Director (India and SAARC)- SOTI; Mr. Sashwata Roy, V.P- Winnovation ; Mr. Sanjay Kumar Das, Addl. Sec & CISO, Govt. of West Bengal; Mr. Sandeep Sengupta, Founder- ISOAH Data Securities; Mr. Sourav Das, Group Chief of Digital & IT- Rupa & Co.; Dr. Deepak Kumar Sahu, Publisher & Editor-in-chief-VARINDIA and Group Publications; Mr. Ashish Khanna, CEO-Intensity, Global Technologies Ltd.; Dr. Arindam Sarkar, Head of Department of C S & Electronics- Ramakrishna Mission Vidyamandira- Howrah; Dr. Debabrata Nayak, Director-PWC India and Prof. Amlan Chakraborty, Professor & Director, A.K. Choudhury School of IT - University

Navigating the Digital Age and Exploring the Future of Cyber Defense, the14th chapter of the event celebrated Partnerships and Progress and called for Ethical Innovation and Collaboration.

The city of Kolkata came alive on the evening of the 5th September. The 14th Eastern India Information Technology Fair (EIITF) 2025, hosted by VARINDIA brought together technology leaders, CXOs, policymakers, value-added resellers (VARs), and innovators under one roof, with the central theme 'Connecting the Physical & Digital World.'

EIITF has long been recognized as a premier platform in Eastern India for fostering collaboration, networking, and knowledge-sharing across the ICT ecosystem. This year's edition proved to be no exception, offering a vibrant mix of inspiring speeches, thought-provoking sessions, and forward-looking discussions.

The event began with the ceremonial lamp lighting. Distinguished guests including Mr. Sanjay Kumar Das, Additional Secretary & CISO, Govt. of West Bengal, Prof Amlan Chakraborty, Professor and Director, A.K. Choudhury School of IT- University of Kolkata, Dr.

Arindam Sarkar, Head of Department of C S & Electronics- Ramakrishna Mission Vidyamandira- Howrah, Dr. Debabrata Nayak, Director-PWC India, Mr. Dinesh Kumar Sales Director-India & SAARC- SOTI, Mr. Sashwata Roy, VP-WinnoVation, Mr. Ashish Khanna, CEO-Intensity Global Technologies Ltd., Mr. Manish Lunia, President COMPASS , Mr. Sourav Das, Group Chief of Digital & IT-Rupa & Co., Mr. Rishikesh Singh- VP-IT & Digital- Grasim Industries, Mr. K L Lalani, Chairman- Lalani Group of Companies, Dr. Pallab Ganguly, CISO Generation & Alt. CISO Distribution- CESC, Mr. Sandeep Sengupta, Founder- ISOAH Data Securities and along with several tech leaders have joined the event.

The lamp lighting followed by welcome address by Dr. Deepak Kumar Sahu, Editor-in-Chief- VARINDIA, which set the tone for an evening of inspiration and innovation. He says, VARs and partners fuel growth by opening new markets

and expertise. As Identity and Access Management(IAM) evolves from static to behavioral biometrics, fraud and AI-driven threats rise globally. India embraces AI for security, innovation, and resilience.

KEYNOTE SESSIONS: FROM CPU TO QPU AND CYBERSECURITY PREPAREDNESS

The technical sessions commenced with Prof. Amlan Chakraborty, who delivered a compelling talk on the evolution of computing—from CPU to GPU, and now towards Quantum Processing Units (QPUs). His vision underlined how quantum computing could redefine the future of industries.

Next, Mr. Sanjay Kumar Das addressed the growing challenges of cybercrime and the importance of strengthening both technological infrastructure and citizen awareness. He shared insights into the Government of West Bengal's preparedness, citing initiatives like KarmoBhumi and the

Cyber Security Centre of Excellence.

Dr. Arindam Sarkar delivered a presentation on deepfake readiness and synthetic fraud prevention, emphasizing that AI-driven threats must be met with equally innovative security solutions. He highlighted how FaceOff equips enterprises with digital forensics to detect and combat deepfakes and synthetic fraud. Powered by the Adaptive Cognitive Engine (ACE), FaceOff enables advanced detection and protection against evolving AI and GenAI threats.

CORPORATE LEADERS SHARED INNOVATIONS

The corporate segment of the event witnessed dynamic presentations by Mr. Sashwata Roy (WinnoVation), who also introduced his 3 industry partners. Mr. Swapnil Tripathi, Co-founder-We360.ai, Mr. Dinesh Kumar, Sales Director-India & SAARC- SOTI and Mr. Sabarinder Singh, Founder Director- WinnoVation Education. All of them pictured infront of the audience about how WinnoVation was using AI create the magical difference leading to seemless digitalization and growth.

This was followed by the presentations from Mr. Ashish Khanna of Intensity Global Technologies Ltd., and Mr. Rajeev Magotra, Sr. Vice President- Haritasa Electronics Solutions Pvt. Ltd. They showcased how enterprises are leveraging cloud, AI, ESG, and digital transformation strategies to stay competitive in an evolving market.

Each presentation emphasized the role of VARs and channel partners as key enablers in connecting technology manufacturers with end-users. The next key to successful tomorrow was partnerships.

PANEL DISCUSSION: CONNECTING THE PHYSICAL AND DIGITAL WORLD

The next highlight of the evening was a lively panel discussion on the event's central theme: 'Connecting the Physical & Digital World'. Moderated by Dr. Deepak Kumar Sahu, Editor-in-Chief of VARINDIA, the panel featured experts including Dr. Debabrata Nayak, Director-PWC India, Mr. Prakash Tripathi, GM-IT- Shyam Steel Industries, Dr. Pallab Ganguly (CISO Generation & Alt CISO Distribution- CESC Ltd., Mr. Abhijit Chatterjee, Sr. Director- IT & Corp. Comm. & CISO- TCG Lifesciences Pvt. Ltd., and Mr. Rishikesh Kumar Singh, V.P- IT & Digital- Grasim Industries Ltd., (Aditya Birla Group).

Experts emphasized the importance of data quality, cybersecurity, compliance standards, and strategic deployment of sensors. Discussions also covered how AI-driven analytics, infrastructure readiness, and cross-functional collaboration are essential to optimizing operations, ensuring traceability, and enhancing customer experiences in today's connected ecosystem. The discussion highlighted the transformative power of IoT, AI, and secure digital ecosystems, stressing that innovation must be ethical, collaborative, and scalable. Delegates applauded the panel for delivering actionable insights on aligning physical infrastructure with digital innovation.

CELEBRATING THE PTA

This year also marked the first anniversary of the Philanthropic Technical Association (PTA), a unique initiative uniting CIOs, CTOs, and IT leaders from West Bengal to contribute toward technology-driven social change. Mr. Sourav Das, Group Chief of Digital & IT at Rupa & Co. and Chairman of PTA, spoke about their mission of creating a more equitable ICT community.

The evening concluded with a heartfelt Vote of Thanks delivered by Mr. Anil Kumar Sahu, Vice President of VARINDIA.

LOOKING AHEAD

The 14th Eastern India IT Fair 2025 not only celebrated milestones but also charted the course for the future of technology in the region. By uniting government, academia, corporates, and VARs, the event reinforced its commitment to empowering businesses, fostering innovation, and connecting the physical and digital worlds for a smarter tomorrow.

Quantum Mission and ML are advancing India's global quantum leadership!

PROF AMLAN CHAKRABORTY
PROFESSOR AND DIRECTOR,
A.K. CHOUDHURY SCHOOL OF IT- UNIVERSITY OF KOLKATA

When I look back at the evolution of computing—from my undergraduate years to today—the goal has always been the same: achieving more power at lower cost, with greater energy efficiency. This pursuit has taken us from early processors to the cloud era, enabling us to process massive datasets, handle countless threats, and solve increasingly complex problems faster than ever before.

Classical computing encodes information in bits—zeros and ones. Quantum computing, however, uses qubits, which can exist in a superposition of states. A qubit represents both 0 and 1 simultaneously, with probabilities attached. Two qubits encode four possibilities, three encode eight, and n qubits represent 2^n states. This exponential scaling gives quantum computing its extraordinary potential.

Yet, immense power brings immense challenges. As qubit counts rise, their interactions generate noise and errors. That is why quantum error correction is central to current research. I believe stable systems with hundreds or even thousands of qubits are on the horizon, unlocking transformative breakthroughs.

Still, not every problem needs quantum solutions. Just as GPUs accelerate specific tasks, quantum processors will serve as accelerators for select domains—drug discovery, material design, and astrophysics among them. The real challenge lies in identifying problems where quantum offers clear advantages.

Globally, researchers are testing multiple approaches—superconducting qubits, ion traps, photonics, and spin-based systems. India, through the National Quantum Mission, is advancing strongly. I take pride in our group being the first in India to win the IBM Researcher's Access Award, and in seeing our PhD students now contributing to leading global technology firms.

Meanwhile, quantum communication is already proving practical. Tools like Quantum Key Distribution (QKD)provide ultra-secure channels, and quantum internet protocols are beginning to take shape. These require fewer qubits than full-scale computing, making them more feasible in the near term.

The intersection of AI and quantum is another frontier. Quantum machine learning promises new opportunities, and this synergy may define the next wave of technological progress.

Ultimately, quantum technology is not just about science—it is about reshaping industries, economies, and national security. The road ahead will be complex, but it is filled with possibilities.

5G, Metaverse, and Digital Twins: Building a Cyber-Physical India

SANJAY KUMAR DAS
ADDITIONAL SECRETARY, SCIENCE & TECHNOLOGY & BIO TECHNOLOGY, DEPARTMENT & STATE INFORMATION SECURITY OFFICER, GOVT. OF WEST BENGAL

Digital transformation is redefining our world, with remarkable examples like Satnavari, an AI-powered smart village near Nagpur, and Mumbai's use of 70,000 AI-enabled CCTV feeds to create a digital twin for managing Ganpati Bappa celebrations. These innovations demonstrate how technology can model and navigate real-world complexities, showcasing the immense potential of digital solutions.

At the core of this transformation is the concept of digital twins, which enable predictive and intelligent decision-making in areas like urban planning, traffic management, and disaster resilience. India's Digital Public Infrastructure (DPI), exemplified by UPI and open APIs, forms the backbone of this progress, delivering scalable and inclusive systems that revolutionize daily life and commerce.

Looking ahead, we must embrace forward-thinking strategies, including post-quantum security, 5G advancements, and metaverse technologies for governance and citizen services. Imagine blockchain-secured electoral processes or immersive digital platforms resolving disputes—these are no longer distant possibilities but emerging realities.

Global standards are critical to ensure the acceptance and interoperability of these innovations. Security must be embedded from the outset, not retrofitted, to build trust and resilience in digital systems.

For Eastern India, with its vibrant MSMEs and urban innovation hubs, the potential is vast. By leveraging emerging technologies, fostering smart urban ecosystems, and prioritizing security and inclusivity, the region can lead in digital transformation.

The future I envision is one where floods are predicted and mitigated, traffic systems save lives, and students in remote villages access world-class education. By modernizing infrastructure, adhering to global standards, and applying innovation with a local-to-global mindset, we can build a secure, inclusive, and sustainable digital society.

Deepfake and synthetic fraud have become the new normal now and it needs immediate attention.

At its core, synthetic fraud involves creating fake identities by blending real and fabricated personal information. Fraudsters frequently use authentic data—such as Aadhaar or PAN details, addresses, or birthdates—and combine them with fictitious names to forge identities that appear legitimate. These identities are then used to pass verification checks, build financial credibility, and exploit systems—all without a real-world victim, making detection far more difficult.

Compounding this threat is the rapid evolution of deepfake technology. Leveraging advanced AI, attackers can now generate hyper-realistic fake images, voices, and videos that mimic real individuals with uncanny accuracy. While ethical AI platforms like ChatGPT are designed to block malicious content, underground tools such as FraudGPT and DarkBart openly assist bad actors—offering tutorials on generating deepfakes, embedding malware, and manipulating videos with flawless lip-sync.

To counter this, advanced deepfake detection systems like Faceoff employ multi-layered AI analysis to monitor both surface web and dark web activity. These systems assess lip movement, audio tone, psychological likeness, and visual anomalies. The most cutting-edge approaches now include behavioral biometrics—tracking facial posture, eye motion, voice inflection, and even subtle physiological signals like heart rate and oxygen levels extracted from video.

However, security must not compromise privacy. Uploading sensitive data for analysis introduces its own risks. This is where Privacy-Enhancing Technologies (PETs) come in—enabling secure analysis through techniques like federated learning, secure multi-party computation, and differential privacy. These allow encrypted features to be examined without exposing raw personal data.

Looking ahead, generative AI can become a powerful ally in fighting identity fraud—but only if paired with adaptive, feedback-driven systems that evolve with emerging threats. In a world where fake faces can cause real harm, the future of digital trust depends on innovation, vigilance, and designing security directly into our technological foundations.

Building Trust with Federated Learning in a World of Digital Illusions

DR. ARINDAM SARKAR
HOD & ASSISTANT PROFESSOR, DEPARTMENT OF COMPUTER SCIENCE AND ELECTRONICS, RAMAKRISHNA MISSION VIDYAMANDIRA

WinnoVation Delivering AI-Powered Success

**Sashwata Roy, V.P- WinnoVation &
Sarbarinder Singh, Founder Director - WinnoVation Education**

AI for enhanced customers success

"Founded in 2017, WinnoVation is a value-added distributor specializing in AI solutions with a strong customer-centric approach. The company empowers industries such as BFSI, retail, healthcare, manufacturing, logistics, and transport to adopt AI for enhanced IT operations, improved customer and employee experiences, optimized infrastructure, stronger cybersecurity, and cost reduction. Backed by an experienced management team and 30 dedicated engineers, WinnoVation provides AI implementation engines, regeneration tools, and 360-degree support, including tailored demonstrations and proof of concept. Its AI-powered lead generation system helps vendors identify blind spots, uncover opportunities, and scale growth. By fostering an ecosystem of vendors, resellers, partners, and end-users, WinnoVation delivers complete solutions while ensuring compliance with data sovereignty laws such as India's Digital Personal Data Protection Act (DPDP)."

Aman Arora,
CEO & Co-Founder- Heizen

Accelerating Digital Transformation with AI

"At Heizen, our mission is to transform India's $240 billion IT export industry with AI-driven, productivity-focused solutions. Moving beyond the outdated billing-by-hours model, we deliver a full-stack platform where AI agents manage project workflows—spanning project management, DevOps, coding, deployment, and testing—alongside AI-native engineers who ensure quality. A robust integration layer guarantees data governance and compliance for enterprises. From healthcare automation to customer support agents, we are shaping the future of software development, where humans and AI collaborate seamlessly."

Swapnil Tripathi
Co-founder, We360.ai

Turning Data into Actionable Insights

"Founded in 2020, we redefine productivity by analyzing inputs,

L-R: Aman Arora (Heizen), Swapnil Tripathi (We360.ai), Sashwata Roy & Sarbarinder Singh from WinnoVation and Dinesh Kumar (SOTI)

not just outcomes. Our analytics identify efficiency gaps, highlight unrecognized contributions, and bring transparency across hybrid and remote work. By uncovering workforce inefficiencies, one client cut hiring needs from 500 to 110, saving millions. We also track digital adoption and help manage attrition risks. Today, we serve 3,000 clients in 19 countries, including Honda, driving measurable improvements in performance and workforce optimization."

Dinesh Kumar
Sales Director-India and Saarc, SOTI

AI Enhancing Quick Commerce

"SOTI has evolved from mobile device management (MDM) to a global leader in AI-powered mobility and IoT solutions, managing over 20 billion devices worldwide. Serving industries like pharma, BFSI, and manufacturing, its offerings include SOTI Snap for rapid app creation, SOTI Connect for IoT management, and predictive diagnostics for device performance. With 119 consecutive profitable quarters, 2,000 employees, 4,000 partners, and presence in 180 countries—including 400+ enterprise customers in India—SOTI continues to drive innovation, efficiency, and digital transformation."

From Innovation to Execution: Haritasa Leading Mission-Critical Integration

Haritasa Electronics, a pioneer in low-voltage system integration. We specialize in mission-critical solutions including data systems, fire alarms, public address systems, surveillance, parking management, and government infrastructure projects. Headquartered in Bangalore, we have a nationwide presence with offices in Delhi, Hyderabad, Mumbai, Gujarat, Chennai, Cochin, and Pondicherry.

We are India's largest Bose-certified partner, with multiple awards to our credit, and we proudly serve over 50 active customers—many for more than 25 years. With ISO certifications and a team of 300 professionals, we have successfully executed more than 300 projects across power plants, airports, IT parks, hospitals, defense, and process industries. What sets us apart is our ability to innovate. Beyond global partnerships with Bose, Alcatel-Lucent, and others, we also design indigenous products tailored to client needs. As we expand our footprint and capabilities, we are determined to redefine low-voltage system integration and set new benchmarks."

RAJEEV MAGOTRA
SR. VP - HARITASA ELECTRONICS SOLUTIONS (P) LTD

From Infrastructure to Innovation: Intensity Global Leading the Digital Shift

ASHISH KHANNA
CEO- INTENSITY GLOBAL TECHNOLOGIES LTD.

"Intensity Global is a value-added reseller with over 21 years of experience in the technology industry. While our roots are in North India, we have established a strong presence across the North, West, and South, and are now expanding into the Eastern region.

With more than 25 years of personal experience as a CIO and CISO, I have seen technology evolve rapidly, and our company has grown alongside it. Today, we are proud to be HPE's largest partner in the country for compute, storage, and networking, and the 5th largest Fortinet partner in North India for perimeter security. We serve over 500 clients nationwide with a customer satisfaction rate exceeding 98%.

Though our foundation is in infrastructure, we now offer comprehensive services in cloud, cybersecurity, artificial intelligence, and managed services. Our partnerships span leading OEMs, including AWS, Azure, Nutanix, Arista, and NVIDIA. The clients include leading organizations in manufacturing, healthcare, BFSI, IT services, e-commerce, government, and PSUs. With innovation and trust as our pillars, we are committed to enabling growth and digital transformation across industries."

PANEL DISCUSSION

Connecting the Physical and Digital World

L-R: Dr. Debabrata Nayak, Director, PWC India; Prakash Tripathi, Sr. VP - IT, Shyam Steel Industries Ltd.; Dr. Pallab Ganguly, Chairman - IEEE ComSoc, Kolkata, and Alt. CISO, CESC Ltd.; Abhijit Chatterjee, Sr. Director - IT & Corp. Comm. & CISO - TCG Lifesciences Pvt. Ltd.; Rishikesh Kumar Singh, VP- IT & Digital, Grasim Industries Ltd (Aditya Birla); and Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA

The panel discussion "Connecting the Physical and Digital World", moderated by Dr. Deepak Kumar Sahu, Editor-in-Chief of VARINDIA, brought together industry leaders to explore the growing impact of IoT in bridging physical systems with digital intelligence. Featuring insights from Dr. Debabrata Nayak, Director, PWC India; Prakash Tripathi, Sr. VP - IT, Shyam Steel Industries Ltd.; Dr. Pallab Ganguly, Chairman - IEEE ComSoc, Kolkata, and Alt. CISO, CESC Ltd.; Abhijit Chatterjee, Sr. Director - IT & Corp. Comm. & CISO - TCG Lifesciences Pvt. Ltd.; and Rishikesh Kumar Singh, VP- IT & Digital, Grasim Industries Ltd (Aditya Birla) – the session examined how IoT is transforming manufacturing, telecom, life sciences, utilities, and smart cities, while highlighting key challenges of security, data management, compliance, and business value creation.

DR. DEBABRATA NAYAK, DIRECTOR, PWC INDIA

Dr. Nayak highlighted how IoT is driving the convergence of digital and physical systems, both globally and in India. Internationally, the focus is on AI, Broadband, and Cybersecurity/Cloud (ABC), while India aligns this with its own ABC: Atmanirbhar Bharat (self-reliance), BharatNet (connecting villages), and Come Make in India (domestic innovation). With an estimated 19.2 billion IoT devices by 2025, India must manage connectivity, performance, and security. Nayak illustrated everyday IoT integration—smart appliances, flight safety through sensors and AI—and stressed the balance between human interaction and machines. From a telecom perspective, he pointed to IoT's most impactful use case: fleet management and warehouse tracking, now evolving with 5G integration, which promises new revenue streams for telecoms. He also connected IoT innovation to India's cultural heritage, likening defect detection in technology to lessons from Indian mythology.

PRAKASH TRIPATHI, SR. VP - IT, SHYAM STEEL INDUSTRIES LTD.

Tripathi emphasized that while IoT is often spoken of as new, its roots go back decades—similar to Nokia's early vision of "connecting people." In manufacturing, the biggest challenge is not just deploying sensors but ensuring quality, usable data that delivers meaningful insights. Sensors like heat and humidity gauges are common, yet organizations often fail to maximize the value of data from machines like rolling furnaces. IoT's greatest industrial use case, he argued, is predictive maintenance, enabling companies to reduce downtime and plan production better. Drawing a practical analogy, he noted that ATMs have long used multiple sensors for currency authentication—an IoT model functioning offline for over 10 years. Tripathi concluded that IoT's potential lies in proper partnerships, case studies, and ROI alignment, asserting that its future is rooted not in connected devices alone, but in "connected trust."

DR. PALLAB GANGULY, CHAIRMAN - IEEE COMSOC, KOLKATA, AND ALT. CISO, CESC LTD.

Dr. Ganguly underscored the complex challenges of securing IoT systems, particularly in the power utility sector. He illustrated public hesitancy towards smart meters, noting that India's Smart Grid Mission has been delayed to 2030 due to fears of rising tariffs and mistrust in technology. Ganguly stressed that IoT security cannot rely simply on protocols like MQTT, which—even when encrypted—still face vulnerabilities. Regulations also restrict direct IT-OT integration in critical infrastructure, yet business leaders continue to demand real-time dashboards. He argued that effective IoT security requires segmentation, encrypted protocols, and dedicated IT-OT integration via optical fiber systems to block cyberattacks. On impact, he cited smart city development where IoT can strengthen governance, national security, and urban services. Concluding metaphorically, he likened IoT's digital support role to Krishna guiding Arjuna, ensuring resilience during disruptions.

ABHIJIT CHATTERJEE, SR. DIRECTOR - IT & CORP. COMM. & CISO - TCG LIFESCIENCES PVT. LTD.

Chatterjee explained that in life sciences, IoT plays a critical role in drug discovery, compliance, and traceability. Unlike manufacturing, labs generate vast volumes of diverse data from instruments like NMR, UPLC, and HPLC. Tools such as Terascience, LIMS, and MES standardize this data and create analytics-driven insights tied directly to scientific outcomes and regulatory needs (e.g., FDA's CFR 21 compliance). He emphasized that IoT ensures medicines can be traced across the supply chain, with batch numbers linking back to raw materials, safeguarding quality. Chatterjee also highlighted infrastructure needs: IT-OT segregation, zero-client endpoints, one-way connectivity, and interoperable protocols (like OPC UA). He shared how sensors already track environmental conditions—temperature, light, and shock—during chemical-to-biological transfers, securing data integrity and GMP compliance. Metaphorically, he likened IT-OT connectivity to body tissue, warning that neglecting it could act like cancer, destabilizing systems.

RISHIKESH KUMAR SINGH, VP- IT & DIGITAL, GRASIM INDUSTRIES LTD (ADITYA BIRLA)

Singh, representing the manufacturing sector, stressed that IoT adoption must go beyond sensor deployment to deliver actionable insights and financial benefits. He shared an example of rising, unpredictable electricity costs, where operations initially sought raw sensor data. Singh cautioned that simply collecting numbers was insufficient; analytics must convert IoT data into practical decisions. His team is working with vendors to design such outcomes-driven solutions. He also described advancements in fabric quality inspection, where high-resolution cameras and machine learning models now detect defects across fabrics, replacing manual checkers with 80% technology-driven accuracy. These systems forward defect images to quality teams for faster decisions. Finally, Singh noted, IoT's real impact is in turning manufacturing data into business value, ensuring that technology investments directly improve efficiency and competitiveness.

PTA's First Anniversary Celebration

L-R: Dr. Arindam Sarkar, Head of Department of C S & Electronics- Ramakrishna Mission Vidyamandira- Howrah; Mr. Prakash Mani Tripathi, GM-IT, Shyam Steel Industries; Prof. Amlan Chakraborty, Professor & Director, A.K. Choudhury School of IT - University of Calcutta; Mr. Sourav Das, Group Chief of Digital & IT- Rupa & Co.; Dr. Deepak Kumar sahu, Editor-in-chief-VARINDIA & Group Publications; Prakash Sharma, Group CIO- Kredent Group; Dr. Pallab Ganguly, CISO Generation & Alt CISO Distribution- CESC Ltd; Mahadev Sahoo,Head of IT- RetailEZ; Tarun Dwibedi, Manager Systems-Kolkata Municipal Corporation; Suvendu Sarkar, Sr. Mgr- SAP & IT Project – Rupa & Co. ; Kunal Chakraborty,Head IT- GKB Opticals; Kulwant Chabbra, DGM IT & Systems- Diamond Beverages (P) Ltd.; Rahul Sankalpa, GM & GroupIT HEAD- VISA Steel; Aloke Majumder, VP – Technology- HOI CHOI; Satya Priya Das, Director- Logarhythm Consultancy Pvt. Ltd.; Amitava Mukherjee, Head Of IT & ERP System – Quacker Chemicals; Kaustabh Sinha, Head IT-Abdos India Group

The Philanthropic Technical Association (PTA) marked its first anniversary with an inspiring valedictory address delivered by Mr. Sourav Das, who captivated an engaged audience by reflecting on PTA's journey, acknowledging its key contributors, and outlining a bold vision for the future. His remarks combined gratitude, optimism, and a strong call to action—underscoring how technology leaders can be agents of positive societal change.

Mr. Das acknowledged the steadfast support of PTA's partners, emphasizing that their collaboration has been instrumental in building the association's credibility and momentum over its first year.

MISSION AND VISION OF PTA

The Philanthropic Technical Association (PTA) is a collective of CIOs and IT leaders dedicated to creating a positive impact on the technology ecosystem. Its membership spans large conglomerates, corporates, SMEs, and government enterprises, covering diverse verticals such as Iron & Steel, Metals & Mining, BFSI, Manufacturing, FMCG & Retail, Fashion & Footwear, EPC, Education, Paints, Petroleum & Petrochem, Pharma & Healthcare, and Technology. Together, PTA's footprint represents a significant share of the state's GDP.

With over 125 members, the association has a strong base in manufacturing (30%), followed by Iron & Steel (12%). Other key sectors such as Healthcare, FMCG, Fashion & Retail, Education, and Government each account for around 5–7% of the membership.

What makes PTA unique is its close-knit community. Members actively participate in masterclasses, workshops, and knowledge-sharing sessions, fostering collaboration and continuous learning. Beyond networking, PTA also plays a pivotal role in benchmarking IT products and services, serving as a trusted platform for experience-sharing among senior technology leaders.

SOURAV DAS
GROUP CHIEF - DIGITAL & IT, RUPA & CO., & CHAIRMAN - PHILANTHROPIC TECHNICAL ASSOCIATION (PTA)

CELEBRATING KEY CONTRIBUTORS

Sourav Das dedicated part of his address recognizing individuals who have played pivotal roles in PTA's growth. He praised Professor Amlan Chakraborty for his visionary approach and dynamic engagement with academia, describing him as someone with the passion and enthusiasm of a "Nobel laureate." Chakraborty's efforts to bridge the gap between educational institutions and industry, Mr. Das have been critical in fostering collaboration and innovation.

He also expressed deep appreciation for Dr. Pallab Ganguly, referring to him as a "partner in crime" who has consistently supported PTA's initiatives, including college visits and knowledge-sharing sessions. In addition, he highlighted the contributions of Prakash Tripathi and Prakash Sharma, who have been instrumental in coordinating member activities and organizing successful events.

REFLECTING ON THE FIRST YEAR

The celebration included a video presentation showcasing PTA's journey over the past twelve months. The highlights illustrated how the association has fostered professional connections, facilitated knowledge exchange, and created opportunities for students through internships and mentorship programs. Mr. Das acknowledged that while much has been achieved, this is just the beginning—the foundation has been laid for even greater impact in the years to come.

THE ROAD AHEAD

In his closing remarks, Mr. Das emphasized PTA's continued commitment to making wellness, education, and innovation accessible and impactful. He urged members to collaborate more closely, not only to strengthen the IT industry but also to benefit the broader community.

The event concluded with a symbolic cake-cutting ceremony, celebrating one year of shared vision, collaboration, and success. Mr. Das's speech resonated as a powerful call to action, urging IT leaders to embrace their roles as mentors, innovators, and community builders. By supporting startups, nurturing young talent, and fostering a culture of continuous learning, PTA seeks to establish Kolkata as a thriving tech hub and inspire similar movements across India.

DR. DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF
VARINDIA

AI, Cybersecurity, and the Road to Atmanirbhar Bharat

Our partners are key to growth and connection—opening new markets, sharing expertise, and driving success. Let's celebrate their incredible impact!

A key issue today is Identity and Access Management (IAM). The old reliance on passwords and static biometrics no longer suffices, as compromised identifiers create serious risks. The shift toward behavioral biometrics represents a necessary evolution. With the IAM market booming—from $22.9 billion in 2024 to an expected $34.3 billion in 2029—India stands at the forefront of rapid growth.

Fraud is increasing, with crypto-related losses hitting $4.6 billion in 2024. First-time customers remain particularly vulnerable. As digital threats rise, securing identity is essential. Cybersecurity and AI now rank alongside traditional defense, as AI-driven threats escalate, making us all potential targets. India's embrace of AI and Generative AI demands vigilance, ethical practices, and robust security as we connect the physical and digital worlds.

As we navigate the digital age, generative AI is reshaping identity and personalization—while also enabling synthetic identity fraud. Criminals blend real and fake data to bypass checks and commit complex fraud. In this evolving landscape, businesses must adapt to stay ahead. As the saying goes: Hacks and Ethics. Like fire, hacking can build or destroy. It's not the skill, but the intent that matters—ethics turn hacking into a tool for protection, not harm.

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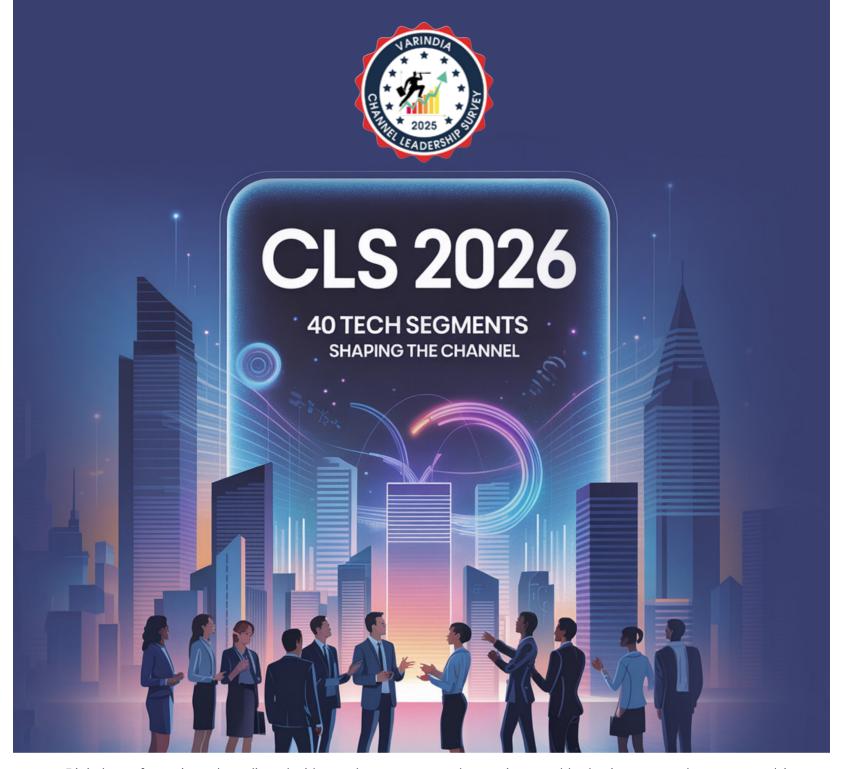
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Digital transformation, when aligned with people, processes, and operations, enables businesses to adapt, meet evolving customer needs, and drive growth and innovation. As technology continues to evolve, it will play an increasingly important role in shaping the future of last-mile delivery in India. Partners are continued to play a critical role in ensuring that this technology reaches the "last mile"—the end users or consumers.

Indeed, technology has the power to streamline processes, automate routine tasks, and enhance efficiency, enabling organizations to accomplish more with fewer resources. The Annual Channel Leadership Survey (CLS 2026) represents an integrated and landmark report for the technology industry, featured in the 26th Anniversary Special Issue this September. Now in its 18th year, the survey continues its legacy of delivering in-depth insights into key trends, emerging technologies, and the evolution of products—spanning hardware, software, and services—shaped by leading technology vendors.

The Annual Channel Leadership Survey (CLS 2026) continues to be a testament to how the technology landscape is shifting fast, with AI, cloud, and integrated cybersecurity driving a move from traditional IT sales to recurring, high-value service models favored by VARs and partners. The CLS 2026 survey outlines, VARs and system integrators now prioritize vendors that deliver predictable recurring revenue models and robust training in high-value services such as managed security and data engineering. They seek partners who combine technological excellence with ease of engagement and strong professional services enablement

The landmark issue, spotlighting 200 leading Channel Partners whose visionary strategies and flawless execution are redefining the technology channel ecosystem. The edition also identifies true industry leaders based on sales performance, service excellence, product availability, channel initiatives, and partner incentives. Insights from the survey uncover pressing challenges within the channel ecosystem, offering vendors a roadmap to strengthen partnerships and drive sustainable growth. The survey uncovers, "Channel partners hesitate to share customer data due to trust issues and fear of losing business. Vendors must address this by enforcing transparent channel policies and deploying secure, leakproof systems to protect partner information—building trust and enabling stronger collaboration for growth."

The Channel Leadership Survey (CLS 2026) highlights who are the OEMs leading in this space while offering the industry vital insights on optimizing channel partnerships.

Acer localizing its product portfolio to cater to Indian consumers

SANJEEV MEHTANI, CHIEF SALES OFFICER, ACER INDIA

"At Acer, we believe our channel partners are the backbone of our growth in India, and strengthening this ecosystem has always been a top priority for us. Over the past year, we have introduced multiple initiatives to enhance partner engagement, profitability, and long-term sustainability. We have expanded our partner programs with structured incentives, joint marketing opportunities, and training modules to help them build expertise around our latest AI PCs, gaming systems, and enterprise solutions. To further enable growth, we have strengthened our regional distributor network, optimized supply chain efficiencies, and invested in digital platforms that provide real-time visibility on inventory, pricing, and support. Beyond transactions, we are also focused on building stronger relationships through regular partner meets, feedback sessions, and certification programs, ensuring our ecosystem is equipped to deliver the best value to customers across India."

Streamlining distribution and investments to help partners grow sustainably

PARAG KHURANA, COUNTRY MANAGER FOR INDIA, BARRACUDA

"Our priority is to help partners build their business and better serve their customers. To achieve this, we've doubled down on partner support through our Partner Success Program, with a clear focus on enablement, lifecycle engagement and incentives. We're further evolving our partner strategy by extending routes to market. This includes greater automation, improved accessibility, and more ways to transact, which will open up new opportunities for partners and their customers. We are a partner-first company, and our partners need solutions that meet customer demands for robust, adaptive and integrated security. Our award-winning customer support and AI-powered solutions simplify delivery, automate response, and improve visibility. In India, we are streamlining distribution and investing in programs that help partners operate smarter and grow sustainably."

Check Point aims to scale its partner ecosystem beyond metros, to Tier 2 and Tier 3 cities

MANISH ALSHI, SENIOR DIRECTOR, CHANNELS & ALLIANCES, CHECK POINT SOFTWARE TECHNOLOGIES, INDIA & SOUTH ASIA

"At Check Point Software, we operate on a 100% channel-driven go-to-market model in India. To strengthen this ecosystem, we launched the New Generation Partner Program (NGPP), which simplifies engagement, enhances profitability, and supports specialization across key solution areas like cloud, endpoint, and network security. We have reduced tier complexity (from six to four), rolled out specializations, and introduced India-specific incentive structures like deal registration benefits, rebates, and the incumbent partner program. We also doubled the channel team size to provide more comprehensive regional support, especially a growing India which is recognising the need for more prevention – first cyber security. These efforts collectively aim to scale the ecosystem beyond metros, reaching Tier 2 and Tier 3 cities, MSMEs, and regional partners. Our partner policy is built on four key pillars - Simplicity & Transparency; Enablement & Tools'; Incentivization and Joint growth initiatives."

Extensive guidance and access to resources included as part of CommScope PartnerPRO program

MYLARAIAH JN, VICE PRESIDENT OF BUILDING & CAMPUS BUSINESS, INDIA & SAARC, COMMSCOPE

"CommScope's PartnerPRO Network features an exclusive global network of experts designed to help customers and partners discover new revenue opportunities. CommScope has built programs around our four partner types - namely Distributors, Solutions providers, Ecosystem, and Alliance to support our market solutions. Our partners are trained to provide local insights, which puts our high-performance solutions to work. This will provide our customers access to the right provider based on their needs. For our partners, this measure allows them to select the right relationship with CommScope based on their business model and expertise. Extensive guidance and access to resources for partners are also included as part of the PartnerPRO program, to elevate their marketing and technical expertise. Our competitiveness lies in this globally consistent network of the best solutions and the expertise available."

Building an ecosystem of Indian Talent, Technology, and Trust

ADITYA KHEMKA, MANAGING DIRECTOR, CP PLUS

"Our commitment to promoting growth and prioritizing our partners is evident in the design of our partnership model. We understand that transparency and fairness are essential for building trust and fostering long-term relationships. Therefore, we ensure that our partnership model is built on principles of fairness and transparency. When designing our partnership model, we undertake several key steps to create a thriving and connected ecosystem. Firstly, we conduct thorough market research to understand the needs and challenges of our partners and VARs. This enables us to tailor our programs and initiatives to address their specific requirements effectively. Secondly, we engage in open communication with our partners to gather feedback and insights continuously. Thirdly, with the help of our Mission Tech programme, we provide comprehensive training and support to our partners to empower them with the knowledge and skills needed to succeed in today's competitive market."

Channel and partner ecosystem engagement continue to be vital for CrowdStrike

JON FOX, VICE PRESIDENT CHANNELS AND ALLIANCES, CROWDSTRIKE ASIA PACIFIC AND JAPAN

"CrowdStrike has introduced and expanded multiple initiatives to help our channel ecosystem accelerate their business growth and deliver superior customer outcomes by consolidating on the AI-native CrowdStrike Falcon platform.

Most recently, we announced a new strategic distribution agreement with Redington. We continue to run regional, local, and virtual enablement initiatives, such as our CrowdConnect events and Falcon Champions program, to upskill our partners' sales teams and technical experts on how best to position CrowdStrike to new and existing customers. As a channel-first company, in providing customers with industry-leading cybersecurity solutions and services — and the force multiplier behind our continued growth. At CrowdStrike, we want our partners to be focused on driving growth of the Falcon platform."

Aiming to build a sustainable, growth-driven channel ecosystem

DHRUV KHANNA, CEO & CO-FOUNDER, DATA RESOLVE TECHNOLOGIES

"At Data Resolve, we view our channel ecosystem as the backbone of our growth strategy. Over the past year, we have introduced a series of structured initiatives to strengthen partner capabilities and drive market reach. These include:

▶ Comprehensive sales and technical enablement programs to enhance product knowledge and solution positioning.
▶ Joint webinars and co-branded campaigns to generate demand and create customer awareness.
▶ City-level partner engagement events to build stronger regional presence and foster collaboration.

We ensure our partners are equipped not only with a deep understanding of inDefend's endpoint DLP and insider threat management capabilities, but also with the resources and support required to address evolving customer challenges."

Elastic working to create a better experience for its Indian partners

KARTHIK RAJARAM, AREA VICE PRESIDENT & GENERAL MANAGER, INDIA - ELASTIC

"Over the past year, we have sharpened our focus on enabling partners in India to compete and grow in an environment that is being reshaped by AI. We are currently working to create a better experience for our channel partners in India with an increased headcount, including partner managers, solutions architects, and sales teams. For India and the rest of the world, we are scaling our partner ecosystem using distributors, who in turn make our Search AI solutions for search, observability, and security, readily accessible to customers and other partners in a market. The Elastic AI Ecosystem was announced in November 2024 to provide enterprise developers with a curated, comprehensive set of partner AI technologies and tools integrated with the Elasticsearch vector database, designed to accelerate innovation."

Equipping partners to address evolving customer demands

MANOJ GUPTA, MANAGING DIRECTOR, FORTUNE MARKETING

"At Fortune Marketing, we believe our channel partners are the backbone of our growth. We are continuously expanding our distribution network to tier II and III cities to ensure deeper market penetration. Alongside, we are investing in training programs, regular partner meets, and digital enablement tools so that our partners are equipped to address evolving customer demands. Our initiatives also include transparent incentive schemes, faster credit support, and joint marketing campaigns to create long-term value for our ecosystem. We were also among the early movers to align with the Make in India initiative. In 2022, we established a Manufacturing Unit in Noida, where we are producing pen drives, surveillance products, networking devices, and telecom equipment under our in-house brands. Tenda and Secureye's products are proudly manufactured in India, which not only reduces import dependency but also generates local employment and contributes to India's self-reliance."

Making inroads into the India market through Innovation and Investment

PETER JAYASEELAN, VP SOUTH ASIA & CHANNELS (APAC), JABRA

"Jabra has been in India and the rest of the South Asian market for the last 25 years; essentially the company initially catered to the needs of the contact center, when it was a booming industry in India. What this industry required was essentially very good audio devices which could provide crystal clear voice to their customers and also comfort to their agents. During this time, there was a big move towards Unified Communication as a lot of industries, especially the IT industry started embracing it. So that's when we started working with a lot of these partners who provide IT equipment and supporting services to these multinational and software companies, besides the non IT sector and small and medium businesses. Globally, Jabra has always been 100% indirect and would always work along with its partners."

NetApp aims to build a trusted, long-term partner ecosystem in India

HITESH JOSHI, DIRECTOR - CHANNELS AND ALLIANCE, INDIA & SAARC, NETAPP

"NetApp sees its partners as an extension of its business, and strengthening the channel ecosystem in India continues to be a top priority. Over the past few months, we have rolled out initiatives to help partners capitalise on the growing demand for cloud, AI, and hybrid multicloud solutions. We have expanded our Partner Sphere program to provide deeper training, enablement, and rewards, making it easier for partners to differentiate themselves and deliver greater value to customers. Our focus is on co-innovation — giving partners access to NetApp's latest cloud-native, data management, and AI-ready infrastructure solutions. We are also investing in regional partner support and co-marketing initiatives in India to build stronger go-to-market motions. By simplifying engagement models, increasing agility in deal support, and creating more opportunities for joint growth, we're ensuring that our partners are well-equipped to address the evolving needs of Indian enterprises in today's AI-driven, digital-first economy."

India set to become the second-largest region for Nutanix globally

HARSH VAISHNAV, DIRECTOR AND HEAD OF CHANNELS, SOUTHERN ASIA, NUTANIX

"Nutanix is a partner-first company. Our channel strategy is built on simplicity, flexibility, and ease of engagement, ensuring that customer and partner success remain central to everything we do. Over the past year, we have introduced several initiatives under our partner program, Elevate, from enhanced deal-registration benefits and stackable rebates to the Surge incentive for net-new accounts, particularly following VMware migrations to our platform. We have also advanced channel autonomy, enabling partners to manage deals with reduced friction, supported by competencies, Sizer accreditations, and simplified SKUs. In India, this approach has been strengthened through deeper collaboration with leading distributors, OEMs and Premier partners, along with enablement around AI, Kubernetes, and migration toolchains such as Nutanix Move, equipping partners to build sustainable, service-led practices enabled by the Nutanix Cloud Platform."

Channel acts as Optoma's extended arms to reach out to diverse customer segments

VIJAY SHARMA, MANAGING DIRECTOR, OPTOMA TECHNOLOGY

"With the aim of building stronger relationships with local dealers, after operating in India for more than a decade, we opened our head office in New Delhi last year. This strategic expansion is helping us to build a robust channel ecosystem, enabling seamless operations across the country and providing more flexible, comprehensive global services to our partners.

Over the past few years, Optoma has also strengthened its relationships with partners in the country by following fair and transparent policies that ensure healthy margins while maintaining attractive pricing across our entire product range. These partners are the backbone of our operations and have contributed significantly to our growth trajectory. Our Channel partner's local presence and strong relationships enable us to access markets that would otherwise be difficult to reach directly."

Pure Storage strengthens its partner ecosystem by investing in their long-term success

JITHESH CHEMBIL, HEAD OF CHANNELS, PURE STORAGE INDIA

"At Pure Storage, our commitment to strengthening the channel ecosystem in India begins with investing in the long-term success of our partners. Over the last year, we have introduced targeted programs to expand partner capabilities, enhance profitability, and accelerate go-to-market execution. Our Pure WaveMakers partner program has been adapted for India to include specialized training modules, co-marketing support, and market development funds to help partners reach new customers in high-growth segments such as BFSI, manufacturing, and healthcare. We have also launched advanced digital tools that provide partners with real-time deal insights, asset management capabilities, and predictive renewal analytics, empowering them to identify opportunities faster and serve customers more effectively. Pure Storage solutions are designed to help Indian enterprises and SMEs stay ahead in a rapidly evolving digital economy."

Securonix commits to innovating locally and investing in people & partnerships

DIPESH KAURA, COUNTRY DIRECTOR – INDIA & SAARC, SECURONIX

"The channel partner program is the core of our growth strategy. Currently, approximately 64% of our global revenue comes from channel partnerships. We at Securonix continue to strengthen our channel ecosystem through certification and training programs for our various channel partners. Our channel program, "Securonix Elevate Program," is a strategic initiative designed to foster collaborative relationships that drive mutual growth and profitability. This enables solutions and service providers, including Managed Security Service Providers (MSSPs), Value Added Resellers (VARs), Technology Partners, System Integrators, and Technology Services Distributors (TSDs), to leverage the new SecOps capabilities from Securonix Agentic AI. For Securonix, India is not just another market but also our strategic innovation hub. 70% of our global workforce is based in India, where our R&D centers in Pune and Bangalore are delivering our core product innovation."

Equipping partners to deliver trusted IoT solutions across industries

MANISH KOTHARI, SENIOR VICE PRESIDENT, SILICON LABS

"At Silicon Labs, we view our channel ecosystem as a true extension of our team. Over the past year, we've worked closely with our partners in India to provide not only access to our latest secure wireless technologies, but also training, design support, and joint go-to-market programs. Our focus has been on equipping partners with the knowledge and resources to deliver trusted IoT solutions across industries like smart cities, healthcare, and manufacturing. We have also expanded collaboration with distributors and solution providers to ensure our Secure Vault-enabled products are widely accessible. Make in India is a significant driver of digital growth, and we fully support its vision. Our Hyderabad R&D center is a testament to this — it plays a central role in developing and validating secure semiconductor solutions locally."

Snowflake's success closely linked to the growth and success of partners

DHIRAJ NARANG, DIRECTOR AND HEAD OF PARTNERSHIPS- INDIA, SNOWFLAKE

Dhiraj Narang, Director and Head of Partnerships- India, Snowflake

"Snowflake's growth is deeply rooted in the synergies that our partners drive with us. Snowflake's partner ecosystem plays a pivotal role in helping businesses unlock the power of data. To power our growth, we have made significant investments in developing a robust Snowflake Partner Network (SPN), consisting of a broad array of cloud, services, technology, data providers, advisory firms, system integrators (SIs), and specialized resellers to scale customer outcomes. Our partners are strategically aligned with Snowflake's core goals: creating new routes to market, acquiring new customers, helping our joint customers extract value out of their Snowflake investments, and meeting industry-specific needs. Our partners play a critical role in helping organizations build robust data foundations—tackling challenges around governance, security, scalability, and collaboration— and helping unlock the full power of AI."

Socomec's vision is to serve as a trusted partner in India's energy transition

MEENU SINGHAL, REGIONAL MANAGING DIRECTOR, SOCOMEC, GREATER INDIA

"At Socomec, we follow a holistic approach to building a future-ready channel ecosystem in India. The Power+ Partner Program is at the heart of this strategy, offering structured onboarding and access to our complete portfolio of power management solutions. To drive digital empowerment, our MySocomec Partner Relationship Management (PRM) platform provides real-time access to sales tools, marketing resources, deal registration, and lead generation.

India's energy landscape is transforming rapidly with digitization, renewable adoption, and the rising demand for reliable power. Over the next five years, Socomec aims to empower Indian enterprises, SMEs, and critical infrastructure providers with solutions that ensure uninterrupted availability, higher energy efficiency, and lower carbon footprint. We are expanding our local manufacturing footprint in alignment with the Make in India vision while maintaining world-class quality and innovation."

SolarWinds committed to its partners through collaboration, shared growth and a unified vision

ROHIT KUMAR SHUKLA, SENIOR SALES DIRECTOR, INDIA & SAARC, SOLARWINDS

"At SolarWinds India, significant investment has been directed toward building a resilient channel ecosystem. The recent appointment of Sukhdeep Singh as the head of channel sales for Asia-Pacific and Japan underscores this focus, aiming to strengthen partner alliances, expand regional reach, and accelerate growth in the observability and IT management software business. Across regions, SolarWinds actively invests in the partner ecosystem through SolarWinds Partner Summits. The APJ summit in Phuket, for example, brought together partners to gain exclusive insights into the company's strategic vision, learn about the latest advancements, and explore effective sales strategies. In India we are a channel-first company helping partners to go beyond product sales and provide strategic consulting, industry insights, and expertise in implementation and support for their customers."

Enabling partners to deliver integrated cybersecurity outcomes

DEBASISH MUKHERJEE, VICE PRESIDENT OF SALES, APJ, SONICWALL

"Cyberattacks continue to increase in volume, velocity and sophistication, with ransomware, phishing, credential theft and zero-day threats targeting organizations of every size. The New SonicWall is secure, smart and scalable. It has evolved from a firewall vendor into a unified cybersecurity platform that protects across cloud, network and endpoint while supporting modern service delivery. Unified platform management — a single control layer that lets partners simplify operations, gain complete visibility and manage security outcomes for multiple customers. For partners, this means fewer silos, streamlined service delivery and a portfolio designed for recurring revenue.

SonicWall also builds service readiness into the platform. Partners can extend their offerings with SonicSentry and the Managed Protection Security Suite (MPSS)."

Sophos' channel engagement policy comprises of Transparency, Fairness, and Growth

RAJEEV GUPTA, DIRECTOR OF CHANNEL SALES, INDIA & SAARC, SOPHOS

"At Sophos, our partners are at the heart of our go-to-market strategy. Over the past year, we have enhanced the Partner Program to make it more rewarding, flexible, and transparent. The introduction of Sophos Partner Care has created a 24x7 single point of contact for partners, reducing operational delays and helping them close deals faster. The launch of our local data center in Mumbai further strengthens the ecosystem by giving partners the ability to offer customers low-latency services that meet India's data sovereignty requirements. Sophos solutions are designed to simplify security while ensuring resilience. Sophos Central provides unified cloud management, making it easier for businesses to secure hybrid environments. Flexible subscription and MSP models make enterprise-grade security affordable for SMEs, while continuous updates from SophosLabs keep organizations ahead of emerging threats."

Helping partners successfully drive growth within India's cybersecurity market

RAJNISH GUPTA, MANAGING DIRECTOR AND COUNTRY MANAGER, TENABLE INDIA

"Tenable, through its channel partnership, is committed to building a symbiotic growth relationship with our partners. In India, we continue to invest in training, certifications, and ongoing support to help partners enhance profitability and accelerate business outcomes.

We provide a wide range of resources, including sales and technical training, sales enablement tools, market development funds, purchase discounts, and pre-sales support. In addition, our programs enable partners to cross-sell validated Tenable integrations with other leading security vendors and leverage Tenable solutions to expand their own managed services offerings. Through these initiatives, we ensure our partners have both the resources and the incentives to successfully drive growth within India's fast-evolving cybersecurity market. Tenable's AI-driven exposure management platform helps Indian enterprises stay ahead of these evolving threats."

Trend Micro works with partners who commit to transitioning from Resellers to Strategic Advisors

HIMANSHU KUMAR GUPTA, SR DIRECTOR - GOVERNMENT BUSINESS & CHANNELS, INDIA & SAARC, TREND MICRO

"Our success in India is linked to our partners; hence, we invest heavily in their success and, indirectly, our success as well. Over the past few years, we have shifted from a transactional to an ecosystem model where partners can develop into trusted advisors to their customers. A significant part of this shift is our enablement framework. Through the Trend Campus platform, partners get the capability to pick up role-based training and certifications, either in sales, presales, or services, thus gaining hands-on experience in areas like AI-powered threat intelligence, advanced detection, and automated risk response. Our Partner Competency Programme helps to certify a partner's maturity in high-growth areas like Managed Services and Incident Response. In addition, the engagement models have been streamlined, robust technical support has been introduced, and co-selling programs have been initiated."

For Vehere, channel engagement is all about true partnerships

SANJAY BHARDWAJ, MD, INDIA AND ASEAN -- VEHERE

"At Vehere, we recognize that our partners are central to our growth and customer success. Over the last year, we've taken deliberate steps to strengthen the channel ecosystem in India. This includes introducing structured partner enablement programs with deeper technical training, sales certifications, and joint go-to-market initiatives. We have also enhanced deal registration and margin protection policies to ensure transparency and profitability for our partners. Beyond this, we are investing in co-marketing campaigns, demand generation activities, and localized support to help partners expand their reach. Our goal is simple: to build a channel ecosystem where partners see Vehere not just as a vendor, but as a trusted growth ally in cybersecurity and intelligence. We don't just hand over a product brochure and walk away, we work hand-in-hand with our partners on every account, right from opportunity identification to closing deals and supporting deployments."

Zebra Technologies focuses on building localized partnerships in high-growth markets

SUBRAMANIAM THIRUPPATHI, DIRECTOR ISC, ZEBRA TECHNOLOGIES

Zebra Technologies strengthens its channel ecosystem in India through the PartnerFirst program, part of the global PartnerConnect framework, which equips partners with AI-driven tools, specialized solutions, and comprehensive training for sectors like manufacturing, logistics, and retail. We regularly engage partners through events like the India Partner Summit, where we introduced AI-powered solutions to enhance asset visibility and operational efficiency, and TechDays, which provide hands-on training in advanced technologies like IoT and automation.

To expand reach, we focus on building localized partnerships in high-growth markets, ensuring access to advanced technologies and addressing regional challenges. By collaborating with distributors and technology integrators, we empower partners to deliver real-time visibility, scalable solutions, and customer success, driving productivity and cost efficiency across industries."

ANTIVIRUS
An effective tool to combat Digital Threats

MARKET TRENDS

▶ The Antivirus Market in India is expected to grow at a **CAGR of 9.6%** from **2024 to 2029**, growing **$124.1 million** during this period, according to Technavio.

▶ Cloud-based antivirus software solutions have gained significant traction due to their ability to secure data in various applications such as authentication systems, video management systems, and biometric information storage.

FOCUS INDUSTRIES

▶ An increasing number of banks and hospitals store large volumes of confidential data in the cloud, owing to which anti-virus solutions are becoming crucial to ensure the security of this information from unauthorized access.

▶ Small and Medium Enterprises (SMEs) are particularly adopting cloud-based anti-virus services due to their cost-effectiveness and lack of requirement for infrastructure support.

▶ The rise in remote work have resulted in organizations implementing cloud-based services for critical business functions like CRM, payroll, and enterprise communication, enabling secure access to data from anywhere.

GROWTH FACTORS

▶ Increase in IT security budget
▶ Rise in the number of mobile devices and BYOD trend in offices
▶ Emergence of sophisticated cyberattacks and breaches

KEY VENDORS

| kaspersky | Bitdefender. | Quick Heal Security Simplified | Microsoft Defender | eset | norton | TREND MICRO |

CLOUD SECURITY
Driving the demand for cloud security market

MARKET TRENDS

▶ The India cloud security market that generated a revenue of **$1,929.6 million** in **2024** is expected to reach **$4,959.7 million** by **2030,** according to Grand View Horizon research. It is forecasted to grow at a CAGR of **17.2%** from **2025** to **2030.**

▶ India is the fastest growing regional market in Asia Pacific when it comes to cloud security. As organizations prioritize data protection and security, the demand for cloud security solutions is expected to rise.

▶ Enterprises managing multiple incoherent security tools face operational inefficiencies and vulnerabilities. This complexity is steering demand toward integrated cloud security services and simplified architectures.

▶ Local/cloud sovereignty, partly triggered by geopolitical activities, is pushing demand for homegrown cloud and security platforms, reducing reliance on international service providers.

GROWTH FACTORS

▶ Tasked with the responsibility to protect sensitive data and meet regulatory requirements, India's growing tech sector is driving increased demand for cloud security solutions.

▶ Rapid digital transformation across sectors such as banking, telecommunications, e-commerce, and government initiatives are driving demand for secure cloud environments.

▶ Growing demand for massive storage applications to store and secure data on the cloud with advanced security models is driving this market.
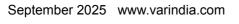
KEY VENDORS

| CISCO | Microsoft | IBM Security | FORTINET | CHECK POINT | paloalto | TREND MICRO |

YouTube

CYBER SECURITY
India's cybersecurity landscape evolving in a notable way

MARKET TRENDS

▶ Mordor Intelligence estimates the market currently at **$5.56 billion** in **2025**, while projecting it to reach **$12.90 billion** by **2030**, growing at a **CAGR** of **18.33%**.

▶ As one of the world's largest markets for internet usage, India is poised for significant improvements in cybersecurity.

▶ Along with the hardware segment (network security appliances, firewalls), software, cloud, security as a service segments generating equal amount of revenue.

▶ With small businesses lacking the necessary funds and IT security expertise to deploy advanced cybersecurity solutions to safeguard their networks and IT infrastructures, they are becoming increasingly vulnerable to various cyber threats.

▶ Lack of skill talent still persists

FOCUS INDUSTRIES

▶ Financial services (BFSI), e commerce, healthcare, telecoms are some of the big spenders.

▶ Government initiatives (Digital India, digital payments, critical infrastructure protection) contributing significantly. Critical infrastructure segment will continue to be major contributors.

GROWTH FACTORS

▶ Regulations and compliance pressure, CERT In guidelines, new data laws pushing organisations to adopt stronger cybersecurity controls.

▶ More frequent cyberattacks, data breaches, ransomware, topped up with threats targeting supply chains and connected devices demand the need for better tools.

▶ With AI/GenAI becoming widespread, investments are being made in securing applications.

KEY VENDORS

CISCO | paloalto | SONICWALL | F:RTINET | CROWDSTRIKE | SOPHOS | kaspersky

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DATA CENTRE
Powered by Tech, Shaped by Policy

MARKET TRENDS

▶ India's data centre capacity will grow from **1,150 MW (Dec 2024)** to **2,100 MW (Mar 2027)**, needing **₹40,000–45,000 crore** in **2025–27** and up to **₹2.3 lakh crore** over the next decade. Data centers are the new oil fields of the AI economy..

▶ The robust growth was driven by increasing demand from Cloud service providers.

▶ India also enjoys the advantage of one of the lowest data usage costs and the world's second-largest mobile user market, resulting in strong digital growth.

▶ Large businesses in India are increasingly focus on tier 3 and tier 4 datacenters due to their lower downtime, disaster recovery, and onsite assistance facility, thus resulting in growth of tier 3 and tier 4 data centres in the region.

▶ AI ready data centres with high rack power are the next big thing taking place. Cooling technologies are also evolving.

▶ According to an S&P Global study, data centre capacity in South and Southeast Asia is expected to grow at a CAGR of 10% to 25% over the coming years, creating new investment and funding opportunities.

FOCUS INDUSTRIES

▶ With rise in land & real estate costs, new hubs & cloud regions are coming up in Tier 2/3 cities and moving beyond Mumbai, Delhi NCR, Chennai, Bangalore.

▶ AI / ML workloads, rising internet penetration, 5G rollout, streaming, e commerce driving the growth for data centres.

▶ While data centres consume a lot of power, securing reliable, affordable, green power is becoming crucial.

KEY VENDORS

NTT | sify | CtrlS | YOTTA | esds | nxtra by airtel | EQUINIX

IRON MOUNTAIN | TECHNO DIGITAL

DATA BACK-UP / RECOVERY
Data Safe, Business Strong

MARKET TRENDS

▶ The India Data Back-up/ Recovery market is expected to grow from **8.12($ Million)** in **2024** to **50 ($ Million)** by **2035**.

▶ Driven by concerns over data breaches amid the growing adoption of cloud data backup, and the accelerating trend of digitalization, the data backup market in India is set to experience substantial growth in the coming years.

▶ Regulations such as the Information Technology (IT) Act and the impending Digital Personal Data Protection Act create further impetus for businesses to enhance their data protection strategies.

▶ Companies increasingly invest in the development and storage of critical data and information, as loss of this data can lead to customer dissatisfaction, revenue loss, and even potential business insolvency.

GROWTH FACTORS

▶ The need for robust backup and recovery is on rise for BFSI, e commerce, healthcare, telecom, govt., as they continue to generate more data, and adopt cloud and hybrid infrastructures.

▶ In India, government initiatives like the 'Digital India' program are generating new opportunities for data backup companies nationwide.

▶ Small and medium enterprises in India increasingly adopting managed services / backup as a service rather than investing heavily in own infrastructure.

KEY VENDORS

veeam	COMMVAULT	DELL Technologies	VERITAS	Hewlett Packard Enterprise	IBM	Acronis
rubrik	COHESITY					

DATA SECURITY & PRIVACY
Rising Breaches, Falling Trust

MARKET TRENDS

▶ With more organizations shifting data and workloads to the cloud or adopting hybrid architectures, there is an increased need for securing data in transit, enforcing encryption, managing access, detecting misconfigurations etc.

▶ India's swiftly growing digital landscape has resulted in several high-profile companies facing scrutiny and fines due to alleged data breaches or privacy violations. This highlights the difficulties of managing data responsibly.

▶ With the evolution of threats (state sponsored, AI enabled attacks) keeping up is becoming hard.

GROWTH FACTORS

▶ Importance of database Security tools are growing as organizations want to secure their databases without inviting penalties.

▶ As more organisations continue to digitize processes, make online transactions, increase mobile usage, etc. large volumes of sensitive data generate risk; hence data security becomes foundational.

▶ New and evolving data privacy and protection laws, data localization, etc., are pushing up demand for data security solutions.

▶ With Ransomware, data breaches, insider threats, supply chain attacks becoming more sophisticated, enterprises are investing in stronger data protection.

KEY VENDORS

IBM Security	Symantec by Broadcom	paloalto	FORTINET	CHECK POINT	VARONIS	datasafeguard	zscaler

ELECTRONIC SECURITY
Smarter Security with AI

MARKET TRENDS

▶ The India electronic security market generated a revenue of **$1,370.1 million** in **2024** and is expected to reach **$2,566.1 million** by **2030**, according to Grand View Research. It will grow at a **CAGR** of **11.3%** from **2025** to **2030**.

▶ In terms of technological advancements, the segment is witnessing use of AI/ML for anomaly detection, video analytics, and facial recognition. Shift from analog to IP based surveillance, use of cloud and integration of IoT sensors are other advancements happening.

▶ A large number of vendors offering video surveillance backed by AI-driven video analytics systems, which require less manual intervention, is a key trend dominating the electronic security market.

GROWTH FACTORS

▶ The electronic security market is moving toward AI-driven analytics, enabling real-time detection, predictive monitoring, and automated response. With improved accuracy and fewer false alarms, AI will dominate future deployments, delivering smarter surveillance, stronger safety, and greater efficiency across industries and critical infrastructure.

▶ In spite of challenges like high installation costs and limited awareness of advanced security benefits, substantial investments from both private and government sectors are supporting market growth.

▶ In light of crime, terrorism, vandalism, theft, threats to critical infrastructure, various State governments are enhancing public safety, particularly in urban areas, by incorporating advanced video surveillance systems.

▶ Enterprises, government bodies, and commercial establishments are increasing adoption of security tech.

KEY VENDORS

CP PLUS | HIKVISION | BOSCH | AXIS COMMUNICATIONS | sparsh cctv | MATRIX TELECOM | SECURITY | Secureye

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ENDPOINT SECURITY
Endpoints Matter in Cybersecurity
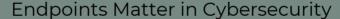
MARKET TRENDS

▶ The India endpoint protection market generated a revenue of **$146.7 million** in **2023** and is expected to reach **$342.0 million** by **2030**, according to Grand View Research. It is expected to grow at a **CAGR of 12.8%** from **2024** to **2030**.

▶ Emerging technologies, such as cloud, Artificial Intelligence (AI), the Internet of Things (IoT), are immensely integrated with the endpoint security solutions.

▶ Many organizations having a mix of legacy systems, more number of endpoints, various Operating Systems, is making protection harder.

GROWTH FACTORS

▶ As cyber adversaries constantly adapt newer tactics and with more sophisticated attacks, organizations are seen investing in advanced technologies to protect their endpoints effectively.

▶ Endpoint security is becoming critical as more devices (laptops, mobile, tablets) are being used outside secure perimeters, increasing the attack surface.

▶ The regulatory landscape plays a pivotal role in driving the endpoint security market forward. Stricter data protection regulations and compliance requirements mandate organizations to implement comprehensive endpoint security measures.

▶ The CrowdStrike outage in 2024 essentially highlighted critical internal vulnerabilities, emphasizing the need for organizations to prioritize their spending on endpoint security.

KEY VENDORS

CROWDSTRIKE | SentinelOne | SOPHOS | kaspersky | Symantec by Broadcom | CHECK POINT | CISCO | paloalto CORTEX XDR | eset

ENTERPRISE MOBILITY
Mobility at the Core of Remote Work

MARKET TRENDS

▶ The India enterprise mobility management market size reached **$813.9 Million** in **2024**. IMARC Group expects the market to reach **$3,109.8 Million** by **2033**, exhibiting a growth rate of **16.06%** during **2025-2033**.

▶ Companies are addressing security concerns by implementing advanced techniques to mitigate these issues.

▶ Rapid digital transformation of Indian enterprises has elevated the need for robust security frameworks within enterprise mobility management.

GROWTH FACTORS

▶ With many companies maintaining hybrid models post-pandemic, enterprises are rapidly adopting enterprise mobility to boost productivity and enhance operational efficiencies.

▶ Bring Your Own Device (BYOD) increases complexity and risk around security, compliance, device/app management and has significantly contributed to the growth of the enterprise mobility market.

▶ Better mobile networks (4G/5G), increased smartphone penetration, improved broadband/mobile data availability helping in enabling enterprise mobility.

▶ Data breaches, regulatory requirements, internal policies forcing organizations to invest in better enterprise mobility solutions.

KEY VENDORS

vmware | SAP | Microsoft | IBM | BlackBerry UEM | citrix | CISCO

SOTI | ZOHO

ERP
SMEs Powering the Next Wave of ERP Growth
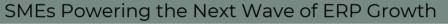
MARKET TRENDS

▶ According to Grand View Research, the ERP software market in India in **2023** was **$2,799.7 million**, and is expected to grow to **$7,805.7 million** by **2030**, with a **CAGR** of **15.8%** from **2024-2030**.

▶ ERP systems are increasingly embedding AI/ML, predictive analytics, IoT (especially in manufacturing/distribution) for things like predictive maintenance, demand forecasting, real time monitoring.

▶ ERP systems are coming with in-built regulatory & compliance features as new GST reforms, accounting standards, etc., require ERP vendors to be up to date.

▶ ERP solutions have also expanded their reach to support many business functions, from back-end processes like accounting, HR, procurement and manufacturing to front-office functions such as sales force automation, marketing automation and ecommerce.

GROWTH FACTORS

▶ Many Indian businesses (large + medium + SMEs) are increasingly adopting ERP systems to streamline operations, reduce redundancy, and improve efficiencies.

▶ Government programs (Digital India, Make in India), regulatory compliance, and supply chain improvements are impetus for this growth.

▶ Cloud based ERP is gaining popularity over traditional on premise systems due to lower upfront costs, scalability, flexibility, and easier access to updates & integrations.

KEY VENDORS

SAP | ORACLE | Microsoft | Tally POWER OF SIMPLICITY | infor | ZOHO | ramco

YouTube | in | f | X

ETHERNET SWITCHES
Ethernet Switches Powering Ahead with Innovation

MARKET TRENDS

▶ The ethernet switches market will grow from **$5.44 billion** in **2024** to **$7.62 billion** in **2025** at a compound annual growth rate **(CAGR)** of **7.8%**, according to Research And Markets.

▶ According to IDC, the worldwide Ethernet switch market recorded $11.7 billion in revenue in the first quarter of 2025 (1Q25), fueled by strong growth in the datacenter market.

▶ Ethernet switches hold the largest share in India's enterprise networking equipment market.

▶ The need for multi-gigabit speeds is increasing, particularly in data centers, to support new, business-critical applications.

GROWTH FACTORS

▶ The growth of this market is led by the demand for bandwidth and high data speed continuously increasing along with growing numbers of internet users across the globe.

▶ India's growing demand for cloud services, hyperscalers, and more local data center capacity are driving demand for higher performance, higher port density switches.

▶ Ongoing upgrades of enterprise campus and data center networks are a primary growth driver.

▶ The demand for PoE (Power over Ethernet) switch is growing, largely due to applications like IP cameras, access points, smart building sensors.

▶ The adoption of switches with advanced features will likely continue to grow.

KEY VENDORS

CISCO | Hewlett Packard Enterprise | ARISTA | DELL Technologies | Extreme networks | BROADCOM | Alcatel-Lucent Enterprise

D-Link | tp-link | TEJAS NETWORKS

FIREWALL
Next-Gen Firewalls Powering Strong Growth

MARKET TRENDS

▶ The Next Generation Firewall (NGFW) market in India is forecasted to grow at a **CAGR of 14.4%** from **2023** to **2030**, reaching about **$811.9 million** by **2030**, according to Grand View Research.

▶ The rise in security breaches and sophisticated cyberattacks, including zero-day exploits, persistent threats, malware, and ransomware are driving the growth of this market.

▶ Technological innovation and advancement will further optimize the performance of the firewall market.

▶ Firewalls are increasingly seen as part of a larger security ecosystem - zero trust, SASE (Secure Access Service Edge), intrusion detection / prevention, identity & access management, etc.

▶ In coming times, there will likely be more emphasis on integrated security frameworks (firewalls + SASE + zero trust + identity).

FOCUS INDUSTRIES

BFSI, E-commerce & Retail, Information Technology, Telecommunication, Manufacturing, Healthcare, Media & Entertainment, Education, Travel and Logistics. Smaller companies are catching up slowly.

GROWTH FACTORS

▶ Traditional firewalls are being supplemented or replaced by NGFWs and cloud/virtual firewalls that can handle modern threats, inspect deep packets, integrate with cloud services, IoT, etc.

▶ Since there is a shortage of specialized cybersecurity skills, there is a growing demand for managed firewall services in many organizations, where vendors manage policy, monitoring, updates, etc.
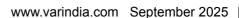
KEY VENDORS

paloalto | FORTINET | CHECK POINT | CISCO | JUNIPER NETWORKS | SOPHOS | SONICWALL

Forcepoint | SEQRITE

GRAPHIC CARD
Gaming & Content Creation Powering GPU Growth

MARKET TRENDS

▶ The global graphics card market size was valued at **$20.22 billion** in **2024** and is projected to grow from **$23.57 billion** in **2025** to **$75.95 billion** by **2032**, exhibiting a **CAGR** of **18.2%**, according to Fortune Business Insights.

▶ Graphics Processing Units (GPUs) are now essential far beyond gaming—powering AI and machine learning through parallel data processing, enabling realistic content creation, supporting scientific simulations, and driving cloud computing to handle data-heavy services across industries.

▶ Increasing investments and advancements in game development leading to a higher demand for high-graphics capabilities.

▶ The expansion of cloud gaming is helping the graphics card manufacturers to create an opportunity in this market. Popularity of Cloud Gaming Services, such as Google Stadia, Microsoft Xbox Cloud Gaming, and Amazon Luna, is expected to create graphics card market growth opportunities in the coming years.

GROWTH FACTORS

▶ The demand for graphics cards is rising due to advancements in gaming and content creation technology. The market is driven by increasing interest in immersive video games alongside Virtual Reality (VR) and Augmented Reality (AR) applications.

▶ The rise in demand for advanced computing power required by AI applications is also driving the market.

▶ Despite AI chips surpassing GPUs in performance and energy efficiency, GPUs will remain integral to high-performance computing due to their solid general-purpose computing capability.

▶ Graphic cards are essential in the processing power required for cryptocurrencies, facilitating smooth gaming experiences.

KEY VENDORS

NVIDIA | AMD | intel. | ASUS | msi

HARD DISK DRIVE (HDD)
HDD Innovation Sparks Market Excitement in India

MARKET TRENDS

▶ While the Indian hard disk drive (HDD) market size was estimated at **5.88 ($Billion)** in **2023**, it is expected to grow from **6.5($ Billion)** in **2024** to **10.5 ($ Billion)** by **2035**.

▶ Although many PCs, laptops now use SSDs as primary storage, many systems (desktops, external storage, secondary backups) still use HDDs.

▶ Issues around illegal/refurbished drives being imported raise concerns about data security, product quality, and regulatory enforcement.

▶ Besides smartphones and PCs, HDD applications are fast expanding across other consumer electronic devices, such as surveillance camera systems, gaming consoles, and standalone portable storage devices.

GROWTH FACTORS

▶ Expansion in cloud computing, data centers, and the digital content industry are some of the major drivers of the market.

▶ As more data is generated (from AI/ML, video content, surveillance, cloud services, etc.), there is increased demand for large-capacity storage.

▶ HDDs are still cost-effective per TB compared with many SSDs for archival storage, and hence it is fueling the market growth. Indian market being price sensitive, HDDs often win where high capacity at low cost is needed vs premium performance SSDs.

▶ The growth of the HDD market is expected to be further enhanced by the increasing investments in the development of the semiconductor industry.

KEY VENDORS

SEAGATE | WD | TOSHIBA

YouTube in f X

HYPER-CONVERGED INFRASTRUCTURE (HCI)
HCI Powers the Future of IT Management

MARKET TRENDS

▶ The Hyper-Converged Infrastructure Market (HCI) size is estimated at **$13.37 billion** in **2024**, and is expected to reach **$40.97 billion** by **2029**, according to a survey by Mordor Intelligence.

▶ Industries that handle high data, strict uptime, or regulatory/compliance requirements (banks, financial institutions, insurance, healthcare, public sector) are more likely to adopt HCI systems.

▶ Key drivers include rising digital transformation, demand for simplified IT operations, scalability, reduced operational and capital expenses, and increased usage across sectors like healthcare, retail, and data centers.

GROWTH FACTORS

▶ Growth in cloud usage, expansion of data centers (both hyperscale, enterprise, and edge) pushes demand for scalable infrastructure, and thereby HCI.

▶ With most enterprises going for hybrid solutions or on premises control with cloud like features, HCI systems are often the answer.

▶ As enterprises seek ways to reduce IT expenditure (both operational and capital), HCI offers a more efficient alternative by integrating hardware and software.

▶ Enterprises sought ways to reduce IT expenditure (both operational and capital), and HCI offers a more efficient alternative by integrating hardware and software.

▶ With the technology advances – IoT, AI/ML workloads, virtualization, and the push for remote work/VDI will require flexible, integrated infrastructure platforms.

KEY VENDORS

NUTANIX | vmware | Hewlett Packard Enterprise | DELL Technologies | CISCO | NetApp | Microsoft

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INKJET/INK TANK PRINTER
Boost in Premium Printing Fuels Market Growth
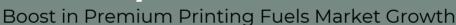
MARKET TRENDS

▶ The Indian Ink Tank/Inkjet printer market showed robust growth in 2024, driven by demand from e-commerce and SMEs, high-quality printing needs, and technological advancements.

▶ The India inkjet printer market size stands at **$47.59 billion** in **2025** and is expected to reach **$59.34 billion** by **2030**, registering a **4.51% CAGR** over the period, according to Mordor Intelligence.

▶ Market trends however, indicated increasing adoption of ink tank technology for lower running costs, and reduced need for frequent ink replacement. Expansion of large format inkjet printers seen into sectors like packaging and textiles; especially the surge in online businesses fueled the demand for inkjet printers for packaging, shipping labels, and promotional materials.

▶ Demand from the non-commercial segment is projected to remain low, whereas commercial demand is likely to remain high.

GROWTH FACTORS

▶ Hybrid work/remote learning have pushed demand from home users, students, and small businesses for home printers.

▶ Consumers increasingly making printer purchases online as they find better variety and pricing, with access to more models, easier comparisons, and periodic online discounts (especially during festivals).

▶ Continuous innovations both in ink tank and inkjet technology led to faster print speeds and improved color accuracy.

▶ Production-linked incentives (PLI) and import-duty offsets drive printer vendors like Canon and HP to ramp up their output by manufacturing more in India.

KEY VENDORS

hp | Canon | EPSON | brother at your side | RICOH imagine. change. | PANTUM

IOT /OT SECURITY
Advanced IoT & OT Security: A Must in the Cyber Era

MARKET TRENDS

▸ The global Operational Technology (OT) Security Market is projected to reach **$84.2 billion** by **2032**, growing at a **CAGR** of **19%** from **2023 to 2032**, according to Allied Market Research.

▸ The India IoT security market size is projected to grow at a CAGR of 24.00% between 2025 and 2034 to reach nearly USD 6.30 billion by 2034.

▸ What still limits growth in this space is the dearth of trained security staff to analyze OT security systems and the high installation cost of OT security solutions.

GROWTH FACTORS

▸ Increasing frequency of intrusions that impact both IoT and OT systems driving the market for these security solutions. More attack vectors like phishing, compromised email, mobile device breaches, web compromise, remote access have also been exploited.

▸ As India embraces digital transformation, IoT technologies are becoming essential in sectors like healthcare, manufacturing, smart cities, and agriculture, creating a need for enhanced security measures to combat evolving cyber threats.

▸ Industry 4.0, smart manufacturing, automation, robotics, remote monitoring is increasing the number of OT/IoT devices in industrial environments, resulting in more attack surface.

▸ As OT security incidents often lead to physical disruptions, production stoppages, safety risks, this is pushing for more spending in OT security.

KEY VENDORS

| paloalto | CISCO | CHECK POINT | FORTINET | IBM Security | SONICWALL | OPSWAT. | FORESCOUT |

LASER PRINTER
MFPs: Powering the Laser Printer Market
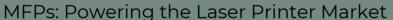
MARKET TRENDS

▸ The India laser printer market generated a revenue of **USD 489.6 million** in **2024** and is expected to reach **$722.6 million** by **2030**, according to Grand View Research.

▸ The growing popularity of multi-function printers (MFPs) is driving the demand for the global laser printer market, with MFPs), with the segment being the largest revenue generating in 2024.

▸ Single function laser printers are also used, especially for basic text printing needs.

▸ Laser printers are seen as more rugged, especially for high volume text printing.

▸ Printer companies are investing in R&D and strategic partnerships to maintain market competitiveness.

GROWTH FACTORS

▸ Fast printing, long life, speed, machine stability, high efficiency, lower paper quality requirements, user-friendly handling, and noiseless machines are factors resulting in the growth of the laser printers.

▸ Rapid economic development and the increasing adoption of digital technologies across India are fueling demand for reliable laser printing solutions.

▸ Laser printers with WiFi, duplex printing, network features, mobile printing support, integration of cloud data storage etc. are raising the bar, with such features helping in adoption in small businesses and hybrid home office setups.

FOCUS INDUSTRIES

Manufacturing, Retail, Healthcare, Banking, Insurance, Government, and Education

KEY VENDORS

| hp | Canon | EPSON | brother at your side | xerox | RICOH imagine. change. | KONICA MINOLTA |

MANAGED PRINT SERVICES (MPS)
Cut Print Costs with Managed Services

MARKET TRENDS

▶ Managed Print Services (MPS) are becoming essential for organisations of all sizes, offering a streamlined approach to optimise and manage printing infrastructure. Now integral to modern business operations, the MPS market is projected to grow at a **CAGR of 8.52%** from **2024 to 2029**.

▶ The MPS market is anticipated to cross a value of **$319.5 billion** by **2033**, while gradually evolving over time, according to Future Market Insights.

▶ The MPS deployment model has bifurcated the print services market into cloud and on premise. The cloud segment continues to dominate the market and is projected to be the faster-growing segment.

▶ MPS also offers enhanced security features which helps protect the valuable information from network branches.

GROWTH FACTORS

▶ Since organizations want to reduce total cost of ownership of printing – devices, supplies, maintenance, energy, paper, MPS helps by consolidating devices, optimizing usage, and reducing waste.

▶ IT teams have fewer device-related issues, with remote management, monitoring, and companies reducing downtime.

▶ More small/medium businesses are realizing the benefit of outsourcing print management rather than managing themselves.

▶ Major printer/ imaging vendors and system integrators are pushing MPS, offering services across devices, supplies, and support. Channel partners see MPS as a recurring revenue stream.

▶ Lower paper usage, less wastage, energy-efficient devices, recycled supplies etc. are gaining importance.

KEY VENDORS

xerox | RICOH imagine. change. | hp | Canon | KONICA MINOLTA | wepsol

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OPEN SOURCE
Indian Enterprises Turn to Open Source for AI Edge

MARKET TRENDS

▶ The India Open Source services market in **2023** was about **$1,209.9 million**, according to Grand View Research. It is forecast to grow at a CAGR of **18.2%** from **2024 to 2030**, reaching about **$3,901.1 million** by **2030**.

▶ The rapid expansion of open source in India has significantly heightened investment interest in Indian startups, making them more appealing to venture capitalists globally.

▶ Contributions to open source from Indian developers are increasing with new repositories, more public contributions, and more first-time open source contributors.

▶ The increasing adoption of open AI models is reshaping intelligence analysis, cybersecurity, and governance.

GROWTH FACTORS

▶ Open source offers a flexible and cost-effective platform for developing and deploying AI and ML solutions, without the need for organizations for significant investment in proprietary software.

▶ The increasing adoption of open AI models is reshaping intelligence analysis, cybersecurity, and governance.

▶ Startups, SaaS companies, and cloud migrations are preferring open source for speed, modularity, and cost effectiveness.

FOCUS INDUSTRIES

Large enterprises, SMEs across several verticals, including IT and ITeS, Transportation & Logistics, Telecommunications, BFSI, Manufacturing, Healthcare & Life Sciences, consumer goods and Retail.
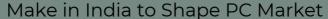
KEY VENDORS

Red Hat | SUSE | Canonical | ORACLE Linux | elastic | HashiCorp

PC MARKET
Make in India to Shape PC Market

MARKET TRENDS

▶ The Indian PC market (excluding tablets) remained relatively flat with vendors focusing on clearing excess inventory and normalizing stock levels.

▶ The commercial segment was bolstered by government tenders that were expedited ahead of the elections, while the SMB sector saw growth due to a few deals closing at the end of the quarter, according to a report by Canalys.

▶ As per IDC, PC shipments in India touched 14.4 million units in 2024, up 3.8 percent YoY. This includes 4.5 percent YoY growth in shipments of notebooks and 1.8 percent YoY in shipments of desktops.

▶ HP grabbed the lion's share of domestic PC shipment, while Lenovo secured the second spot followed by Dell.

▶ Desktops, like earlier years, are declining or showing low growth with notebooks (portable PCs) dominating the current growth.

GROWTH FACTORS

▶ India's PC market is set for robust growth, fueled by enterprise refresh cycles, expanding AI adoption, and rising demand from smaller cities, with shipments projected to rise 7% to 15 million units in 2025.

▶ PC buyers in India increasingly want higher specs (GPUs, better CPUs, more memory) for gaming, content creation, and AI workloads, and hence the demand for premium notebooks.

▶ End-of-year (festive) sales, online discounts, etc., boosting consumer segment shipments.

▶ Manufacturing & "Make in India" incentives may begin to play more of a role, with local assembly/manufacturing increase, which could affect pricing and brand strategy.

KEY VENDORS

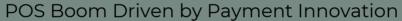| hp	DELL Technologies	Lenovo	acer	🍎	ASUS

POINT OF SALE (POS)
POS Boom Driven by Payment Innovation

MARKET TRENDS

▶ The India POS Terminals market size stood at **$37.08 billion** in **2025** and is projected to reach **$63.88 billion** by **2030**, translating into an **11.49% CAGR**, according to Mordor Intelligence.

▶ The market is witnessing significant demand with banks procuring a large number of POS terminals.

▶ The market saw a significant shift towards mobile POS (mPOS) devices and portable units, making up a large portion of the total market share.

▶ There is a clear trend toward contactless payment solutions, along with contact-based systems which is a significant growth driver for the future.

▶ High installation and maintenance costs, along with security concerns related to theft, are hindering steady market growth.

GROWTH FACTORS

▶ As AI, cloud, and contactless payments advance, POS systems are set to play a central role—helping businesses optimize operations, elevate customer experience, and stay competitive.

▶ Government programs (Digital India etc.), emphasis on financial inclusion, demonetization after-effects, and RBI regulations pushing for digital acceptance, especially in underbanked or cash-heavy sectors driving the POS market.

▶ Small and medium businesses increasingly adopt POS / mobile POS for ease, efficiency, and better customer experience.

▶ Growth of organized retail chains, supermarkets, e-commerce/omni-commerce are demanding unified POS solutions.

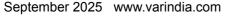▶ Industries driving the POS market are retail, healthcare, hospitality, warehousing, and distribution.

KEY VENDORS

EPSON	verifone	TVS ELECTRONICS	pine labs	wepsol	VISIONTEK

You Tube in f X

PROJECTOR
Classrooms, SMBs & Homes Fuel Projector Boom

MARKET TRENDS

▸ The global portable projector market is expected to reach a value of **$21.72 billion** by **2028**, at a **CAGR** of **4.8%,** according to GlobeNewswire.

▸ The demand for 3D projectors is expected to increase at a global level owing to the significant rise in the use of the 3D technology in areas such as cinema, education, home theater, business presentations, and event management.

▸ Challenges such as high installation costs and a lack of awareness continue to be concerns for projector vendors.

▸ The market in India remains highly fragmented, with numerous brands competing across different categories.

GROWTH FACTORS

▸ Schools, colleges are investing in projectors more aggressively to enable digital learning, and interactive & immersive education. Government initiatives like Digital India further pushing this.

▸ Demand from offices, meetings, training, conferences for higher resolution, portable & wireless projectors and hybrid working increasing the need for better visual communication tools.

▸ Increased interest in projectors among home users wanting home theaters, large screen displays, especially in non-urban areas with enough space and ambient lighting improvements.

FOCUS INDUSTRIES

IT, corporate, media & entertainment, rental, BPO and education sectors.

KEY VENDORS

EPSON | BenQ | acer | InFocus | Optoma | Panasonic | E GATE
ViewSonic | GLOBUS

ROBOTIC PROCESS AUTOMATION (RPA)
Automation Driving Cost & Error Reduction

MARKET TRENDS

▸ The Indian RPA market showed significant growth in 2024, with a Grand View Research report estimating it at **$73.4 million** in **2024**; it is projected to reach **$729.1 million** by **2030.**

▸ The Banking, Financial Services, and Insurance (BFSI) sector is a major adopter, using RPA for tasks like customer onboarding, loan processing, and regulatory compliance.

▸ Businesses are increasingly leveraging RPA to automate repetitive, rule-based tasks to enhance productivity, reduce operational costs, and improve accuracy.

▸ SMEs are adopting cloud-based RPA solutions for affordability and ease of deployment to remain competitive and optimize resources.

▸ The move beyond just RPA bots to combining RPA + AI/ML + process mining etc, will automate more end-to-end and intelligent workflows.

▸ There will be more adoption of cloud-hosted RPA tools because of scalability, lower entry cost, faster deployment.

GROWTH FACTORS

▸ Low-code / No-code platform tools will allow non-technical staff to build simple automations themselves, reducing dependency on IT teams.

▸ Repetitive processes like reporting & administration, payroll, data extraction / migration, customer support, compliance etc., are among the earliest and biggest use-cases of RPA.

▸ Instead of automating just for tech's sake, companies are prioritizing automations that reduce cost, error, manual workload, speed up processes, compliance etc.
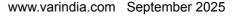
KEY VENDORS

UiPath | AUTOMATION ANYWHERE | SAP | IBM | Microsoft

ROUTER
India's Router Market Rides the Digital Wave

MARKET TRENDS

▶ The India router market size reached **$873.8 Million** in **2024**, according to IMARC Group and it expects the market to reach **$1,733.4 Million** by **2033**, exhibiting a growth rate **(CAGR)** of **7.32%**.

▶ Telecom Service providers are seen investing heavily in routers as part of upgrading to offer 5G network supported services.

▶ Other key verticals for routing include finance, government, and services.

▶ In urban areas, while demand is for higher-end routers, in rural & semi-urban areas, the demand is for reliable, affordable models.

▶ Wireless routers are emerging as the go-to option for Indian homes and enterprises in place of traditional cabled configurations.

GROWTH FACTORS

▶ The router market in India is growing owing to the increased use of the internet, more broadband subscriptions, expanding digital infrastructure, and the requirement for seamless and dependable connectivity across industrial, commercial, and residential segments.

▶ There is an increasing demand for high bandwidth usage at home (video calls, streaming, gaming, multiple connected devices), pushing people to upgrade from basic routers.

▶ As governments invest in fiber, broadband backbone, rural connectivity, there arises demand for router hardware both at the user end and for enterprise networks.

KEY VENDORS

CISCO | HPE aruba networking | JUNIPER NETWORKS | ciena | HUAWEI | ARISTA | FORTINET | tp-link

SOPHOS | TEJAS NETWORKS

SERVER (X86/NON X86)
Server Market Set to Scale New Heights
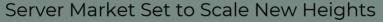
MARKET TRENDS

▶ A key trend shaping the India server market is the transition towards edge computing and decentralized server systems.

▶ In its Magic Quadrant for Enterprise Storage, Gartner stated that by 2028, more than 20% of enterprises will run AI workloads (training and/or inference) in on-premises data centers.

▶ By 2029, consumption-based storage as a service (STaaS) will replace 50% of on-premises enterprise storage and data services infrastructure capital expenditure (capex).

▶ By 2029, 100% of storage products will include cyber storage capabilities focused on active defense beyond recovery from cyber events, up from 20% in early 2025.

▶ While Dell maintains its stronghold, HPE and IBM are aggressively expanding their capabilities to challenge the market leader.

GROWTH FACTORS

▶ India's server market is growing due to digital transformation, increased cloud adoption, and government initiatives like Digital India.

▶ Key opportunities arise in sectors like healthcare and finance, with a shift towards edge computing and 5G enhancing server demand despite high initial costs.

▶ Programs like Digital India and Ayushman Bharat Digital Mission are promoting localized data handling, encouraging investment in domestic server setups.

▶ With startups and SMEs also digitizing, the demand for advanced servers continues to rise.

KEY VENDORS

DELL Technologies | Hewlett Packard Enterprise | CISCO | Lenovo | FUJITSU | HUAWEI | SUPERMICRO

SOFTWARE-DEFINED WIDE REA NETWORK (SD-WAN)
SD-WAN to Redefine India's Network Future

MARKET TRENDS

▶ The global software-defined wide area network (SD-WAN) market is poised for significant growth, expanding from **$5,362.2 Million** in **2024** to **$80,910.1 Million** by **2034**, according to Future Market Insights.

▶ The India SD-WAN market is expected to see strong growth in the coming years, driven by digital transformation initiatives, cloud adoption, and the need for secure, efficient network connectivity.

▶ While challenges such as high implementation costs, integration with legacy systems, and a shortage of skilled workforce exist, advancements are making the technology more accessible for Small and Medium-sized Enterprises (SMEs).

GROWTH FACTORS

▶ India's rapidly expanding telecom sector requires SD-WAN to power emerging technologies and services such as 5G, cloud computing, and IoT.

▶ As industries increasingly adopt cloud technologies and remote work practices, the SD-WAN market is expected to experience robust growth, particularly in emerging markets.

▶ As enterprises migrate applications to the cloud, SD-WAN provides a robust solution to manage network traffic and ensure performance across diverse cloud environments.

▶ In the Asia-Pacific region, rapid urbanization and the expansion of digital economies are driving the demand for SD-WAN.

▶ Initiatives to improve digital infrastructure, broadband penetration, data localization, regulatory expectations of network security are helping this market growth.

▶ Security threats and data compliance & protection are pushing for integrated security in SD-WAN.

KEY VENDORS

CISCO | HPE aruba networking | vmware | F⏃RTINET | paloalto | JUNIPER NETWORKS | ARISTA | SONICWALL

SMARTPHONE
Smartphone Market Boosted by AI and Premium Demand
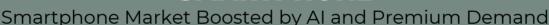
MARKET TRENDS

▶ India's 2025 smartphone market showed mixed performance, with some reports indicating growth in value, driven by AI features and growth in the entry-premium segment. Oher reports showed modest unit growth influenced by factors like a strong entry-premium segment and high 5G adoption.

▶ The market has rebounded from a two-quarter slump; however subdued consumer demand is expected to limit the pace of annual recovery.

▶ According to IDC, Apple maintained its strong performance, with shipments growing 21.5% YoY to 5.9 million units in the first half of 2025, and the iPhone 16 being the highest-shipped model across India in 1H25.

▶ Consumers are prioritizing devices with strong AI capabilities, driving demand for performance and advanced features.

GROWTH FACTORS

▶ Smartphone production in India is accelerating in scale and speed, powered by government initiatives like Make in India and the PLI scheme.

▶ With chipset prices falling, phones with 5G are becoming more affordable.

▶ Promotions, financing options, both offline and eCommerce are helping consumers afford higher end smartphones.

▶ India's policies like Make in India, PLI etc. have made local assembly & production more attractive, which helps reduce costs and sometimes import duty.

▶ People buying higher value phones with better cameras, design, features are driving this market.

KEY VENDORS

SAMSUNG | mi | iPhone | vivo | oppo | Lenovo motorola | ONEPLUS

SOFTWARE DEFINED NETWORKING (SDN)
SDN Players Eye India's Lucrative Market

MARKET TRENDS

▸ The Software Defined Networking (SDN) market is projected to reach a valuation of **$95 Billion** by **2032**, with the projected market growth of **17.2%** from **2022 to 2032**, according to Future Market Insights.

▸ 5G rollout is driving SDN adoption in India, as its ultra-low latency, high throughput, and massive device connectivity needs surpass the limits of traditional hardware-centric networks, demanding programmable, flexible solutions.

▸ Since SDN technology virtualizes all components of the network infrastructure, an SDN controller can serve as an attractive attack surface, giving hackers the potential to manipulate and gain complete control over the entire network.

GROWTH FACTORS

▸ SDN's use of Application Programming Interfaces (APIs) allows for dynamic control and troubleshooting, which is key to modern digital transformation efforts in the region.

▸ As 5G networks expand, telecom operators need more flexible, software-driven network architectures for network slicing, dynamic bandwidth allocation, low latency, etc.

▸ Enterprises want to reduce manual configuration, respond faster to changes, optimize resource usage, and improve visibility, and thus SDN helps with orchestration, virtualization, dynamic provisioning etc.

▸ As cyber threats evolve quickly and the need for real-time responses rises, organizations are turning to SDN solutions that provide centralized control and detailed security policies.

▸ SDN solutions provide more flexibility in terms of traffic management to the operator for improving the efficiency of the network that has become enormous in terms of both size and complexity.

KEY VENDORS

CISCO | vmware by Broadcom | ARISTA | HPE aruba networking | Alcatel-Lucent Enterprise | ciena | VERSA NETWORKS

SOFTWARE DEFINED SECURITY (SDS)
SDS Market Soars with Automation & Scalability

MARKET TRENDS

▸ The global Software Defined Security (SDS) market size is expected to grow at **33.5%**, reaching nearly **$68.02 Billion** by **2029**, according to Maximize Market Research.

▸ The shortage of technical expertise is likely to hinder the growth of this market, leading to more difficult and expensive initial installations, limited customization options, and complex network management.

▸ As there are lack of industry regulations, various companies are avoiding the use of SDS which is expected to restrain the growth of the market.

▸ Fueled by the increasing demand for agile, automated, and scalable security solutions, SDS finds adoption in BFSI and Telecom & IT.

GROWTH FACTORS

▸ The market is growing as businesses face more sophisticated cyber threats and need more flexible / adaptive solutions.

▸ As more workloads move to cloud/hybrid/multi-cloud environments, SDS enables virtualized security suitable for these environments.

▸ Data protection regulations, requirements for data localization, compliance with government cybersecurity norms push organizations toward stronger security controls and thereby adopt SDS.

▸ Organizations are concerned about the security of automated and virtualized infrastructure before using software defined networking, and this in return is boosting the growth of the SDS market opportunity.

KEY VENDORS

vmware | illumio | CISCO | FORTINET | zscaler | paloalto | CROWDSTRIKE | COLORTOKENS

CLOUDFLARE | AIRGAP

YouTube in f X

SOLID STATE DRIVE (SSD)
The market for SSDs look promising going forward

MARKET TRENDS

▶ Higher SSD demand is gradually starting to come from the enterprise market, with the future looking promising fueled by increasing demand for high performance computing.

▶ Declining prices and technological advancements are making SSDs more accessible.

▶ Many consumers don't fully understand the differences (e.g. SATA vs NVMe, DRAM vs DRAM-less) and so may buy mismatched products or under-performing ones.

GROWTH FACTORS

▶ The key factors driving this market include the increasing penetration of high-end computing, growing adoption of SSDs in data centres, and advantages SSDs enjoy over HDDs.

▶ Although the SATA sector remains the market leader, the high demand for SSDs with SATA interfaces is mainly due to their affordability.

▶ Businesses are moving workloads to cloud /hybrid/edge, increasing the need for fast, low latency storage, and hence the need for SSDs.

▶ More affordable NAND, higher density NAND, better interfaces (PCIe 4.0 / 5.0), and more efficient SSD controllers are made available.

▶ Data localization, sovereign cloud infrastructure, incentives for electronics/component manufacturing helping drive the demand.

▶ The increasing demand for SSDs is also driven by a rapidly growing digital economy and the widespread use of multimedia applications, which require faster and more reliable storage solutions.
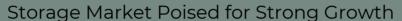
KEY VENDORS

SanDisk | SAMSUNG | Micron | SEAGATE | Kingston | SK hynix

STORAGE
Storage Market Poised for Strong Growth

MARKET TRENDS

▶ As per IDC report, the external OEM enterprise storage systems (ESS) market reported annual growth of 3.6% in the fourth quarter of 2024, completing the year at 2.5% annual growth and $33.5 billion in spending.

▶ IDC expects that the recovery of the external ESS market will be pushed into 2025 as the strong growth in investments into computing infrastructure will start slowing down.

▶ Key trends included increased spending from government and manufacturing, a growing contribution from All-Flash Arrays (AFAs) and NVMe-based arrays, and a projected single-digit CAGR for the 2020-2025 period.

▶ As digitization advances and the number of active mobile users rises, the demand for data storage is anticipated to increase in the coming years, particularly in the Asia Pacific region.

▶ In India, revenue from storage systems is projected to grow at an annual rate of 8.27%, reaching a market volume of US$1.2 billion by 2028.

GROWTH FACTORS

▶ Many businesses are also seen migrating to newer technologies such as non-volatile memory express (NVMe), which uses AI and ML to access and store data.

▶ Advanced technologies have enabled the development of connected appliances and autonomous vehicles, leading IT infrastructure companies to choose the latest, cutting-edge storage solutions.

KEY VENDORS

DELL Technologies | Hewlett Packard Enterprise | NetApp | IBM | Hitachi Vantara | PURESTORAGE | Lenovo

STRUCTURED CABLING
5G & Data Centres Power Structured Cabling Growth

MARKET TRENDS

▶ The India structured cabling market size reached **$704.1 Million** in **2023**, and as forecasted by IMARC Group, the market will reach **$1,626.1 Million** by **2032**, exhibiting a **growth rate** of **9.75%**.

▶ The demand for structured cabling is primarily driven by the rising need for copper cabling, which is necessary for higher bandwidth and faster transmission rates.

▶ However, copper and fiber components are sensitive to global commodity price swings, which increase costs and affect margins.

▶ Moreover, upgrading older buildings or older cabling systems is more complicated and costly than in green-field projects

GROWTH FACTORS

▶ The demand is bolstered by the introduction of Wi-Fi services on trains, the growth of the data center industry, the expansion of 5G networks by telecom companies, and the increasing interest in intelligent buildings across the country.

▶ Commercial and Residential sectors upgrading or building new infrastructure needing high-bandwidth, smart building wiring is driving this market.

▶ The continual technological advancements and the advent of fifth-generation (5G) network channels are providing a boost to the demand for structured cabling systems across India.

FOCUS INDUSTRIES

IT, healthcare, education and the telecommunications segment.

KEY VENDORS

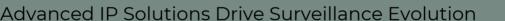| COMMSCOPE | Schneider Electric | R&M | D-Link | POLYCAB | DIGISOL |

CCTV/SURVEILLANCE
Advanced IP Solutions Drive Surveillance Evolution

MARKET TRENDS

▶ The Indian video surveillance market has grown swiftly and attracted major international CCTV & security systems brands.

▶ The India CCTV Market size is estimated at **$3.98 billion** in **2024**, and is expected to reach **$10.17 billion** by **2029**, growing at a CAGR of **20.60%**, according to Mordor Intelligence.

▶ The IP-based surveillance system is expected to soon outclass the conventional, analogue method due to its sophistication and improved applications.

▶ The CCTV market has witnessed higher penetration in Tier 1 and 2 cities, with Government and Transportation accounting for the largest market share among the verticals.

▶ There is a push toward localization of manufacturing of surveillance products so that dependency on imports is reduced.

▶ Relentless innovation in surveillance and security networks has decreased the cost of surveillance products and increased their efficiency.

GROWTH FACTORS

▶ Smart Cities Mission, Safe City Projects, municipal surveillance, public safety infrastructure investments continue to propel the growth of this market.

▶ Laws and policies pushing for surveillance in public areas, transport hubs etc. is seen as another growth driver.

▶ Rapid growth of urban populations, increasing concerns about crime, vandalism, safety in public & private spaces boosting this market.

KEY VENDORS

| CP PLUS | PRAMA | BOSCH | Godrej | sparsh cctv | Secureye | MATRIX TELECOM | SECURITY |

UPS (On-Line/Off-Line)
UPS Growth Powers Through Competitive Landscape

MARKET TRENDS

▶ The Indian UPS market was valued at **$8.79 billion** in **2024**, per Astute Analytica. According to forecasts, it will grow at a CAGR of **~8–8.6%** through **2025-2033**, reaching about **$18.28 billion** by **2033**.

▶ Given the competitive landscape, the industry is prioritizing research and development to introduce more advanced products, one of which is the online UPS.

▶ The UPS market in India is very competitive and still very fragmented.

▶ A major challenge that UPS manufacturers face are the low-cost imports from China and Taiwan, as well as increasing raw-material prices.

GROWTH FACTORS

▶ Technological advancements in UPS systems, including artificial intelligence, machine learning, and IoT, are anticipated to create significant opportunities in the market.

▶ Frequent power outages, voltage fluctuations, and uneven grid infrastructure in many parts of India are major reasons organizations (and individuals) adopt UPS systems.

▶ The booming data center buildout, expansion of cloud services and digital transformation gives strong demand for UPS solutions.

▶ For data centers and larger setups, modular UPS that can scale up/down are favored.

▶ Increased use of home electronics, remote work setups, more frequent power cuts drive demand for smaller, lower-capacity UPS.

KEY VENDORS

Schneider Electric	VERTIV	EATON	DELTA	NUMERIC (A Legrand brand)	BPE Strategic Power Solutions	Uniline

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UTM (UNIFIED THREAT MANAGEMENT)
UTM Demand Soars as Cyber Threats Rise

MARKET TRENDS

▶ Unified Threat Management (UTM) is seen as an evolution of the traditional firewall, serving as a comprehensive security solution that can perform various functions, including gateway anti-spam, network firewalling, data leak prevention, network intrusion prevention, gateway antivirus, load balancing, on-appliance reporting, and content filtering.

▶ Asia-Pacific is expected to be one of the fastest-growing regions in UTM adoption, due to increasing cyber threats, cloud migration, regulatory push, and growing digitalization of enterprises & government services in countries like India.

GROWTH FACTORS

▶ The UTM market has witnessed considerable growth owing to the increasing number of cyberattacks and growing importance of cybersecurity across the globe.

▶ Small and Medium Enterprises (SMEs) are a major part of the adoption base, because UTM offers cost-efficiency by integrating multiple security functions (firewall, antivirus, IPS, etc.) in one device or solution.

▶ According to a report by 6WResearch, the India UTM market is expanding, with organizations in India increasingly seeking all-in-one security solutions to simplify their cybersecurity infrastructure.

▶ Data protection laws, government requirements for secure networks, especially for finance, healthcare, telecom will continue to drive this market.

KEY VENDORS

FORTINET	SOPHOS	CHECK POINT	CISCO	paloalto	SONICWALL

VIRTUALIZATION
Virtualization Boom Reshaping Indian Market

MARKET TRENDS

▶ As organizations increasingly consider digitizing and virtualizing their operations, virtualization has become a standard practice within an enterprise IT architecture.

▶ The virtualization market has experienced rapid maturation over the past few years.

▶ The market, both in India and globally, is seeing an increasing adoption of various types of virtualization - data, server, storage, desktop and application virtualization.

▶ Many enterprises have legacy on-prem systems that are not easy to virtualize as it involves migration costs and other risks.

GROWTH FACTORS

▶ Digital transformation, especially in IT services, telecom, BFSI, is accelerating virtualization.

▶ As Virtualization helps reduce hardware costs, improves resource utilization, cuts maintenance overhead, these gains are significant for SMEs.

▶ Virtualization technologies offer significant efficiency improvements, enabling IT departments to deploy resources quickly and scale infrastructure as needed.

▶ Government policies for digital inclusion, cloud infrastructure, growth of data centres, data localization etc., are helping create a favorable environment for virtualization.

▶ Edge computing and data centre virtualization are also getting a boost.

▶ Virtual desktop, data virtualization, and virtual networking are among the biggest revenue segments in 2024.

KEY VENDORS

NUTANIX	Microsoft	vmware	Red Hat	ORACLE	IBM

WI-FI
Wi-Fi Market Set to Soar on Quality Network Demand

MARKET TRENDS

▶ According to Future Market Insights, with a projected CAGR of 20.2% for the next ten years, the Wi-Fi market is predicted to reach a valuation of nearly **$88.90 billion** by the end of **2033**.

▶ Next-generation wireless technologies such as 5G and Wi-Fi 6, the latest generation of wireless standards, are poised to become a crucial part of the networks that link machines and people.

▶ The Managed Wi-Fi solutions market is another sector which is going to be driven by the need for high speed internet connectivity.

▶ However, in rural/tier-2/3 areas, getting consistent broadband/backhaul, stable electricity, etc. can be difficult.

GROWTH FACTORS

▶ More smartphones, tablets, laptops, smart devices (IoT etc.) mean more need for good Wi-Fi coverage.

▶ Remote/hybrid working, online education, higher bandwidth expectations inside homes and offices as well as increase in smart homes also drives the need for better home Wi-Fi and range extenders.

▶ The increasing number of Wi-Fi-enabled devices such as mobile phones, laptops, computers, iPads, and tablets are expected to further propel the market through 2025.

▶ Launch of Government and municipal Wi-Fi, public hotspots are helping coverage in public spaces (stations, airports, etc.).

KEY VENDORS

CISCO	aruba	Ruckus	ARISTA	Allied Telesis	D-Link	tp-link	NETGEAR

YouTube

WORKSTATION
Surge in Workstation Usage Across Multiple Sectors

MARKET TRENDS

▸ Workstations are often more expensive units, and hence they are sold in smaller volumes as compared with general desktop/notebook PCs.

▸ Manufacturers of workstations are seen integrating advanced technologies like Virtual Reality (VR) and Augmented Reality (AR) in their offerings to create significant business opportunities.

▸ Although workstations are not the same as gaming PCs, there is sometimes an overlap.

GROWTH FACTORS

▸ A surge in the deployment of workstations is seen among different applications like engineering work, Forensics, medical diagnostics, and financial modeling.

▸ There has been an increase in demand for workstations among companies, small engineering architects, graphic designers, organizations, departments, or individuals that require swifter microprocessors. As some users move to more demanding applications, standard desktops or notebooks may not suffice.

▸ The manufacturing industry in the country and the eventual adoption of CAD for 3D animation in manufacturing and construction industries will further fuel the workstation market.

▸ As high performance GPUs, CPUs, storage, etc. become more accessible, it becomes easier for users/businesses to invest in workstation machines..

KEY VENDORS

hp | DELL Technologies | Lenovo | acer | Apple

ZERO TRUST SECURITY
Zero Trust Emerges as the Future of Enterprise Security

MARKET TRENDS

▸ In **2024**, the India Zero Trust Security market was about **$1,615.8 million**, according to Grand View Research.

▸ In the context of rapid digital transformation, IT leaders view zero trust as the optimal framework for securing enterprise users in an increasingly distributed, cloud-based, and mobile-centric environment.

GROWTH FACTORS

▸ Enterprises are increasingly becoming aware of the importance of a zero-trust environment for protecting their critical data.

▸ Frequent data breaches, insider threats, ransomware etc. make perimeter-based defenses less effective, prompting organizations to adopt "never trust, always verify" models.

▸ As more business workloads move to cloud and remote/hybrid working becomes more standard, securing devices, and access becomes more complex, and hence zero trust models become more required.

FOCUS INDUSTRIES

▸ Several industries in India have successfully implemented zero-trust security solutions and services, majorly in BFSI and IT sectors.

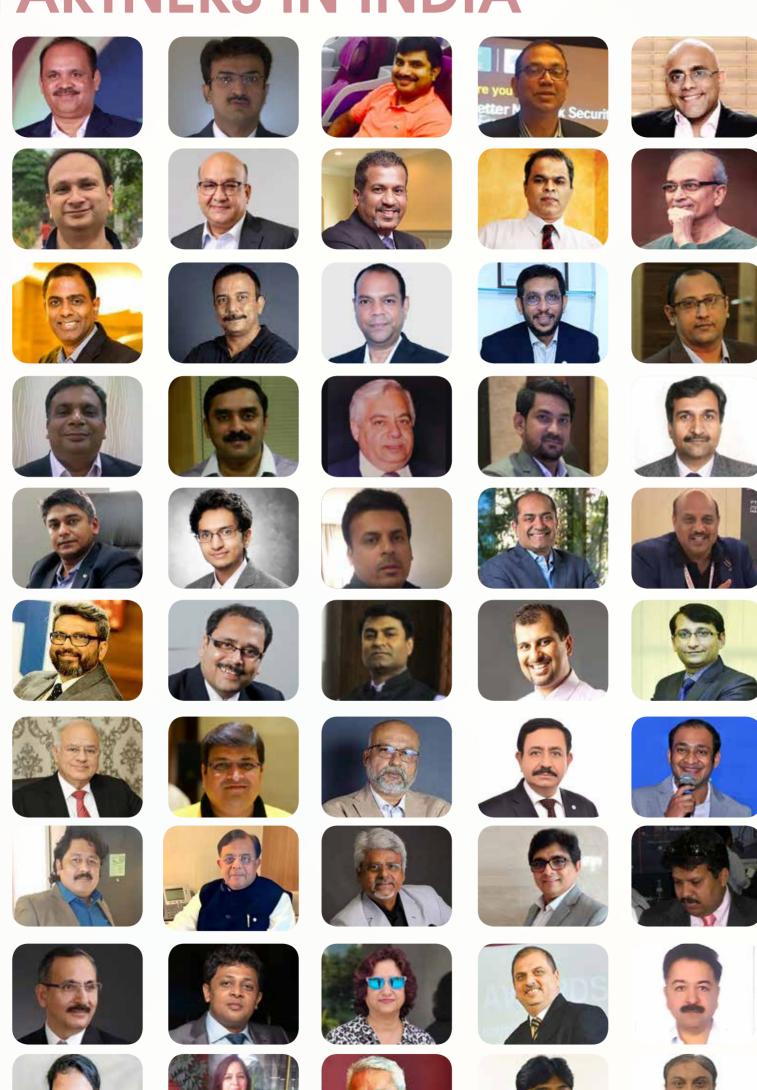▸ Zero trust security has witnessed growth in the IT & Telecom industry as well.

KEY VENDORS

Microsoft | CISCO | okta | CYBERARK | IBM | zscaler | Forcepoint | InstaSafe

TOP 200 SOLUTION

PARTNERS IN INDIA

TOP 200 SOLUTION

PARTNERS IN INDIA

COMPANY NAME	CONTACT PERSON	DESIGNATION	CITY
22By7 Solutions Pvt. Ltd.	Venkat Ramana Murthy	Prime Mover	Bengaluru
3C IT Solutions & Telecoms (India) Ltd.	Ranjit Mayengbam	CMD	Pune
ABS India Pvt. Ltd.	Sunil Arora	CMD	Gurugram
Accel Ltd.	N.R. Panicker	Founder & CEO	Chennai
Ace Brain Systems And Software Pvt. Ltd.	Yogesh Godbole	Director	Pune
Acma Computers Ltd.	Biren Selarka	MD	Mumbai
ACPL Systems Pvt. Ltd.	Vishal Bindra	CEO	Gurgaon
Adit Microsys Pvt. Ltd.	Biren Shah	MD	Ahmedabad
Aegis Infoware Pvt. Ltd.	Atul Shah	Director	Ahmedabad
Agmatel India Pvt. Ltd.	V K Malhotra	Director	New Delhi
Ajax Network Solutions Pvt. Ltd.	Komal Patel	Co-Founder & Director	Ahmedabad
Allied Digital Services Pvt. Ltd.	Nitin Shah	CMD	Mumbai
Alstonia Consulting LLP	Adarsh Sahu	Founder & CEO	New Delhi
Arkance In Pvt. Ltd.	Rajiv Kumar	MD	Mumbai
Arrow Pc Network Pvt. Ltd.	Gurpreet Singh	MD	New Delhi
Arsenal Infosolutions Pvt. Ltd.	Vinod Patani	CEO & Founder	New Delhi
Ashtech Infotech (India) Pvt. Ltd.	Saurin Shah	MD	Mumbai
Aspire Systems (India) Pvt. Ltd.	Gowri Shankar Subramanian	CEO	Chennai
Aujas Cyber Security Ltd.	Sameer Shelke	Co-Founder & CEO	Gurugram
Bahwan Cybertek	S Durgaprasad	Co-Founder, Director & Group CEO	Chennai
Binary Global Ltd.	S S Dhingra	CEO	New Delhi
Black Box Ltd.	N Jayantha Prabhu	Head Of India Business	Mumbai
Bloom Electronics Pvt. Ltd.	S. Karthikeyan	MD	Coimbatore
Bluecom Infotech Pvt. Ltd.	Biren Yadav	CEO	Mumbai
Bluecom Technologies India Pvt. Ltd.	Girijesh Singh Thakur	MD	Hyderabad
Bluewave It Solutions India Pvt. Ltd.	Srinivasa Raja	MD	Hyderabad
Business Octane Solutions Pvt. Ltd.	Sanjay Bansal	CMD	Gurugram
C. I. Infotech Pvt. Ltd.	Irvinder Singh	Director	New Delhi
Cache Digitech Pvt. Ltd.	Prarthana Gupta	CEO	New Delhi
Cache Technologies Ltd.	Mohan Rajamani	President	Bengaluru
Canarys Automations Limited	Ashutosh Kapoor	Vice President-sales	Bengaluru
Capillary Technologies India Ltd.	Aneesh Reddy	Founder, MD & CEO	Bengaluru
CDP India Pvt. Ltd.	Nikesh Sakaria	CMD	Mumbai
Celebal Technologies	Anirudh Kala	Co-Founder & CEO	Jaipur
Central Data Systems Pvt. Ltd.	Suresh H R	Founder & MD	Bengaluru
Comnet Solutions Pvt. Ltd.	Sanjay Divekar	Founder	Mumbai
Comprint Tech Solutions (I) Pvt. Ltd.	Kunal Sanchiti	Director	Mumbai
Compusoft Advisors India Pvt. Ltd.	Devesh Aggarwal	CEO	Mumbai
Connectivity IT Solutions	Narasimha Murthy	CEO	Bengaluru
Corporate Infotech Pvt. Ltd.	Vinod Kumar	MD & CEO	New Delhi
D M Systems Pvt. Ltd.	D K Bajaj	Director	New Delhi
Delta It Network Pvt. Ltd.	J.B.Chauhan	MD	Gurugram
Deltakraft Solutions Pvt. Ltd.	Dnyanesh Kulkarni	Founder & Director	Mumbai
Dev Information Technology Ltd.	Pranav Pandya	Chairman	Ahmedabad
Diamond Infotech Pvt. Ltd.	Manoj Rathi	Director	Kolkata
Dievas Technologies Pvt. Ltd.	Abhishek Kumar	Founder & CEO	Noida
Digitaltrack Solutions Pvt. Ltd.	Muneer Ahamed	MD	Chennai
Dreamzcraft Infomatics Pvt. Ltd.	Nitin Jain	MD	Dehradun
DVS IT Solutions	Sathish Kumar	MD	Chennai

COMPANY NAME	CONTACT PERSON	DESIGNATION	CITY
Dynacons Systems & Solutions Ltd.	Shirish M Anjaria	CMD	Mumbai
E Square System & Technologies Pvt. Ltd.	Dhirendra Khandelwal	MD	Bhubaneshwar
Eden Infosol Pvt. Ltd.	Romil Sheth	Founder & Director	Mumbai
Elegant Business Solutions Pvt. Ltd.	Binu Thomas	Director	New Delhi
Emarson Infotech Pvt. Ltd.	Sumeet Prakash	Co-Founder & Director	Noida
Embee Software Pvt. Ltd.	Sudhir Kothari	MD & CEO	Kolkata
EON Networks Pvt. Ltd.	Vikas Gupta	Director	Gurugram
Esconet Technologies Ltd.	Santosh Agrawal	MD	New Delhi
Essen Vision Software Pvt. Ltd.	Nityanand Shetty	Founder & CEO	Mumbai
Frontier Business Systems Pvt. Ltd.	Ravi Verdes	MD	Bengaluru
Future Businesstech India Pvt. Ltd.	Jayessh Mehta	Founder & MD	Bengaluru
Futurenet Technologies (India) Pvt Ltd.	L Ashok	MD	Chennai
Futuresoft Solutions Pvt. Ltd.	Vipul Datta	CEO	New Delhi
Galaxy Office Automation Pvt. Ltd.	Sanjay Patodia	CEO & Director	Mumbai
General Technologies	Aneesahmed M. Kagzi	CMD	Mumbai
Globesecure Technologies Ltd.	Ragavan Rajkumar	Promoter & MD	Mumbai
Go IP Global Services Pvt. Ltd.	Anil Mittal	Chairman	Noida
Gowra Bits & Bytes Pvt. Ltd.	Subbaram Gowra	MD	Hyderabad
Groovy Communications India Pvt. Ltd.	Ashok Grover	Director	New Delhi
GTS Technosoft Pvt. Ltd.	Dhiraj Shinde	Co-Founder	Pune
Gurusons Communications Pvt. Ltd.	Soami Bhatia	Director	New Delhi
Hitachi Systems India Pvt. Ltd.	Anuj Gupta	MD	Gurugram
HT Technologies Pvt. Ltd.	Parth Mehta	Director	Mumbai
Infobahn Technical Solutions (I) Pvt. Ltd.	Anand Karapurkar	Director	Mumbai
Infogain India	Dinesh Venugopal	CEO	Noida
Infolob Global, Inc	Satyendra Pasalapudi	MD, Emea & Apac	Hyderabad
Insight Business Machines Pvt. Ltd.	Neel Shah	Chairman	Mumbai
Inspira Enterprise India Pvt. Ltd.	Manoj Kanodia	CEO - India	Mumbai
Intec Infonet Pvt. Ltd.	Rajiv Ranjan	CEO	New Delhi
Integrated Tech9Labs Pvt. Ltd.	Amit Jain	CEO & Md	New Delhi
Intensity Global Technologies Pvt. Ltd.	Aditya Narain Kakkar	Director	New Delhi
Iris Global Services Pvt. Ltd.	Sanjiv Krishen	Chairman & Founder	New Delhi
IT Solutions India Pvt. Ltd.	Nakul Chopra	MD	New Delhi
ITCG Solutions Pvt. Ltd.	Nilesh K	Founder & MD	Vadodara
JNR Management Resources Pvt. Ltd.	Prashant Jain	Director	New Delhi
Johnson Controls (I) Pvt. Ltd.	Arun Awasthy	MD & President	Gurugram
Konverge Technologies Pvt. Ltd.	Kunal Mittal	Director	Mumbai
KPlus Infotech Pvt. Ltd.	Yogesh V Jain	Director	Mumbai
Krishna Agencies	Navin Gupta	MD	Patna
Lauren Information Technologies Pvt. Ltd.	Ratnakar Kanchan	MD	Mumbai
LDS Infotech Pvt. Ltd.	Amarnath Shetty	MD	Mumbai
Leading Edge Communication Pvt. Ltd.	Sanjay Sachdev	Director	New Delhi
Locuz Enterprise Solutions Pvt. Ltd.	Vijay Wadhi	MD	Hyderabad
Logarhythm Consultancy Pvt. Ltd.	Satya Priya Das	Director	Kolkata
Macaws Infotech	Manasi Saha	Founder	Kolkata
Magnamious Systems Pvt. Ltd.	Jiten Mehta	CMD	Mumbai
Manocha Technology Solutions Pvt. Ltd.	Pankaj Kumar	Owner	Gurugram
Matrix3D Infocom Pvt. Ltd.	Nazmeen Ansari	CEO	Mumbai
Mayanks It Solutions Pvt. Ltd.	Neha Batra	CMD	Noida
Megahertz Infotech	Rajan Arora	Director	New Delhi
Meridian Infotech Ltd.	Devang Jasani	CEO & MD	Vadodara

COMPANY NAME	CONTACT PERSON	DESIGNATION	CITY
Metrobit Networks Pvt. Ltd.	Alpesh Gevariya	Director	Ahmedabad
Microgenesis Cadsoft Pvt. Ltd.	Thomas Jacob	Director	Bengaluru
Microworld Infosol Pvt. Ltd.	Vikram Singh	MD	Faridabad
Minitek Systems India Pvt. Ltd.	Rajiv Gite	MD & CEO	Nashik
Miracle Tech Distributors Pvt. Ltd.	Vijay Goel	Director	Mumbai
Modi Infosol Pvt. Ltd.	Atul Modi	Director	New Delhi
Monarch Technologies (Pune) Pvt. Ltd.	Aniruddha Menavlikar	MD	Pune
Motherson Technology Services Ltd.	Rajesh Thakur	CEO	Noida
Navicent Solutions Pvt. Ltd.	Anand Samudra	MD	Mumbai
Netcon Technologies India Pvt. Ltd.	Mahalingam Ramasamy	MD	Coimbatore
Netplace Technologies Pvt. Ltd.	Dhaval Doshi	Owner	Mumbai
Network Techlab (I) Pvt. Ltd.	Atul Gosar	Co-Founder & Director	Mumbai
Neural Networks Pvt. Ltd.	Manoj Joseph	Director	Kerala
NewWave Computing Pvt. Ltd.	Anand Aravamudhan	Director	Chennai
NGBPS Ltd.	Pradyumn Jain	Chairman & CEO	Faridabad
Ninth Dimension IT Solutions Pvt. Ltd.	Bhargav Balla	Founder & CEO	Bengaluru
Niveshan Technologies India Pvt. Ltd.	Kumar Bachchan	Founder & MD	New Delhi
Noventiq India	Vinod Nair	President	Mumbai
Nuvento Systems Pvt. Ltd.	Suraj Arukil	CEO & Founder	Kochi
Odyssey Computer Services Pvt. Ltd.	Narender Dhanuka	Director	Kolkata
Ojas Innovative Technologies Pvt. Ltd.	Arun Kumar Alampally	Founder & MD	Hyderabad
Orange Business Services	Chalapathi Rao	GM -India Business	Mumbai
Orbit Techsol India Pvt. Ltd.	Sushil Jain	CEO	New Delhi
Orient Technologies Pvt. Ltd.	Ajay Sawant	CMD	Mumbai
Pace Infotech India Pvt. Ltd.	Prasad Kshirsagar	Co-Founder & CTO	Mumbai
Park Network Pvt. Ltd.	Ajaya Kumar	Director	New Delhi
Paths Enterprise	Tushar Shah	MD	Mumbai
PC Solutions Pvt. Ltd.	Devendra Taneja	Founder & CEO	New Delhi
Pentacle IT Solutions Pvt. Ltd.	Tilak Raj Ratra	MD	Lucknow
Pentagon System And Services Pvt. Ltd.	Sairaman Mudaliar	Co-Founder & Director	Mumbai
Pioneer Technologies Pvt. Ltd.	Rajender Agarwal	Director	New Delhi
Power Bridge Systems Pvt. Ltd.	Kesava Kumar Yerra	MD	Bengaluru
Presto Infosolutions Pvt. Ltd.	Krishan Girdhar	Founder & MD	New Delhi
Printlink Computer & Communication Pvt. Ltd.	Rajesh Kumar Dora	MD	Bhubaneshwar
Proactive Data Systems Pvt. Ltd.	Rajiv Kumar	CEO	New Delhi
Progility Technologies Pvt. Ltd.	Anil Jain	CMD	Mumbai
Progression Infonet Pvt. Ltd.	J B Hooda	Founder & Chairman	Gurugram
Progressive Infotech Pvt. Ltd.	Prateek Garg	Founder & MD	Noida
Pronteff IT Solutions Pvt. Ltd.	Viswanath Vundi	Founder	Hyderabad
PSPL Infosystems Pvt. Ltd.	Pawan Waleacha	Director	New Delhi
Pyramid IT Solutions Pvt. Ltd.	David Raju	CEO	Hyderabad
Quadrasystems.Net (India) Pvt. Ltd.	S Prashanth	MD	Coimbatore
Quadsel Systems Pvt. Ltd.	Girish Madhavan	MD	Chennai
Questa Software Systems Pvt. Ltd.	Manish Tandon	MD	Mumbai
Raksha Technologies Pvt. Ltd.	V. Anand	CEO & Director	Chennai
Safe Software And Integrated Solutions Pvt. Ltd.	Praveen Krishnan	MD & CEO	Palakkad
Sanso Networks Pvt. Ltd.	Sanjay Kumar	Founder & CEO	New Delhi
Sapphire Micro System	Viren Bavishi	Director	Mumbai
Seamless Infotech Pvt. Ltd.	Rachana Ahluwalia	Co-Founder & Director	Gurugram

COMPANY NAME	CONTACT PERSON	DESIGNATION	CITY
Secure Network Solutions India Pvt. Ltd.	N. K. Mehta	MD & CEO	Chennai
Shivaami Cloud Services Pvt. Ltd.	Punit Thakkar	CEO & MD	Mumbai
Shivrai Technologies Pvt. Ltd.	Sanjay Borkar	CEO & Co-Founder	Pune
Shro Systems Pvt. Ltd.	Anirudh Shrotriya	MD	Pune
Sigma-Byte Computers Pvt. Ltd.	Ketan Kothari	MD	Mumbai
Signellent Technologies India Pvt. Ltd.	Punit Kochar	MD	Mumbai
Silver Touch Technologies Ltd.	Vipul Thakkar	CMD	Ahmedabad
SISL Infotech Pvt. Ltd.	Arjun Mittal	Director	New Delhi
SM Networks & Solutions Pvt. Ltd.	Manmohan Sharma	Director	Mumbai
Softcell Technologies Global Pvt. Ltd.	Sunil Dalal	CEO	Mumbai
Softel Solutions Pvt. Ltd.	Pushpendra Juneja	Director	New Delhi
Softwareone India Pvt. Ltd.	Munish Gupta	MD	Gurugram
Spark Technologies Pvt. Ltd.	Sewak Nautiyal	Founder & MD	New Delhi
StarOne IT Solutions India Pvt. Ltd.	George Mathew	Director	Kerala
Sterling Infoways Pvt. Ltd.	Rajesh Kalra	Director	Gurugram
STI Infotech Pvt. Ltd.	P N Suresh	Director	Bengaluru
Sujata Computers Pvt. Ltd.	Dr S. M Lodha	CEO	Pune
Sunfire Technologies Pvt. Ltd.	Sanjay Kulkarni	Founder & CEO	Pune
Swan Solutions & Services Pvt. Ltd.	Nitin Alshi	Executive Director	Mumbai
Symmetrix Computer Systems Pvt. Ltd.	Dinesh Dhanapathi	CEO	Bengaluru
Syndrome Newedge Pvt. Ltd.	Siddharth Mehta	Director	Mumbai
Systech IT Solution Pvt. Ltd.	Abhishek Jain	Director	Bangaluru
Tacker Technologies	Ashok Tacker	Principal CEO	Faridabad
Targus Technologies Pvt. Ltd.	Raunaq Singh	Director & CEO	Gurugram
TD Media Network Pvt. Ltd.	Narinder Singh Manral	Chairman	Noida
Team Computers Pvt. Ltd.	Ranjan Chopra	MD	New Delhi
Techigent Technologies Pvt. Ltd.	Sunita Tiwari	MD	Mumbai
Techjockey Infotech Pvt. Ltd.	Akash Nangia	Founder & Director	New Delhi
Techmatrix IT Consulting Pvt. Ltd	Shiv Sharma	Director	Noida
Techniche Consulting Services Pvt. Ltd.	Satish Choudhary	Director	Kolkata
Techsol Infosec Pvt. Ltd.	Amit Singh	Director	Mumbai
TEG Global Infrastructures Pvt. Ltd.	John Samuel	Director	Kochi
Thoughtsol Infotech Pvt. Ltd.	Vinet Kuumar	Founder & CEO	New Delhi
Transtek Infoways Pvt. Ltd.	Vishal Sopory	Director	New Delhi
Trifin Information Technology Pvt. Ltd.	Nitin Aggarwal	MD	New Delhi
Unified Data-Tech Solutions Ltd.	Hiren Mehta	MD	Mumbai
Unique Solutions	Arif Poonawala	MD	Delhi
Value Point Systems Pvt. Ltd.	R S Shanbhag	Founder & CEO	Bengaluru
Vayam Technologies Ltd.	Ashok Tiwari	CMD	New Delhi
VDA Infosolutions Pvt. Ltd.	Deepak Jadhav	Director	Mumbai
Velocis Systems Pvt. Ltd.	Atul Bansal	MD	Noida
Versatile Infosecurity Pvt. Ltd.	Sudhir Sharma	Director	New Delhi
VFM Systems & Services (P) Ltd.	Kaushik Mukherjee	Director	Bengaluru
Vibs Infosol Pvt. Ltd.	Vibhore Shrivastava	MD	Indore
Viroka Technology Pvt. Ltd.	Sharath Nayak	Director	Bengaluru
Vishal Peripherals	Vikash Hisariya	MD	Hyderabad
WWT India Pvt. Ltd.	Deepak Vyavahare	Director	Mumbai
Wysetek Systems Technologists Pvt. Ltd.	Cherian Thomas	Co-Founder	Mumbai
Xpress Computers Ltd.	Chetan Shah	MD	Mumbai
Zest Systems Pvt. Ltd.	Rajeev Mehta	Director	New Delhi
Zone Corporate Solutions Pvt. Ltd.	Nikhil Gupta	Director	New Delhi

India's Technology Revolution:
How Top 20 Companies Are Reshaping the Digital Landscape

Twenty Industry Giants Leading the Charge in AI, Cloud Computing, Fintech, and Digital Infrastructure Innovation

India's technology sector stands at an unprecedented inflection point. What began as a cost-effective outsourcing destination has evolved into a global innovation powerhouse, with the country now housing the world's third-largest startup ecosystem. As per the Department for Promotion of Industry and Internal Trade (DPIIT), India is home to over 156,041 recognized startups, creating more than 1.5 million jobs and fundamentally reshaping the nation's economic landscape.

The transformation is staggering in its scope and scale. According to NASSCOM's Strategic Review 2025, India's IT services market is projected to reach $44.02 billion by 2029, growing at a compound annual growth rate of 10.12%. More tellingly, the country now boasts 123 unicorns with combined valuations exceeding $185 billion, as reported by Tracxn's September 2025 analysis. This digital revolution is being spearheaded by 20 technology companies that are not merely adapting to change but actively driving it across artificial intelligence, cloud computing, fintech, and digital infrastructure.

From traditional IT giants reinventing themselves through AI integration to fintech unicorns democratizing financial services, these companies represent the vanguard of India's journey toward its ambitious goal of achieving a $1 trillion digital economy by 2025, as outlined in the government's Digital India initiative.

THE DIGITAL INDIA FOUNDATION: BUILDING TOMORROW'S INFRASTRUCTURE

The foundation of India's technology transformation rests on robust government policy support and unprecedented private sector innovation. The Digital India program, launched in 2015, has created a conducive ecosystem built on three fundamental pillars: digital infrastructure as a utility for every citizen, governance and services on demand, and digital empowerment of citizens through digital literacy.

The statistical evidence of this transformation is compelling. As per EY's Digital Transformation India report, the nation is expected to witness a 20% increase in IT sector jobs in 2025 alone. The startup ecosystem has particularly flourished, with the Union Budget 2024 abolishing angel tax for all investor classes, effective from FY 2025-26, significantly boosting investment confidence.

Infrastructure development has been equally impressive. According to Mordor Intelligence's India Digital Transformation Market report, private 5G deployments commenced in 2024, with telecom operators earmarking over INR 2 lakh crore for 5G coverage in industrial corridors and urban clusters through 2027. The Bharat 6G Initiative has allocated INR 10,000 crore for next-generation research, demonstrating policy continuity beyond current technology cycles.

Cloud adoption has reached a tipping point, with NASSCOM research indicating that cloud-native technologies will comprise 70% of India's total cloud market by 2024. This infrastructure backbone enables the sophisticated digital services and platforms that are transforming everything from financial services to education and healthcare.

TRADITIONAL IT GIANTS: REINVENTING GLOBAL LEADERSHIP

The Big Six Evolution

India's traditional IT powerhouses – collectively known as the "Big Six"

comprising TCS, Infosys, Wipro, HCL Technologies, Tech Mahindra, and LTIMindtree – have successfully navigated the transition from labor arbitrage to innovation-led growth. These companies, often referred to by analysts using acronyms like "WITCH" (Wipro, Infosys, TCS, Cognizant, HCL), continue to dominate the global IT services landscape while reinventing their service offerings.

Tata Consultancy Services (TCS), with over 607,000 professionals globally, maintains its position as the world's largest IT services company. As per the company's latest financial reports, TCS demonstrated strong growth with revenue reaching $30 billion in fiscal 2025, driven by investments in AI, cloud computing, and digital transformation projects. The company's workforce of 607,354 employees (as of Q3 FY25) reflects both its scale and recent strategic adjustments.

Infosys has positioned itself as a leader in next-generation services through its Springboard initiative, which aims to empower 10 million people globally with essential tech skills by 2025. The company's partnerships with Coursera and Harvard Business Publishing provide free access to cutting-edge courses in emerging technologies, reflecting its commitment to talent development and innovation.

Wipro, under CEO Srini Pallia's leadership since April 2024, has embraced digital transformation strategies focused on cloud computing, AI, and cybersecurity solutions to drive growth in 2025. The company's strategic acquisitions have strengthened its capabilities in high-growth areas, positioning it for sustained expansion in the global market.

INNOVATION AND MARKET EXPANSION

These traditional giants have invested heavily in emerging technologies while maintaining their core strengths.

HCL Technologies has established itself as a leader in engineering and R&D services, with particular strength in manufacturing and energy sectors. The company's focus on digital transformation and cloud services has created significant opportunities for career growth and technological advancement.

Tech Mahindra has transformed itself into a powerhouse of digital innovation, with strategic focus on AI-driven solutions spanning banking, healthcare, and public services. Notably, the company's partnership with NVIDIA for developing AI solutions specifically for India's diverse linguistic landscape demonstrates its commitment to localized innovation while thinking globally.

LTIMindtree, formed through the merger of L&T Infotech and Mindtree, represents the new generation of mid-cap IT companies with expertise in cloud, data analytics, and customer experience solutions. The company's agile approach and specialized capabilities have enabled faster growth compared to larger peers.

GLOBAL TECHNOLOGY GIANTS: ANCHORING INDIA'S INNOVATION ECOSYSTEM

Cloud Computing Revolution

Global technology leaders have made India central to their growth strategies, establishing significant operations and innovation centers across the country. Microsoft's presence in India exemplifies this trend, with the company employing thousands of professionals and operating multiple development centers focused on cloud computing, AI, and enterprise solutions.

Amazon Web Services (AWS) has made substantial investments in Indian data center infrastructure, recognizing the country's potential as a major cloud consumption market. The company's partnerships with local enterprises and government bodies have accelerated cloud adoption across industries, from startups to large enterprises.

Google India has positioned itself as an AI-first company, with significant investments in research and development focused on machine learning, natural language processing, and regional language computing. The company's initiatives in digital payments through Google Pay and cloud infrastructure through Google Cloud Platform demonstrate its comprehensive approach to the Indian market.

ENTERPRISE INNOVATION AND GLOBAL DELIVERY HUBS

IBM India has emerged as a critical innovation hub for the global technology giant, particularly in quantum computing and enterprise AI. As per recent industry reports, IBM and TCS deployed India's largest quantum computer at Quantum Valley Tech Park in Amaravati, signaling the country's emergence as a frontier technology destination. IBM's India operations employ over 130,000 professionals, making it one of the company's largest global workforces outside the United States.

Oracle India serves as a major development center for database technologies and enterprise software solutions, while SAP Labs India has established itself as the German software giant's largest research and development hub outside of Europe. These centers not only serve local markets but contribute significantly to global product development and innovation.

Cisco has built substantial operations in India with over 13,000 employees across multiple centers, focusing on networking hardware, cybersecurity solutions, and collaboration technologies. According to Cisco's India strategy reports, the company views India as both a critical market and a key innovation hub for developing next-generation networking solutions, particularly in areas like 5G infrastructure, IoT platforms, and AI-driven security solutions.

The presence of these global giants has created a technology transfer ecosystem that benefits the entire Indian IT industry through knowledge sharing, talent development, and collaborative innovation initiatives.

FINTECH REVOLUTION: DEMOCRATIZING FINANCIAL SERVICES

Payment Infrastructure Transformation

India's fintech sector represents one of the most successful digital transformation stories globally. According to Fintech News Singapore's analysis, India ranks third globally with 28 fintech unicorns, trailing only the United States and China. The fintech sector now represents 5% of total revenues generated by all banking, financial services, and insurance companies in India.

PhonePe has emerged as a dominant force in digital payments, leveraging India's Unified Payments Interface (UPI) infrastructure to process billions of transactions monthly. The company's expansion into financial services, insurance, and investment products demonstrates the evolution from payments to comprehensive financial platforms.

Razorpay has built India's most comprehensive payment infrastructure, serving over 8 million businesses with payment gateway solutions, banking services, and lending products. The company's valuation of $7.5 billion reflects investor confidence in India's digital payments potential and the company's technology capabilities.

Paytm (One97 Communications) pioneered the super app model in India, combining payments, e-commerce, financial services, and entertainment in a single platform. Despite market volatilities, the company continues to play a crucial role in financial inclusion, particularly in semi-urban and rural markets.

FINANCIAL TECHNOLOGY INNOVATION

The fintech ecosystem extends beyond payments to encompass lending, insurance, and investment technology. Companies like Navi Technologies have focused on digital lending with AI-driven credit assessment, while others like MoneyView have built comprehensive personal finance management platforms.

As per EY's GenAI India 2025 report, AI-powered chat, voice, and regional language tools are making significant impact in financial services, with solutions like NPCI's Hello! UPI and various chatbot implementations enhancing inclusivity for underserved populations in semi-urban and rural areas.

The success of Indian fintech companies has attracted global attention and investment, with the sector raising significant funding despite global economic uncertainties. The abolition of angel tax has further boosted investment confidence, with startups raising $330 million by January 2025 according to industry reports.

E-COMMERCE AND CONSUMER TECHNOLOGY: RESHAPING RETAIL

Market Leadership and Innovation
Flipkart and Amazon India have fundamentally transformed Indian retail through technology-driven solutions. Flipkart, valued as one of India's most valuable startups, has built sophisticated logistics networks, AI-powered recommendation engines, and supply chain optimization systems that serve millions of customers across the country.

The company's focus on technology development extends beyond e-commerce to logistics excellence through its supply chain solutions. Flipkart's investments in AI, machine learning, and data analytics have enabled personalized shopping experiences and efficient inventory management.

Amazon India has leveraged its global technology capabilities while adapting to local market requirements. The company's marketplace model has empowered millions of sellers, particularly small and medium enterprises, to access national markets through digital platforms.

TECHNOLOGY INTEGRATION AND FUTURE TRENDS

Both companies have invested heavily in emerging technologies including voice commerce, augmented reality for virtual try-ons, and regional language support to enhance accessibility. The integration of social commerce features and creator economy elements demonstrates the evolution of e-commerce platforms into comprehensive digital ecosystems.

The impact extends beyond retail to include logistics innovation, with both companies developing sophisticated last-mile delivery networks that serve as models for other industries. These capabilities have proven particularly valuable during the COVID-19 pandemic and continue to drive growth in tier-2 and tier-3 cities.

HARDWARE GIANTS AND INFRASTRUCTURE LEADERS: POWERING INDIA'S DIGITAL FOUNDATION

Semiconductor and Processing Innovation
Intel has established India as one of its most significant global development hubs, with major design centers in Bangalore and Hyderabad employing approximately 13,000 engineers. According to Business Today's report from July 2024, Intel elevated India to a separate geographical unit, highlighting the country's strategic importance. The company's India operations contribute significantly to global product development across data center processors, mobile chips, and IoT solutions, with Intel viewing India as crucial for AI innovation and infrastructure development.

NVIDIA has positioned India as a critical hub for AI computing innovation, with substantial investments in research and development centers across Bangalore, Pune, and Hyderabad. As per NVIDIA's partnership announcements, the company collaborates extensively with Indian enterprises and startups to accelerate AI adoption across industries. The company's focus on GPU computing for artificial intelligence, machine learning, and high-performance computing has made it instrumental in India's AI transformation, particularly in sectors like automotive, healthcare, and financial services.

Samsung India represents one of the Korean giant's largest global operations outside its home market, with significant manufacturing facilities and R&D centers. According to Samsung's India division, the company has invested over $7 billion in India, establishing it as a major production hub for smartphones, displays, and semiconductor components. The company's Noida facility serves as a global manufacturing base, while its R&D centers in Bangalore focus on software development, mobile technologies, and emerging areas like 5G and IoT.

Enterprise Computing and Infrastructure

Dell Technologies has built a substantial presence in India through both manufacturing and services operations. As per Dell's recent strategic announcements, the company has invested significantly in local manufacturing capabilities while establishing India as a key market for enterprise computing solutions. Dell's focus on hybrid cloud infrastructure, edge computing, and digital workspace solutions aligns with India's enterprise digital transformation requirements.

HPE (Hewlett Packard Enterprise) has positioned India as a critical market for its enterprise technology solutions, with particular emphasis on hybrid cloud platforms, AI-driven infrastructure, and edge computing. According to HPE's market strategy reports, the company's GreenLake cloud services and AI-powered infrastructure solutions are gaining traction among Indian enterprises seeking to modernize their IT infrastructure while maintaining control over data sovereignty requirements.

CREATIVE TECHNOLOGY AND DIGITAL PLATFORMS

Adobe has made India its largest employee base outside the United States, with approximately 7,800 professionals across multiple development centers. According to Adobe's official announcements from 2023, the company opened a new office tower in Bangalore to accommodate over 2,000 additional employees, demonstrating continued expansion plans. Adobe's India operations focus on developing creative software solutions, digital marketing platforms, and document management systems that serve global markets.

The company's Creative Cloud suite, Experience Cloud, and Document Cloud platforms are widely adopted across Indian enterprises and creative industries, while Adobe's investment in AI-powered features and regional language support demonstrates its commitment to the Indian market's unique requirements.

Meta (Facebook) has established significant operations in India, recognizing the country as its largest user base globally with over 400 million users across Facebook, WhatsApp, and Instagram. According to Meta's investment announcements, the company has committed over $1 billion to Indian digital infrastructure through data centers and content delivery networks. Meta's focus on developing India-specific features, regional language support, and small business tools reflects the platform's strategy to serve diverse Indian market segments.

CONSULTING AND PROFESSIONAL SERVICES INTEGRATION

Accenture India represents one of the consulting giant's largest global operations, employing over 200,000 professionals across multiple cities. As per Accenture's annual reports, India contributes significantly to the company's global delivery capabilities across consulting, technology services, and outsourcing operations. The company's focus on digital transformation, AI implementation, and cloud migration services positions it as a key enabler of enterprise technology adoption across Indian businesses and multinational corporations operating in India.

These hardware and infrastructure companies provide the foundational technologies that enable India's digital transformation, from semiconductor innovation and enterprise computing to creative software platforms and social media connectivity. Their substantial investments in Indian operations demonstrate the country's critical role in global technology development and delivery.

KEY TRANSFORMATION AREAS: TECHNOLOGY DRIVERS

Artificial Intelligence and Machine Learning

According to EY's GenAI survey of over 125 C-suite executives across India, 36% of Indian enterprises have allocated budgets and begun investing in GenAI, while another 24% are testing its potential. The technology sector leads adoption, followed by life sciences and financial services.

The transformation encompasses multimodal AI integration, task-specific AI agents, and industry-specific applications. Deloitte's Tech Trends 2025 India report highlights how AI is becoming the foundation of nearly every emerging technological trend, acting as the backbone for innovation across industries.

5G AND EDGE COMPUTING

India's 5G rollout represents a massive infrastructure transformation with operators investing over INR 2 lakh crore for coverage expansion through 2027. Private 5G deployments have already commenced, with companies like Airtel enabling smart factory operations for real-time quality inspection and predictive maintenance.

Edge computing adoption is accelerating alongside 5G deployment, enabling real-time data processing and reducing latency for critical applications in manufacturing, healthcare, and smart city initiatives.

CYBERSECURITY AND DATA PROTECTION

With India recording more than 1.5 million cyber incidents in 2025, cybersecurity has become a critical technology focus area. Projected losses of INR 20,000 crore to fraud, ransomware, and phishing scams underscore the urgent need for advanced security solutions.

Companies are investing in quantum-safe encryption, AI-powered threat detection, and comprehensive data protection frameworks to address evolving security challenges in an increasingly connected digital ecosystem.

CHALLENGES AND FUTURE OPPORTUNITIES

Talent Development and Skills Gap

Despite India's reputation as a technology talent hub, significant skills gaps persist in emerging areas. NASSCOM estimates a requirement for 2.2 million cloud professionals by 2025, with supply gaps particularly acute in AI, cybersecurity, and industrial IoT domains.

Corporate response has been substantial, with Microsoft's ADVANTA(I)GE INDIA planning to train 2 million individuals in AI skills, while government reskilling programs under Digital India address 625,000 IT workers. However, meaningful impact requires sustained effort and collaboration between industry, academia, and government.

INFRASTRUCTURE INVESTMENT AND POLICY SUPPORT

The success of India's technology transformation depends on continued infrastructure investment and supportive policies. The government's approach of abolishing angel tax, providing startup recognition benefits, and investing in digital infrastructure creates a conducive environment for continued growth.

However, challenges remain in areas such as data localization compliance, regulatory clarity for emerging technologies, and ensuring equitable access to digital services across urban and rural populations.

CONCLUSION: LEADING THE GLOBAL TECHNOLOGY REVOLUTION

The transformation of India's technology landscape through these 20 leading companies represents more than economic success – it signifies the country's evolution from a technology consumer to a global innovation leader.

From TCS and Infosys pioneering the global delivery model to fintech unicorns like PhonePe and Razorpay democratizing financial services, these companies have collectively created an ecosystem that rivals Silicon Valley in its innovation capacity and global impact.

The journey toward India's $1 trillion digital economy by 2025 is well underway, supported by robust infrastructure development, supportive government policies, and a thriving entrepreneurial ecosystem.

As artificial intelligence, 5G, quantum computing, and sustainable technologies reshape global markets, India's technology companies are not merely participating in this transformation – they are leading it.

The future promises even greater possibilities as these companies continue to push the boundaries of innovation while addressing local challenges and global opportunities.

India's technology revolution, powered by these 20 transformative companies, is reshaping not just the domestic landscape but contributing to the global technology future, establishing the country as an indispensable hub of innovation, talent, and technological excellence.

Govt Appoints Shirish Murmu as New RBI Deputy Governor

The Union Government has appointed Shirish Chandra Murmu as the new Deputy Governor of the Reserve Bank of India (RBI) for a three-year term, effective October 9, 2025. He succeeds M. Rajeshwar Rao, who retires this month after leading key departments like banking regulation, enforcement, and legal affairs.

Murmu, currently Executive Director in charge of the Department of Supervision, was selected over peers Vivek Deep and Rohit Jain after interviews conducted by the Financial Sector Regulatory Appointments Search Committee (FSRASC). His specific portfolio will be announced soon.

Appointed under the provisions of the RBI Act, 1934, Murmu is among the four mandated deputy governors, two of whom must come from within the RBI. Murmu's elevation comes during a leadership transition at RBI and signals the government's trust in seasoned internal talent to maintain regulatory stability and financial oversight.

Versa Networks Appoints Venkata SR Datla as APAC Head of Channels & Alliances

Versa Networks has named Venkata SR Datla as the new Head of Channels & Alliances for the Asia-Pacific (APAC) region. Datla, who has been with Versa for over four years, previously led Channel Sales for India & SAARC, where he played a key role in expanding strategic partnerships and the regional channel ecosystem.

The move comes as Versa continues to advance its Universal SASE platform, which offers secure, reliable connectivity for enterprise branches, remote users, and applications across cloud and data center environments. The platform supports hybrid deployments—cloud, on-premises, or both—and is widely trusted by organizations navigating today's complex cybersecurity challenges.

With Datla now at the helm of APAC channel operations, Versa aims to deepen its partner relationships and drive accelerated growth across one of the world's most dynamic and fast-evolving markets.

Flavio Moraes Junior Appointed as Ingram Micro India MD & CCE

Ingram Micro has appointed Flavio Moraes Junior as its new Managing Director and Chief Country Executive (CCE) for India. He replaces Navneet Singh Bindra, who retires after over two decades with the company.

Moraes previously led Ingram Micro Brazil, driving growth in cybersecurity, expanding the Cloud Marketplace, and promoting the Ingram Micro Xvantage platform. He also led a strategic acquisition and a cultural transformation, earning the company "Great Place to Work" status.

With 25+ years of experience, Moraes has held leadership roles at Claro, Embratel, and Reuters. He holds an engineering degree, an MBA, and completed an executive program at Stanford GSB. Calling India a key growth market, Global President Diego Utge welcomed the appointment. Moraes said he's "honoured" and will relocate to Mumbai to assume the role.

Exclusive Networks Names Bennett Wong as Senior VP

Exclusive Networks, a global cybersecurity distributor, has appointed Bennett Wong as Senior Vice President for Asia Pacific (APAC) to lead its regional growth strategy and strengthen partner success. With plans to double its global revenue, Exclusive Networks is investing in strong local leadership to expand cybersecurity adoption across diverse and rapidly evolving APAC markets.

Wong brings over 25 years of experience in global technology distribution, having led regional integrations, multi-country transformations, and high-performing teams. His appointment highlights the company's focus on navigating APAC's complex cybersecurity landscape, where businesses face advanced threats, fragmented markets, and strict regulatory environments.

Wong emphasized the need to support organizations adopting AI, hybrid cloud, edge computing, and modern data centers while ensuring cyber resilience. In the near term, he will focus on expanding services, accelerating vendor technologies to market, and scaling partner capabilities.

Mukul Mathur Elevated to Director of Sales – India Cyber Business at Vehere

Vehere has promoted Mukul Mathur to Director of Sales – India Cyber Business. In this role, he will oversee the company's sales strategy across India, focusing on critical infrastructure sectors, expanding strategic partnerships, and driving the next phase of growth.

With more than 35 years of experience in enterprise technology, Mukul has held senior leadership roles at Tata Elxsi, Reliance, Dell, and Forescout. Known for building high-performing teams and successfully penetrating competitive markets, he brings deep expertise to support Vehere's expansion in the region.

Praveen Jaiswal, Vehere's Co-founder and COO, praised Mukul's leadership and business acumen, calling his promotion well-deserved. Mukul expressed his excitement about leading the company during a pivotal time for India's cybersecurity landscape, emphasizing Vehere's mission to empower organizations with AI-driven situational awareness to protect vital digital assets.

Videonetics Names Parag Agrawal as SVP & CPO to Drive AI and Smart City Growth

Videonetics has appointed Parag Agrawal as Senior VP & Chief Product Officer (CPO), strengthening its focus on AI-powered video analytics, smart city solutions, and global expansion. He will drive product innovation, strategy, and customer engagement worldwide. Before joining Videonetics, Parag served as SVP & Head of Product at Tata Play Binge, India's largest OTT aggregation platform, where he built the product from the ground up and led AI-driven innovations in search, recommendations, and user experience. Earlier, as a founding member of OnMobile Global, he scaled products to 60 million monthly active users across 50+ telecom operators globally.

Parag's expertise in product strategy, P&L management, and digital transformation positions Videonetics as a stronger technology partner for governments, enterprises, and smart city ecosystems, reinforcing its commitment to AI-driven surveillance, traffic management, and urban safety solutions worldwide.

FACEOFF AI

SECURING BFSI AGAINST EMERGING FRAUD

In today's AI-driven era, where identity has become the new security perimeter, businesses across the globe are grappling with rising threats such as deepfakes, synthetic fraud, and identity manipulation.

Faceoff Technologies is addressing this challenge at scale through its cutting-edge Adaptive Cognito Engine (ACE) and Generative Adversarial Neural Network (GANN), delivering real-time trust verification for critical sectors including BFSI, defense, telecom, and digital platforms.

Faceoff addresses global challenges through our Natural Inspired Algorithm, core AI engine ACE (Adaptive Cognito Engine)- **Multi Model AI**

FaceOff Technologies:

A Portfolio of Innovative Products and Solutions

- DeepFace: Deepfake finder from
- Dark Web and Surface Web
- DeepFake Analyzer: Deepfake checking
- FaceOff Facial Emotion Detection
- FaceOff Eye Tracking Detection
- FaceOff Posture Analyis
- FaceOff Speech Sentiment Analysis
- FaceOff Audio Tone Analysis

- FaceOff Heart Rate Analysis from Video
- FaceOff SpO2 Analysis from Video
- FaceOff Lite: CCTV Feed Analysis
- FaceOff Behavioral Biometric Authentication
- FacePay: Behavioral Biometric Authentication for Payment
- Federated FaceOff: Privacy Enhanced Technology
- RAG for Speech Sentiment and Audio Tone
- RAG for Facial, Eye, Posture Analysis

Industry to get benefited from FaceOff (FO AI)

- **BFSI/UPI issuers & Payment Service Providers (PSPs):** Mule detection, payment step-up, video-KYC assurance.
- **Telco/OTT/Social & Marketplaces:** Creator verification, content authenticity, seller onboarding.
- **Public sector/Law Enforcement Agency (LEA) :** Identity proofing, consulate remote services, prison/ airport/Sea port monitoring.
- **MHA/Defence/Boarder Forces/Police:** Analyzes real-time biometric and behavioral cues facial expressions, voice sentiment, eye movements, emotions, rPPG for heart rate/SpO2, audio tone, and more.
- **Enterprise comms/HR:** Exec call protection and candidate verification.

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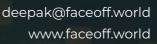www.faceoff.world

24th Star Nite AWARDS 2025

CONFERENCE | BEST OEM | BEST PARTNERS

14th (Friday), November, Le Méridien New Delhi

Theme : Partners – The Catalyst for Rapid Innovation

The Star Nite Awards (SNA) is recognized as a pivotal annual event in India's technology sector, often described as the "*DNA of the Channel*."

This prestigious gathering serves as a critical platform for the entire IT channel ecosystem in India, bringing together leaders from, Original Equipment Manufacturers (OEMs), Chief Marketing Officers (CMOs). Value-Added Resellers (VARs) and Channel Partners.

The primary objectives of the SNA are:
- **Knowledge Sharing:** Facilitating dialogue and insights on market trends and industry best practices.
- **Networking:** Providing an essential forum for relationship building and collaborative opportunities among key players.
- **Recognition of Excellence:** Honoring and celebrating the outstanding performance and achievements within the channel community.

SNA to unveil 6th edition of **Channel Policy Handbook: The Blueprint for Partner Success**

The Channel Policy Handbook (Impactful Partner Program) that serves as the official operational guide for a vendor's relationship with its distribution partners, VARs & resellers.

Key Highlights (Awards & Recognition)

Storage Solution Company
Channel Favourite Company
Best Data Security Company
Life Time Achievement Award
Best Networking Solution Company
Hyper Converged Infrastructure Solutions
End To End Technology Solution Company

- CMO Of The Year 2025-26
- Channel Chief of the Year 2025
- Channel Leadership Awards 2025
- Tech Talk by Tech Experts
- Panel Discussion Session (Vars/Partners)

SNA Highlights

15+ Sessions | **45+** Speakers | **400+** Delegates | **11+** Hours of Networking

Delegates Profiles

- MD & CEO
- Channel / Alliance Head
- Country Head / Director
- Partners / VARs
- 40 Leaders from IT Associations

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