

Mphasis felicitates most promising AI startups at NASSCOM Technology & Leadership Forum, 2019

~ *Intello Labs, Uncanny Vision and VideoKen were amongst the three AI startups recognized today*

Bangalore, India, February 21, 2019

[Mphasis](#), (BSE: 526299; NSE: MPHASIS), an Information Technology (IT) solutions provider specializing in cloud and cognitive services, in an effort to advance the AI ecosystem of India, has collaborated with [NASSCOM](#) to felicitate best in class AI start-ups at the NASSCOM Technology & Leadership Forum, 2019 held in Mumbai today. Three AI Startups [VideoKen](#), [Uncanny Vision](#) and [Intello Labs](#), that deliver innovative and intelligent solutions to market, were selected from a pool of 1000 + startups post-rigorous evaluation in a pitch day.

The winners have developed AI-based solutions for three distinct purposes detailed below:

- [VideoKen](#) works on transforming video watching experience for consumers by providing rich informative video content with the help of Big Data analytics, Machine Learning, and Artificial Intelligence to drive better user engagement
- [Uncanny Vision](#) – has developed an AI-based ANPR system, to recognize vehicle number plates for smart cities, smart parking and smart highways that is rapidly gaining success across the country due to a 95 % accuracy rate
- [Intello Labs](#) has created a solution that assesses the quality of food products including - fruits, vegetables, spices, and wheat. The solution can identify defects in food substances

“Hyper-personalization is redefining how consumers experience services today and AI is at the core of this reality. We are excited to collaborate with NASSCOM, to not only recognize the talent that is bringing futuristic technologies to market but is also innovating with the customer at the heart of the solution. The participation from hundreds of startups in the space was inspiring and we are hopeful that such bright startups gets more opportunities to showcase and get the desired support to scale,” said **Nitin Rakesh, CEO, Mphasis**.

“The startup landscape in India has observed unparalleled development with a host of new entrants developing innovative solutions that enterprises are keen to invest in, providing the much-needed tailwind for AI adoption in India. To sustain and further this growth, it is imperative to identify and nurture talent from ground zero and help them bring their solutions to market with the right amount of guidance and support. Our collaboration with Mphasis is one step towards the bigger goal of establishing India as a leading AI hub of the world and we are confident that this partnership will go a long way in creating a world-class AI ecosystem in the country,” said **Debjani Ghosh, President, NASSCOM**.

About Mphasis

Mphasis (BSE: 526299; NSE: MPHASIS) enables customers to reimagine their digital future by applying a unique formula of integrated cloud and cognitive technology. Mphasis X2C²™ formula for success, (shift anything to cloud and power everything with cognitive), drives five dimensions of business value with an integrated consumer-centric Front to Back Digital Transformation, enabling Business Operations and Technology Transformation. Mphasis applies advancements in cognitive and cloud to traditional application and infrastructure services to bring much needed efficiency and cost effectiveness. Mphasis’ core reference architectures and tools, combined with domain expertise and hyper specialization are the foundation for building strong relationships with marquee customers. Click [here](#) to know more.

About NASSCOM

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industries in India. NASSCOM is a global trade body with more than 2100 members, which include both Indian and multinational companies that have a presence in

India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPO services, e-commerce & web services, engineering services and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs over 3.5 million professionals.

| | |
|---|---|
| For further information, please contact: Deepa Nagraj Mphasis Corporate Communications deepa.nagaraj@mphasis.com +1 (347) 268-0661 +1 (646) 424-5160 +91 9845 256 283 Sumana Bhat Mphasis Corporate Communications Sumana.bhat@mphasis.com 09902980980 | Kavita Doshi NASSCOM +911204990200 kavita@nasscom.in |
|---|---|