

INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



23rd INFOTECH FORUM 2025

THEME : BALANCING INNOVATION AND SUSTAINABILITY

4TH JULY 2025  
HOTEL HYATT REGENCY, NEW DELHI

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**BYJU PILLAI**  
Group Managing Director  
Inflow Technologies Pvt Ltd



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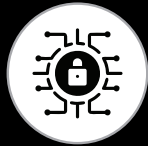
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# VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS

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

COMING SOON



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VOLUME XXVI    ISSUE 10    JUNE 2025

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## CHANNELING SUCCESS: HOW STRATEGIC ALLIANCES ARE FUELING INNOVATION AND SCALE

FOR MORE PAGE 30

## Microsoft Debuts, On-Device AI Model for Copilot+ PCs

Microsoft has launched Mu, a lightweight AI model designed to run locally on Copilot+ PCs using their



Neural Processing Unit (NPU). Unlike cloud-reliant systems, Mu ensures faster responses and enhanced privacy by processing commands offline. Optimized for natural language, it powers the Settings Agent in Windows Insider builds, allowing users to adjust settings via voice or text. Mu exemplifies Microsoft's push to integrate seamless, secure AI directly into the Windows experience while reducing cloud dependency and supporting offline functionality.

## Samsung Leads Apple in Made-in-India phone Manufacturing

Samsung has surpassed Apple in smartphone production volumes in India, reinforcing its lead under the “Make in India” initiative. While Apple has rapidly scaled local iPhone assembly via partners like Foxconn and Tata-owned Wistron, it still trails behind Samsung’s long-established manufacturing presence and Noida facility—the world’s largest mobile factory. Samsung’s diverse lineup across budget and premium segments gives it an edge, especially in export markets. Though Apple is closing the gap, Samsung remains the top ‘Made in India’ smartphone brand for now.

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## TRADE WARS RESURGENT: RESHAPING THE GLOBAL ECONOMIC LANDSCAPE

The world economy is grappling with mounting challenges as trade tensions resurface and major central banks adopt conflicting monetary policies. These developments have created a widening fault line in the global financial system, posing serious risks to growth, financial stability, and especially the economic well-being of emerging markets.

On June 20, 2025, the European Central Bank (ECB) announced a dovish policy shift, hinting at a potential rate cut in July. With Eurozone inflation at 2.3%, the ECB also committed to reducing its balance sheet by €50 billion. This announcement led to a 1.7% decline in the euro, pushing the exchange rate to \$1.06 and driving up import costs across Europe by 3%. Meanwhile, the Bank of Japan (BoJ) maintained its accommodative stance, retaining a 0.1% interest rate and injecting ¥1 trillion into bond markets. Although this spurred a 2.5% increase in Japanese exports, it also escalated domestic import costs due to the weakening yen, which hit ¥159 against the dollar.

In contrast, the U.S. Federal Reserve maintained its hawkish posture by keeping interest rates at 5.25–5.5%, citing persistent inflation of 3.1%. This policy has attracted capital flows from developing nations, creating growing imbalances in global liquidity distribution and deepening stress on emerging economies.

This divergence in policy has triggered severe currency volatility. The Indian rupee depreciated sharply to ₹86.45 per U.S. dollar, mirroring broader trends across emerging markets. According to the Bank for International Settlements (BIS), developing economies have lost over \$2 trillion in capital since 2024. The BIS's 2025 Triennial Survey warned that the continued dominance of the dollar could destabilize 60% of emerging economies, particularly those already vulnerable to external shocks. Currency depreciation has been especially severe in countries like South Africa and Brazil, where the rand and real fell by 2% and 1.8%, respectively.

India, despite its strong domestic demand and sound macroeconomic indicators, is not immune to these global currents. Consumer Price Index (CPI) inflation was recorded at 2.82% in May 2025, but further rupee depreciation is expected to push inflation to 3.7% by Q3. The country's current account deficit, already at 1.2% of GDP for FY26, could widen significantly if global conditions deteriorate further. Economists warn of a potential \$5 billion increase in the quarterly deficit under worsening circumstances.

These pressures are being felt in Indian financial markets. On June 20, the Sensex fell by 0.2% to 81,282 points, following \$1.5 billion in foreign institutional investor (FII) outflows. This capital flight caused a spike in 10-year government bond yields, which rose to 6.85%. Major IT exporters like Infosys and TCS also saw declines due to renewed concerns over U.S. tariffs and demand uncertainty.

The Reserve Bank of India (RBI), with \$650 billion in foreign exchange reserves, is expected to intervene in currency markets to stabilize the rupee. Anticipated measures include the sale of \$2 billion monthly from its reserves and the activation of \$10 billion in swap lines. Additionally, a 25-basis-point rate hike in August is being considered to counter inflationary pressures, though such a move could weigh on domestic consumption and investment. India's resilience, built on a domestic demand base accounting for 66% of GDP, offers a buffer but cannot fully insulate it from global shocks.

Adding to these monetary risks are geopolitical tensions and protectionist trade policies. Escalating hostilities in the Middle East, particularly between Israel and Iran, have led to a spike in Brent crude oil prices, which touched \$77.28 per barrel. For energy-importing nations such as India and many ASEAN countries, this poses an additional inflationary threat.

India, through the RBI, is uniquely positioned to lead a global effort to mitigate these challenges. A proposal first floated by UNCTAD calls for a \$500 billion global swap line network—a mechanism that could help stabilize currencies, ease capital flight, and provide essential liquidity to vulnerable nations. With its strong reserve position and leadership at the G20 level, India could champion this multilateral solution and offer a lifeline to the 1.2 billion people most at risk of economic displacement due to inflation and currency crises.

Ultimately, the current trajectory of protectionism and monetary fragmentation endangers global stability. Central banks must rise above national agendas and embrace multilateralism. India, with its economic heft and strategic reserves, is well-placed to lead this charge. The G7 must act decisively to support such initiatives, or risk the collapse of the fragile global economic balance that sustains shared prosperity.

S. Mohini Ratna  
Editor, VARINDIA  
mohini@varindia.com



# Multimodal AI Fusion

## 8 AI Models Work

### Platform Robustness and Complex Architecture of Faceoff

Faceoff is architected for **mission-critical performance, high scalability, and privacy-first operations**, ensuring it can serve both enterprise-level applications and real-time consumer use cases. The robustness of the platform stems from:



#### 1. Modular Multi-AI Pipeline

Faceoff employs an orchestrated multi-model AI architecture, where each model (emotion, audio, physiological, deepfake, etc.) runs independently yet collaboratively in a parallel processing pipeline.

→ This ensures fail-safety and resilience — if one model fails or underperforms, others can compensate.



#### 2. Asynchronous Microservices Design

Each AI engine operates as an isolated microservice, containerized and load-balanced independently.

→ Enables fault tolerance, horizontal scaling, and rapid recovery.



#### 3. Lightweight API Gateway Interface

Faceoff exposes only secure REST APIs, which customers integrate into their own infrastructure (on-prem or cloud).

→ Ensures data never leaves the enterprise boundary, preserving user privacy and regulatory compliance (e.g., GDPR, HIPAA).



#### 4. Real-Time, Low-Latency Processing

Optimized for 30-second clips, all 8 AI models deliver inference within 2–3 seconds, using GPU/TPU acceleration when available.

→ Speed without compromising accuracy is core to Faceoff's architectural strength.



#### 5. Trust Factor Engine (TFE)

Faceoff's core layer — the TFE — aggregates confidence scores from all 8 AI modules using dynamic ensemble learning, which makes the final trust score both context-aware and explainable.

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**Publisher:** Dr. Deepak Kumar Sahu  
**Editor:** S Mohini Ratna  
**Executive Editor:** Dr. Vijay Anand  
**Consulting Editor:** Gyana Swain  
**Associate Editor:** Samrita Baruah  
**Associate Editor:** Syeda Beenish Khalid  
**Assistant Editor:** Ramesh Kumar Raja  
**Art Director:** Rakesh Kumar  
**Network Administrator:** Ashok Kumar Singh  
**Visualizer:** Ravinder Barthwal  
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**Web Developer:** Shivangi Mishra  
**SEO-Executive:** Karan Arora

**BUSINESS:**  
Commercial Manager: Amit Kumar Jha  
Circulation Executive: Manish Kumar

**CORPORATE OFFICE:**  
**VAR House**, A-84A/3 Rose Apartment, Paryavaran complex, IGNOU Road, New Delhi - 110030  
Tel: 011-41656383, 46061809  
Email: [edit@varindia.com](mailto:edit@varindia.com)

**Bangalore: Bureau office**  
Marketing Manager: S. Kamala kar  
D-103 G.F., Ashish JK Apartments  
Thubarahalli Extended Road  
Bangaluru- 560066  
Tel: 080-49530399 | Mobile:09886280836  
E-mail: [kamlakar@varindia.com](mailto:kamlakar@varindia.com)

**Mumbai: Bureau office**  
Regional Manager (West): Anil Kumar Sahu  
Radha Krishna Complex, B/202, Plot no 24,  
Sector-25, Kamothe, Navi Mumbai - 410206,  
Maharashtra  
Tel: 022-65561292, Mobile: 08108017479  
E-mail: [anil@varindia.com](mailto:anil@varindia.com), [mamta@varindia.com](mailto:mamta@varindia.com)

**Chennai: Bureau office**  
Branch Manager: K. Parthiban  
F1, Meadows Green Apartments, 64, Chetty Street  
1st Cross, Mel Ayanambakkam, Chennai - 600 095

**Hyderabad: Bureau office**  
Branch Manager: Sunil Kumar Sahu  
32-161/3, 202 Neha Paradise, Nr. Maissamma  
Temple, Venketeswara colony  
Ramakrishna Puram, Hyderabad - 500056  
Telangana, Tel: 040-32989844/ Cell No. 08100298033  
E-mail: [sunil@varindia.com](mailto:sunil@varindia.com)

**Kolkata: Bureau office**  
Marketing Officer: Sunil Kumar  
Correspondent: B Kiran Dutta  
Megatherm Electronics Pvt. Ltd.  
6th Floor, Megatherm Tower, Electronics Complex,  
Plot L1, Sector -5, Kolkata - 700091  
Mobile: 08100298033, E-mail: [sunil@varindia.com](mailto:sunil@varindia.com)  
Mobile: 09903088480, E-mail: [kiran@varindia.com](mailto:kiran@varindia.com)

**Bhubaneswar: Bureau office**  
Jagannath Warrior Residency, Suit No.A5/501,  
Kaimatia Bhubaneswar-752054 | Cell No. 8100298033

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# CONTENTS



## Channeling Success: How Strategic Alliances Are Fueling Innovation and Scale

### REGULARS

Round About	14
Hot Bytes	16, 17
On the Ramp	18, 19
Voice N Data	20
Channel Buzz	21, 24
Cool Bytes	22, 23
Product of the Month	50,51
Movers & Shakers	52

### CHANNEL GURU

10	Inspiring Partner Success with cutting-edge Technologies and robust Support Systems
----	---

### CHANNEL CHIEF

12	Savex empowering Tier-2 and Tier-3 partners through multi-brand enablement
----	--

### VAR ANALYSIS

26	India's IT Hardware Market Soars
----	----------------------------------

### VAR SURVEY

38	The Digital Squeeze: Why Data Center Scarcity Is Rewriting the Rules of Enterprise IT
----	---



### LEAD STORY

40	Role of CXO in Strengthening Defenses Against AI-Driven Cyber Threats
----	---

### COVER STORY

30	Channeling Success: How Strategic Alliances Are Fueling Innovation and Scale
----	--

### TECHNOMANIA

46	Fortifying The Digital Economy
----	--------------------------------

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## Inspiring Partner Success with cutting-edge Technologies and robust Support Systems

AS A VALUE-ADDED DISTRIBUTOR AND A TECH ENABLER, THE PRIMARY FOCUS AND THE KEY DIFFERENTIATOR FOR INFLOW TECHNOLOGIES LIES IN ACTIVELY COLLABORATING WITH ITS PARTNERS TO ACCELERATE THEIR ADOPTION OF EMERGING TECHNOLOGIES, WHILE ALSO SUPPORTING THEM IN IDENTIFYING HIGH-GROWTH VERTICALS AND MARKET OPPORTUNITIES.

BYJU PILLAI, GROUP MANAGING DIRECTOR, INFLOW TECHNOLOGIES EXPLAINS THE COMPANY'S ROADMAP AND OUTLOOK FOR THE YEAR AHEAD, BESIDES GIVING A GLIMPSE OF ITS PARTNER ECOSYSTEM AMID THE GROWING TECH ENVIRONMENT -

Founded in 2005, Inflow Technologies is a leading Value Added Distributor in the ICT distribution services industry focused on niche technologies in Networking, Cyber Security, Unified Communications and Collaboration, AIDC, Surveillance, Server & Storage related Products & Services.

Headquartered in Bangalore, Inflow operates in India and Rest of South Asia, enabling resellers to design, deploy and adopt IT Infrastructure solutions to facilitate their customer needs. With a presence in over 50 locations, Inflow Technologies collaborates with more than 3000 channel partners.

### STRATEGIC OUTLOOK FY 2025-26

Inflow Technologies is accelerating technological adoption and business growth across India through its strategic framework built on five pillars of progress. With a strong focus on partner enablement, Inflow Technologies provides the tools, resources, and expertise needed to help the partners thrive.

"We empower our partners with cutting-edge technologies and robust support systems," says Byju Pillai, Group Managing Director, Inflow Technologies. "Our pre-sales services include solution design, product demonstrations, and technical consultations, while post-sales support ensures seamless deployment, training, and troubleshooting. Our annual run-rate revenue is approaching USD 800 million, and we are on track to surpass the billion-dollar milestone."

Inflow Technologies serves a wide range of sectors including banking, financial services, manufacturing, retail, ITES, start-ups, government, and PSUs. It addresses their evolving needs with solutions in network, cloud, endpoint, and application security, as well as incident response and managed services.

"Our partnerships with global technology vendors enable us to deliver tailored, industry-specific solutions that help organizations strengthen their digital infrastructure and security posture. The roadmap for FY 2025-26 includes expanding its network of subject matter experts, enhancing collaboration, and deepening engagement with its channel partner ecosystem—all while integrating emerging technologies like AI, Cloud, and Cybersecurity to stay ahead of industry trends," he says.

### UNLOCKING PARTNER CAPABILITIES

Inflow's strategy for partner empowerment focuses on fostering strong, collaborative relationships to drive mutual growth. It focuses on enabling and engaging partners through strategic partnerships and targeted marketing approaches to uncover new opportunities.



**BYJU PILLAI**  
GROUP MANAGING DIRECTOR  
INFLOW TECHNOLOGIES PVT LTD

"Our comprehensive support suite includes an extensive product portfolio along with its unique Techfluent Edge - Pre-sales, Post-sales, Technical Assistance center, Center of Excellence and our Academy. Additionally, our professional services help in business engagement, market adaptability, product awareness & acceptance thus boosting productivity and end user satisfaction. We design tailor-made partner programs that cater to specific market needs, boosting growth and market presence," explains Byju Pillai.

### LEVERAGING THE POTENTIAL OF CLOUD & AI

As the industry adopts cloud and hybrid solutions, as a Value Added Distributor Inflow Technologies acts as a technology enabler to its channel partners. The Technology Vendors set the framework for cloud migration, which the Value Added Distributor adopts in collaboration with channel partners to deliver the solution to the end customer.

"The main components we work with the customer include evaluating current infrastructure, applications, and data to determine cloud readiness; choosing deployment models (public, private, hybrid) and service models (IaaS, PaaS, SaaS); defining a migration strategy; and ensuring security and compliance. We partner with specialized cloud migration service providers and adopt industry-specific frameworks that account for unique workflows and integrations," cites Byju Pillai.

With regards to AI and AI-enabled solutions, Inflow Technologies' customers are now exploring how AI can help analysts improve on the accuracy responding to Cyber-attacks specifically. The rate of adoption of AI is increasing and more organizations are expected to adopt AI in the coming years to detect, predict and respond to cyber threats in real time.

"Most of our Technology Vendors have already started incorporating AI in their products and solutions that can help organizations deploy intelligent networks, improve the security posture and also to stay competitive and relevant in the market," observes Byju. "As a Value Added Distributor, our key focus and differentiator would be to proactively work with our partners and help them adapt to these new technologies quickly and also help them identify verticals that have growth opportunities," he concludes.





## CELEBRATING YEARS OF EXCELLENCE

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**We don't just celebrate the past, we continue to excel in our values  
and accelerate into the future.**

**The journey continues...**



Savex Technologies recently launched Phase 3 of its flagship roadshow – Savex Talks, under the theme “Where Innovation Meets Impact.” Kicked off on June 11 in Secunderabad, the multi-city event spans 12 Tier-2 and Tier-3 cities, focusing on empowering regional partners with hands-on access to emerging technologies in cloud, software, and enterprise solutions. The initiative brings together global OEMs, local channel partners, and Savex’s business teams on a single platform to drive business expansion and multi-brand collaboration across underserved markets.

Against this backdrop, VARINDIA spoke with Mahendra Wahile, Director, Savex Technologies, to understand how Savex Talks is accelerating partner enablement across India’s expanding technology landscape. In this exclusive conversation, Wahile highlights the importance of product diversification, the growing demand for sales enablement, and how Savex is helping partners tap into new revenue opportunities while fostering a more collaborative ecosystem across geographies. Excerpts:

**How does the 'Where Innovation Meets Impact' roadshow help local partners in markets like Secunderabad scale their business using emerging technologies?**

In our recent session, we brought together around 40-50 partners with varied expertise—some are strong in cabling, others in displays, software, or infrastructure. By introducing them to 4-6 vendors on a single platform, we encouraged them to think holistically and offer complete solutions. Our goal is to help each partner scale by diversifying their offerings. For instance, if someone is focused only on Microsoft, we urge them to also explore Motorola, CommScope, and other brands to build full-stack solutions for their customers.

**What kind of feedback have you received from partners and vendors participating in this event?**

While we're still gathering formal feedback from this event, in our previous sessions, partners have consistently asked for training and webinars to build product knowledge—especially for their sales teams. Salespeople need to understand the product deeply to sell it effectively. In response, we’ve been conducting regular training sessions and webinars. For example, even I saw the all-in-one display product here for the first time. Partners are engaging more because these hands-on interactions help them understand new products better.

**How do these events contribute to partners’ growth strategies, especially during digital transformation?**

Every system integrator is looking for growth, especially in this era of digital transformation. But to truly scale, they need to expand their product lines. Events like these create the right environment for collaboration, idea exchange, and feedback. This feedback loop allows us to share partner insights with vendors, who then adjust their programs and policies accordingly. It’s a continuous improvement process that benefits everyone involved.

**Were there any early signs of lead generation or business**

**potential during the event?**

Yes, definitely. These events often lead to live lead discussions between partners, Savex, and vendors. Our enterprise product team also supports lead generation—whenever a lead is identified, they help partners engage with the right brands. For instance, if a partner is focused solely on HP through GeM, we might ask if they can also work with LG, CommScope, or Virtue. This helps build new revenue channels and strengthens partner-vendor relationships. A partner working with Savex may start with one product and walk away with three more lines of business.

**What sets Savex Talks apart from other industry events in terms of partner enablement and business outcomes?**

The biggest differentiator is that we bring all partners and vendors together on a single platform. Typically, for each product we have a separate specialist—or champ—who visits partners. But those one-on-one interactions are limited in scope. Here, everything happens in one place. If a partner is curious about a new product, he can explore it on the spot with the respective vendor. This format enables broader understanding and faster decision-making. It’s far more efficient and impactful than standalone vendor visits.

**As you move to the next set of cities, what are your expectations for partner engagement and regional business development?**

We have a dedicated Business Development team, separate from the sales team, whose sole job is to identify and grow new opportunities. If they find a partner handling one product, they explore whether he can take on more. Their focus is not just to sell, but to develop business. Once an opportunity is identified, the sales team takes over to close the deal. This model ensures consistent growth.

We also have separate teams handling large national and global system integrators who operate across multiple branches in India. These teams help us cover broader geographies and ensure that partners from all corners get the same level of support and enablement.





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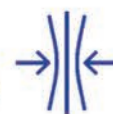
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# COMMUNICATIONS THEN AND NOW: LESSONS TO LEARN

I grew up in Kolkata (then Calcutta) reading a limited number of newspapers, both national and local. Hardly was there anyone during my childhood who did not read the Statesman and, of course, a Bengali daily, say, Amritha Bazar Patrika. The Telegraph came much later, but with a bang, pushing the omnipresent colonial legacy, The Statesman, into second position, and now almost to extinction. All India Radio was another channel of communication. I remember that many tried to mimic the English diction of Surjit Sen, who was an illustrious news reader or Melvyn De Mellow and a little later Komal GB Singh and Neeti Ravindran, who were icons of that time, more celebrated than the film actors.

I do not know whether there is any craze to mimic TV newsreaders now, except the slangs used by some like "Nation Wants to Know..." You know whom I am referring to.

I just reminisced and attempted to compare with the present. Is there any comparison? That time we read whatever came our way, be it Bankim Chandra Chatterjee's or Tara Shankar Banerjee's novels. There were heated discussions about which novelist was more popular, how they treated the subject matter, what their personal life was, where they stayed, and a lot of related issues.

I also know of many people who were older than me who used to read a daily newspaper from the front page to the last without missing any of the news, stories, or features. They would fold back the paper and keep it in a safe place only after solving the crosswords or similar mental games in the papers, which used to be a regular feature as add-ons. Comics were other features that were used to engage people.

Features in Sunday's paper were major draws since they carried interesting travelogues and even short stories. Literary supplements of the Statesman and later the Telegraph were major draws that attracted readers of all ages and genders. I was also aware of persons who used to keep the papers as it was or cut the relevant portions to keep for further reading, sometimes later. Interestingly, some of the parents whose children were preparing for the civil service examinations were compelled to read The Hindu, which was perceived to epitomize Grammarly and semantically correct English, although newspapers were airlifted from Madras (Now Chennai) and used to arrive only a day or two later. Such was the craze and focus on reading, and the role played by newspapers either as hawkers of news or informed articles and features.

These may sound rather strange to the new generation, who are during an information explosion from multiple sources. One can tune into all types of media outlets, TV, social media, etc. which are almost instant, radio, and of course, the poor old print editions of newspapers, which came out with a vintage of a day. During our time, we read whatever came our way. In today's world, readers can choose from a wide array of sources for reading. Did it make any material difference in the approach of the people?

During my childhood days, as a resident of Calcutta, I had taken innumerable rides in the then-popular trams, buses, and suburban trains. I had observed co-passengers and how they behaved while travelling. If it is a short distance, from the time of getting inside the vehicle till the time of disembarking, they will be busy wading through the crowded vehicle to reach the door to exit. If it is a long distance, barring a few who used to get glued to newspapers of the day or magazines, the rest were engrossed in talking, may be on trivial subjects like weather, and development of the day as narrated in the newspaper or announced in the All-India Radio and later television or politics. Sometimes, the debate or discussions could get transformed into high decibels or passionate narratives of one's point of view.



DR. ASOKE K. LAHA  
Chairman-Emeritus and Founder, InterAIT

Today's travel time presents a different view. Most of the people are either talking on their mobiles or surfing their favorite programs on social media. I have not seen anyone chatting or discussing politics or any other matter while travelling, except small talks by youngsters, and that too is between two people and not group discussions on a subject like cricket or football. Does it mean people have become more private and less intrusive on others' domains, or are they least interested in issues that are happening around them? Frankly, I do not know.

Sometimes, a strange thought dawns on me. Amidst these craving for privacy is there any other reverse current working on the younger generation? I know I must be more candid. When people are glued to matters unto themselves, showing little interest in matters where they do not have a role to play, why thousands flock to mammoth chaotic gatherings where people cannot be controlled, leading to deaths and injuries. What I have in mind is the recent happenings in the Bengaluru stampede, or recent Air India plane crash and several other incidents that have been happening at regular intervals, stealing precious human lives. To me, it appears to be a paradox. Or is it because we have categories of people who are increasingly becoming private and others becoming victimized by frenzies and their innate desire to be part of a larger gathering, be it related to sports, religion, or any other ritualistic dogma?

I often wonder, is the concept of privacy changing? What will be the level of privacy some five or ten years hence? I cannot indulge in a sweeping generalization since it is a domain of social scientists and psychologists to discern the future that will be unfolding before us.

Yet, I believe I am privileged to narrate my wish list. I sincerely hope that the future generation will not continue with their penchant for being glued to smartphones or digital frames. They should have more time to interact and engage in social gatherings. They should spend more time with their parents, friends, teachers, colleagues, and others.

I know it is easy to pontificate but difficult to follow given the limited time we have at our disposal other than pursuing our respective responsibilities. We must find more time for the parents to spend their time with their children, more time for children to play at schools, engage in creative activities in groups and not alone, more focus on instilling teamwork and common professional goals as against individual excellence. Yes, if we take these precautions in a measured manner, we can prevent AI incursions into our cultural and social milieu.



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### TP-Link India Contacts:

**North**  
**Rajendra Mohanty**  
M: +91 98711 51116  
E: rajendra.mohanty@tp-link.com

**South**  
**Sunil Nair**  
M: +91 96111 13909  
E: sunil.nair@tp-link.com

**AP & Telangana**  
**Raminder Singh**  
M: +91 97045 75432  
E: raminder.singh@tp-link.com

**East**  
**Satish Panda**  
M: +91 91639 33951  
E: satish.panda@tp-link.com

**West**  
**Mohit Maheshpuria**  
M: +91 98199 87178  
E: mohit.m@tp-link.com

**Nagpur**  
**Abhay Lanjewar**  
M: +91 95796 46634  
E: abhay.lanjewar@tp-link.com

**North**  
**Bhushan KR Saxena**  
M: +91 97174 74061  
E: bhushan.kumar@tp-link.com

**Bangalore**  
**Srikanth S**  
M: +91 99852 15156  
E: srikanth.s@tp-link.com

**Hyderabad**  
**Srikanth R**  
M: +91 94825 57627  
E: srikanth.r@tp-link.com

**East**  
**Abinash Roy**  
M: +91 95236 53074  
E: abinash.roy@tp-link.com

**Mumbai**  
**Arvind Tripathi**  
M: +91 98673 47909  
E: arvind.tripathi@tp-link.com

**Pune**  
**Sumeet Lambe**  
M: +91 89995 64587  
E: sumeet.lambe@tp-link.com

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## OpenAI may introduce ads in ChatGPT amid revenue push

OpenAI is considering introducing ads in ChatGPT, marking a shift in its monetization approach. In the first episode of OpenAI's official podcast, CEO Sam Altman revealed a softening stance on advertising, which he once called a "last resort." Now, facing rising operational costs—estimated at \$3 to \$4 billion annually—and aiming for \$12.7 billion in revenue by 2025, OpenAI is exploring new ways to generate income.



Altman said any ads would be implemented thoughtfully, prioritizing user experience. He noted that well-targeted ads, like those on Instagram, can sometimes enhance rather than disrupt, hinting at a model that supports free-tier users while supplementing paid offerings like ChatGPT Plus.

While no formal ad product has been announced, the change in tone suggests OpenAI is open to ad-supported features. As competition in AI grows, careful ad integration could help fund innovation while keeping ChatGPT accessible to millions worldwide.

## Karnataka proposes bill to combat fake news and online abuse

In a bold move to combat online misinformation, the Karnataka government has drafted the Misinformation and Fake News (Prohibition) Bill, 2025. The proposed law targets the spread of fake news, online abuse, and harmful digital content, with strict penalties including up to seven years in jail and fines reaching Rs 10 lakh. It also covers those aiding in the creation or distribution of such content.

The bill aims to curb content that endangers public health, elections, and social harmony. It bans anti-feminist content, hate speech, and obscene material circulating on social media, news websites, and messaging platforms.

A central feature is the formation of a six-member Fake News on Social Media Regulatory Authority, empowered to monitor and block harmful content. Special courts are also proposed for fast-track trials. If enacted, the bill could influence similar laws across India, sparking debates over digital freedom and regulation.

## ManageEngine launches MSP Central to streamline IT for service providers

ManageEngine, the enterprise IT arm of Zoho Corporation, has launched MSP Central, a unified platform tailored to help Managed Service Providers (MSPs) manage IT operations more efficiently. Designed for multi-client environments, MSP Central integrates service delivery, device management, threat protection, and infrastructure monitoring into one interface.

The platform addresses common MSP pain points like tool sprawl and fragmented workflows by offering modular capabilities including remote monitoring and management (RMM), professional services automation (PSA), advanced server monitoring, and endpoint security. Its cloud-native architecture supports multi-tenancy, role-based access, and seamless integration with Zoho and third-party tools. With India's managed services market expected to reach \$8.4 billion by 2027, MSPs are under pressure to scale without losing service quality. MSP Central helps bridge that gap. "This is just the beginning," said ManageEngine VP Mathivanan Venkatachalam, highlighting future plans to unify all ManageEngine MSP tools into a flexible, scalable platform.

## Sanchar Saathi helps trace over 20 lakh lost, stolen mobile phones

Minister of State for Telecommunications Chandra Sekhar Pemmasani announced that the Department of Telecom's Sanchar Saathi platform has successfully traced over 20.28 lakh lost or stolen mobile phones to date. The platform has also enabled the government to block 33.5 lakh mobile devices.

In a social media update following a review meeting on telecom fraud prevention recently, Pemmasani highlighted the platform's role in building a secure digital ecosystem. "Sanchar Saathi has empowered users to report and block fraudulent mobile connections and helped trace lost phones. We remain committed to citizen-centric digital services," he said.

Sources from the meeting reportedly noted that 4.64 lakh recovered handsets have already been returned to their owners, with an average recovery rate of 22.9 per cent. Sanchar Saathi also allows users to report fraudulent calls, lost phones, and unauthorized mobile connections issued in their name, enhancing consumer protection in telecom services.

## Micron gets government nod for Rs 13,000 cr semiconductor SEZ in Gujarat

The Government has approved Micron Semiconductor Technology India's proposal to set up a Special Economic Zone (SEZ) for semiconductor and electronic component manufacturing in Sanand, Gujarat. Spread over 37.64 hectares, the project involves an estimated investment of Rs 13,000 crore. This move follows recent amendments to SEZ rules aimed at encouraging high-tech manufacturing.

According to the Commerce Ministry, approvals were also granted to Hubballi Durable Goods Cluster Pvt Ltd (Aequus Group) for setting up a similar SEZ. Recognizing the capital-intensive and import-dependent nature of semiconductor manufacturing, the government has eased rules to attract pioneering investments.

Key changes include amendments to Rule 18 of SEZ Rules, allowing domestic supply from SEZs after paying applicable duties. Additionally, the minimum land requirement for SEZs in this sector has been reduced from 50 to 10 hectares. The value of free-of-cost goods will now be factored into Net Foreign Exchange (NFE) calculations.

## India Rolls Out e-Passports Nationwide

In a major digital leap for passport services, India has officially launched e-passports nationwide, coinciding with the 13th Passport Seva Divas. External Affairs Minister S. Jaishankar introduced the next-gen Passport Seva Programme (PSP) Version 2.0, which aims to modernize, digitize, and streamline passport issuance and processing.

The initiative is set to enhance service delivery through integration of advanced technology, leading to faster turnaround times and reduced physical paperwork. A key upgrade is the mPassport Police App, which has significantly shortened police verification durations—one of the biggest bottlenecks in the earlier process.

The introduction of e-passports in India marks a pivotal moment in the country's digital passport journey, offering enhanced security features and faster immigration processes. With features like biometric data storage and embedded electronic chips, these digital passports align with international standards.

Highlighting a decade of progress, Jaishankar noted that passport issuance in India has surged from 91 lakh in 2014 to 1.46 crore in 2024, demonstrating both rising demand and the success of administrative reforms. The new system represents India's commitment to good governance (Sushasan), service delivery (Seva), and inclusive development (Garib Kalyan)—pillars that Jaishankar said are key to building a Viksit Bharat.



## Centre approves third electronics cluster in Tamil Nadu

Union Minister Ashwini Vaishnaw announced that the Centre has approved a third electronics manufacturing cluster in Tamil Nadu, reinforcing the state's emergence as a major electronics hub. The move boosts ongoing efforts in mobile phone, laptop, and server manufacturing in the region. While investment details were not disclosed, the Minister expressed optimism about the cluster's construction beginning soon.

Speaking via video conference at an event at IIT Madras, Vaishnaw said the government's initiatives are aligned with Prime Minister Narendra Modi's vision to make Tamil Nadu a leading electronics manufacturing hub. "Many new projects in electronics are taking shape in the state," he noted.

On the railways front, Vaishnaw revealed that Tamil Nadu is also becoming a key center for train wheel production. A factory near Chennai is already manufacturing high-strength wheels for locomotives and high-speed trains, supported by Indian Railways, further solidifying the state's industrial role.



## Free Aadhaar update deadline extended to June 2026

The Unique Identification Authority of India (UIDAI) has extended its free online Aadhaar document update service by one year—from 14 June 2025 to 14 June 2026. This extension aims to help Aadhaar holders keep their details accurate and current through the myAadhaar portal. Available only online, the free service allows users to upload documents directly from their smartphones or computers. According to UIDAI's announcement on X (formerly Twitter), this move is expected to benefit millions of Aadhaar number holders across the country.

Users can update their Proof of Identity (PoI) and Proof of Address (PoA) documents, such as voter ID, passport, utility bills, and ration cards. Files must be in PDF, PNG, or JPEG format and under 2 MB in size. Keeping Aadhaar details updated is essential for accessing key services like banking, healthcare, and education without disruption.

## Comviva partners with AWS to accelerate AI-first and SaaS transformation

Comviva has partnered with Amazon Web Services (AWS) to fast-track its transformation into an AI-first, SaaS-driven organization. Leveraging AWS's AI and machine learning capabilities, Comviva is embedding advanced AI and GenAI use cases across products like Ngage-CNPaaS, BlueMarble, MobiLytix, and mobiquity to enhance predictive insights, scalability, and customer experience.



This collaboration enables Comviva to launch features faster, manage peak loads efficiently, and boost operational reliability. As part of its Comviva 2.0 strategy, the company is transitioning multiple IPs to SaaS on AWS, aiming for faster go-to-market and global expansion.

AI assistants are already improving ticket resolution efficiency by 20% and enhancing developer productivity by over 20%. In security, AI is expected to manage 50% of processes with 80% threat detection accuracy. Key innovations include BlueMarble Intelligence and MobiLytix's AI Campaign Agent, supported by AWS tools like Amazon Q, Bedrock, EC2, and Lambda—driving automation, cost-efficiency, and performance.

## Securonix strengthens cybersecurity capabilities with ThreatQuotient acquisition

Securonix has acquired ThreatQuotient, a leader in threat intelligence and the creator of the ThreatQ platform. This strategic acquisition merges two advanced cybersecurity platforms to deliver a unified solution for threat detection, investigation, and response (TDIR), enhanced with analytics and agentic AI.



The combined platform integrates internal and external threat intelligence with real-time analytics, aiming to reduce Mean Time to Respond (MTTR) by up to 70%. It offers centralized visibility, automated incident response, and a modular architecture, addressing the long-standing challenge of siloed threat tools and fragmented security operations.

Kash Shaikh, CEO of Securonix, said the integration would cut false positives by up to 90% and deliver intelligent, proactive security operations. Marcel Jonker of Cambia Health praised the merger's impact on reducing manual workloads and improving triage accuracy. This move is set to accelerate modern SOC (Security Operations Center) capabilities for enterprises, governments, and MSSPs globally.

## Google, Maharashtra launch India's first AI startup hub

To boost India's tech ecosystem, Google has partnered with the Maharashtra government to launch the country's first AI-focused startup incubator. This initiative marks a significant step in supporting India's growing AI startup landscape and aligns with national programs like Digital India and AI for All.

Located in Maharashtra, the incubator offers more than co-working spaces. Startups will receive high-speed internet, Google Cloud credits, and mentorship from top AI engineers. Free access to tools for machine learning, data analytics, and artificial intelligence will help founders accelerate development and scale faster.

This bold move underscores Google and Maharashtra's commitment to digital growth. The AI hub is designed to be a launchpad for startups in healthcare, education, agriculture, fintech, and more—solving real-world challenges through AI. As India positions itself as a global tech leader, the initiative could play a key role in shaping an inclusive, innovation-driven AI future.

## Press Bodies Demand Exemption for Journalists from India's Data Protection Law

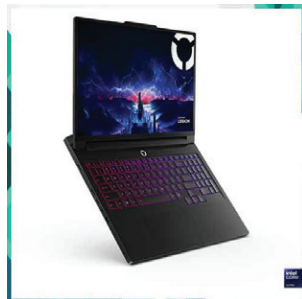
In a strong defense of press freedom, 22 leading press bodies, including the Press Club of India (PCI), have urged the Centre to exclude journalistic activities from the scope of the Digital Personal Data Protection (DPDP) Act, 2023. In a joint memorandum submitted to Union Minister Ashwini Vaishnaw, the organisations expressed serious concern over the inclusion of professional reporting under the Act—despite journalism being excluded at the drafting stage.

Signed by over 1,000 journalists and photojournalists, the memorandum is part of a nationwide signature campaign launched by the PCI in May 2025. The PCI warned that the Act, as currently worded, could pose a threat to freedom of speech (Article 19(1)(a)) and freedom to practice journalism (Article 19(1)(g)), potentially hindering investigative reporting and public-interest journalism.

Legal and data experts consulted by the PCI flagged that several provisions in the law could interfere with how journalists gather, store, and use data—core elements of their profession. The memorandum emphasized that such restrictions may have chilling effects on press freedom and India's democratic ethos. The press bodies are calling for urgent amendments to safeguard journalists from legal penalties related to data use in news reporting.

## Lenovo Legion Pro 7i gaming laptop debuts in India

Lenovo has expanded its gaming portfolio in India with the launch of the Legion Pro 7i, a high-end gaming laptop built for esports players, gamers, and digital creators. The new Lenovo Legion Pro 7i is powered by Intel Core Ultra 9 HX processors and offers up to NVIDIA GeForce RTX 5090 24GB graphics, catering to performance-intensive tasks such as 3D rendering, AAA gaming, and video editing.



The Legion Pro 7i is designed to deliver stable high performance under load, featuring Lenovo's Legion Coldfront: Vapor cooling system. The system includes an integrated Hyper Chamber and supports up to 275W Thermal Design Power (TDP) in extreme mode. Large turbo-charged fans and a vapor chamber ensure heat is efficiently managed for extended gaming sessions. One of the standout features is the 16-inch Lenovo PureSight OLED gaming display, offering WQXGA resolution, 500 nits brightness, and support for Dolby Vision, NVIDIA G-SYNC, and VESA DisplayHDR TrueBlack 1000.

## CommScope unveils FiberREACH and CableGuide 360 solutions

CommScope has announced the unveiling of the FiberREACH solution and the launch of CableGuide 360 platform. Both fall within CommScope's SYSTIMAX 2.0 portfolio—the FiberREACH solution is designed to help enterprise network providers quickly and reliably extend power and connectivity to support more devices and applications at the edge. CableGuide 360 platform will help providers to properly organize and protect the cables and patch cords.

Formerly known as CommScope's Powered Fiber Cable System (PFCS), the FiberREACH portfolio builds on this innovative solution by offering enhanced functionality while satisfying established customer requirements. The FiberREACH portfolio utilizes a range of hybrid cabling solutions to provide gigabit speeds to the network edge. As edge devices have evolved, the need for additional power has become essential; CommScope's FiberREACH portfolio now delivers up to 90W of power to the edge, supporting both power- and data-hungry devices.

## Vu launches Vibe DV QLED TV in India

Expanding its premium television lineup, Vu Televisions has introduced the Vu Vibe DV 2025 series in India, showcasing what the company claims is the world's first QLED TV with a built-in soundbar. Designed to meet the needs of modern urban homes, the new series combines high-end visuals, immersive



audio, and smart features in a compact, stylish design. The Vu Vibe DV series is available in five screen sizes—43, 50, 55, 65, and 75 inches—priced at Rs. 26,999, Rs.32,999, Rs.36,999, Rs.52,999, and Rs.66,999 respectively. The televisions are available for purchase through Amazon and Vu's offline retail channels across India.

The TV features a built-in 88W Dolby Atmos soundbar, removing the need for external speakers and offering an immersive audio experience. An audio-only mode lets it function as a standalone music system. It supports camera input and works with both Android and Apple casting. The remote includes a special Wi-Fi hotkey for instant connectivity and dedicated buttons for Cricket and Cinema Modes, which automatically adjust audio and visual settings for an enhanced viewing experience.

## Fortinet rolls out new AI security suite for enterprise workspaces

Fortinet has announced enhancements to its data and productivity security portfolio, expanding FortiMail with the launch of the FortiMail Workspace Security suite. These advancements, combined with new features in FortiDLP, Fortinet's next-generation data loss prevention (DLP) and insider risk management solution, deliver a unified, AI-powered approach to safeguarding users and sensitive data across today's dynamic work environments. With these latest enhancements, Fortinet redefines the way organizations protect users and data in the modern workspace.

"Cybercriminals are aiming their efforts right at users and increasingly leveraging tools like FraudGPT, BlackmailerV3, and ElevenLabs to automate the creation of malware, deepfake videos, phishing websites, and synthetic voices—making attacks more scalable, convincing, and difficult to detect. With our expanded AI-powered FortiMail Workspace Security suite and FortiDLP solutions, Fortinet empowers organizations to stay ahead of threat actors and insider risks while ensuring users, data, and productivity remain secure," said Nirav Shah, Senior Vice President, Products and Solutions at Fortinet.

## Akamai unveils first-of-its-kind DNS posture management

Akamai Technologies has announced the launch of Akamai DNS Posture Management, a first-of-its-kind, agentless solution designed to provide comprehensive visibility and real-time monitoring of DNS assets across multicloud environments. This innovative tool empowers security teams to swiftly identify and address DNS-based threats, vulnerabilities, certificate risks, and misconfigurations that could undermine an organization's cybersecurity posture.

The Akamai DNS Posture Management solution simplifies this landscape by offering real-time insights and guided remediation actions across leading DNS providers. It proactively flags outdated configurations, misaligned record and zone data, and expired or non-compliant certificates—especially those lacking readiness for post-quantum cryptography standards. Akamai's new platform automates compliance assessments and integrates findings into incident response workflows, helping teams focus on what matters most. By streamlining operations and enhancing visibility, Akamai DNS Posture Management positions enterprises to better safeguard their digital presence and maintain optimal DNS performance, functionality, and resilience in an increasingly complex threat environment.

## Broadcom announces VMware Cloud Foundation 9.0 for modern private cloud

Broadcom has announced the general availability of VMware Cloud Foundation (VCF) 9.0, the platform for the modern private cloud. With VCF 9.0, customers gain a consistent operating model for the private cloud, spanning data centers, edge, and managed cloud infrastructure from service providers and hyperscalers. VCF 9.0 combines the agility and scalability of public cloud with the security, performance, architectural control and total cost of ownership (TCO) benefits of an on-premises environment.

VCF 9.0 delivers a single unified platform that supports all applications—traditional, modern, or AI—with consistent operations, governance, and controls across the private cloud environment. VMware Cloud Foundation 9.0 boasts a completely new architecture that empowers IT admins and application teams to accomplish far more and spend far less. The platform delivers a streamlined experience for building, operating, and securing a modern private cloud across on-premises data centers, in hyperscaler and VMware Cloud Service provider clouds, and at the edge.



## Zscaler announces new solutions to strengthen Zero Trust Everywhere

Zscaler has announced a new suite of solutions that enable customers to quickly adopt Zero Trust Everywhere. These innovations extend the reach of true Zero Trust and enable businesses to modernize and scale securely by providing end-to-end segmentation between and inside branches and enhance security across multi-cloud environments. Zscaler has unveiled innovative updates to the Zscaler Zero Trust Exchange platform, empowering businesses to extend Zero Trust Everywhere—across users, applications, devices, clouds, and branch locations. These enhancements make an organization’s branches and clouds invisible to bad actors, and eliminate the lateral movement of threats like ransomware within the organization’s network.

With its expanded capabilities to strengthen Zero Trust Everywhere, Zscaler is advancing its cybersecurity postures, simplifying security network infrastructure, and making it easier for businesses to scale securely in today’s rapidly changing threat landscape. With this expanded Zero Trust Everywhere approach, organizations can accelerate security modernization, mitigate risks, and protect data everywhere business happens.

## F5 announces new capabilities for F5 BIG-IP Next for Kubernetes

F5 has announced new capabilities for F5 BIG-IP Next for Kubernetes accelerated with NVIDIA BlueField-3 DPUs and the NVIDIA DOCA software framework, underscored by customer Sesterce’s validation deployment. Sesterce is a leading European operator specializing in next-generation infrastructures and sovereign AI, designed to meet the needs of accelerated computing and artificial intelligence.

“Enterprises are increasingly deploying multiple LLMs to power advanced AI experiences—but routing and classifying LLM traffic can be compute-heavy, degrading performance and user experience,” said Kunal Anand, Chief Innovation Officer at F5. “By programming routing logic directly on NVIDIA BlueField-3 DPUs, F5 BIG-IP Next for Kubernetes is the most efficient approach for delivering and securing LLM traffic. This is just the beginning. Our platform unlocks new possibilities for AI infrastructure, and we’re excited to deepen co-innovation with NVIDIA as enterprise AI continues to scale.”

## Commvault strengthens post-Quantum defenses amid rising global cybersecurity risks

In response to the accelerating threat landscape posed by quantum computing, Commvault, a leading cyber resilience and data protection provider for hybrid cloud environments, has announced key enhancements to its post-quantum cryptography (PQC) capabilities. These updates are aimed at helping organizations safeguard sensitive,

long-term data against future quantum-enabled cyberattacks.

Quantum computing, which harnesses the principles of quantum mechanics to perform calculations far beyond the reach of classical computers, is rapidly evolving. While it promises breakthroughs across multiple industries, it also presents serious cybersecurity challenges. Experts warn that quantum technology could one day crack current encryption standards, enabling threat actors to decrypt secure communications and stored data. According to a recent ISACA Quantum Computing Pulse Poll, 63% of technology and cybersecurity professionals believe quantum computing will heighten or shift cyber risks, and 50% foresee significant regulatory and compliance implications.



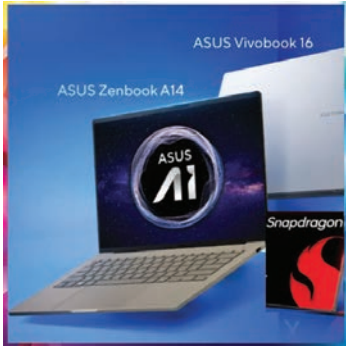
## Check Point strengthens India focus with launch of local Harmony SASE solution

Check Point Software Technologies has launched an India-based data residency instance of its Harmony SASE solution, underscoring its commitment to supporting secure digital transformation for Indian enterprises. This localized, cloud-delivered network security offering is tailored to meet India's regulatory requirements while addressing the rising need for scalable, secure, and compliant cloud adoption.

Check Point Harmony SASE is a unified Secure Access Service Edge (SASE) platform that delivers enterprise-grade protection to users, devices, applications, and data—wherever they are. It consolidates multiple security functions into a single cloud-delivered platform, including Firewall-as-a-Service (FWaaS), Secure Web Gateway, Zero Trust Network Access (ZTNA), SaaS, and SD-WAN. Powered by Check Point’s ThreatCloud, it delivers industry-leading threat detection rates of over 99%. Harmony SASE leverages AI to proactively detect and block threats such as malware, phishing, and anomalous behavior.

## Asus unveils new Vivobook series laptops with AI features in India

Asus has expanded its Vivobook series with the launch of four new laptops in India for hybrid workloads, including the Vivobook S14, Vivobook S14, Vivobook S16 OLED, and Vivobook S16 for students, professionals, and everyday creators. These new laptops also have gen AI capabilities. All the models come bundled with Microsoft Office Home 2024 (lifetime validity) and 100GB of Microsoft 365 Basic OneDrive Cloud Storage for 1 year.



Designed to meet the needs of modern students, professionals, and everyday creators, these new laptops combine sleek metal builds, next-gen AI capabilities, and immersive displays with remarkable battery performance. Whether you're looking for future-ready AI features or dependable daily performance, the new Vivobook range delivers it all, packaged in ultra-portable form factors that do not compromise on power, connectivity, or security. The latest additions offer immersive visuals with and power-packed performance and are built keeping in mind, convenience, portability and durability.

## Pure Storage announces the Enterprise Data Cloud

Pure Storage has introduced the Enterprise Data Cloud (EDC), a bold new standard in data and storage management simplicity that enables organizations to focus on business outcomes, not infrastructure. Fueled by AI, data volumes are rising and business demands are evolving faster than ever. Traditional storage models create fragmentation, silos, and uncontrolled data sprawl. Organizations must adapt by shifting their mindset from managing storage to understanding how, where, and why their data is used. This will empower companies to reduce risks, costs, and operational inefficiencies.

An EDC is an industry-changing architectural approach to data storage and management. It gives organizations the ability to easily manage their data across their estate with unrivaled agility, efficiency and simplicity. With an EDC architecture, IT teams centrally manage a virtualized cloud of data with unified control - spanning on-premises, public cloud, and hybrid - enabling intelligent, autonomous data management and governance across the entire environment.

## Motorola Edge 60 launched in India

Following its global unveiling in April this year, Motorola has finally launched the Edge 60 smartphone in India. This new model joins the previously released Edge 60 Pro and targets users seeking a premium experience at a competitive price point. Alongside the Edge 60, the company also introduced a new Mykonos Blue colour variant for the Edge 60 Fusion.

The Motorola Edge 60 features a 6.67-inch pOLED quad-curved display with a resolution of 1.5K (1,220 x 2,712 pixels), offering a screen peaks at 4,500 nits brightness and supports DCI-P3 colour gamut coverage. Powered by the 4nm MediaTek Dimensity 7400 chipset, the Edge 60 is paired with 12GB of LPDDR4X RAM and 256GB of UFS 2.2 storage, expandable up to 1TB via microSD. Users can also leverage virtual RAM expansion up to 12GB. It runs on Hello UI based on Android 15, with Motorola promising three major Android upgrades and four years of security patches.



## BSNL Launches SIM-Free "Quantum 5G FWA"

State-owned telecom provider BSNL has unveiled its 5G service, "Q-5G," marking its push into next-generation connectivity. Alongside this, BSNL has launched Quantum 5G Fixed Wireless Access (Q-5G FWA), a SIM-free, wire-free internet solution initially available in Hyderabad.

Q-5G FWA is specifically designed to bridge connectivity gaps in India's Tier-2, Tier-3 cities, and rural regions where fiber optic infrastructure is scarce. This innovative service, built on 100% indigenously developed technology, aims to deliver high-speed internet to homes and businesses in areas with limited or no existing network coverage.



Unlike mobile 5G, BSNL's Q-5G FWA is a data-only service, similar to Jio AirFiber or Airtel Xstream Fiber, and does not support voice calls. It operates by installing a Customer Premises Equipment (CPE) on the user's rooftop, which receives 5G signals and distributes internet via a router.

## Vodafone and Cyient join forces

Vodafone and Cyient have launched an AI-powered Global Network Configuration Management solution supported by data-driven, intelligent configuration analytics. This innovation represents a major milestone in transforming network engineering and operations, delivering unprecedented visibility and efficiency across Vodafone's teams and markets.

This cutting-edge solution is the result of a close collaboration between Vodafone and Cyient teams. It leverages AI to unify configuration data, as well as logical and physical inventory, enhancing network management efficiency across multiple Vodafone local markets. VISION, an AI-powered solution, has already delivered transformational benefits in large-scale deployments, including a 70% reduction in time spent compiling cross-market reports and three times faster decision-making.

The platform provides Vodafone teams with unified network visibility across markets, enabling them to benchmark configurations, detect anomalies, and track deployments. It supports mobility strategy analysis and spectrum utilization, driving efficiency, alignment, and faster data-driven decisions.

## Nothing says Phone (3) will be powered by Snapdragon 8s Gen 4

The Nothing Phone (3), said to be the brand's first "true" flagship will forgo the use of Snapdragon 8 Elite and instead use the Snapdragon 8s Gen 4 chipset. In a post on X as well as its "Nothing Community" forums – and a 40-minute video on YouTube, Nothing has confirmed that Phone (3) will be adopting the Snapdragon 8s Gen 4 chipset. The company says that this is the "most advanced processor in a Nothing smartphone to date."

Nothing CEO Carl Pei explained that their goal was to craft a balanced experience, and since various aspects of the product had significantly improved this time, a more powerful chip was necessary to support it. He emphasized that users would be engaging with these products for extended periods each day, so the focus was on delivering a well-rounded, holistic experience. Pei also added that developing a flagship product was their way of showcasing Nothing's most advanced and innovative ideas. Nothing Phone (3) will be announced on July 1.

## DIPA and Vi to drive sustainable telecom infrastructure revolution

The Digital Infrastructure Providers Association (DIPA) and Vodafone Idea Limited (Vi) have announced a ground-breaking collaboration aimed at accelerating sustainable connectivity across India's telecommunications landscape. This strategic partnership will focus on implementing green energy solutions, promoting the Green Energy Open Access (GEOA) policy, and driving transformative clean energy adoption throughout the telecom infrastructure sector.



The collaboration between DIPA and Vi represents a significant milestone in India's journey toward a carbon-neutral telecom ecosystem. Both organizations will work together to develop comprehensive frameworks for sustainable infrastructure deployment, renewable energy integration, and environmental stewardship across the digital infrastructure value chain.

The partnership comes at a crucial time when the telecommunications sector is experiencing unprecedented growth, with increasing demand for digital connectivity driving infrastructure expansion across urban and rural markets. Both organizations recognize that this growth must be sustainable and environmentally responsible to ensure long-term viability.

## Centre, Gujarat govt to bring high-speed internet to all villages

The Government of India through Digital Bharat Nidhi (DBN) has signed an agreement with Gujarat Government, Bharat Sanchar Nigam Limited and Gujarat Fibre Grid Network Limited (GFGNL) under the Amended BharatNet Program in Gandhinagar.

The Agreement enables handing over of all the BharatNet works, activities and responsibilities including all related and incidental matters in Gujarat to GFGNL to undertake Amended BharatNet Program schemes. Gujarat holds the distinction of being the first among eight states in the country undertaking BharatNet under State-led model.

With an ambitious target of over 98% service uptime, the project will ensure that all 14,654 gram panchayats and non-gram panchayat villages in Gujarat gain access to fast and reliable internet. The Centre has already given in-principle approval for Rs 5,631 crore to support the capital expenditure and ten years of maintenance.





## CyberArk announces console and partner program updates to help MSPs

CyberArk has announced console and partner program updates designed to help Managed Services Providers (MSPs) drive profitable identity security-based growth. CyberArk MSP Hub is an evolved SaaS-based management console that offers a one-stop-shop entry point for MSPs to offer the CyberArk Identity Security Platform to their customer base, and will be supported by a new MSP-optimized partner program.

“In a hyper-connected world, selecting the right MSP is about finding a trusted partner that strengthens both daily operations and cybersecurity posture,” said Micheal Steele, Sr. Security Operations Manager, Optiv. “With CyberArk MSP solutions, we have maximized efficiency, enabling us to focus on delivering identity security value to every customer we serve.”

Powered by the CyberArk Identity Security Platform, new MSP partners - as well as 300+ MSPs already in the CyberArk ecosystem - can offer customers converged identity security services that span privileged access management (PAM), identity governance and administration (IGA), and identity and access management (IAM). Their gateway is MSP Hub - a SaaS-based evolution of MSP Console - which streamlines cloud operations and connects seamlessly to all managed CyberArk instances, allowing MSPs to build differentiated, profitable identity security services that manage and secure all identities - human and machine.

## TAIT Market Adda 2025: Powering Dialogue, Strategy, and Innovation in India’s IT Sector

The TAIT Market Adda once again demonstrated its role as a key platform for India’s IT community to engage in meaningful dialogue, share knowledge, and shape strategic direction. Spanning two high-impact events, it brought together renowned leaders, entrepreneurs, and experts to discuss the rapidly evolving IT landscape, disruptive technologies, and forward-looking growth strategies.

The first panel featured notable figures like Sunil Thariani (Sound Solutions), Jitesh Mehta (Solutions India), Akshay Choubey (Mumbai Data Recovery), Biren Yadav (Bluecom Infotech), and Romil Sheth (Eden Infosol). They shared domain-specific insights on emerging market trends, technology innovation, and tactical responses to IT industry shifts.



The second session included industry stalwarts Gulbir Bhatia (PrimeABGB), Murtuza Bharmal (Computer Depot), Zakir Rangwala (BD Soft), Mukesh Mehta (Orno India), and Siddharth Gurjar (Minitek), who explored new-age business models and consumer behavior trends, offering strategies to help IT professionals remain agile and competitive.

Moderated by TAIT President Rushabh Shah, both panels addressed cybersecurity, cloud transformation, and digital disruption, alongside solutions to tackle consumer demands and global competition. A standout session was the Fireside Chat with Mr. Champak Gurjar and Adv. Sirish Sawant, who offered practical advice on fraud prevention, KYC compliance, and legal escalation.

## Redington Reshuffles Top Brass Across India and Middle East

Redington, a Fortune India 500 integrated technology solutions provider, has elevated two of its key leaders to drive its next phase of growth. Effective July 1, 2025, Ramesh Natarajan will assume the role of CEO - IME (India and Middle East), while Rajat Vohra has been appointed CEO - India.

Ramesh Natarajan, currently CEO of Redington India, will now oversee operations across both India and the Middle East. Based in Chennai, he brings over 28 years of experience within Redington and has been instrumental in expanding the company’s consumer and enterprise verticals, forging strategic OEM partnerships, and scaling go-to-market capabilities.

Rajat Vohra, currently Chief Sales Officer, will take over as CEO - India. With over two decades of leadership experience in sales, business development, and strategy across top companies such as HP Inc., Samsung, Shell, and Newell Brands, Rajat is known for his strategic thinking and commercial sharpness. His focus will be on strengthening Redington’s India operations and aligning sales teams with business growth goals.

Group CEO V. S. Hariharan said the appointments reflect Redington’s renewed emphasis on regional synergies and customer-centric strategies. The leadership reshuffle is expected to enhance operational efficiency and further cement Redington’s leadership across its core markets.



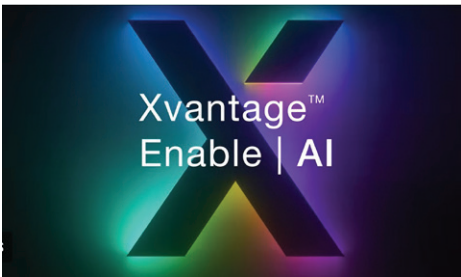
## Ingram Micro Xvantage Enable | AI delivers practical AI solutions

Ingram Micro, a business-to-business (B2B) platform company for the global technology ecosystem, has announced the mainstream availability of Xvantage Enable | AI. Built to help customers and vendors align, adopt, and scale AI-powered services and solutions, the business-building program offers a step-by-step guide for AI success. Available as part of the Xvantage platform, Enable | AI assists channel partners along their AI journey by focusing on enhanced customer experience, scalable productivity, and future-proof security.

“The program’s simplicity lies in practical use cases that solve for common business outcomes in key industries. Xvantage Enable AI equips partners with the right content, tools, and brands to succeed—helping them build expertise, differentiation, and what is needed to achieve real results,” said Victor Baez, Senior VP, Cloud and Global Vendor Engagement, Ingram Micro.

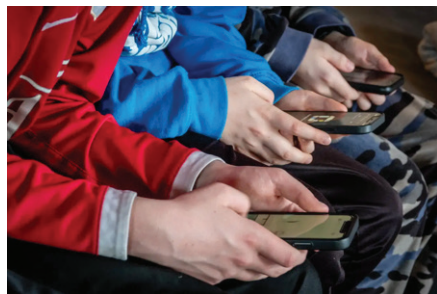
By using Xvantage Enable | AI, Ingram Micro channel partners benefit from:

- AI Maturity Assessments to evaluate businesses’ AI readiness, recognize skills gaps, and identify growth opportunities.
- AI Basecamps for foundational knowledge that enables effective AI solution delivery.
- AI Growth Tracks for solution enablement, including step-by-step enablement paths with leading vendors.
- Mission-specific Data and AI Services to support clean, relevant, and secure data strategies.
- Instant Access to Global Centers of Excellence to showcase the value of AI solutions to potential end customers.



## Australia's under-16 social media ban faces doubts as teens outsmart AI checks

As Australia prepares to roll out a landmark nationwide ban on social media use for children under 16, a government-backed trial of AI-driven age-verification software has revealed both promise and pitfalls in enforcing the new regulation. From December, platforms like Instagram, TikTok, Facebook, and Snapchat must take “reasonable steps” to restrict underage access or face fines up to A\$49.5 million.



The trial tested facial recognition, credit card verification, and gesture-based systems. While some tools estimated age with impressive accuracy, others were either too invasive, imprecise, or impractical—especially for those close to the age threshold. The ease with which many verification systems could be bypassed raised concerns about their real-world effectiveness.

The findings highlight challenges in balancing user privacy, platform compliance, and child safety. A full report will be delivered to the government by this month, guiding final enforcement standards for this first-of-its-kind national policy.

## Canada blames Chinese state-linked hackers for telecom cyberattacks

Canada's cybersecurity agency has accused Chinese state-linked hackers of breaching its telecom infrastructure, escalating tensions between the two nations. The attacks, attributed to a group called Salt Typhoon, compromised three network devices tied to a Canadian company. Authorities believe the group operates under the direction of the Chinese government.

In a joint bulletin with the US FBI, Canada urged public and private sectors to strengthen cyber defences. Salt Typhoon is reportedly targeting critical infrastructure, with telecom systems as the primary focus, and may soon extend operations to energy, healthcare, and finance industries.

Officials warn that these breaches are part of a sustained campaign threatening national security, privacy, and public safety. The attacks, expected to continue over the next two years, highlight the need for coordinated cybersecurity efforts and greater intelligence-sharing among allies to counter increasingly complex, state-sponsored digital threats.

## Massive data breach exposes 16 billion logins, including Apple accounts

Cybersecurity researchers have uncovered what may be the largest data breach to date, exposing over 16 billion stolen login credentials. The leaked data spans major platforms including Apple, Google, Facebook, Telegram, GitHub, and even government services. The breach was traced to at least 30 unsecured online databases, some containing up to 3.5 billion records each.

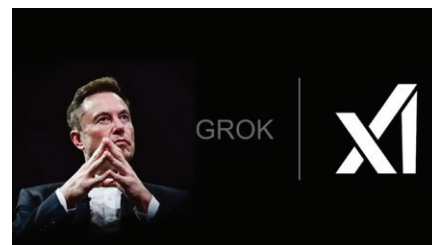
Unlike older recycled data leaks, experts say this information appears recent, well-organized, and ready for immediate exploitation. The breach began with a database of 184 million records found in May, but has since grown, with much of the data stored on misconfigured cloud servers and open Elasticsearch systems. Researchers found full sets of usernames, passwords, and URLs, some linked to specific regions, including Russia.

Experts warn the leak poses a serious risk of phishing, identity theft, and corporate email fraud. Users are urged to update passwords, enable two-factor authentication, and monitor for suspicious activity.

## Elon Musk orders retraining of Grok over poor data quality

In a bold move, Elon Musk has publicly criticized the current state of Grok, the AI chatbot developed by his company xAI, calling its training data “far too much garbage.” The statement, made on X (formerly Twitter), highlights persistent challenges in AI development and signals a major shift in strategy for the platform.

In response, Musk has ordered a complete retraining of Grok to improve its accuracy, consistency, and reliability. Once promoted as a “truth-seeking” alternative to ChatGPT and Google's



Gemini, Grok has come under fire for factual errors, inconsistent outputs, and weak handling of complex queries, undermining user trust.

This move reflects growing concern among users and experts about the risks of training AI models on low-quality or biased data. By acknowledging these issues, Musk is positioning xAI to improve Grok's performance through better data and algorithms, aiming to boost its credibility and competitiveness in the fast-evolving AI landscape.

## BBC threatens legal action against Perplexity over content scraping

The BBC has accused AI startup Perplexity of illegally using its content to train the company's “default AI model” and is threatening legal action. In a letter to CEO Aravind Srinivas, the broadcaster demanded Perplexity stop scraping its material, delete any stored content, and propose financial compensation for the alleged misuse.

This marks the BBC's first formal challenge against an AI firm over content use, amid rising industry concerns about intellectual property rights in the AI age. The broadcaster claims to have evidence that Perplexity trained its model using BBC material without permission.

Perplexity dismissed the accusations as “manipulative and opportunistic,” alleging the BBC misunderstands technology and IP law. The dispute comes shortly after BBC director general Tim Davie and Sky's CEO voiced concern over potential legal reforms that could allow tech firms to use copyrighted work without consent, intensifying the debate around AI and media rights.

## German state Schleswig-Holstein ditches Microsoft for digital sovereignty

In a bold push for digital independence, the German state of Schleswig-Holstein is removing Microsoft software from all public sector operations by the end of summer 2025. Around 30,000 government employees will stop using Word, Excel, Outlook, and Teams, with another 30,000 public school staff to follow. The goal is to reduce reliance on US tech giants and bolster control over data and digital infrastructure.

The state is transitioning to open-source alternatives such as LibreOffice, Open-Xchange, and Linux. Officials say the move will enhance cybersecurity, promote transparency, and potentially save millions in licensing fees. Citing global tensions and growing distrust in Big Tech, the digital minister said, “We are uncovering our digital dependencies,” while confirming a shift to a German-owned public cloud.

Experts praise the long-term vision but warn of challenges, including staff training and software compatibility. Still, Schleswig-Holstein's success could serve as a model for other European governments aiming for digital sovereignty.



## Trump Organization enters telecom with 'Trump Mobile' and \$499 smartphone

The Trump Organization has entered the telecom industry with the launch of Trump Mobile—a self-branded wireless service and \$499 smartphone targeted at conservative consumers. Promoting US-based call centers and domestically manufactured phones,



the venture positions itself as a “patriotic” alternative to mainstream providers. It follows earlier Trump-branded efforts in digital media (Truth Social) and cryptocurrency.

Trump Mobile aims to leverage political branding to build customer loyalty, offering preloaded apps tied to the Trump media ecosystem and promising privacy-focused features. The move expands the family's business portfolio beyond real estate and resorts into consumer tech. The new venture appears designed to tap into rising demand for ideologically aligned products, especially among right-leaning audiences skeptical of Big Tech.

As control of the Trump Organization reportedly returns to Trump's children, the launch has stirred fresh conflict-of-interest concerns. Critics warn that blending political influence with commercial ventures risks blurring ethical lines.

## NVIDIA powers Europe's first exascale supercomputer for scientific innovation

NVIDIA has unveiled its role in powering JUPITER, Europe's first exascale supercomputer, located at Germany's Jülich Supercomputing Centre. Built on the NVIDIA Grace Hopper platform, JUPITER delivers over 1 quintillion FP64 operations per second, placing Europe among global leaders in exascale computing. The system is designed to accelerate breakthroughs in climate modeling, quantum computing, and AI.

JUPITER features nearly 24,000 NVIDIA GH200 Grace Hopper Superchips and achieves industry-leading energy efficiency at 60 gigaflops per watt. It uses NVIDIA Quantum-2 InfiniBand networking for ultra-fast, high-bandwidth data movement. The system delivers more than 90 exaflops of AI performance, enabling faster simulations and deeper research across a range of scientific domains.

Built with Eviden's BullSequana XH3000 liquid-cooled architecture, JUPITER also leverages NVIDIA's full-stack AI software for optimized performance. This marks a major milestone in Europe's scientific ambitions and reinforces NVIDIA's role in shaping next-gen supercomputing.

## Apple eyes AirDrop limits in EU amid growing regulatory showdown

Apple's regulatory standoff with the European Union has intensified, with the company warning it may restrict features like AirDrop across EU markets. The threat follows a €500 million fine under the Digital Markets Act (DMA), which requires major tech firms to grant third-party developers greater access to core system functions.

The EU wants Apple to open iOS features such as background activity, notifications, and file sharing to external apps. Apple argues these changes would compromise user privacy and security, creating a fragmented, less secure experience. The company is appealing the decision, claiming it is being unfairly targeted.

Analysts suggest Apple may delay or scale back feature rollouts in the region to preserve platform integrity. The dispute highlights growing tensions between Big Tech and regulators, and EU consumers may soon face reduced iPhone functionality as the regulatory battle unfolds.

## OpenAI wins \$200 million US defence deal for AI development

ChatGPT maker OpenAI has secured a \$200 million contract from the US Defence Department to develop advanced artificial intelligence tools. According to the Pentagon, the project will focus on creating prototype frontier AI capabilities to support national security across warfighting and enterprise domains. The work will be carried out in and around Washington, with completion expected by July 2026.

This deal comes as OpenAI's business continues to surge. The company recently reported a \$10 billion annualized revenue run rate and is targeting up to \$40 billion in a new funding round led by SoftBank, potentially valuing it at \$300 billion. Major investors may include Saudi Arabia's Public Investment Fund and India's Reliance Industries.

Despite recent White House guidance urging competition in the US AI market, national security projects like this are exempt. OpenAI currently serves over 500 million weekly users, underscoring its rapid global expansion.

## US House bans WhatsApp over security concerns

In a move to strengthen cybersecurity, the US House of Representatives has banned WhatsApp from all official devices. A memo from the Office of Cybersecurity flagged the Meta-owned app as high risk, citing its lack of transparency, no stored data encryption, and potential vulnerabilities as key reasons. Though WhatsApp offers end-to-end encryption in transit, officials deemed it unsuitable for handling sensitive government communications.

The ban highlights growing concern in government over third-party messaging apps and their ability to protect user data. Staff have been instructed to switch to more secure alternatives, including Microsoft Teams, Wickr, Signal, iMessage, and FaceTime—platforms considered more transparent and robust in safeguarding sensitive information.

This decision reflects a wider shift toward stricter digital security in the public sector. As cyber threats increase, governments are re-evaluating tools used for official communication, putting pressure on tech firms like Meta to improve data protection standards.



## AI tools disabled across China amid college entrance exams

Leading Chinese artificial intelligence companies temporarily disabled certain functions of their AI chatbots during the Gaokao, the country's most critical college entrance exam, to prevent potential misuse. Held from June 7 to 10 and taken by over 13.4 million students, the Gaokao determines access to top universities. With high stakes involved, authorities have long enforced strict surveillance, including jammers and drones. This year, however, attention turned to AI tools capable of solving academic problems.

In response, companies like Alibaba, Tencent, ByteDance, and Moonshot AI suspended image recognition and question-answering features in tools such as Qwen, Yuanbao, Doubao, and Kimi. Some platforms displayed notices citing fairness and regulatory compliance when users attempted academic queries during the exam period.

The move aligns with China's broader education strategy. New guidelines recommend limited AI tool use in schools, emphasizing ethics, academic honesty, and age-appropriate learning, reinforcing China's commitment to both innovation and integrity in education.

## Micro Network sources Dell Products from Iris Global for a Project

Iris Global Services has successfully supplied Dell compute products worth Rs 7.5 crore to its long-standing partner Micro Network for deployment across pan-India operations of a US-based medical transcription company. The delivery included 1,200 Dell laptops, servers, and storage solutions, deployed across the client's five operational centres located in Hyderabad, Coimbatore, Noida, Chennai, and Bangalore.

Aakaash Deep Jain, Managing Director, Micro Network, shared, "We sourced Dell products worth Rs 7.5 crore from Iris Global for our US client's Indian transcription centres. Iris provided excellent support in executing deliveries across all five centres smoothly. With a stable government in place, we expect increased opportunities in federal projects. We've already executed supplies through GeM, including UPS systems and computing hardware to Delhi University."

Neeraj Sharma, Business Manager at Iris Global, noted, "Micro Network is steadily building its presence in education, healthcare, and the government sector. Their potential in federal business is promising, and we are committed to supporting them."

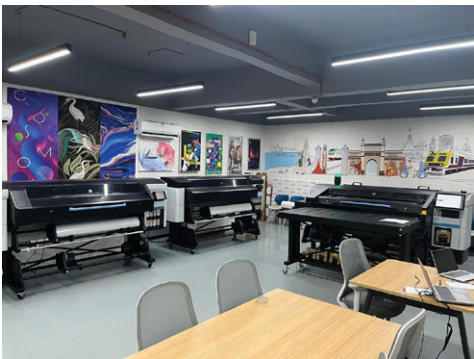
Operating with a 20-member team headquartered in Delhi and supported by 12 partner associates nationwide, Micro Network relies on Iris Global not just for timely supply but also for strategic support.

Sanjiv Krishen, Founder & CMD of Iris Global Services, commented, "Aakaash Deep and his team are doing commendable work in private enterprise. We support their efforts to tap into the government sector and are committed to enabling their growth with the right products, services, and timely deliveries."

## HP Unveils Eco-Friendly Latex Printers with a Demo Center in Mumbai

HP India has introduced its latest large-format printing solutions, the HP Latex 730 and 830 printer series, tailored for small and medium Print Service Providers (PSPs). These printers are built to enhance productivity, deliver high-quality output, and support sustainable printing through water-based ink technology, automated features, and improved color precision.

Further, HP, in collaboration with Redington, has inaugurated a dedicated HP Latex printer demo center in Mumbai. This facility offers



live demonstrations and interactive sessions where PSPs, creative professionals, and media vendors can explore the capabilities of the new printers. It also functions as a training and innovation hub, supporting hands-on learning and testing across a wide range of substrates and

applications.

Vitesh Sharma, Country Head of HP's Large Format Printing Business, emphasized the importance of adapting to the evolving demands of the Indian print industry—faster turnarounds, high-end quality, and versatility. The new Latex series addresses these challenges with features like HP Pixel Control, universal printheads, an embedded spectrophotometer, and a 3-liter cartridge in the 830 model to reduce downtime.

Raghu Ram, Senior VP at Redington Limited, highlighted the collaboration as a move towards delivering sustainable, high-performance printing solutions. The Mumbai Demo Center showcases their shared commitment to innovation and customer-centric service.

With cutting-edge technology and strategic partnerships, HP is aiming to reshape India's wide-format print market, enabling PSPs to scale efficiently, reduce environmental impact, and stay future-ready.

## Panasonic collaborates with MeitY Nasscom CoE

Panasonic Life Solutions India (PLSIND) has partnered with the MeitY Nasscom Center of Excellence (CoE) to host an industry-academia roundtable titled Ignition Bridge Innovation at Nasscom's Bengaluru facility. This strategic event aimed to foster collaboration among startups, academia, and industry leaders to shape the future of smart residential living in India. The initiative supports Panasonic's broader mission to innovate in energy efficiency, automation, health, wellness, and safety.

Manish Misra, Chief Innovation Officer at PLSIND, emphasized that the Ignition Bridge Roundtable is an extension of Panasonic's Ignition Challenge—a corporate accelerator program focused on improving Indian consumers' lives through technological innovation. Through this roundtable, Panasonic seeks to work with high-potential startups and academic partners to develop cutting-edge solutions in air quality, energy, and smart home systems.

Sanjeev Malhotra, CEO of Nasscom CoE, highlighted the importance of collaborative innovation between industry, startups, and academia, calling the Panasonic partnership a vital step in shaping smart residential ecosystems that address automation and wellness needs.

Panasonic India's Innovation Centre (IIC) continues to be at the forefront of India-led R&D, notably commercializing Nessum—a next-gen wired communication technology that improves in-home connectivity. Together, these efforts aim to build a sustainable and digitally advanced smart living ecosystem aligned with India's evolving energy and technology goals.

## CM Yogi Adityanath Inaugurates CEL-ESDS Green Data Center in Sahibabad

The Hon'ble Chief Minister of Uttar Pradesh, Yogi Adityanath ji, and Hon'ble Minister of State (Independent Charge) Dr Jitendra Singh, today laid the foundation stone for CEL-ESDS Green Data Center at Sahibabad in Ghaziabad, Uttar Pradesh. This facility is the result of a strategic partnership between Central Electronics Limited (CEL) and ESDS Software Solution Ltd., designed to deliver digital infrastructure in Uttar Pradesh.



Speaking at the ceremony, Hon'ble Chief Minister Yogi Adityanath stated that this data center would not only enhance Uttar Pradesh's digital capabilities but also serve as a decisive step towards Atmanirbhar Bharat. Built entirely in India, this modern infrastructure aims to strengthen data security, transparency, and service delivery for citizens. He emphasized that the initiative will generate employment for youth and contribute to India's journey towards digital sovereignty.

CEL, known for its focus on innovation, sustainability, and national progress, felt the need for a high-performance data center that is intended to be energy-efficient, secure, and aligned with India's digital and environmental goals. Establishing the Green Data Center at its Sahibabad campus is a step forward in that vision.





# **Unleashing the Power of Data:** **The Future of Storage**

**Storage Designed to Solve  
Storage Problems**





# Strong recovery driven by AI adoption, enterprise modernization, and government initiatives across PCs, servers, storage, and printing segments

India's information technology hardware market experienced a remarkable transformation in FY2024-25, marking a decisive shift from the pandemic-induced volatility to sustained growth across multiple segments. The India IT Hardware Market is expected to reach USD 21.17 billion in 2025 and grow at a CAGR of 7.10% to reach USD 29.84 billion by 2030. This robust expansion reflects the nation's accelerating digital transformation, driven by government initiatives, enterprise modernization, and the emergence of artificial intelligence-powered computing devices.

The year proved pivotal for India's hardware ecosystem, with recovery patterns varying significantly across different product categories. While traditional PC segments showed steady but measured growth, servers and storage experienced substantial expansion driven by data center investments, and emerging technologies like AI-capable devices began reshaping market dynamics. India's technology industry revenue (including hardware) is estimated to reach \$254 Bn (3.8% y-o-y growth) in FY2024, an addition of over \$9 Bn over last year.

## PC AND LAPTOP MARKET: STEADY RECOVERY AMID AI TRANSFORMATION

### MARKET PERFORMANCE AND SHIPMENT TRENDS

India's personal computer market demonstrated resilience in FY2024-25, overcoming previous year challenges to post positive growth. India's PC Market Grew 3.8% YoY in 2024 to 14.4 Million Units, representing a significant recovery from the 6.6% decline

experienced in 2023. This turnaround was particularly notable given the inventory corrections and import restriction concerns that had clouded the market in the previous year.

The commercial segment emerged as the primary growth driver, posting impressive gains throughout the year. The commercial segment grew by 5.1% YoY in FY2024 and 11.1% YoY in 4Q2024. The demand from global enterprises and government departments, including GeM (Government e-Marketplace), led to growth in the enterprise and government segments by 10.6%YoY each in 2024. This enterprise-led recovery was underpinned by delayed IT procurement decisions finally materializing as businesses resumed normal investment cycles.





Consumer demand also showed encouraging signs, albeit with different growth patterns. The consumer segment grew by 2.6% YoY in 2024 and 2.2% YoY in 4Q2024, driven by the eTailer channel, which grew by 21.7% YoY in 2024 and 29% YoY in 4Q24. The strong performance of online retail channels highlighted the continued shift in consumer purchasing behavior, with e-commerce platforms becoming increasingly important for hardware distribution.

VENDOR MARKET SHARE AND PERFORMANCE ANALYSIS

The competitive landscape remained dominated by established players, with some notable shifts in market positioning throughout FY2024-25:

India PC Market Vendor Performance FY2024				
Rank Vendor	Market Share 2024	Market Share 2023	YoY Growth	Key Strengths
HP Inc.	30.1%	31.5%	-7.5% (Consumer) / +14.7% (Government)	Market leader across commercial and consumer segments
Lenovo	17.2%	16.7%	+7% (Consumer) / +7.4% (Commercial)	Strong SMB segment performance
Dell Technologies	14.6%	15.5%	+4.7% (Commercial) / -5.4% (Consumer)	Dominant in enterprise segment
Acer Group	14.6%	12.3%	+26.2% overall	Leader in commercial desktop category
ASUS	9.7%	7.9%	Variable by quarter	Strong consumer notebook presence

HP Inc. led the market with a 30.1% share in 2024 as it led both the consumer and commercial segments. While its government and enterprise segments grew by 14.7% and 14.3% respectively, its consumer segment declined by 7.5% YoY due to increasing competition, especially in the eTailer channel.

Lenovo stood at second with a 17.2% share in 2024. Lenovo grew across both the consumer and commercial segments by 7% and 7.4% YoY respectively. The company's consistent performance across segments reflected its balanced approach to both consumer and enterprise markets.

TECHNOLOGY EVOLUTION AND AI INTEGRATION

A significant trend reshaping the PC landscape was the emergence of AI-powered computing devices. "The consumer PC market has been on a growth trajectory driven by gaming and AI-powered PCs," said Bharath Shenoy, research manager, IDC India & South Asia. "The demand for gaming notebooks has been robust, with double-digit growth in FY2024. Also, since mid-2024, shipments of AI-powered notebooks increased substantially."

This technological evolution reflects broader market shifts toward more sophisticated computing requirements. Gaming remained a robust growth segment, indicating consumers' willingness to invest in higher-performance hardware. The integration of AI capabilities in mainstream PCs marked the beginning of a new product category that would likely define future market dynamics.

Server Market: Infrastructure Boom Drives Growth

MARKET EXPANSION AND INVESTMENT TRENDS

India's server market experienced substantial growth driven by the country's expanding digital infrastructure requirements. The India Data Center Server Market size is expected to reach USD 6.08 billion in 2024 and grow at a CAGR of 7.70% to reach USD 9.48 billion by 2030. This growth was underpinned by massive investments in data



center capacity across the country.

India's data centre capacity is projected to experience significant growth, doubling from 0.9 GW in 2023 to approximately 2 GW by 2026. This expansion is driven by the increasing digitization and data localization trends within the country.

VENDOR LANDSCAPE AND MARKET DYNAMICS

The Indian server market has historically been dominated by multinational vendors, with competition intensifying as hyperscale data center deployments accelerated:

India Server Market Vendor Analysis			
Vendor	Historical Market Position	Key Strengths	Growth Drivers FY2024-25
HP Inc.	25.4% (x86 servers)	Strong in telecom, government, banking	Data center modernization projects
Dell Technologies	24.5% (x86 servers)	Enterprise dominance, storage integration	Cloud infrastructure deployments
Cisco	8.4% (x86 servers)	Networking integration	Converged infrastructure demand
Lenovo	6.6% (x86 servers)	Cost-competitive solutions	SMB market expansion
IBM	Strong in non-x86	Mainframe and POWER systems	Mission-critical applications

HPE has a server revenue share of 25.4 percent. Dell has 24.5 percent share in the Indian server market. HPE registered few server deals from telecoms, manufacturing, IT and ITeS companies recording revenue of \$67 million. Key wins for Dell Technologies came from professional services, telecoms, banks, and high-tech semiconductor companies to reach revenue of \$64.6 million.

REGIONAL DISTRIBUTION AND GROWTH HUBS

Server deployments concentrated in key technology hubs, reflecting infrastructure development patterns:

Mumbai is expected to account for 57 percent of the new supply followed by Chennai at 25 percent. Navi Mumbai holds the largest data centre market with a 44% alone. The total capacity is 289 MW, with 3.6 million sq ft in its functional area.

Bangalore, known as the Silicon Valley of India, has a major data centre presence due to its large IT infrastructure. As of 2020 Bangalore has a total capacity of 162 MW having 1.74 Million sq ft used for data centre. It possesses a 25% of the market share.



STORAGE MARKET: EXPONENTIAL GROWTH IN DATA INFRASTRUCTURE

MARKET SIZE AND GROWTH TRAJECTORY

The storage market demonstrated even more robust expansion prospects than servers. The India Data Center Storage Market is projected to grow significantly from USD 1,978.61 million in 2023 to USD 6,429.38 million by 2032, reflecting a robust compound annual growth rate of 13.05%.

The Indian Data Storage Market, valued at USD 22.8B in 2024, is projected to reach USD 50.79B by 2030, growing at a 14.1% CAGR. This remarkable growth reflects the increasing data generation and storage requirements across enterprises and cloud service providers.

VENDOR COMPETITION AND MARKET SHARE

The storage market maintained a highly competitive landscape with several global leaders vying for market share:

India Storage Market Vendor Performance		
Rank Vendor	Key Technologies	India Market Position
Dell EMC	PowerStore, PowerScale, Unity	Market leader with comprehensive portfolio
Huawei	OceanStor Dorado, Pacific	Strong enterprise presence
HPE	Alletra MP, 3PAR StoreServ	Greenlake as-a-service model
Lenovo/NetApp	NetApp partnerships	Growing enterprise adoption
NetApp	AFF, ASA arrays	Cloud-focused solutions
Pure Storage	DirectFlash Modules	High-performance flash storage

Though data for FY2024 is not available, in 2023, IDC ranked Dell top of the storage array makers with market share of 26%. That was quite a long way ahead of Huawei (9.7%), HPE (8.3%), Lenovo/ Lenovo-NetApp (7.7%), NetApp (7%), Pure Storage (6.1%), and Hitachi and IBM (both just under 5%).

TECHNOLOGY TRENDS AND INNOVATION

The storage market benefited from several technological innovations:

- All-Flash Arrays:** Increasing adoption of NVMe-based storage solutions
- Hyper-Converged Infrastructure:** Integration of compute and storage resources
- Cloud Storage Integration:** Hybrid cloud storage solutions gaining traction
- AI-Optimized Storage:** Purpose-built storage for artificial intelligence workloads

Key players in the Storage market include companies such as Dell, HPE, NetApp, and IBM. These vendors continued to invest heavily in R&D to address evolving enterprise storage requirements.

PRINTER MARKET: GRADUAL RECOVERY AND TECHNOLOGY SHIFTS

MARKET DYNAMICS AND GROWTH PATTERNS

India's printer market experienced mixed trends during FY2024-25, with different technology segments showing varying performance patterns. The printer market in India is expected to reach a projected revenue of US\$ 4,927.3 million by 2030. A compound annual growth rate of 7% is expected of India printer market from 2024 to 2030.

The inkjet printer segment continued to demonstrate strong fundamentals, benefiting from lower initial costs and operational advantages. Inkjet printers are witnessing consistent year-over-year growth in unit shipments globally, including in India. In India, this growth is predominantly driven by the online channel, especially with sales events leading up to the Diwali Festival.

VENDOR MARKET SHARE AND COMPETITION

The printer market maintained a well-established competitive hierarchy with global brands dominating:

India Printer Market Vendor Analysis				
Vendor	Global Market Share 2024	India Market Position	Key Strengths	Technology Focus
HP Inc.	34.2%	Market leader	Complete product portfolio	Inkjet and laser printers
Epson	22.5%	Strong second	EcoTank technology	Ink tank printers
Canon	20.4%	Significant presence	Professional printing	All-in-one solutions
Brother	9.8%	Growing market share	SMB focus	Compact laser printers
Others	13.1%	Fragmented	Regional brands	Cost-competitive solutions

HP Inc. led with 7,502,356 unit shipments and 34.2% market share in 4Q24, showing +6.3% growth. Epson followed with 4,944,913 units and 22.5% share (+5.4% growth). Canon Group held 4,466,240 units and 20.4% share (-0.9% growth). Brother maintained 2,146,550 units and 9.8% share (+6.7% growth).

# PRINTER MARKET

Gradual Recovery and Technology Shifts



TECHNOLOGY TRANSITION TRENDS

A notable shift occurred within the printer market as traditional laser printer demand showed signs of decline while ink tank printers gained traction. While laser printer shipments are declining, ink tank printers are on the rise, compensating for this dip.

Additionally, the Indian government's crackdown on the reconditioned copier market is likely to boost demand for genuine laser printers.

Major players like HP Inc., Canon, and Epson are at the forefront, significantly propelling the growth of inkjet printers.

The shift toward ink tank technology reflected changing user preferences toward more cost-effective printing solutions, particularly important in price-sensitive segments of the Indian market.

KEY MARKET TRENDS AND GROWTH DRIVERS

DIGITAL TRANSFORMATION ACCELERATION

Several key trends shaped India's IT hardware market performance during FY2024-25. The acceleration of digital transformation across enterprises, government agencies, and educational institutions created sustained demand across multiple hardware categories.

Remote work adoption, digital education initiatives, and e-governance programs all contributed to this growth momentum.

The rise of artificial intelligence as a mainstream technology trend began influencing purchasing decisions. Organizations started evaluating AI-capable hardware not just as a future need but as an immediate requirement for staying competitive.

GOVERNMENT POLICY IMPACT

Government initiatives played a crucial role in market dynamics. Cabinet approved PLI Scheme – 2.0 for IT Hardware with a budgetary outlay of Rs. 17,000 crore (US\$ 2.06 billion). This production-linked incentive scheme aimed to boost domestic manufacturing and reduce import dependence.

The Union Budget 2024-25, presented by Finance Minister Nirmala Sitharaman on July 23, 2024, proposes an allocation of Rs. 1,16,342 crore (US\$ 13.98 billion) for IT and Telecom sectors.

DATA CENTER INFRASTRUCTURE BOOM

The estimated capital expenditure required for this capacity addition is around Rs 50,000 crore over the next three years. The cost of setting up data centres has also risen, with the average cost per MW increasing from Rs 40-45 crore to Rs 60-70 crore.

Despite rising costs, strong demand continued to drive investment, with revenue for industry players growing at a CAGR of nearly 25% from FY17 to FY23.

OUTLOOK FOR 2026: AI-DRIVEN TRANSFORMATION

ARTIFICIAL INTELLIGENCE INTEGRATION

Looking ahead to 2026, artificial intelligence is expected to fundamentally reshape India's IT hardware landscape. By the end of 2024, Gartner forecasts AI PC shipments will reach 22 per cent. In India, AI PCs could have a high impact on the PC market by bringing content and ease of accessibility in native languages.

The enterprise segment is anticipated to lead this transformation. "Organisations who understand how they can extract the most from AI-powered laptops will use them in productivity tools and will automate a lot of work. AI PCs will reduce a lot of their efforts in areas like researching, pre-sales, marketing, and other such functions."

MARKET GROWTH PROJECTIONS

The overall market outlook remains highly positive, with

continued strong growth expected across most segments. IDC expects commercial and school renewal projects to be the biggest driver for 2025. AI PC purchases have faced hurdles since their launch, but IDC expects a more robust ecosystem to emerge by latter 2025, leading most new PCs to be GenAI-capable by 2026.

INFRASTRUCTURE AND DATA CENTER EXPANSION

Data Centre capacity is expected to surpass 4,500 megawatts by 2030, driven by rising demand from cloud services, Artificial Intelligence (AI) workloads, and edge computing.

The data center and storage markets are expected to maintain their rapid expansion trajectory. The Indian Data Center Market was valued at USD 6.48 Billion in 2024, and is projected to reach USD 10.70 Billion by 2030, rising at a CAGR of 8.72%.

ENTERPRISE AI ADOPTION TIMELINE

By 2026, 100% of enterprise PC purchases will be AI PCs, according to Gartner forecasts. This represents a fundamental shift in enterprise computing, where AI capabilities will become standard rather than premium features.

CHALLENGES AND OPPORTUNITIES

Looking forward, the market faces both opportunities and challenges. On the positive side, continued government investment in digital infrastructure, rising enterprise IT budgets, and growing consumer adoption of technology create favorable conditions for sustained growth.

However, challenges include potential supply chain disruptions, component cost inflation, and the need for continuous technology upgrades to keep pace with rapidly evolving requirements.

The success of AI hardware adoption will largely depend on the development of compelling use cases that justify the premium pricing of AI-capable devices.

KEY SUCCESS FACTORS FOR 2026:

- Development of localized AI applications and content
- Competitive pricing strategies for AI-enabled hardware
- Robust ecosystem development around AI technologies
- Continued government support for digital transformation initiatives

CONCLUSION: A MARKET IN TRANSFORMATION

FY2024-25 marked a pivotal year for India's IT hardware market, characterized by strong recovery across most segments and the emergence of transformative technologies.

The PC segment's steady recovery, the infrastructure boom in servers and storage, and the gradual modernization of the printer market all contributed to a positive market narrative.

The foundation has been laid for sustained growth through 2026 and beyond, with artificial intelligence poised to become the next major growth driver.

As India continues its digital transformation journey, the IT hardware market appears well-positioned to capitalize on emerging opportunities while navigating the challenges of a rapidly evolving technology landscape.

The combination of government support, enterprise modernization needs, and infrastructure expansion creates a robust foundation for continued growth.

With AI integration accelerating and data center investments continuing, India's IT hardware market is set to play an increasingly important role in the global technology ecosystem, driven by strong domestic demand and emerging export opportunities.



# Channeling Success: How Strategic Alliances Are Fueling Innovation and Scale

In today's hyper-competitive business landscape, no company scales alone. Strategic alliances and well-crafted partner programs have become the backbone of sustainable growth, opening doors to broader markets, deepening customer engagement, and streamlining go-to-market strategies. Across industries—whether in IT, cloud, electronics, or cybersecurity—the power of partnerships is reshaping how organizations build value and remain competitive.

Partner programs today are far more than transactional arrangements; they are ecosystems built on shared goals, mutual growth, and innovation. As customer expectations evolve and technology cycles accelerate, companies are investing in partnerships that deliver not just products, but solutions—and experiences. From delivering technical enablement to ensuring co-marketing support, corporations are equipping their channel partners with the tools they need to thrive. These programs now play a pivotal role in optimizing cost efficiencies across marketing, sales, and customer support, while simultaneously enhancing customer satisfaction.

The shift is especially apparent in the booming cloud and data center sectors, where hyperscaler partnerships offer unmatched scale and agility. Successful programs in this space balance global reach with localized strategies, aligning brands with the right regional players to increase visibility and relevance.

However, the rapid evolution of generative AI has introduced new challenges into the partner ecosystem. As demand for high-performance hardware skyrockets, global supply chains are being stretched thin. Training large AI models requires advanced GPUs and ASICs—resources increasingly scarce due to semiconductor shortages and data center energy demands. As the AI chip market is projected to exceed \$637 billion by 2034, OEMs are under mounting pressure to adapt their partner strategies and ensure stability across the value chain.

Against this complex and fast-moving backdrop, VARINDIA spoke with leading technology brands to uncover how their partner programs are adapting, scaling, and delivering impact. We asked them: How central are channel alliances to their business success? What percentage of their revenue flows through partners? What outcomes do they prioritize in their partner ecosystem? And how are these collaborations helping them navigate both opportunity and disruption in equal measure?

Their insights reveal a dynamic new era in partner strategy—one where innovation, resilience, and alignment are the cornerstones of success.



## Partner ecosystem at the heart of CP PLUS's surveillance success story

At CP PLUS, our partner program is not just important—it's indispensable. Over 70% of our business is driven through a well-established, multi-layered channel ecosystem comprising national distributors, regional partners, resellers, and service providers. This extensive network forms the backbone of our growth strategy, enabling us to bridge the gap between advanced surveillance technologies and real-world applications across diverse markets—including Tier II and III cities, as well as complex enterprise and government projects.

We consider our partners as co-creators of value, not merely vendors. Initiatives like the Galaxy Stores and CP PLUS World Experience Stores are designed to bring our innovations—such as STQC-Certified, AI-enabled, Made-in-India cameras—closer to consumers, while also boosting partner visibility, footfall, and revenue. Our co-branded marketing support, digital assets, and in-store branding ensure strong market presence with optimized investment, allowing partners to engage more effectively at the local level.

Training and capability-building are vital to our partner-first approach. Through the CP PLUS Mission Tech Training Program and a suite of digital learning tools, we empower our partners to become trusted solution providers—equipped to handle installations, post-sales support, and consulting across sectors like BFSI, healthcare, logistics, education, and smart cities. Ultimately, our channel-driven model enables scalable, inclusive growth by optimizing marketing, sales, and service costs while expanding reach. Our partners remain our ambassadors, growth enablers, and strategic drivers of CP PLUS's leadership in India's surveillance landscape.



**ADITYA KHEMKA**  
MD, CP PLUS (ADITYA INFOTECH LTD.)

## Partners serve as a strategic growth engine for Dell Technologies

In today's rapidly evolving digital economy, a future-ready partner ecosystem is not just an advantage—it's a necessity. At Dell Technologies, our partner program is central to how we scale innovation, reach new markets, and deliver long-term customer value. It acts as a growth engine, strengthening our market presence, building trust-based relationships, and enabling co-innovation with partners aligned to customer needs. As businesses accelerate digital transformation, our partners play a critical role in localizing Dell's solutions and unlocking growth in both mature and high-potential markets. Our partner program focuses on expanding market access, deepening customer engagement, and enabling sustainable business growth. Through training, tools, and sales enablement, we empower partners to evolve from resellers to transformation advisors—crucial as enterprises seek end-to-end solutions and trusted guidance. Our model drives cost efficiency across sales, marketing, and support via localized execution. In FY26, our strategy prioritizes simplicity, predictability, and partner-led momentum. Our "Partner First" approach in storage now channels 99% of opportunities through partners, supported by intelligent partner matching systems. We're enhancing quoting speed, reducing time-to-market, and aligning enablement to emerging tech like AI, multicloud, and cybersecurity. By taking AI-ready infrastructure, secure edge solutions, and hybrid cloud deployments to new and underserved markets, we're empowering partners and accelerating digital technology adoption at scale. Collaboration, innovation, transparency, and trust remain central to Dell's long-term partner success and ecosystem growth.



**VIVEK MALHOTRA**  
SENIOR DIRECTOR - INDIA CHANNELS, DELL TECHNOLOGIES

## Lenovo places channel strategy at the core of innovation and growth

As part of Lenovo's commitment to innovation, our channel strategy is at the core of delivering smarter technology for everyone and driving sustainable growth. It is fundamental to Lenovo's long-term success. Through the Lenovo 360 framework, we have created an integrated, global model that empowers partners to drive innovation, reach new markets, and co-deliver end-to-end solutions. It's more than enablement—it's about building a unified ecosystem where our partners are strategic collaborators in advancing AI, hybrid cloud, and edge computing. This alignment not only accelerates digital transformation for our customers but also creates shared value. In today's fast-evolving tech landscape, a strong partner program ensures we scale with agility, serve with relevance, and lead with purpose.

Channel partners contribute significantly to Lenovo's growth journey by extending our reach across customer segments and enabling us to deliver solutions with greater efficiency. Lenovo 360 provides them with the tools, training, and AI-powered capabilities they need to stay ahead of innovation and support seamless client experiences.

The program also optimizes costs across marketing, sales, and support through ready-to-deploy marketing kits, lead-sharing systems, and localized execution. Strategic co-investments in marketing and partner-led service delivery help reduce overheads while maintaining customer satisfaction. Together with our partners, we're enabling faster access to smarter technology—whether through advanced infrastructure solutions, efficient hybrid work innovations, or 30-minute doorstep deliveries in select cities across India.



**ARVIND CHABRA**  
DIRECTOR - ONE CHANNEL, LENOVO INDIA

## Channel partners act as strategic extensions for Hitachi Vantara



Our partner program plays a pivotal role in Hitachi Vantara’s overall growth strategy and is fully aligned with our enterprise goals. In India and the SAARC region, 100% of our business is partner-led and partner-delivered, demonstrating our strong commitment to a collaborative, partner-driven model. Our ecosystem enables demand generation, solution selling, implementation, and customer success—making partners strategic extensions of our team. Their deep local insights and ability to tailor solutions are key to our expansion beyond metros, helping us scale efficiently and deliver consistent value.

The program is designed to build a high-performance network that addresses diverse customer needs across geographies. It develops competencies in emerging areas such as GenAI and cloud repatriation, positioning partners as trusted advisers rather than just sales enablers. Our ‘Engage, Enable, Empower’ philosophy drives co-creation and innovation, helping customers navigate digital transformation with confidence.

To optimise costs and enhance partner effectiveness, we launched a \$200,000 Product Showcase program, equipping select partners with VSP (Virtual Storage Platform) demo units. These provide Centre of Excellence-like capabilities for localised POCs, demos, and workshops. Coupled with GTM support, bootcamps, and incentives, this approach reduces acquisition costs and accelerates sales. Our latest channel strategy aligns partner roles with solution areas, driving deeper market penetration, increased partner-led wins, faster growth (especially in emerging cities), and stronger customer trust through localised technical enablement and credible on-ground engagements.

**DARSSHAN SOMAIYA**

HEAD - STRATEGIC PARTNER & ALLIANCES, INDIA AND SAARC, HITACHI VANTARA

## Partner enablement and engagement central to NetApp’s strategy



We are a 100% partner-led company, and our partner program is a core part of our strategy. Our focus is on building strong, strategic alliances that empower partners to deliver differentiated value to customers. By simplifying engagement models and enhancing service capabilities, we provide everything partners need, including resources, training, tools, and support to succeed in today’s competitive environment. As cloud, AI, and data continue to reshape industries, our partners are key to helping customers adapt quickly and efficiently. We enable them to scale seamlessly, enter new markets, and grow profitably. Our outcome-driven partner program is designed to drive transformative growth, foster innovation, and enhance customer-centric outcomes. It includes progressive tiers, certifications, and services competencies that strengthen partner expertise and profitability, with a unified sell-to, sell-through, and sell-with model that expands customer reach and drives measurable results.

At NetApp, we’ve redefined our channel strategy to align more closely with partner success. Through our distributor network across SAARC, we now serve a broader base of customers with intelligent data infrastructure solutions. Our program rewards partners meaningfully, fueling collaboration, co-innovation, and long-term relationships backed by robust enablement, simplified engagement, and shared business goals. Additionally, our channel program helps optimise costs in marketing, sales, and support through scalable, ready-to-use tools. Co-branded campaigns, structured enablement, and unified digital platforms reduce partner overhead and administrative burden, while maximising ROI.

**HITESH JOSHI**

DIRECTOR - CHANNELS AND ALLIANCE, INDIA AND SAARC, NETAPP

## Check Point builds India success on robust and expanding channel network



At Check Point, the partner program is absolutely critical to our growth and success, as we are a 100% channel-driven organization. Every engagement, transaction, and service delivery happens through our partners—resellers, system integrators, MSSPs, and ISVs—who act as strategic advisors and are integral to our operations in India. With the launch of our New Generation Partner Program (NGPP) in early 2024, we have simplified engagement, introduced specializations, and enhanced profitability to empower partners to grow with us.

Currently, 100% of our business in India is transacted through a network of over 600 active partners, expected to grow to over 700 by the end of 2025. NGPP is structured to deliver four key outcomes: faster deal closures via simplified tiering and enhanced deal registration; deeper technical specialization across network, cloud, endpoint, and collaborative security; improved profitability through rebates, certifications, and incentive programs; and expanded geographic reach into Tier 2 and Tier 3 cities with SMB-focused offerings like Quantum Spark.

The program also helps partners reduce marketing, sales, and support costs through free training and certifications from Check Point University, customized learning paths, co-branded demand-generation campaigns, and digital tools like the Engage App. Supported by an expanded channel team and new regional offices, NGPP is accelerating growth across cloud, SASE, endpoint, and AI-powered services.

**MANISH ALSHI**

SR. DIRECTOR, CHANNELS & ALLIANCES, CHECK POINT SOFTWARE TECHNOLOGIES, INDIA & SOUTH ASIA



# Partner program forms the foundation of Autodesk's scalable growth



At Autodesk, the partner program is fundamental to our long-term growth and strategic execution. A well-orchestrated partner ecosystem enables consistent delivery across geographies, accelerates innovation adoption, and ensures agility in responding to demand shifts. Partners bring deep industry knowledge, regional context, and executional excellence, allowing us to meet complex customer needs with speed and consistency. By equipping them with cutting-edge tools, training, and go-to-market support, we're not just expanding reach, we're raising the standard of value we deliver. In a time of supply chain volatility and rapid technological change, a strong partner ecosystem provides the resilience, flexibility, and innovation capacity needed to stay ahead.

Our partner program is built around three strategic outcomes: expand, transform, and diversify the channel. We aim to expand market reach by helping partners tap into new customer segments and fast-growing opportunities, especially in the public sector. We transform partner capabilities to support the shift toward subscription-based, platform-centric models aligned with digital transformation. And we diversify the ecosystem by integrating consulting and ISV expertise, enabling peer-to-peer collaboration.

Through our Market Development Program, we co-invest in demand generation, lead-sharing, and campaign execution—optimizing acquisition costs and expanding reach. Strategic investments in sales, enablement, and customer success scale our impact without duplicating internal resources. Showcasing partner services and accreditations globally enhances visibility and differentiation, reducing overhead while maximizing sustained customer and partner value.

**PRADEEPTO DEY**

DIRECTOR - CHANNELS, AUTODESK INDIA & SAARC

# SAP's India growth deeply intertwined with trusted partner network



The journey of SAP in India, spanning nearly three decades, is deeply interwoven with the strength and commitment of our partner ecosystem. Our partners have played a vital and strategic role in shaping the digital transformation of Indian enterprises, particularly amid rapid shifts in technology, customer expectations, and evolving industry dynamics. Today, an overwhelming majority of our customers are served directly by partners, clearly highlighting our successful shift to a truly partner-led business model. In fact, the contribution of Indian channel partners to SAP's India cloud business is among the highest across all our global markets.

Our expanding ecosystem has helped us grow from 55 to over 250 cities in just three years. Nearly 75–80% of our ecosystem operates in the midmarket segment, driving net-new customer acquisition, cloud adoption, and business growth. We are also enabling transformation in PSUs and government departments through strong partner-led execution, while building a mini ecosystem for agile digital natives.

Through SAP BTP's GenAI Hub, hundreds of partners are co-innovating on industry-specific and domain-relevant use cases, supported by global alliances with AWS, Google Cloud, IBM, Mistral, and academic institutions like Stanford and UC Berkeley. We've invested in robust digital infrastructure and launched the Partner Competency Framework to optimize marketing, sales, training, and customer support costs, while empowering partners to lead end-to-end customer engagement through strategic programs like Partner-Led Territories.

**NITISH AGRAWAL**

CHIEF PARTNER OFFICER, SAP INDIAN SUBCONTINENT

# TP-Link's channel partners lead the way across homes and enterprises



The partner ecosystem is critical to TP-Link India's growth strategy. Given the diversity and scale of the Indian market, our partners play a pivotal role in driving reach, relevance, and responsiveness. Our channel partners act as an extension of our brand and serve as trusted advisors for customers—from home users to large enterprise deployments. Their expertise and proximity allow us to focus on developing the right products and delivering value efficiently.

Channel partners drive nearly all our business in India, including traditional IT and retail partners, plus system integrators and solution providers supporting our Enterprise (Omada) and Surveillance (VIGI) portfolios. Their efforts help expand our presence across Tier 1 metros and emerging Tier 2/3 markets. Our partner program aims for wider market access through region-specific strategies, increased partner profitability via tiered incentives and rebates, technology enablement through certifications and training, seamless product adoption across consumer, SMB, and enterprise segments, and stronger brand equity by empowering partners to deliver consistent experiences.

We use a collaborative go-to-market approach, with partners co-investing in digital campaigns, roadshows, and technical workshops. Localized training and enablement tools reduce centralized support costs, creating a scalable, cost-effective ecosystem. Our channel strategy focuses on specialization and vertical growth with enterprise onboarding, a revamped Partner Portal, and enhanced incentives for education, hospitality, retail, and public sectors. This is helping position TP-Link as a trusted enterprise solution provider.

**SANJAY SEHGAL**

CEO & MD, TP-LINK INDIA

## Veeam builds scalable success through ProPartner-first approach

Veeam's business is fundamentally built around our partner ecosystem, operating on a 100% channel model. Every customer engagement is driven through our partners, which underscores their critical role in our growth and success, especially across India and SAARC. Through our ProPartner Network, we focus on mutual profitability, market expansion, and technology adoption, empowering partners with training, sales enablement tools, co-branded marketing assets, and joint go-to-market initiatives. This approach improves agility, scalability, and responsiveness to evolving customer needs while enabling partners to build sustainable business models centered around modern data protection, reliable backup, and ransomware recovery.

Our channel model drives cost optimization across marketing, sales, and customer support. By equipping partners to manage the full customer lifecycle, from lead generation to post-sales service, we reduce overheads, eliminate redundancy, and maximize return on investment. Programs like the Veeam Accredited Services Program (VASP) further support our partners in delivering high-quality, local, and affordable services.

We're further enhancing our strategy through partner segmentation and expanding our MSP and cloud channel footprint to meet the growing demand for hybrid and multi-cloud data protection. This has led to stronger partner loyalty, improved deal velocity, and deeper penetration into mid-market and enterprise segments. Together with our partners, we continue to lead the market by staying aligned with changing customer requirements and delivering innovative, high-impact solutions.



**SANDEEP BHAMBURE**

VP & MD, INDIA & SAARC, VEEAM

## HP puts partners at the centre of growth and strategy

At HP, our partner ecosystem is at the centre of how we operate and drive growth. We believe that delivering growth and fulfilment through technology defines the future of work. Our mission is to empower people and businesses to create and manage their own ways of working. Our partners are critical to delivering this mission and driving success across commercial, enterprise, SMB, and government segments—delivering meaningful value to customers. Globally, nearly 90% of HP's business is driven through channel partners, reflecting how central they are to our strategy. Every time we bring a solution to market, we consider not just what we offer, but how we take it to customers—always through our partners.

Today's customers rely on devices for work, learning, entertainment, and daily life. That's why we focus on delivering user-centric solutions and preparing partners to be future-ready. Through our OneHP vision, we empower partners to sell across the full HP portfolio—personal systems, print, services, and peripherals—focusing on sustainable growth. Our HP Amplify program emphasizes capabilities, collaboration, and outcome-based growth. We're preparing partners for an AI-driven future through AI MasterClass modules and operational efficiencies.

With Poly's integration, new hybrid work opportunities emerge. HP Connect centres in India further support MSMEs and partners with expert IT guidance. We're building a resilient, future-ready partner ecosystem.



**SHAILESH TRIPATHI**

SENIOR DIRECTOR, COMMERCIAL CHANNEL & SUPPLIES, HP INDIA

## Acer grows and succeeds with partners at the strategic centre

Our partner program plays a critical role in Acer's growth and long-term success. It's not just a transactional relationship—it's strategic. From global alliances to regional channel partners, this ecosystem enables us to scale efficiently, innovate rapidly, and stay attuned to evolving market demands. Acer operates on a channel-first business model, with over 12,500 channel partners and 200+ retail partners across India. A significant majority of our business flows through these partnerships, which are central to our go-to-market strategy and overall operations.

Through the partner program, we aim to accelerate market expansion, enhance customer satisfaction, and foster innovation. Collaborating with partners, who bring local insights and technical expertise, allows us to deliver tailored solutions and faster service. Our initiatives focus on enablement, training, and strategic incentives that empower partners to grow with us. We co-invest in marketing, rely on partners for scalable sales reach, and provide localized customer support—all of which help us reduce costs while delivering greater value to customers.

Our latest channel strategy deepens engagement, enhances digital tools, and targets high-growth segments like gaming, commercial, and AI-powered devices. With a more data-driven and localized approach, partners can better align with regional trends and needs. This has led to stronger market penetration, faster response times, improved sales velocity, and greater satisfaction—ensuring Acer is seen as a collaborative partner, not just a vendor.



**SANJEEV MEHTANI**

CHIEF SALES OFFICER, ACER INDIA



# Ingram Micro India accelerates partner growth with Xvantage power



Partner programs are one of the key drivers of Ingram Micro India’s growth strategy and overall success. This success is highly related to how we enable our partners to solve their customers’ problems. These programs not only incentivize partners but also strengthen our bonds and provide a superlative engagement experience. We focus on building long-term, value-driven relationships that enable mutual growth.

Our business is built around empowering and enabling the IT channel ecosystem. In India, we work with a diverse and robust partner network—system integrators, value-added resellers, regional distributors, retailers, managed service providers, born in cloud partners, ISVs, alliance partners, large format retailers, and e-commerce players. Through our digital platform Xvantage, we help partners grow, innovate, and deliver exceptional customer value. This partner-first approach ensures scale, local market reach, and stronger customer experiences, forming the foundation of our growth strategy.

Our programs focus on digital empowerment, from providing digital tools to offering training and certifications. We help partners unlock new revenue streams and promote sustainability with scalable solutions for all stakeholders. Channel programs also drive efficiency through shared marketing, partner financing, and AI-driven automation via Xvantage. Our strategy—centred on platformization, partner enablement, and geo expansion—has significantly boosted new partner acquisition, expanded solution reach, and non-metro revenue, reinforcing a stronger, digitally empowered, and future-ready partner ecosystem.

**VISHAL HEGDE**  
DIRECTOR - SALES, INGRAM MICRO INDIA

# Partners are our primary route and strategic allies in cybersecurity delivery



At Acronis, our entire business model is built around the success of our partners. As a 100% channel-driven company, we don’t compete with our partners—we enable them. The Acronis #CyberFit Partner Program is the foundation of our growth, innovation, and customer satisfaction, both regionally and globally. It empowers MSPs, VARs, and distributors with tools, training, and incentives to deliver cyber protection efficiently and profitably. The program stands out for its modern enablement model, extending beyond traditional rebates to include flexible licensing, co-branded marketing, and access to advanced technologies like XDR and Copilot AI.

Acronis’ entire global and regional success—including 90% year-over-year growth in India in 2024—is driven through our ecosystem of MSPs, VARs, system integrators, and distributors. Every product, service, and go-to-market strategy we build is designed with them in mind. These partners are not just our route to market—they are strategic collaborators helping us deliver integrated cyber protection, data security, and endpoint management to businesses across Asia. Our partner program focuses on three key outcomes: profitability, service innovation, and sustainable growth. It supports partner-led demand generation through MDF, SDF, and #TeamUp campaigns. With automation tools, Acronis Academy training, localized support, and simplified certification paths, we help partners lower costs, increase recurring revenue, and lead confidently in a dynamic threat landscape.

**RAJESH CHHABRA**  
GENERAL MANAGER - INDIA & SOUTH ASIA, ACRONIS

# Robust partner program anchors Sophos’ channel-first growth strategy



As a channel-first organization, a robust partner program is the backbone of Sophos’ growth strategy in India and globally. We focus on enabling our partners to become trusted advisors by equipping them with contextual threat intelligence, AI-driven tools, and regionally relevant insights. Through structured programs like the Sophos Partner Academy and localized initiatives, we ensure our partners are empowered to support customers in real time. This collaborative model helps us scale across verticals, deepen customer trust, and accelerate adoption of services like MDR, XDR, and cloud-native security across the Indian landscape.

100% of our India business is driven through our channel ecosystem, which includes national distributors, regional VARs, and MSPs. With support from our Sophos MSP Elevate Program, usage-based pricing, and centralized management through Sophos Central, partners deliver consolidated security while reducing operational complexity and costs.

Our partner program focuses on three key outcomes: partner profitability, service-led growth, and stronger customer protection. We enable partners to move beyond product resale into advanced offerings like MDR and XDR, supported by real-time threat intelligence, flexible pricing, incentives, and role-specific training. We also provide architect-level training on key solutions like Firewall and Endpoint, and offer invite-only access to Sophos Summits for strategic engagement. Combined with automation, 24/7 Partner Care, and India-based infrastructure, this approach drives faster onboarding, stronger renewals, and increased demand across markets.

**RAJEEV GUPTA**  
CHANNEL SALES DIRECTOR - INDIA & SAARC, SOPHOS

## Partner ecosystem drives MSI's expansion and innovation in India

Partner programs are vital to MSI's overall growth and success. Collaborating closely with creators, technology leaders, and channel partners enables us to deliver innovative products, enter new markets, and stay attuned to evolving user needs. Our Tech and Industrial Ecosystem partnerships, including co-developed VR-ready laptops based on industry feedback, reflect how partnership-led innovation drives product development and strengthens our role as a trusted technology partner.

Channel partners are integral to our strategy, not just in sales volume, but in expanding reach and brand presence. With a portfolio ranging from Rs. 40,000 devices to Rs. 6 lakh laptops, our focus is on strategic market penetration. Our brand store network grew fivefold from 10 to 50 stores, and our Croma footprint expanded from 20 to 100 outlets. We've also doubled our Made in India SKUs, enhancing supply chain efficiency and supporting the Make in India vision.

Our partner program drives four key outcomes—market expansion, innovation acceleration, brand positioning, and supply chain optimization. Through integrated brand store portals and omnichannel journeys, we ensure a seamless customer experience and cost-effective marketing, sales, and support. This channel strategy, built on accessibility, agility, and deeper collaboration, has strengthened MSI's presence across India. It enables faster go-to-market, boosts product visibility, improves regional accessibility, scales operations, enhances after-sales service, and reinforces partner profitability across gaming, creator, and business segments.



**JAMES SUNG**

NB SALES DIRECTOR, MSI

## Strategic foundation of Trend Micro lies in partnerships

Trend Micro's partner program is the foundation of our enterprise strategy and long-term success, powering 100% of our business in India. Our diverse ecosystem—comprising focus partners, resellers, MSSPs, cloud consultants, and distributors—expands our market reach, deepens customer engagement, and accelerates innovation delivery. Through initiatives like Trend Campus, certifications, and performance-based incentives, we invest heavily in enabling our partners and elevating them to trusted cybersecurity leaders.

Our co-innovation model ensures partner profitability while protecting customers across hybrid IT, cloud, and OT environments. The program is designed to drive business growth, increase the adoption of advanced technologies such as XDR and Zero Trust, and empower partners to offer comprehensive, AI-driven services. Co-branded tools and tailored learning paths strengthen partner expertise and customer retention, creating shared value across the ecosystem.

We also optimize go-to-market costs through scalable training, automated sales tools, and partner-led service delivery. Campaigns like the Trend Cyber Risk Assessment and platforms such as Trend Vision One allow partners to conduct demos and engage customers efficiently, while our digital onboarding and Partner Portal streamline operations and reduce support overhead. Our latest channel strategy focuses on partner transformation by developing strategic advisors equipped to lead in emerging areas like generative AI and cloud repatriation. By aligning partner engagement with Coverage, Competence, and Capability, we've improved performance, expanded our presence in growth markets, and reinforced our leadership in the cybersecurity ecosystem.



**HIMANSHU KR. GUPTA**

SR. DIRECTOR - GOVT BUSINESS & CHANNELS, INDIA & SAARC, TREND MICRO

## SPPL's growth deeply rooted in channel partner success

Our partner program is critical to SPPL's growth strategy, with approximately 60–70% of our overall business driven through channel partners, including general trade distributors, offline dealers, and strategic alliances with e-commerce platforms like Flipkart and Amazon. As the exclusive licensee for Thomson, Kodak, Blaupunkt TV, and JVC in India, we rely heavily on a strong distribution network to ensure the availability of our TVs, washing machines, and air coolers across Tier II and Tier III cities.

We empower our partners through structured finance programs such as Bajaj Finserv and are expanding options with Paytm and Pine Labs to enhance purchasing ability and inventory movement. Our channel program also optimizes costs by decentralizing marketing through regional campaigns, enabling dealer-led sales without overextending capital, and reducing customer support load via localized service. These initiatives not only streamline operations but also improve liquidity and ease of doing business for our partners.

Our latest strategy focuses on building a connected, digitally integrated ecosystem with platforms like ONDC, allowing offline partners to participate in direct-to-digital commerce. This democratizes access to e-commerce and future-proofs our distribution model. As a result, partner engagement is improving, inventory churn is accelerating, and brand visibility is expanding—making our channel ecosystem a key pillar of sustained growth and long-term market success for SPPL (Super Plastronics Pvt. Ltd.).



**AVNEET SINGH MARWAH**

CEO, SPPL, A KODAK, BLAUPUNKT, AND THOMSON BRAND LICENSEE



# Strengthening market reach and growth through robust, partner-driven strategy

At Brother India, our partner program is more than just a sales channel—it is the foundation of our business strategy. Approximately 70 to 75 percent of our total business is driven through a robust and reliable network of over 220 Authorised Service Partners and 300+ Business Solution Partners across the country. These channel partners have been instrumental in helping us reach customers in metros as well as Tier II and Tier III cities. More than transactional, these relationships are built on collaboration across training, marketing, and service delivery, making our partners true extensions of the Brother brand on the ground.

Our partner program is focused on four strategic outcomes: expanding our reach in untapped markets by leveraging local expertise, improving operational efficiency through shared marketing initiatives and aligned resources, enhancing customer experience through personalized support, and driving sustainable growth by promoting eco-friendly products and recycling initiatives. These pillars help us build resilient, future-ready partnerships.

Additionally, our program ensures cost optimization across marketing, sales, and support. Region-specific campaigns reduce national ad spend, and the decentralized sales and service model allows for scalability without heavy infrastructure costs. Our partners enable agile operations and high service standards. With initiatives like the Toner Box series, mobile and cloud-ready printers, and predictive diagnostics, we continue empowering our partners, expanding into emerging markets, and strengthening Brother India’s presence as a trusted, partner-driven brand.



**ALOK NIGAM**  
MD, BROTHER INDIA PVT. LTD.

# Partner network central to Saviynt’s growth and customer success

Our Saviynt Accelerate Partner Program is absolutely critical to our organization’s growth and long-term success. As a partner-first organization, over 85% of our overall business is driven through channel partners, which is a strong testament to our unwavering commitment to collaboration and shared outcomes. The program enables us to scale more efficiently, enter new markets, and deliver comprehensive identity security solutions by fully leveraging the capabilities, reach, and expertise of our partners. They are not just contributors to our journey—they are true force multipliers who drive innovation, enhance customer outcomes, and help us create a more robust and competitive ecosystem.

Our partners are deeply engaged across every phase of the customer lifecycle—from demand generation to delivery, support, and post-sales engagement. This helps us drive consistent, positive business outcomes. Additionally, the program allows us to optimize costs across marketing, sales, and customer support by enabling co-branded marketing assets, joint go-to-market strategies, and certified delivery services that accelerate time-to-value and improve customer satisfaction.

Our evolving channel strategy is focused on partner enablement, joint execution, and solution co-creation. We value the unique insights and feedback our partners bring, which helps us enhance the functionality of our Identity Security platform. By working in close alignment, we’re creating a multiplier effect—driving growth, deepening customer impact, and delivering exceptional value together.



**SANDEEP ANAND**  
PARTNER DIRECTOR, INDIA AND SAARC, SAVIYNT

# ViewSonic joins hands with Inflow Technologies to drive B2B display business in India

ViewSonic has formed a strategic partnership with Inflow Technologies to strengthen its display business in India. The alliance aims to consolidate ViewSonic’s B2B operations while enabling Inflow to address B2C market demands, expanding reach and enhancing distribution of ViewSonic’s visual solutions across both enterprise and consumer segments.

Sanjoy Bhattacharya, Director Sales & Marketing, IT Business, ViewSonic India, expressed enthusiasm about the partnership, stating, "We are thrilled to join hands with Inflow Technologies to strengthen our presence in the B2B sector. As we continue to innovate and expand our product offerings, partnering with Inflow will enable us to reach more system integrators, mid-market segments and provide them with cutting-edge visual solutions tailored to their needs. With Inflow Technologies’ extensive expertise and robust distribution network, we are confident in reaching and serving the evolving needs of our B2B customers effectively. It is an endeavour to reach 40% enterprise business in years to come."

Rajesh Kumar, Senior Vice President - Tech BU at Inflow Technologies, said, "We are incredibly excited to partner with ViewSonic, a globally recognized leader in visual solutions. Their cutting-edge visual technology perfectly complements our existing offerings, enabling us to deliver even more comprehensive and powerful solutions to meet the evolving needs of our customers. We will leverage our reach and network to make ViewSonic’s innovative products accessible to a wider audience, creating significant value for our partners and customers."

Founded in California in 1987, ViewSonic quickly established itself as a key player in the visual display sector. Leveraging over 35 years of expertise, ViewSonic has evolved from a monitor supplier into a global technology innovator, offering an integrated ecosystem of hardware, software and services.

# The Digital Squeeze: Why Data Center Scarcity Is Rewriting the Rules of Enterprise IT



*Rents are soaring, power is scarce, and hyperscalers are booking capacity years in advance. CBRE's 2025 global trends report reveals an infrastructure reckoning that enterprises can no longer afford to ignore.*

Data centers have long operated in the background of enterprise digital strategies, quietly scaling to support cloud adoption, analytics platforms, AI innovation, and global business expansion. But in 2025, that status quo has ruptured. According to CBRE's Global Data Center Trends 2025, a global shortage of available colocation space, historic rent inflation, and mounting power constraints have created a perfect storm—one that threatens to slow down or reshape how enterprises grow digitally. The industry has entered a phase of scarcity, and it is reshaping infrastructure planning from the ground up.

## THE SUPPLY-DEMAND MISMATCH DRIVING RECORD COSTS

Vacancy rates across global colocation markets have dropped to an unprecedented 6.6%. In key metros like Northern Virginia and Amsterdam, the imbalance is even more pronounced, with rents spiking over 17% year-on-year. And this isn't a one-off pricing correction—it reflects structural pressures that are unlikely to ease before 2026.

On one side of the equation is demand. AI workloads, GPU-heavy training clusters, and digital-first enterprise strategies are generating immense pressure on physical capacity. On the other side, supply is struggling to keep up. Power availability—not land—is now the gating factor for most new data center projects. Grid congestion, permitting delays, and government moratoriums are holding back even shovel-ready developments. What little capacity comes online is rapidly absorbed, often before enterprises have a chance to bid.

## POWER, NOT REAL ESTATE, IS THE NEW INFRASTRUCTURE BOTTLENECK

Unlike in previous growth cycles, it's no longer real estate availability or fiber access that determines the viability of new data center development. It's power. Utilities in major markets like Dublin, Frankfurt, and parts of Northern Virginia are overburdened. Some cities, like Amsterdam and Singapore, have introduced strict controls or outright freezes on new facilities to protect urban energy sustainability targets.

The result is a paradox: colocation providers are sitting on land and blueprints—but without substations or transmission guarantees, there's no clear path to deliver compute at scale. Even completed facilities are stalling because grid tie-ins remain years away. This tension between physical readiness and electrical scarcity is perhaps the most acute signal that infrastructure planning has hit a generational tipping point.



# THE SHADOW ECONOMY OF SPECULATIVE PRE-LEASING

CBRE’s report surfaces another dynamic complicating enterprise planning: speculative pre-leasing. While hyperscalers such as AWS, Microsoft, and Google are locking in capacity years in advance for AI and cloud expansion, a growing number of non-hyperscaler entities are also entering the fray. Some are hedge-backed infrastructure investors pre-booking facilities to resell later at a premium. Others are multinationals reserving space defensively, not for active deployment, but to guard against future shortages.

This practice makes market visibility increasingly unreliable. Enterprises looking for available space may find it technically exists, but in reality, it’s contractually off the table. Worse, there’s little visibility into how much of this reserved capacity will actually go live. The rise of speculative booking is distorting supply-demand signals and introducing financialization into what used to be a procurement-driven market.

# AI, COOLING, AND THE NEXT GENERATION OF COMPUTE-READY FACILITIES

As AI adoption accelerates, infrastructure expectations are shifting radically. Traditional rack densities of 10–12 kW are no longer sufficient. AI clusters, especially those relying on GPUs or tensor processing units (TPUs), demand 30–50 kW per rack, with advanced liquid cooling systems to handle the thermal load.

For colocation providers, this requires a fundamental redesign of space, airflow, and energy provisioning. But for enterprises, it presents a harder challenge: retrofitting current deployments isn’t always viable, and migrating high-density workloads into new facilities—if they can even be secured—is complex and costly. As a result, AI-driven infrastructure needs are colliding with physical realities that most markets aren’t yet ready to accommodate.

# THE RISE OF SECONDARY MARKETS AS STRATEGIC ALTERNATIVES

In response to Tier-1 congestion, enterprise and hyperscale buyers alike are pivoting to secondary markets—cities once viewed as edge or support zones. Locations such as Madrid, Santiago, Hyderabad, and Richmond are gaining attention not only for their lower leasing costs, but also for their access to uncongested power grids, less stringent zoning regulations, and emerging subsea cable infrastructure.

These locations offer a rare mix of growth opportunity and strategic flexibility. For enterprises willing to trade a few milliseconds of latency for long-term scalability and lower TCO, the argument for diversification is becoming harder to ignore. The narrative is shifting from “how close to a cloud zone can I be?” to “where can I reliably build without hitting a wall in two years?”

# WHAT ENTERPRISES MUST DO NOW: PLANNING IN YEARS, NOT QUARTERS

As the infrastructure crunch deepens, reactive procurement models are no longer viable. Enterprises must extend their planning horizon—24 to 36 months, minimum—and secure commitments ahead of actual workload migrations. The traditional lead times of 6 to 12 months for new colocation capacity are gone, replaced by fierce competition and pre-booked build slots.

Enterprises also need to ask harder questions when choosing data center partners. Is the power already allocated? Can facilities support high-density AI loads? Are sustainability metrics aligned with corporate ESG goals? Flexibility in contract structure, transparency on PUE (Power Usage Effectiveness), and upgrade paths for cooling and power capacity are now boardroom concerns—not just the domain of facilities teams.

# OPTIMIZING WHAT YOU HAVE: EFFICIENCY



# AS A STRATEGIC DISCIPLINE

Faced with higher costs and limited expansion options, enterprises must also turn inward. Maximizing the efficiency of existing infrastructure becomes mission-critical. Workload orchestration, automation of resource scaling, smarter cooling management, and consolidation of underutilized environments can deliver measurable savings.

Some organizations are embracing AI not just as a workload, but as a tool to optimize IT operations. Using machine learning for predictive energy modeling, capacity forecasting, and dynamic workload distribution is gaining traction. These practices don’t just cut costs—they extend the lifespan of current infrastructure while buying precious time to plan future migrations more strategically.

# ESG PRESSURES TIGHTEN THE LENS ON INFRASTRUCTURE CHOICES

Environmental, Social, and Governance (ESG) accountability is another force reshaping enterprise infrastructure decisions. Investors, regulators, and customers are now scrutinizing not just how much compute power companies use—but how sustainably they use it. Data center providers that can’t deliver on carbon-neutral operations, renewable power sourcing, or responsible water use are becoming harder to justify in corporate sustainability reporting.

This pressure dovetails with rising Scope 3 emissions tracking obligations, which force enterprises to account for the emissions footprint of their supply chain—including IT partners. As a result, data center selection is now entangled with ESG strategy, investor relations, and brand reputation. It’s not just about uptime anymore—it’s about impact.

# A STRATEGIC RESET FOR DIGITAL INFRASTRUCTURE

In a digital economy where milliseconds define user experience and infrastructure decisions shape competitive edge, the current colocation crunch isn’t just a temporary shock—it’s a reckoning. Enterprises can no longer afford to treat data center strategy as a technical or operational concern alone. It is now a fundamental business discipline, on par with financial planning or supply chain optimization.

Those that act early—securing capacity, optimizing usage, diversifying locations, and aligning with sustainability imperatives—will position themselves for long-term success. Those that delay may find themselves priced out, boxed in, or operationally constrained just when digital velocity becomes business critical.

In this new era, digital infrastructure is not simply the plumbing of modern enterprise. It is the foundation, the frontier, and the battlefield—all rolled into one.





# Role of CXO in Strengthening Defenses

## Against AI-Driven Cyber Threats

AT VARINDIA, WE RECOGNIZE THE EVOLVING AND CRITICAL ROLE THAT CIOs, CTOS, AND CXOs PLAY IN TODAY'S FAST-PACED TECHNOLOGICAL LANDSCAPE. AS ENTERPRISES NAVIGATE INCREASINGLY SOPHISTICATED CYBER THREATS AND COMPLEX DIGITAL TRANSFORMATIONS, THE STRATEGIC USE OF ARTIFICIAL INTELLIGENCE (AI) HAS BECOME A KEY PRIORITY FOR LEADERSHIP TEAMS. TO GAIN DEEPER INSIGHT INTO HOW THESE SENIOR EXECUTIVES ARE LEVERAGING AI AS A POWERFUL DEFENSE MECHANISM AND ENABLER OF BUSINESS RESILIENCE, WE ENGAGED IN DETAILED CONVERSATIONS WITH SOME OF THE COUNTRY'S MOST RESPECTED TECHNOLOGY LEADERS. THEIR PERSPECTIVES SHED LIGHT ON REAL-WORLD APPLICATIONS, CHALLENGES, AND THE FUTURE OF AI-DRIVEN CYBERSECURITY IN ENTERPRISE ENVIRONMENTS.



In today's increasingly digital world, artificial intelligence (AI) is rapidly transforming the cybersecurity landscape. While AI offers enhanced capabilities to detect and prevent threats, it also provides sophisticated tools for cybercriminals to exploit.

This duality places unprecedented pressure on organizational leadership, especially the C-suite executives (CXOs), to ensure resilient cybersecurity postures. The role of CXOs—including CEOs, CIOs, CISOs, and CTOs—is critical in fortifying defenses against AI-driven cyber threats.

UNDERSTANDING AI-DRIVEN CYBER THREATS

AI-driven cyber threats leverage machine learning, natural language processing, and automated decision-making to launch more targeted, faster, and more complex attacks. These include deepfake-based social engineering, AI-generated phishing emails, intelligent malware that adapts to its environment, and automated vulnerability scanning tools. Traditional security systems often struggle to keep pace with the scale and sophistication of these attacks, necessitating a proactive and strategic approach from the top of the organizational hierarchy.

CXO RESPONSIBILITY: BEYOND TECHNOLOGY

The responsibility of defending against AI-enhanced threats no longer lies solely with the IT department. CXOs play a pivotal role in integrating cybersecurity into the broader business strategy. They must understand that cybersecurity is not a technical challenge alone—it is a business risk that can impact operations, reputation, and financial standing.

For instance, the CEO must drive a culture of cybersecurity awareness across the organization, recognizing that human error remains a key vulnerability. The CISO must lead in adopting advanced security frameworks that integrate AI-based defense mechanisms. The CIO and CTO, meanwhile, are responsible for ensuring that infrastructure, applications, and services are built and maintained with robust security in mind.

BUILDING A UNIFIED SECURITY STRATEGY

CXOs must collaboratively create a comprehensive, organization-wide cybersecurity strategy. This strategy should include:

**AI-Powered Defense Systems:** Leveraging AI tools for threat detection, behavior analysis, and automated response helps preempt attacks. These tools can monitor systems 24/7, flag unusual behavior, and even respond to incidents without human intervention.

Incident Response and Recovery

DRIVING A CYBERSECURITY CULTURE

Human factors remain a critical weak point, and AI threats often exploit social engineering techniques. CXOs, particularly the CEO and CHRO, must foster a security-first culture. This includes:

- Regular training and simulations to help employees recognize AI-generated phishing or spoofing attacks.
- Creating an environment where security concerns can be raised without fear of reprimand.
- Including cybersecurity literacy in leadership development programs.
- A strong cybersecurity culture makes each employee a stakeholder in defense, reducing the success rate of AI-based attacks that rely on human interaction.

**Plans:** An effective strategy should include clearly defined protocols for responding to AI-driven incidents. CXOs must ensure the organization has the agility to quickly adapt, recover, and learn from any breach.

**Zero Trust Architecture:** Moving away from perimeter-based defenses, CXOs should advocate for Zero Trust models, where all users, devices, and applications are treated as potential threats until verified.

**Third-Party Risk Management:** Vendors and partners can be weak links in the security chain. A rigorous evaluation of third-party cybersecurity practices is essential, particularly as AI-based attacks may exploit these external relationships.

DATA GOVERNANCE AND ETHICAL AI USE

AI-driven defense strategies require vast amounts of data. The CXO team must ensure that this data is collected, stored, and used ethically and in compliance with data protection regulations.

CIOs and CDOs (Chief Data Officers) must ensure transparency, data quality, and privacy, while also being vigilant about the potential misuse of AI tools within their organizations.

Moreover, ethical considerations in deploying AI tools—particularly those that make autonomous decisions—must be addressed at the executive level. CXOs should advocate for explainable AI, auditability, and bias mitigation in AI systems.

INVESTING IN TALENT AND INNOVATION

To stay ahead of evolving threats, organizations need top cybersecurity talent and continuous innovation. CXOs must champion investments in training programs, partnerships with academic institutions, and internal innovation hubs.

The CIO and CTO, in particular, should be looking at how cutting-edge technologies like quantum computing, blockchain, and advanced AI can bolster cyber defenses.

AI has dramatically altered the cybersecurity landscape, both as a tool for defense and a weapon for attackers. CXOs are uniquely positioned to drive the organizational change, innovation, and vigilance required to combat AI-driven cyber threats.

By fostering a culture of security, investing in advanced technologies, and integrating cybersecurity into business strategy, CXOs can ensure that their organizations not only survive but thrive in the face of next-generation cyber challenges.

# CIOs Rethinking Tech Strategy Amid AI Surge and Cyber Threats

**ABRAR KHAN**

IT AUDIT MANAGER, CANARA HSBC LIFE INSURANCE



AI as a Core Cyber Defense Strategy for CIOs and CXOs  
In 2025, the role of technology leaders such as CIOs and CXOs is expanding rapidly. With cyber threats becoming more complex—from AI-generated attacks to ransomware and insider risks—these executives are placing artificial intelligence at the center of enterprise security strategies. AI is no longer just a technology tool; it’s a business-critical defense mechanism.

## A CULTURE OF CYBER VIGILANCE

CIOs are no longer limited to managing IT infrastructure. They are now key contributors to shaping business strategy, responsible for aligning technology investments with outcomes like revenue growth, customer experience, and brand differentiation. CIOs are leading major digital transformation efforts, including AI integration, automation, and cloud migration—all while ensuring robust cybersecurity is built into the foundation.  
CXOs are taking a more collaborative role, driving a culture of innovation, risk awareness, and resilience across departments. Their focus now includes the responsible deployment of AI and emerging technologies like quantum and neuromorphic computing—both of which promise to reduce the soaring energy demands of modern data centers.

## EMBEDDING AI INTO CYBERSECURITY FRAMEWORKS

Enterprises are increasingly adopting AI, automation, and Zero Trust frameworks to tackle sophisticated cyber threats. AI-driven machine learning models are being deployed to detect unknown (zero-day) threats by recognizing patterns of suspicious behavior. Generative AI detectors are also helping identify deepfakes, synthetic identities, and AI-enabled phishing campaigns.  
The integration of AI into Zero Trust models allows systems to continuously verify user identities and behavior before granting access, minimizing the chances of internal breaches. These layered security strategies are not only reactive but also predictive—providing advanced warning and real-time protection.  
Building a security-first culture is now a boardroom priority. Security performance is measured through business KPIs, not just IT metrics, embedding accountability across departments. CISOs are now involved in core strategic decisions and report directly to the board, while employee cyber awareness is reinforced through regular training and simulation programs.

## EVOLVING ROLES IN A CONVERGING LANDSCAPE

As digital transformation accelerates, the roles of CIOs, CTOs, CISOs, and DPOs are becoming more interconnected—but remain distinct. The emerging archetype is that of the Innovation and Product Tech Architect, responsible for steering secure, scalable, and future-ready platforms. While collaboration is critical, regulatory environments require these roles—especially the DPO—to remain independently accountable.  
In this landscape, AI is not just part of the defense—it is the new frontline.

# CIOs and CXOs Are Embracing AI to Fortify Enterprise Security in 2025

**ARIJIT DASGUPTA**

CTO, INTELLIGENT INFOSYS



In 2025, the cyber threat landscape is more dynamic than ever—driven by digital acceleration, AI proliferation, and an expanding threat surface. To stay ahead, CIOs and CXOs are no longer just stewards of technology—they are strategic defenders of enterprise resilience, embedding AI as a cornerstone of their cybersecurity strategy.  
One of the most transformative developments is the rise of agentic AI systems—AI agents capable of autonomously planning and executing tasks aligned with user-defined goals. These tools are now being deployed to monitor network activity, detect anomalies, and respond to threats in real time, significantly reducing response times and mitigating risks before they escalate.  
AI-powered threat detection systems have become essential, offering deep analytics to spot irregular patterns, assess vulnerabilities, and proactively alert teams. Enterprises are integrating these tools into Zero Trust Architectures (ZTA) that assume no user or device is trustworthy by default—ensuring continuous verification and granular access controls. AI-enhanced Identity and Access Management (IAM) systems also ensure continuous authentication and prevent credential-based attacks.  
For many CIOs and CISOs, the shift to automated security operations is proving vital. AI not only reduces human error but also allows real-time remediation of threats through software-defined perimeters (SDP) and secure access protocols. These innovations protect digital assets by rendering them invisible to unauthorized users.  
The broader strategic role of CIOs is also evolving. Today’s CIO is a business enabler—driving innovation, leading digital transformation initiatives, and aligning tech investments with revenue goals. At the same time, they are fostering a security-first culture, ensuring that employees across all levels are trained in cyber hygiene. This includes ongoing education on phishing, data handling, and the importance of reporting threats without fear.  
Meanwhile, other CXOs are also stepping up. CTOs are exploring emerging technologies like neuromorphic computing to power AI infrastructure more efficiently. CISOs are leading predictive, compliance-oriented security programs, while DPOs ensure data governance and ethical AI use align with evolving global privacy regulations.  
Together, these roles are converging around a shared mission: to harness AI not just for operational gain, but to defend the enterprise from within. In this era of intelligent cybersecurity, AI isn’t just a tool—it’s the front line.



# Workforce Cyber Vigilance has become a Core Business Strategy!

**DR. DEEPAK KALAMBKAR**

DIRECTOR INFORMATION SECURITY, FLEXM



## AI-DRIVEN CYBER DEFENSE

As businesses in 2025 embrace rapid digital transformation, cyber vigilance has become a critical element of enterprise strategy. Technologies like AI, automation, and zero-trust frameworks are now central to how CIOs and CXOs protect organizations against evolving cyber threats.

CIOs are no longer just managing IT infrastructure—they are driving business strategy, innovation, and cybersecurity. With AI becoming a key enabler of intelligent operations, CIOs are integrating it across systems to identify threats in real-time, predict vulnerabilities, and automate response mechanisms. This shift is empowering organizations to prevent breaches before they occur, rather than react after the damage is done.

By aligning AI investments with business goals, CIOs are improving efficiency, enabling data-driven decisions, and helping organizations stay competitive in a threat-prone digital world.

Zero-trust security has become the standard model, and AI plays a vital role in making it work effectively. No device or user is trusted automatically. Instead, AI verifies credentials, location, and usage behavior before granting access. This intelligent verification helps protect sensitive data even in cloud-based, distributed environments.

Combined with automation, AI allows for continuous network monitoring, faster detection of malicious activity, and immediate isolation of threats—without human intervention.

## CXOS CHAMPIONING A SECURITY-FIRST CULTURE

CXOs, including CISOs and CTOs, are championing the development of a cyber-aware workforce. AI supports these efforts by monitoring user behavior and highlighting anomalies, which can indicate internal threats or human errors. Companies are implementing AI-powered tools to customize cybersecurity training, simulate phishing attacks, and create tailored awareness programs that adapt based on employee risk profiles.

Together with strict password policies, multi-factor authentication, and access controls, these initiatives help build a culture where cyber hygiene is part of everyday operations.

## A COLLABORATIVE CYBERSECURITY LEADERSHIP

The responsibilities of CIOs, CTOs, CISOs, and DPOs are now closely linked. While CIOs focus on aligning technology with business goals, CISOs ensure robust defense systems, and DPOs uphold data privacy standards. AI is the common thread that connects these roles—helping each leader safeguard data, ensure compliance, and drive innovation.

In a world of increasing cyber risks, CIOs and CXOs are turning AI into a frontline cyber defense—making security not just a system, but a core part of business resilience.

# AI-Powered Cyber Defense: The New Priority for CIOs and CXOs

**DR. NILESH ROY (PH.D. - IT)**

CYBERSECURITY TECHLEADER AND REGULATORY IT ADVISOR



As the digital landscape evolves rapidly in 2025, enterprises are leveraging artificial intelligence (AI) not only to boost performance but also to enhance cybersecurity. With threats becoming more complex and persistent, CIOs and CXOs are adopting AI as a foundational component of enterprise-wide cyber defense strategies.

## KEY TECH TRENDS DRIVING AI INTEGRATION

Modern enterprise environments are shaped by generative AI, edge computing, multi-cloud adoption, and the expansion of the Internet of Things (IoT). These technologies enable real-time analytics, improve customer personalization, and support agile operations across industries. As organizations move toward hybrid work models, cybersecurity becomes even more critical. The adoption of Zero Trust architectures and ESG-driven Green IT strategies reflect a broader shift toward responsible, resilient, and secure digital transformation.

## CIOs AS STRATEGIC ENABLERS OF CYBERSECURITY

CIOs have evolved beyond traditional IT roles. Today, they act as strategic leaders who guide innovation and long-term planning. By embedding AI across business processes and aligning technology with revenue, customer experience, and sustainability goals, CIOs are shaping enterprise resilience. They are active participants in boardroom decisions, influencing everything from mergers and acquisitions to ESG initiatives. With cybersecurity now a key metric of business health, CIOs are at the forefront of ensuring a robust digital defense posture.

## OPERATIONALIZING AI IN ENTERPRISE SECURITY

AI is redefining how organizations detect, respond to, and prevent cyber threats. Machine learning models are deployed to identify anomalies, detect zero-day attacks, and enable automated incident response. Automation also plays a key role in managing identity access, applying security patches, and enforcing Zero Trust policies that verify every access request—regardless of user location or credentials. Additionally, AI helps prioritize vulnerabilities based on potential business impact, allowing security teams to act more effectively.

Creating a cyber-aware workforce is essential. Enterprises are rolling out role-based training, phishing simulations, and gamified learning to embed secure practices. Executive leadership reinforces this mindset by making cybersecurity a core organizational value, supported by clear reporting protocols and performance indicators. It's no longer just an IT concern—it's everyone's responsibility.

## COLLABORATION ACROSS EXECUTIVE ROLES

The roles of CIOs, CTOs, CISOs, and DPOs are becoming more interconnected. While each retains a distinct focus, collaboration is essential in managing risk, compliance, and innovation. As AI becomes central to both offense and defense in cybersecurity, these roles must work together to build digital trust, ensure data protection, and guide future-ready enterprises.

# From IT to Intelligence: CIOs Steering AI-Led Cyber Resilience

**DR. RAKHI R WADHWANI**

SENIOR ASSESSOR, ISOQAR (INDIA) PVT. LTD.



In 2025, the role of the Chief Information Officer (CIO) has expanded far beyond traditional IT oversight. Today’s CIO is a strategic leader—shaping business resilience, innovation, and security through the intelligent use of Artificial Intelligence (AI). With AI now deeply embedded in enterprise ecosystems, CIOs are leveraging it as a core defense mechanism against sophisticated cyber threats.

## CIOs ARE USING AI TO EMPOWER BUSINESSES

AI is powering a new wave of hyperautomation, combining robotic process automation (RPA), machine learning, and analytics to streamline workflows and minimize manual intervention. AI copilots and assistants are integrated across business units, boosting productivity while reducing human error—often the root cause of security breaches.

As cyber risks grow more complex, CIOs are implementing AI-enhanced threat detection tools that proactively monitor anomalies across networks, applications, and endpoints. These systems learn from behavioral patterns to identify suspicious activity, enabling faster incident response with minimal disruption. In parallel, AI is optimizing identity and access management through behavioral biometrics and adaptive authentication, reducing exposure to credential-based attacks.

CIOs are also embedding AI into Zero Trust architectures, ensuring continuous verification of all users and devices. Microsegmentation and AI-driven authentication have become foundational to enterprise security. With multi-cloud and hybrid infrastructures becoming standard, CIOs rely on AI to orchestrate secure data flow, monitor compliance, and defend against post-quantum threats.

## SECURING THE BUSINESS WHILE DRIVING TRANSFORMATION

AI’s strategic value lies in its dual role—enhancing cybersecurity and accelerating innovation. CIOs are aligning AI investments with broader business goals such as revenue growth, digital customer experience, and operational agility. By integrating AI across analytics platforms, they are enabling real-time decision-making and helping business leaders swiftly respond to market dynamics.

CIOs are also playing a key role in fostering a security-first culture. Through AI-powered training programs, phishing simulations, and adaptive risk awareness modules, they’re ensuring that cybersecurity becomes embedded in everyday operations. Working alongside CISOs and DPOs, they are making privacy, compliance, and risk management a shared responsibility.

In today’s evolving digital environment, AI is not just a tool—it’s a strategic shield. CIOs are leading the charge, using AI to transform security from a reactive necessity into a proactive, intelligent layer of enterprise resilience.

# Powering the Future: AI is the new Frontline of Cyber Defense for CIOs/ CXOs

**SIBASIS PRADHAN**

TECH LEAD, RIVERGO AUTOMATION PVT. LTD.



Today, artificial intelligence (AI) has become an indispensable pillar of enterprise security and business resilience. CXOs—spanning CIOs, CTOs, CISOs, and DPOs—are strategically deploying AI technologies across their organizations to defend against evolving cyber threats, enhance operational efficiency, and support long-term business goals.

## AI AT THE HEART OF HYPERAUTOMATION AND CYBER DEFENSE

Enterprises are embracing hyperautomation, combining AI-driven decision intelligence with robotic process automation to optimize workflows. This approach not only accelerates productivity but also enhances security. AI-powered cybersecurity systems are proactively detecting threats through behavioral analytics, anomaly detection, and real-time incident response—minimizing risk and downtime.

Composable applications built on APIs and microservices allow for flexible, secure systems that are rapidly adjustable. Meanwhile, zero-trust frameworks, powered by AI, enforce strict verification protocols across devices, users, and applications, ensuring that access is continuously validated regardless of location or network.

## EVOLVING CXO ROLES IN A THREAT-RICH LANDSCAPE

Today’s CIO is no longer just a technology manager—they are strategic leaders driving innovation, shaping business models, and aligning IT investments with market opportunities. They work closely with business units to implement AI in ways that generate revenue, improve customer experiences, and reduce vulnerabilities.

CTOs are pioneering the use of emerging technologies such as AI, edge computing, and immersive enterprise environments, including digital twins and metaverse-based training. CISOs, on the other hand, are evolving into digital risk officers, overseeing end-to-end cyber resilience frameworks and guiding incident response powered by AI analytics. DPOs are becoming vital stewards of data privacy and ethics, ensuring AI is used responsibly while remaining compliant with evolving data protection laws.

## BUILDING A CULTURE OF SECURITY AWARENESS

AI is also enabling a deeper shift in employee behavior. Organizations are rolling out continuous security education through gamified platforms, phishing simulations, and department-specific training modules. Security champions embedded within teams serve as local advocates, while leadership accountability reinforces security as an enterprise-wide priority.

## A UNIFIED, INTELLIGENT DEFENSE STRATEGY

While the roles of CIOs, CTOs, CISOs, and DPOs remain distinct, collaboration is essential. AI acts as the connective tissue, enabling smarter, faster, and more scalable security decisions. Together, CXOs are embedding AI not just into infrastructure, but into the culture and strategy of the enterprise—ensuring businesses stay protected, compliant, and future-ready.





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# FORTIFYING THE DIGITAL ECONOMY

India's cybersecurity landscape stands at a transformative juncture as the nation continues its remarkable digital evolution. The cybersecurity market, valued at approximately \$4.54 billion in 2024, is projected to surge to \$5.56 billion in 2025, representing an impressive compound annual growth rate of 18.33%. This aggressive growth trajectory reflects not only the expanding digital economy but also the escalating cyber threat environment that has positioned India as the world's second-most targeted country for cyberattacks. As organizations across sectors embrace cloud computing, artificial intelligence, and Internet of Things technologies, the imperative for robust cybersecurity infrastructure has never been more critical.

## MARKET DYNAMICS AND GROWTH TRAJECTORY

The Indian cybersecurity market's remarkable expansion is driven by multiple converging factors that underscore the nation's digital transformation challenges and opportunities. The market size is expected to reach USD 5.56 billion in 2025 and grow at a CAGR of 18.33% to reach USD 12.90 billion by 2030, positioning it among the fastest-growing cybersecurity markets globally. This growth is significantly outpacing many developed markets, reflecting both the rapid digitization occurring across Indian industries and the urgent need to address sophisticated cyber threats.

The market segmentation reveals interesting dynamics, with hardware solutions currently dominating approximately 59.46% of the revenue share in 2024. This hardware-heavy composition reflects the substantial infrastructure investments organizations are making to establish foundational security capabilities. However, the services segment is emerging as the fastest-growing category, driven by the increasing demand for managed security services, threat intelligence, and specialized consulting. Organizations are recognizing that cybersecurity requires not just technology but also expertise, leading to a surge in outsourced security operations and managed detection and response services.

The Banking, Financial Services, and Insurance sector continues to lead cybersecurity adoption, accounting for a significant portion of market investments. The sector's prominence stems from both regulatory requirements and the high-value targets these organizations represent for cybercriminals. Government and public sector entities follow closely, driven by national security imperatives and the need to protect critical infrastructure. Manufacturing, healthcare, and telecommunications sectors are also experiencing rapid cybersecurity investment growth as they undergo digital transformation initiatives that expand their attack surfaces.

## TECHNOLOGY TRENDS RESHAPING THE LANDSCAPE

Artificial Intelligence and Machine Learning technologies are fundamentally transforming India's cybersecurity approach, moving organizations from reactive to predictive security models. These technologies enable real-time analysis of vast datasets, pattern recognition for threat detection, and automated response capabilities that significantly enhance security team effectiveness. Indian organizations are increasingly deploying AI-powered security analytics platforms that can identify anomalous behavior, predict potential attack vectors, and provide contextual threat intelligence. The integration of natural language processing capabilities allows these systems to analyze threat feeds, security research, and dark web intelligence to provide comprehensive threat awareness.

The adoption of Zero Trust architecture represents another significant trend reshaping the cybersecurity landscape. Traditional perimeter-based security models have proven inadequate in an era of remote work, cloud adoption, and sophisticated attack techniques. Indian enterprises are increasingly implementing comprehensive identity verification, continuous monitoring, and



micro-segmentation strategies that assume no implicit trust within network boundaries. This architectural shift requires substantial investment in identity and access management solutions, endpoint detection and response capabilities, and network segmentation technologies.

Cloud security evolution has become paramount as Indian organizations accelerate their cloud adoption strategies. The focus has shifted from simply securing cloud workloads to implementing cloud-native security architectures that can scale dynamically and provide consistent protection across multi-cloud environments. Organizations are investing in Cloud Access Security Brokers, container security solutions, and DevSecOps integration to ensure security is embedded throughout the application development and deployment lifecycle rather than treated as an afterthought.

## PURE-PLAY CYBERSECURITY VENDORS AND MARKET LEADERS

The Indian cybersecurity market is characterized by a robust ecosystem of pure-play cybersecurity vendors alongside global technology leaders, each specializing in specific security domains and delivering innovative solutions to address evolving threats. These vendors have demonstrated significant growth and market traction throughout FY2024-25, establishing themselves as critical components of India's cybersecurity infrastructure.

**International Pure-Play Leaders** dominate the enterprise segment with sophisticated platforms and comprehensive security architectures. Palo Alto Networks captured 22.4% market share in the security appliance market in Q2 2024, up from 20.9% in the previous year, establishing itself as the market leader in next-generation firewalls and comprehensive security platforms. The company's Prisma cloud security suite and Cortex XDR platform have gained significant adoption among Indian enterprises seeking integrated security operations. Fortinet grew 26.2% to reach 7.0% market share, with its Security Fabric architecture resonating particularly well with organizations seeking unified threat management and network security convergence.

Cisco Systems, while experiencing slower growth in traditional firewall segments, has strengthened its position through strategic acquisitions and platform launches focusing on SASE (Secure Access Service Edge) and cloud security. The company's Umbrella, Duo, and SecureX platforms have gained considerable traction in the Indian market, particularly among organizations embracing hybrid work models and cloud-first strategies.

**Emerging Indian Cybersecurity Champions** have demonstrated remarkable innovation and growth, establishing strong positions in both domestic and international markets. Seclore, the leading provider of data-centric security solutions, was named Data Security Solution of the Year in the 2024 CyberSecurity Breakthrough Awards, highlighting the company's innovative approach to protecting data regardless of location or device. The company's Enterprise Digital Rights Management platform has gained significant adoption among organizations requiring granular data protection and compliance capabilities.

Cyble has been recognized as a leader in multiple analyst reports, including being named among the top #5 cyber threat intelligence platforms globally and featured in Gartner's 2024 Hype Cycle for Cyber Risk Management for its expertise in Digital Risk Protection Services. The company's Vision platform provides comprehensive threat intelligence, dark web monitoring, and attack surface management capabilities that have attracted global enterprise clients.

**Domestic Specialists and Innovators** continue to carve out significant market niches through specialized solutions and deep local market understanding. Quick Heal Technologies has evolved beyond traditional antivirus solutions to offer comprehensive endpoint

security, enterprise solutions, and threat intelligence services tailored for the Indian market. K7 Computing, headquartered in Chennai, has established itself as a trusted cybersecurity brand with efficient, lightweight security products that cater to both domestic and international markets.

Sequestek has demonstrated exceptional growth with a CAGR of over 50% year-over-year, securing close to 120 customers worldwide through its AI-driven Percept Cloud Security Platform. The company's comprehensive approach covering threat monitoring, incident response, device security, and identity governance has gained recognition from technology influencers including Gartner and NASSCOM.

FireCompass has been recognized in Gartner Hype Cycle 2024 for External Attack Surface Management, positioning the company at the forefront of addressing the expanding attack surfaces facing modern organizations. Their EASM tools provide comprehensive visibility into internet-facing assets and continuous monitoring for exposures.

**Specialized Solution Providers** focus on niche areas with high-value propositions. Innefu Labs leverages artificial intelligence to provide advanced cybersecurity solutions including multi-factor authentication, predictive intelligence, and secure access management, with particular strength in defense, healthcare, and banking sectors. WiJungle offers unified network security gateways that combine multiple security functions into single platforms, gaining popularity among government organizations and small-to-medium enterprises seeking cost-effective solutions.

## MAJOR CYBERSECURITY VENDORS OPERATING IN INDIA - FY2024-25

Vendor	Primary Products/ Solutions	Key USPs	Major Deployments/ Wins in 2024
Check Point	Quantum Security Gateways, CloudGuard, Harmony	SandBlast Zero-Day Protection, threat prevention	Strong enterprise firewall deployments, enhanced cloud security offerings
Cisco Systems	Umbrella, Duo, SecureX, Firepower	SASE capabilities, zero trust architecture, integrated networking-security	Major hybrid work security deployments, cloud security platform launches, enterprise SD-WAN wins
CrowdStrike	Falcon platform, Endpoint Detection and Response	Cloud-native EDR, threat hunting, 34.5% growth	Fastest cybersecurity company to S&P 500, expanded enterprise market share to 4.5%
Cyble	Vision platform, Threat Intelligence, Dark Web Monitoring	AI-powered threat intelligence, top #5 global CTI platform, Gartner recognition	Named CTI leader by Frost & Sullivan, expanded enterprise client base globally

ESET	Endpoint Security, Server Protection, Advanced Threat Defense	Multi-layered protection, lightweight performance, cross-platform support	Won AV-Comparatives 2024 Product of the Year, 99.9% malware protection rate
Fortinet	FortiGate NGFW, Security Fabric, FortiSIEM	Integrated security architecture, ASIC-based performance, 98.21% protection rate in testing	26.2% market share growth, strong government sector adoption, network security convergence projects
Kaspersky	Endpoint Security, Premium/Plus consumer plans, NEXT EDR	Award-winning detection, adaptive anomaly control, advanced threat defense	Won 9 AV-TEST Best Awards 2024, top performance in malware detection and system impact
Microsoft	Defender suite, Sentinel SIEM, Entra ID	Cloud-native security, AI integration, enterprise ecosystem	32.3% growth in cybersecurity segment, extensive government cloud security projects
Palo Alto Networks	Next-Generation Firewalls, Prisma Cloud, Cortex XDR	AI-powered threat prevention, unified platform approach, 22.4% security appliance market share	Expanded enterprise cloud security deployments, significant BFSI sector wins, 23.6% Q1 growth
Qualys	VMDR with TruRisk, Cloud Security, Vulnerability Management	Risk-based prioritization, cloud-native platform, 25+ threat intelligence feeds	Won Best Vulnerability Management Solution 2024 (second consecutive year), enhanced TruRisk capabilities
Quick Heal	Total Security, Internet Security, Enterprise Endpoint Protection	Comprehensive antivirus, local market expertise, cost-effective solutions	Enhanced enterprise security suite, expanded B2B/B2G segment penetration
Radware	Cloud WAF, DDoS Protection, Application Security	Cloud application security, traffic analysis	Addressed cloud WAF vulnerabilities, enhanced application protection services
Securonix	Unified Defense SIEM, UEBA, EON AI Platform	AI-Reinforced SIEM, cloud-native architecture, 4.7/5 Gartner rating	Named 2024 Gartner Customers' Choice, expanded India operations with 300+ employees

Sequestek	Percept XDR, Percept EDR, Percept IGA	AI-driven platform, 50%+ CAGR growth, comprehensive security operations	Secured 120+ global customers, partnerships with Intel and Ingram Micro
SonicWall	NSa/TZ Series NGFW, Capture ATP, SD-WAN	Unified management platform, SMB focus, partner-driven approach	Launched SonicPlatform management system, secured major restaurant chain deployment (AAB Sweets)
Sophos	XGS Firewall Series, Endpoint Protection, MDR Services	Xstream architecture, integrated platform, ease of use focus	Launched 9 new XGS desktop models, 4.7/5 Gartner rating, Customers' Choice for Network Firewalls 2024
Thales	Data Protection, Hardware Security Modules, Identity Solutions	FIPS compliance, hardware-based security, strong encryption	Released 2024 Data Threat Report for India, enhanced compliance solutions for SEBI framework

KEY MARKET DYNAMICS:

- **Market Consolidation:** Top 12 vendors account for 48.6% of total customer spend
- **Platform Strategy Success:** Vendors with unified platforms gaining market share as customers consolidate multi-point products
- **Growth Segments:** Identity security (+14.3%), web and email security (+16.0%) showing strongest growth
- **Customer Segment Performance:** Large enterprises (500+ employees) driving 13.3% growth in cybersecurity spending

This table reflects the current competitive landscape where pure-play cybersecurity vendors are leading innovation in specialized areas while system integrators like TCS, Infosys, and Wipro provide implementation and managed services capabilities.

GOVERNMENT POLICY AND REGULATORY FRAMEWORK

India's cybersecurity regulatory landscape has evolved significantly, creating a comprehensive framework that balances security imperatives with business operational requirements. The Information Technology Act of 2000, amended in 2008, serves as the foundational legislation governing cybersecurity, data protection, and digital governance. Section 43A of the IT Act requires Indian businesses and organizations to have "reasonable security practices and procedures" to protect sensitive information from being compromised, damaged, exposed, or misused. This broad mandate has created substantial compliance obligations for organizations across all sectors, driving significant cybersecurity investments.

The Computer Emergency Response Team - India (CERT-In) plays a central role in the national cybersecurity framework, serving as the designated nodal agency for cybersecurity incident coordination and response. CERT-In provides guidelines for monitoring, detecting, preventing, and managing cybersecurity incidents, with service providers, intermediaries, data centres, body corporates, and Government organisations obligated to take specific actions for cyber incident responses and protective measures. The



2022 CERT-In cybersecurity directions have significantly expanded reporting requirements, mandating incident notification within six hours and requiring organizations to maintain cybersecurity logs for 180 days.

The National Critical Information Infrastructure Protection Centre (NCIIPC), established under the Prime Minister's Office, focuses on protecting critical infrastructure across six key sectors: Power & Energy, Banking, Financial Services & Insurance, Telecom, Transport, and Government. This institutional framework recognizes that certain infrastructure elements are so vital to national security and economic stability that they require specialized protection measures beyond standard cybersecurity practices. The Digital Personal Data Protection Act of 2023, though still awaiting full enforcement, represents a significant evolution in India's privacy and security regulatory landscape. This legislation will require data fiduciaries to implement appropriate technical and organizational security safeguards to protect personal data against breaches, creating new compliance obligations that will drive additional cybersecurity investments across all sectors handling personal information.

## MAJOR MARKET DEVELOPMENTS AND INDUSTRY EVOLUTION

The year 2024 has witnessed several significant developments that are reshaping the Indian cybersecurity market and setting the stage for future growth. Hinduja Global Solutions launched an extensive range of advanced cybersecurity solutions specifically designed for the Indian market, leveraging Artificial Intelligence and Machine Learning technologies to enhance system security capabilities. This launch reflects the growing recognition that cybersecurity solutions must be tailored to local threat landscapes and regulatory requirements rather than simply adapting global solutions for the Indian market.

IBM Corporation's expansion of its Technology Expert Labs capacity in India demonstrates the growing confidence international vendors have in the Indian market's potential. This expansion enables IBM to offer enhanced AI, Hybrid Cloud, and Cybersecurity solutions directly from Indian operations, providing local clients with access to cutting-edge technologies while benefiting from proximity and cultural understanding. Such investments by global vendors are crucial for building local cybersecurity capabilities and knowledge transfer.

The government's launch of India's first Digital Threat Report 2024, specifically supporting cybersecurity in the Banking, Financial Services, and Insurance sector, represents a significant step toward sector-specific threat intelligence sharing. This initiative recognizes that different industries face unique threat profiles and require tailored intelligence to build effective defenses. The report provides crucial insights into attack patterns, threat actor behavior, and defensive recommendations specifically relevant to the BFSI sector.

Product innovation has accelerated significantly, with companies like Atlas Systems introducing specialized solutions such as ComplyScore, designed specifically for mid-to-large-sized companies in the healthcare sector. This trend toward industry-specific solutions reflects the market's maturation and the recognition that generic cybersecurity approaches are insufficient to address the unique challenges facing different sectors.

## CRITICAL CHALLENGES FACING THE MARKET

Despite its impressive growth trajectory, the Indian cybersecurity market faces several critical challenges that could impact its future development. The skilled workforce shortage represents perhaps the most significant obstacle, with organizations across all sectors struggling to recruit and retain qualified cybersecurity professionals.

The rapid evolution of threats requires continuous learning and adaptation, creating an environment where even experienced professionals must constantly update their skills to remain effective. This skills gap is particularly acute in emerging areas such as cloud security, AI-powered threat detection, and industrial control system security.

The threat landscape continues to evolve at an alarming pace, with India experiencing 98 ransomware incidents in 2024, marking a 55% increase compared to the 63 incidents reported in 2023. This surge in ransomware attacks reflects the broader trend of cybercriminals increasingly targeting Indian organizations due to the country's growing digital economy and, in some cases, inadequate security measures. The sophistication of these attacks has also increased, with threat actors employing advanced techniques such as double and triple extortion, supply chain compromises, and living-off-the-land tactics that make detection and attribution extremely challenging.

Compliance complexity represents another significant challenge as organizations must navigate multiple regulatory frameworks that often overlap and sometimes conflict. The intersection of data protection regulations, cybersecurity requirements, sector-specific mandates, and international standards creates a complex compliance environment that requires sophisticated governance frameworks and substantial legal and technical expertise. Many organizations struggle to maintain compliance across all applicable regulations while simultaneously managing business operations and security requirements.

Budget constraints continue to limit cybersecurity investments, particularly among small and medium enterprises that may lack the resources to implement comprehensive security measures. The cost of advanced cybersecurity solutions, combined with the need for skilled personnel to operate and maintain these systems, often exceeds the available budgets of smaller organizations. This creates a two-tiered security environment where large enterprises can afford comprehensive protection while smaller organizations remain vulnerable, potentially creating systemic risks as these smaller entities are often part of larger supply chains.

## SECTOR-SPECIFIC LANDSCAPE AND CHALLENGES

The Banking, Financial Services, and Insurance sector continues to face the most intense cyber threat pressure, driven by both the high value of financial assets and the sector's extensive digital transformation initiatives. The rapid adoption of digital payment systems, particularly the Unified Payments Interface (UPI), has created new attack vectors that cybercriminals actively exploit. The country's financial sector has witnessed drastic growth from the implementation of Digital India, UPI, and Jan-Dhan Yojana, but is also among the most exploited sectors by cybercriminals. Financial institutions are responding by implementing advanced fraud detection systems, enhanced authentication mechanisms, and comprehensive customer education programs, but the evolving threat landscape requires constant vigilance and adaptation.

Healthcare organizations face unique cybersecurity challenges as they balance patient care requirements with security imperatives. The sector's digital transformation, accelerated by telemedicine adoption and electronic health record implementation, has expanded attack surfaces while regulatory requirements demand strict patient privacy protection. Healthcare entities often struggle with legacy medical equipment that cannot be easily updated or secured, creating persistent vulnerabilities that threat actors increasingly target.

Government and public sector entities operate in an environment of persistent nation-state threats and advanced persistent attacks. The implementation of Digital India initiatives has expanded the attack

surface exponentially, as government services become increasingly digitized and citizen data is consolidated into large databases. These organizations must balance accessibility and citizen service delivery with robust security measures, often operating under budget constraints that limit their ability to implement comprehensive security measures.

Manufacturing and industrial sectors face the unique challenge of converging Information Technology and Operational Technology networks as they embrace Industry 4.0 concepts. This convergence creates new attack vectors where cybercriminals can potentially impact physical production processes, creating safety risks beyond traditional data security concerns. The sector's traditionally conservative approach to technology adoption often conflicts with the rapid pace of cybersecurity evolution, creating gaps that threat actors can exploit.

FUTURE OUTLOOK AND MARKET PROJECTIONS

Looking toward 2025 and beyond, the Indian cybersecurity market is poised for continued robust growth driven by several key factors. The ongoing digital transformation across all sectors will continue to expand attack surfaces and create new security requirements. Cloud adoption will accelerate further, particularly as organizations seek to leverage artificial intelligence and machine learning capabilities that require substantial computing resources. The Internet of Things ecosystem will expand dramatically as smart city initiatives, industrial automation, and consumer device

adoption continue to grow.

Regulatory developments will continue to shape market dynamics, with the full implementation of the Digital Personal Data Protection Act expected to drive significant compliance-related cybersecurity investments. Additional sector-specific regulations are anticipated, particularly for critical infrastructure sectors such as healthcare, energy, and telecommunications. International cooperation in cybersecurity will expand, with India likely to participate more actively in global threat intelligence sharing initiatives and collaborative defense frameworks.

Technology evolution will accelerate, with quantum-resistant cryptography beginning to emerge as a practical consideration rather than a theoretical future requirement. Extended Detection and Response platforms will become mainstream as organizations seek to consolidate their security operations and improve threat detection effectiveness. Security automation and orchestration will become essential capabilities as organizations struggle to address the persistent skills shortage while managing increasingly complex threat environments.

Investment priorities will continue to focus on AI-powered security analytics, cloud-native security solutions, and managed security services. Organizations will increasingly recognize that cybersecurity requires specialized expertise that may be more effectively obtained through service providers rather than in-house capabilities. Zero Trust architecture implementation will accelerate as organizations recognize that traditional perimeter-based security models are insufficient in modern computing environments.

PRODUCT OF THE MONTH

Brother HL-L2440DW - A Compact & Reliable Monochrome Laser Printer

The Brother HL-L2440DW is a compact and efficient monochrome laser printer that caters well to home offices and small business users looking for reliable black-and-white printing. Its minimalist design takes up very little space, making it ideal for tight workspaces.

UNBOXING & SETUP:

The unboxing experience is smooth, with clear instructions, user friendly and minimal packaging. Setting up the printer is simple and straightforward. You can connect it via USB, Wi-Fi, or network cable. The addition of wireless setup makes it convenient for mobile and remote printing, especially with support for AirPrint, Brother iPrint&Scan, and Google Cloud Print.

PERFORMANCE:

The print quality is excellent for text documents—sharp, clean, and professional. It offers a decent print speed of up to 32 pages per minute, which is impressive at this price point. The first-page-out time is quick, which helps with productivity in fast-paced environments.

BUILD QUALITY & FEATURES:

The HL-L2440DW has a sturdy build and feels well-made. It includes automatic duplex printing (double-sided), which helps save paper which is usually found in higher-end models. However, being a single-function printer, it lacks scanning and copying features, which might be a drawback for some users.

CONNECTIVITY & SOFTWARE:

The wireless connectivity feature works seamlessly. Once connected, printing from a smartphone or laptop is hassle-free. Brother's companion app is simple to use and allows basic print settings and status checks.

TONER & RUNNING COSTS:

One of the key advantages of this printer is its cost-effectiveness. Brother printers are known for low running costs, and the HL-L2440DW lives up to that. The starter toner gives



a decent yield, and high-yield replacement cartridges are affordable and widely available.

PRICE & AVAILABILITY:

Available at Rs. 13,249 on leading online platforms like Amazon and Flipkart, and also at offline retail stores.

FINAL THOUGHTS:

If you need a fast, reliable monochrome printer without the need for colour or scanning features, the Brother HL-L2440DW is an excellent choice. It is budget-friendly, compact, and performs well in everyday document printing. Though not suited for photo printing or those requiring all-in-one functionality, but for simple, efficient printing—this model is hard to beat.



# CADYCE unveils Premium DisplayPort Cable for Stunning 4K Visuals and Immersive Audio

CADYCE, a prominent player in innovative connectivity solutions, has announced the launch of its latest high-performance accessory — the CA-DPCAB Plus, a DisplayPort to DisplayPort cable designed to deliver top-tier 4K visuals and immersive audio for professionals, gamers, and multimedia enthusiasts. Available in 3-meter and 5-meter lengths, the CA-DPCAB Plus sets a new standard for high-definition display connectivity.

Engineered with precision, the CA-DPCAB Plus supports 4K resolution at 60Hz, offering crystal-clear picture quality and smooth motion — ideal for tasks such as video editing, CAD design, gaming, and high-resolution presentations. Compliant with DisplayPort 1.2, it delivers up to 21.6 Gbps bandwidth, enabling Multi-Stream Transport (MST) for daisy-chaining multiple monitors. The cable also supports 8-channel LPCM audio (up to 24-bit at 192kHz), ensuring an enriched audiovisual experience.

“With the rise in demand for high-resolution, multi-display setups, we designed the CA-DPCAB Plus to offer robust performance and versatility in a sleek, plug-and-play package. It reflects our commitment to delivering cutting-edge technology that enhances both productivity and entertainment,” said Gautam Shah, Managing Director, CADYCE.

KEY FEATURES OF THE CA-DPCAB PLUS:

- 4K x 2K resolution @ 60Hz for ultra-HD video clarity
- Compliant with DisplayPort 1.2
- 21.6 Gbps bandwidth for fast, seamless data transmission
- Support for MST for multi-monitor configurations
- 8-channel LPCM audio support for rich sound
- Plug-and-Play functionality — no drivers or external power needed
- Compatible with Windows, Mac OS, and Linux

Built with durability in mind, the CA-DPCAB Plus is bus-powered, eliminating the need for external adapters, and ensures reliable performance even with prolonged use. The CADYCE CA-DPCAB Plus is now available via CADYCE’s official website and authorized resellers. Customers can choose between 3-meter and 5-meter options based on their setup needs.



## VAR SECURITY

# Hikvision, Hikrobot Launch Advanced Biometric and Imaging Solutions for Smarter Security and Precision

Hikvision and its sister brand Hikrobot have introduced cutting-edge technologies that are poised to reshape access control and imaging applications across industries in India. Hikvision’s MinMoe Face Recognition Terminals and Hikrobot’s HDMI Video Micro System bring smart automation, accuracy, and user-friendly operation to the forefront of biometric verification and precision imaging.

Hikvision’s newly launched MinMoe Face Recognition Terminals are redefining access control with advanced, contactless biometric verification. Powered by deep learning algorithms and equipped with high-speed, long-range facial recognition, these terminals ensure accurate authentication—even in low-light or challenging environments like factories or outdoor sites where fingerprint readers may fall short.

With support for multiple authentication modes—face, fingerprint, QR code, access card, NFC, and Bluetooth—the devices are adaptable for various user preferences and security needs. Integrated anti-spoofing capabilities and mobile connectivity via the Hik-Connect app further boost security and remote management. Offered in Value, Pro, and Ultra series, the terminals serve a wide range of applications from small businesses to large enterprises, not only for access control but also for time and attendance management.



Meanwhile, Hikrobot’s HDMI Video Micro System addresses the growing demand for portable, high-resolution imaging in sectors such as manufacturing, research, education, and forensic science. This plug-and-play system integrates a 2K HD camera with a continuous zoom lens to provide distortion-free, crystal-clear visuals directly on HDMI displays—eliminating the need for PCs or complex setups. Its portability, real-time streaming, and simplicity make it ideal for tasks requiring detailed visual inspection such as PCB analysis, medical diagnostics, and academic presentations.

Together, these innovations exemplify the Hikvision Group’s commitment to technological advancement and user-centric design. Whether it's managing secure building access or enabling high-precision visual analysis, the MinMoe Face Recognition Terminals and the HDMI Video Micro System are setting new standards in their respective domains—empowering professionals with smarter, faster, and more reliable tools.



## Ashish Mittal to lead Autodesk's public sector in India & SAARC

Autodesk has appointed Ashish Kumar Mittal as the new Director of Public Sector for India and the SAARC region. Bringing over 30 years of IT industry experience, Ashish is well-versed in government relations, digital transformation, and building strategic public sector alliances. In this role, he will spearhead Autodesk's public sector strategy and implementation across India.

Commenting on his new role, Mittal said, "With Autodesk's cutting-edge technology solutions, we aim to empower government institutions in advancing the Government of India's Viksit Bharat agenda. Our focus will be on enabling the development of resilient, future-ready infrastructure that will continue to serve the needs of communities nationwide."

Ashish will oversee the public sector sales team and lead business development efforts targeting government initiatives. He is expected to work closely with key stakeholders and regional leaders throughout India and the APAC region to strengthen Autodesk's footprint and foster strategic partnerships within the public sector.



## Aabhinna Suresh Khare joins Nucleus Software as CMO

Nucleus Software has named Aabhinna Suresh Khare as its new Chief Marketing Officer (CMO) to lead global marketing and digital brand transformation efforts. With over 18 years of experience across fintech and consumer-tech sectors, Aabhinna brings deep expertise in building customer-centric, growth-driven brand strategies.

In his new role, Aabhinna will oversee global marketing, drive stakeholder engagement, and evolve the brand to support the company's international expansion. His appointment comes as digital innovation, AI adoption, and trust-based communication become key to enterprise success. Known for aligning marketing initiatives with business goals, Aabhinna has held leadership roles at prominent organizations, where he scaled marketing efforts to support innovation and customer engagement.

This strategic move highlights Nucleus Software's commitment to strengthening its market position and brand relevance amid rapid digital transformation. Aabhinna's leadership is expected to shape a purpose-led, future-ready brand as the company grows across global banking ecosystems.



## Jagdish Mahapatra Joins Google Cloud Security

Google Cloud Security has appointed Jagdish Mahapatra as Chief Revenue Officer (CRO) for the Asia Pacific & Japan (APJ) region. With over two decades of experience in cybersecurity, cloud, and enterprise technology, he brings a proven track record of driving global business growth and innovation.

Based in Singapore, Jagdish transitions to Google from his recent tenure as CRO at ColorTokens Inc., where he led go-to-market strategies across key global markets. At Here, he will focus on accelerating revenue, building strategic alliances, and enhancing customer outcomes—supporting the mission to safeguard enterprise digital transformation amid an evolving threat landscape.

His leadership journey also includes significant contributions at McAfee, where he served as Managing Director for India and SAARC and later directed APAC-wide partner operations exceeding \$150 million. Beyond the boardroom, Jagdish is a TED speaker, angel investor, and advisor to tech startups.

## Meta names Arun Srinivas as Head of India operations

Meta has officially appointed Arun Srinivas as the Managing Director and Head of the company in India effective July 1, following Sandhya Devanathan taking on an expanded role of leading both India and South-East Asia. As part of his new and expanded role, Srinivas will focus on bringing the organisation's business, innovation and revenue priorities together to serve partners and clients, while continuing to support the long-term growth of Meta's business and commitment to India. He will also be responsible for deepening ties with advertisers, developers, and partners in one of Meta's most significant markets. Srinivas will continue to report to Devanathan.

Commenting on the appointment, Devanathan said, "Arun's impressive track record of building high-performing teams, driving product innovation, and fostering strong partnerships makes him the ideal leader to drive Meta's continued investment in the country."

A post-graduate from IIM Kolkata, Srinivas joined Meta in 2020 and currently heads the Ads Business in India, where he has been working on AI, Reels, and Messaging.



## Dell promotes Ravi Bharadwaj as VP, Partner Ecosystem, APJC

Dell Technologies has announced the appointment of Ravi Bharadwaj as Vice President, Partner Ecosystem for Asia Pacific Japan & Greater China (APJC), succeeding Manish Gupta, who recently became President and Managing Director for Dell Technologies India. In his new role, Ravi will lead Global Alliances sales strategy and execution, along with overseeing channel and distribution engagement across the APJC region.

With over two decades at Dell Technologies, Ravi brings deep experience across sales, marketing, business development, and strategic planning. He has held several key regional leadership roles, including APJ Strategy and Business Development Leader and India SMB Leader, where he successfully led transformative initiatives.

Based in Singapore, Ravi most recently served as Regional Vice President & General Manager for OEM | Embedded and Edge Solutions for APJ & Greater China, where he played a critical role in advancing Dell's embedded computing business across the region.



## Sharad Gupta Takes on Director – Channels, India & SAARC at Cohesity

Cohesity has recently appointed Sharad Gupta as Director – Channels for India & SAARC, a strategic move aimed at broadening its reach in enterprise data management. In this highly visible role, Gupta will be responsible for shaping channel strategy, bolstering partnerships with distributors and resellers, and accelerating Cohesity's expansion in India, Sri Lanka, Bangladesh, Nepal, Bhutan, and the Maldives. With over two decades of rich experience in IT and channel ecosystems, Gupta brings deep industry insights to Cohesity. In his new capacity, Gupta will collaborate closely with Cohesity's global channel leadership to drive adoption of the Cohesity Data Cloud across the region. He'll prioritize onboarding and enablement of channel partners, fostering deeper engagement through joint marketing campaigns, sales training, and performance-based incentives. Gupta's appointment aligns with Cohesity's intent to reinforce its channel-first approach in high-growth markets.





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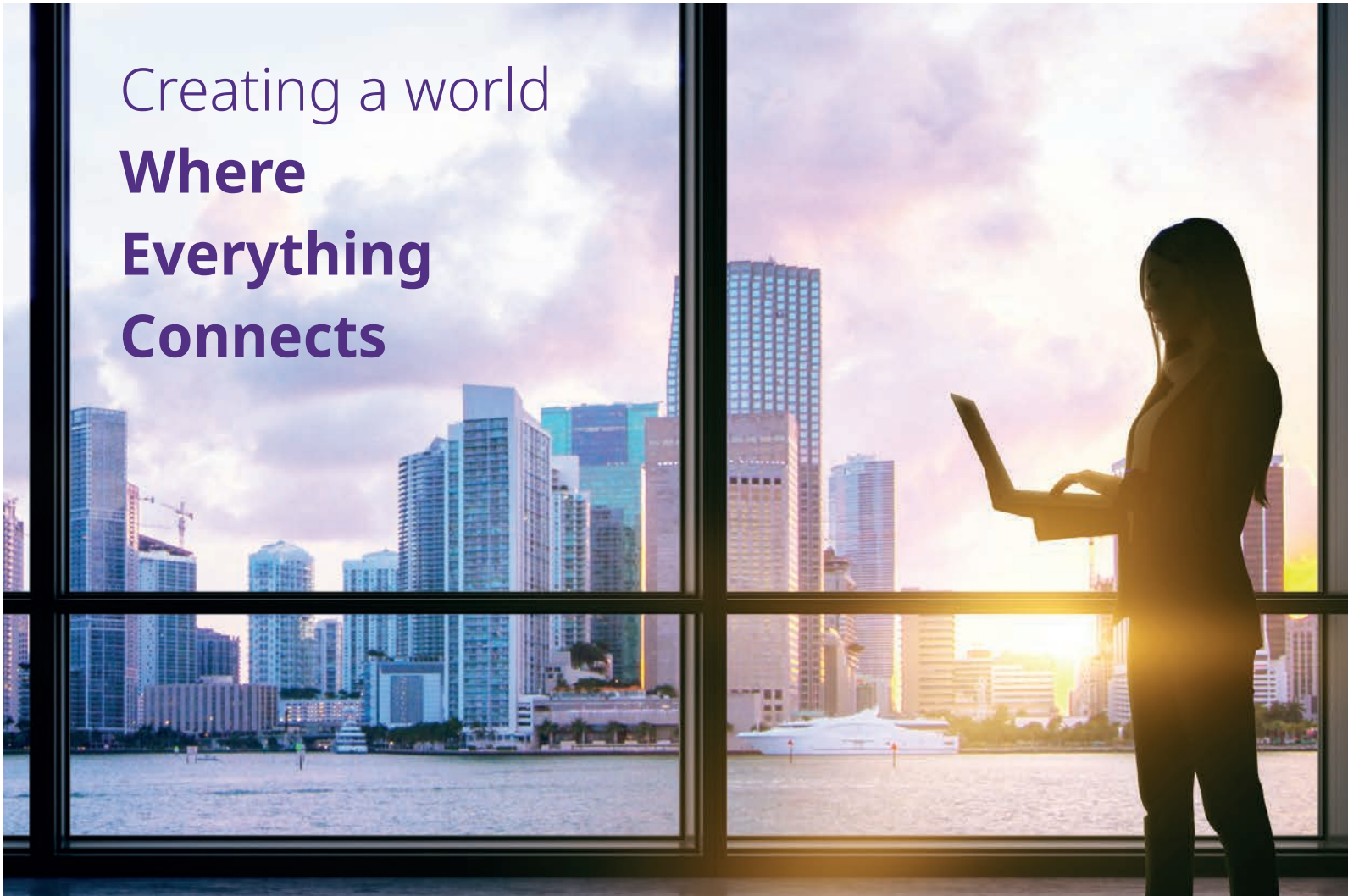
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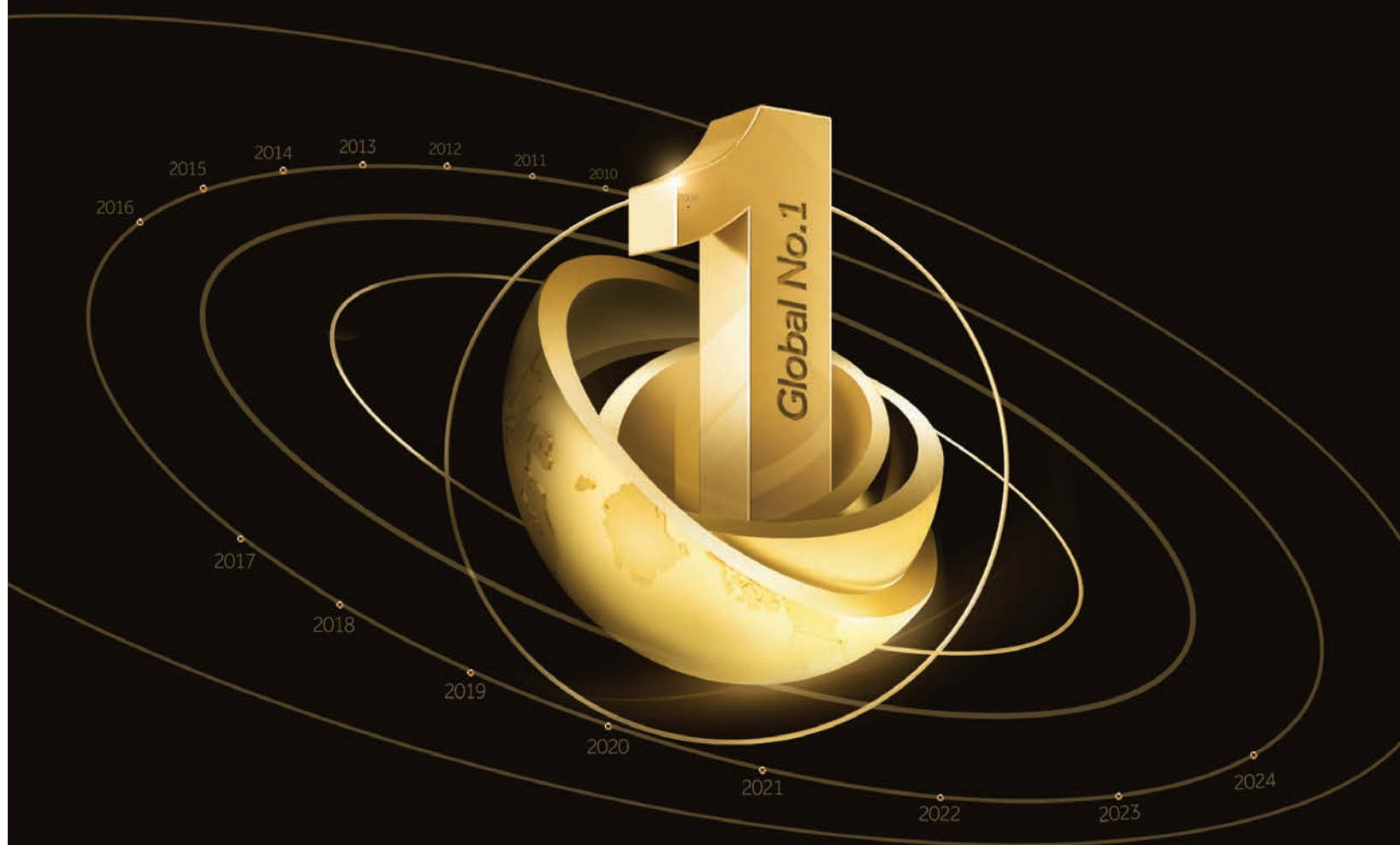


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