

Three local start-ups emerge winners at HDFC Bank's regional Digital Innovation Summit in Hyderabad

Start-ups are in cyber security, augmented and virtual reality artificial intelligence and machine learning

Hyderabad, May 13, 2019: Three start-ups from Hyderabad, Loop Reality, BluSapphire and Appnovation Technology, were today declared winners at HDFC Bank's regional Digital Innovation Summit (DIS) in the city. WorkApps, a start up from Pune was the fourth winner picked by the bank after the one -day event.

[DIS](https://youtu.be/XPAdJfn8kUk) is a platform launched by HDFC Bank for start-ups from across the globe to showcase their innovations. The participants are from the domains of cyber security, augmented and virtual reality, artificial intelligence, machine learning, and rural agri among others. These solutions could power the bank's next phase of growth. Click here to watch a video on DIS: <https://youtu.be/XPAdJfn8kUk>

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

Name	Domain	Offering	Location
Loop Reality	Talent Management	Talent Management through augmented and virtual reality	Hyderabad
BluSapphire Cyber Systems Private Limited	AI based Cyber Security	Unified Cyber Defense Platform with Intelligent Response Automation	Hyderabad
Appnovation Technology Solutions Pvt. Ltd.	Employee Engagement	SmartWinnr is an enterprise learning and engagement platform	Hyderabad
WorkApps Product Solutions Pvt Ltd	Artificial Intelligence	Highly Secure Enterprise Grade Messaging Platform for the BFSI Sector	Pune

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 across the country. Hyderabad is the second city where the regional Digital Innovation Summit has been held. About 75 per cent of the participants were from this extremely tech savvy city with the rest coming from across the country.

At the summit held in Dlabs', ISB, Hyderabad, 23 start-ups shortlisted from 132 applications presented their ideas to a jury comprising of HDFC Bank's top management, representatives of Dlabs', ISB Hyderabad, We - Hub, T- HUB & CIIE, IIM Ahmedabad.

Overall, more than 130 entrepreneurs applied to participate in the summit. Their innovations have been in the areas of cyber security, augmented and virtual reality (AR/VR), 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.

*"DIS is a marriage of disruptive technologies from start-ups and HDFC Bank's customer focus," said **Nitin Chugh, Country Head – Digital Banking, HDFC Bank**. "The objective of the Digital Innovation Summit in Hyderabad is to have at its disposal a pool of cutting-edge world technology solutions. It's gratifying that we had over 130 companies applying to participate in the Summit.*

*"We are excited to announce winners of Digital Innovation Summit in Hyderabad," said **Mr. Madhusudan Hegde, Branch Banking Head, South, HDFC Bank**. "It is indeed encouraging to witness entrepreneurs in Hyderabad adopting cyber security, augmented and virtual reality, artificial intelligence, machine learning, and other new-age technologies in a meaningful way."*

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