

Start-up from Ahmedabad among four declared winners at HDFC Bank's Digital Innovation Summit in Gujarat

- Start-ups are in artificial intelligence and machine learning***

Ahmedabad (Gujarat), February 6, 2019: Start-up from Ahmedabad, Gujarat among four declared winners at HDFC Bank's first Digital Innovation Summit in Gujarat. The Summit is a platform for start-ups to showcase their innovations aimed at powering the bank's next phase of growth. The winners are from the domains of artificial intelligence, machine learning, and rural agri.

These start-ups will get a chance to deploy their innovations in the Bank, after further evaluation on technical, business, security, and compliance parameters.

Name	Domain	Offering	Location
Tienet Infocom Pvt. Ltd	Workplace Comm. and Collaboration Platform	Employee engagement platform designed for organizations	Ahmedabad, Gujarat
BKC Aggregators LLP	Agriculture Advisory	1. Timely crop advisories to farmers through 'Fasal Salah' app	Delhi
		2. Crop yield estimation prior to harvest using dynamic crop model and crop pictures	
Worxogo	Productivity through AI	Drive Employee PERFORMANCE USING AI – behavior design, neuroscience & predictive analytics	Bengaluru
ITILITE	Digitization	Software platform for organisations to digitize corporate travel	IIM-A Alumni

As part of the Bank's efforts to identify potential FinTech entrepreneurs from different parts of India, the Digital Innovation Summit will be held in various cities the country. Ahmedabad is the first city where the regional Digital Innovation Summit has been held.



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At the summit held in Centre for Innovation Incubation & Entrepreneurship (CIIE), IIM Ahmedabad, 24 start-ups shortlisted from 151 applications presented their ideas to a jury comprising HDFC Bank's top management, representatives of CIIE, and 91springboard.

Overall, more than 150 entrepreneurs applied to participate in the summit. Their innovations have been in the areas of artificial intelligence (AI), machine learning (ML), analytics, and robotic process automation etc. These ideas were evaluated and shortlisted by a jury on the basis of following four parameters:

- 1) Uniqueness,
- 2) Business Potential,
- 3) Usability and Scalability,
- 4) Compatibility with HDFC Bank's business and technology platforms.

*"We are excited to announce winners of Digital Innovation Summit in Gujarat," said **Nitin Chugh, Country Head – Digital Banking, HDFC Bank.** "It is indeed encouraging to witness entrepreneurs in Gujarat adopting artificial intelligence, machine learning, and other new-age technologies in a meaningful way. The objective of the Digital Innovation Summit in Gujarat was to get access to a pool of cutting-edge world technology solutions and partner with them."*

The Bank's partner in the summit, Centre for Innovation Incubation & Entrepreneurship (CIIE) at India's premier business school IIM Ahmedabad will help the bank identify potential FinTech ideas in its Incubation and Entrepreneurship cell at a nascent stage. Working at the grassroots level, 91springboard, the bank's partner in the summit, has leveraged its community of early-stage startups to identify promising disruptive solutions. The Bank has also joined hands with Startup India to leverage their online platform to reach out to start-ups in the FinTech space and get access to innovative ideas for potential application and deployment.

About HDFC BANK

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