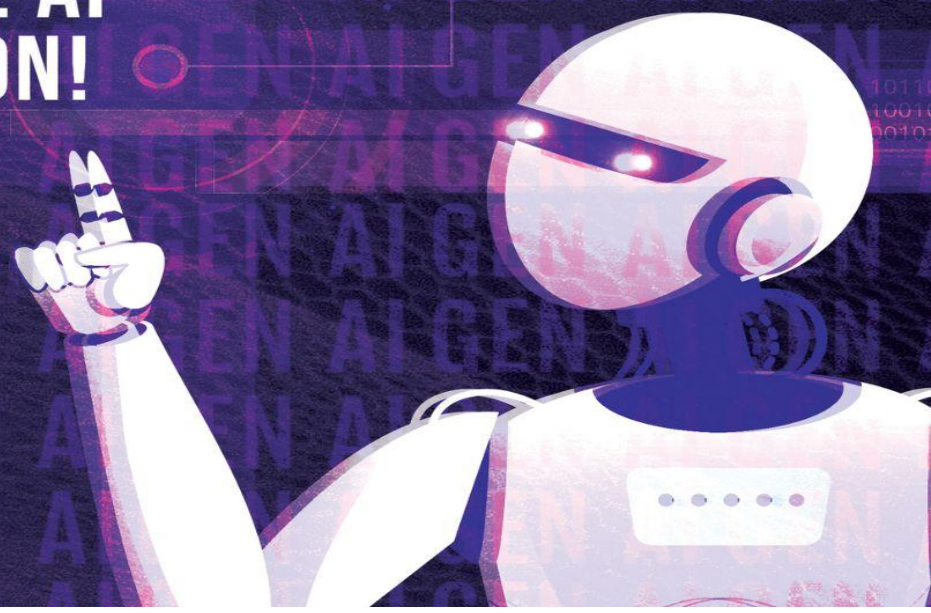


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Gen AI Startups Landscape on Hyderabad

August 2023

The introduction of generative AI has the power not only to unlock innovative use cases for a startup, Enterprise and research but also to enhance the speed, scalability, and overall efficacy of existing processes. The distinct feature of generative AI lies in its innate accessibility, setting it apart from previous AI technologies. Similar to revolutionary advancements like personal computers or iPhones, a single generative AI platform has the potential to give rise to numerous applications suitable for individuals of all ages and educational backgrounds, irrespective of their geographical location with internet connectivity. This shift has the potential to reshape customer engagement strategies and drive more personalized and effective decision-making approaches in Hyderabad and beyond.

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The Hyderabad deep tech innovation ecosystem

The transformative impact of Generative AI on global productivity holds the potential to contribute trillions of dollars in value to the worldwide economy. Around 75% of this value lies in four key domains: Customer Operations, Marketing and Sales, Software Engineering and R&D display. Generative AI's influence will span across all sectors, reshaping work dynamics by enhancing individual capabilities. Presently, both Generative AI and other technologies have the capacity to automate approximately 60% to 70% of employee tasks. While the dawn of the Generative AI era is underway, the excitement surrounding its potential is evident, with promising initial tests.

However, fully harnessing its advantages will require time, as businesses and society grapple with significant challenges. These encompass effectively managing inherent risks, identifying new workforce skills and proficiencies, and fundamentally reimagining essential business processes, including skill retention and development.

Generative AI startups in Hyderabad are a hotbed of AI and specifically Gen AI innovations. In recent months several startups have surfaced with very interesting tech solutions. This report contains the list of GenAI startups in Hyderabad that leverage artificial intelligence (AI) technologies to create innovative solutions in the GENAI Space.

GenAI startups in Hyderabad profiled based on AI solution types, domains, funding stages, revenue stages, company size and affiliations. The report has been prepared by CIE-IIITH jointly with T-Hub and Nasscom; with support from several enablers who work with GenAI startups in the city ecosystem.

Study approach

The study discovered that 50 out of 250 startups we looked at from the AI space have a valid GENAI use case, the data for this was collated via various startup platforms, crowd-sourced databases and widespread search.

The Hyderabad Gen AI Startups' Analysis

The study uncovered about 200 startups that are in areas related to Gen AI through various channels and incubators including the Nasscom Deeptech club and THUb. Of these, we found about 50 that are Gen AI. These were analysed on the various dimensions of the profiles. Interesting patterns stood out. From the source of these startups to the domains being targeted or the technologies leveraged. The below sections summarise these findings.

Dominance of domain-agnostic tech platforms in Gen AI landscape

Hyderabad's Gen AI startup ecosystem displays a dynamic composition across domains. Domain Agnostic Tech Platforms dominate at 62.20%, highlighting a focus on versatile AI solutions. Fintech follows at 13.50%, reflecting AI's integration in finance, while Edtech stands at 8.10%, emphasizing innovation in education. Medtech captures 2.70%, indicating AI's potential in healthcare. The remaining 13.50% encompasses diverse domains. This distribution underscores Hyderabad's commitment to AI innovation across industries.

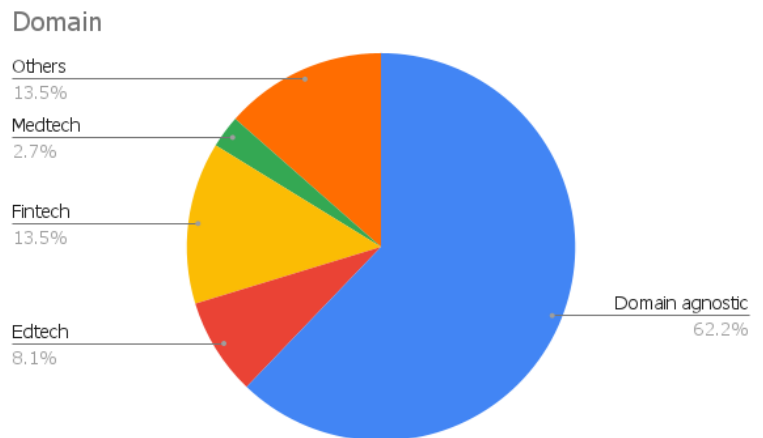
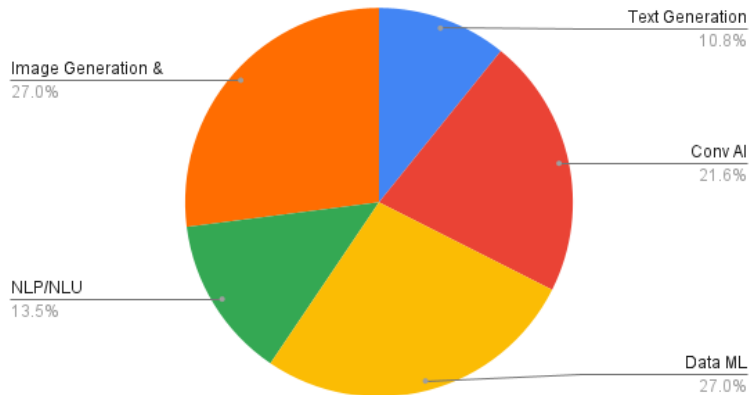


Image generative startups are the leading GENAI use case

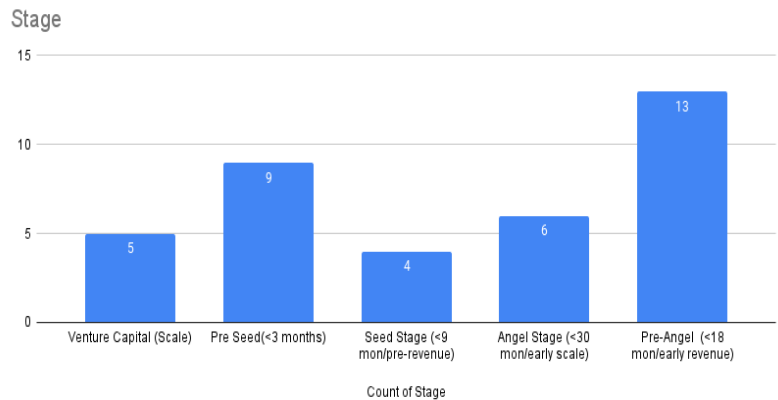
Image Generation and Data ML lead the way with 27% each, showcasing the city's prowess in visual and data-driven AI applications. Conversational AI follows closely at 21.60%, demonstrating strong progress in interactive chatbots and virtual assistants. NLP/NLU holds a respectable 13.50% share, while Text Generation shows promise at 10.80%. The city's startups are well-diversified, promising exciting advancements across various AI domains.

GenAI Technology



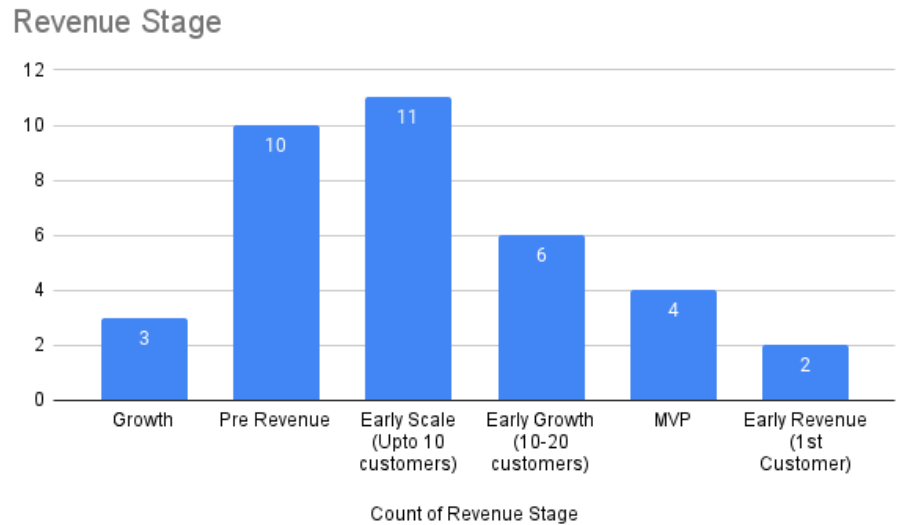
Most Gen AI startups are in the pre-angel stage

In the dynamic startup ecosystem of Hyderabad, the predominant landscape appears to be the Pre-Angel stage, boasting an impressive count of 13 startups. This surge in early-stage ventures underscores a burgeoning community of innovators seeking that vital initial boost to manifest their visionary concepts. Following closely behind, the pre-seed stage boasts 9 startups, reflecting a robust pool of enterprising minds passionately nurturing their nascent ideas and actively pursuing seed funding. Amidst this thriving atmosphere, the Angel Stage and Venture Capital tiers feature 6 and 5 startups respectively, signifying a maturation of select enterprises that have transitioned beyond their formative stages, now captivating the attention of angel investors and venture capitalists. Notably, the Seed Stage exhibits a more modest presence with 4 startups, underscoring its pivotal role in the startup journey as these enterprises strive to secure crucial funding for scalability and growth.



Gen AI startups yet to generate revenue

In the vibrant landscape of Hyderabad's startup ecosystem, the Early Scale stage emerges as the frontrunner, boasting an impressive tally of 11 startups. This prominence highlights a substantial cohort of companies that have transitioned beyond their fledgling phases, now harnessing revenue while fervently driving expansion and operational refinement. Trailing

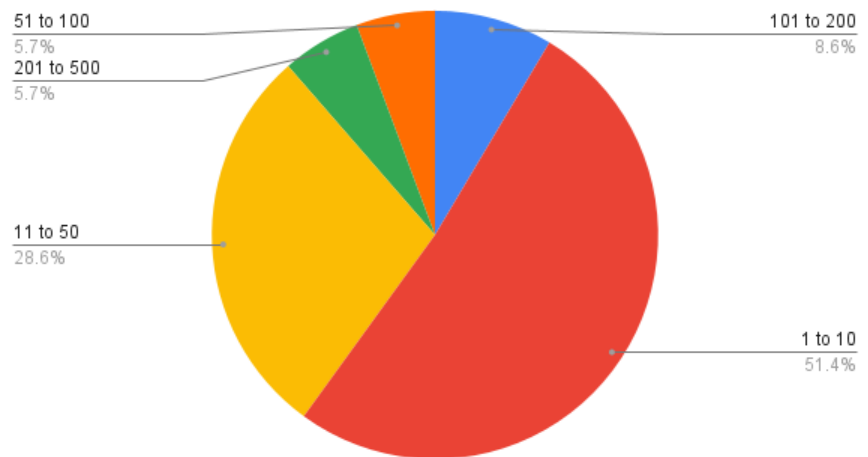


closely is the pre-revenue stage with 10 startups, underscoring a notable presence of enterprises at their formative junctures, diligently working towards substantial revenue generation. The tiers of Early Growth and MVP stages follow with 6 and 4 startups respectively, signifying the progression from Pre Revenue and indicating the emergence of startups that have crafted a minimal viable product and are embarking on initial growth. Remarkably, the Growth stage garners the least representation with a trio of startups, characterizing a phase of robust revenue generation and accelerated expansion. It's worth acknowledging that a startup's revenue trajectory can be dynamic, with companies potentially transitioning across stages as they evolve. Furthermore, the data reflects a snapshot in time, susceptible to transformation as new startups surface and existing ones mature within Hyderabad's thriving entrepreneurial milieu.

Gen AI being nascent, most startups are still small in size

Most of the Gen AI startups in Hyderabad predominantly have small teams, with 51.40% consisting of 1 to 10 members. The next significant segment is 11 to 50-member teams, making up 28.60% of the startups. Larger teams are less common, with 51 to 100 members and 101 to 200 members each accounting for 5.70% of the startups. The least common category comprises startups with 201 to 500 members, making up 5.70% of the Gen AI companies in the city.

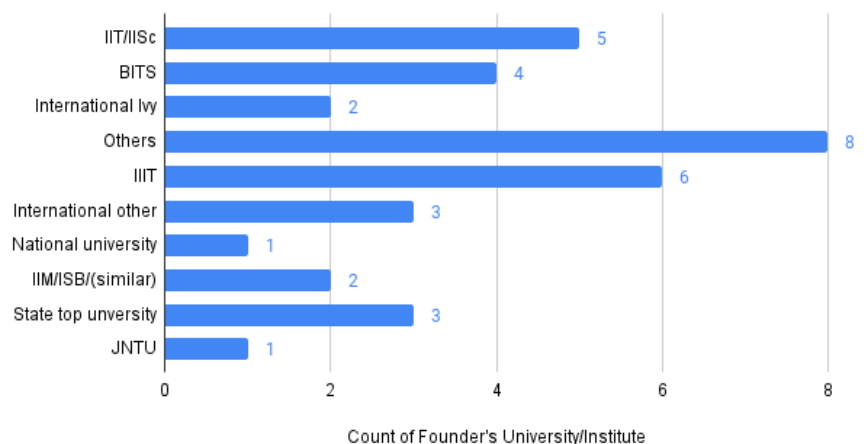
Team Size



Research institutes (IIIT, IIT & IISC) Propel Hyd's GENAI Startups

The educational backgrounds of GENAI startup founders in Hyderabad exhibits a diverse array of academic institutions. Notably, founders with degrees from Indian Institutes of Technology (IITs) and Birla Institute of Technology and Science (BITS) each contribute five representatives, showcasing their strong technical foundations and potential for technological innovation. The significant representation of founders educated at the International Institute of Information Technology (IIIT) stands at eight, underscoring the institute's pivotal role in fostering AI entrepreneurship. Other international institutions, national universities, and Indian Institutes of Management (IIMs) graduates collectively contribute to the diverse educational landscape, enriching the GENAI startup community with a blend of technical expertise and business acumen.

Count of Founder's University/Institute



Appendix: The Hyderabad Gen AI Startup Directory

The listing of the Hyd Gen AI startups grouped by broad technology areas- Lang tech, generative images/video, Data ML and Analytics generation.

Lang Tech (NLP/NLU/Conv systems)

Subtl.ai

Our enterprise customers can connect their documents to Subtl to get factual questions and answers instantly with generated answers and links to evidence of information, ensuring maximum trust and transparency

Founder name: Vishnu Ramesh
Age of company: 3 years
Domain: Text Generation
Stage of startup: Angel Stage
Website: www.subtl.ai



TruVoice

Provider of conversational AI platform for engaging customers. The platform leverages AI technology and provides conversation solutions to engage customers across multiple industries. One of the platform products includes Fintosh helps provide chat solutions for engaging banking services.

Founder name: Vamsi Krishna
Age of company: 4 years
Domain: AI Assistance
Stage of a startup: Pre-Angel
Website: <https://truvoice.ai/>



Hirex

Hirex.ai uses cognitive and generative AI to conduct a level-one interview without human intervention. Their mission is to make interviews inclusive and fair to any one who applies for a job. ChatGPT is used to create reference answers for questions the Voice BOT asks during level-one interviews

Founder name: Ugendreshwar Kudupudi

Age of company: 4 years

Domain: NLP/NLU

Stage of startup: Venture Capital

Website: <https://www.hirex.ai/>

The logo for hirex.ai, featuring the text "hirex.ai" in a blue, lowercase, sans-serif font.

Sparktech AI

We are building AdGPT, a tool powered by Generative AI that can help you run your digital advertisement more efficiently through improved ROI! The posters our AI will create will convey the exact message that you wished to convey through your original poster while being optimized such that your cost per click would come down by 30% on average.

Founder name: Srinath Nair

Age of company: 6 Months

Domain: Image Generation

Stage of a startup: Seed Stage



Elevare Systems.AI

A health-tech start-up, focused in developing a voice-based virtual assistant for obesity management, in Phase 1 and will expand to other chronic conditions, later. Using AI methods like NLP, and LSTM to develop a solution.

Founder name: Amit Mehta

Age of company: 3-6 years

Domain: Medtech

Stage of startup: Pre-Angel



Autochat

Autochat is AI-powered conversational (proactive) customer engagement software for e-commerce businesses. It offers product recommendations based on customer's past orders or search queries, offering reassurance and support during checkout, etc. A large part of these conversations can be automated using chatbots, and hence do not require human agents.

Founder Name: Tarun Jain

Age of Company: 3 Years

Domain: Others

Stage of Startup: Pre Angel

Website: <https://autochat.io/>



Kenyt

Kenyt.AI builds intelligent chatbots and helps businesses closely engage with their customers through high-quality human-like experiences.

Founder: Kanwaljeet Singla

Age of the startups: 1-3

Domain: Conv AI

Stage of the start-up: Angel Stage (<30 mon/early scale)

Website: <https://www.kenyt.ai/>



Nuacem AI

Nuacem AI is a Conversational AI-Powered Customer Engagement Platform that can amplify customer experience on Text, Voice & Video channels. With our Intelligent CX technology solutions, enterprises can deliver an exceptional conversational experience to customers & automate business communications.

Founder Name: Indarjith Mathivanan

Domain: Others

Age of Company: 6 years

Stage of Startup: Seed

Website: <https://nuacem.com>



Vision Technologies (Image gen, CV and such)

Anantadi

Generative Adversarial Networks (GAN) technology, enables us to generate virtual product placements tailored to specific videos.

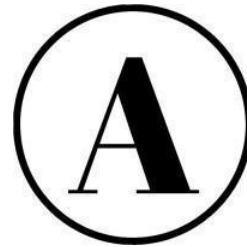
Founder name: Tushar Patil

Age of company: 1 year

Domain: Image and Video Generation

Stage of a startup: Pre-seed

Website: www.anantadi.com



Neural Sync

Video and audio dissonance leads to a poor watching experience for dubbed content. Our tool helps users Lip Sync any video to any audio in any language. The model takes video and audio as input generated Lip Synced output video

Founder name: Pavan Reddy

Age of company: 1 years

Domain: NLU/NLP

Stage of startup: Pre Seed

Website: www.neuralsyncai.com



CregX

CregX empowers Indian SMEs to create engaging Social Media videos that trigger an emotional connection to the audience.

Founder name: Deepak Agrawal
Age of company: 6 years
Domain: Image and Video Generation
Stage of startup: Angel Stage
Website: cregx.com



3DVIS.AI (TRYD AI)

3D garments reconstructed just from 2D image(s) automatically using a state-of-the-art AI system. Try-On - Draping 3D garments over 3D human avatars with varying body shapes and appearances.

Founder name: Astitva Srivastava
Age of company: 1 year
Domain: AI Assistance
Stage of the startup: Pre-seed



Data ML and Data predictions

Etta

Etta is a proprietary AI Engine capable of processing millions of data points across sources, to provide intelligent insights for varying market intelligence needs of clients. Their mission is to provide tools which achieve the below perfect trifecta, and enable any company from any industry or size to become strategy-ready.

Founder name: Chaitanya Kumar

Age of company: 3-6 years

Domain: Domain agnostic TechPlatforms

Stage of startup: Pre-Angel



Atomstate Technologies Private Limited:

Bi-modal approach to modernize your stack and protect your investments via an in house built algorithm which helps in analyzing their client's profile.

Founder: Anil Kumar Kanvar

Age of the startups: 1-3

Domain: NLP/NLU

Stage of the start-up: Pre-Angel (<18 mon/early revenue)

Website: www.genzers.ai



Genz Technologies Private Limited

GenZ Technologies specializes in Generative AI and has gained expertise in building custom GPTs for enterprises to enable efficiency and productivity through intelligent AI solutions. They work on interesting and challenging projects, startup ideas in various domains!

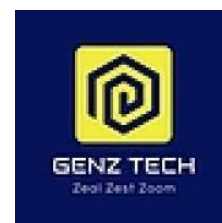
Founder: Sravanthi Upadrasta

Age of the startups: 1-3 Years

Domain: NLP/NLU

Stage of the start-up: Pre-Angel

Website: www.genzers.ai



Yxiom

YXIOM Autonomous AI refers to artificial intelligence systems that is capable of performing tasks and making decisions without human intervention or supervision. These systems use various techniques, including machine learning and deep learning algorithms, to learn from data and adapt to new situations.

Founder name: Dr Srinivas Kishan Anapu

Age of company: 3 years

Domain: NLU/NLP

Stage of the startup: Pre-seed

Website: www.yxiom.com



Scry.AI

CognitiveBricks® is a proprietary library of AI algorithms, which works on the concept of building blocks or bricks, optimized for computing, power and memory usage that works with higher accuracy as compared to open-source algorithms. We can curate an AI-based cognitive platform tailored for you.

Founder name: Alok Aggarwal

Age of company: More than 6 years

Domain: Domain agnostic TechPlatforms

Stage of startup: Venture Capital

Website: [Home \(scryai.com\)](http://Home(scryai.com))



SCRYAI

Matchday.ai

Matchday ai is a revolutionary artificial intelligence company that is reimagining the world of sports for the mobile generation. Matchday AI has won multiple national awards and grants for its endeavors in AI technology. They work with STAR Sports & top-named athletes.

Founder: Harsha Vardhan Kommana

Age of the company: 2 yrs

Domain: Data ML

Stage of the startup: Pre Seed (<3 months)

Website: <https://matchday.ai/>



PureCode Softwares

PureCode enables users to automatically generate production-quality markup by uploading screenshots or designs of components/pages as input and downloading the AI-generated code.

Founder name: Edward Daneil

Age of company: 1-3 years

Domain: agnostic TechPlatforms

Stage of startup: Angel Stage



Pushpak.ai

They are a technologically advanced AI-powered data analytics solution provider, to monitor compliance of regulatory & other SOPs for hospitality, retail, industrial & other sectors. With pre-built checklists & tasks assigned to your CCTVs, they enable enterprises to have complete control by monitoring their workplace activities on a real time basis.



Founder Name: Hrishikesh

Age of the company: 2.5 Years

Domain: Computer Vision

Stage of the startup: Pre-Angel

Website: <https://www.pushpak.ai/>

Zapero AI

It is a platform that allows designers to use generative AI to create custom products & models for fashion and lifestyle brands. It claims to help brands in launching products, reduce marketing costs, and hyper-personalize customer communications.

Founder name: Vaibhav Chugh

Age of company: 1 year

Domain: Image and Video Generation

Stage of startup: Pre-seed

Website: www.zapero.ai



Swayatt Robotics

Analyze the posture and profile of badminton players analysis and feedback as the player is on court

Integration of CNNs and RNNs to decide the next task

(Founding team is good, GENAI use case is in the algorithm report use case)

Founder name: Sanjeev Sharma

Age of company: 6 years

Domain: Mobility

Stage of startup: Pre Revenue

Website: <http://www.swaayattrobots.com/>



Jotter AI

Jotter AI is focus is on designing and developing AI-based innovative technology solutions through Machine Learning, Deep Learning & Dynamic Programming Algorithms which seamlessly integrate into any workflow and automate time-consuming repetitive mundane tasks with consistent and verifiable accuracy.

Founder name: Madhavi Arelli

Age of company: 1 years

Domain: Fintech

Stage of startup: Growth

Website: <http://www.jotter.ai/>

Joly.AI

Our technology analyzes your images using advanced algorithms and selects the best shots based on various criteria. This allows you to focus on what you do best – creating stunning images that tell a story.

Founder Name: Jaya Bharadwaj Y

Domain: Agnostic

Age of Company: 2 years

Stage of Startup: Seed

Website: www.jolyai.com

Jolyai

Analytics/Reports Generation

Pushpak.ai

They are a technologically advanced AI-powered data analytics solution provider, to monitor compliance of regulatory & other SOPs for hospitality, retail, industrial & other sectors. With pre-built checklists & tasks assigned to your CCTVs, they enable enterprises to have complete control by monitoring their workplace activities on a real time basis.

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Founder: Harsha Vardhan Kommana

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Domain: Data ML

Stage of the startup: Pre Seed (<3 months)

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It is a platform that allows designers to use generative AI to create custom products & models for fashion and lifestyle brands. It claims to help brands in launching products, reduce marketing costs, and hyper-personalize customer communications.

Founder name: Vaibhav Chugh



Age of company: 1 year
Domain: Image and Video Generation
Stage of startup: Pre-seed
Website: www.zapero.com

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Founder Name: Jaya Bharadwaj Y
Domain: Agnostic
Age of Company: 2 years
Stage of Startup: Seed
Website: www.jolyai.com

The logo for Jolyai, featuring the word "Jolyai" in a bold, sans-serif font. The letters are black with a white outline, giving it a 3D or embossed appearance.

TurboHire

Turbohire is a software development. Its Artificial Intelligence (AI) power-red recruitment automation solutions for enterprises are ICICI, Urban Company, Zee, Grey Orange, CEAT, PWC etc; Use the power of AI to easily source, evaluate, assess, interview and onboard candidates. AI-based software for managing talent acquisition, resume parsing and interview scheduling. Smart reporting tools. AI-based resume parsing. AI automates your tasks.

Founder name: Deepak Agarwal
Age of company: 6 years
Domain: Domain agnostic TechPlatforms
Stage of startup: Pre Seed
Website: <https://turbohire.co/>

The logo for TurboHire, consisting of a black square with the letters "TH" in white, followed by the word "TurboHire" in a bold, sans-serif font.

Spatial Guide

AR instruction manuals to enhance training, skill adoption, and familiarity with the work environment. They aim to empower manufacturers to innovate faster, increase efficiency, improve effectiveness, reduce costs, and create better products.

Founder name: Yagna Akluri
Age of company: 3 years

The logo for GUIDE XR, featuring the word "GUIDE" in a bold, sans-serif font, followed by "XR" in a larger, bold, sans-serif font.

Domain: Domain agnostic TechPlatforms

Stage of startup: Seed Stage

Website: <https://www.spatial.guide/>

CloudWorx

Going through tons of graphs, charts, and dashboards is very cumbersome and painful for business owners. That's why Cloudworx is adopting the Enterprise Metaverse in the form of Digital twins.

Founder name: Yuvraj Tomar

Age of company: 1 year

Domain: Agnostic TechPlatforms

Stage of startup: Early Scale

Website: <https://www.cloudworx.ai/>



VOXTA

Voxta is a global speech technology company founded by serial entrepreneurs, with international experience. Based in London and Hyderabad, the company is on a mission to give voice to India, and then the world. Voxta has a partnership with IDIAP, the world's leading speech research institute, based out of Switzerland. Voxta has been selected for the British government's Global Entrepreneurship Programme, backed by the British Department for International Trade. Voxta has also won the Nasscom AI for Good award, for

our information voice bots.

Founder name: Sirish Reddi
Age of company: 6 year
Domain: Domain agnostic TechPlatforms
Stage of startup: Pre-Angel
Website: <https://www.voxta.com/>



WordKraft AI

Wordkraft AI content writer is a revolutionary tool powered by the most advanced artificial intelligence technology to generate well-written, keyword-optimized content and image for your blog, website, or marketing needs.

Founder name: Samson Onnapuram
Age of company: 1 year
Domain: Image and Video Generation
Stage of startup: Pre-seed
Website: <https://wordkraft.ai/>



SignalX

Runs Financial and litigation compliance for companies, the software generates reports for companies under MCA guidelines.

Founder: Govind Balachandran
Age of the startups: 3-6 years
Data ML
Stage of the start-up: Pre Seed (<3 months)
Website: <https://signalx.ai/>



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