



IAMAI Creates AI-Big Data Committee for making Artificial Intelligence (AI) Mainstream

New Delhi, April 16, 2019: The Internet and Mobile Association of India (IAMAI) has formed a new industry expert committee, under its **Emerging Technology Council**, focused on Artificial Intelligence (AI) and Big Data. The AI/Big Data Committee is the latest step in its efforts to evangelise AI/Big data adoption in business and government, to drive economic growth and skill development, and tackle complex bottom of pyramid challenges.

AI will redefine businesses in every industry sector – healthcare, education/training, security, automobiles, and more. These sectors' use of AI will intersect with other emerging technologies like blockchain, augmented and virtual reality, the Internet of Things, and more.

Reflecting AI's transformational power, the Committee's mandate is to identify the opportunities and challenges that will define the growth of India's AI ecosystem, in partnership with government, industry and startups.

In exploring how Indian industry can build a robust AI/Big data ecosystem, the Committee will specifically focus on nurturing India's talent ecosystem, in particular by driving skill development; and on evangelizing AI acceptance and use, by engaging with business, industry and government. The Committee's experts will also focus on how AI could power specific kinds of solutions for specific sectors.

The committee is chaired by Vinay Kumar, Director Artificial Intelligence, Azure and Search Partnership at **Microsoft** and co-chaired by Gyan Gupta, Co-Founder & CEO at **FirstWall**. Other prominent industry members of the committee include senior leaders from **Google, ZOHO, MakeMyTrip, Sense AI, InMoBI, VTION, Netree**, amongst others.

Jitender S Minhas, CEO, IAMAI Startup Foundation said, "This is one of the initiatives by IAMAI to bring together industry leaders in AI sector and collectively help in developing the AI ecosystem in India. One of the major focus of the committee would be driving skills development, evangelising startups and focusing on using the technology for solving real problem in sectors like health, education, automobile, logistics and financial sectors".

Gyan Gupta, Co-Chairperson, added "AI will rule the future, and for that to happen it has to become mainstream. Industry will need use cases, help and support to make it happen. And that is the main purpose of this committee. I think this is absolutely the much required step, and I am really glad and proud to be associated with this committee."

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, and in the last 15 years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.

Fifteen years after its establishment, the association is still the only professional industry body representing the online industry in India. The association is registered under the Societies Act and is a recognized charity in Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Delhi,

Mumbai, Bengaluru and Kolkata, the association is well placed to work towards charting a growth path for the digital industry in India.

For queries please contact:

NilotpalChakravarti – AVP- IAMAI

nilotpal@iamai.in /+91-98106-72906

Vishwapriya Bhattacharya

Vishwapriya@iamai.in /+9184471-66068