

India's Generative AI Startup Landscape 2024

October 2024



Leader's Note



In the span of a year since our inaugural report Nasscom Generative AI Startup Landscape in India 2023, we have witnessed a seismic shift in the landscape, a wave of product launches has significantly raised the bar, redefining industry benchmarks and new focus areas in the generative AI companies have emerged globally such as managed LLM, Data Layer and frameworks.

Nasscom Generative AI Landscape report 2024 is the next edition of the report, speaks volume about the ecosystem dynamism. Indian GenAI Startup ecosystem has grown by 3.6X in count, with over \$758 Mn in cumulative funding. There is a significant change in terms of the number and funding of Infrastructure companies that has arrived since the inaugural report. But the funding growth is highly concentrated with only few GenAI Native Startups leading the charge with bigger funding rounds. Over 78% of GenAI startups that are also beginning to generate revenues but are range bound below \$100K.

In preparing this edition of the Landscape Report, we have interviewed and surveyed more than 110+ startups and researched nearly 240+ active startups. This edition of Nasscom Generative AI Landscape report 2024 shares global and explores overall Indian numbers and funding landscape as well as covering startup challenges. We have offered some strategic recommendations for stakeholders across the ecosystem to foster sustainable growth and unlock India's full potential in this GenAI.

We hope you find this edition informative. Do write to us with your feedback, thoughts, and queries at research@nasscom.in

Achyuta Ghosh

Senior Director and
Head of Research
Nasscom



Contents

01	Executive Summary	05	02	GenAI Evolution: CY2023 - H1 CY2024	10	03	Global GenAI Startup Landscape - H1 CY2023 - H1 CY2024 Trends	15
04	Indian GenAI Startup Landscape - H1 CY2023 - H1 CY2024 Trends	23	05	Indian GenAI Startup Landscape - Thematic Trends	38	06	Indian GenAI Startup Landscape - Ecosystem Readiness and Recommendations	47
07	Select Indian GenAI Startup Case Studies	52	08	Appendix	67			



1

Executive Summary

Executive summary - Global GenAI startup landscape 2024

I. GenAI Technology Continues to Evolve Rapidly

Generative AI (GenAI) has evolved at a faster rate since launch in late 2022, than any other digital tech till date

- Global GenAI startups have managed to keep pace with product innovation and diversification despite funding volatility during the last 18 months.
- New GenAI stack layers of managed LLMs, optimization frameworks (RAGs), and data services emerged since H2 CY2023 promising contextualization and faster adoption.



II. Continued Growth in Investments and Startup Creation Since H1 CY2023

Phenomenal 5X count increase, 2.3X funding growth, and 2.7X jump in GenAI unicorns reported since H1 CY2023

- With 2900+ global GenAI startups and 40+ unicorns by H1 CY2024, significant action across more diverse geographic regions, particularly APAC.
- Although less consistent, funding fluctuated from \$15 Bn in H1 CY2023, down to \$5 Bn in H2 and back to \$15 Bn in H1 CY2024 as growth and late-stage funding kicked in.



III. Majority Funding into Models, Led by BigTechs

Large model makers decisively dominated funding as they spun newer, larger, multimodal models through the year

- 77% of global GenAI funding went to models, 90% of which was invested in just three startups – OpenAI, Anthropic, and Inflection, as BigTech dominated PE/VCS
- 38 startups managed investments exceeding \$100 Mn per startup per round, and other than model makers, innovative concepts in biomedical engineering and therapeutics gained



IV. Global GenAI Startup Ecosystems Getting Increasingly Competitive

Across top six global economies leading GenAI adoption, US ranked first, followed by UK, EU, Japan, Israel, and India

- While US, EU, and increasingly, Japan, focus on IP differentiation, Israel and UK have ensured patient capital to its small but focused GenAI startup ecosystem.
- India has emerged a strong player, having registered 2X growth in share of GenAI startups and an overall 4th rank among the top invested economies.



Source: nasscom analysis



Executive summary - Indian GenAI startup landscape in 2024

I. Growth in Indian GenAI Startup Base and Maturity Since H1 CY2023

3.6X growth in India's GenAI startup base, from 66+ in H1 CY2023 to 240+ in H1 CY2024

- All encompassing growth- from zero to 17+ native LLMs, 3.2X rise in applications, and 4.6X increase in services
- 80% of the increase in applications due to GenAI assistants
- Demand for customizable enterprise platforms drives demand
- Growth in innovative GenAI startups, in areas of drug discovery, brain mapping, etc., however stayed flat



II. Growth in Funding Affected Due to Fewer Investors, Fund Limits

Tepid funding increase of 1.25X for Indian GenAI startups since H1 CY2023

- Net funding addition of \$152 Mn+ since H1 CY2023, cumulative funding grows over \$750 Mn since 2023
- Funding limited to early stages of seed and series A rounds, with no growth or late-stage activity, unlike global funding landscape
- 2 startups accounted for 63% of total funding raised in last 12 months, while 40% startups have stayed unfunded



III. Majority Funding into Models, Led by Domestic PE/VCs

74% of overall investor mix in India today comprises domestic PE/VCs

- 71% of net new investments went to native models, a handful garnering \$50 Mn+ rounds
- GenAI applications category funding, however, rose just 1.2% due to volume-value gap in GenAI assistants
- Services startups saw an impressive 25% share within a year, specifically in vertical Martech and Retailtech sectors



IV. 3-in-4 Startups Have Started to Experience Revenue Generation

Nearly 75% GenAI startups in H1 CY2024 report revenue generation

- In H1 CY2023, this share was just about 22%
- However, ~80% startups report earning less than \$100K
- 56% of current revenue is from India, although startups are preparing for a larger share from global sources
- Pivoted conversational AI models and industry-focused native GenAI applications report higher revenue



Source: nasscom analysis



Executive summary – Thematic trends of Indian GenAI Startups in 2024

I. Tech Stack Diversifies and Deepens

Broad-based growth in GenAI startups across infrastructure, applications, and services

- 17+ Indic and vertical **models** launched within a year across varied model sizes and focus.
- **GenAI assistants** have also grown 4X in count to 130+ startups, majority of which are pivoted.
- Interest in **productivity-enhancing GenAI applications**, particularly coding companions and workflow augmentation tools, drove count up from 20 to 45, and 2X rise in funding.
- In **GenAI services segment**, three major concepts have emerged – GenAI-as-a-service, enterprise platforms, and data-as-a-service. Funding limited to a few.



II. Growth for Native and Pivoted Startups

Current mix of GenAI startups is beginning to see a larger share of pivoted startups by count, natives by funding

- **Pivoted startups**, having grown from 27% of the mix in 2023 to 47% in 2024, have integrated GenAI into existing AI offerings, primarily virtual assistants.
- **Majority funding** is still moving into native startups that drew over \$100 Mn+ or 70% of net funding addition.
- **Native startups** draw from the novelty of business models, IP creation, and technically skilled founding teams.
- **Pivoted startups**, having also invited fresh funds, exploit existing GTM for quick market entry.



III. 4 in 5 GenAI Startups in Established Tech Hubs

Established hubs continue to be top location preference, but several emerging hubs are evolving fast

- 82% of GenAI startups in India are in the **top five established hubs** of Bengaluru, Delhi, Mumbai, Hyderabad, and Chennai
- **Bengaluru** accounts for the highest share at 43%
- **Share of emerging hubs** has risen to 18%, with Ahmedabad, Lucknow, Surat and Kolkata leading
- There is **no discernible differences in choice of business model or tech stack** focus for startups in established or emerging tech hubs



Executive summary – Ecosystem challenges and recommendations

I. Challenges for GenAI Startups Shifting with Tech and Adoption Evolution

GenAI startups report lack of patient capital, customer reticence towards GenAI, and lack of skilled AI talent as the top three challenges to GenAI growth

- **Shifts in challenges since 2023** reflect the evolving nature of technology and adoption.
- Worth noting is the **relative diminishing of lack of high-quality training data reported as a top issue in 2023**, likely as companies plan closed-context models needing smaller datasets.
- **Responsible AI also declined in significance** despite enterprise customers citing it as a major consideration in adopting GenAI.
- **Client reticence**, due to a combination of regulatory and trust factors, was cited.



II. Industry Partnerships Key for GenAI Startups' GTM and Innovation

GenAI startups prefer partnerships as the “make or break” factor for their marketing and innovation strategy

- **56% prefer partnerships with large enterprises**, 39% prefer academia and 22% favor government research labs
- **Go-to-market is the key benefit** with access to customer base, channels, and expert product-fit guidance
- **Alignment on innovation and R&D**, however, is a major struggle and startups' topmost ask from the industry
- **Nasscom's GenAI Foundry** aims to bridge this expectations gap through industry-guided cohorts of GenAI startups exclusively mentored and supported through their commercialization journey



III. Growing India's GenAI Startups Will Need Speed, Co-Innovation and Trust

Ecosystem support and ability of startups to co-innovate rapidly will be key to positioning India as a global GenAI leader

- **Startups** should establish early industry partnerships to get expert AI talent access and co-innovate quickly.
- **Investors** must seek promising whitespace concepts able to work within RAI guidelines and with some high risk-high reward potential.
- **Industry** should work to build collective infrastructure, evangelize RAI, and establish success metrics for GenAI.
- **Governments** need to make IndiaAI mission a time-bound success, by investing in the India AI stack, bringing AI expert talent into India and building our native talent pipeline.

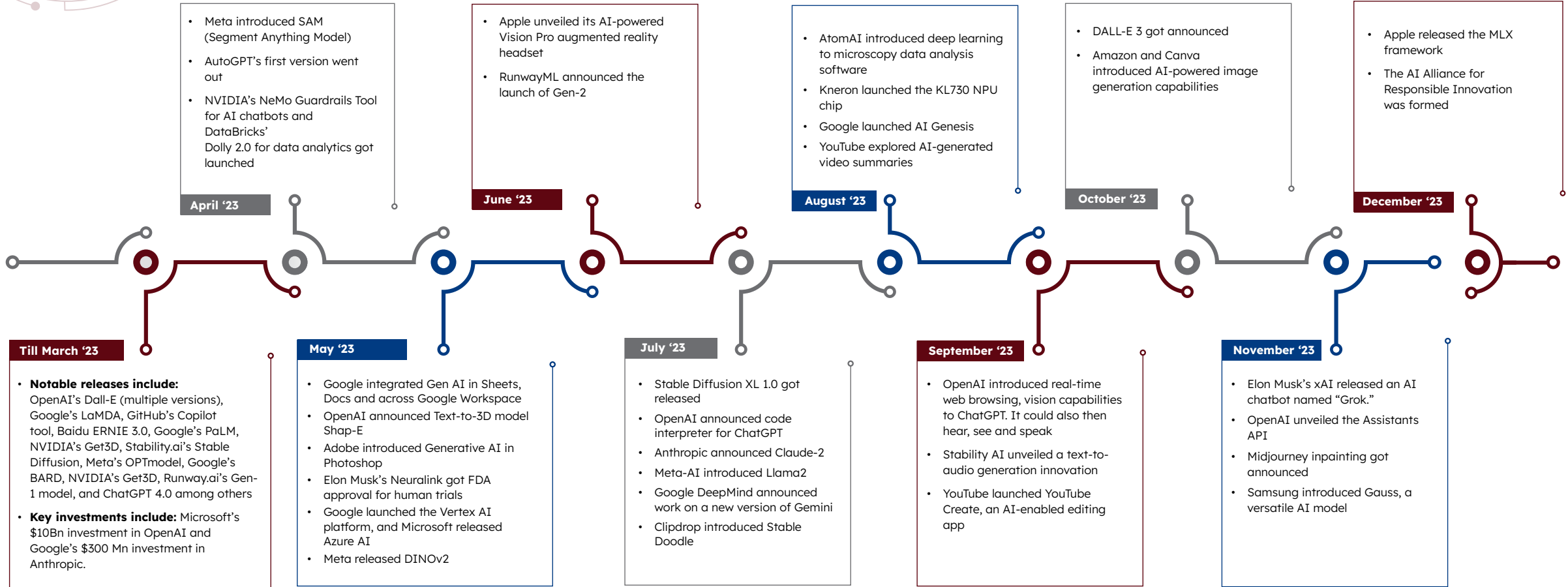


2

GenAI Evolution: CY2023 – H1 CY2024

1. GenAI evolution timeline since 2023
2. GenAI tech categorization into infrastructure, applications, and services
3. Current global GenAI tech stack

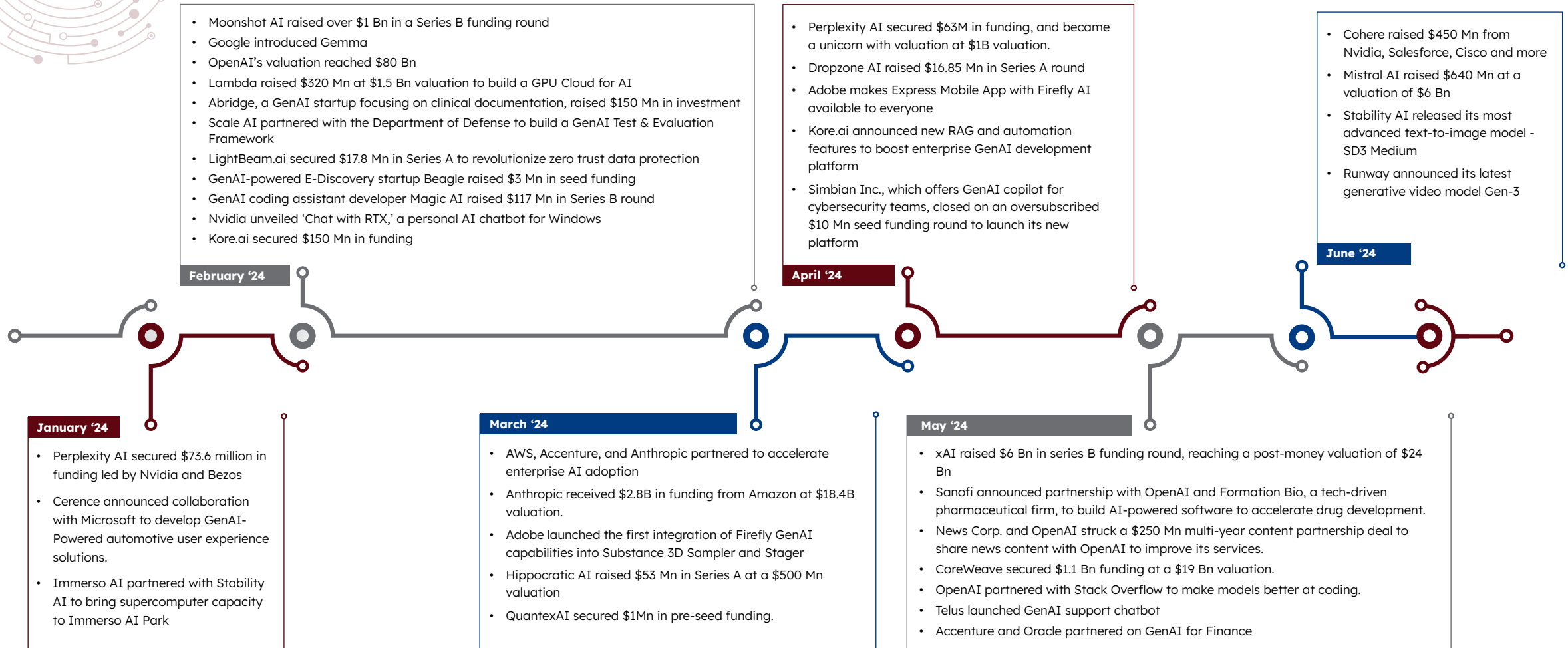
Global Generative AI Timeline – Primary focus on product releases in H2 CY 2023



Sources: Intellizence, Inc., nasscom analysis



Global GenAI Timeline – Primary focus on funding in H1 CY 2024





GenAI solutions' categorization in the study

Services

GenAI-as-a-Service, GenAI Development and/or Orchestration Platforms, Managed LLMs, LLMOps, Data-as-a-Service, GenAI-powered Visualization

Applications

Assistants: GenAI Text or Voice Bots, Content Interpretation, Summarization and/or generation, Code Interpretation, Translation, Generation and/or Testing

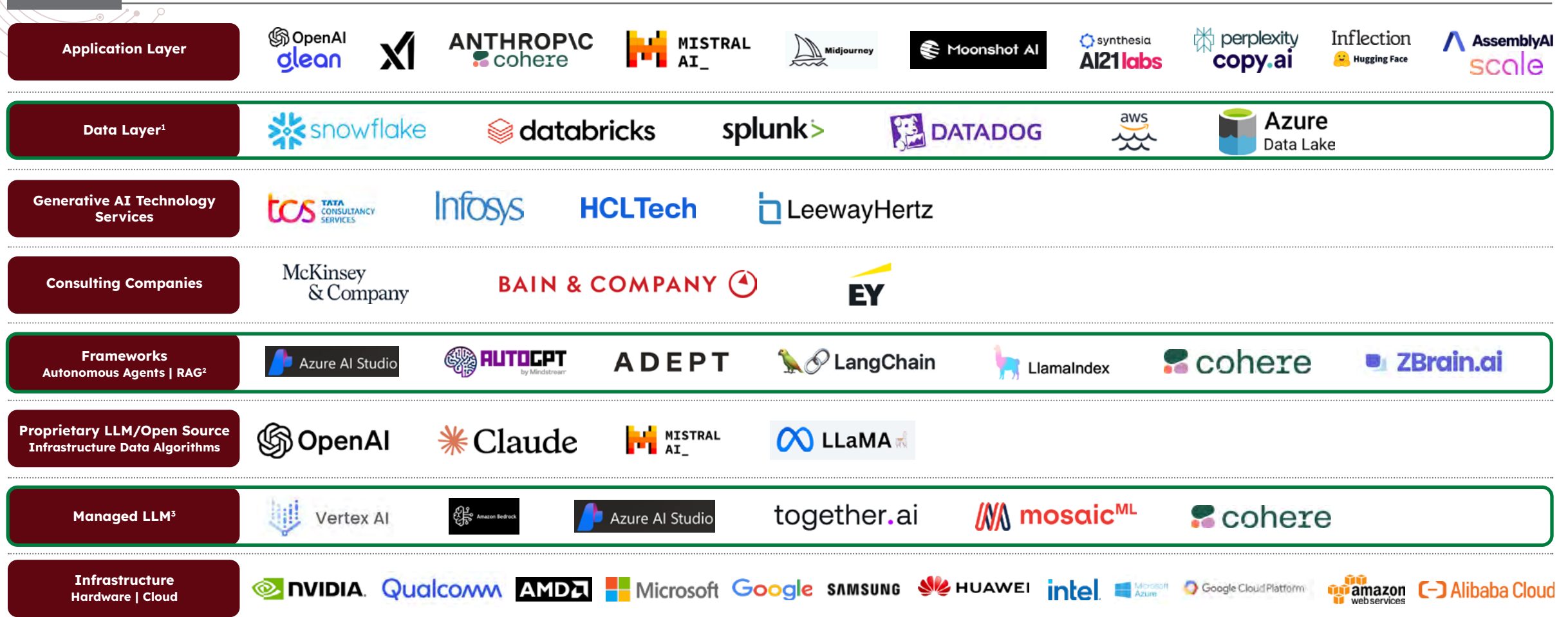
Productivity: GenAI-led Recommendation Engines, Process Workflow Augmentation, GenAI Agents

Innovative: Drug Discovery, Drug Synthesis, Molecular Analysis, Brain Study, Genetic Mapping, R&D Design and Prototyping, AI-powered Chip Design (software), etc.

Infrastructure

Foundational Models, Large language Models (LLMs), Large Action Models (LAMs), Small Language Models (SLMs), Chips, Security on Chips (SoC)

Managed LLMs, frameworks, and data services have emerged as new GenAI stack layers as the tech evolves and deepens



 New Layer Added in CY2024

Sources: LeewayHertz, Tracxn, Nasscom analysis

Notes: (1) These are data and analytics companies which provide a range of solutions for storing, processing, analyzing, and monitoring data. (2) Autonomous Agents are AI systems designed to perform tasks independently, often using large language models (LLMs) to understand and generate human-like text. These agents can interact with users, make decisions, and execute tasks without continuous human intervention. RAG is a framework that enhances the capabilities of LLMs by integrating external data retrieval. This approach allows the AI to access and incorporate specific, up-to-date information from external sources, improving the accuracy and relevance of its responses. (3) Managed LLM companies provide pre-trained language models as a service. These platforms handle the complexities of model training, scaling, and maintenance, allowing users to leverage powerful AI capabilities without needing deep expertise in machine learning or extensive computational resources.

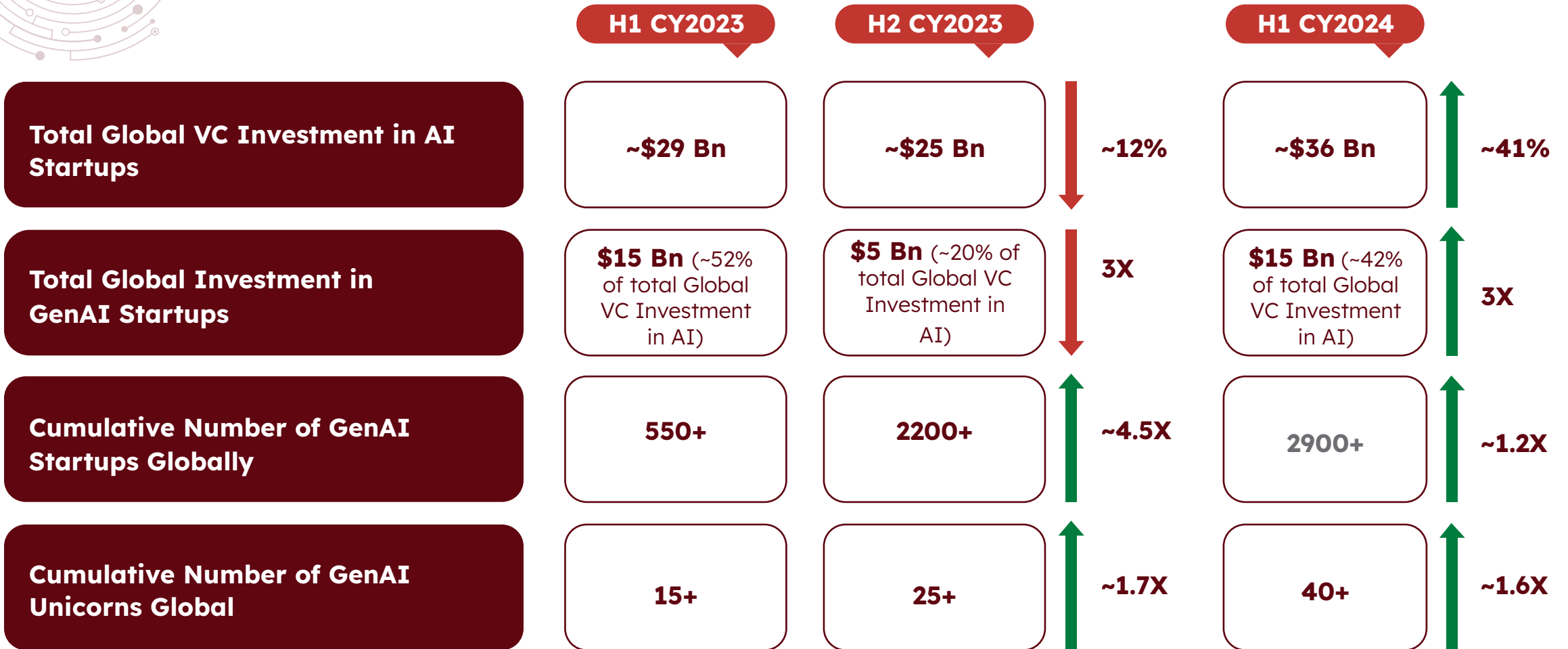
3

Global GenAI Startup Landscape: H1 CY2023 – H1 CY2024 Trends

1. Snapshot of global GenAI startup landscape evolution through H1 CY2024
2. Growth trends of global GenAI startups, by count and region
3. Growth trends in global GenAI startups, by funding, stages, and focus areas
4. Top \$100 Mn+ investments and global GenAI unicorns
5. Benchmarking of top six global economies invested in GenAI startup ecosystem



Global GenAI landscape evolution – H1 CY2023 till H1 CY2024

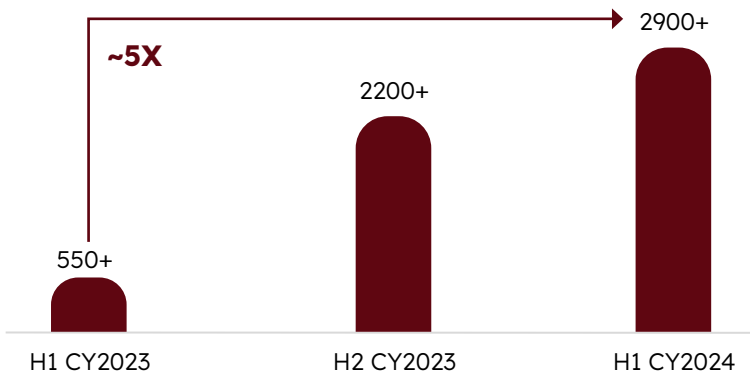


Sources: Crunchbase, CB Insights, Tracxn, nasscom analysis



Global GenAI startups grew 5X between H1 CY2023 and H1 CY2024; India's share up 2X

Cumulative Number of Global GenAI Startups



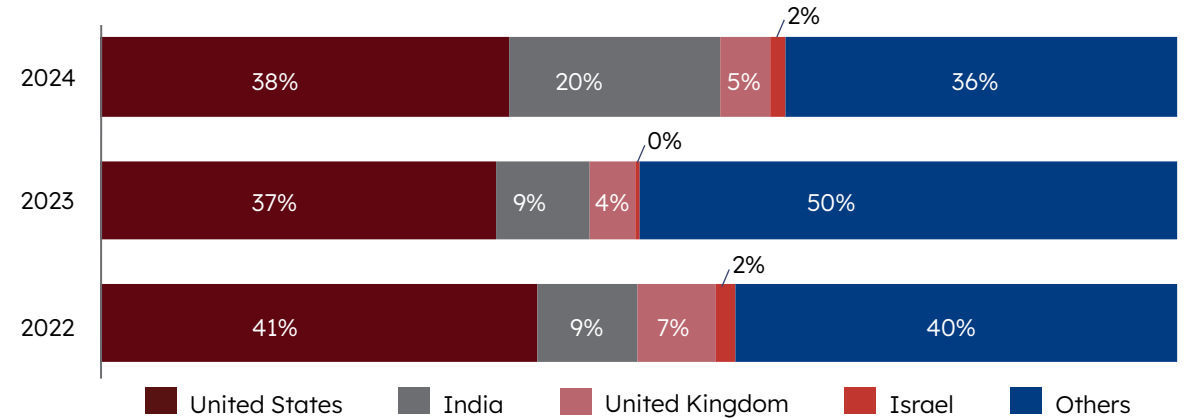
Illustrative

Select GenAI Startups Founded since CY2023



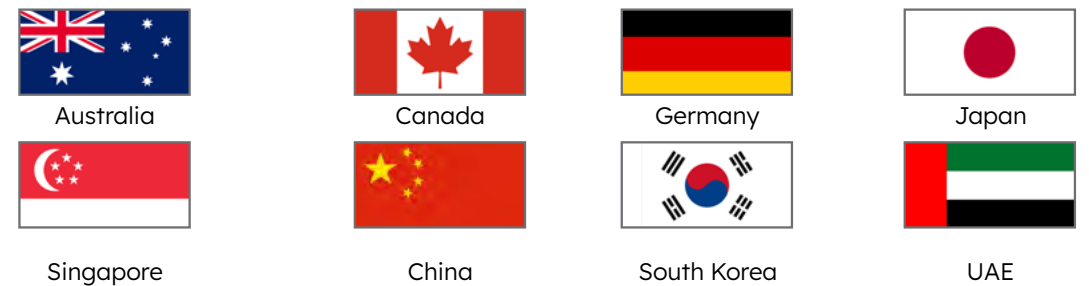
Sources: Tracxn, nasscom analysis

Distribution of GenAI Startups by Country of Origin



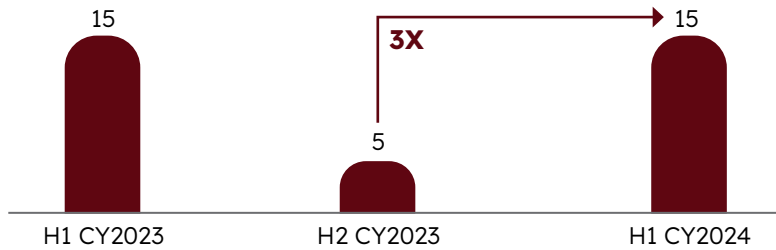
Illustrative

Other Emerging GenAI Startup Hubs

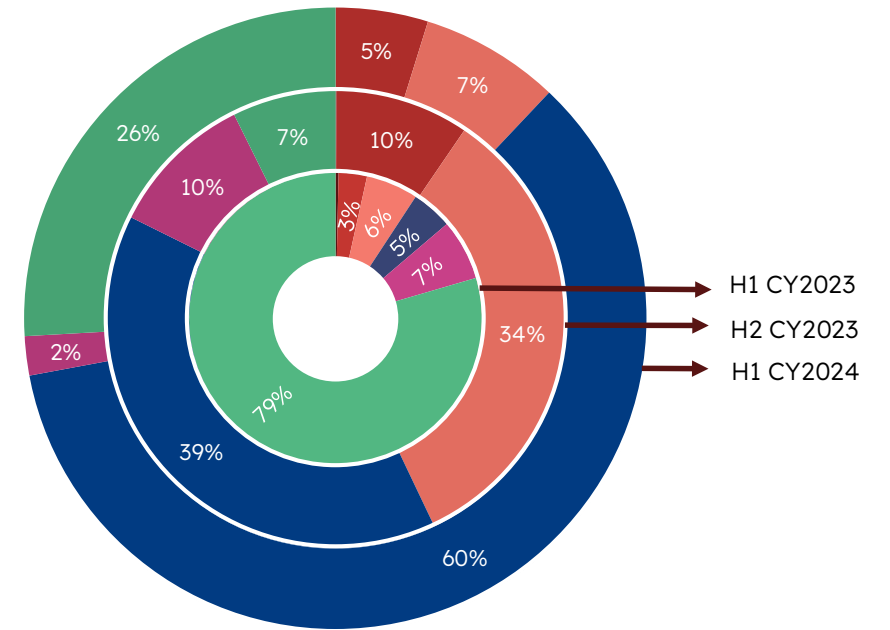


Global investments in GenAI startups bounced back sharply in H1 CY2024, led by ~90% funding in series B and above rounds

Global Gen AI Startup Investment, in USD Bn



Distribution of Global GenAI Startup Investment, by Round



Select Global GenAI Startup Investors, by Total Invested Amount

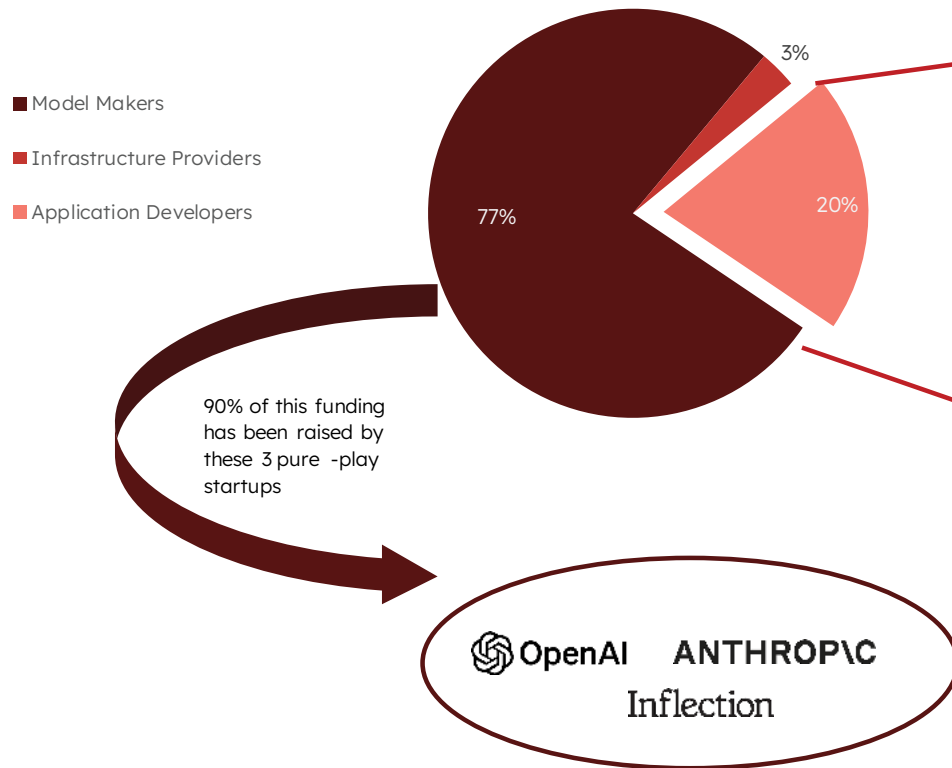
Andreessen Horowitz	SERIES A	Antler	SEED
Sequoia Capital	SERIES A	Coatue Management	SERIES B
Lightspeed Venture Partners	SERIES A	Amplify Partners	SERIES A
Khosla Ventures	SERIES A	Tiger Global Management	SERIES B
Accel	SERIES A	SV Angel	SEED

Sources: Tracxn, Dealroom, nasscom Analysis

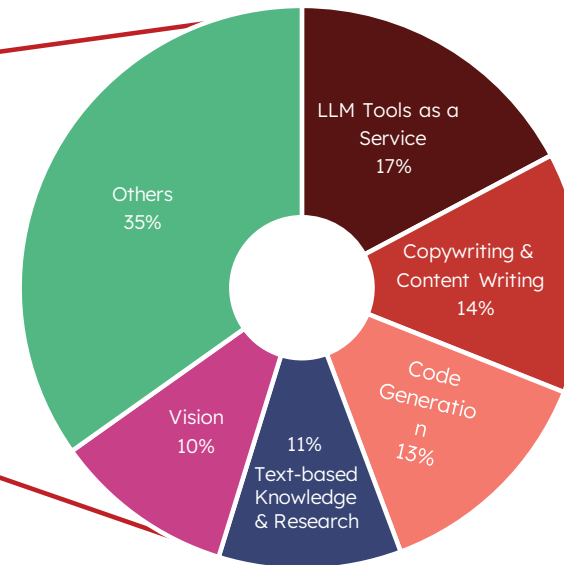


Majority funding in GenAI continues to be directed toward bigger models backed by BigTechs like Microsoft, Google, Meta, and Amazon

Global GenAI Funding Distribution, by Focus Area



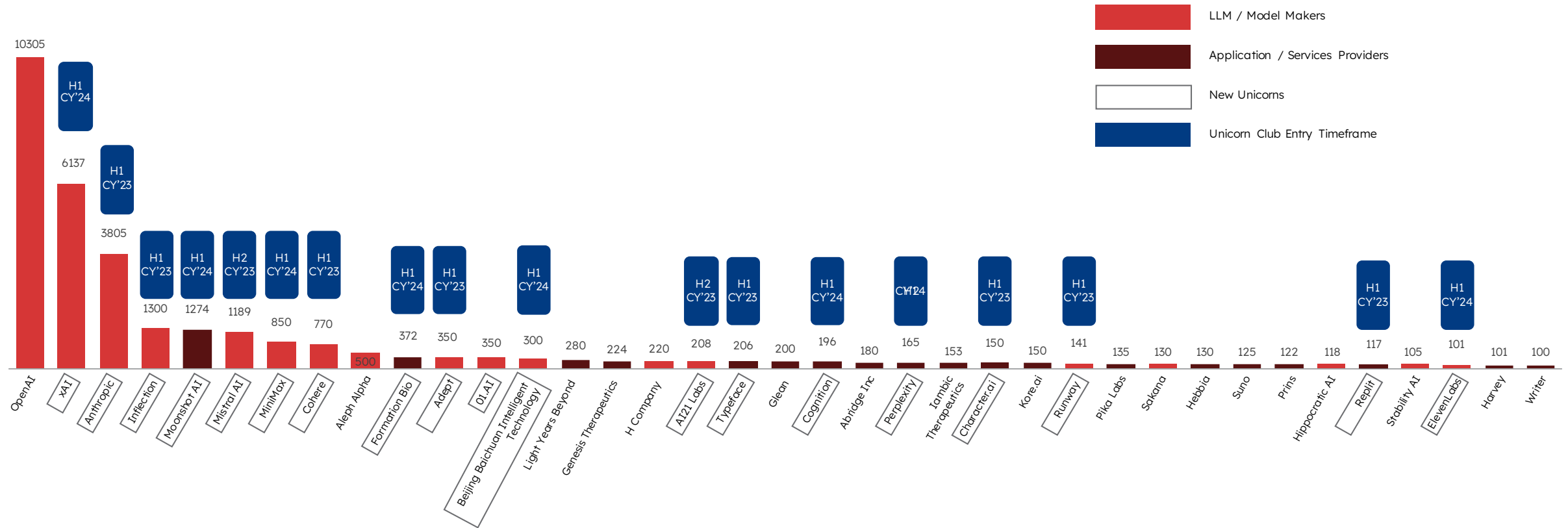
Breakdown of Funding in GenAI Applications



Sources: Dealroom, S&P Global, nasscom analysis

38 GenAI startups raised \$100 Mn or more between H1 CY2023 and H1 CY2024; with 18 of them becoming unicorns¹

Total Funding is in USD Mn



Sources: Tracxn, nasscom analysis

Note: (1) There are other unicorns as well in the global GenAI space, - OpenAI, Stability AI, Glean, Synthesia, Beijing Baichuan Intelligent Technology, and Krutrim among others. However, they have not been mentioned here either because they did not raise \$100 Mn or more between H1 CY2023 and H1 CY2024, or because they became Unicorns outside this timeframe. Aleph Alpha has not publicly disclosed its valuation; hence it has not been highlighted.



Despite 2X increase in the share of global GenAI startups, India ranks 6th among the top six economies due to low country AI readiness and very low funding

Country	Rank ¹	Country AI Readiness ²	Number of Generative AI Startups (Relative Market Share) ³	Avg. Y-o-Y Growth in the Total Number of Gen AI Startups	Share of Gen AI Startups in AI Startups	Total Generative AI Funding (Relative Market Share) ⁴	Median Generative AI Investment Size	Share of Gen AI Investments in AI Investments	Number of Generative AI Patents (Relative Market Share) ⁵
USA	1	High	High	Medium	Medium	High	Medium	High	High
UK	2	Medium	Medium	High	Medium	Medium	High	Medium	Medium
Japan	3	Medium	Low	High	High	Low	Low	Low	Medium
Israel	4	Low	Low	Low	Medium	High	High	Medium	Low
EU	5	Medium	High	Medium	Low	High	Medium	High	High
India	6	Low	High	High	Medium	Medium	Low	Medium	Medium

Relative parameters Intensity **Low** **High**

Source: Tracxn, Oxford Insights, OECD, WIPO, nasscom analysis

(1) This benchmarking analysis is valid for the 18-month period covering CY2023 and H1 CY2024. Parameters have been assigned weights based on relative importance in today's GenAI adoption context and are likely to change in terms of relevance to GenAI growth in future editions of this study. Higher weightages given to Country AI Readiness, Median GenAI Investment Size (average investment size can be skewed due to large but few multi-million deals), and Number of GenAI Patents (nascent but critical aspect in the progress of GenAI).

(2) Oxford Insights's Government AI Readiness Index 2023 tracks three pillars - Government AI Readiness, Technology Sector AI Readiness, and Data and Infrastructure AI Readiness - that have combined with equal weightages to create the composite Country AI Readiness parameter.

(3), (4), (5) Relative market share benchmarked against the leading country for the respective parameter. Since GenAI is fast evolving and the adoption spread across countries is large, RMS helps neutralize the skews due to different market size, baseline market maturity in tech adoption, and innovation propensity (also impacted by a nation's AI readiness) to assess relative performance





Top six global GenAI ecosystems compared across volume, funding, and innovation trends since 2023

Country	Country AI Readiness	Total Generative AI Funding (in USD Bn)	Median Generative AI Investment Size	Number of Generative AI Patents	Number of Generative AI Startups	Avg. Y-o-Y Growth in the Total Number of Gen AI Startups	Share of Gen AI Startups in AI Startups	Share of Gen AI Investments in AI Investments
USA	84.8	28+	5.3	5300+	1000+	42%	4%	30%
UK	78.6	0.8+	21.0	550+	150+	39%	3%	4%
Japan	75.1	0.2+	0.8	2000+	45+	41%	6%	2%
Israel	65.5	1+	17.0	200+	45+	15%	3%	15%
EU	70.9	2.7+	2.3	1700+	280+	29%	2%	7%
India	62.6	0.7+	0.5	750+	230+	52%	3%	5%

Sources: Tracxn, OECD, WIPO, nasscom analysis

Notes: (1) Patent data considered is for the years 2019-2023.



4

Indian GenAI Startup Landscape - H1 CY2023 - H1 CY2024 Trends

1. Snapshot of Indian GenAI startup landscape evolution through H1 CY2024
2. Current Indian GenAI tech stack
3. Growth trends of Indian GenAI startups, by count
4. Growth trends in Indian GenAI startups, by funding
5. Trends in funding stages and investor type
6. Trends in native vs. pivoted segments
7. Revenue generation trends in H1 CY2024

Indian GenAI landscape evolution between H1 CY2023 and H1 CY2024

	H1 CY2023	H2 CY2023		H1 CY2024	
Total Cumulative Indian Investment in AI	\$8.54 Bn +	\$9.40 Bn +	↑ ~10%	\$10.59 Bn+	↑ ~13%
Total Cumulative Indian Investment in GenAI	\$608 Mn +	\$678 Mn+	↑ ~11.5%	\$758 Mn+	↑ ~11.8%
Total Cumulative Number of GenAI Startups in India	66+	135+	↑ ~2X	240+	↑ ~1.8X
Cumulative GenAI Foundational Model	0	4+	↑	17+	↑ ~4X
Total Number of GenAI Unicorns in India	0	0		1	↑

Sources: Tracxn, nasscom analysis



India's GenAI tech stack: Several native LLMs and data services have emerged since H1 CY2024



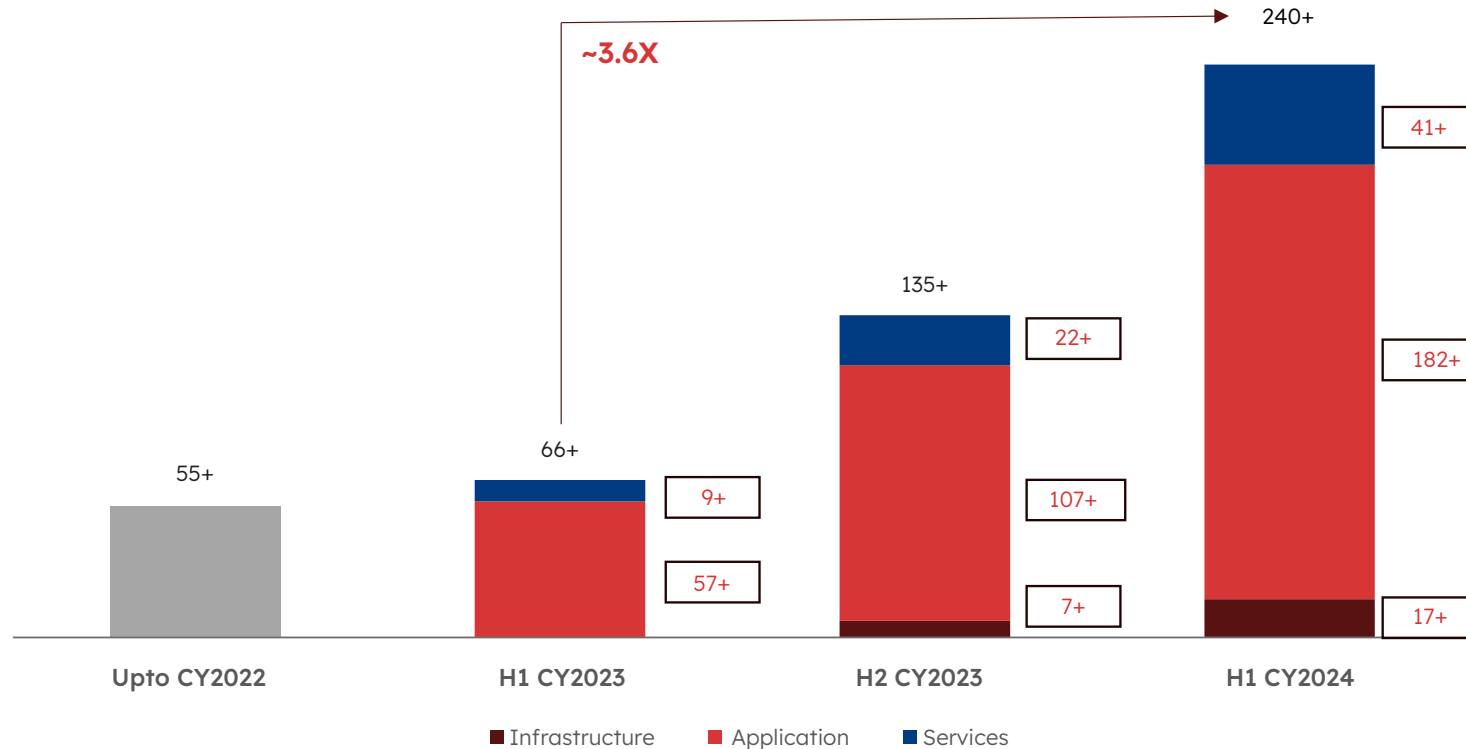
 New Layer Added in CY2024

Sources: nasscom analysis



Indian GenAI startups record an impressive 3.6X count growth between H1 CY2023 and H1 CY2024, although lower than global growth in the same period

Cumulative Growth in Indian GenAI Startups, by count



Sources: Tracxn, nasscom analysis



Surge in GenAI startups in last one year has been broad-based spanning all three categories

Infrastructure

From zero to 17+ infrastructure GenAI startups

- **India develops native LLMs:** India's first set of native language models emerge in H2 CY2023
- **Indic language models emerge in H1 CY2024:** 2.4X growth in infrastructure GenAI startups since H2 CY2023 with more Indic language models
- **Indian models built on top of existing foundational models:** 80% Indian LLMs train foundational models on Indian languages and dialects

Select startups founded since H2 CY2023

sarvam.ai

KRUTRIM
India's own AI

Applications

Major surge in assistants drives up GenAI applications

- **Adoption of vertical models rises:** The 3.2X increase in number of application GenAI Startups since H1 CY2023 reflects widespread verticalization of early foundation models
- **Assistants are the most popular use case:** 55% of the current GenAI startups in India provide GenAI-enabled assistants, mainly for employee services, followed by customer service and support functions

Select startups founded since H2 CY2023

ZEKO AI

Meritic

Services

Services grow as rapid GenAI evolutions push companies to seek expertise

- **GenAI-as-a-service and enterprise platforms prominent models:** Both B2B and B2B2C models are consuming GenAI services.
- **Emergent business models yet robust growth in number of startups:** 4.6X increase in the number of services GenAI startups, albeit from a smaller base, as GenAI usage spreads beyond traditional AI consumers

Select startups founded since H2 CY2023

m meerkats.ai

NURIX

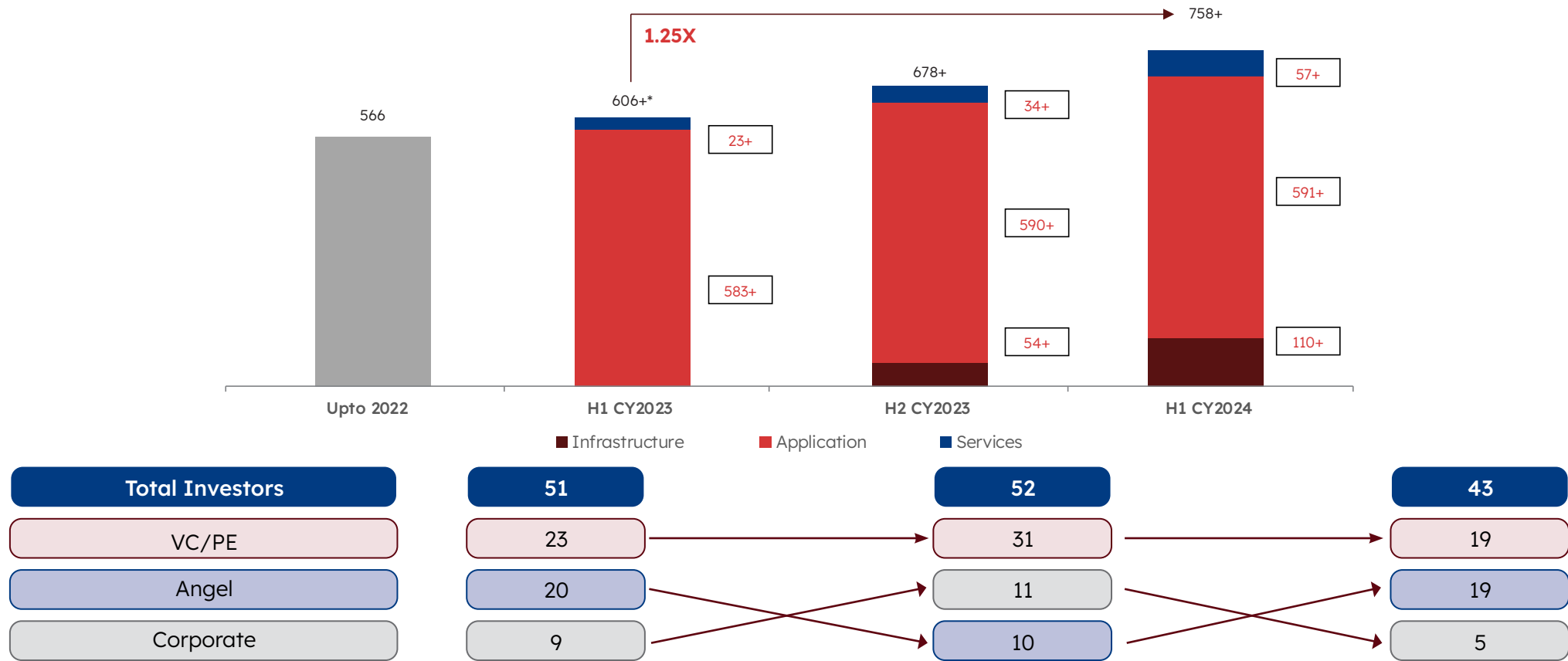
Note: Refer slide 11 for nasscom categorization of startup business models into Infrastructure, Applications, and Services.

Sources: Tracxn, nasscom analysis



Contrarily, cumulative funding in Indian GenAI startups in this period grew by 1.25X, 50% lower than global, and was ~2% of total global funding since 2023

Investment Growth in Indian GenAI Startups (In \$ Mn)



*Nasscom's June 2023 GenAI Startup Landscape in India report covered H1 CY2023 investment data till end of May, totalling \$598Mn.

Sources: Tracxn, nasscom analysis



Despite tepid growth in overall GenAI funding, pockets of high-ticket investments in native LLMs and certain services startups stand out

Infrastructure

71% of the net new GenAI investments since H1 CY2023 have gone into 17+ infrastructure startups

- **Models draw majority funding:** Of the \$110+ Mn funding into infrastructure, ~90% has gone into model makers, particularly Krutrim and Sarvam
- **Domestic investors rise:** Major investors include domestic VC/PE firms, such as Z47, Lightspeed Ventures and PeakXV Partners

Select top funded startups in H1 CY2024

KRUTRIM
India's own AI

GPU.NET

Application

Massive fall from the meteoric funding spree of H1 CY2023 as assistants rise in volume but not value

- **Dismal 1.2% increase after monumental H1 CY2023 funding:** Just \$7 Mn added over a year through H1 CY2024 across 180+ startups
- **Majority assistants go unfunded, skewing the funding math:** From ~\$10 Mn per applications startup down to \$3.2 Mn in H1 CY2024. This is despite global investors, such as Tiger Global and Fidelity Investments, in the fray

Select top funded startups in H1 CY2024

ORBO

VODIX

Services

Strong growth of services startup funding accounting for 25% of net addition since H1 CY2023

- **Funding doubles but concentrated into 2-3 deals:** Funding in services grows by \$10 Mn in H2 CY2023 and \$23 Mn in H1 CY2024, with 90% invested in GenAI enterprise platforms, such as Neysa and Contlo
- **PE/VCS drive majority funding in services GenAI startups:** Top Investors are Z47, Kae Capital, Blume Ventures

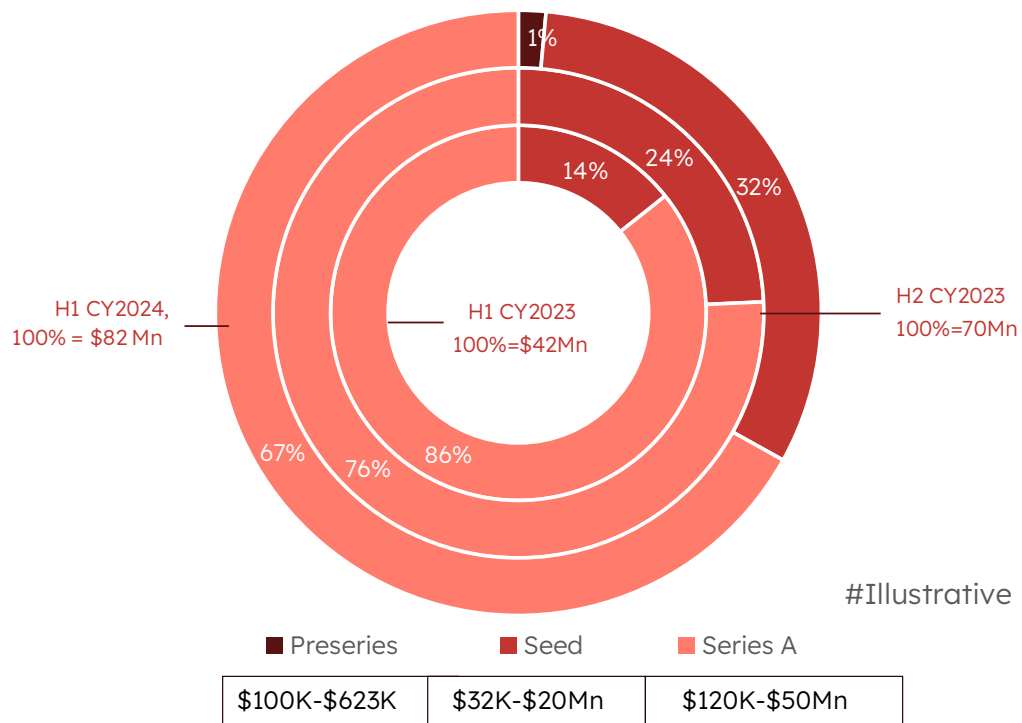
Select top funded startups in H1 CY2024

NEYSA

beatoven.ai

Small-ticket, early-stage funding dominates in Indian GenAI startups, with rising share of seed stage but no activity in growth or late stage yet

Stage-Wise Breakup of Funding in GenAI Startups (percent of \$ Mn funding)



Note: Average seed stage funding range is \$32K - \$1.5M and series A funding range is \$120K - \$10M
Sources: Tracxn, nasscom analysis

Key Trends

Funding skew – higher quantum, fewer rounds, going to select few

- **Just about 40%** of GenAI startups are funded as of H1 CY2024
- **Seed stage ruled in H1 CY2024** with maximum 25 rounds, total value rising 4.3X from \$6 Mn in H1 CY2023 to \$26 Mn in H1 CY2024
- **Series A** funding grew up 50% from \$36 Mn in H1 CY2023 to \$53 Mn in H2, but **stayed flat** at \$54 Mn in H1 CY2024
- **Select startups**, such as Krutrim, Sarvam AI, Neysa, garner big-ticket funding, driving-up upper cutoffs for seed and series A, but majority funding within a stage has stayed range-bound
- **Average per round funding** grew as a result, from \$5.3 Mn in H1 CY2023 to \$5.5 Mn in H1 CY2024

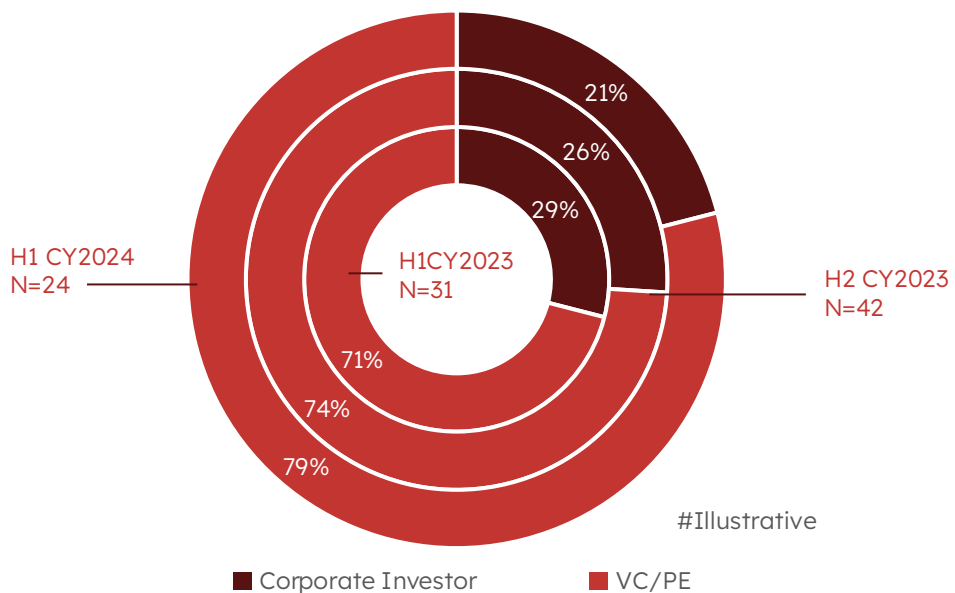
GenAI in marketing and personalization get investor boost

- Martech GenAI startups such as **Vodex, Contlo, Greylabs** on the rise, collectively raise over \$13 Mn+ since H1 CY2023
- **Orbo, a beauty tech solutions, ImmerseAI and ZuAI** managed to raise rounds of funding between H1CY2023 to H1CY2024.

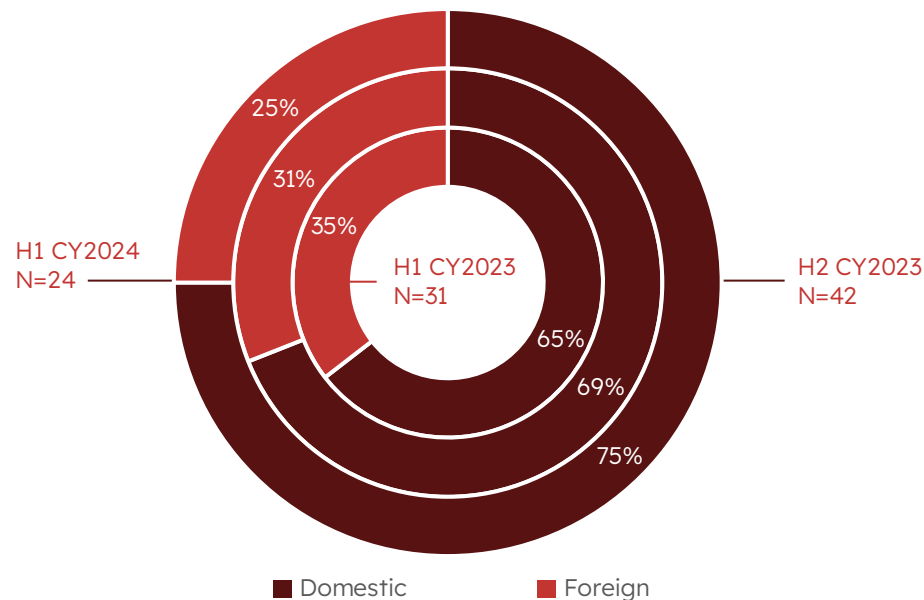


50% y-o-y decline in the count of investors since H1 CY2023, however, domestic PE/VC share in the mix rises significantly

Distribution of Investors by Type (share of count)



Distribution of Investors by Origin (share of count)



- Top active VC/PE investors include PeakXV Partners, 100XVC and Z47
- Top active corporate investors include Lets Venture, Angel List

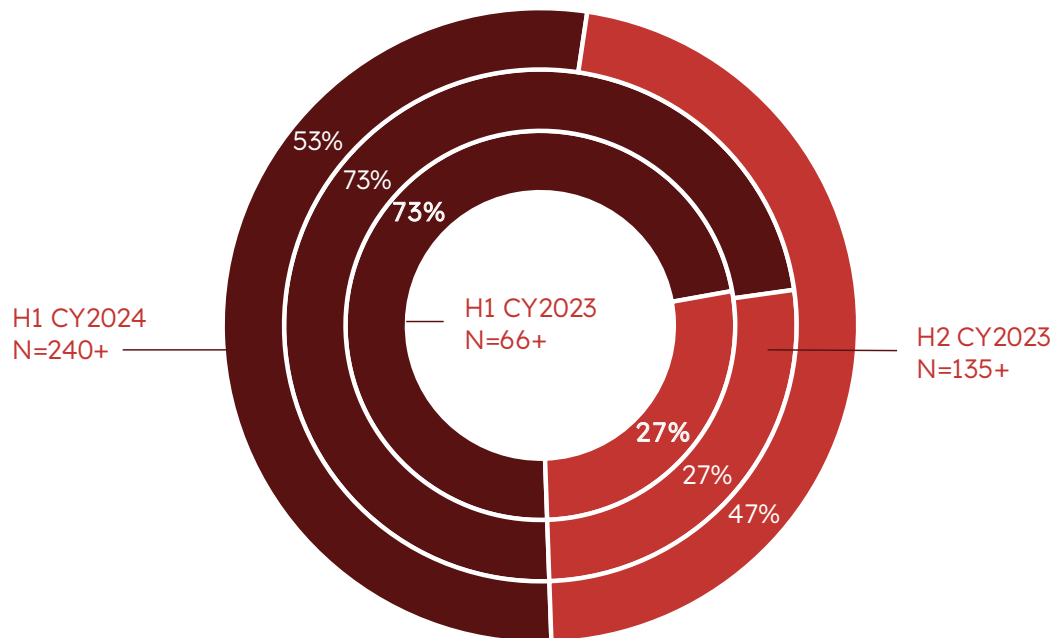
- Leading domestic investors include PeakXV Partners, LetsVenture and Z47
- Major foreign investors are Y Combinator and Angellist
- 74% of overall investor mix in H1 CY2024 comprised of domestic PE/VCS, up from 50% in H1 CY2023

Sources: Tracxn, nasscom analysis



6X+ rise in pivoted GenAI startups since H1 CY2023 due to influx of GenAI assistants, while native GenAI startups grow 2.5X with LLMs and services

Share of Native vs Pivoted GenAI Startups (of count)



Key Trends

Native GenAI startups

- **Inception after OpenAI's ChatGPT 3.5 in Nov. 2022:** Native GenAI startups are counted as those having started after the first commercial launch of a GenAI model
- **Bootstrapped beginnings:** 70% of native GenAI Startups incepted with no outside funding, remaining came from incubators or venture studios
- **Success markers for natives:**
 1. Starting up with innovative market-focused use case
 2. Moat lies in access to exclusive and proprietary data sources
 3. Technically skilled founders able to build low-cost and scalable GenAI tools

Pivoted GenAI startups

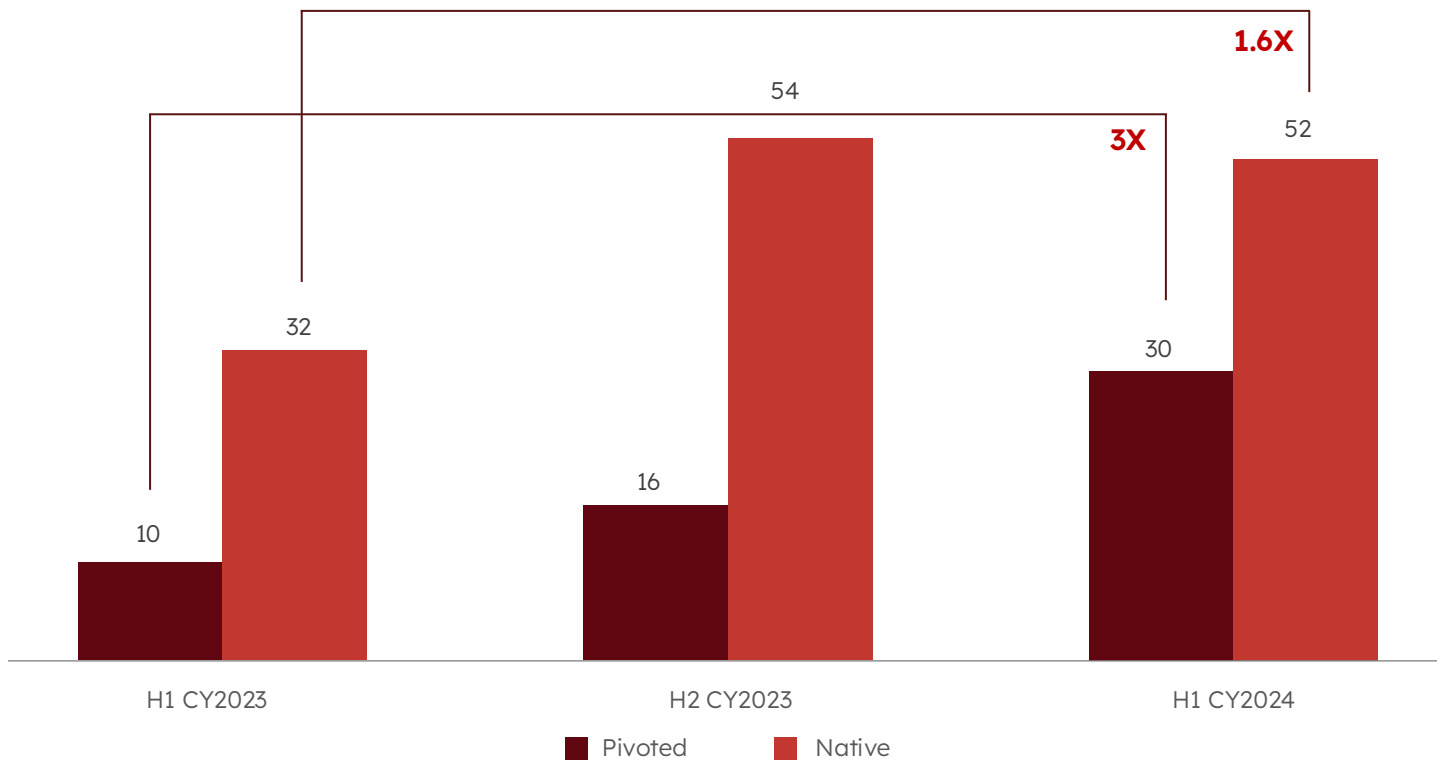
- **Established as traditional AI startups pre-November 2022:** Pivoted GenAI startups started pivoting existing AI business models to incorporate GenAI after Nov. 2022
- **Pivoted ones dominate the applications category:** 80%+ offer GenAI applications, of which an overwhelming majority offer "pivoted" GenAI-enabled chatbots
- **Success markers for pivoted :**
 1. Ability to quickly exploit existing B2B or enterprise need for GenAI solutions
 2. Pivoted startups with established GTM and market share, such as Gupshup, likely to increase dominance

Sources: Tracxn, Nasscom GenAI Survey 2024, nasscom analysis



Native GenAI startups continue to dominate the funding mix since H1 CY2023, albeit at half the growth rate of pivoted ones

Half-Yearly Funding Breakup for Native Vs Pivoted GenAI Startups (In \$ Mn)



Key Trends

Shift in funding for native GenAI startups

From majority applications-based in H1 CY2023, 70% of native GenAI funding in H1 CY2024 has gone into model makers

Rise in funding for pivoted GenAI startups, but not commensurate to count increase

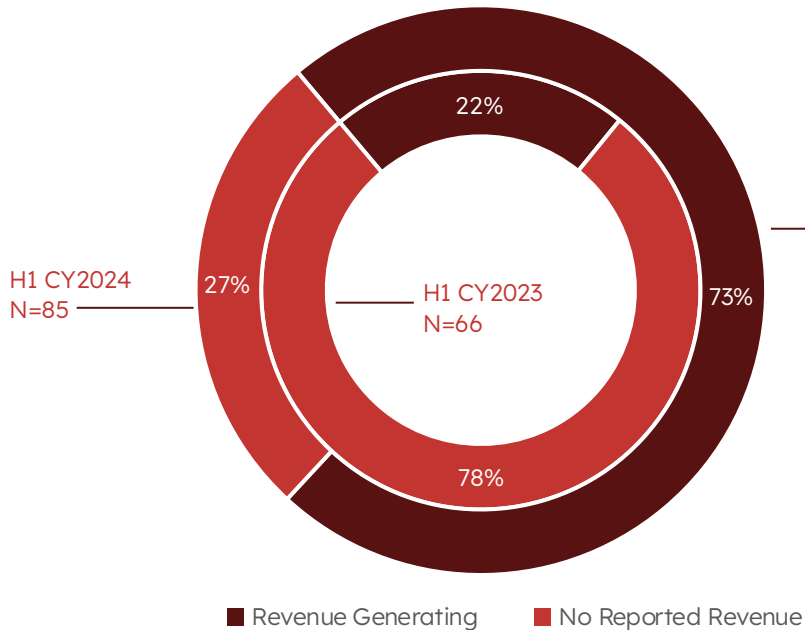
45% of the net new funding since H1 CY2023 for pivoted startups has gone into assistants or SaaS solutions, converted from predictive AI to text or voice-based GenAI assistants

Sources: Tracxn, nasscom analysis

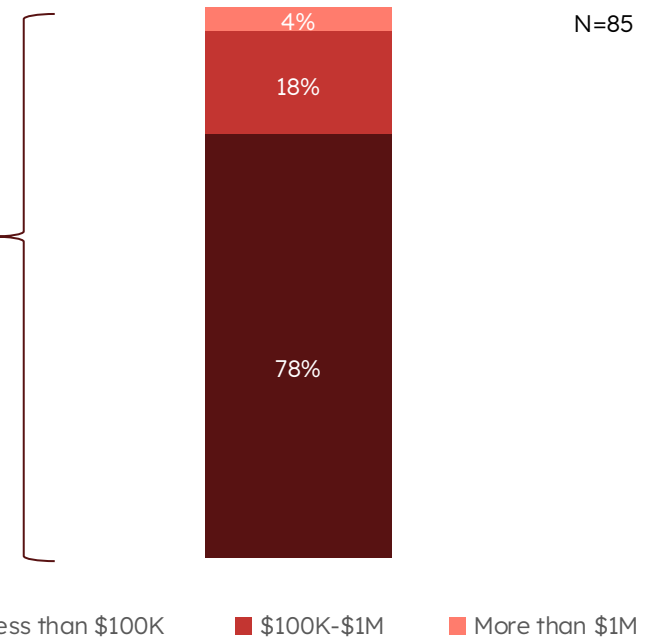


Nearly 3-in-4 GenAI startups in nasscom's 2024 survey reveal revenue generation, against just 22% in H1 of 2023, however, majority report earning less than \$100K

State of Revenue Generation Reported by GenAI Startups (Nasscom surveys, 2023 and 2024)



Revenue Reported by GenAI Startups (2024 nasscom survey)

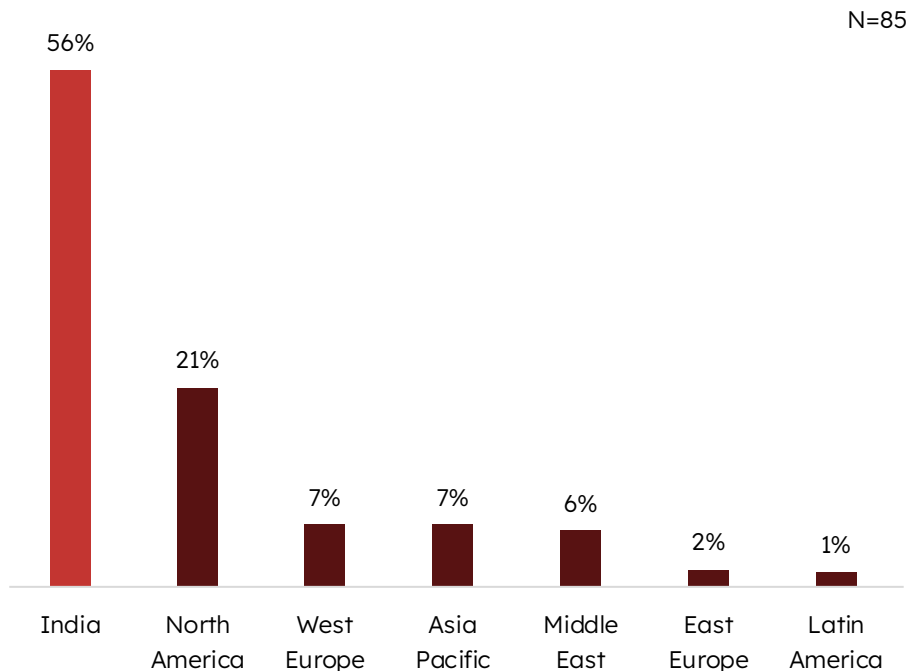


- **Pivoted GenAI startups and industry-focused native applications report higher revenue:** Native retail-tech GenAI startups Mason and Muoro report revenues in the \$1-5 Mn range, while Fluid AI, a pivoted GenAI startup providing virtual assistants, generated over \$5 Mn in revenues since H1 CY2023
- **Revenue generation in sight:** Nasscom's 2024 survey further reveals that 90% of those awaiting revenue breakthrough, expect it in 2025

Sources: Nasscom GenAI Survey 2023 & Nasscom GenAI Survey 2024. nasscom analysis

While 56% of current revenue is domestic, GenAI startups are beginning to target the global market with verticalized and market-ready solutions

Revenue source of GenAI Startups in 2024, by geography



“ Intrvuz had been focusing on India market for its 100% revenue till now, however has started expanding its focus to global markets, that is driven by rising demand for Gen-AI solutions in HR. ”

Varun M.
Founder, Intrvuz

“ ViXREngage.AI is gaining strong demand globally, with successful trials showcasing significant operational efficiency and cost savings for our customers through GenAI based visual survey to estimation platform. ”

Sunil Maheshwari
Founder, ViXREngage.AI

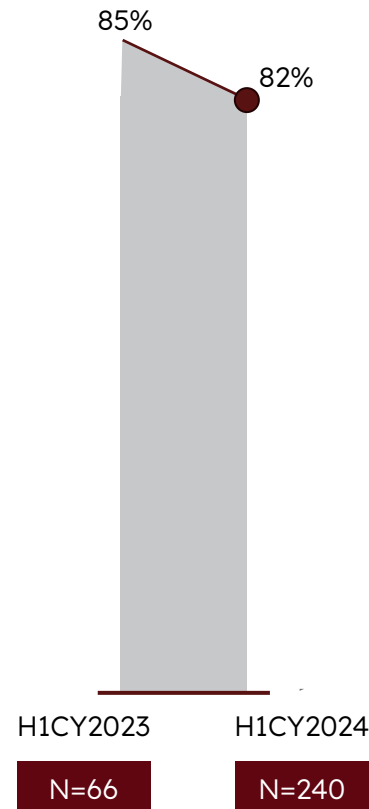
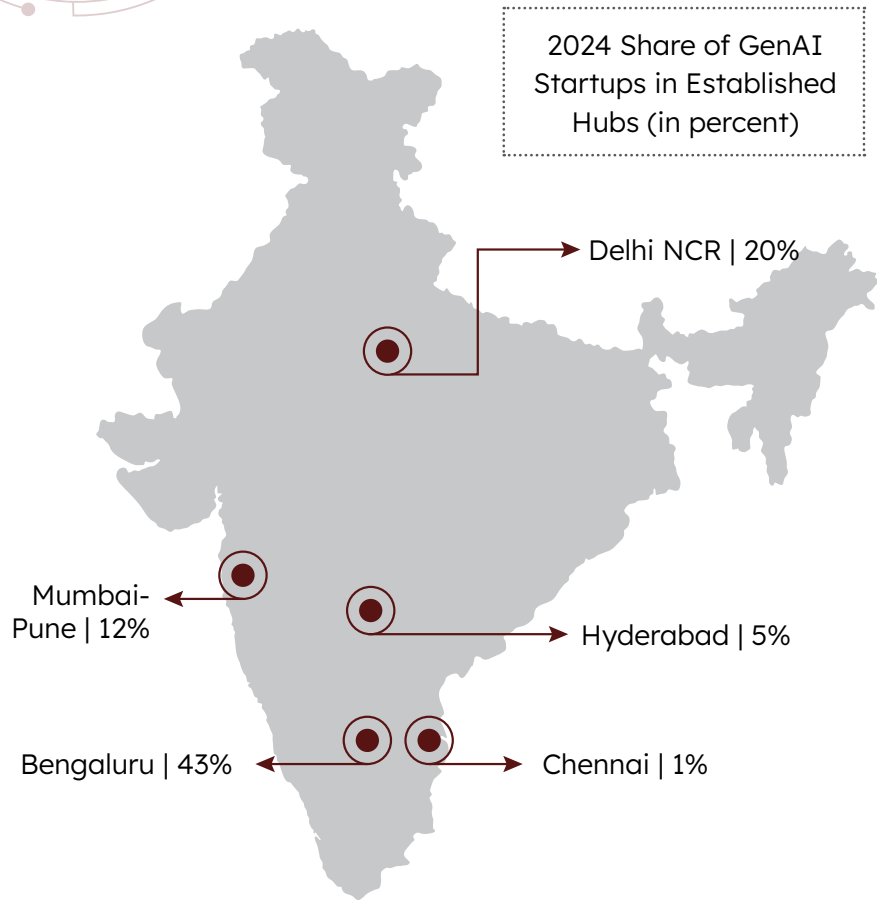
“ Within the next six months, we'll focus on enhancing our tech platform through solid performance in terms of effectiveness and accuracy and launch the platform for global audiences. ”

Dr. Riyaz Syed
Founder, Centella AI

“ Our immediate vision is to build the desktop version of our software “VisualDub” which can be downloaded for a license fee plus a pay per use self serve model. This will make it globally scalable across our entire consumer base. ”

Mandar Natekar
Cofounder & CEO, Neural Garage

82% of GenAI startups in India are located in the top five established hubs, with Bengaluru accounting for the highest share at 43%



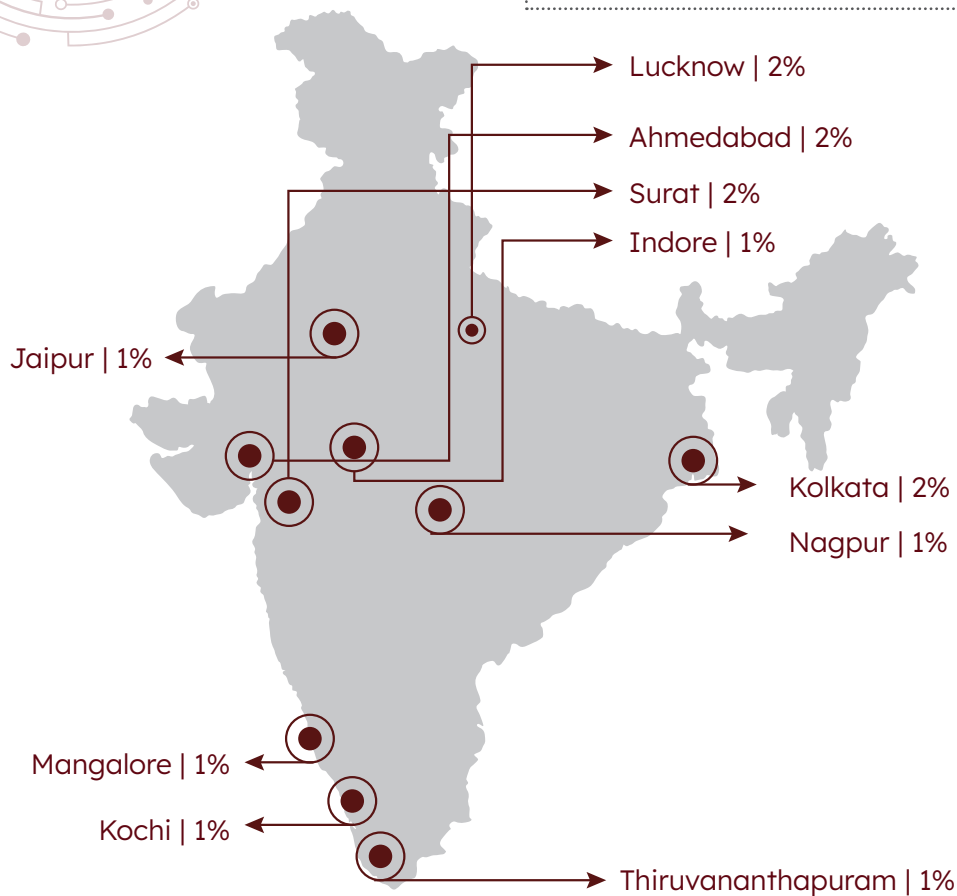
Startup	Established Hub	Offerings
Callmatic	Bangalore	AI powered voice call solution
Krut	Bangalore	AI-powered ad creating platform
Hedwig	Bangalore	AI-powered platform for visual content creation
AI avatars	Bangalore	AI-powered digital avatar solution
Pulastya	Delhi NCR	AI-powered voice agents
Text Humanizer	Hyderabad	Platform offering AI text detection tool
Nodenine	Delhi NCR	Text data analytics platform

Sources: Tracxn, nasscom analysis



4X+ increase in GenAI startups originating from emerging hubs across India

2024 Share of GenAI Startups in Emerging Hubs (in percent)



Startup	Emerging Hub	Offerings
Glyf	Mangalore	Photo editing platform
Kissan AI	Surat	AI-powered agriculture assistant designed for farmers
Shuttr.ai	Nagpur	Platform offering professional photo creation solutions
Dhiwise.AI	Surat	Platform offering design to code converter solution
Empirical	Kolkata	Platform for comparing LLMs
IndianTTS	Ahmedabad	Text to speech Indian voice software
Immverse AI	Nagpur	Provider of personalized AI representations

Sources: Tracxn, nasscom analysis


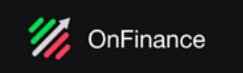















5

Indian GenAI Startup Landscape - Thematic Trends

1. Trends in three core categories – infrastructure, applications and services GenAI startups
2. Trends in open-source and closed model preferences
3. Trends in sectoral offerings

Infrastructure GenAI startups - Current Indian LLMs are the result of contextual verticalization of existing foundation models

Sesame Sarvam AI BFSI Specific		NeoGPT Onfinance BFSI Specific		Odia Llama OdiaGenAI 30 Mn Tokens Indic LLM	
Convin LLM Convin AI 35+ Languages 200 Bn Tokens		Open Hathi Sarvam AI 7 Bn Tokens		Navarasa 2.0 Telugu LLM Labs 15 Languages 7B/2B	
Bharat GPT Corover 12 Indic Language Indic LLM		Krutrim Ola 10 Languages Closed Model		ChatSutra TWOAI 50 Languages	
IndicBart AI4Bharat 12 Languages 9 Bn Tokens		Hanooman SML 98 Languages 1.5-40 Bn Tokens		Project Indus Tech Mahindra 37 Languages 1.2 Bn Tokens	
MedX JiviAI Medical Specific Specific		Pragna SCKET Labs 4 Languages 1.25 Bn Tokens		Kannada Llama Tensioic 600 Mn Tokens Indic LLM	
		Dhenu KissanAI 2 Languages Agri-focused LLM for Crop detection		Sarvam 2B Sarvam AI 10 indic Languages 2 Bn Parameters 4 Tn Tokens Open Sized	

■ Open source
 ■ Regional
 ■ Industry Specific
 ■ Cost Advantage
 ■ Multilingual

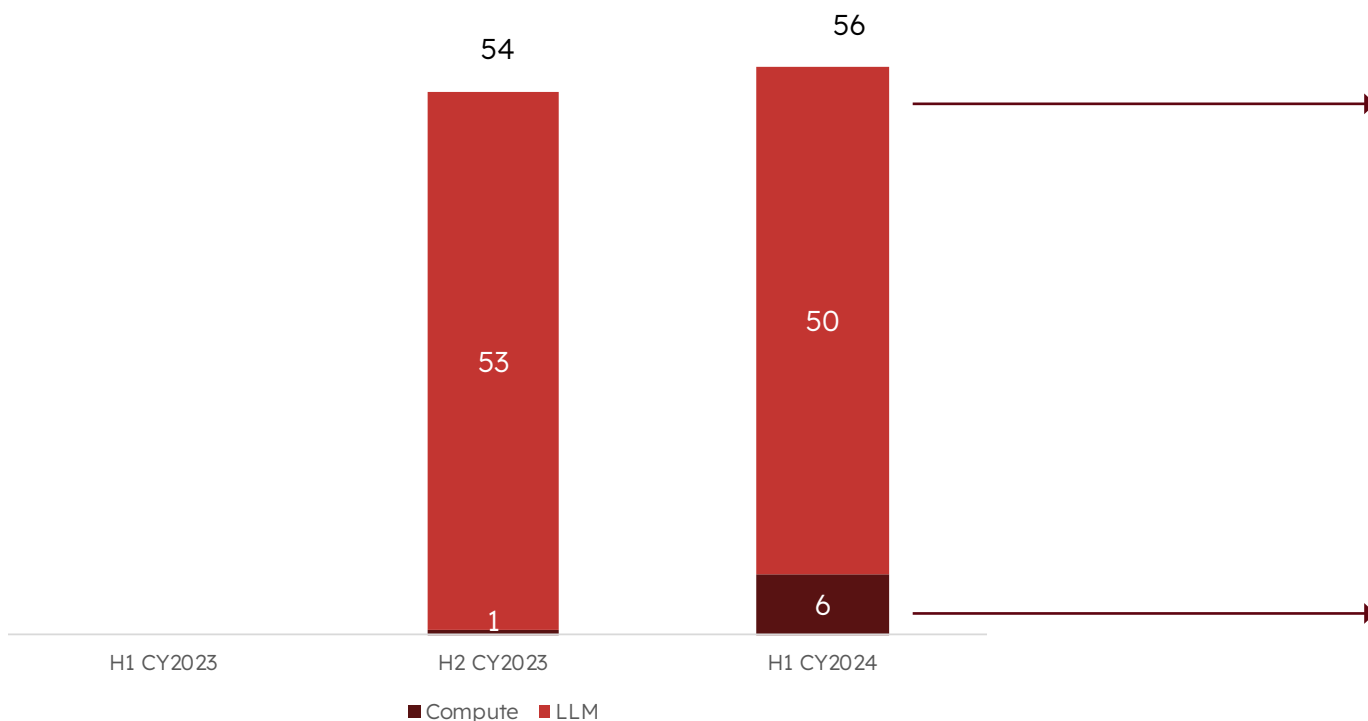
Sources: Company websites, nasscom analysis



Infrastructure GenAI startups: While models attract lion's share of funding, on-demand compute infrastructure startups are beginning to show promise

#Illustrative

Half-Yearly Investments in Infrastructure GenAI Startups, by type (in \$ Mn)



Krutrim and Sarvam draw most funding of all model makers

Krutrim and Sarvam raised highest rounds of funding of \$50 Mn and \$53 Mn in H1 CY2024 and H2 CY2023 respectively

Rising investment in on-demand compute

GPU Network, a startup offering on-demand GPU resources raised two rounds of \$500K and \$5.2 Mn in H2 CY2023 and H1 CY2024 respectively

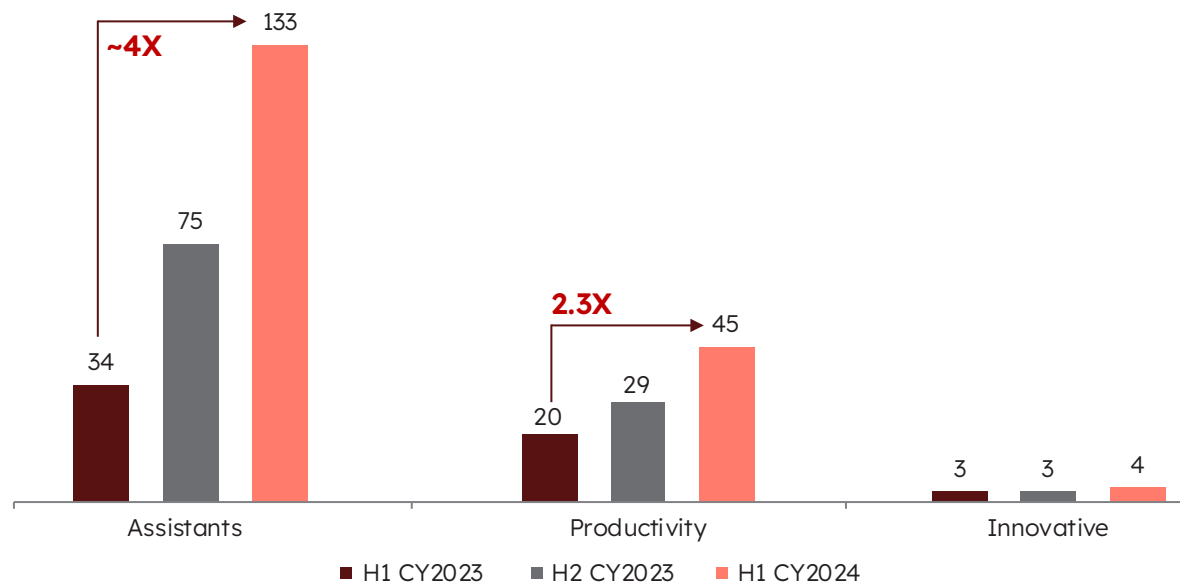
Ananant Systems, offering semiconductor design and software for local production, also raised two rounds totalling \$1.1 Mn in H1 CY2024

Sources: Tracxn, nasscom analysis



Applications GenAI Startups: With 4X growth, assistants rule, followed by productivity-focused applications, while innovative concepts fail to takeoff

Segment-Wise Growth in GenAI Applications Startups (by count)



unscript

Gan.AI

Meritic

attryb

MOLECULE AI

BrainSightAI

Sources: Tracxn, nasscom analysis

Scalable multimodal models are driving-up assistant adoption

- **Unscript**, a studio quality personalized text-to-video generation GenAI startup, has over 10 Mn videos created by more than 10,000 clients
- **Vidyo.ai** is a video AI repurposing platform used by over 2 Mn users

Coding companions and workflow augmentation tools have boosted productivity startups

- **CodeMate** offers assistance to developers on writing, fixing and maintaining codebase and provides contextual answers related to their codebase.

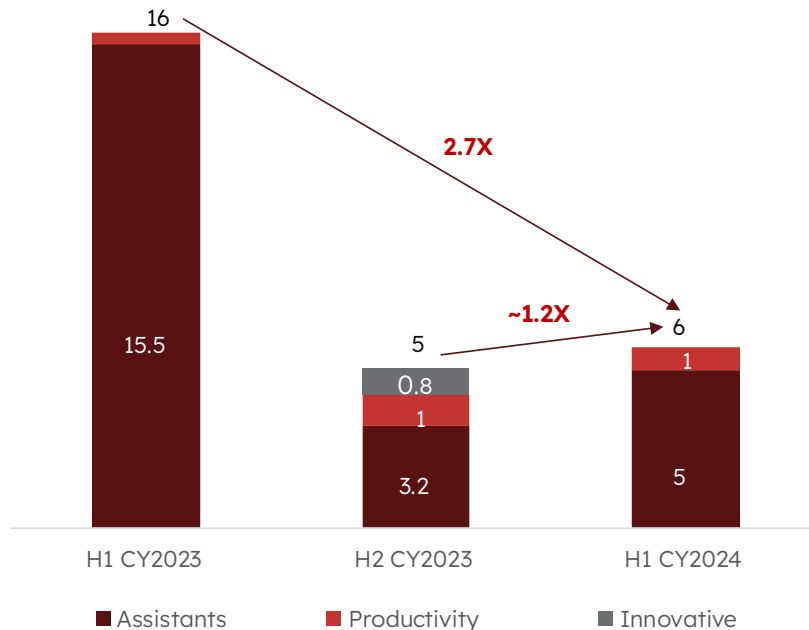
Despite revolutionizing promise in solving intractable health and social problems, innovative GenAI startups remain few

- **Brainsight.ai** helps detect brain tumor much before telltale symptoms appear and helps fight mental health challenges arising due to diseases such as Parkinson's or due to brain stroke

Applications GenAI startups: Precipitous fall in funding for GenAI assistants and limited interest in innovative concepts lead to a 2.7X overall funding decline since H1 CY2023

#Illustrative

Half-Yearly Investments in Applications GenAI Startups, by type (in \$ Mn)



Count rising, investments drying

- Just 22% of applications GenAI startups are funded.
- 80% funding raised by GenAI assistant startups, with big ticket investments into Vodex and GreyLabs, of \$2Mn and \$1.5 Mn, respectively, in H1 CY2024

Investors still to warm-up to innovative GenAI startups in India

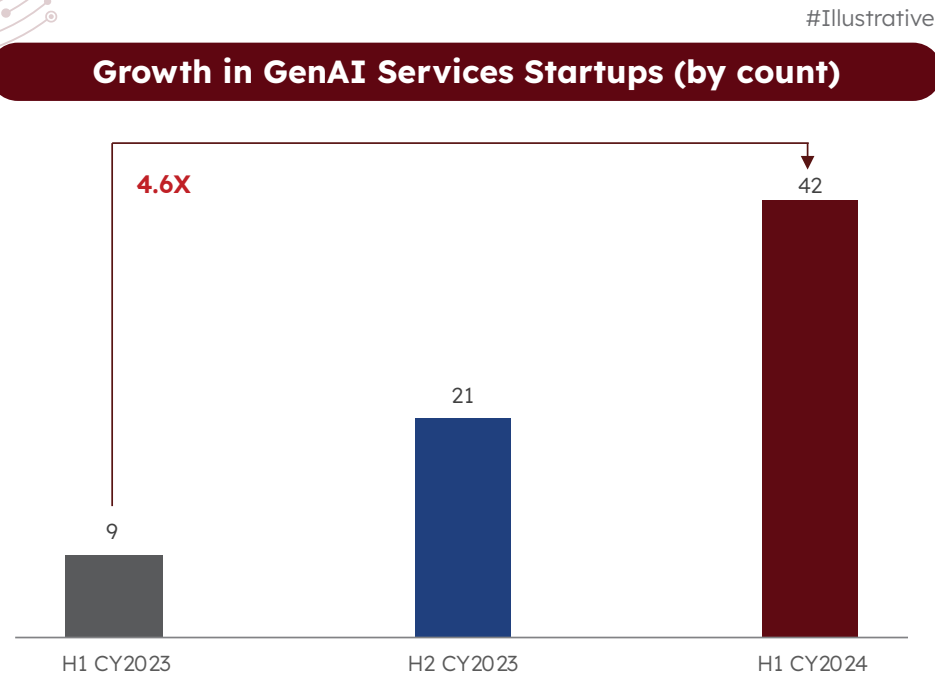
- GenAI startups working on drug discovery, deepfake detection and brain mapping solutions managed to receive only 3%, or \$ 0.8 Mn, of funding into applications category, suggestive of the urgent need to highlight the promise of these startups at a global level

Sources: Tracxn, nasscom analysis



Services GenAI startups: GenAI's rapid technological evolution has led to a 4.6X increase in the as-a-service and platformized solutions segment

Growth in GenAI Services Startups (by count)



#Illustrative

Services segment has three important categories

- GenAI deployment platforms
- GenAI-as-a-service
- Data-as-a-service

GenAI platforms by startups offer more vertical models, vis-à-vis comprehensive coverage by providers

- **Onfinance** offers NEOGPT a Platform that provides AI co-pilots for teams in financial institutions.

Data-to-model-to-output orchestration complexity is driving the demand for GenAI-as-a-service

- **Gan.AI** offers video content generation platform to create video personalization at scale.

Data-as-a-service GenAI startups are solving for real data availability, and if needed, synthetic data creation

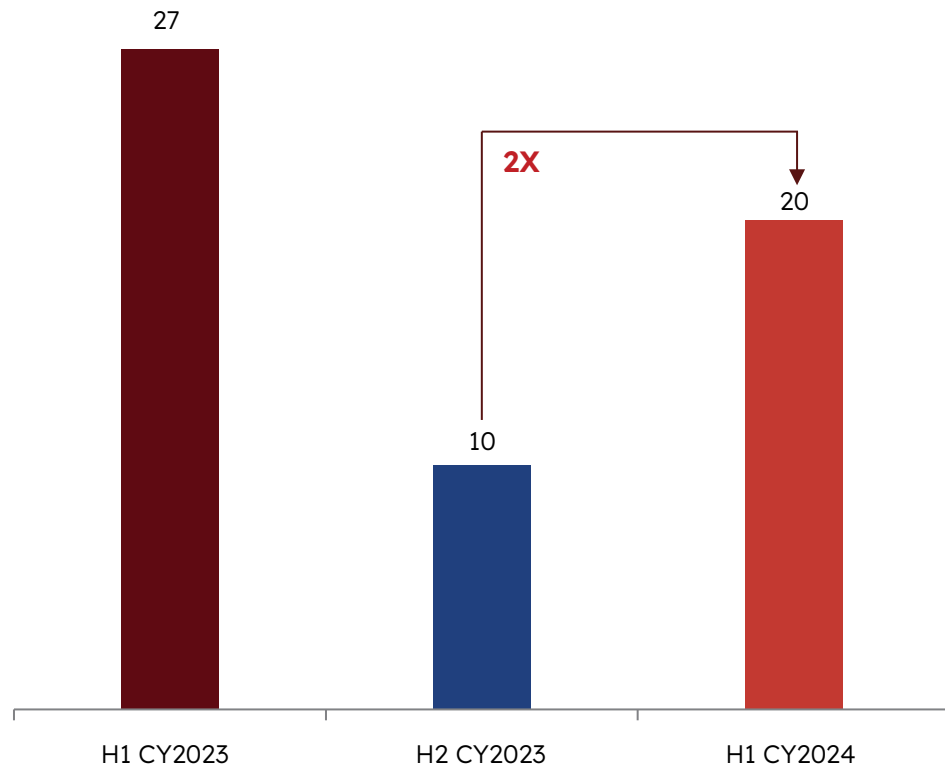
- **AuraML** offers synthetic image data platform to generate high quality datasets with high accuracy.

Sources: Tracxn, nasscom analysis



Services GenAI startups: ~2X increase in funding of services-based GenAI startups, however majorly concentrated and well below H1 CY2023 trend

Half-Yearly Investments in Applications GenAI Startups, by type (in \$ Mn)



Sources: Tracxn, nasscom analysis

Investors are prioritizing investments into GenAI platforms that offer either multiple pre-packaged solutions or enable as-a-service consumption

90% of funding since H1 CY2023 has been concentrated across just three services startups, namely Neysa, Contlo and Spodraft

In H1 CY2024, largest funding round in services segment was received by Neysa that raised \$20 Mn

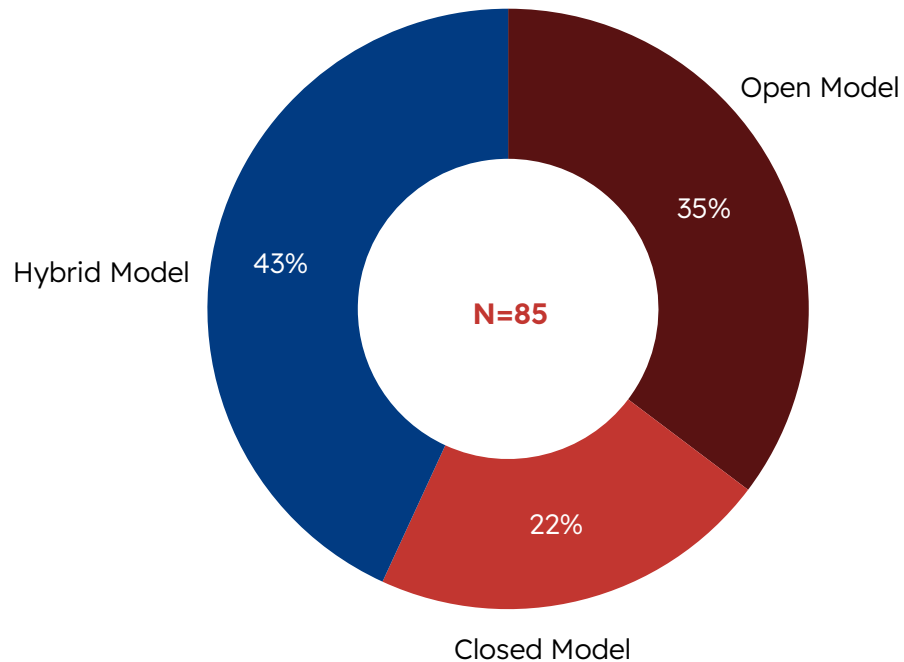
Synthetic data via data-as-a-service model has few enterprise takers

Just 17% of the startups reveal using synthetic data as a primary data source to train or finetune models

Funding has been quite limited, to less than \$230K, into such startups despite the hype with GenAI use in extensively generate synthetic data to overcome data shortages due to concerns of model collapse

GenAI startups in India have evolved in their choice of models with 43% now using a hybrid architecture with both closed and open-source models

Model Preferences of Indian GenAI Startups in 2024



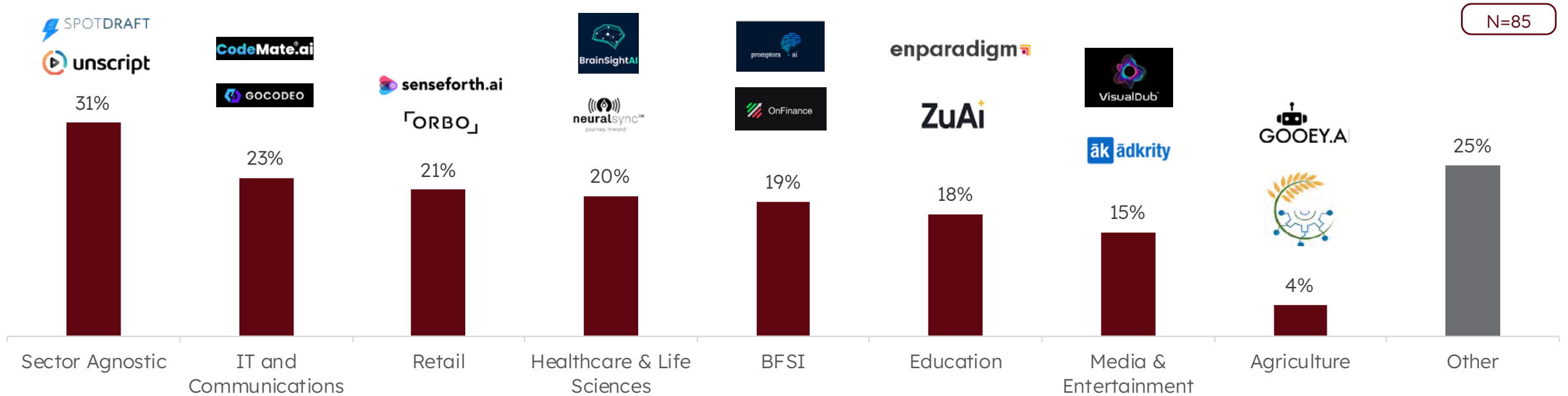
Key Trends

- Startups prefer models based on total lifecycle cost
- Cost factors include model licensing, finetuning, integration and upgrade costs, data costs, cost of hiring AI/ML expert talent and data scientists to work with data and model pipelining
- 35% prefer open-source models despite high TCO as these models enable superior ability to customize and finetune applications
- Open-source models, fore-fronted by Meta and Google, along with several vertical models, are beginning to perform similar to or exceed closed-source models in tech specs and cost
- Nasscom's 2024 GenAI startup survey reveals that nearly 68% of those using open-source models are making revenues up to \$500K

Source: Nasscom GenAI Survey 2024, nasscom analysis

GenAI startups in India are also diversifying into vertical, sector-specific solutions with ~70% of them already offering such solutions

Indian GenAI Startups Offering Vertical and/or Sector-Specific Solution (in percent*)



Others include Defense, Travel, Industrial sector, Real Estate, eCommerce, Maintenance, and Security.

Note: Percentage doesn't add up to 100 because many startups have voted for multiple sectors

Sources: Nasscom GenAI Survey 2024, nasscom analysis

6

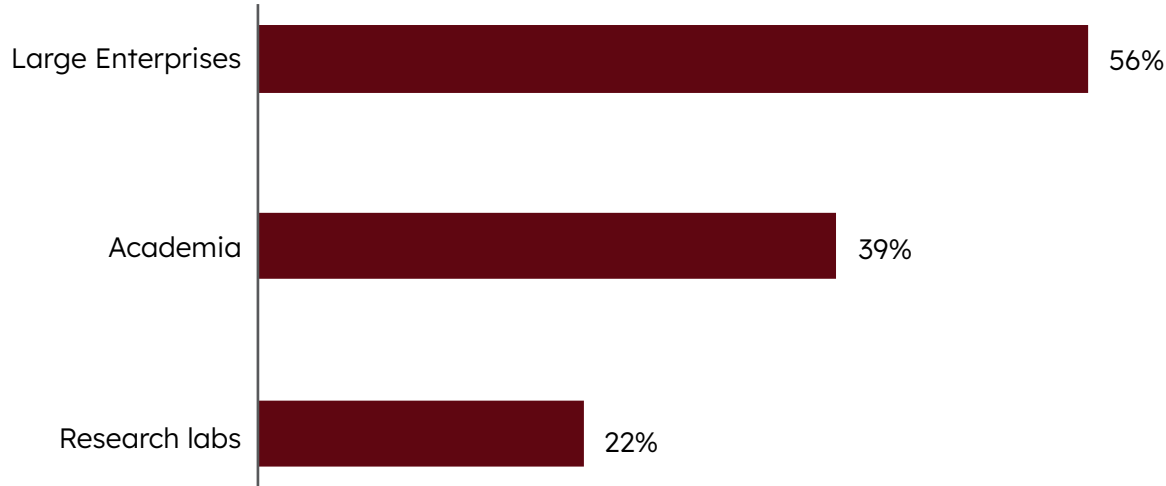
Indian GenAI Startup Landscape – Ecosystem Readiness and Recommendations

1. Ecosystem Partnership Trends
2. Growth Challenges for GenAI Startups
3. Recommendations for Major Ecosystem Participants

GenAI startups view ecosystem support and partnerships as the “make or break” factor for their marketing and innovation strategy

Who Have GenAI Startups Preferred to Partner With in 2024?

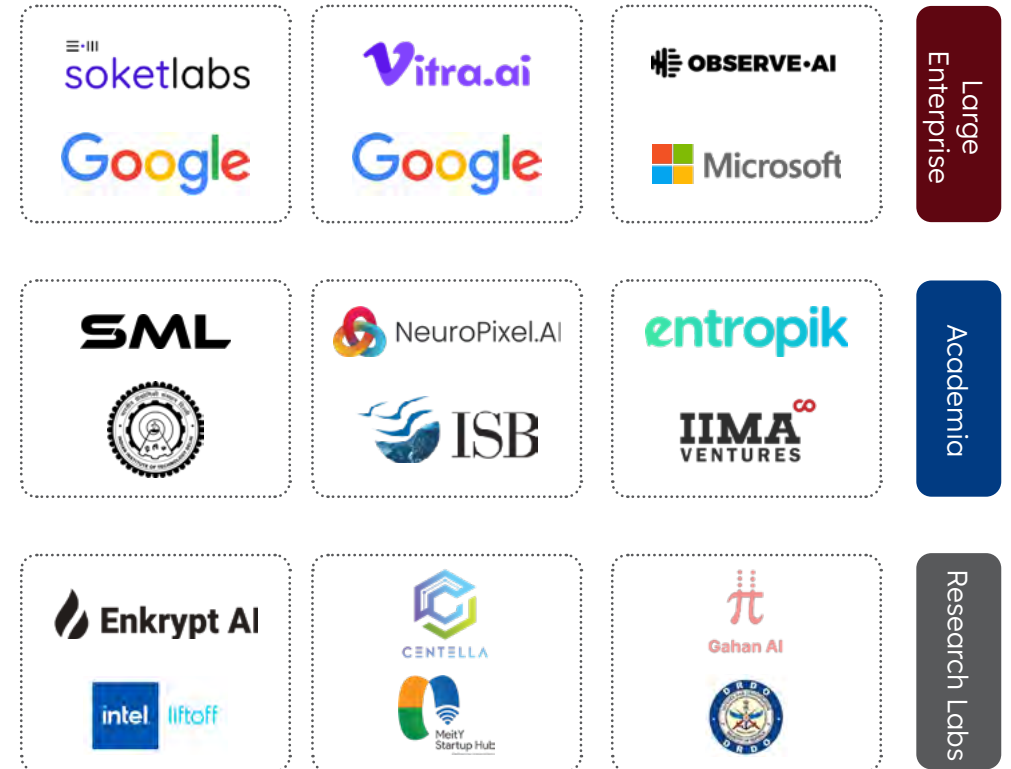
N=85



- Multi-party partnerships are far and few – 11% of GenAI startups work with both industry and academia, while only 8% partner with both industry and government research labs

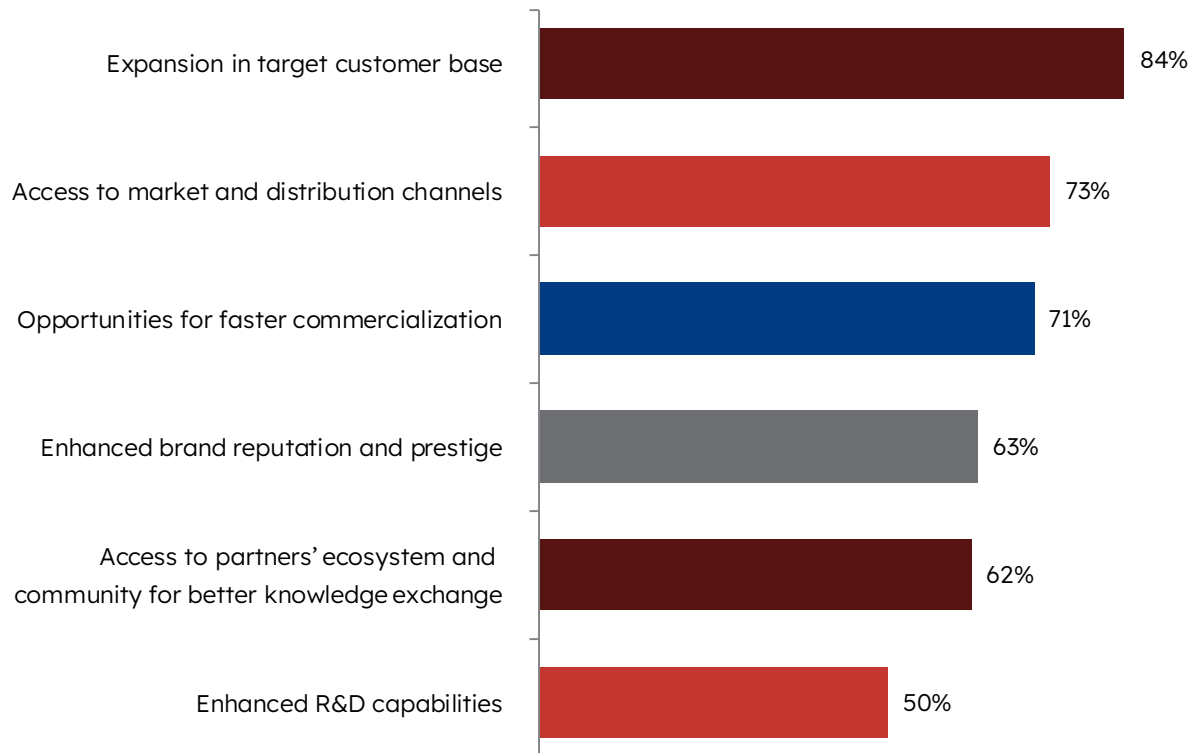
Sources: Nasscom GenAI Survey 2024, nasscom analysis

Illustrative List of Partnerships



While majority GenAI startups report diversified and easier market access, innovation and R&D support is their topmost demand from the industry

Benefits Sought and Realized in GenAI Startup – Industry Partnerships (self-reported by startups)



Sources: Nasscom GenAI Survey 2024, nasscom analysis

Partnerships with industry boosting GTM but missing out on key aspects of innovation support

- Nasscom's 2024 GenAI survey reveals that startups find it difficult to get tailored and focused support from industry, either in the form of access to and time with industry domain experts or engagement with industry R&D teams.
- IP ownership is a concern and further decelerates the speed of IO creation.
- This further exacerbates expectations mismatch

GenAI startups bullish on continuing partnerships

- ~75% of startups indicate that they are very likely to continue engaging with Open Innovation partners for GTM and growth strategy

Nasscom's GenAI Foundry aims to bridge this expectations gap and bring industry-startup alignment

- With 26 GenAI startups in the first cohort of 2023, and 37 in the recently announced 2024 cohort, nasscom's GenAI Foundry initiative serves as an important enablement platform in introducing and aligning hi-potential GenAI startups with relevant industry partners for long-term growth

GenAI startups report other challenges to sustained growth, particularly lack of patient capital, customer reticence towards GenAI, and lack of skilled AI talent

GenAI Usage Challenges in 2023

- 1 Lack of high-quality training data
- 2 Lack of skilled talent
- 3 Lack of funds to acquire compute infrastructure
- 4 Difficulty in scaling and deploying GenAI
- 5 Lack of model explainability
- 6 Ethical challenges with use of GenAI
- 7 Limited patient capital
- 8 Concerns with data privacy and security
- 9 Regulatory and compliance issues
- 10 Lack of standards and best practices

GenAI Usage Challenges in 2024

- 7 Lack of patient capital
- Client reticence to use GenAI content**
- 3 Lack of compute infrastructure
- 2 Lack of skilled talent
- 4 Technology complexity and rapid advancements
- 10 Lack of robust evaluation metrics
- 1 Lack of high-quality training data
- 9 Concerns with data privacy and security
- 8 Concerns with data privacy and security
- 5/6 Lack of standard Responsible AI guidelines

Understanding the Shifts in Challenges with GenAI Adoption

- Evasive demand beyond PoCs and funding favoring model makers have left majority of the field dry
- Enterprises are increasingly concerned about deepfakes, hallucinations, and mis/disinformation
- Limited compute capacity is now hurting scalability of enterprise GenAI beyond PoCs
- Expert talent continues to be top challenge, major supply push seen at entry level
- Despite rapid tech evolution, providers are ramping up scalable GenAI platforms
- With limited RoI from GenAI PoCs and limited production, evaluation of GenAI projects will formalize
- Enterprise-specific small language models make training datasets relatively a non-issue
- With EU's AI Act laying the ground for stricter AI laws, legally binding regulations will increase
- With model makers acquiring data legally and building for enterprise security, this is a lesser issue
- FOMO and shadow IT fears have driven adoption aside of Responsible AI guidelines

Sources: Nasscom GenAI Survey 2023, nasscom GenAI Survey 2024, nasscom analysis

New challenge reported in 2024



Ecosystem support and ability of startups to co-innovate rapidly will be key to positioning India as a global GenAI leader

Startups



- Aggressively experiment and co-innovate with industry, which may entail sharing IP creation for the benefit of rapid and effective go-to-market
- Establish early partnerships with industry, almost at the stage of MVP, to get access to deployed expert AI talent
- Build academia partnerships for internship-led access to fresh graduates

Industry



- Approach GenAI market creation as a joint responsibility to speed-up awareness among consumers, enterprises, and governments
- Evangelize responsible AI and partner with governments to establish standards and guidelines
- Encourage open innovation in the space of applied GenAI
- Partner with industry associations, such as Nasscom and Nasscom's FutureSkills Prime platform to skill incoming talent at scale

Investors



- Invest in concepts fulfilling major whitespaces in the Indian context, but with global market potential
- Scrutinize for compliance with responsible AI and local data laws
- Diversify investment basket with certain allocation into high-risk high-reward GenAI models needing patient capital

Governments



- Assign top priority towards the success of the current IndiaAI mission within a defined time period
- Develop the India AI stack in partnership with industry and startups and establish an open marketplace to innovate and improve access to standardized models and toolkits
- Expand scale and resources of government-funded or supported incubators and accelerators to facilitate GenAI startups with additional compute capacity
- Establish strategic intent to attract top AI experts, researchers and scientists into India to help deepen India's AI talent leadership

Source: Nasscom analysis





7

Select GenAI Startup Showcase

1. Nasscom GenAI Foundry Imperatives
2. Select List of GenAI Startups in India in H1 CY2024
3. Select Startup Case Studies

Select list of GenAI startups in India in H1 CY2024 (1/7)

Sl. No.	Startup	Description
1	Neuralgarage	AI Based Visual dubbing solutions
2	Vodex	Voice AI-based conversational assistant for businesses and consumers
3	ViXR	Virtual and augmented reality solutions for immersive experiences.
4	Fourie	GenAI Multimodel content localization platform
5	Kroop AI	AI-powered deepfake detection and media authentication solutions.
6	Nueropixel.AI	AI-driven image enhancement and processing platform for visual content.
7	Portkey	Control Panel for AI apps
8	Shorthills	Generative AI Services for Enterprises
9	Artivatic.ai	Native SaaS Solutions for insurance & health services
10	Centella	AI-based healthcare platform improving diagnostics and clinical decisions
11	ContractKen	GenAI-powered contract analysis and management for legal teams.

Sl. No.	Startup	Description
12	Docketrun	Cloud-based software for legal document automation and management
13	Gocodeo	AI-driven low-code platform for automating software development processes
14	SoketLabs	AI research for Artificial General Intelligence
15	UnitedWeCare	Mental health platform offering AI-driven therapy and support
16	Webnyay	AI-driven legal tech platform for dispute resolution and case management.
17	Yarnit	AI-powered content creation and storytelling platform
18	Zocket	AI-driven marketing automation platform for small business
19	beatoven.ai	AI-generated music platform for content creators.
20	GPU.net	Cloud computing platform offering GPU resources for AI tasks.
21	justbaat.ai	AI-powered conversational platform for voice and text interactions
22	Subtl.ai	AI platform for content summarization and knowledge extraction
23	visionBot	AI-powered computer vision solutions for industrial automation

Nasscom GenAI Foundry Cohort 1

Source: Nasscom GenAI Foundry, Tracxn



Select list of GenAI startups in India in H1 CY2024 (2/7)

Sl. No.	Startup	Description
24	SlangLabs	Voice-based conversational AI for Indian languages in applications
25	Privasapien	AI-powered privacy and data protection solutions for enterprises
26	Vitra	AI-powered privacy and data protection solutions for enterprises
27	AdKrity	AI powered social media-based ad campaign management software
28	Alkenist Technologies	Gen AI in Radiology
29	Allitus	Generative AI for SaaS products. Give superpowers to your users with KNO, our highly coachable AI assistant.
30	AlphaBake	Provider of AI-powered fashion photography solutions
31	Ananant Systems	Provider of AI-powered wireless semiconductor and systems
32	Artivatic	Focussed on insurance usecases
33	Asmi AI Labs	Curated Creator Community Platform for Intelligence
34	Aspiro	Platform offering sales playbook for conversational sales coaching

Sl. No.	Startup	Description
35	Atai	Digital Transformation for the Maritime, Logistics, and Supply Chain industries
36	Atomstate	Provider of AI development, cyber security, cloud computing, devops, machine learning, and other services
37	Attryb	Platform offering marketing dashboards to the enterprises
38	AuraML	Unified platform for all your synthetic data needs, powered by Gen AI to create pre-labelled images with pixel perfect annotations.
39	AutoVid.ai	AI generated text to human video
40	Avaamo	Creating the fundamental AI technology needed to make conversational computing
41	AYNA	GenAI based apparel cataloguing
42	Babblebots	AI interfaced recruitment platform
43	Basch.io	Advance AI engine lets you create stunning videos from your written content - all without any technical skills
44	Baselit	Platform offering data driven decision support software

Source: Nasscom GenAI Foundry, Tracxn



Select list of GenAI startups in India in H1 CY2024 (3/7)

Sl. No.	Startup	Description
45	Bewgle	Actionable Consumer Insights On-Demand from Web-at-large using AI & ML
46	BrainSightAI	AI based connectomics for functional brain mapping. Backed by Stanford Angels, Entrepreneur First and Redstart Labs.
47	Brance	AI-powered chatbot service platform
48	ByteCV	AI-Powered Resume Generation
49	Calibr	AI powered Learning Experience Platform (LXP), Learning Management System (LMS) and Course Authoring
50	Carpl.AI	democratize access to healthcare AI by becoming the single interface for AI deployment at healthcare providers, and the go-to-market strategy of choice for AI developers.
51	Cere Labs	AI-based robotic process automation enabler
52	Clearfeed	AI driven Collaborative Support Platform for Slack-first Teams
53	Clodura.AI	An AI-powered lead generation platform, to help you generate highly targeted Sales Qualified Leads.
54	Cloudpilot	Control on Cloud spend, reveal ways to optimize & automate cost savings.

Sl. No.	Startup	Description
55	Cohesive	Platform offering application deployment solution
56	Composio	Empowering AI Agents to interact with hundreds of applications/ tools and take autonomous actions, streamlining workflows
57	Contlo	AI-based marketing solutions for businesses
58	Coval	AI powered support platform for developers
59	Crabo	SaaS-based platform for text and voice messaging
60	CregX	A video creation platform for marketers & business owners to create professional Indian video content
61	Creo	AI-powered internal tool builder platform
62	Cybage Generative AI	Software servicing company
63	Dashtoon	Platform to create, publish and monetize comics
64	DataStunt	We provide truly prominent AI-Development services for business
65	DaveAi	Digital sales avatars to answer customer queries, recommend products,...

Source: Nasscom GenAI Foundry, Tracxn



Select list of GenAI startups in India in H1 CY2024 (4/7)

Sl. No.	Startup	Description
66	Deeplobe	A no-code AI platform to make AI accessible to every organization by training, building, and integrating AI models.
67	Deepnet Labs	Building next-generation AI solutions at scale for enterprise use cases.
68	DhiWise	Platform offering design to code converter solution
69	Dubdub.ai	AI based dubbing and voiceover platform for enterprises
70	Dubverse	AI-based platform generating multilingual videos
71	Endimension Technology	Provider of AI-based platform for diagnostic imaging solutions
72	Enparadigm Performance Solutions	AI-Driven experiential learning simulations for leadership development
73	Eveo	Provider of an AI-based virtual clothing visualization solution
74	Figr	Designing tools for the product design process
75	Findr	AI internal search platform that allows companies to find files across enterprise apps

Sl. No.	Startup	Description
76	Floworks	Cloud-based RPA platform for basic automation
77	Fluid AI	AI based engine for data-driven business intelligence
78	Gan	Platform offering solutions for creating personalized videos
79	Garvik	AI solutions to automate tasks, enable predictive analytics, and support sales
80	GreyLabs	AI based sales copilot for businesses
81	Humantic AI	AI driven buyer Intelligence platform for revenue teams
82	Hyperleap	Helping businesses hyper leap into the future through innovative technology solutions
83	HYRGPT	AI co pilot for recruiting talent
84	ImmverseAI	GenAI models and applications trained on the top of Indian Datasets which is called as BharatiyaAI, BharatiyaLLM & BharatiyaGPT for the World
85	Indian TTS	Text to speech Indian voice software

Source: Nasscom GenAI Foundry, Tracxn



Select list of GenAI startups in India in H1 CY2024 (5/7)

Sl. No.	Startup	Description
86	Inferless	Serverless GPUs to scale your machine learning inference without any hassle of managing servers, deploy complicated and custom models with ease.
87	Instoried	Platform offering AI based content optimization tools
88	InsurStaq	AI-enabled personal insurance assistant
89	Intellemo	Provider of generative AI digital marketing campaigns
90	Intellippt	AI based summarization with sentence splitting and shortening.
91	Intello Labs	AI for Digitizing Food Quality
92	InVideo	Video creation platform with text-video feature
93	Justbaat	An end-to-end video creation platform for Media houses and Publisher...
94	Kenome	AI-based enterprise data knowledge management software
95	KissanAI	Developer of India's first agriculture LLM - Dhenu 1.0
96	Knowmax	AI powered knowledge management software for CX teams

Sl. No.	Startup	Description
97	Kogo Tech Labs	Building the World's Largest AI Agent Store
98	Kombai	A new model trained to understand and code UI designs like humans.
99	Kommunicate	AI-Powered Customer Service Automation Platform
100	Konverz.AI	A transformative approach to organizational recruitment and team empowerment.
101	Kroop AI	AI-based solutions for deep fake detection
102	Krutrim	Platform to build Generative AI applications
103	Lease Abstract AI	Provider of SaaS and AI-based lease abstraction platform for real estate
104	LeewayHertz	AI solutions for startups and enterprises, enabling them to excel in the fast-paced digital world.
105	LEGOAI	AI-powered analytics platform
106	LimeChat	LimeChat helps e-commerce brands sell, support, and market on WhatsApp

Source: Nasscom GenAI Foundry, Tracxn



Select list of GenAI startups in India in H1 CY2024 (6/7)

Sl. No.	Startup	Description
107	Listnr	GenAI Based Voiceover Creation platform
108	LLUMO	Prompt engineering in the artificial intelligence industry
109	LongShot	Provider of AI and cloud-based solutions for generating marketing content
110	MachineHack	Empowering the global community of Generative AI developers
111	MadStreetDen	AI-powered solution for creating high-quality on-model product photo...
112	Magnifi - Videoverse	AI and cloud-based video highlight creation solutions
113	Maya labs	Autonomous systems that write, deploy and modify custom, interpreta...
114	Megdap	Data for AI training across voice, text, images & videos
115	Meritic	AI tools for automating reporting and business analytics
116	Merlin	ChatGPT-powered chrome extension provider
117	MetaBrix	Provider of AI based interactive virtual environments services

Sl. No.	Startup	Description
118	Metaforms	AI based forms for feedback and research
119	MetaShop	Cloud and AI-based platform for 3D content creation
120	Mockey	AI powered mockup generator
121	Neysa	Generative AI platform and services
122	Nullpointer	AI based data analytics solutions for businesses
123	Olvy	Cloud based product feedback analytics software
124	OnFinance	AI-driven wealth assistance chatbot for individuals
125	Orbo	AI-based virtual trial solutions for beauty brands
126	Play.ht	AI and SaaS-based text-to-voice generation solutions
127	Predis.ai	Cloud and AI based platform offering content performance analytics
128	Promptora	Prompt-based generative AI platform for enterprises
129	rampp.ai	GenAI platform enabling enterprise transformation
130	Rockmetric	Cloud hosted customer analytics solution

Select list of GenAI startups in India in H1 CY2024 (7/7)

Sl. No.	Startup	Description
131	Sarvam AI	Developer of large language models
132	Scalnut	AI-based freelancers matching platform
133	Senseforth	Text based chatbot platform for enterprises
134	Sivi	Platform offering creative content creation software
135	SpotDraft	Platform offering cloud and AI based contract management software

Sl. No.	Startup	Description
136	Styldod	Provider of VR-based home staging and interior designing solutions
137	Unscript	Provider of browser based studio to create personalized video campaigns
138	Vidyo.ai	AI-based video creation platform
139	Wizr	Generative AI platform for enterprises
140	Zipteams	Virtual selling platform for sales teams

**Founder Details**

Dr. Vishnuvardhan Pogunulu Srinivasulu is a Ballistics Trauma Surgeon, Tech-preneur with over two decades of experience in the healthcare sector. Apart from MBBS and MS in Orthopedics, he is also a Sloanie (MIT'19) with dual Master's degree in Business Administration and Science and Technology along with a PG Diploma in Data Science. He has served as a C-suite executive, Medical Expert to international organizations like the United Nations and led several healthcare initiatives at Apollo Hospitals and Fortis Healthcare.

**Problem**

Limitations in building GenAI solutions, starting from access to compute, experts and collating data-set

Requirement of qualified researchers and professionals are required to guide enterprises in this adopting GenAI

**Solution**

1. Hanooman - India's homegrown largest Indic GenAI LLM platform with about 372B parameters built from scratch.
2. Enterprise ready GenAI stack - Specialized models ranging from 3B - 40B parameters; built various custom solutions that ranges from complex chatbot, Automated dubbing, omics integration and even reimaging app experiences.

Hanooman is built on proprietary training data and algorithms that makes the model more culturally aware about Indian context. It targets both end users and businesses. It offers a full stack modular GenAI platform with unique engagement models customized based on our client's needs at lower costs.

Challenges**1****Lack of Funding****2****Lack of Innovation Centers****3****Non-Availability of Partnership Ecosystem**



Founder Details

Dr. Pratik Desai, the Founder and CEO of Kissan AI, is a Silicon Valley veteran and serial entrepreneur with a profound background in AI and Semantic Web technologies. His passion lies in democratizing AI for agriculture, stemming from his family's deep agricultural roots. This personal connection, combined with his technical expertise, led him to establish Kissan AI, aiming to bridge the knowledge gap for farmers through accessible, vernacular AI solutions.



Problem

Lack of accessible, vernacular advice and voice-based information platform for farmers.

Lack of agri focused LLM model in the world.



Solution

Released multilingual voice-based AgriCopilot for farmers in March 2023. This innovative tool has organically grown to support over 100,000 farmers, providing them with accessible, vernacular advice and information. Released Agri LLM Dhenu focused on India's agricultural practices in December 2023.

Kissan AI target customers include any agri-related businesses that work with farmers, such as agribusinesses, cooperatives, agricultural input suppliers and government agencies. Through their AgriCopilot platform, they support use cases like advisory and customer support, conversational commerce, and sales copilot, enhancing direct engagement and commerce while reducing support cost.

Challenges

1

Lack of Funding for Model Training

2

Lack of Innovation Centers

3

Non-Availability of Partnership Ecosystem



Founder Details

Nishant Anshul worked for 20 years in Consulting and Technology industry with firms such as PwC, Capco, IBM for global clients in BFSI, eCommerce. He designed highly scalable systems as well as owned Consulting sales targets. Nishant did his MBA from IIM Indore.



Problem

Opportunity of improvement in quality of conversation between a customer and a business



Solution

Irin is a voice based Chatbot that can be integrated via API to any systems. It has enhanced end-of-speech detection, cutting latency by identifying conversation ends earlier than the standard 1-second pause, typically offered by voice CPAAS vendors

Irin's target customers are consumer brands and enterprises in B2B2C, D2C segments. Irin has developed their own model which has helped them improve the quality of conversation and solve practical issues.

Challenges

1

Lack of Funding

2

Lack of Innovation Centers

3

Non-Availability of Partnership Ecosystem



Founder Details

Santosh is a tech-savvy CEO with over 10 years of experience building and scaling businesses. He started at Oracle, where his algorithm saved the company significant money. He then founded a successful Martech SaaS company, growing it to a team of 35+ and handling over 1 million conversational messages before exiting. His expertise spans technology development, marketing, sales, and overall business operations.



Problem

Brands struggle to form genuine, personalized connections with customers, including employers with employees, and leaders with voters

Multiple first-hand hurdles with businesses in GenAI integration into product or interfaces with any product or business.



Solution

Personaliz.ai leverages GenAI to personalize conversations at scale. It can clone a speaker's voice and lip movements, even personalizing the video greeting with the viewer's name. This allows for a more engaging and effective communication experience.

Personalize.AI targets Brands, Employers, Governments and Leaders. By enabling interactive, two-way video communication, the platform goes beyond the limitations of traditional, one-way video communication and facilitates a deeper level of engagement with the audience. Personalize.AI has delivered more than 1 Million personalized videos in a week in the first testing phase of elections.

Challenges

1

Lack of Funding

2

Lack of Innovation Centers



3

Non-Availability of Partnership Ecosystem




Founder Details

Gopi Krishna, Founder and CEO of Hyperleap AI, is a BE in Computer Science graduate, worked at Microsoft having experience in building applications and SaaS at planet scale. In 2017, he returned to pursue PGP (MBA) from Indian School of Business, kickstarting his entrepreneurial journey immediately after.

Problem

Small businesses are underserved, and mainly people driven. There is a need to uplift their productivity score.

Multiple first-hand hurdles with businesses in GenAI integration into product or interfaces with any product or business.




Solution

The SAAS/PaaS offering (managed in-house deployment) by Hyperleap AI to take apps and workforce from playground to production. They are completely based on the Microsoft Tech Stack on Azure. SaaS connects with various LLM providers as well as LLM infra providers such as AnyScale, Cohere, Hugging face ETC.

Hyperleap AI is a sector agnostic sector agnostic. However, most of the GenAI use cases center around Content Generation, Summarization, Information Retrieval, and Chatbots. Hyperleap AI Helps internal business functions such as Product teams, Legal, or Marketing leverage our org-wide deployment of Hyperleap and build internal agents they can use.

Challenges

- 1 Lack of Funding
- 2 Lack of Innovation Centers
- 3 Non-Availability of Partnership Ecosystem



Founder Details

Ram Ganesan: Serial entrepreneur with 18+ years of experience in product building. Strategy, Fund Raising, Design Engineering & 3 patents in NLP.

Sona J Odayappan: Domain expert with 14+ years of experience designing for MNCs and startups. Gold medalist. Author of a popular design portal.

Problem

Current models lack the specialized dataset required for high-quality visual design generation that do not capture the multi-layered composition of user-given text, brand details, logo, and assets.

Lack of domain focused models in the ecosystem to create visually appealing designs that adhere to design principles and aesthetic standards. Rather than a pixel-based image generation.

Solution

GenAI for Design, Sivi built custom generative models trained on layered visual design dataset created and curated for over 3+ years. Sivi Gen-2 creates aesthetically pleasing designs one out of two times compared to our first prototype which produced good designs 1/1000 times. At present, Sivi's aesthetic scoring is multifold better than any SOTA models.

GenAI for Design. Sivi instantly generates business visuals, marketing collaterals, product & service promotions, and more in over 72 global languages. Teams of enterprises, business owners, marketers, content creators, freelancers, and agencies are the target audience. Being sector agnostic, Sivi has 35,000 users across 140 countries.

Challenges

- 1 Hiring Gen-AI Talent
- 2 New Category Education
- 3 Unstructured Data



Founder Details

Dr. Riyaz Syed, founder and CEO, brings 15 years of drug discovery expertise, holding 3 patents, authoring 50 articles, and collaborating with Harvard and NUS. Additionally, he has 7 years of startup experience.

Dr. Poorna Chandra, Co-founder has 10+ yrs of experience in Cancer and Molecular Biology, with two patents, 90 articles, and 3 book chapters. He served as co-investigator in AI-assisted Indian Genomics data analysis for Precision Medicine.



Problem

Significant challenges in economies of Drug discovery process. Traditional methods of designing and optimizing drug-like compounds are time-consuming and resource-intensive.

Screening millions of compounds against potential drug targets is a computationally intensive task.



Solution

Centella Therapeutics is an AI-First Drug Discovery startup founded by practicing scientists with real-time drug discovery expertise. Centella presents a revolutionary solution to challenges of Drug Discovery by harnessing state-of-the-art Chemical Language Models (CLMs) and GenAI algorithms. Our approach encompasses De Novo Drug Design (DNDD), ADME & Toxicity Prediction, Retrosynthesis, Virtual Screening, and Binding Affinity prediction. Our easy to use and intelligent Platform empowers drug hunters to leverage these advanced tools without coding expertise. This digital transformation could result in remarkable cost reductions of up to 60%, coupled with a streamlined discovery timeline accelerated by approximately 25%-45. It features a user-friendly, no-code interface, successful validation in multiple targets, scalability, and seamless integration capabilities.

Centella leverage the power of AI to find faster, smarter ways to develop novel therapeutics, ultimately delivering safer and more effective treatments to patients worldwide. Its target market is the pharmaceutical, Biotech and Life Sciences industry & target Customers are Contract Research Organizations (CROs), Academic Researchers, Drug hunters, Drug Discovery startups & academic research institutions.

Challenges

1

Data

2

Lack of Patient Capital

3

Inter Disciplinary Talent



8

Appendix



Authors

Namita Jain

Director, nasscom Insights

Madhumay

Deputy Manager, nasscom Insights

Dhiraj Sharma

Principal Analyst, nasscom Insights



About nasscom

Nasscom represents the voice of the \$250 billion+ technology industry in India with the vision to establish the nation as the world's leading technology ecosystem. Boasting a diverse and influential community of over 3000 member companies our network spans the entire spectrum of the industry from DeepTech and AI startups to multinationals and from products to services, Global Capability Centres to Engineering firms. Guided by our vision, our strategic imperatives are to accelerate skilling at scale for future-ready talent, strengthen the innovation quotient across industry verticals, create new market opportunities - both international and domestic, drive policy advocacy to advance innovation and ease of doing business, and build the industry narrative with a focus on Trust, and Innovation. And, in everything we do, we will continue to champion the need for diversity and equal opportunity.

nasscom Insights is the in-house research and analytics arm of nasscom generating insights and driving thought leadership for today's business leaders and entrepreneurs to strengthen India's position as a hub for digital technologies and innovation.

Disclaimer

The information contained herein has been obtained from sources believed to be reliable. nasscom and its advisors & service providers disclaim all warranties as to the accuracy, completeness or adequacy of such information. nasscom and its advisors & service providers shall have no liability for errors, omissions or inadequacies in the information contained herein, or for interpretations thereof. The material or information is not intended to be relied upon as the sole basis for any decision which may affect any business. Before making any decision or taking any action that might affect anybody's personal finances or business, they should consult a qualified professional adviser.

Use or reference of companies/third parties in the report is merely for the purpose of exemplifying the trends in the industry and that no bias is intended towards any company. This report does not purport to represent the views of the companies mentioned in the report. Reference herein to any specific commercial product, process or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favouring by nasscom or any agency thereof or its contractors or subcontractors.

The material in this publication is copyrighted. No part of this report can be reproduced either on paper or electronic media without permission in writing from nasscom. Request for permission to reproduce any part of the report may be sent to nasscom

Usage of Information

Forwarding/copy/using in publications without approval from nasscom will be considered as infringement of intellectual property rights.

nasscom

Address : Plot no. 7 to 10, Sector 126, Noida- 201303, India

Phone : +91-120-4990111

Email : research@nasscom.in

Web : www.nasscom.in, community.nasscom.in

