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Powering India's
Zero Trust
Transformation

Building a deeper, more capable
partner ecosystem in India



Navigating the shift
to Zero Trust



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Shaping a Secure
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Foād Farrokhnia

Vice President, Global Partner
Ecosystem, Asia Pacific & Japan, Zscaler



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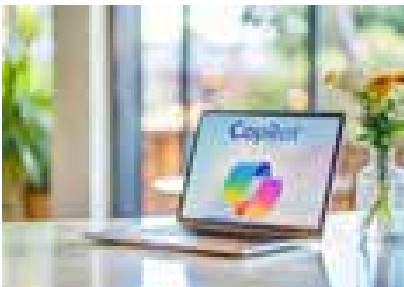
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AI IGNITES INDIA'S \$300 BILLION DATA CENTRE REVOLUTION

PAGE 28

Microsoft unifies Copilot editions to target enterprise AI productivity

Microsoft is merging its consumer and workplace Copilot editions into a single platform built primarily for business customers, stepping back from competing against OpenAI, Google, and Meta for



personal chatbot users. Previewed to corporate clients in Seattle, the revamped assistant absorbs design features from the consumer app while allowing users to directly edit Word and Excel files. It also introduces 'Autopilot' for workplace automation alongside a coding tab for non-technical users, reinforcing Microsoft's shift away from companion-style AI toward core enterprise productivity.

Apple Pay debuts in India with contactless payments

Apple has officially launched Apple Pay in India, enabling contactless, in-app, and web transactions initially for Axis Bank Visa and Mastercard credit cardholders. Entering a market dominated by UPI and existing NFC solutions 12 years after its US debut, the digital wallet uses tokenization and biometric authentication via Face ID or Touch ID to secure payments. Fintech aggregator PayU has integrated the service across its merchant network, though Apple Pay's immediate reach remains constrained by its single-bank launch, covering roughly 13% of India's credit card market.

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DPDP compliance involves connected work: discovering personal data, managing consent, assessing risk, and responding to data rights requests. When each task runs in a separate tool, teams spend more time integrating systems and reconciling records.

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TRUST IS THE NEW INFRASTRUCTURE: WHY 2027 MUST BE INDIA'S YEAR OF TRUST

As businesses step into 2027, the defining question is no longer how fast technology can move, but how far people are willing to trust it. Artificial intelligence, automation, cloud, analytics and increasingly autonomous systems are reshaping every industry at unprecedented speed. Yet speed without confidence is fragile. Customers must trust the products they buy, enterprises must trust their technology partners, employees must trust their organisations, and citizens must trust how their data is handled. In the digital economy, trust has become the most valuable currency of all.

Recognising this shift, VARINDIA will position 2027 as "The Year of Trust," a year-long programme of campaigns, research, conversations and industry engagements designed to strengthen the Trust Layer across India's technology ecosystem. The idea goes well beyond cybersecurity or regulatory compliance. The Trust Layer is the confidence that connects every participant in a business ecosystem, from vendors, distributors and VARs to customers, employees, regulators and platforms. Every transaction carries an unspoken promise, and that promise now faces greater scrutiny than ever. That promise is simple to state and hard to keep: the product will perform as claimed, the seller will act responsibly, the service provider will remain accountable, and sensitive information will stay protected.

As organisations grow more interconnected, trust can no longer remain a soft corporate value printed in annual reports. It must become a measurable, demonstrable capability, continuously reinforced across products, processes, people and partnerships. In short, trust must be engineered, not assumed.

Product trust sits at the foundation. Buyers increasingly want to know not only what a product can do, but whether it is secure, reliable, authentic and responsibly designed. With AI now embedded in hardware, software and services, questions about accuracy, transparency and accountability have moved to the centre of purchasing decisions. Vendors must deliver consistent performance, fix vulnerabilities quickly, push updates responsibly and ensure AI-generated outcomes can be explained and challenged. Trust is fast becoming a differentiator alongside price, performance and innovation.

The second pillar is trust in sales and service. The era of simply moving boxes is ending, replaced by long-term relationships built around business outcomes. Customers expect recommendations rooted in their real needs rather than quarterly targets. Transparent pricing, realistic commitments, ethical selling, dependable implementation and responsive after-sales support will decide loyalty. A partner who stays accountable after the invoice is paid creates far more value than one focused only on closing the deal. In 2027, credibility will be the sharpest sales tool.

Security and trust are now inseparable. Deepfakes, identity theft, AI-driven fraud and increasingly sophisticated cyberattacks mean enterprises can no longer take any identity, device or digital interaction at face value. Zero Trust architectures, continuous authentication, AI-powered threat detection and intelligent verification are forming the technical backbone of the Trust Layer, constantly deciding who and what can be trusted. Security is no longer a back-office function; it is the visible proof that an organisation deserves confidence.

Privacy completes the picture. Customers are more aware than ever of how their data is collected, used and shared, and they reward organisations that respect it. Moving beyond checkbox compliance towards privacy-by-design, transparent data practices, responsible AI and meaningful consent management can turn privacy into a competitive edge. This is also where India's journey from Digital India to AI India meets its next challenge: data readiness. Clean, well-governed, well-documented data is the raw material of trustworthy AI.

Vendor-partner trust is vital for India's technology channel. VARs, system integrators, distributors, MSPs, MSSPs and cloud partners act as strategic extensions of vendors, investing in skills and customers. Lasting partnerships need transparency on margins, incentives, lead protection, account ownership and channel strategy. When vendors treat partners as long-term stakeholders and partners act with integrity, ecosystems become more profitable and resilient.

Trust must also stretch across AI, cloud, supply chains, finance, governance and sustainability. Enterprises need confidence that AI decisions are explainable, cloud environments are resilient, supply chains are secure and partners follow responsible governance. As digital risks multiply, trust is evolving from a reputational measure into an operational, board-level metric spanning technology, people and processes. Boards that track uptime and revenue will increasingly track trust with the same rigour.

Throughout 2027, VARINDIA will unite OEMs, partners, CIOs, CISOs, policymakers and industry leaders through research, campaigns, roundtables, awards and flagship events, spotlighting organisations that set new benchmarks in trust. In a digital-first world, the winners will not be the fastest innovators, but the ones customers and partners truly believe in.

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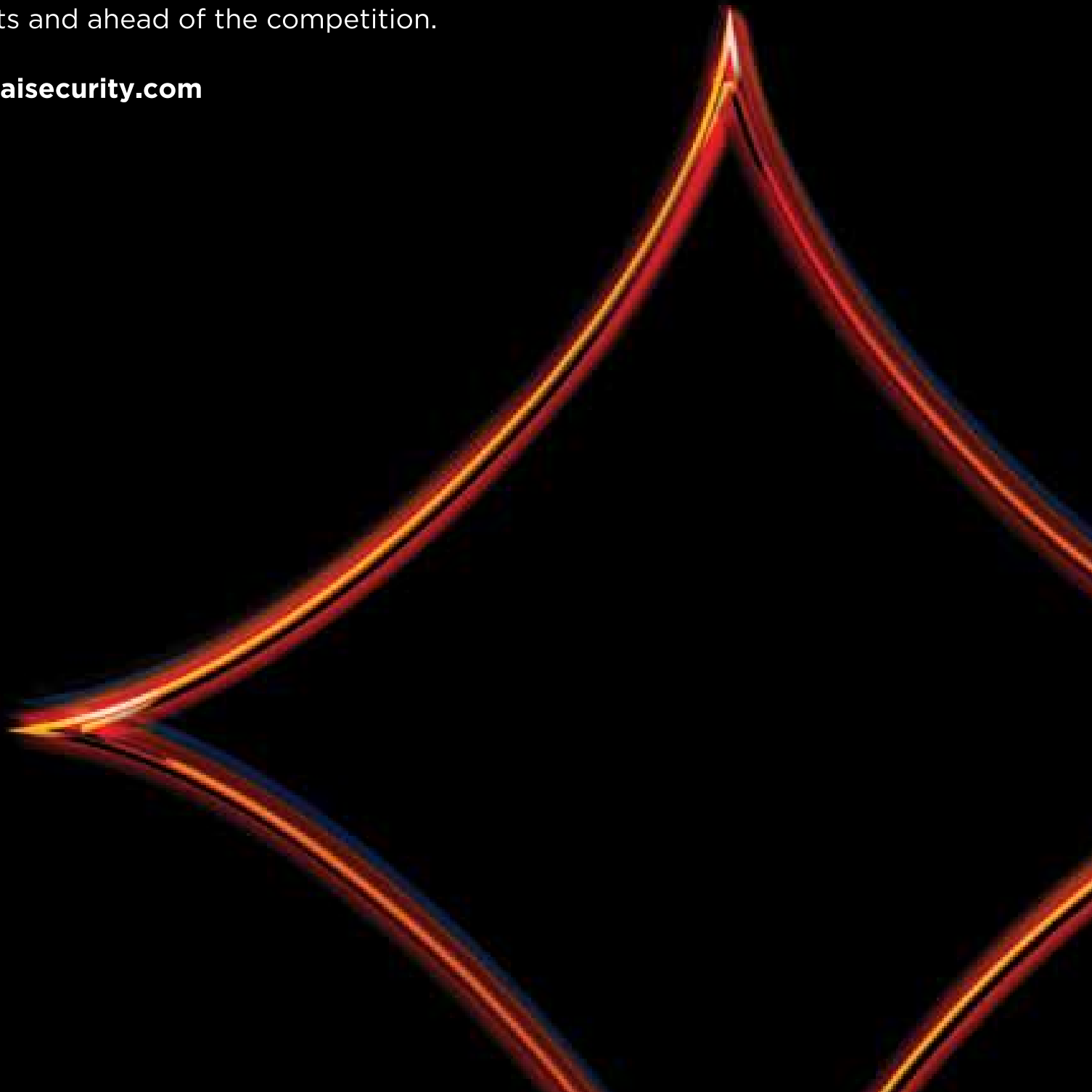


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Building India's Next-Generation Zero Trust Partner Ecosystem

From technical enablement and managed services to AI and data protection, Zscaler is evolving its partner ecosystem to meet India's rapidly changing security landscape. It is building a deeper, more capable partner ecosystem in India—and helping customers navigate the shift to Zero Trust.

In a conversation with VARINDIA, Foād Farrokhnia, Vice President, Global Partner Ecosystem, Asia Pacific & Japan, Zscaler talks about Zero Trust, services-led growth, partner enablement, and the opportunities shaping India's cybersecurity market -



Foād Farrokhnia

Vice President, Global Partner Ecosystem, Asia Pacific & Japan, Zscaler

What is Zscaler's vision and strategy around building the partner ecosystem and what does it mean for India specifically?

Our vision for the partner ecosystem is very clear: we want to build a community of partners that can lead customers through one of the most important technology shifts of this decade — the move from legacy network security to a true Zero Trust architecture. For Zscaler, partners are not simply a route to market. They are an extension of how customers discover, design, deploy, and operationalize secure digital transformation.

India is a strategic growth market for Zscaler, and our partner strategy reflects that. We are focused on three priorities. First, helping partners build deep technical and advisory capability around Zero Trust. Second, enabling them to create profitable services-led practices around deployment, managed services, transformation consulting, and customer success. Third, expanding our joint reach beyond large enterprises into high-growth segments where customers need simplified, scalable, and outcome-driven security.

The opportunity in India is not just to sell more cybersecurity. It is to help organizations reduce cyber-risk, simplify complexity, and create a secure foundation for digital and AI-led growth.

The channel conversation has clearly shifted from product reselling to outcome-led, services-oriented partnerships. How is Zscaler enabling partners to make that shift?

The transformation is very real. On the ground in India, we are seeing partners move from transactional selling to advisory-led engagement. They are leading architecture workshops, running proof-of-value engagements, helping customers prioritize use cases, and building services around implementation, optimization, and ongoing management.

Zscaler is enabling this shift through structured enablement, technical certification, specialization, and commercial models that support partner-led growth. Programs such as the Zscaler Partner Academy help partners develop the skills they need across sales, pre-sales, deployment, and post-sales. Zscaler ACES gives our most advanced technical partner talent deeper access to our experts, product teams, and roadmap. Z-Flex also gives partners a more flexible way to help customers adopt Zscaler based on business outcomes rather than rigid procurement cycles.

The key point is this: the future of the channel is not margin on resale alone. It is services, expertise, and customer outcomes. We are investing to help Indian partners make that transition successfully.

What capabilities and specializations are you prioritizing for Indian partners and how is the Zscaler Partner Program designed to incentivize that evolution?

A trusted advisor is a partner who can sit with a customer at the start of the transformation journey, not just at the point of procurement. For Indian partners, we are prioritizing capabilities in several areas. The first is Zero Trust architecture, where we help customers move away from castle-and-moat security and towards a model where access is based on identity, context, policy, and risk. The second is data protection, because as AI adoption accelerates, the question of where sensitive data lives, who can access it, and how it is protected becomes even more important. The third is cloud and workload security, as Indian enterprises continue to modernize applications and infrastructure. The fourth is managed services, because many customers want outcomes but may not have the internal security resources to operate everything themselves.

Our Partner Program is designed to reward that evolution. We want to incentivize partners that invest in capability, certifications, specializations, customer success, and services-led growth. Partners that develop deeper expertise should be better positioned to differentiate themselves, create stickier customer relationships, and capture more lifecycle value.

How is Zscaler tailoring its channel investment and GTM strategy to meet that specific market reality?

India is at a very important moment. The DPDP Act has elevated the conversation around data protection, accountability, and governance. At the same time, AI is changing how data is created, accessed, shared, and analyzed.

Our channel strategy in India is built around that reality. We are helping partners lead conversations around Zero Trust as a business enabler, not simply as a security control. That means helping customers modernize access, reduce reliance on legacy network architectures, improve visibility, protect sensitive data, and prepare for AI adoption in a secure way.

We are also tailoring enablement around the use cases that matter most in India: cloud transformation, secure branch and hybrid work, data protection, compliance readiness, ransomware defence, and AI security. India does not need a one-size-fits-all channel model. It needs partners that understand local customer realities and can bring global best practices to them in a practical, scalable way.

What concrete milestones are you setting for the India channel over the next 12–18 months?

Our focus over the next 12 to 18 months is to scale quality, not just quantity. We want a larger partner ecosystem in India, but more importantly, we want a more capable ecosystem. There are three areas where we are setting clear expectations.

- The first is certification and technical depth. We want more partner sellers, architects, pre-sales engineers, and delivery specialists trained and certified on Zscaler.
- The second is managed services. We see strong demand in India for partner-led managed security services, especially among organizations that want enterprise-grade Zero Trust outcomes without building large in-house operational teams.
- The third is market expansion. Large enterprises will remain important, but India’s mid-market and emerging enterprise segments represent a major growth opportunity. This is where Z-Flex, partner-led services, and stronger enablement can make a meaningful difference.

MESSAGE TO THE PARTNERS

“The opportunity in India is now and partners are central to capturing it. Customers are rethinking security architecture, data protection, cloud transformation, and AI readiness at the same time. They need partners who can help them move from complexity to simplicity, from legacy security to Zero Trust, and from point products to measurable business outcomes.

Our commitment to Indian partners is that we will continue to invest in their success. That means deeper enablement through Partner Academy, stronger technical communities through Zscaler ACES, more flexible commercial models such as Z-Flex, and closer collaboration in the field around joint opportunities.

My message to partners is simple - if you invest in Zero Trust capability, if you build services around customer outcomes, and if you position yourself as a trusted advisor, Zscaler will invest with you. India is one of the most exciting markets in APJ, and we believe our partners will play a defining role in shaping its secure digital future.”

FROM ZERO TRUST TO END-TO-END CYBER DEFENCE

RAJESH MATHKAR

Director - Wysetek Systems Technologists



Turning Partnership Into Impact

The partnership between Zscaler and Wysetek brings two things Indian enterprises rarely get together: a world-class zero-trust platform and an operator that delivers it end-to-end. Zscaler provides the Zero Trust Exchange — inline, cloud-native, always current. Wysetek, through our Cyber Defence Centre, provides the 24×7 operations layer — detection engineering, response, tuning, and compliance reporting.

Zscaler brings the platform; Wysetek brings the operations. Together, we help enterprises move from a deployed control to a fully operated, outcome-driven programme

Bridging The Zero Trust Adoption Gap

Deploying Zscaler is straightforward; operating it into outcomes is where many programmes may stall. That gap between adoption and outcomes is what we bridge. The journey has four stages: deploy the platform; integrate Zscaler telemetry into the SOC; instrument detection engineering, response, and continuous tuning; then operate 24×7 toward measurable business outcomes.

Our Cyber Defence Centre carries the customer through the last three stages. The AI surge raises the bar on both sides — attackers now use AI for phishing, reconnaissance, and agentic intrusion. The CDC responds with an Inverted Cognitive SOC: AI-first correlation and reasoning at machine speed, humans applying judgement on top.

Rethinking The Traditional SOC

A traditional SOC is human-first: analysts triage alerts one by one, correlate manually, escalate for investigation. Tools support the humans. The Inverted Cognitive SOC flips that: AI does the first-pass cognition — AI driven Triaging, initial investigation / Analysis & correlation to provide AI Intelligence and ensure faster response. Three things change. Analyst time is spent on large volume alerts saving them from Alert fatigue, not triage, and Mean-time-to-detect and respond drop because the correlation loop no longer waits in a human queue. And the SOC scales without proportional headcount growth — critical in a market where SOC talent is genuinely scarce.

Strengthening End-to-end Cybersecurity Post Scalezee Acquisition

The Scalezee acquisition rounds out Wysetek's stack. Previously, our strength was network, user, and identity security — including running Zscaler estates. Scalezee brings DevSecOps and cloud-managed services. The combined offering lets one partner run the security programme across the full stack — from code commit, through the pipeline, into cloud workloads, across the Zscaler-secured network and user layer, and into the SOC that watches all of it. For enterprises running Zscaler alongside cloud-native workloads, we close a lot of the seams where programmes usually leak.

Key Takeaway From Zenith Live Mumbai

That well-run security is silent security. The state we work toward — for every customer of the Cyber Defence Centre — is one where the CISO isn't paged at 3 AM, the board isn't reading about the company in the newspaper, and SOC analysts are hunting rather than firefighting. “Silent” doesn't mean nothing is happening; it means everything that's happening is being seen, understood, and handled before it becomes a story. That is what zero trust was always meant to enable. And that is what Wysetek's Cyber Defence Centre is built to deliver.

CONNECTING DATA PROTECTION AND ZERO TRUST FOR THE DPDP ERA

VIVEK GUPTA

Cybersecurity Practice Lead, Hitachi Systems



Turning Partnership Into Impact

Hitachi's edge is rich, two-decades-deep experience in data security and protection - built well before zero trust became a category. That experience is what we bring to the Zscaler relationship, helping both Zscaler and the customer adopt data protection and zero trust with precedent behind every decision, not a generic playbook. Our Zscaler Data Security certification and recognized ZTNA delivery status put us squarely at the intersection of regulatory compliance and Zero Trust security. We translate regulatory requirement into technical control. That's our positioning: architecture built around regulatory compliance first, with Zero Trust as the mechanism that delivers it.

Customers simply lack visibility into where their PII data lives. Beyond that, most aren't aware of how the DPDP Act specifically impacts their organisation. We address both by giving them that visibility first, before anything else.

Bringing Dpdp Compliance Into A Security Framework

With respect to DPDP, DSPM gives visibility into where regulated data sits, DLP and CASB govern how it moves and is protected. Hitachi brings these together into one coherent architecture rather than disconnected tools, so the customer sees a single solution mapped to their compliance need. Besides, because we manage the customer, we get to know them well at the time an actual incident is happening. Our SOC team, with threat intel capability, is able to quantify the incident - leading to faster containment and faster notification.

Ztna In The Context Of Dpdp Compliance

We position Zscaler Private Access (ZPA) beyond a network access tool - as a data protection control. By limiting access to only what's needed, it directly reduces how much sensitive data is exposed if an identity is compromised, which is the language boards and CISOs care about.

One Security Architecture, Multiple Regulations

We build architecture complying to NIST frameworks. That gives customers, irrespective of the sector that they are from, a single security architecture that satisfies multiple sector mandates at once, without compliance fatigue.

Key Message To Customers

We demonstrated what we're doing as a Glasswing partner for Anthropic and OpenAI, and how this helps customers get visibility and correlation on their PII data. That's the message and the starting point for a customer's DPDP compliance journey in the AI era with Hitachi and Zscaler.

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Artificial Intelligence, Automation and the Ethics of Responsible Innovation

Artificial intelligence (AI) and automation are rapidly transforming the way societies work, communicate, make decisions and deliver services. From healthcare and education to finance, manufacturing, transportation, AI-powered systems are increasingly being integrated into everyday life. These technologies offer significant opportunities to improve productivity, accelerate innovation, reduce costs and address complex social and economic challenges. At the same time, their rapid development has created a growing set of ethical concerns that cannot be addressed simply as technical problems.

The central challenge is to ensure that AI and automation serve human interests rather than undermine individual rights, social equality and public trust. Questions surrounding autonomy, accountability, fairness, transparency, privacy have therefore become fundamental to the responsible development of these technologies. The ethical debate is no longer about whether AI should be developed, but about how it should be designed, governed and used so that its benefits are broadly shared and its potential harms are effectively controlled.

One of the most important concerns is the effect of AI on human autonomy. Automated systems increasingly influence decisions that can have significant consequences for individuals, including employment, access to credit, healthcare, education and public services. Human autonomy does not require rejecting automation. Rather, it requires ensuring that technology supports human decision-making instead of unnecessarily replacing it. In high-impact areas, meaningful human oversight should remain central. People affected by automated decisions should have access to explanations, avenues for appeal and, where appropriate, the opportunity to have significant decisions reviewed by a qualified human being.

Accountability presents another major ethical challenge. AI systems are created and operated through complex networks involving developers, technology companies, data providers, organisations and end users. When an automated system produces a harmful or discriminatory outcome, responsibility can become difficult to establish. The complexity of AI can create what is sometimes described as an accountability gap, in which no single actor appears fully responsible for the consequences of a system.

This makes clear lines of responsibility essential. Organisations deploying AI should understand how their systems operate, identify foreseeable risks and establish mechanisms for monitoring performance. Developers and technology providers also have responsibilities to build systems that can be tested, evaluated and audited.

Fairness is equally important because AI

systems can reproduce or amplify inequalities that already exist within society. Algorithms learn from data, and data can reflect historical discrimination, unequal access to opportunities or social prejudices. If these patterns are incorporated into automated systems, apparently neutral technologies may produce unfair outcomes. Bias can therefore arise not only from the design of an algorithm but also from the selection, quality and interpretation of the data used to train it.

Transparency is closely connected to fairness and accountability. Many advanced AI systems are difficult for ordinary users, and sometimes even specialists, to interpret. When an automated system influences an important decision, a lack of transparency can weaken trust and make it difficult to identify errors or discrimination. Individuals should not be expected to accept consequential decisions merely because they have been generated by sophisticated technology.

Transparency, however, does not necessarily mean revealing every element of a complex algorithm. It means providing meaningful information about how a system is being used, what kinds of data inform it, what its limitations are and how decisions can be challenged. Organisations should be able to explain the purpose and scope of their AI systems in language that users can understand. Such transparency is essential for building confidence and ensuring that technological innovation remains subject to public scrutiny.

Privacy is another fundamental concern. The effectiveness of many AI systems depends on access to large quantities of data, including information about people's behaviour, preferences, locations, communications and activities. The collection and processing of such information can create significant risks if safeguards are weak or if individuals have little control over how their data is used.

Responsible AI therefore requires strong principles of data protection. Organisations should collect only information that is genuinely necessary, protect it against misuse and ensure that individuals understand, as far as reasonably possible, how their information is being processed. Privacy should not be regarded as an obstacle to innovation. Instead, it should be integrated into technological design from the beginning. Systems that respect privacy are more likely to maintain public trust and remain sustainable over the long term. Automation also raises difficult questions about employment and economic inequality. While automation can eliminate repetitive tasks and create new forms of work, it can also displace workers whose roles become increasingly automated. The effects are unlikely to be distributed evenly. Workers with fewer opportunities to acquire new skills may face greater difficulties adapting to technological change, potentially



DR. ASOKE K. LAHA
Chairman-Emeritus and
Founder, InterralT

widening existing economic inequalities. The appropriate response is not necessarily to resist automation, but to ensure that technological progress is accompanied by investment in people. Education, reskilling and lifelong learning can help workers adapt to changing labour markets. Businesses and governments also have a role in ensuring that productivity gains generated by automation contribute to broader economic and social development rather than benefiting only a narrow group.

These challenges demonstrate why ethics cannot be added to AI development only after a technology has been completed. Ethical considerations must be incorporated into the design process from the outset. This approach requires developers to consider potential social consequences alongside technical performance. Risk assessments, independent testing, impact evaluations and continuous monitoring should form part of the development and deployment process, particularly when AI is used in areas that directly affect people's rights and livelihoods.

Effective governance is equally important. Voluntary ethical principles can encourage responsible behaviour, but they may not be sufficient where powerful technologies can cause significant harm. Governments, regulators, businesses, researchers and civil society need to contribute to the development of appropriate rules and standards.

The future of AI and automation will therefore depend not only on what these technologies can do, but on the choices societies make about how they are developed and deployed. Fairness, transparency, accountability, privacy and human autonomy must remain central to those choices. By embedding ethical considerations into design, strengthening oversight and ensuring meaningful human responsibility, societies can capture the benefits of AI while reducing its potential to deepen existing inequalities. Responsible innovation ultimately requires recognising that technological advancement carries social responsibilities. AI should be developed not merely because it is possible, but because its use can be justified in terms of human dignity, public interest and a fairer and more inclusive future.



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Make in India shifts focus from device assembly to core components: Vaishnaw

Union Electronics and IT Minister Ashwini Vaishnaw has announced a strategic shift in India's smartphone strategy, transitioning from device assembly to localized component and raw material manufacturing. Highlighting this next phase of the Make in India initiative, Vaishnaw noted that the country is deepening its supply chain capabilities into specialized battery materials like synthetic graphite, electrolyte additives, and acetylene black.

Beyond battery ecosystems, domestic production is expanding across key smartphone components, including camera modules, displays, printed circuit boards, and enclosures. India currently produces approximately 330 million smartphones annually, with locally built devices making up 99.2% of domestic sales in FY2023-24, up from 26% a decade ago.

To sustain this shift, the government introduced a Rs. 62,500-crore Mobile Phone Manufacturing Scheme running through FY2030-31. Offering targeted incentives and support for local design and R&D, the policy aims to establish India as a fully integrated, self-reliant electronics manufacturing hub.

SEMICON India 2026 concludes with 56 MoUs and new chip lines

SEMICON India 2026, the fifth edition of the nation's flagship semiconductor conference, concluded on September 19 at Yashobhoomi, New Delhi. Held under the theme "Silicon to Systems: Building the Ecosystem," the three-day event highlighted India's expanding presence in the global value chain. It attracted 51,656 registrations, approximately 40,000 footfalls, and over 600 exhibitors, including 300 international participants from 52 countries.

Prime Minister Narendra Modi inaugurated the event, emphasizing India's shift from policy planning to commercial semiconductor production. Marking a significant milestone under the Semicon 1.0 programme, he virtually inaugurated new commercial production lines at CDIL Semiconductor in Mohali for discrete devices and Suchi Semicon in Surat for semiconductor packaging. The flagship event delivered major outcomes for the domestic ecosystem, resulting in 56 MoUs, strategic initiatives, and major announcements. These agreements span core sectors, including fabrication, advanced packaging, design, AI, R&D, equipment, startups, and talent development.

NetApp expands hybrid multi-cloud capabilities with autonomous controls

NetApp has announced new hybrid multi-cloud capabilities designed to improve enterprise flexibility, efficiency and control across on-premises and cloud environments. The updates support consistent operations while addressing sovereignty, governance, resilience and controlled consumption requirements for modern workloads.

The new capabilities extend the NetApp Platform with autonomous operations, sovereignty-aware storage-as-a-service and broader hybrid management. NetApp Keystone Sovereign strengthens regional governance and data residency controls, while NetApp Console Autonomous Operations uses AI-assisted automation to predict issues, accelerate remediation and optimise capacity and costs, including in air-gapped environments.

NetApp Console Fleet Management enables customers to manage hybrid environments as a unified estate, with observability and AI capabilities delivered within customer environments. Console AI ChatOps adds conversational, outcome-based automation, intent-based provisioning and policy guardrails. NetApp also announced an expanded partnership with Nutanix to combine ONTAP with Nutanix Cloud Infrastructure for virtualised workloads.

Odisha clears ₹2.47-lakh crore mega investment push across 27 projects

The Odisha government has cleared 27 major investment proposals worth Rs. 2.47 lakh crore, projected to generate over 50,000 jobs across 15 districts. Chaired by Chief Minister Mohan Charan Majhi, the High-Level Clearance Authority approved projects spanning digital infrastructure, semiconductors, green energy, and advanced manufacturing to deepen the state's economic transformation.

Digital infrastructure emerged as the primary growth driver, securing nearly Rs. 1.43 lakh crore across four data center projects. These include massive facilities by High Density Datacentre and HCL Technologies in Khurda, alongside Sentraforge AI in Puri. The power and renewable energy sector followed, attracting Rs. 54,288 crore led by NLC India's thermal and hydropower projects.

The approvals also boost high-tech manufacturing through silicon carbide wafer production, green hydrogen, and lab-grown diamond units worth Rs. 10,680 crore. Major expansions in steel, healthcare, and chemicals further reinforce growing investor confidence and balanced regional development across the state.

IBM and Yotta team up to bring sovereign agentic AI to Indian enterprises

IBM and Yotta Data Services have launched a sovereign agentic AI platform for Indian organizations, combining IBM's watsonx Orchestrate with Yotta's Shakti Cloud. Hosted locally across Yotta's Panvel and Greater Noida data centers, the platform enables enterprises to deploy, operate, and govern AI agents while keeping data residency, infrastructure, and compliance controls strictly within the country.

Under the partnership, IBM watsonx Orchestrate manages agent governance and security, while Yotta provides GPU computing infrastructure and model development tools. The solution targets key enterprise applications, including security operations, document processing, and human resources automation, enabling organizations to scale AI workloads securely.

Sandip Patel, Managing Director of IBM India and South Asia, emphasized that digital sovereignty is essential for scaling AI safely. Yotta CEO Sunil Gupta added that Indian enterprises require end-to-end control over data, compute, and inference to drive compliant AI adoption.

Jabra showcases AI-ready workplace solutions at InfoComm India 2026

Jabra showcased its professional audio and video collaboration solutions at InfoComm India 2026, recently at Mumbai's Jio World Convention Centre. Its portfolio included the Evolve3 75 and Evolve3 85 headsets and PanaCast U30 video conferencing bar, highlighting intelligent, AI-ready workplace communication.

The event attracted more than 13,000 attendees from 49 countries, bringing together enterprise decision-makers, IT professionals and Pro AV stakeholders. Jabra highlighted the growing role of Voice AI, with Evolve3 headsets featuring Jabra ClearVoice, using AI-powered deep learning trained on 60 million sentences to isolate users' voices from background noise. Both models support hands-free interaction with Gen AI assistants.

Jabra also demonstrated the PanaCast U30 for smaller meeting rooms, combining wide-angle 4K video, six microphones and a built-in speaker through a single USB-C connection. Certified for Microsoft Teams and Zoom, it supports simplified deployment, flexible mounting and remote management for connected collaboration.





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Yotta.com

DigiCert brings verifiable identity and governance to NVIDIA AI Agent platform

DigiCert has announced support for the NVIDIA Open Agent Safety Platform, enabling enterprises to establish verifiable identity and authority for autonomous AI agents. By pairing NVIDIA OpenShell's secure runtime controls with DigiCert AI Trust Manager, the integration enforces strict operating boundaries while confirming each agent's identity, ownership, and permissions before execution.

A core feature of the offering is the DigiCert AI Passport, a portable, cryptographically signed credential that defines an agent's access rights using policy-based visas. This framework grants organizations full lifecycle control, including an automated kill switch designed to instantly revoke authority and quarantine compromised agents at the source. DigiCert CEO Amit Sinha emphasized that the partnership leverages public key infrastructure (PKI) to extend agent trust across company lines and cloud environments. Together, the technologies provide a scalable framework for putting autonomous AI to work with auditable governance, verifiable identity, and operational accountability.

Redington partners with AvePoint to drive AI data governance and resilience in India

Redington has announced a strategic partnership with AvePoint to expand access to AvePoint's AI-ready data governance, security, and cyber resilience solutions across India. Leveraging Redington's extensive channel network, the collaboration enables enterprise partners to meet rising demand for robust data protection across cloud environments like Microsoft 365, Google Workspace, and Salesforce.

The partnership enhances Redington's solutions portfolio by integrating AvePoint's capabilities in data backup, recovery, compliance, and SaaS management. Sridhar S, President at Redington, highlighted that the collaboration reinforces their commitment to driving secure enterprise digital transformation by evolving data conversations toward governance, recoverability, and responsible AI use. Angela Choo, Vice President of Channel APAC at AvePoint, added that Redington's market reach will help channel partners deliver modern, scalable data protection practices. Together, both companies aim to transition Indian channel partners from traditional infrastructure services toward high-value offerings focused on cyber resilience and AI readiness.

Rashi Semiconductor spotlights in-house innovations at Electronica India 2026

Rashi Semiconductor Solutions, a subsidiary of Rashi Peripherals Limited, successfully demonstrated its range of in-house embedded and semiconductor technologies at Electronica India 2026. Held from September 16 to 18 at the Bangalore International Exhibition Centre, the showcase focused on advanced solutions across high-growth sectors, including automotive, robotics, AI edge, industrial automation, and security.



The event provided a strategic platform for Rashi Peripherals to highlight its expanding localized engineering capabilities, reference-solution developments, and technical support services. CEO Rajesh Goenka noted that the company's participation underlined its readiness to deliver high-value, locally designed technologies that connect global semiconductor innovation with India's rapidly growing manufacturing ecosystem.

The showcase arrives ahead of the company's joint venture with Japan's Restar Corporation, scheduled to launch operations in October 2026. Under the 74:26 partnership, the Bengaluru-headquartered joint venture will combine Restar's global technology network with Rashi's domestic distribution reach, with a key focus on delivering localized image sensing solutions.

Ingram Micro expands Bengaluru operations with larger facility

Ingram Micro has expanded its Bengaluru operations with a new, larger facility, reinforcing its investment in India, its second-largest market globally. The expansion reflects the company's commitment to supporting the country's digital transformation and growing technology ecosystem.



Bengaluru remains central to Ingram Micro's India strategy, supported by its strong presence of technology companies, channel partners and enterprise customers. The new facility will enable the company to expand its teams, strengthen operational capabilities and enhance support for partners and customers amid rising investments in artificial intelligence, data centres, cloud and cybersecurity.

"India remains one of Ingram Micro's most important markets globally, and this expansion in Bengaluru reflects the confidence we place in the country's technology ecosystem," said Flavio Moraes Junior, MD & CCE, Ingram Micro India. He highlighted AI adoption, data centre investments and growing SME requirements as key growth catalysts. Through its technology portfolio, professional services and AI-powered Xvantage platform, Ingram Micro supports channel partners in scaling operations and delivering digital solutions.

Orient Technologies expands cybersecurity operations with \$5m investment

Orient Technologies is advancing its cybersecurity business following a USD 3.15 million, three-year contract with Securonix. The expansion strategy includes planned investments scaling total capital to approximately USD 5 million. Under the strengthened relationship, Orient will serve as Securonix's exclusive Value-Added Distributor (VAD) and joint go-to-market partner in India, certified to sell solutions across India and the United States.

Building on its foundation as a Managed Security Service Provider, Orient will lead distribution while expanding capabilities in implementation, technical support, and SOC enablement. To support this growth, the company plans to hire roughly 100 cybersecurity professionals and target a 12% expansion in its customer footprint.

Together, the companies aim to help enterprise clients strengthen resilience against evolving cyber threats. By combining Securonix's AI-powered platform with local operational expertise, Orient will deliver end-to-end management across the entire security lifecycle.

Palo Alto Networks launches AI-powered offensive security service

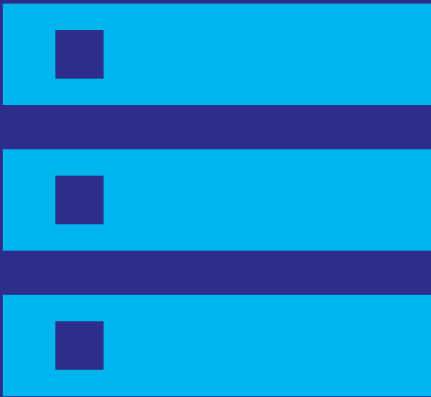
Palo Alto Networks has introduced Unit 42 Continuous Frontier AI Defense, an agentic offensive security service designed to perpetually find and remediate enterprise vulnerabilities. Powered by a multi-model harness integrating advanced AI models like Anthropic's Claude Mythos and OpenAI's GPT, the service conducts always-on testing to eliminate exposures before threat actors can weaponize them.

Building on Unit 42's earlier Frontier AI Defense framework, the solution counters compressed breach cycles driven by AI-powered threats. Key capabilities include a continuous testing engine, proprietary AI routing, advanced adversary simulation across cloud and network assets, and accelerated remediation offering code-level guidance and virtual patching recommendations.

Sam Rubin, Senior Vice President of Unit 42, noted that machine-speed defense is crucial against AI-enabled attacks. Backed by a \$17 million R&D investment and validated across over 100 customer engagements, the subscription service is available worldwide to give defenders a proactive upper hand.



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Anthropic launches Claude Fable 5.1 and Mythos 5.1

Three months after the launch of Fable 5, Anthropic has recently released two new AI models, Claude Fable 5.1 and Claude Mythos 5.1. The new models sit above Anthropic's other models — Haiku, Sonnet and Opus — which the company classifies as small, medium and large models. Fable 5.1 and Mythos 5.1 are based on the same underlying model but have different safety controls. Fable 5.1 is available to all users, while Mythos 5.1 is restricted to approved users working in cybersecurity and life sciences.

According to Anthropic, Fable 5.1 is its strongest model so far for coding, research and problem-solving. In the Terminal-Bench-Science 0.1 test, it scored 52.6%, compared with 24.7% for Fable 5, 29.0% for Opus 5 and 22.4% for rival model GPT-5.6. Anthropic is also introducing Enterprise Frontier Safeguards (EFS), a system designed to allow business customers to keep their data on their own servers rather than Anthropic's infrastructure.

Broadcom announces VMware Private AI Cloud

Broadcom has introduced VMware Private AI Cloud, a more secure, scalable, and flexible approach to AI that brings the model to the data, not the data to the model. Built on Broadcom's advanced software capabilities, VMware Private AI Cloud gives organizations a production-ready path to securely building, running, and governing inference workloads, agentic applications, and traditional enterprise workloads together on a single private cloud platform. Offering diverse hardware, model, and accelerator choices, VMware Private AI Cloud lets enterprises scale AI cost-effectively, operate more securely, and innovate rapidly.

"VMware Private AI Cloud is the inflection point where enterprise private cloud and private AI infrastructure stop operating as separate disciplines and become one—enabling production inference workloads and agentic AI with the data sovereignty, compliance posture, and cost predictability their business demands," said Ram Velaga, president, Infrastructure Software Group, Broadcom.

Salesforce expands Agentforce with a new portfolio of AI agents built for high-value work

Salesforce has worked alongside customers across thousands of agentic deployments and delivered 7 billion Agentic Work Units (AWUs) across Agentforce and Slack, including 3.2 billion in Q2 alone.



That experience has made one thing clear: putting agents to work requires more than intelligence. Agents need to understand the job, work across the business, and keep moving toward a goal as the work gets more complex.

Salesforce is now introducing a new portfolio of job-ready agents built to take on high-value work across sales, service, commerce, employee experience, and the back office. Connected to Customer 360, these agents can work with the customer context and business processes companies already have in Salesforce. These agents come ready for the job and are powered by new Agentforce technology that enables them to pursue goals over time, learn new skills, work with other agents, and continuously improve.

OpenAI unveils GPT 6 Astra, its most advanced AI model

OpenAI has announced the release of what it says is its most advanced AI model, amid heightened scrutiny of the risks of the frontier technology escaping human control. The \$852bn start-up said in its announcement that GPT 6 Astra is the "world's most intelligent



and aligned" AI model, earning perfect or near-perfect scores in key reasoning benchmarks, beating both its prior release GPT 5.6 Sol and rival Anthropic's Claude Fable 5.

In its statement, OpenAI said, "Astra is our most aligned model, with substantial improvements in understanding user intent and model behavior—you can delegate tasks with greater confidence in Astra's judgment. As one way that we test this, we built a new evaluation informed by the Hugging Face incident that evaluates whether a model facing a difficult or impossible task will go beyond its intended scope. Compared to GPT 5.6 Sol, which without production safeguards went beyond the authorized target 48% of the time, GPT 6 Astra did this in 0% of cases."

UiPath enhances and strengthens the UiPath platform

UiPath has announced updated and enhanced capabilities across the UiPath Platform. The new capabilities strengthen the platform's control plane across governance, data, connectivity, and deployment, so agents, processes, and workflows stay aligned to business outcomes and inside enterprise-defined boundaries. UiPath Coding Agents, announced in May 2026, are now generally available on the UiPath Platform, enabling teams to discover and build automations, then optimize them across the full lifecycle.

"Our platform gives customers the map they need to chart the right course for agentic transformation, at the pace and context their enterprise requires," said Raghu Malpani, Chief Product and Technology Officer, UiPath. "That context informs the control plane that governs building, data access, integration, and the launch of automations that run the business, with the assurance that it all stays inside the boundaries the business sets."

Barracuda launches AI Data Security solution for small businesses and MSPs

Barracuda Networks has launched Barracuda AI Data Security, a solution the company describes as the industry's first AI security and governance offering purpose-built for resource-constrained organizations and managed service providers (MSPs). The platform is designed to help businesses accelerate AI adoption with confidence by safeguarding sensitive data, enforcing responsible AI use, and generating compliance evidence. Built on the BarracudaONE platform, the solution marks a significant addition to Barracuda's AI Security portfolio, bringing together AI visibility, data protection, threat defense, and governance into one integrated experience.

The launch responds to a widening security gap: new research from Barracuda found that nearly half of senior IT leaders admit their teams lack the skills needed to securely govern AI already in use across their organizations. The risks are already materializing—IBM's Cost of a Data Breach Report 2026 found that 68% of organizations that suffered a breach had no policies in place to manage AI or detect shadow AI usage.

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Oracle releases Java 27, strengthens post-quantum cryptography support

Oracle has announced the availability of Java 27, the latest version of the world's number one programming language and development platform. Featuring thousands of performance, stability, security, and productivity improvements, Java 27 (Oracle JDK 27) provides a strong foundation for continued Java innovation. To help organizations prepare for more secure communications in a post-quantum world, Java 27 advances its post-quantum cryptography (PQC) capabilities with hybrid key exchange for TLS 1.3. Oracle is also highlighting JDK 28 early access (EA) to preview future innovations such as Project Valhalla.

In addition, Oracle is announcing aligned updates across the Java ecosystem and Oracle Java Verified Portfolio (JVP), including Helidon 27 for lightweight microservices, JavaFX 27 for rich client applications, and Oracle Jipher 20, now part of JVP, to help customers deploy Java applications in FIPS 140-regulated environments.

ESDS unveils Swaraj Sethu to bring the enterprise DevSecOps lifecycle together

ESDS Software has unveiled Swaraj Sethu, the Unified DevSecOps platform, engineered in India to bring the software delivery lifecycle together in a single, secure and governed workspace. Designed for enterprises seeking greater control over their applications, infrastructure and data, Swaraj Sethu brings source control, CI/CD, Kubernetes operations, infrastructure-as-code, configuration management, secrets management, observability and security into one platform.

Ready for deployment, Swaraj Sethu expands the Swaraj ecosystem with a unified DevSecOps platform, complementing Swaraj Cloud, ESDS's AI Autonomous Architect Cloud Platform, across the software development and delivery lifecycle.

Swaraj Sethu brings these capabilities together through a unified workspace, enabling teams to manage application delivery and infrastructure operations through a common platform. The platform combines source control and CI/CD, multi-cluster Kubernetes operations, infrastructure-as-code, configuration automation, log management, metrics and observability, along with integrated security controls.

Zoho announces Catalyst 3.0

Zoho has announced the launch of Catalyst 3.0, the agent-ready full-stack cloud development platform, equipped with all-new capabilities to enhance the AI-native developer experience. Catalyst 3.0 brings enhancements, including AI IDE (Integrated Development Environment) integrations, Agent Skills, MCP support, and AI-assisted workflows, on a single integrated platform to empower developers by fast-tracking the prompt-to-production process. To enhance accessibility and equip future developers with modern tools,



the platform is also offering a free student programme, allowing next-gen developers to learn, experiment and deploy applications seamlessly.

"Agentic AI coding assistants have transformed how quickly applications are being created, but getting that code deployed and operating in production remains a major hurdle," said Anand Nergunam, Global Vice President, Revenue Growth at Zoho. "For every app being built, developers spend a lot of time stitching together separate cloud services and managing infrastructure."

Kaspersky Next Optimum delivers scalable security for seamless protection

Kaspersky Next Optimum delivers scalable security for seamless protection. The update enables small and medium-sized businesses to augment their defenses with purpose-built security modules – Security Awareness, Email Security, Workload Security, Threat Lookup & Analysis and Vulnerability Management –



extending protection without redesigning the existing technology stack.

As small and medium-sized businesses (SMBs) grow, they encounter increasingly diverse types of threat. A recent survey conducted by Kaspersky's internal research center shows that over the past year the most common external incidents affecting SMBs were phishing (20 %) and software-vulnerability exploits (17 %). At the same time, the primary drivers prompting these organizations to switch cybersecurity vendors are internal challenges: 26 % cite compatibility and integration problems with existing solutions, while 23 % need to consolidate multiple products onto a single platform. In response to these needs, Kaspersky has updated its Kaspersky Next Optimum, specifically designed to address the pain points of SMBs.

NETSCOUT expands its data platform to transform AI-driven network operations

NETSCOUT SYSTEMS has expanded its data platform to provide the trusted operational context required to build the foundation for enterprise AI. The NETSCOUT data platform observes digital interactions, converts packets into high-fidelity, compact, contextualized evidence in real time, and curates that evidence at scale for observability, service assurance, cybersecurity, and AI.

This addresses a growing barrier to enterprise AI adoption: increasingly capable models still cannot deliver reliable operational decisions when the data supplied to them is incomplete, noisy, fragmented, or stripped of context. Traditional metrics, events, logs, and traces (MELT data) remain important, but often require AI systems to reconstruct what happened after telemetry has been sampled, aggregated, or separated across tools. That increases inference, compute requirements, token consumption, and the risk of an inaccurate recommendation.

Equinix unveils Equinix Fabric One

Equinix has announced Equinix Fabric One, a managed, any-to-any connectivity service designed to simplify how enterprises connect distributed cloud, network and AI environments. The announcement was made at Equinix Horizon, the company's inaugural customer and partner event.

Built to address the networking complexity of the AI era, Equinix Fabric One will leverage open connectivity specifications developed by Amazon Web Services (AWS) and Google Cloud to support interoperability across distributed cloud, AI and enterprise environments. Customers will simply specify what they need connected and their requirements, and Equinix Fabric One determines and delivers the connectivity required to make it happen. At Horizon, Equinix is also announcing Equinix Inference Exchange to accelerate enterprise AI infrastructure deployments. Equinix Fabric One aims to modernize how enterprises consume connectivity. Instead of assembling and managing networking service component by component, customers simply specify what they need through a portal, APIs, automation workflows, agent-based requests or natural-language prompts.



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Airtel adds Apple's iCloud+, Apple TV and Apple Arcade to ₹999 family postpaid plans

Bharti Airtel has announced it is enhancing its Rs. 999 and higher family postpaid plans with Apple's iCloud+, which now also includes Apple TV and Apple Arcade. The company said the addition offers greater value and gives customers another reason to upgrade their plans.



Airtel's latest postpaid offering combines Apple's newly expanded iCloud+ suite, which provides secure storage and sharing of personal content, with access to Apple TV's original programming and a catalogue of games through Apple Arcade. The offering is available to Airtel customers

on family plans of Rs. 999 and above.

With iCloud+, Airtel postpaid customers will be able to store, sync and access their photos, files, passwords, contacts and other information across their Apple devices, with their data securely backed up to simplify setting up new devices while keeping their digital life connected. Apple TV gives subscribers access to Apple's premium original series and films, while Apple Arcade offers unlimited access to its game catalogue without ads or in-app purchases.

PhonePe brings internet-free UPI payments to feature phones

PhonePe has launched UPI 123Pay across India for compatible feature phones. It works without internet, using SMS for money transfers and merchant payments, including in areas with limited 2G connectivity. The service brings UPI to more than 200 million feature phone users and supports person-to-person transfers, merchant payments, bank balance checks and transaction history. PhonePe plans to add bill payments, mobile recharges and Aadhaar-based UPI registration.

The service is initially available on select HMD, Nokia, Lava International and Itel Mobile phones.

Speaking on the launch, Sameer Nigam, Founder and CEO, PhonePe, said, "Bringing UPI to feature phones through PhonePe UPI 123Pay extends the benefits of digital payments beyond smartphones to every corner of the country. To us, this is what building for India actually means- meeting people where they are to drive a truly universal wave of financial inclusion that will onboard the next 300 million users into the digital financial fold."

NPCI launches AI chat assistant 'MyUPI' on BHIM app for payment support

NPCI BHIM Services Limited (NBSL), a wholly owned arm of the National Payments Corporation of India (NPCI), has rolled out MyUPI, an AI-driven conversational assistant built into the BHIM Payments App. The tool is designed to streamline UPI-related support, mandate handling and safety features for users.

Unveiled at the Global Fintech Fest 2026, MyUPI offers round-the-clock assistance in plain, conversational language and is currently available in English, Hindi, Telugu, Tamil and Bengali, with additional regional languages set to be added over time.

NPCI said the assistant consolidates several functions into one interface—letting users get help with transactions, file and monitor complaints, manage UPI Autopay mandates, unlink their UPI number, and access guidance on avoiding payment fraud.

Lalitha Nataraj, Managing Director and CEO of NPCI BHIM Services described MyUPI as adding a proactive layer of trust to the BHIM app, helping users get information, sort out concerns and act quickly with more clarity.

Trai mandates voice-and-SMS-only tariff plans to aid low-data users

The Telecom Regulatory Authority of India (Trai) has directed telecom operators to introduce voice-and-SMS-only tariff plans that exclude bundled data, with a validity period capped at 30 days or shorter. The directive amends the Telecom Consumer Protection Regulations, 2024, and follows industry consultations that revealed a shortage of such special tariff vouchers in the market. Trai found that operators largely offered longer-validity packs, which limited affordable, short-term recharge options for price-sensitive users.

In its notification, the regulator said this tariff structure would adequately meet consumer needs, particularly for those who want to recharge based on their actual usage and financial constraints rather than pay for data they don't use.

While the move is expected to widen consumer choice, telecom analysts caution it may squeeze average revenue per user, especially among subscribers with minimal data consumption.

Vi unveils dynamic rebrand and taps Shah Rukh Khan to lead major strategic shift

Telecom operator Vodafone Idea (Vi) has officially launched a comprehensive brand refresh, tapping Bollywood megastar Shah Rukh Khan to spearhead its upcoming national campaign, "Vi badal raha hai... tayaar rahiye" (Vi is changing... get ready).

The high-profile movement signals the beginning of a multi-week transformation designed to reposition the company beyond traditional telecom services into an integrated technology solutions provider for both retail and enterprise customers.

The rollout, which began across consumer touchpoints, retail networks, and digital platforms on September 1, represents the first major visual overhaul for the operator since Vodafone India and Idea Cellular merged their identities under the "Vi" moniker six years ago.

At the core of the visual redesign is an evolution of Vi's classic brandmark. The company has transformed its flat visual element into a vibrant, dynamic 3D sphere positioned prominently at the top of the logo. According to corporate leadership, the updated design language is crafted to convey forward-looking energy, technical optimism, and expanded digital capabilities."

Paytm brings payment data to ChatGPT with new plugin

Paytm Payments Services Limited (PPSL) has launched the Paytm Payment Gateway Plugin for OpenAI's ChatGPT. The integration enables businesses to access and interpret authorised payment information through conversational prompts, reducing the need to switch between dashboards, reports and other payment management tools.

The plugin is aimed at founders, finance teams and business operations teams that regularly monitor payment activity. Users can ask questions about transactions and business trends directly within ChatGPT. For instance, founders can check how many payment links issued during a particular period have been paid, while finance teams can review collections and settlement status. Operations teams can also track refunds or subscriptions using natural-language queries.

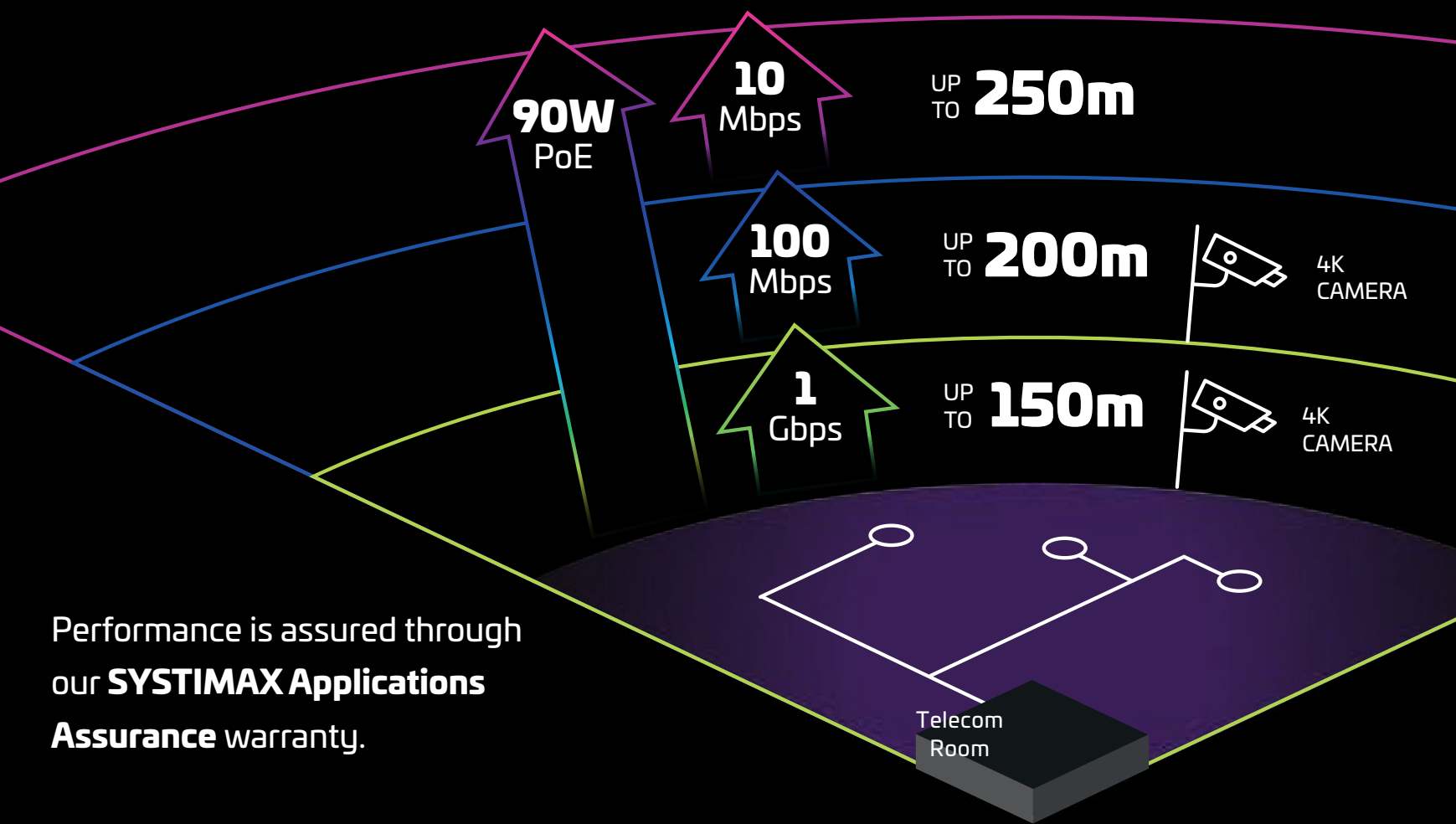
The integration is built using the Model Context Protocol (MCP), which connects authorised merchant payment information with ChatGPT. Paytm said developers can use the plugin to create AI-led payment and business workflows within ChatGPT, potentially reducing the requirement for multiple standalone integrations.



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CP PLUS MD Aditya Khemka conferred with Inspiring Industry Leader Award 2026

At the Champion of Bharat 2026 ceremony, held during the Bharatiya Vyapar Mahotsav, Aditya Khemka, Managing Director of CP PLUS, was honoured with the Inspiring Industry Leader Award 2026. The prestigious accolade reflects a corporate journey centered



on pioneering tech solutions, expanding indigenous manufacturing capacities, and fostering homegrown innovation within India while aggressively pursuing a global footprint.

Under Khemka's leadership, CP PLUS has continually invested in strengthening India's

electronic security ecosystem. By prioritizing core capabilities over mere production volume, the company advances intelligent surveillance frameworks and emerging technology solutions tailored to meet the dynamic needs of a rapidly evolving nation. These persistent efforts ensure that high-grade security technology developed domestically can seamlessly expand into international markets.

Conferred at a national platform celebrating Indian enterprise, the award emphasizes that homegrown businesses can engineer world-class technology capable of competing globally. For CP PLUS, this recognition reinforces a core conviction: the purpose-driven innovation, manufacturing excellence, and indigenous research built in India today will define the global technological standards of tomorrow.

PRAMA showcases AI-powered security solutions for MSMEs at Bharatiya Vyapar Mahotsav 2026

PRAMA, India's premier video security brand, showcased security products and smart solutions for MSMEs at the first edition of Bharatiya Vyapar Mahotsav (BVM), held from 12 to 15 August 2026 at Bharat Mandapam in New Delhi. Organised by the Confederation of All India Traders (CAIT) and ITPO, the event was inaugurated by Union Commerce Minister Piyush Goyal. Union Minister of State Jitin Prasada and former Union Minister Smriti Irani attended as guests of honour.



P R A M A ' s spacious booth drew strong interest from trade visitors. It featured AI technology, Interactive Display Panel, Safe City Solution, Perimeter and Defence Solution, Ranginview IP

Series, Transportation Solution and Mobile Enforcement Solution. Its AiSense technology distinguishes people and vehicles from other moving objects, reducing false alarms, and suits retail applications. The Interactive Display Panel combines a computer, whiteboard and projector, making it useful for training and video conferencing.

A PRAMA representative said, "The Indian security market is poised for a new growth phase due to the exponential growth of the MSME sector." He added that PRAMA is taking indigenous manufacturing to the next level and thanked CAIT.

Accelty Techsolutions hosts CMDA partner evening to drive solution-led channel growth

Accelty Techsolutions LLP recently hosted an exclusive Partner Enablement & Networking Evening for members of the Computer Media Dealers Association (CMDA) in Mumbai. Sponsored by industry leaders Splashtop and Gstarsoft, the event convened system integrators, software resellers, hardware vendors, and IT solution providers. A primary objective of the gathering was guiding channel partners to transition from traditional product reselling toward value-added, solution-led selling to unlock sustainable, recurring revenue streams across target business segments.



During the technical presentations, Splashtop showcased business opportunities in secure remote access and endpoint management, while Gstarsoft demonstrated its 2D/3D drafting software featuring specialized BIM capabilities for design-driven industries. Accelty highlighted its comprehensive channel enablement ecosystem—offering technical support, proof-of-concept setups, tailored marketing assistance, and joint customer engagement strategies to help partners confidently deploy modern technologies. An informal networking session allowed attendees to exchange market insights and explore strategic collaborations.

The successful event reaffirmed Accelty Techsolutions' ongoing commitment to empowering the IT channel community and strengthening the broader vendor-distributor-partner network across the region. In a significant related industry development, Sameer Parekh, President of CMDA, has been elected as President of FITAM.

ISODA concludes United Summit 2026 in Goa, welcomes new management committee

The Infotech Software Dealers Association (ISODA) concluded its United Summit 2026 at Alila Diwa Goa, with its Annual General Meeting marking the start of a new chapter for the association. Held from 18 to 20 September, the three-day event brought together members, technology partners and ecosystem stakeholders for networking, knowledge sharing and business conversations.

The AGM formally welcomed the new Management Committee, led by Vimesh Avlani as Chairman, Satya Priya Das as Vice Chairman and Lalit Choudhary as President. The committee will focus on strengthening member engagement, supporting regional chapters and building industry relationships across ISODA's network of 200+ member organisations, 150+ cities and nine regional chapters.

The Summit also saw ISODA sign a Memorandum of Understanding with the Goa IT Association, alongside sponsor sessions, an expo with 20 stalls and over 100 industry participants. At the ISODA Awards for Business Excellence 2026, LDS Infotech won Best Solution Partner, dMACQ Software took the IP Creation category, Technobind Solutions was named Best Distributor, Noventiq ValuePoint won for Cyber Resilience and Compliance Excellence, and Compusoft Advisors won for AI-Driven Operational Efficiency. Enjoy IT Solutions won Best Elevator Pitch among exhibitors.

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CADYCE Launches CA-3DSP USB-C Triple Display Docking Station for Next-Gen Multi-Display Workspaces

CADYCE, a provider of computer networking and lifestyle accessory solutions, has announced the launch of its CA-3DSP USB-C Triple Display Docking Station, designed to turn USB-C enabled computers into multi-display workstations with extensive connectivity.

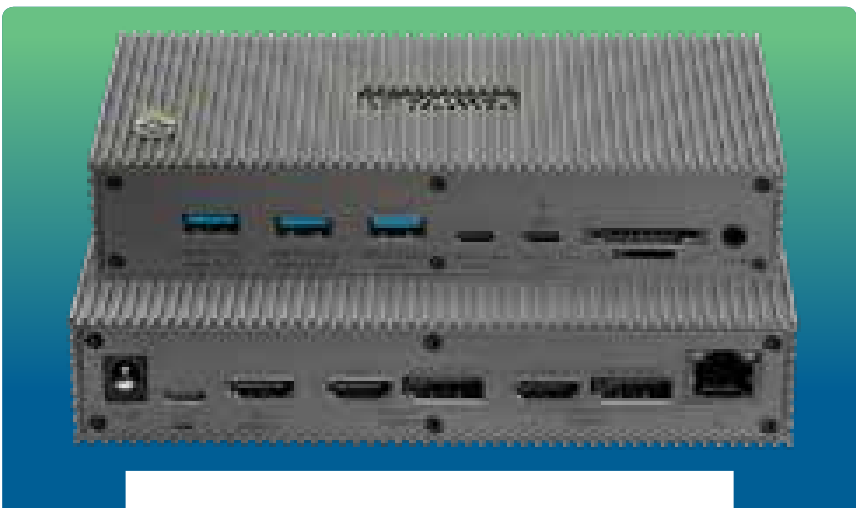
As professionals increasingly rely on multiple screens, fast data transfer and varied peripherals, the CA-3DSP combines display, data, networking, storage and audio connectivity in one compact dock.

THREE DISPLAYS, ONE WORKSTATION

The dock supports triple-display setups in several combinations: three HDMI outputs, two DisplayPort and one HDMI, or one DisplayPort and two HDMI. Users can choose Extended or Mirror mode, making it suitable for multitasking, content creation, data analysis, financial applications and presentations. Every output supports up to 4K UHD at 60Hz.

HIGH-SPEED CONNECTIVITY FOR DEMANDING WORKFLOWS

Beyond displays, the CA-3DSP works as a full connectivity hub, offering USB 3.2 Gen2 ports with speeds of up to 10Gbps, plus additional USB-C and USB-A ports. USB-C Power Delivery of up to 20W lets compatible devices charge while transferring data. For wired networking, it includes Gigabit Ethernet with speeds of up to 1000Mbps. SD 3.0 and microSD 3.0 card slots give photographers, videographers and content creators quick access to large media files.



Measuring 157 × 77 × 32 mm, the dock stays compact despite its range of ports. It also includes a 3.5mm audio connection and a Kensington lock slot for added security in shared workspaces, and supports Windows, macOS, Linux and other major operating systems. It carries CE, FCC, UK, CA and RoHS certifications. "Modern workspaces are becoming increasingly dependent on multiple displays and a growing number of connected peripherals," CADYCE said in a statement. "With the CA-3DSP, our aim is to provide users with a powerful and versatile connectivity solution that brings displays, high-speed data, networking and essential peripherals together in one streamlined workstation." The CA-3DSP USB-C Triple Display Docking Station is now available directly through the official CADYCE web store at a maximum retail price (MRP) of Rs. 31,300.

DIGISOL Industrial Ethernet Switch Series: Built for Reliable Connectivity in Demanding Environments

The DG-IS4506HPE, DG-IS4510HPE and DG-IS4514HPE are industrial Ethernet switches designed to deliver reliable and resilient connectivity across demanding network environments. Combining Gigabit PoE, SFP connectivity, intelligent network management and rugged industrial construction, the series provides flexible connectivity for applications across transportation, energy, industrial production, environmental monitoring and other critical infrastructure environments.

HIGH-PERFORMANCE CONNECTIVITY & POE

The series offers multiple configurations to address varying network requirements. The DG-IS4506HPE features 4 Gigabit PoE ports and 2 Gigabit SFP ports with a 120W PoE budget. The DG-IS4510HPE provides 8 Gigabit PoE ports and 2 Gigabit SFP ports with a 240W PoE budget, while the DG-IS4514HPE combines 8 Gigabit PoE ports, 2 Gigabit TX ports and 4 Gigabit SFP ports with a 240W PoE budget. The switches support IEEE 802.3af/at PoE, dual power input and industrial ring technology for resilient network operation.

KEY FEATURES

- 4 / 8 Gigabit PoE ports
- 2 / 4 Gigabit SFP ports
- Up to 240W PoE budget
- IEEE 802.3af/at PoE support
- 9K Jumbo Frame support
- 8K MAC address table
- STP, EAPS & ERPS support
- Node self-healing below 5ms
- Ring network self-healing below 50ms
- Wide-range operating temperature
- Dual power input & reverse power protection
- CLI, Web & SNMP management
- IP40 protection with 6KV lightning protection

BUILT FOR DEMANDING DEPLOYMENTS

Built with a compact DIN-rail aluminium alloy enclosure, the series

is designed for challenging operating conditions. Its industrial construction, wide operating temperature range, anti-vibration and anti-shock capabilities, along with IP40 and 6KV lightning protection, help support reliable network performance in demanding environments.

The series has also been deployed at Nashik Kumbh Mela, an environment where massive footfall, distributed infrastructure and demanding operating conditions call for dependable, rugged networking.

With a combination of industrial durability, PoE capability, fibre connectivity and intelligent network management, the DIGISOL Industrial Ethernet Switch Series provides a reliable networking foundation for demanding infrastructure deployments.





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From Experimentation to Execution: Scaling AI in the Enterprise

Dell Technologies Forum 2026, held across Mumbai and Bengaluru, brought together more than 13,000 technology and business leaders, customers and partners through its on-ground events and online sessions. But beyond the scale of participation, the forum pointed to a more significant shift in how India's enterprise technology conversation around AI is evolving. The focus is increasingly moving beyond experimentation and pilots toward the practical challenge of taking AI into production at scale—a transition that will depend not only on computing and data infrastructure, but also on the availability of skilled talent and a partner ecosystem capable of turning AI ambitions into measurable business outcomes.

The leadership - Gerri Tunnell, Chief Marketing Officer, Dell Technologies along with and Jacinta Quah, Vice President, Client Solutions Group and Modern Workplace, APJ and Greater China, Dell Technologies, Chris Kelly, Senior Vice President, APJC ISG Specialty Sales, Dell Technologies, and, Karinne Brannigan, Senior Vice-President, Global Programs & Regional APJC Marketing, Dell Technologies explored how organisations can scale intelligence across the enterprise, build for the demands of tomorrow and turn strategic intent into measurable business outcomes. One theme came through consistently across all conversations.

The Forum also featured transformation stories from executives from Omega Healthcare and NCDEX showcasing how leading organisations are successfully making the shift from AI curiosity to AI capability in real business environments.

KEY HIGHLIGHTS FROM THE EVENT -

BRINGING AI TO THE WORKPLACE

Dell Technologies unveiled its latest AI commercial portfolio at the forum, including the new Dell Pro 3, Pro 5 and Pro 7 AI PCs, Dell Pro Precision workstations, displays and peripherals. Designed to bring AI capabilities directly into the flow of work, the portfolio gives organisations the tools to equip employees with purpose-built technology



Dell Technologies Forum offered a window into how India's enterprises are approaching the next phase of digital transformation, bringing industry leaders together to examine how modern infrastructure is being reshaped to turn technology investments into measurable business outcomes -

that balances performance, security and flexibility.

INVESTING IN INDIA'S AI WORKFORCE

Dell Technologies launched uDaan. To empower India's Future Workforce, Dell designed this national skilling and innovation programme that is aimed at preparing 23,000 young people for careers in AI, cloud computing and electronics manufacturing. Developed in partnership with FITT-IIT Delhi, Learning Links Foundation and Generation India Foundation, the programme will operate across Delhi NCR, Bengaluru, Hyderabad, Chennai and Pune creating structured pathways from education to employment, apprenticeships and entrepreneurship. uDaan signals that Dell's commitment to India's AI future extends beyond the enterprise. Building what's next means building the people who will make it possible.

THE GCC OPPORTUNITY

Dell Technologies, in partnership with Zinnov, also released a whitepaper titled India GCCs 2030: From Capability Centers to Agentic Transformation Engines, putting clear numbers to an opportunity the industry is beginning to fully recognize. With approximately 28% of global GCC AI talent based in India and over 1,200 GCCs actively building AI and ML capabilities, India's position in the global AI landscape is

significant and growing. The report also found that nearly 70% of GCCs are yet to move AI beyond pilots, reinforcing that the next phase of growth depends on strengthening the foundations of data, infrastructure, security and talent.

THE PARTNER ECOSYSTEM

The Dell Technologies Partner Summit brought together partners and ecosystem leaders to discuss the evolving role of the channel in accelerating AI adoption. Dell Technologies leaders outlined the company's continued commitment to partner growth through enhancements to its Partner Program 2026. The event highlighted the company's continued commitment to working with partners to help customers navigate the growing complexity of AI, infrastructure modernisation and cybersecurity.

TO CONCLUDE

Dell Technologies Forum 2026, across both the cities, captured a defining shift in India's technology landscape—from debating whether AI will transform the enterprise to determining how that transformation can be translated into meaningful outcomes. As organisations move from AI experimentation to execution, Dell Technologies, together with its customers and partners, is helping turn that ambition into practical impact, driving business growth, strengthening innovation, and creating outcomes that extend beyond the enterprise to society at large.

MANISH GUPTA, PRESIDENT AND MANAGING DIRECTOR, DELL TECHNOLOGIES INDIA

"India is at an inflection point. The ambition and talent are there and the opportunity is significant. With AI adoption accelerating across sectors, strategy without the right foundations will not scale. It is a reality with nearly half of all organisations still without a clear and actionable roadmap across AI, data and security. The path from experimentation to enterprise scale runs through AI-ready data, modern infrastructure, security and talent working in cohort. India's role is expanding in shaping the region's AI ecosystem. India is not just participating in the global AI story, but it is helping to shape it."

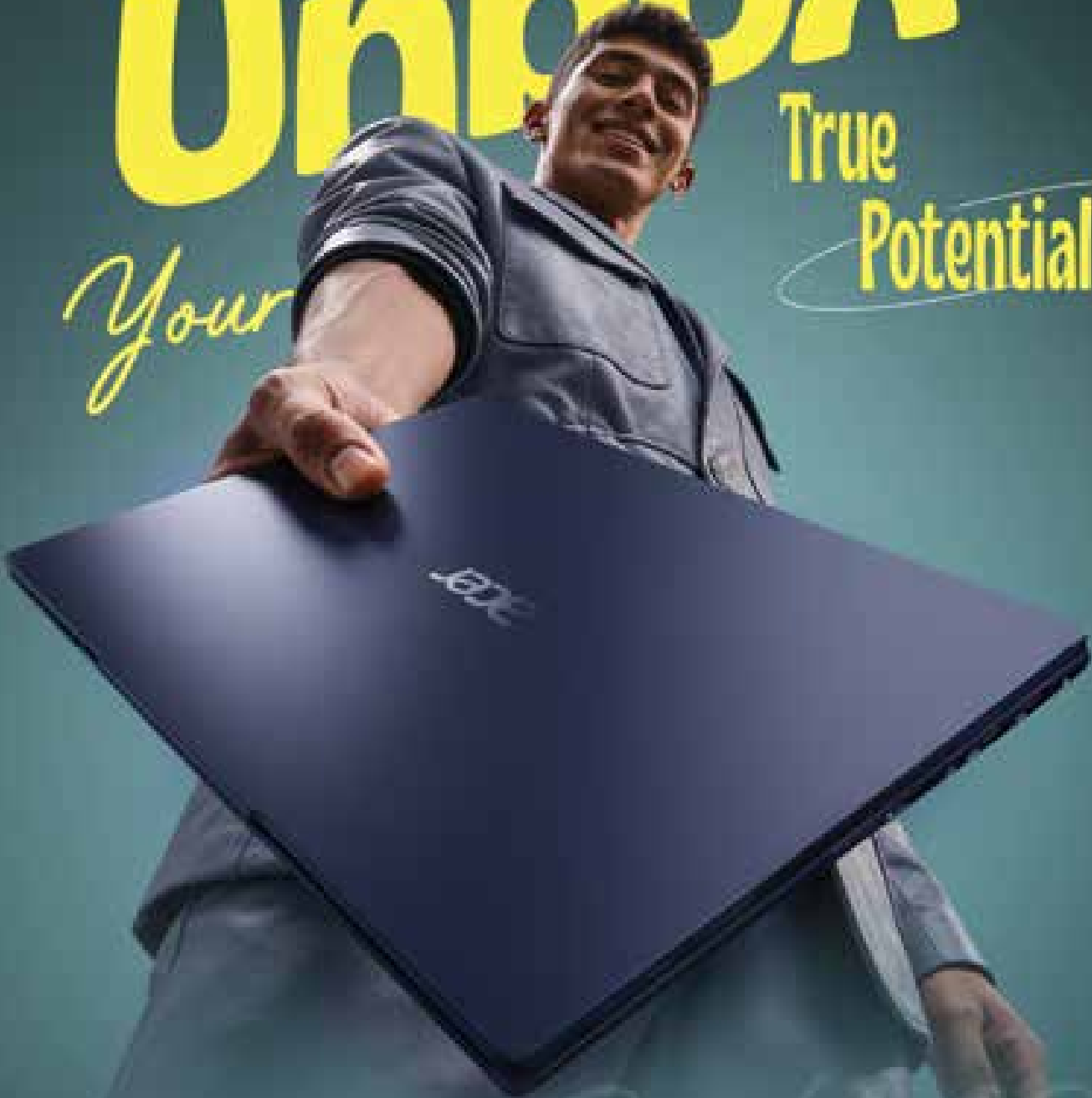
RICHARD M. MCLAUGHLIN, PRESIDENT, APJ AND GREATER CHINA, DELL TECHNOLOGIES

"The biggest shift I am seeing is the pace at which enterprises are adopting AI. A year ago, many organisations were still exploring what AI could potentially do for their businesses. Today, the conversation has moved to a more practical level—how to take successful pilots into production, how to turn existing data into a competitive advantage, and where those AI workloads should ultimately run."



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High-Speed Precision: How Hikrobot's DP Series Powers Real-Time 3D Inspection

The Hikrobot 3D Laser Profiler (DP Series) delivers high-precision, non-contact surface measurement through advanced laser triangulation. Designed for real-time applications, the device generates micrometer-level 3D point clouds, depth images, and detailed profiles. Equipped with an integrated edge-computing architecture, the DP Series processes data at speeds up to 49 kHz without taxing host CPU resources. Consequently, it has achieved global adoption across key manufacturing hubs, including India, for consumer electronics, EV battery assembly, automotive manufacturing, and PCB inspection.

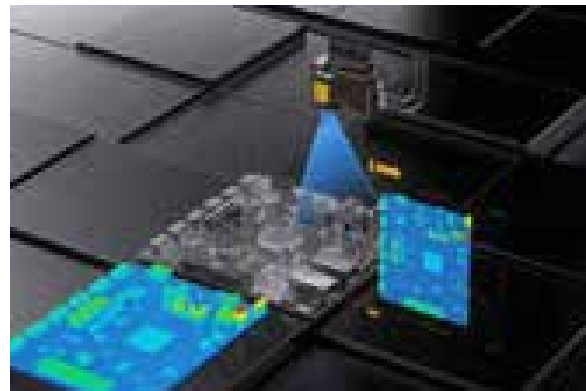
TARGETED PRODUCT TIERING

Hikrobot categorizes its profile sensors into four distinct performance classes:

- **DP2000 Series:** The industrial workhorse featuring 3,200 profile points, scan rates up to 23.9 kHz, and IP67 protection. Key models like the MV-DP2240-01P deliver Z-axis resolution down to 6.47 μm .
- **DP3000 Series:** A high-precision line offering scan rates up to 46.7

kHz alongside enhanced light sensitivity, 95% laser uniformity, and ultra-low noise profiling.

- **DP4000 Series:** The flagship series featuring a 2000x2000 sensor array, up to 4,000 pixels per line, telecentric optics, and maximum 49 kHz scanning.
- **Binocular Single-Line Series:** Integrates dual cameras with a single laser projector to capture complex geometry without optical shading or occlusions.



Built-in Post-Processing: Executes spatial filtering, time-domain filtering, and point interpolation directly on the device.

KEY TECHNICAL INNOVATIONS

Sub-Pixel Center Extraction: Onboard algorithms track laser reflections down to 0.05-pixel accuracy.

Stray Light Halo Filtering: Suppresses glare on reflective, metallic, or wet surfaces.

Single-Frame HDR: Combines varied exposures in a single pass to inspect high-contrast materials simultaneously.

Multi-Camera Stitching: Merges multiple sensor views into unified 3D point clouds for large-scale targets.

INDUSTRIAL APPLICATIONS

EV Batteries: Detects air bubbles on blue film surfaces, surface droplets, and structural dents in soft-pack batteries.

Consumer Electronics: Executes Z-axis height checks, coplanarity testing, and gap/flush measurements.

Automotive: Inspects black rubber seals, weld seams, seatbelt weaves, and metallic casings for micro-defects.

AMD Joins the \$1 Trillion Club

AMD has crossed the \$1 trillion market-capitalization milestone for the first time, marking a defining moment in its transformation from a processor challenger into one of the central players in the global AI infrastructure race. Shares jumped about 9.6% to \$613.31 on September 21, taking the company into the trillion-dollar club alongside Nvidia, Broadcom and Micron. AMD shares have surged about 185% in 2026, compared with a 15.8% rise in the Nasdaq, according to Reuters. The milestone is significant because investors are increasingly valuing AMD not merely as a semiconductor manufacturer, but as an alternative supplier of the computing infrastructure required for AI. The broader semiconductor rally reinforced that view, reflecting renewed investor appetite for companies exposed to AI spending.

BEYOND THE GPU BATTLE

AMD's strategy has moved decisively beyond selling individual GPUs. Its Helios rack-scale architecture integrates Instinct accelerators, EPYC server processors, Pensando networking and ROCm software into a full-stack AI platform designed for large-scale training and inference.

That shift is critical. The next phase of AI competition is increasingly being fought at the rack, cluster and data-centre level, where performance depends on the combined efficiency of GPUs, CPUs, networking, memory and software—not simply the performance of an individual accelerator. AMD is also gaining from an important structural change in AI computing: the growth of inference and agentic AI. While GPUs perform the heavy computational work, CPUs remain essential for orchestration, data processing and keeping accelerators utilized. AMD says its sixth-generation EPYC processors are designed for workloads spanning agentic AI, cloud, enterprise and high-performance computing.

BUILDING AN AI ECOSYSTEM

Customer commitments are strengthening AMD's position.



Anthropic has agreed to deploy up to 2 gigawatts of AMD Instinct MI450-series GPUs through Helios systems, with the first gigawatt scheduled to begin deployment in the first half of 2027. AMD also announced a strategic investment of up to \$5 billion in Anthropic.

AMD says its Helios ecosystem also includes relationships with OpenAI, Meta, Microsoft, Oracle and other AI and cloud companies. Microsoft plans Helios deployments on Azure, while OpenAI expects to bring Helios infrastructure online beginning in the fourth quarter of 2026.

CHOICE BEYOND NVIDIA:

Nvidia remains the dominant force in AI accelerators, with a market value above \$5 trillion when AMD crossed the milestone. But hyperscalers and AI companies have strong incentives to diversify suppliers, improve negotiating leverage and reduce dependence on any single architecture.

AMD's opportunity therefore does not require replacing Nvidia. Capturing a meaningful share of a rapidly expanding AI-compute market could itself create substantial growth.

There are risks behind the trillion-dollar valuation. AI infrastructure spending must continue translating into revenue and earnings, AMD must execute its product roadmap, and ROCm must keep strengthening as a credible software ecosystem. High expectations leave less room for execution setbacks.

Yet AMD's \$1 trillion milestone captures a larger transformation underway across the semiconductor industry. AI is turning chips into strategic infrastructure, and value is migrating from standalone processors toward integrated computing platforms.



The Data & AI Trust Company



15th Eastern India IT Fair 2026: Forging Alliances for Growth in a DPDP-Ready India



(L-R): Anil Kumar Sahu, VP, VARINDIA; Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA; Dr. Sandip Pradhan, CDIO, Century Plyboards; Jagannath Pattnaik, Head, Sales & Marketing Strategy, Net Protector; Dr. Arindam Sarkar, HOD, Computer Science & Electronics, Ramakrishna Mission Vidyamandira, Belur Math; Sourav Das, Group Chief, Digital & IT, Rupa & Co; and Manjit Nayak, Director, STPI Kolkata, MeitY, Govt of India.

KOLKATA'S PREMIER ICT GATHERING MARKED ITS 15TH EDITION WITH A SHARP FOCUS ON DATA PRIVACY COMPLIANCE, AI-DRIVEN CYBERCRIME AND HOMEGROWN SECURITY INNOVATION, WITH FACEOFF TECHNOLOGIES UNVEILING ITS ON-PREMISE DPDP IN A BOX.

The city of Kolkata came alive on the evening of 11th September as the 15th edition Eastern India Information Technology Fair (EIITF) 2026 brought together the region's technology community under one roof. Hosted by VARINDIA at Hotel The Park, the event brought together government officials, CXOs, policymakers, academics, OEMs, and value-added resellers (VARs) under the central theme, "Alliances for Growth in a DPDP-Ready India."

Over the years, EIITF has established itself as an important platform for collaboration, networking, and knowledge-sharing across Eastern India's ICT ecosystem. This year's edition carried an even sharper focus, with discussions spanning the Digital Personal Data Protection (DPDP) Act, AI-driven cybercrime, deepfake fraud, indigenous cybersecurity innovation, and the need for stronger alliances as India moves towards a more privacy-conscious digital economy.

The evening witnessed the delegates representing **COMPASS**, **FAIITA**, the **Philanthropic Technical Association (PTA)**, and value-added resellers from across Eastern India. The opening remarks by Dr. Deepak Kumar Sahu set the tone for the discussions ahead, highlighting the reported 3,000 percent surge in deepfake fraud and the growing challenge of AI-driven social engineering, while also reflecting on **VARINDIA's** 27-year journey as a strong voice for India's ICT ecosystem.

The distinguished dignitaries whose presence made the evening more elated were Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA; Manjit Nayak, Director, STPI Kolkata, MeitY, Government of India; Dr. Sandip Pradhan, VP & CIO, Century Plyboards Ltd.; Sourav Das, Group Chief of Digital & IT, Rupa & Co.; Dr. Arindam Sarkar, HoD, CS & Electronics, RKMV, Belur Math, Kolkata; Sandeep Sengupta, MD, ISOAH Data Securities Pvt. Ltd.; Sandeep Jain, Secretary, COMPASS; Jagannath Pattnaik, Head, Sales & Marketing Strategy, Net Protector Antivirus; Subhamoy Chakraborty, Group CTO, ABP Group; Dr. Pallab Ganguly, Vice Chairman, IEEE TEMS-Kolkata; Rishikesh Kumar Singh, VP, IT & Digital, Grasim Industries; Prakash Mani Tripathi, Senior Vice President IT, Shyam Steel Industries; Abhijit Chatterjee, Sr. Director, IT & CISO, TCG Lifesciences Pvt. Ltd.; Prakash Sharma, Group CIO, Kredent Group; and Gargi Bhattacharya, Head IT, ITC Ltd.

Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA, delivered the inaugural address, setting the context for the evening around the need for stronger alliances in a DPDP-ready India. He called on the channel ecosystem to move beyond co-building and co-selling towards "co-governing," with partners taking on a more strategic role in consent management, data protection and compliance. Highlighting the growing urgency around AI-driven threats, he noted that Indians reportedly encounter around four deepfakes every day, while India recorded more than 28 lakh cyber-fraud complaints involving losses of Rs. 22,495 crore in 2025.

WEST BENGAL'S GROWING CONTRIBUTION TO INDIA'S DIGITAL ECONOMY

Manjit Nayak, Director, STPI, MeitY, opened the speaker sessions with an insightful address on IT exports, startups and emerging technologies, drawing from his experience of supporting West Bengal's growth as an important contributor to India's evolving digital economy. He had highlighted the opportunities emerging from the state's expanding technology ecosystem and the role of innovation-led businesses in shaping the next phase of digital growth.

Dr. Sandip Pradhan, CDIO, Century Plyboards, who captured the audience's attention with a provocative question: "Is Your Career Over?" His session explored how AI is reshaping business strategies as well as the responsibilities of enterprise technology leaders. He highlighted the evolving role of the CIO, suggesting that technology leaders may increasingly take on the responsibility of managing AI agents while also ensuring that their organisations remain aligned with DPDP compliance requirements under the MeitY regulatory framework.

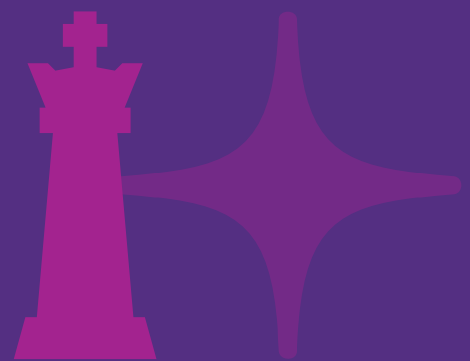
DPDP IN A BOX: A HOMEGROWN PRIVACY SOLUTION UNVEILED

Dr. Arindam Sarkar, Head of the Department of Computer Science and Electronics, Ramakrishna Mission Vidyamandira, Belur Math, took the stage with a presentation closely aligned with the evening's central theme, "Alliances for Growth in a DPDP-Ready India." His session explored the intersection of AI, deepfake-related risks and the growing need for regulatory readiness as organisations navigate an increasingly complex digital environment.

His presentation set up a high point of the evening: the unveiling of "DPDP in a BOX," an on-premise data privacy solution from FaceOff Technologies, built on



Your AI.
Your choices.
Your move.



Sify Elevate Partner Program

For over two decades, Sify has built strong, trusted partnerships that help businesses grow. Sify Elevate is our partner engagement program, designed to bring together a powerful portfolio spanning AI, cloud, cybersecurity, network, data centres and agentic AI solutions.

The program offers a structured journey with, differentiated benefits, co-creation opportunities and joint go-to-market initiatives.

Together, we empower our partners to scale and unlock new opportunities.

To know more about the Sify Elevate Partner Program:

Visit: www.sifytechnologies.com | Email: marketing@sifycorp.com



Build. Run. Govern.
AI at scale.



Explore More

NVIDIA DGX Spark and supported by sales partner Vishal Peripherals. The product was positioned as a way to give enterprises greater data control, predictable costs, and high-performance AI capability without ceding data to external infrastructure. Notably, FaceOff Technologies was incubated at Ramakrishna Mission, Belur Math, and its unveiling was framed as a homegrown innovation emerging from West Bengal to address one of India's most pressing digital-governance priorities. The "DPDP in a BOX" was unveiled in the presence of Dr. Arindam Sarkar, Hari Kishore Kusumakar, Manjit Nayak, Jagannath Patnaik, Dr. Sandip Pradhan, Sourav Das, Sandeep Sengupta, and Dr. Deepak Kumar Sahu, who is also the Founder & CEO of FaceOff Technologies.

KEYNOTE ADDRESS AND EXPERT VIEWS
ON DPDP AND DIGITAL THREATS

Mr. Hari Kishore Kusumakar, IPS, ADG & IGP, Coastal Security, West Bengal Police, addressed on the evolving relationship between the DPDP Act 2023 and AI. Bringing a law-enforcement perspective to the discussion, he focused on the challenges posed by rising cybercrime and the importance of strengthening preparedness to protect citizens as data-protection requirements become increasingly significant.

Jagannath Patnaik, Head of Sales and Marketing Strategy at Net Protector Antivirus, followed with a presentation on Made-in-India enterprise security, reinforcing the evening's recurring theme that indigenous cybersecurity innovation is central to building a resilient digital India — a point further sharpened by repeated references to the steep rise in deepfake-enabled fraud.

Taking the discussion forward, Sandeep Sengupta, Founder and Director, ISOAH Data Securities, addressed "A Growing Digital Threat." Drawing on 27 years of experience in penetration testing, compliance and cyber resilience, he offered a perspective on the evolving risk landscape and the challenges enterprises face as cyber threats become more complex and persistent.

It's Time to Co-Build, Co-Sell, Co-Govern, and
Grow Together in a DPDP-Ready India

"The technology industry is entering a phase where collaboration, trust and shared responsibility will define the next wave of growth. The theme of the 15th Eastern India IT Fair, 'Alliances for Growth in a DPDP-Ready India', reflects this shift. It is time for OEMs, distributors, technology partners, VARs, system integrators, cybersecurity companies, cloud providers and enterprises to come together. We must Co-Build by combining technology and expertise, Co-Sell by leveraging our collective strengths and reach, and Co-Govern by taking shared responsibility for data privacy, cybersecurity, consent, AI governance and compliance.

The DPDP framework should not be viewed only as a compliance requirement; it also creates a significant opportunity for India's technology channel. Partners that can help customers discover and protect data, manage consent, strengthen security, detect breaches and demonstrate compliance can become strategic advisors. At the same time, the AI revolution is opening an opportunity that goes far beyond selling AI products. Enterprises will increasingly need partners who can connect and orchestrate AI models, infrastructure, data, privacy, security, cost, sovereignty and resilience. As deepfakes and AI-generated fraud create new digital trust challenges, the technology channel has an important role to play in helping enterprises build secure, responsible and resilient AI environments. The real opportunity lies in selecting the right intelligence for the right workload, at the right cost, with the right security and governance. Our message is simple: build alliances, create trust, share opportunities and grow together."



DR. DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF, VARINDIA



Enabling AI Adoption Through Secure, Ethical and Accountable Data Use

Everyone is talking about AI and we do not have any AI act in the country. We are in the process of implementing DPDP Act, 2023. AI is all about data and DPDP Act is primarily about personal data. AI is about how data is used for training a model by completely anonymizing the data. It is not easy because all data will have some kind of personal information and making data completely identity neutral is a big challenge. Most of the AI companies never disclose the source of their data. This creates the conflict where DPDP Act says that one cannot use personal data without informed consent and we are using it for training. We are making the whole economy based on AI without resolving this basic issue of who owns the data. In India, government has its own AI cell. Almost all the departments are trying to explore where they can use AI. RBI has launched MuleHunter, an AI-based tool. DOT also use an AI-based intelligence system, which can actually identify whether it is a fake or genuine SIM or genuine or a mule account. So, this DPDP Act is not about AI, but then when you are dealing with AI you have to deal with it. For data life cycle governance, DPDP Act is critical and you have to take care of privacy, cyber security and AI governance. Also, the objective is not to stop AI adoption but to enable AI using personal data in lawful, secure, accountable, ethical and trusted manner.

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Homegrown Innovation and DPDP Compliance Will Make India a True Product Nation

“India’s technology trajectory is accelerating, with IT and BPM exports reaching \$246 billion in 2025–26, growing 6% to 7% annually. Globally, India ranks third in startup growth, featuring over 2.5 lakh DPIIT-recognized startups across AI, cybersecurity, FinTech, healthcare, and agriculture. To bolster momentum, the government expanded the startup turnover threshold from ₹100 crore to ₹200 crore while creating the dedicated MeitY Startup Hub portal. Building on a three-decade legacy, STPI continues empowering this vast ecosystem through state-of-the-art incubation facilities, domain-specific Centres of Excellence, lab infrastructure, seed funding, and ESDM hardware promotion.

In today’s hyper-connected digital landscape—driven by rapid e-commerce expansion, high-volume UPI transactions, and mobile app adoption—data security and personal privacy are paramount concerns. Adopting cutting-edge AI and cybersecurity solutions is now critical for every enterprise. Following widespread regional awareness workshops, the practical implementation of the DPDP compliance framework represents a pivotal step, enabling attending CXOs, industry leaders, and businesses to safeguard personal, operational, and financial data against evolving threats.

Ultimately, India’s world-class engineering talent, highly skilled workforce, and deep innovation capabilities must drive us toward becoming a self-reliant ‘Product Nation.’ Rather than depending on foreign imports, we must build high-quality, homegrown products that satisfy stringent global quality, safety, and security standards. By embracing DPDP compliance and emerging innovations, Indian enterprises and channel partners will establish digital trust, maintain cyber resilience, and elevate overall growth.”

MANJIT NAYAK
DIRECTOR - STPI KOLKATA, MEITY, GOVT. OF INDIA

CIOs Are Evolving from Information Officers to Intelligent Orchestrators of AI Agents

“For three decades, CIOs have focused on the ‘T’ of IT — managing infrastructure, cybersecurity, SAP, ERP and enterprise applications. In the age of AI, the meaning of ‘T’ is evolving. Yesterday it stood for information; today it stands for intelligence; tomorrow it will stand for agents that act on their own. Our role is shifting from managing technology to managing agents. Right now, zero AI agents report to any of us — but will that still be true three years from now? Digital workforces will soon outnumber human ones, and someone will need to select these agents, govern their access, and take accountability when they err. That someone is the CIO, who is becoming the agent manager.

This new mandate rests on three responsibilities: assemble the right agents, whether built or sourced from the marketplace; govern them through safeguards, access controls and compliance; and orchestrate human and digital workforces so they operate together, not in silos.

A critical decision is where to host these agents — cloud, on-premise, or hybrid. With India's data breach costs rising over 16 percent in 2025-26, the smarter approach may be to bring AI to the data rather than the reverse. We call this 'localized AI,' or 'AI in a box' — local by default, cloud by policy, governed always. Like the mythological Samudra Manthan, churning the AI ocean yields both nectar and poison — huge opportunity alongside huge risk. So, is the CIO's career over? No — it is only just beginning.”

DR. SANDIP PRADHAN
CDIO, CENTURY PLYBOARDS



DPDP Compliance Requires Both Technology and Human Oversight

“If some PII is dumped into WhatsApp, do we have a tool to detect it? And if any employee has done it, and the moment that data is out in the market, the company will be penalized, as it is the data fiduciary.

The biggest challenge that one will face on 13th May 2027—it is not the Data Board that will come after you. The people who will come after you are your competitors and disgruntled employees. They want to create a nuisance because they don’t want to disrupt your business. They want to keep you engaged with something else rather than focusing on your job.

So, when you make the plan for your DPDP, on one side is the policy and consent. But make a real-life case study. I would say, conduct a red-teaming exercise to understand how many ways people can come and disturb you.

So finally, for DPDP, go for the box, but get it audited by ethical hackers. Whenever there is manual involvement, the right mix is important. DPDP can be put in a box, but auditors will think out of the box, and so will criminals. You have to continuously monitor and that cannot be done manually; that has to be done by a box. So, the maintenance will be by the box, but the audit and gap assessment have to be manually done by a seasoned professional.”

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With 'AI in a Box', FaceOff Ensures Enterprise Data Remains Safely Under Your Roof

“In the age of agentic AI and LLMs like ChatGPT-6, modern cyber threats synthesize zero-day exploits and bypass traditional biometric perimeters. Advanced generative models create hyper-realistic deepfakes that easily fool standard eye-blink liveness checks. To counter non-human attack vectors, FaceOff captures physiological signals—including skin micro-responses, heart rate, and oxygen saturation—via standard camera lenses to verify true human presence. Whether detecting synthetic audio, video manipulation, or fraudulent credentials, zero-trust security architecture must evolve continuously to combat autonomous AI threat actors.

However, security without privacy is mere surveillance, and privacy without security is impossible; true enterprise trust requires both operating in complete unison. In a DPDP-compliant landscape, data governance demands revolutionary capabilities like machine unlearning—extracting specific data points from trained models to honor deletion requests without compromising database relational integrity. Furthermore, specialized enterprise tools like PromptShield prevent internal workforce members from inadvertently exposing sensitive PII, financial records, or confidential corporate assets directly into public LLM prompts.

Originating at Ramakrishna Mission Vidyamandira’s incubation center, our 'AI in a Box' delivers a plug-and-play, localized deployment model running entirely on-premises. Operating air-gapped with homegrown Small Language Models, it provides continuous cookie scanning across 22 regional languages, granular consent orchestration, automated data discovery, and post-quantum cryptographic redaction. Local by default, this box keeps enterprise data safely under your roof, satisfying DPDP, GDPR, CCPA, and global compliance mandates seamlessly.”



DR. ARINDAM SARKAR
HOD & ASST. PROF., DEPT. OF COMPUTER SCIENCE & ELECTRONICS,
RAMAKRISHNA MISSION VIDYAMANDIRA, BELUR MATH-KOLKATA



Net Protector Cyber Security Considers Partners as "Extended Arm" of Its Growth Strategy in India

“Net Protector Total Security is one of the premium consumer brands in India. In enterprise, we are now putting our foot very strongly. We have an array of enterprise products.

We have EDR cloud-based and on-premise, also EPS cloud-based and on-premise. We also have multifactor authentication. In your organization, if you want to give authentication to any number of people, you can use this multifactor authentication.

DLP is one of the most important products and without it your organization cannot be safe and secure. Our DLP not only covers the digital parameters, even if somebody gives a print and tries to steal the physical data, when the print is given, the DLP manager will come to know there is some unauthorized printing that has been given.

We have Krypton Enterprise Backup on cloud as well as on-premises. Krypton Enterprise AI Insight – this is to deep-dive AI technology to put all your enterprise-level security part of it.

Net Protector is a Made in India product and no foreign technology is imported into it. It is all developed indigenously. The data is in India as our datacenter is in India. So, your security is completely within the country's premises.”

JAGANNATH PATNAIK
HEAD, SALES AND MARKETING STRATEGY,
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PTA Builds a Collaborative Ecosystem for IT Leaders and Technology Stakeholders

"PTA or Philanthropic Technical Association is trying to build an ecosystem. The ecosystem includes the CIOs and IT heads, who are the practicing IT leaders, technology providers, academia and policy makers. So, with this platform, a lot of us have come together and doing some very innovative work. So, PTA was established two years ago, in 2024, and it's been a very long journey. We are presently about 130 members in Kolkata and West Bengal. Also, we have a working committee and try how we can help build the ecosystem. We have done a lot of leadership talks, regular discussions, and networking sessions. We did a lot of master classes and workshops and a lot of community workshops where we go and donate time and certain things. After PTA was established, we did some very interesting exercises like Santa Comes to CIO, PTA Leadership Talk, with Bengal Chambers we partnered in their programs etc."

SOURAV DAS

GROUP CHIEF OF DIGITAL & IT, RUPA & CO. AND CHAIRMAN OF PTA

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| » Air Water India Private Limited –Inclusion & Empowerment of Persons with Disabilities. | » Senco Gold Limited –Sustainable Community Development & Empowerment. |
| » Nirmal Wires Private Limited –Education, Healthcare & Inclusive Development. | » Sodepur Pathikrit Foundation –Educational Empowerment & Support for Underprivileged Children. |
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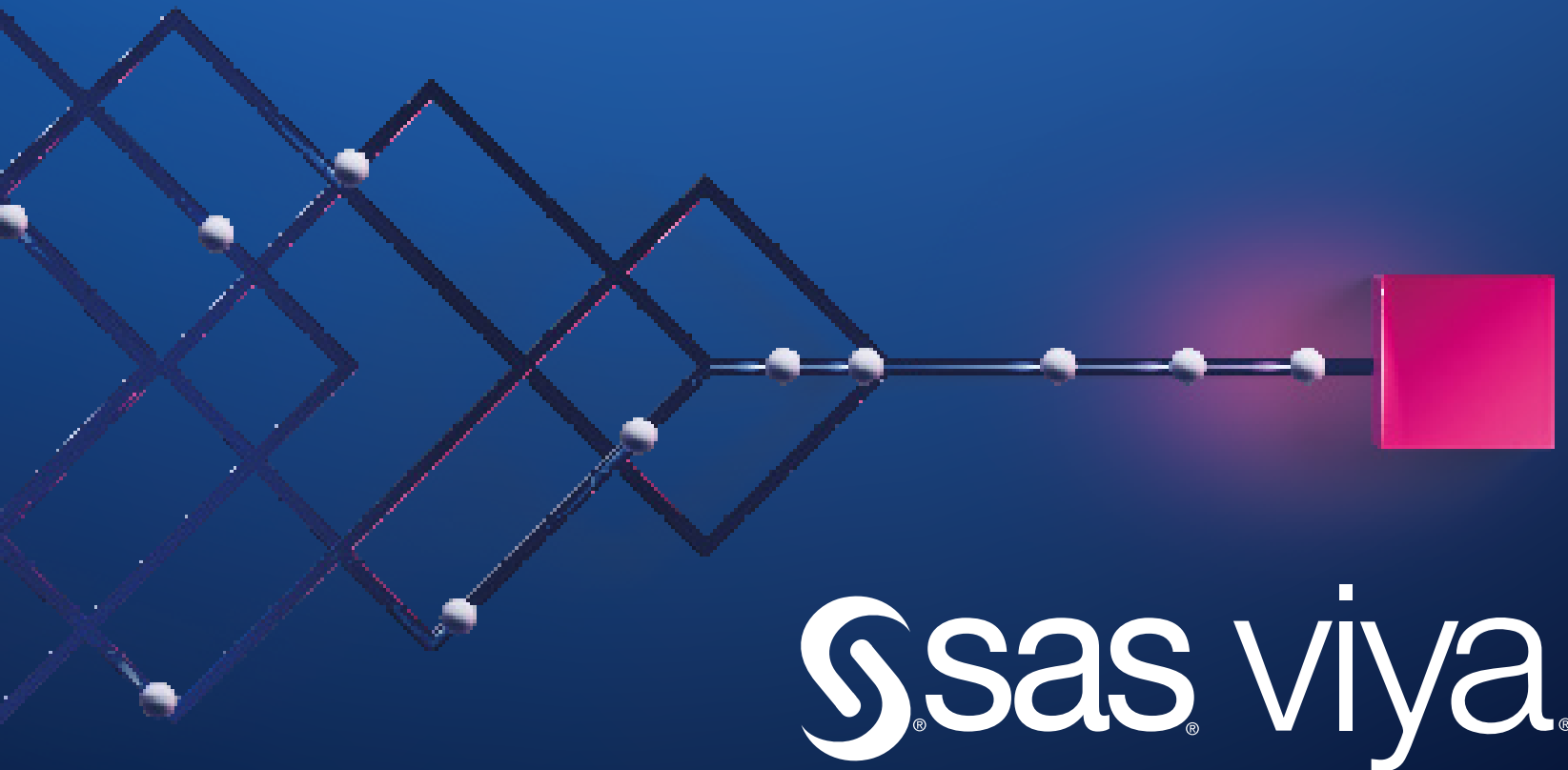
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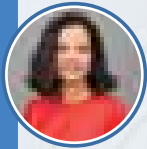


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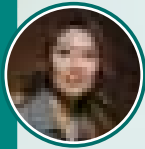
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CMOS AS GROWTH ARCHITECTS: Redefining Marketing in the AI Era



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Regional Marketing Director



AMY TIANG
Sr. Manager Marketing Communications Solutions



ANINDITA VELURI
Director Marketing



ANISH THAMBI
Head of Marketing



ANNKITA KARRVA
Associate Director - Marcom(B2B)



APURV BHATNAGAR
Head of Marketing, Strategy and GTM



ARJUN LAXMINARASU
Head of Marketing, APJ



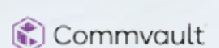
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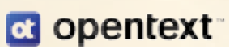
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Chief Marketing Officer



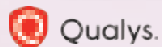
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Marketing Director



KAUSTUBH PATKI
Marketing Leader



MAY MITCHELL
Chief Marketing Officer



NEETI RAVIKUMAR K
Sr. Manager Product Marketing



NIKHIL MEHROTRA
Senior Director Marketing



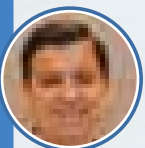
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Head Consumer Marketing



POOJA VASHISHT
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PRIYANKKA SETHHI
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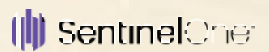
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Country Manager and Head of Marketing



SANJAY CHAUDHARY
Sr. Marketing Director and Head of Marketing



SHANKER SAREEN
Marketing Director



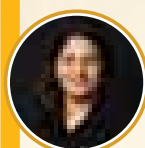
SPARSH SEHGAL
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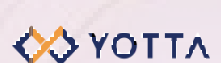
VARUN SINGH
Marketing Consultant

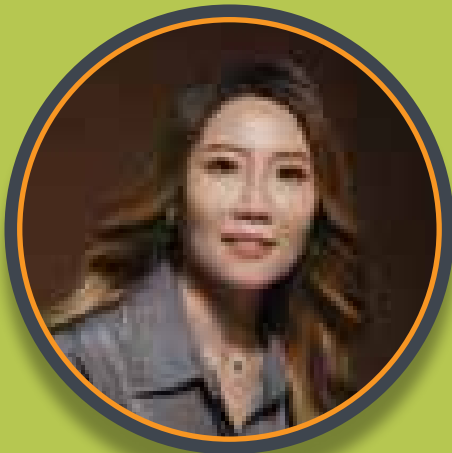


VINNY SHARMA
Sr. Dir., Global Field & Channel Marketing



VIREN WADHWA
Chief Marketing Officer





AMY TIANG
Senior Manager Marketing
Communications Solutions,
ASEAN & India Sub-
continent, HID

HID Aligns Marketing with the Evolution of Identity and Security

Evolving Marketing Strategy for the AI Era

Our marketing strategy is increasingly aligned with how customers are modernising their identity and security environments. The conversation has moved beyond individual products. Enterprises are looking at how physical access, digital identity, mobile credentials, biometrics and cloud-based management can work together, and marketing has an important role in helping customers understand that transition.

We are becoming more focused on customer journeys, industry-specific requirements and the different stages of modernisation an organisation may be going through. Data and AI can help us understand those needs better, identify relevant audiences and make engagement more timely, but technology does not replace strong customer understanding.

In India, this is particularly important because organisations are modernising at very different speeds. Some are moving from traditional cards to mobile credentials, while others are looking at more integrated physical and digital identity environments. Our role is to make those conversations relevant to the customer's business priorities and create a clearer connection between security investment and business outcomes.

Brand Positioning in Competitive Market

Differentiation in identity and security has to go beyond product features. Customers are making long-term technology decisions, so they look at security, interoperability, ease of integration, partner capability and whether the technology can support their future requirements.

For HID, an important part of our differentiation is our ability to support customers as identity becomes more connected across the physical and digital worlds. Mobile access, biometrics, identity management and authentication are increasingly part of the same conversation, and we want the market to understand how these technologies can support a broader modernisation strategy.

Local relevance is equally important. What matters to a large enterprise, a growing SME, a GCC or a critical infrastructure organisation can be very different. Our marketing therefore needs to reflect the business and operational realities of each segment rather than take a one-size-fits-all approach.

From a business perspective, we are increasingly looking beyond traditional marketing measures. What matters is whether marketing is helping create qualified demand, strengthen partner-led opportunities, improve engagement with priority customers and contribute to pipeline and long-term customer relationships. That is ultimately where marketing demonstrates its value to the business.



ANNKITA KARRVA
Associate Director –
Marcom (B2B)
BenQ India

Technology Plus Human Understanding: BenQ's Marketing Formula for the AI Era

Evolving Marketing Strategy for the AI Era

For me, AI is changing the speed of marketing, but not the reason we do it. I still start with the customer: what are they trying to solve, what is changing in their world, and where can we genuinely add value? AI helps my team research faster, test ideas, personalise communication and get to execution quicker. But I don't want us to become obsessed with using AI everywhere.

The real opportunity is to combine technology with human understanding. My focus is on building sharper propositions, more relevant conversations and marketing that moves beyond awareness to influence consideration, engagement and ultimately business growth.

Brand Positioning in Competitive Market

My biggest priority is clarity. In technology, it is very easy to talk about products, features and specifications and assume customers will see the difference. I believe marketing has to do the harder job of answering why it matters to them.

I focus on sharp positioning, strong storytelling and creating experiences that make the brand memorable. At the same time, I want marketing to be accountable to the business. We look at the quality of engagement, contribution to pipeline and how marketing supports sales and partnerships. For me, differentiation happens when the market understands not just what you sell, but why you matter.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

I look at AI and data primarily as tools to understand people better, not simply as ways to automate marketing. We use insights from campaigns and digital engagement to understand what resonates, where customers are spending their attention and how we can make our communication more relevant.

In enterprise technology, trust takes time, so consistency matters enormously. Digital channels help us stay connected with customers and partners between physical interactions, while AI allows us to be more responsive and personalised. But ultimately, trust comes from delivering on what you promise. Technology can enable that relationship, but it cannot replace it.



ARVIND SAXENA
CMO
NEC India

Technology with a Purpose: NEC India's Approach to AI-Led Marketing

Evolving Marketing Strategy for the AI Era

AI is transforming marketing from a function focused on communication and campaign execution into one driven by intelligence, insights and continuous customer understanding. For a B2B technology organisation like NEC India, marketing's role is evolving to not only communicate solutions but also anticipate market conversations, understand stakeholder needs and create meaningful engagement across the customer journey.

At NEC India, we are leveraging AI across key areas of marketing, including market intelligence, audience understanding, content development, campaign optimisation and performance analysis. AI-powered tools are helping our teams identify relevant industry trends, derive sharper insights from data, personalise communication and improve the speed and scale of content creation. These AI-enabled workflows have helped us achieve 60–70% faster turnaround times, while reducing repetitive manual effort and enabling teams to focus on higher-value activities such as strategic planning, thought leadership, brand storytelling and deeper collaboration with business teams.

However, the true value of AI in marketing goes beyond efficiency. It enables us to become more agile, insight-led and customer-focused. Our approach is to combine AI-driven capabilities with human creativity, strategic thinking and domain expertise to build communication that is not only faster, but also more relevant and impactful.

Brand Positioning in Competitive Market

In an increasingly competitive technology landscape, differentiation cannot be defined only by the solutions an organisation delivers. It is shaped by the purpose behind those solutions and the impact they create. At NEC India, our purpose of “Empowering Lives, Building Tomorrow” serves as the foundation for how we approach technology, innovation and customer engagement. For us, technology is not the end objective; it is an enabler that helps create more connected, inclusive and empowered societies.

Our focus is on building narratives that connect technology with human outcomes. As AI continues to reshape industries and business models, it is important for organisations to ensure that technology adoption remains aligned with a larger purpose. AI should enhance our ability to understand, engage and serve people better, rather than become an objective in itself. Our priority is to build a stronger purpose-led brand narrative, where marketing communicates not just what NEC does, but why it matters. This involves creating meaningful thought leadership, strengthening stakeholder engagement and demonstrating how technology can enable progress for customers, businesses and society. Ultimately, NEC's differentiation comes from combining deep technology expertise with a purpose-driven approach, ensuring that innovation continues to remain focused on empowering lives and building a better tomorrow.



KIMI GUGLANI
Director-
Marketing & Communications,
Trend Micro India

The Trust Imperative: Rebuilding Marketing for the AI Era

Evolving Marketing Strategy for the AI Era

Traditionally, a marketer's role started the moment a prospect entered our funnel. That funnel barely exists anymore. Gartner's 2026 sales research found that B2B buyers are increasingly using a mix of digital channels, AI and human interactions throughout the purchase process, with a majority now preferring a low-friction, self-directed buying experience.

By the time someone reaches out to us, an AI search result, an agent, or a peer conversation may already have shaped their view of our brand, and we were never in the room for it.

So, the strategy question has changed from "how do we reach more people" to "how do we earn trust in places we do not control." We are investing less in broadcast and more in being findable, credible and complete wherever evaluation happens, whether online or offline.

Growth increasingly comes from depth that survives contact with an algorithm as much as a human. In cybersecurity specifically, where trust is the product before it's the pitch, that shift makes marketing a direct lever on the business, not a support function to it.

Brand Positioning in Competitive Market

Three years ago, differentiation meant a sharper campaign. Now it means being structurally ready for how AI decides what gets surfaced and trusted. I think about AI less as a productivity shortcut and more as a reason to rebuild how we market. The two mindsets lead to very different priority lists, and that gap is where real differentiation lives this year.

First, outcomes over output. We are moving budget conversations away from impressions and toward more measurable impact such as pipeline influenced, deals accelerated, retention protected.

These are the numbers a CFO recognizes. Second, category authority. When anyone can generate content quickly, a distinct, research-backed point of view is what still earns attention, so our research stays central to what we publish, not a side asset.

Third, as agentic commerce takes hold, we are preparing for buyers who aren't human at all. Brands need to be legible to the AI agents doing the comparing, not just to the people reading the comparison. Underneath all of it, the judgment stays human. AI can execute faster than we ever could but it still cannot decide what's worth saying.

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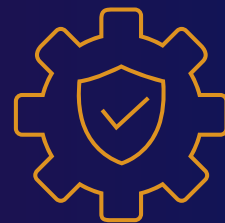
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MAY MITCHELL
CMO
Qualys

Qualys Reimagines Marketing Through AI, Precision and Customer Insight

Evolving Marketing Strategy for the AI Era

Marketing at Qualys is focused on driving business growth and pipeline contribution, operating as one go-to-market motion with Sales and Product, not in silos. We work together to reach our ideal customer profile (ICP) for new customer acquisition, and to retain and expand the contract lifecycle for existing customers, ultimately building advocates. Marketing creates the narrative, communicates it where customers look for information, and drives demand. We also provide the right tools for Sales and partners, and Product builds solutions that meet customers’ needs.

For prospective customers, our strategy hinges on understanding the different customer profiles – not everyone is at the same place in building out their Risk Operations Center (ROC). That’s where AI is very useful in providing the intelligence for customizing the narrative. AI helps us gain better visibility into what customers are looking for, prioritize who we reach out to, and adapt the narrative to the target audience, so we reach the right person at the right time.

For existing customers, it's about developing trust through strong integration and continuous education on new Qualys and partner capabilities as their needs evolve, like a doctor conducting ongoing health checks. By growing and evolving with them, this extends the customer lifecycle well past the initial sale — so customers see Qualys as strategic to their cyber risk management program, not just a vendor.

Brand Positioning in Competitive Market

Our priority is precision: our narrative must be simple, compelling, and urgent. Most of all, it needs to be a tailored message, customized to the person we are reaching. We do this by understanding the motivations of who we are speaking to and problems they need to address, validated through the same LLMs customers use to find solutions, while meeting them where they are in their cyber risk journey to build frontier AI readiness.

Cyber risk management today comes down to detecting vulnerabilities fast, prioritizing by business impact, and remediating at machine speed — and our messaging must match those pain points felt industry-wide. At the same time, we’re also enabling our partners to continue communicating that same message.

Effective customer marketing to our install base is vitally important for retention, expansion, and as a source for customer advocacy. That’s why it’s a key priority for us to sustain growth in today’s increasingly competitive market. Ultimately, it’s product-market fit. We’re listening to our customers’ needs and pain points, communicating how our solutions can solve their issues, and why you should let Qualys show you.



DR. MITHILESH SINGH
Head of Marketing –
India & SAARC
CommScope India

CommScope Aligns Marketing, Partners and Technology for Measurable Growth

Evolving Marketing Strategy for the AI Era

At CommScope India, our marketing strategy is increasingly centered on connecting market intelligence, customer needs, technology innovation and business outcomes. AI is accelerating this transformation. We are using data and AI-driven insights to better understand customer priorities, identify emerging opportunities, personalize engagement and improve the effectiveness of our campaigns. However, technology is only an enabler—the real objective is to translate insights into meaningful customer conversations and measurable business impact. For us, this also means moving closer to the sales and partner ecosystem. Marketing, sales and partners need to operate as one connected growth engine, with common priorities around pipeline creation, customer engagement and conversion. We are therefore placing greater emphasis on account-based engagement, industry-specific programs, technology workshops, executive engagement and partner-led initiatives. India is also a highly diverse market, and a one-size-fits-all approach does not work. Our strategy increasingly combines national brand-building with highly localized engagement across industries, customer segments and emerging markets.

Brand Positioning in Competitive Market

CommScope’s priorities are centered around three areas: relevance, differentiation and measurable impact. First, relevance. Marketing must start with a deep understanding of the customer's business environment. Whether it is data centers, intelligent buildings, enterprise networks or emerging digital infrastructure, our communication needs to address real business and technology challenges rather than simply promote products.

Second, differentiation. In a highly competitive technology market, product features alone are not enough. Differentiation comes from the combination of technology leadership, innovation, customer experience, ecosystem strength and the ability to translate technology into business value. Building a strong and credible brand therefore remains a strategic priority.

Third, measurable impact. The modern marketing team must be accountable for business outcomes. We are increasingly looking at marketing through metrics such as pipeline influence, opportunity engagement, customer acquisition, partner engagement, conversion and customer experience—not just impressions, event attendance or campaign activity.

Ultimately, I believe our role as marketing leaders is to connect strategy with execution and brand with business performance. Marketing should be a catalyst that brings together customers, partners, sales teams, technology and market intelligence to create sustainable growth. In the AI-driven era, the winning organizations will not necessarily be those that simply adopt the most technology. They will be those that can combine technology, human insight and customer understanding to create meaningful and measurable value.



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NEETI RAVIKUMAR K
Senior Manager – Product
Marketing, IDfy

AI Is Moving Marketing Closer to the Core of the Business

Evolving Marketing Strategy for the AI Era

For marketers, AI is no longer a future conversation. It is already changing how we research markets, understand customers, build campaigns, create content and measure performance. But the more interesting shift is not about efficiency alone. It is about how AI can help marketing become a sharper, more connected and more commercially relevant function.

As a community, we have spent years talking about becoming more customer-centric, more insight-led and more accountable to business outcomes. AI gives us an opportunity to bring those ambitions together. It can help us process signals faster, learn from the market more continuously and make better decisions across the marketing lifecycle.

The real question, then, is not whether marketers should use AI. We already are. It is whether we are using it simply to do the same things faster, or to rethink how marketing creates growth.

The first wave of AI in marketing has naturally centred on productivity. Content generation, research, campaign optimisation and automation were easy places to begin. They delivered immediate value and gave teams the confidence to experiment.

The next phase will be more strategic.

Marketing teams sit on a remarkable amount of intelligence. Customer conversations, sales feedback, search behaviour, campaign performance, competitive activity, product usage and support interactions all tell us something about the market. The challenge has always been turning these fragmented signals into something useful quickly enough to act on.

AI can help us do that. It can allow marketing teams to identify recurring objections earlier, understand how customer language is changing, spot emerging needs and see which propositions are gaining traction. That intelligence can influence far more than a campaign. It can shape positioning, audience priorities, product conversations and where the business chooses to invest.

In that sense, AI is bringing marketing closer to the core of business decision-making.



POOJA VASHISHT
Head - Marketing &
Communications
Techno Digital

Techno Digital Embraces an AI-Enabled, Human-Led Marketing Strategy

Evolving Marketing Strategy for the AI Era

Marketing is no longer only limited to brand building and demand generation; it is now expected to understand where the business wants to grow, build the pipeline to support that growth, influence go-to-market strategy and stay close to customer needs. This requires marketing to work across product, sales, partnerships, leadership and customer engagement. You cannot effectively market data centres, cloud, AI infrastructure or enterprise solutions without understanding the technology, the customer problem and the business opportunity behind it.

AI is accelerating this shift, but AI itself is not the strategy. It is an enabler that helps us analyse data faster, understand intent, personalize engagement and identify opportunities earlier.

Brand Positioning in Competitive Market

My first priority is clarity, in a market where most organizations have access to similar technologies, platforms and AI tools, differentiation comes from being clear about what the brand stands for, what problem it solves and why customers should believe it.

The second is accountability, Marketing must connect its activity to qualified conversations, pipeline, sales progression, customer engagement and partner outcomes. Impressions and engagement matter, but they cannot be the end of the conversation.

The third is leadership, In B2B, customers often experience the organization through its leaders long before they experience its products. Credible executive voices are therefore an important part of brand building and market differentiation.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

AI and data help us understand customer behaviour, identify intent, personalize engagement and measure how marketing activity translates into meaningful business conversations. Digital channels allow us to reach the right audiences with greater relevance and precision.

But technology cannot replace trust. In B2B technology, decisions involving infrastructure, cloud or AI are complex, high-value and long term. Customers and partners do not choose an organization because of one perfectly personalized communication. They choose it because they trust its expertise, credibility and ability to deliver.

My approach is simple, use AI to understand better, data to decide better and digital channels to reach better but use people to build trust. The same applies to partner ecosystems. Technology can identify an opportunity; relationships determine what organisations can build together.

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SPARSH SEHGAL
Chief Growth Officer
Sparsh CCTV

Connecting Market Intelligence to Business Growth: The Sparsh CCTV Approach

Evolving Marketing Strategy for the AI Era

The role of marketing has fundamentally evolved. It is no longer limited to creating awareness or generating demand; it is increasingly about understanding where the market is heading and translating those insights into business growth opportunities. At Sparsh CCTV, our marketing approach is evolving from traditional product-led communication towards solution-led and insight-driven engagement. The surveillance industry is moving rapidly from conventional video monitoring towards AI-enabled, connected and intelligent security ecosystems. As a growth function, our objective is to ensure that marketing creates meaningful conversations with customers and partners, builds market confidence and ultimately contributes to sustainable business growth.

Brand Positioning in Competitive Market

For me, the key is to ensure that marketing is directly connected to business growth. Brand visibility is important, but the real value of marketing comes when that visibility translates into stronger customer consideration, partner engagement, business conversations and sustainable revenue opportunities.

I see three priorities. First, differentiation through technology ownership and credibility. In a competitive technology market, differentiation cannot rely only on product features. It has to come from R&D, engineering capability, cybersecurity, compliance, manufacturing depth and the ability to solve complex customer requirements.

Second, moving from product communication to solution and outcome-led communication. Customers increasingly want to understand what technology can help them achieve. Our role is therefore to demonstrate how intelligent surveillance can contribute to safer infrastructure, operational efficiency, better situational awareness and faster decision-making.

Third, measurable marketing. We are increasingly focused on connecting marketing investments with meaningful business indicators quality of engagement, customer conversations, partner participation, digital performance, opportunity creation and ultimately business growth.

For Sparsh, differentiation is also closely linked to our identity as an Indian technology company. We have been building CCTV technology in India since 2008, and our journey has evolved from indigenous manufacturing towards R&D, AI, cybersecurity, intelligent surveillance and integrated technology ecosystems. As a CGO, my view is that the next phase of technology marketing will be about connecting market intelligence, technology, customer experience and commercial execution. Marketing has to be close enough to the market to identify opportunities, and close enough to the business to help convert those opportunities into measurable outcomes.



UNNI KRISHNAN
Head of Marketing
Sify Technologies

From ISP to AI Foundation Partner: Reimagining Sify's Brand for the Agentic AI Era

Evolving Marketing Strategy for the AI Era

We believe marketing today goes beyond brand awareness and lead generation. It is about shaping market perception, creating differentiated positioning, and translating business strategy into meaningful customer engagement and measurable growth. As enterprises move from AI experimentation to large-scale adoption and Agentic AI, the conversation is shifting from deploying AI models to reimagining business operations around intelligent agents. This requires a trusted, secure and scalable foundation to build, run and govern AI. This is driving Sify's brand transformation. We aspire to position Sify as the AI Foundation Partner for enterprises and our partner ecosystem, enabling businesses to embrace AI with confidence.

At the India AI Impact Summit in February 2026, we articulated our positioning around "Build. Run. Govern. AI at Scale," showcasing our Sovereign AI Foundation and Sovereign AI in a Box.

Our new brand campaign, "Your Move," brings this philosophy to life. It puts the power of choice in the hands of technology leaders, enabling them to decide where, when and how they enter the AI landscape. Whether it is AI-ready infrastructure, sovereign AI, cloud, cybersecurity or Agentic AI, our role is to simplify the choices and enable enterprises to move at their own pace.

Our marketing is becoming increasingly industry-led, account-centric and insight-driven, connecting our OneSify capabilities to specific business challenges and outcomes. Equally, we believe the real opportunity lies in bringing AI and human intelligence together combining the scale and speed of AI with human judgment, creativity and experience.

Brand Positioning in Competitive Market

Our brand positioning is rooted in a simple belief: AI and human intelligence must complement each other. Our focus is on co-creating solutions with customers, bringing deeper customer insights and translating technology into meaningful business outcomes.

We are scaling our Build. Run. Govern. AI at Scale proposition through our Your Move campaign, offering enterprises the flexibility to choose solutions across their AI journey, based on their needs and readiness. Our role is to simplify these choices and enable customers to move at their own pace.

Equally important is preserving Sify's heritage while transforming for the future. We still see an "aha" moment when customers remember Sify as India's first ISP, connecting the country to the world of information. That legacy is an enormous part of our brand's emotional equity. Our ambition is to carry that trust forward while evolving into a modern AI brand.



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VARUN SINGH
Marketing Consultant Optoma
Technology (India)

Building a Customer-Centric Marketing Strategy with AI and Data

Evolving Marketing Strategy for the AI Era

AI is transforming marketing from a function focused on communication and campaign execution. The marketing era is evolving fast. It is not only about brand awareness anymore, it has to take part in getting growth and find out what are customers' expectations and desires. We are using AI and data technology to gain better understanding of consumer behavior, enhance targeting and ensure our communication is relevant. At the same time, we want to preserve the human side of marketing. Telling interesting stories, establishing strong relationships with customers and having a proper grasp of the market remain very important. Thus, we aim to combine these components—applying advanced technologies and making the customer the main point.

Brand Positioning in Competitive Market

Our objective today is to provide a unique selling offer based on our solid understanding of the customer's issues we work on. In the world where each technology company speaks about the same subjects (AI, automation, transformational change), being just a speaker and saying nothing meaningful will not lead to success anymore. We must be able to demonstrate strong business results and benefits. We are also trying to make our marketing more measurable by not limiting ourselves to traditional metrics of success and attempting to discover how marketing influences the sales pipeline and the growth of the customer base. Additionally, one more focus for us now consists in building an AI-centered marketing structure where technology makes our work more efficient while human capabilities still remain the key elements of our business processes.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

At Optoma, we see AI, data analytics and digital channels not simply as marketing tools, but as enablers of a more connected ecosystem across customers, channel partners and our internal teams. Our approach is to use technology to make the customer journey more relevant, transparent and responsive, while helping our partners make better business decisions. AI is increasingly becoming an important part of how customers discover and evaluate technology. We are therefore strengthening our digital content across search, social media and AI-led discovery platforms with richer product information, application-based content, comparisons, FAQs and real-world use cases.

Data analytics is equally important in understanding market and customer behaviour. We analyse campaign performance, search trends, website engagement, product interest and channel-level market insights to understand what customers are actually looking for. For our channel partners, digitalisation is about enabling business rather than replacing the channel. Partners remain a critical part of the customer journey, particularly in the professional AV, education and enterprise segments where consultation, demonstration, installation and after-sales support are important. We are using digital platforms, product content, training initiatives and data-led communication to give partners better access to product knowledge, marketing assets and customer insights.



VINNY SHARMA
Senior Director- Global,
Field & Channel
Marketing, Securonix

Built on Feedback: How SPARK and Elevate Shape Securonix's Marketing

Evolving Marketing Strategy for the AI Era

We are spending less time talking about AI as a category and more time showing what it can actually do. We are spending less time talking about AI as a category and more time showing what it can actually do for a security team. Customers want to understand whether AI can help them investigate faster, reduce repetitive work, improve response, and give analysts more time to focus on higher-value decisions. That gives us a more practical way to talk about Sam, our AI SOC Analyst, because Sam performs work across triage, investigation, and response while analysts remain in control.

We are also creating more opportunities to hear directly from customers, partners, and security leaders. Securonix SPARK is a good example. It gives us a forum for candid discussion around our products, customer experience, and broader market priorities. Those conversations help shape our messaging, our programs, and, in some cases, the product itself.

The Elevate Partner Program plays a similar role within our partner ecosystem. Growth in this market depends on strong relationships, shared value, and giving partners a clear way to take the Securonix story to customers.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

Trust is central to how we talk about AI. Customers want to understand what the AI is doing, why it is taking an action, and where human judgment remains part of the process. With Securonix, Sam performs defined work across triage, investigation, and response within the Agentic Mesh, with governance and human oversight built into the process. That makes the conversation around AI much more concrete and easier for customers to evaluate.

On the marketing side, data helps us understand which issues customers care about, how they engage with us, and where their priorities are changing. We use those insights to improve our content, sharpen our campaigns, and make the overall customer experience more relevant.

Digital channels help us maintain those conversations through customer stories, webinars, social content, thought leadership, and direct engagement. SPARK adds another layer by giving us a direct feedback loop with customers and partners, which helps us improve how we communicate and how we engage with them.

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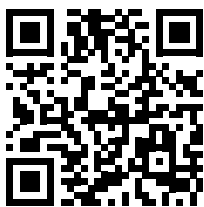
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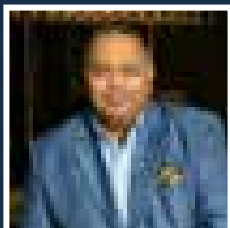
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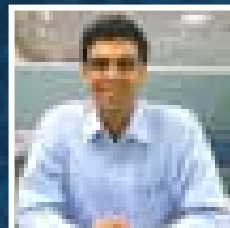
CLS 2026 40 TECH SEGMENTS SHAPING

THE CHANNEL

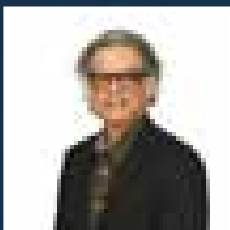
THE CHANNEL LEADERSHIP SURVEY (CLS 2026) HIGHLIGHTS WHO ARE THE OEMS LEADING IN THIS SPACE WHILE OFFERING THE INDUSTRY VITAL INSIGHTS ON OPTIMIZING CHANNEL PARTNERSHIPS.



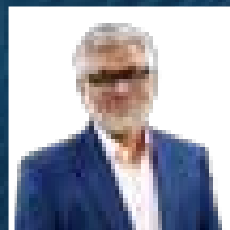
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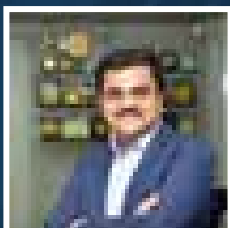
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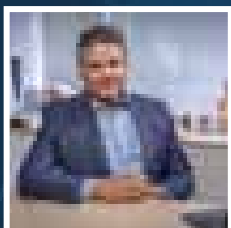
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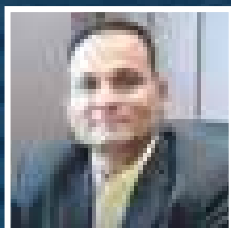
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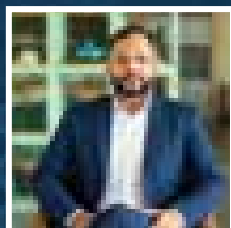
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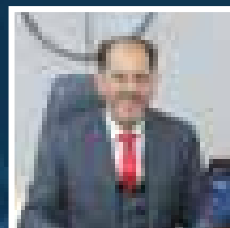
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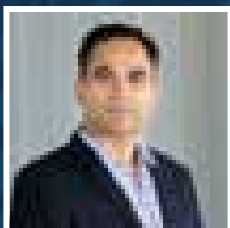
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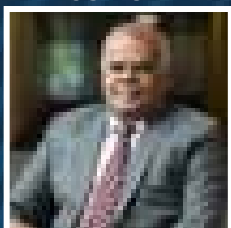
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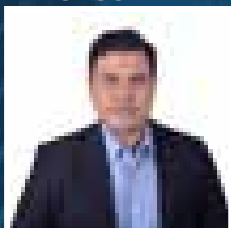
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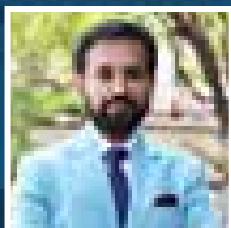
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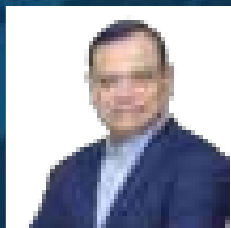
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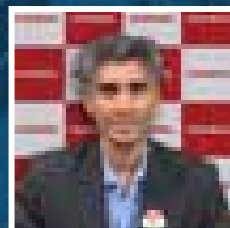
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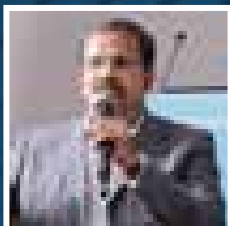
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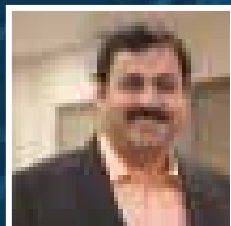
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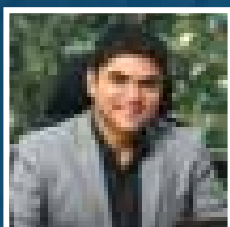
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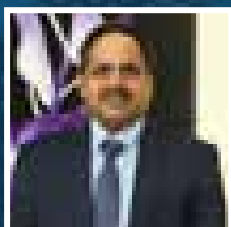
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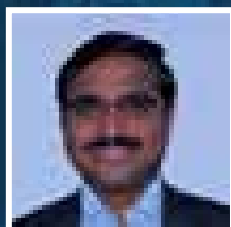
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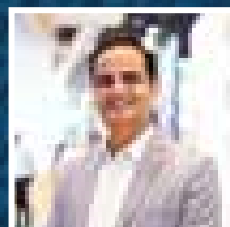
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RAJESH KUMAR



VIJAY SHARMA

Voices of Technology Leaders Shaping India's Channel Ecosystem



CLS 2026: AI Reshapes India’s Channel as Costs and Lead Times Rise

Digital transformation is reshaping India’s technology ecosystem, but its real impact comes when technology aligns with people, processes and operations. Channel partners remain critical to this transformation, taking innovation to the last mile while helping enterprises adapt, automate and improve efficiency. As VARINDIA celebrates its 27th Anniversary, the 19th Annual Channel Leadership Survey (CLS 2026) captures this transition across hardware, software, cloud, cybersecurity and services, identifying the technologies, vendors and channel strategies shaping the next phase of growth.

The industry is simultaneously confronting a new supply-and-cost equation. Explosive AI and GenAI infrastructure demand is consuming GPUs, HBM and conventional memory capacity, creating price pressure and supply constraints. Samsung expects HBM to absorb nearly 30% of industry DRAM wafer capacity next year, while Micron is reporting tightening memory supply amid booming AI demand. Hardware availability has consequently become a strategic procurement issue. While lead times vary substantially by product, many categories face extended delivery schedules; some critical server components are already far beyond the 8–10-week range.

CLS 2026 reveals another structural shift: VARs and system integrators are moving from transactional IT sales towards recurring, higher-value services. AI, cloud and integrated cybersecurity are driving demand for managed security, data engineering, professional services and consumption-based models. Partners increasingly favour vendors offering predictable revenue opportunities, technical training, solution enablement and easier engagement. At the same time, rising GPU and memory costs make inventory planning, financing, availability and supply-chain visibility increasingly important competitive differentiators.

Spotlighting 200 leading Channel Partners, CLS 2026 evaluates leadership through sales performance, service excellence, availability, channel initiatives and partner incentives. A recurring concern is trust: partners remain cautious about sharing customer information when they fear channel conflict. Transparent policies and secure partner-data systems are therefore essential. Ultimately, CLS 2026 identifies the OEMs leading this transformation while providing a roadmap for building stronger, trusted and more profitable channel partnerships.

How 40 Technology Categories Are Evolving in India

ANTI-VIRUS	ENTERPRISE MOBILITY	MOBILE DEVICE MANAGEMENT (MDM)	STORAGE
CLOUD SECURITY	EDR/MDR	OPEN SOURCE	STRUCTURED CABLING
CCTV/SURVEILLANCE	ETHERNET SWITCHES	PC MARKET	THREAT INTELLIGENCE PLATFORMS
CYBER SECURITY	FIREWALL	POINT OF SALE (POS)	UPS (ON-LINE/ OFF-LINE)
DATACENTER	GRAPHIC CARD	PROJECTOR	UTM/ NGFW
DATA BACK-UP / RECOVERY	HARD DISK DRIVE (HDD) / SOLID STATE DRIVE (SSD)	ROUTER	VIRTUALIZATION
DATA PRIVACY	HYPER-CONVERGED INFRASTRUCTURE (HCI)	SD-WAN/ SASE	WEB APPLICATION FIREWALL (WAF) DATA SECURITY
DATA SECURITY	IDENTITY & ACCESS MANAGEMENT (IAM)	SERVER(X86/NON X86)	WI-FI
ELECTRONIC SECURITY	INKJET/LASERJET PRINTER	SIEM/SOAR	WORKSTATION
END POINT SECURITY	IOT /OT SECURITY	SOFTWARE DEFINED NETWORKING (SDN)	ZERO TRUST SECURITY

Acer India Equips Partners to Capture New Growth Opportunities

Acer India is strengthening its channel ecosystem through deeper partner engagement, broader market reach and stronger enablement. The company is equipping partners with products, training, technology and go-to-market support to address changing consumer and enterprise requirements. Expansion across Tier II and Tier III markets remains a priority, supported by digital tools for demand visibility, inventory planning and customer engagement. As Acer expands beyond computing into consumer electronics, home technology and lifestyle categories, partners will play a central role. The strategy also focuses on AI PCs, gaming and enterprise solutions, helping partners identify new opportunities, improve profitability and become integral to Acer’s long-term growth in India.

SANJEEV MEHTANI
CHIEF SALES OFFICER, ACER INDIA



From Application Performance to AI Security: Array’s India Strategy

As Indian enterprises and SMEs accelerate AI adoption, Array Networks sees application delivery, performance and security becoming increasingly interconnected. Its load-balancing technologies are designed to keep applications and AI workloads responsive as traffic scales through intelligent distribution and optimised resource utilisation. Array’s WAF and Cloud WAF add application and API protection, using machine learning and behavioural analytics to address Layer 7 attacks, bots, zero-day threats and OWASP vulnerabilities. The company believes AI adoption must progress alongside security, trust and responsible innovation. Its channel strategy consequently emphasises sustainable partner profitability through technical training, demand generation, joint go-to-market initiatives and stronger opportunity engagement, helping partners create differentiated customer value.

SHIBU PAUL
VP OF INTERNATIONAL SALES, ARRAY NETWORKS



Channel-First, Partner-to-Partner: The Model Behind BD Software Momentum

BD Software Distribution is combining AI-driven cybersecurity with data protection and governance as enterprises embrace new technologies. Its portfolio includes AI-enabled threat detection, DLP and encryption, with new brands evaluated for their balance between innovation and governance. Channel expansion remains central to growth, with the company extending its reach beyond metros into Tier II, III and IV markets through regional partnerships, technical support and enablement. BD Software follows a channel-first model centred on VARs, MSPs and system integrators. Portfolio diversification, incentive programmes, product offers, technical assistance, innovation summits and boot camps are designed to strengthen partner profitability while enabling partners to address increasingly sophisticated cybersecurity requirements.

ZAKIR HUSSAIN RANGWALA
CEO, BD SOFTWARE DISTRIBUTION



Unlocking New Revenue and Connectivity Opportunities for Partners

CommScope is helping partners capture new opportunities through its PartnerPRO Network, structured around distributors, solution providers, ecosystem partners and alliances. The programme provides training, technical resources, marketing support and guidance, enabling partners to develop expertise aligned with their business models. This capability is becoming increasingly important as Indian organisations adopt cloud, IoT and AI, creating demand for higher bandwidth and robust enterprise connectivity. CommScope’s scalable infrastructure solutions are designed to support growing volumes of data and evolving business requirements. By combining global technology expertise with local partner insight, the company aims to help enterprises and SMEs adapt faster, introduce new services and scale operations while creating sustainable opportunities for partners.

MYLARAIAH JN
VP OF BUILDING & CAMPUS BUSINESS, INDIA & SAARC, COMMSCOPE



Powering India’s Security Evolution with a Future-Ready Ecosystem

CP PLUS sees India’s security market evolving from conventional surveillance towards an integrated, intelligent technology ecosystem. With more than 30,000 partners and 1,800 system integrators, the company is focusing on creating a channel that is both larger and more technically capable. Its Mission Tech Training Programme has trained over 50,000 system integrators and technicians, while Galaxy Stores, World Experience Centers and regional expansion are creating stronger customer touchpoints. CP PLUS is simultaneously taking AI deeper into security infrastructure, helping organisations move from passive video recording towards actionable surveillance. Its portfolio spans connected cameras, cloud-enabled solutions, enterprise surveillance, ANPR, perimeter security and edge-AI applications for enterprises and SMEs.

ADITYA KHEMKA
MANAGING DIRECTOR, CP PLUS





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Turning AI into an Advantage with the Help of Partners

Dell Technologies views AI adoption as an integrated journey spanning AI-enabled devices, compute, storage, networking, data, security and services. Dell AI Factory with NVIDIA brings these elements together to help customers move from experimentation towards production, while the Dell AI Ecosystem Program validates partner solutions and reduces integration complexity. Channel partners are particularly important for SMEs that may lack large internal IT teams, translating technology into practical business outcomes. Dell's Partner First strategy aims to simplify the partner experience, strengthen access to opportunities and improve commercial incentives. As customers rethink infrastructure around AI, cloud, cybersecurity and modern workplaces, partners can increasingly move beyond product sales towards higher-value solution engagements.

ATUL MEHTA, SENIOR DIRECTOR & COUNTRY HEAD – COMMERCIAL CHANNELS, DELL TECHNOLOGIES INDIA



Building a More Capable, Capacity-led Partner Ecosystem

Digisol believes India's channel ecosystem is shifting from a distribution-led model towards one driven by partner capability. Through programmes including League of Champions, T2 GO MAX and SI Premier League, the company rewards sustained performance while strengthening engagement with distributors and system integrators. Technical certifications, product training, marketing enablement and the Digisol Alliance Partner Program further help partners improve technical expertise and customer engagement. Digisol is simultaneously moving from transactional relationships towards a partner-value model built around performance incentives, demand generation, technical capability and customer support. Its objective extends beyond revenue generated for Digisol: the company wants partners to build sustainable, profitable businesses while strengthening long-term value for both channel and brand.

**SHRIDHAR KADAM
CEO, DIGISOL SYSTEMS**



Empowering Partners to Drive Growth Beyond Traditional Backup

Druva views its channel ecosystem as a strategic growth engine rather than simply a route to market. Its strategy combines practical enablement, co-selling, account planning, demand generation and business reviews to help partners move beyond transactional backup conversations. The objective is to develop trusted advisors capable of addressing cyber resilience, data security, SaaS protection and AI readiness. Druva focuses on predictable pipeline creation, continuous skill development and stronger customer outcomes through joint marketing, workshops and active deal development. Partners are also encouraged to expand into Microsoft 365 protection, endpoints, cloud workloads and cyber recovery, helping them increase wallet share within existing customers while creating differentiated, higher-margin revenue opportunities.

**PRAKASH SINGH
NATIONAL PARTNER MANAGER – INDIA & SAARC, DRUVA**



Building a Future-Ready, Profitable AI Partner Ecosystem

Dynabook is strengthening its Indian channel ecosystem by helping partners develop knowledge and capabilities for an increasingly AI-driven technology market. Updated training modules, workshops, face-to-face engagements and knowledge-sharing programmes are designed to keep partners informed about emerging technologies, solutions and business opportunities. Its growth strategy encourages partners to combine AI capabilities with their existing industry expertise rather than relying purely on product sales. This enables the creation of higher-value solutions and additional revenue streams. Sustainable profitability remains central, with Dynabook focusing on healthy margins, long-term business viability and recurring opportunities. AI-ready devices, solution-led engagement and go-to-market support can ultimately help partners become trusted advisors in customers' digital transformation journeys.

**C.R. SRIRAM
ZONAL SALES MANAGER – SOUTH, DYNABOOK INDIA**



Partner-Led Growth: Making AI-Ready Computing Accessible Across India

ECS sees AI transforming business computing and creating demand for accessible, affordable AI-ready solutions tailored to the actual requirements of Indian enterprises and SMEs. The company works closely with system integrators and channel partners to build solutions around its products, helping customers gain greater value while creating additional business opportunities for partners. Channel remains fundamental to ECS's India strategy, supported by national distributor RP Tech and a network of system integrators. Rather than simply selling products, ECS works with partners to understand customer requirements and propose appropriate solutions. The strategy is straightforward: provide the right portfolio, solution support and opportunities so partners can expand their businesses and improve profitability alongside ECS.

**RAJSHEKHAR BHATT
COUNTRY MANAGER INDIA, ECS**



Driving Partner Profitability through Capability-led AI Ecosystems

ESDS sees AI moving rapidly from experimentation towards enterprise-scale deployment, making reliable and commercially viable compute, cloud, data and security infrastructure critical. Its integrated stack spans GPU-as-a-Service, AI-ready data centres, cybersecurity, managed services and SWARAJ Cloud, its sovereign enterprise cloud platform hosted on ESDS-owned infrastructure in India. The platform brings together more than 52 services and 80 integrated capabilities. ESDS has also contracted an AI Factory comprising an 8,208-GPU NVIDIA B300 cluster with 17.83 PB of VAST storage in Sydney with SharonAI. Its channel strategy focuses on building partner capabilities across cloud, AI compute, cybersecurity, infrastructure and managed services to create higher-value, lifecycle-led revenue opportunities.

PIYUSH SOMANI, FOUNDER, PROMOTER, CHAIRMAN AND MANAGING DIRECTOR, ESDS SOFTWARE SOLUTION LIMITED



Fortinet's Channel Strategy: Driving Growth Through AI and Integrated Security

Fortinet sees partner differentiation increasingly coming from the ability to simplify cybersecurity and operational complexity through integrated, AI-driven platforms. As customers move beyond fragmented point solutions, partners can become strategic advisors by helping organisations consolidate security, improve visibility, automate operations and strengthen long-term outcomes. Managed security services represent another significant growth engine as customers face cybersecurity skill shortages and operational complexity. These services can create recurring revenue while deepening customer relationships. AI will further differentiate partners capable of combining AI-enabled security, automation and platform integration. Fortinet's channel strategy therefore focuses on helping partners move higher up the value chain, developing sustainable businesses around integrated security platforms, managed services and outcome-oriented cybersecurity expertise.

**JITENDRA GHUGHAL
SENIOR DIRECTOR CHANNEL MANAGEMENT, FORTINET**



Helping Indian Businesses Do More with Less through AI-Powered IT

GoTo is helping Indian enterprises and SMEs use AI to automate routine IT work, resolve issues faster and improve productivity without proportionately increasing infrastructure or headcount. LogMeIn Resolve embeds agentic AI into existing IT workflows, helping teams understand requests, investigate problems, run diagnostics and recommend or execute fixes while retaining human control over important decisions. GoTo's objective is to make AI practical, ambient and secure for both lean SME teams and complex enterprises. Partners remain central to its India growth strategy. Through enablement, product expertise and the LogMeIn Partner Network, GoTo aims to transform resellers into trusted advisors while collaborating with GSIs on co-selling, co-innovation and larger digital workplace transformation opportunities.

**MATHEW PHILIP
SENIOR DIRECTOR & HEAD – INDIA & GSIS, GOTO**



HID Empowers Partners to Lead the Shift to Modern Identity

HID sees India remaining strongly partner-led as organisations modernise physical access and identity environments. Channel partners are increasingly expected to go beyond supplying readers, credentials and access-control hardware to advise customers on migrations, mobile access, biometrics, cloud-based management and identity integration. HID is therefore strengthening distributors, system integrators, resellers and technology partners through training, solution enablement, technical resources and partner programmes. Most customers already operate legacy access infrastructure, making migration planning and integration especially important. This creates opportunities for partners across consulting, system design, deployment, lifecycle management and managed services. HID's objective is to make these capabilities easier to build while enabling modern identity technologies to integrate effectively with existing customer environments.

PRABHURAJ PATIL, SENIOR DIRECTOR, PHYSICAL ACCESS CONTROL SOLUTIONS, ASEAN & INDIA SUBCONTINENT, HID



Inflow Technologies Creates Knowledge That Helps Partners Design, Deploy and Adopt IT Infrastructure

Inflow Technologies believes modern distribution is no longer about moving boxes but about creating capabilities and helping partners win complex opportunities. Its pre-sales team works alongside partners to understand customer challenges, architect solutions and develop differentiated propositions. A 24x7 Technical Assistance Centre provides an always-available technical backbone, while the Inflow Training Academy builds partner skills, certifications and expertise. Post-sales capabilities extend support beyond the transaction into implementation and technology lifecycle optimisation. Inflow's partner growth strategy is built around empowerment, enablement and collaboration, combining strategic vendor partnerships, marketing initiatives, technical expertise and a broad technology portfolio. The objective is to create knowledge that helps resellers confidently design, deploy and support infrastructure solutions for customers.

**RAJESH KUMAR
SR. VICE PRESIDENT, TECH BU, INFLOW TECHNOLOGIES**



Ingram Micro Xvantage: Powering the Channel Ecosystem

Ingram Micro is strengthening India’s channel ecosystem through continued investment in Xvantage, its AI-powered digital experiential platform. Xvantage simplifies partner access to technologies, expertise, solutions, services and insights while enabling customised, OEM-agnostic technology bundles for customers. Consultation and Professional Services further help partners identify opportunities, expand into emerging markets and pursue sustainable growth. The platform brings together AI, cloud, cybersecurity, financing and digital capabilities, supported by analytics that identify new opportunities. Its Integration Hub and Model Context Protocol Server enable real-time connectivity among AI assistants, platforms, tools and data. Ingram Micro’s objective is to create a more intelligent, connected ecosystem that allows partners to accelerate AI adoption securely and confidently.

FLAVIO MORAES JUNIOR
MD & CCE, INGRAM MICRO INDIA



Jabra’s Approach to Partner Growth: Enablement, Conversion and Earning

Jabra believes AI can transform collaboration, but its effectiveness depends on the quality of the surrounding technology environment. The company is therefore focused on making professional collaboration simple, scalable and accessible to enterprises and SMEs. India remains a strongly partner-led market, with Jabra investing in training, certifications, solution knowledge and demand-generation support. As the market expands beyond personal audio towards video collaboration and meeting-room solutions, partners are being encouraged to develop broader solution expertise. Jabra summarises its strategy through three priorities: enablement, conversion and earning. By combining knowledge, demand generation and customer engagement with sustainable margins, the company wants partners to build higher-value, solution-led collaboration businesses and deepen their customer relationships.

PETER JAYASEELAN, VP & MANAGING DIRECTOR SOUTH ASIA AND CHANNELS (APAC), JABRA



Powering India’s AI Journey through Intelligent Data Infrastructure

NetApp sees partners becoming even more important in the AI era as customers require infrastructure, cloud and AI expertise to unlock value from data. Its ecosystem spans data and AI specialists, traditional infrastructure partners and strategic alliances with companies supporting cloud adoption, modernisation and AI workloads. Through the refreshed Partner Sphere programme, NetApp is building competencies across AI, cloud transformation, cyber resilience and data infrastructure modernisation. Its intelligent data infrastructure approach enables enterprises to classify, govern and prepare existing data for AI without unnecessary movement or duplication. Operating across on-premises and hybrid-cloud environments, the platform aims to optimise storage and performance while reducing complexity, helping partners move from transactional selling towards delivering longer-term business outcomes.

GANESAN ARUMUGAM
SENIOR DIRECTOR, CHANNEL SALES & ALLIANCES, APAC, NETAPP



NPAV Considers Partners as an “Extended Arm” of Its Growth Strategy in India

Net Protector Cyber Security is combining its own AI technology with a portfolio spanning antivirus, EPS, EDR, XDR, DLP, MFA and system-monitoring capabilities. Its Krypton System Insights platform provides real-time monitoring of areas including system performance and hard-disk health. NPAV’s channel ecosystem comprises nearly 19,000 partners across India, supported through training, technical assistance and product liquidation programmes. A dedicated partner portal enables dealers to monitor activations, schemes, promotions and renewals. Its three-tier channel structure covers platinum distributors, gold sub-distributors and silver end-user-connect partners. NPAV treats partners as an extended part of its organisation, supporting profitability through activation incentives, liquidation incentives, target-achievement bonuses and recognition for sustained business performance.

JAGANNATH PATTNAIK, HEAD – SALES & MARKETING STRATEGY, NET PROTECTOR CYBER SECURITY



Omnilink Treats Its Channel as an Extension of Its Centre of Excellence

Omnilink views its channel not simply as a distribution layer but as an extension of its Centre of Excellence. The company shares OEM relationships, technical certifications and delivery playbooks with partners, helping them progress from individual product sales towards complete, outcome-led solutions. Where partners lack expertise in data-centre design, NOC/SOC operations or complex network architectures, Omnilink works alongside them to strengthen delivery capabilities. Its profitability strategy focuses on increasing the proportion of the customer lifecycle partners can own—from design and deployment through ongoing operations. Co-selling managed services, NOC/SOC-as-a-service and security operations creates recurring revenue, while joint solution architecture, pre-sales assistance and transparent margin structures help partners build sustainable capabilities and customer trust.

RAJESH DORA
MANAGING DIRECTOR, OMNILINK TECHNOLOGY



Putting Partners at the Heart of B2B Growth

Optoma’s India strategy is fundamentally channel-driven, reflecting its strong focus on the B2B market. The company equips partners with product knowledge, portfolio information, pricing guidance, solution expertise and regular training so they can confidently identify customer requirements and position appropriate Optoma solutions. Protecting partner profitability is equally important. Optoma uses opportunity-registration processes to safeguard business developed by partners, helping ensure that those investing time and resources in creating demand retain the commercial opportunity. This is particularly important because customers may not initially request Optoma specifically; partners often identify requirements and create demand themselves. By combining training, pricing support, commercial protection and product expertise, Optoma aims to build partner confidence, motivation and sustainable long-term B2B growth.

VIJAY SHARMA
MANAGING DIRECTOR, OPTOMA INDIA



Powering its Next Phase of Growth with an Enhanced Partner Strategy

The supplied interview positions channel growth around a diversified technology portfolio, global brand partnerships and extensive pan-India infrastructure. It highlights reach across more than 700 locations, 57 branches, 50 service centres and 73 warehouses, alongside engagement with over 10,250 channel partners. The strategy focuses on enabling partners to participate in higher-value opportunities across enterprise IT, AI, cloud, cybersecurity, embedded and semiconductor technologies through pre-sales, solution design, technical support, marketing, credit and warranty services. Diversified offerings and stronger solution capabilities are presented as engines of sustainable partner growth, giving the ecosystem access to broader technology innovations and opportunities for improved returns. The supplied text, however, refers to Rashi Peripherals rather than Prama Hikvision.

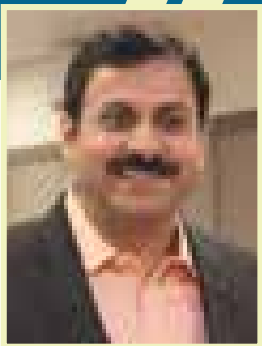
ASHISH P. DHAKAN
MD & CEO, PRAMA HIKVISION INDIA PRIVATE LIMITED



Rashi Peripherals Enabling Partners to Capture Higher-Value Opportunities

Rashi Peripherals is strengthening India’s channel ecosystem through a diversified portfolio, global technology partnerships and value-added support. Its pan-India infrastructure spans 700+ locations, 57 branches, 50 service centres and 73 warehouses, enabling efficient logistics and last-mile reach. Working with over 10,250 channel partners, Rashi helps partners pursue higher-value opportunities across enterprise IT, AI, cloud, cybersecurity, embedded and semiconductor technologies. Support includes pre-sales, solution design, technical assistance, marketing, credit and warranty management. The company’s strategy focuses on expanding into higher-value technology segments and strengthening solution capabilities. By combining portfolio breadth, technology innovation and partner enablement, Rashi aims to improve partner profitability, generate better ROI and create sustainable long-term growth across India’s technology ecosystem.

RAJESH GOENKA
DIRECTOR & CEO, RASHI PERIPHERALS



SAS Backs Partners with Skills and Solutions to Win Strategic Opportunities

SAS sees partners playing a central role in extending enterprise-grade AI and analytics capabilities to organisations of different sizes. While SAS directly supports complex transformation programmes across sectors such as BFSI, manufacturing, healthcare, telecommunications and government, partners help SMEs access SAS Viya without requiring substantial infrastructure investments. Its partner strategy prioritises sustainable value creation through capabilities in AI, data and analytics, risk management, customer intelligence and industry-specific solutions. The SAS Partner Program supports enablement, certifications, solution development and go-to-market collaboration. Co-selling and co-innovation are important pillars, with SAS working alongside partners on business planning, pipeline development, customer engagement and solution creation, helping them compete for larger, more strategic transformation opportunities.

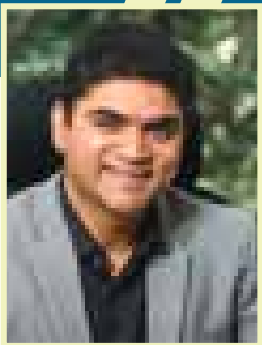
MANISH NAIR
DIRECTOR, PARTNER SALES – INDIA, ASEAN & ANZ, SAS



Securonix Elevate Program Creates a Scalable Framework for Partner Growth

Securonix describes itself as a partner-first organisation, investing in enablement, technical training, responsiveness, executive engagement and shared responsibility for customer outcomes. Its Elevate Partner Program provides resources and education around the Securonix Unified Defense SIEM platform and ThreatQ Threat Intelligence Platform. The company sees partners as strategic extensions of its business and intends to use the channel to reach SMB and mid-market customers beyond metros into Tier II and III markets. Elevate supports partner economics through competitive margins, subscription pricing, deal-registration discounts, co-selling, marketing development funds and joint go-to-market planning. Free core sales and technical training, certifications and access to technical specialists create a scalable framework designed to grow alongside partner commitment and performance.

DIPESH KAURA
COUNTRY DIRECTOR, INDIA AND SAARC, SECURONIX



Building a Partner Ecosystem for Scalable, Service-Led Security Growth

“Sophos places partners at the centre of its India go-to-market strategy, with recent programme enhancements focused on flexibility, transparency and operational support. Sophos Partner Care provides 24x7 assistance, while its updated Partner Portal simplifies access to resources. The Sophos Partner Academy offers fast-track training and role-based certifications, extending opportunities to partners beyond metropolitan markets. Managed services are another growth priority, with MSP Flex and an expanded MSP programme providing usage-based pricing and automation. Sophos is helping partners pursue cross-sell, upsell and new customer opportunities around AI-powered defence, NG SIEM, MDR and XDR. Sophos Central and flexible commercial models further enable partners to build scalable, recurring-revenue cybersecurity services with lower operational complexity.

RAJEEV GUPTA
DIRECTOR – SALES, INDIA & SAARC, SOPHOS



Moving Partners Up the Surveillance Value Chain

Sparsh CCTV views its channel ecosystem as a long-term growth partner rather than simply a route to market. With more than 2,000 associates across India, it wants partners to participate across the surveillance lifecycle—from products and projects to AI-led solutions and ongoing support. As surveillance evolves from standalone cameras towards integrated intelligent systems, Sparsh sees opportunities for distributors, VARs and system integrators to move higher up the value chain. Its strategy focuses on indigenous technology, STQC-certified solutions, portfolio breadth, technical enablement and after-sales support. Growth opportunities across transportation, infrastructure, manufacturing, BFSI and smart cities can further help partners build project-led and recurring businesses around AI, cybersecurity, compliance and integrated surveillance solutions.

SANJEEV SEHGAL
FOUNDER & MANAGING DIRECTOR, SPARSH CCTV



Empowering India’s Digital Future by Securing Enterprises

Trellix is investing in channel skills to help partners advise customers, implement cybersecurity solutions and provide ongoing support. Its Xtend Global Channel Partner Program provides sales and technical training, certifications through Trellix University, and marketing and technical resources supported by local distribution. As enterprises adopt AI, Trellix focuses on protecting data, maintaining regulatory compliance and preserving operational continuity. Trellix Data Loss Prevention and its AI Data Risk Dashboard provide visibility and controls over sensitive data interacting with sanctioned and shadow AI tools. Trellix Wise supports movement towards autonomous security operations by helping triage and investigate alerts across network, email, cloud and endpoints. Stronger partner expertise remains central to delivering these capabilities effectively.

GANESH IYER
MANAGING DIRECTOR, INDIA & SAARC, TRELLIX



Enabling the Channel for an AI-Driven Business Landscape

TVS Electronics is moving beyond a traditional reseller approach towards building a stronger, more capable partner ecosystem spanning distributors, system integrators, resellers and solution providers. Its investments focus on product knowledge, technical training, pre-sales assistance and market development, with deeper capabilities being developed around AIDC, mobility, POS and digital solutions. The objective is not merely to increase partner numbers but to help partners create greater customer value and sustainable businesses. TVS Electronics also wants partners to generate revenue beyond hardware through integration, services, solutions and recurring engagement. Sector specialisation across enterprise, retail, manufacturing, logistics, BFSI and government can further improve partner differentiation, margins, predictability and long-term customer relationships.

SHRINIVAS TIMMANAGOUDAR, HEAD – SALES, PRODUCTS & SOLUTIONS, TVS ELECTRONICS



Powering Partner Growth through a Sovereign Edge & Security Fabric

VergeCloud views the channel as a growth function capable of helping enterprises evaluate, adopt and operate increasingly complex technologies. Its objective is to build partners that can identify opportunities, create demand, win enterprise accounts and generate recurring revenue around its Unified Next-Gen Edge & Security Fabric Platform. Structured channel programmes, SPIF incentives, sales and pre-sales assistance, technical training, workshops and lifecycle support underpin this strategy. Its portfolio spans edge security, authoritative DNS, WAF, API security, DDoS protection and CDN services. In the AI era, VergeCloud is positioning beyond individual security products towards an India-first sovereign edge and security fabric designed to strengthen availability, application security, data residency, operational control and regulatory alignment.

RAHUL RAJ SINGH
MANAGING DIRECTOR AND CHIEF REVENUE OFFICER, VERGECLLOUD



Fueling Partner Growth with AI-Driven Solutions and Market Co-Investment

Videonetics treats channel partners as strategic collaborators capable of combining its AI-driven video security technologies with local market expertise and customer relationships. With more than 200 partners and a growing ecosystem across India, Southeast Asia and the Middle East, its programme supports demand generation, marketing, technology enablement, rewards and recognition. Distribution partnerships with Inflow Technologies, Beetel Teletech and RAH Infotech further extend market reach through their established reseller ecosystems. Videonetics' portfolio includes True AI and Deep Learning-powered video management, AI-enabled video analytics, traffic management and facial-recognition solutions. By combining technology innovation with distributors' reach and partners' implementation capabilities, the company aims to accelerate adoption of end-to-end intelligent video management across industries and geographies.



BHARDWAJ NAIK
CHIEF REVENUE OFFICER – INDIA, APAC & MEA, VIDEONETICS

Data Trust Imperative Behind India's AI Ambitions

Veeam sees AI readiness fundamentally as a data-trust challenge. While AI can improve productivity, automation and digital services, organisations must ensure that underlying data remains accurate, secure, governed, available and recoverable. Growing expectations around privacy, governance and cyber resilience further increase this requirement. Veeam's cited research indicates that although 88% of organisations are using or piloting AI agents, only 7% consider themselves fully AI-ready, while 95% report data challenges slowing AI progress. Veeam therefore focuses on strengthening data resilience, governance and recovery across cloud, virtual, physical and SaaS environments. The objective is to maintain visibility and control over AI-related data while ensuring business-critical information remains protected and recoverable.



SANDEEP BHAMBURE, MANAGING DIRECTOR AND VICE PRESIDENT – INDIA AND SAARC, VEEAM SOFTWARE

Yotta Moves Partners Up the Value Chain with AI and Cloud

Yotta believes India's AI and digital transformation requires a strong ecosystem of partners with deep understanding of local industries and customer requirements. Its strategy moves beyond traditional reselling by enabling partners to create, implement and manage complete solutions across cloud, AI, cybersecurity, data centres and managed services. Platforms such as Yntraa and Shakti allow partners to address growing sovereign-cloud and AI-infrastructure requirements, supported by training, certifications, sales enablement and commercial programmes. Yotta is also strengthening joint go-to-market activities and recurring-revenue opportunities. Its success metric extends beyond partner numbers to the revenue, margins, capabilities and customer relationships partners build while moving higher up the value chain from infrastructure resale towards complete business solutions.



NITIN M. JADHAV
PRESIDENT & CHIEF REVENUE OFFICER, YOTTA

Scaling Sovereign AI, Together: Sify's Blueprint for India's Channel Ecosystem

Sify is strengthening its long-established channel ecosystem through Sify Elevate, a four-tier partner framework supported by partner meets, data-centre visits, co-creation workshops and joint go-to-market programmes. Partners receive AI training through Sify's data centres, client experience centres, AI Lab and online AI Coach curriculum. For customers, Sify's Sovereign AI Foundation is structured around Build, Run and Govern, combining sovereign cloud, data centres, network infrastructure, agentic operations, security and governance. OneSify further supports partner profitability by bringing proposals, product catalogues, BOMs, pricing, ordering and service delivery onto an AI-powered unified platform. Sify's strategy centres on predictable shared growth, helping partners access opportunities faster while building scalable AI and infrastructure capabilities.



AMAN MEHRA
HEAD, STRATEGY AND TRANSFORMATION, SIFY TECHNOLOGIES

Empowering Partners with Intelligence, Opportunity and Profitability

Veeam is strengthening channel profitability by expanding partnerships, deepening engagement and using business-intelligence tools to give partners greater visibility into customer opportunities, renewals and upsell potential. Its Veeam ProPartner Network provides a unified gateway to training, certifications, sales enablement and marketing resources. Customer expansion portals help partners identify renewal cycles and expansion opportunities, while profitability programmes and recurring-revenue models are designed to strengthen margins. The ecosystem brings together distributors, resellers, cloud service providers and alliance partners around modern data protection and cyber resilience. By combining real-time business intelligence, streamlined enablement and commercial incentives, Veeam aims to help partners scale across SMB, enterprise and cloud-service-provider segments while addressing increasing demand for resilient data environments.



GAURAV SAXENA, DIRECTOR – CHANNELS & ALLIANCES, INDIA & SAARC, VEEAM SOFTWARE

FROM ANTIVIRUS TO AI-POWERED CYBER DEFENCE

Cybersecurity Boom Could Be a Bigger Opportunity for VARs and MSPs

MARKET OVERVIEW

India’s antivirus market is evolving into a much larger endpoint-security opportunity. Projected Market Size - \$1.24 billion by 2030, representing a 16% CAGR overall information-security spending - \$3.44 billion in 2026 CERT-In handled 29.44 lakh cybersecurity incidents in 2025

MARKET DRIVERS

AI is becoming a key differentiator

BUSINESS CHALLENGES

- AI-generated malware
- Ransomware
- Deepfake-enabled fraud
- Fileless attacks
- Zero-day attacks
- Credential theft
- Malicious AI agents
- Supply-chain attacks

INDIA ANTIVIRUS OPPORTUNITY — AT A GLANCE

Opportunity	Market Direction
Traditional Antivirus	Large consumer/MSME installed base
EDR	Rapid enterprise adoption
Ransomware Protection	Growing business requirement
Made-in-India Solutions	Government and regulated-sector opportunity
Channel Business	Recurring subscription and managed-service revenue

OUTCOME

The market is moving toward AI-powered endpoint protection, EDR/XDR and managed security services, while traditional antivirus continues to serve consumers and smaller businesses.

THE KEY 2026 MARKET TRENDS

Trend	What it means for India
AI-powered antivirus	Behavioural and predictive detection
EDR/XDR	Antivirus evolves into continuous monitoring

MARKET MOMENTUM

Antivirus → Anti-Malware → EPP → EDR/XDR → AI-Powered Threat Detection → Managed Endpoint Security.

KEY VENDORS



THE NEXT PHASE OF CCTV GROWTH IS ACTIONABLE INTELLIGENCE

India's video surveillance market entering a new phase of technology-led expansion

MARKET OUTLOOK

- According According to IMARC Group, the Indian video surveillance market is valued between \$4.4 billion to \$7.5 billion in 2025, expanding at a CAGR of 10% to 12%, driven by large-scale government infrastructure projects, rising enterprise security demands, and rapid technological upgrades.
- IP-based surveillance is increasingly becoming the dominant architecture.

KEY GROWTH DRIVERS

- SMART CITIES & SAFE CITY PROGRAMMES: Large deployments are increasingly integrated with Integrated Command and Control Centres (ICCCs), creating a connected surveillance architecture. The result is a shift from individual CCTV installations to city-scale video intelligence platforms.
- TRANSPORTATION INFRASTRUCTURE: Transportation environments require increasingly sophisticated capabilities including - ANPR + FACIAL RECOGNITION + OBJECT DETECTION + CROWD ANALYTICS + PERIMETER SECURITY.
- COMMERCIAL & INDUSTRIAL REAL ESTATE: CCTVs are becoming a part of the wider physical security and building-intelligence platform.

MARKET TRAJECTORY

Analog CCTV → IP Surveillance → Networked Video → AI Video Analytics → Video Intelligence. The fundamental market shift is from - “Record what happened” to: “Understand what is happening and respond in real time.”

- BFSI: In financial institutions, the next layer is increasingly video analytics rather than simply video recording, allowing suspicious behaviour and operational anomalies to be identified automatically.
- SMART HOMES: Mordor estimates residential and smart-home CCTV deployments to be among the faster-growing areas of India's CCTV market.
- CCTV surveillance to strengthen security, monitor operations, prevent theft, ensure compliance, and enable AI-driven threat detection.

KEY VENDORS



INDIA EMERGING AS ONE OF THE FASTEST GROWING MARKET IN CLOUD SECURITY

MARKET SIZE

- The Indian cloud security market is witnessing an explosive growth during the 2025–2026 period, significantly outpacing global averages. According to MarketsandMarkets, the market is valued between approximately USD 575 million and USD 1.9 billion as in 2025–2026.
- India’s CAGR of 18.3% significantly outpaces the global cloud security market CAGR of 11.5%, positioning India as one of the fastest-growing markets in the Asia-Pacific region.

MARKET DRIVERS

- Indian organizations are heavily migrating critical workloads to public, private, and hybrid clouds to enhance resilience, requiring unified security architectures that protect data across environments.
- Rapid digital transformation across sectors such as banking, telecommunications, e-commerce, and government initiatives are driving demand for secure cloud environments.
- Stricter mandates around data protection are pushing enterprises to invest heavily in securing customer information and intellectual property to avoid compliance penalties.
- Rising incidents of sophisticated threats like ransomware, supply chain attacks, and cloud misconfigurations are driving the need for AI-assisted threat detection and automated remediation technologies.

EMERGING TRENDS & CHALLENGES

- India is the fastest growing regional market in Asia Pacific when it comes to

cloud security. As organizations prioritize data protection and security, the demand for cloud security solutions is expected to rise.

- As organizations mature their cloud strategies, spending on cloud security will become a critical component of IT budgets, ensuring sustained market momentum through 2031.
- Under Market Drivers :Cloud security adoption is driven by rapid cloud migration, rising cyber threats, regulatory compliance, remote access, data protection, and multi-cloud complexity.

KEY VENDORS



INDIA'S CYBERSECURITY PIVOTING FROM A REACTIVE SECURITY MODEL TO A CONTINUOUS CYBER-DEFENCE MODEL

Sophisticated cyber-threats push organisations from perimeter-focused protection toward proactive, identity-first and AI-enabled security.

MARKET SIZE

- IMARC estimates the India cybersecurity market at US\$11.34 billion in 2025, projecting it to reach US\$44.04 billion by 2034, representing a 15.46% CAGR during 2026–2034.
- Cybersecurity is increasingly critical as ransomware, AI-driven attacks, cloud adoption, digital transformation, regulatory requirements, data breaches and expanding attack surfaces force organizations to strengthen resilience and protect business continuity.

EMERGING TRENDS

- AI-POWERED SOC: Security Operations Centres are increasingly adopting AI and machine learning to analyse large volumes of telemetry and accelerate detection. The modern SOC is evolving from SOC to AI-SOC - MANUAL MONITORING → AUTOMATED ANALYSIS → AI-ASSISTED RESPONSE
- ZERO TRUST & IDENTITY-FIRST SECURITY: The growing use of cloud applications and distributed workforces is accelerating the move toward Zero Trust architectures. The underlying principle is - NEVER TRUST → ALWAYS VERIFY
- MANAGED SECURITY SERVICES: Cybersecurity skills shortages are

increasing the attractiveness of managed security services. This creates a strong outsourcing opportunity-SECURITY TALENT SHORTAGE → 24x7 MONITORING REQUIREMENT → MSSP / MDR → CONTINUOUS DETECTION & RESPONSE

- POST-QUANTUM SECURITY: The RBI has highlighted the importance of quantum-resistant cryptographic algorithms and noted its importance for secure digital-currency systems.

KEY VENDORS



BIG SHIFT

Reactive Security → Proactive Defence → Identity-First Security → AI-Powered Security → Continuous Cyber Resilience. The fundamental shift is from - “How do we block the attack?” to - “How do we continuously identify risk, detect threats, contain attacks and recover?”

INDIA'S DATA CENTRE INDUSTRY ENTERING A PHASE OF STRUCTURAL INFRASTRUCTURE EXPANSION

AI & Data localization fueling data centre boom with India emerging as one of Asia-Pacific's important data centre hubs

MARKET OUTLOOK

- IMARC estimates the India data centre market at US\$5.55 billion in 2025, projecting it to reach US\$13.11 billion by 2034, representing a 10.01% CAGR.
- India's top seven data centre markets reached approximately 1,789 MW of operational capacity in H1 2026, after adding 178 MW during the first half of the year.
- Data center growth is driven by cloud, AI, digital services, data sovereignty and rising compute demand, making resilient infrastructure increasingly critical.

KEY GROWTH DRIVERS

- I CLOUD & DIGITAL TRANSFORMATION: Cloud service providers remain a major source of data centre demand as enterprises migrate applications, databases and workloads away from traditional infrastructure.
- AI IS CREATING A NEW COMPUTE CYCLE: AI is becoming one of the most important incremental drivers of data centre investment. By March 2026, around 38,231 GPUs had been onboarded by the Indian government through 14 empanelled service providers/data centres.
- DIGITAL DATA CONSUMPTION: India's large mobile-user base, growing digital services ecosystem and relatively low cost of data usage have created a powerful foundation for continued digital consumption.

OUTCOME

Today's data centre infrastructure ecosystems will increasingly combine compute, connectivity and energy rather than treating the data centre as an isolated real-estate asset.

- HYPERSCALE & COLOCATION: IMARC estimates that colocation accounted for approximately 61% of the India data centre market in 2025.
- EDGE DATA CENTRES: The expansion of 5G and increasingly distributed digital applications is creating a new requirement for computing closer to users and devices.

KEY VENDORS



DATA RESILIENCE: THE NEXT FRONTIER BEYOND BACKUP AND RESTORE

Data Back-Up solutions becoming an essential risk mitigation tool

MARKET TRAJECTORY & EMERGING TRENDS

- IMARC Group values the Indian data back-up & Recovery market at \$6.3 billion in 2025 and projected to reach \$7.7 billion in 2026.
- BACKUP-AS-A-SERVICE: Indian SMBs are increasingly looking to managed backup services instead of building and maintaining dedicated backup infrastructure.
- DRaaS MOVES TOWARD PAY-AS-YOU-GO: Disaster Recovery-as-a-Service is becoming increasingly attractive as enterprises seek resilience without maintaining duplicate physical infrastructure. The next phase is likely to combine backup + disaster recovery + cyber-recovery into a unified resilience service.
- SaaS BACKUP BECOMES A CORE REQUIREMENT: Enterprise data is no longer concentrated in traditional servers. This is creating a dedicated market for third-party SaaS backup.

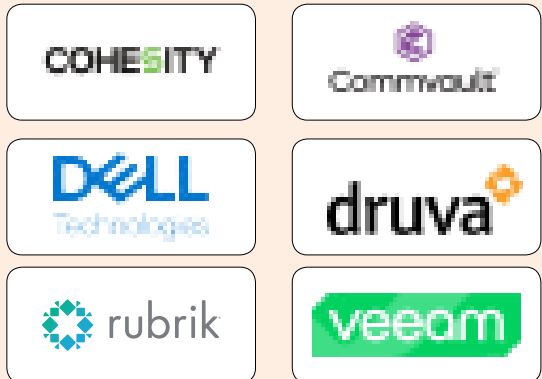
KEY CHALLENGES

- DATA COMPLEXITY: Data is distributed across on-premise infrastructure, multiple clouds, SaaS applications and employee devices.
- RECOVERY CONFIDENCE: Having a backup does not guarantee recoverability. Enterprises increasingly need automated testing to verify that

backups can actually be restored.

- SKILLS SHORTAGE: SMBs often lack the specialist skills required to design, monitor and test complex backup and DR environments.
- MULTI-CLOUD COMPLEXITY: Different cloud platforms and SaaS applications have different backup, retention and recovery requirements.
- COST MANAGEMENT: As data volumes increase, enterprises must balance recovery requirements with storage, bandwidth and long-term retention costs.

KEY VENDORS



THE NEXT GROWTH LAYER

CLOUD BACKUP + SaaS BACKUP + IMMUTABLE BACKUP + DRaaS + CYBER RECOVERY + AI

ELEVATING FROM BASELINE PRIVACY COMPLIANCE TO CONTINUOUS DATA CONFIDENCE

India's swiftly growing digital landscape expanding the data privacy space

MARKET SIZE

- Grand View Research estimates that India's data privacy software market generated US\$186.6 million in revenue in 2025 and is expected to reach US\$3.20 billion by 2033, representing a 44.07% CAGR from 2026 to 2033.
- The market is being driven by a fundamental change in how enterprises view personal data - DATA → ASSET → RISK → GOVERNANCE → PRIVACY → TRUST.

KEY 2026 TRENDS

- PRIVACY MANAGEMENT → DATA DISCOVERY: Enterprises cannot effectively govern information they cannot locate. This is driving demand for automated discovery across - DATABASES + FILE SYSTEMS + CLOUD + SaaS + EMAIL + APPLICATIONS + DATA LAKES.
- PRIVACY + DATA GOVERNANCE CONVERGENCE: Privacy management is increasingly converging with enterprise data governance. This creates an opportunity for integrated platforms rather than isolated privacy tools.
- CONSENT MANAGEMENT PLATFORMS: Consumer-facing businesses increasingly need structured mechanisms to capture and manage consent. The market opportunity therefore extends across - CONSENT CAPTURE

→ CONSENT STORAGE → CONSENT WITHDRAWAL → CONSENT AUDIT → CONSENT ANALYTICS.

- PRIVACY BY DESIGN: Privacy is increasingly being incorporated earlier into the application-development and data-management lifecycle. The emerging model is - BUILD → COLLECT → PROCESS is becoming - DESIGN → MINIMISE → COLLECT → PROCESS → GOVERN → DELETE.

AI AND PRIVACY – THE BIG QUESTION

The expansion of generative AI introduces new questions around - WHAT DATA IS USED? → WHERE DOES IT GO? → WHO CAN ACCESS IT? → HOW IS IT RETAINED?

KEY VENDORS



DATA SECURITY AS THE INTELLIGENT CONTROL PLANE FOR INDIA'S DIGITAL FRONTIER

Shifting of enterprise security strategies from protecting the network perimeter to protecting data wherever it resides

MARKET OUTLOOK

- According to Imarc Group, the enterprise information security spending is valued to be between \$3.0 billion and \$3.4 billion in total in 2026, with dedicated data protection and security software reaching \$1.55 billion. India's data security market is growing at a CAGR of 12% to 17%.
- The traditional enterprise security model assumed that protecting the network perimeter would protect the information inside it. Cloud and distributed architectures weaken that assumption. The emerging model is - DATA → IDENTITY → CONTEXT → POLICY → CONTINUOUS PROTECTION.
- Data security is driven by rising breaches, ransomware, cloud adoption, privacy regulations and AI risks, making protection of sensitive information business-critical.

the number of locations where sensitive information can reside. The security architecture consequently needs to evolve.

- RISING COST OF DATA BREACHES: The financial impact of data breaches is becoming a board-level issue.
- DIGITAL PAYMENTS AND FINTECH: India's large-scale digital transaction ecosystem creates substantial volumes of high-value information.

KEY GROWTH DRIVERS

- DATA SPRAWL: Indian enterprises increasingly operate across on-premise, private cloud, public cloud, thus resulting in a new problem - "SHADOW DATA", data that exists across cloud applications, SaaS platforms, and other repositories without adequate visibility or consistent protection.
- CLOUD AND MULTI-CLOUD ADOPTION: Cloud migration is expanding

THE BIG OPPORTUNITY

The next growth opportunity is being created by the convergence of - DLP + DATA DISCOVERY + ENCRYPTION + TOKENISATION + DATABASE SECURITY + CLOUD SECURITY + DATA GOVERNANCE + AI.

KEY VENDORS



FROM CONVENTIONAL SURVEILLANCE HARDWARE TOWARD AI-POWERED, ANALYTICS-DRIVEN SECURITY INFRASTRUCTURE
Investments from private and government sectors support the growth for electronic security

MARKET TRAJECTORY & EMERGING TRENDS

- Grand View Research estimates the India electronic security market generating a revenue of USD 1,370.1 million in 2024 which is expected to reach USD 2,566.1 million by 2030. It will grow at a CAGR of 11.3% from 2025 to 2030.
- While the traditional electronic-security model was largely hardware-led, the emerging model is increasingly - CAMERA + SENSORS → IP NETWORK → EDGE/CLOUD → AI ANALYTICS → ALERT → RESPONSE.

KEY CHALLENGES

- AI IS MOVING VIDEO SURVEILLANCE FROM RECORDING TO INTELLIGENCE: Instead of asking security personnel to watch every camera, AI systems can identify events that require attention, changing the equation - VIDEO → DATA → ANALYSIS → EVENT → ACTION
- CLOUD AND VSaaS: Cloud-based surveillance enables - Centralised monitoring, Remote access, Elastic storage, Multi-site management, Software updates and Analytics-as-a-service.

THE BIG 2026 OPPORTUNITY

The next growth opportunity extends beyond selling more cameras. It lies in combining –
CAMERAS + ACCESS CONTROL + IoT SENSORS + AI + EDGE + CLOUD + ANALYTICS + MANAGED SERVICES

- HARDWARE → SOFTWARE + SERVICES: Hardware remains the largest component of the market, but recurring software and service revenues are becoming increasingly important. This creates a structural shift - CAPEX → CAPEX + SOFTWARE → OPEX / SUBSCRIPTION
- FROM RECORDING TO REAL-TIME INTELLIGENCE: The evolution can be illustrated as - Capture → Record → Search → Analyse → Predict → Act. That changes the conversation from storage and surveillance to security intelligence and operational efficiency.

KEY VENDORS



HYBRID WORK, AI THREATS, AND IOT PROLIFERATION DRIVE MODERN ENDPOINT SECURITY ADOPTION
Endpoint Protection Platforms (EPP) and Endpoint Detection & Response (EDR) represent
a core growth layer within India's broader security-software ecosystem

MARKET OUTLOOK

- Imarc Group values the endpoint security market at approximately \$708 million in 2025, advancing toward \$770 million-\$800 million+ in 2026. India's endpoint security market is growing at a CAGR of 9% to 12%.
- The opportunity places endpoint security at the intersection of - ENDPOINT PROTECTION + THREAT DETECTION + RESPONSE + CLOUD SECURITY + AI.
- Endpoint security growth is driven by ransomware, remote work, cloud adoption, expanding devices and AI-powered threats, making continuous endpoint protection business-critical.

KEY CHALLENGES

- EXPANDING ENDPOINT ATTACK SURFACE: Laptops, smartphones, tablets, servers and other connected endpoints are increasingly operating outside traditional corporate perimeters. This creates a new security equation - MORE DEVICES + MORE LOCATIONS + MORE APPLICATIONS + MORE CLOUD → LARGER ATTACK SURFACE → GREATER

BIG 2026 MESSAGE

India's endpoint security market is moving from passive protection to continuous, AI-assisted detection, threat hunting and active response.

ENDPOINT SECURITY REQUIREMENT

- SOPHISTICATED CYBERATTACKS: Attackers are increasingly using techniques that can bypass traditional signature-based protection.
- CLOUD MIGRATION: As workloads and applications move to cloud environments, endpoint security increasingly needs to operate across cloud-connected users and devices. The security perimeter is consequently shifting from - NETWORK → DEVICE → IDENTITY → CLOUD APPLICATION.

KEY VENDORS



WITH RISE IN HYBRID-WORKFLOWS, ENTERPRISE MOBILITY BECOMING MORE VITAL THAN EVER

India's enterprise mobility market is moving from device management to intelligent, secure and AI-driven workforce management.

MARKET OUTLOOK

- Valued at approximately \$1.01 billion in 2025, India's enterprise mobility market is expanding at a CAGR of 29% to 31% and is among the fastest growth rates in the Asia-Pacific region, according to TechSci Research.
- Enterprise mobility is increasingly moving beyond basic mobile-device management toward an integrated environment spanning - MDM + MAM + MCM + MOBILE IDENTITY + MOBILE SECURITY + UEM + CLOUD + AI.

SECTOR OPPORTUNITY

- IT/ITeS, Banking, Financial Services, and Insurance (BFSI), Retail & E-Commerce, Logistics & Supply Chain, Healthcare, and Manufacturing.

KEY GROWTH DRIVERS

- MOBILE-FIRST DIGITAL TRANSFORMATION: Enterprises are increasingly designing applications, workflows and customer interactions around mobile devices.
- HYBRID AND DISTRIBUTED WORKFORCES: Hybrid work has permanently expanded the number of employees accessing corporate applications and information outside traditional enterprise networks. This increases demand for - REMOTE ACCESS → DEVICE MANAGEMENT → IDENTITY → SECURITY → COMPLIANCE.

THE BIG SHIFT

Mobile Devices → Managed Endpoints → Secure Workforce → Intelligent Digital Workforce

- 4G / 5G AND CONNECTIVITY EXPANSION: Improved mobile networks, broader broadband availability and 5G are enabling real-time enterprise applications, cloud connectivity and mobile-first workflows.
- BYOD AND FRONTLINE MOBILITY: Bring-your-own-device models and enterprise-owned mobile fleets create the need to separate personal and corporate information, accelerating adoption of MDM, MAM, mobile identity and UEM platforms.

KEY VENDORS

ManageEngine

Microsoft

omnissa

SAMSUNG Knox

Scalefusion

SOTI

CYBER TALENT GAPS AND SOPHISTICATED THREATS DRIVE POTENTIAL GROWTH FOR EDR & MDR

Rapid growth of ransomware, fileless attacks, credential-based attacks and increasingly sophisticated endpoint threats is changing the role of endpoint security

MARKET OUTLOOK

- As per Market Research Community analysis, the India Managed Detection and Response Service Market was valued at USD 216.2 million in 2025 and is anticipated to hit USD 806.9 million by 2032, growing at 20.7% CAGR during 2026-2032.
- While EDR is a software tool, MDR is an outsourced service. In simple terms - EDR = Security Technology
MDR = Security Technology + Security Expertise + Continuous Service

FROM EDR TO XDR

- One of the most important market shifts is the transition from endpoint-only security to Extended Detection and Response (XDR).
EDR: Endpoint → Telemetry → Detection
XDR: Endpoint + Network + Cloud + Identity + Email → Correlated Detection
MDR + XDR: Multi-Domain Telemetry → Correlation → Threat Hunting → Human Investigation → Response

INDIA EDR & MDR MARKET OUTLOOK

India's EDR & MDR market is being shaped by three simultaneous shifts -

FINAL VERDICT

Endpoint Protection → Endpoint Detection → Extended Detection → Managed Response → Continuous Security Operations

- THREAT SHIFT: Known Malware → Ransomware + Fileless + Behavioural Attacks
- TECHNOLOGY SHIFT: Endpoint Security → EDR → XDR → AI-Powered Detection Operating-Model Shift
- IN-HOUSE SOC: co-managed SOC → MDR → security-as-a-service

KEY VENDORS

CROWDSTRIKE

Net Protector
NP AV
Cyber Security

paloalto NETWORKS

SentinelOne

SOPHOS

TrendAI

DATA CENTER EXPANSIONS AND HIGH-SPEED WIRELESS UPGRADES ACCELERATE THE GROWTH OF ETHERNET SWITCHES

India's Ethernet switch segment evolving from basic network connectivity toward high-speed, software-managed and AI-ready networking infrastructure.

MARKET OUTLOOK

- The Ethernet switches market in India is driven by rising enterprise digitization, data center expansions, and small-and-medium business (SMB) investments.
- The India Ethernet Switch market was estimated at approximately US\$2.22 billion in 2025 and is projected to reach US\$6.87 billion by 2033, representing a 15.3% CAGR from 2026–2033, according to Grand View Research.

KEY GROWTH DRIVERS

- ENTERPRISE DIGITISATION: Businesses are increasingly connecting - USERS + DEVICES + APPLICATIONS + CLOUD + IoT. This increases demand for higher-capacity, managed and secure switching infrastructure.
- DATA-CENTRE EXPANSION: IDC reported that data-centre Ethernet switching reached US\$12.3 billion in 2Q26, with AI infrastructure build-out identified as the primary growth driver.
- AI INFRASTRUCTURE: AI is fundamentally changing the switching requirement inside data centres. AI infrastructure - GPU → SWITCH → GPU → SWITCH → GPU
- ENTERPRISE NETWORK REFRESH: Campus and branch networks are entering a new refresh cycle. Organisations are upgrading legacy switches to support - Wi-Fi 6 / Wi-Fi 7, Higher-speed endpoints, Cloud applications, Video and so on.

GROWTH ENGINES

- DATA CENTRE: AI + Hyperscale + Cloud → 400G / 800G + High-Density Switching
- ENTERPRISE / CAMPUS: Digitalisation + Wi-Fi 7 + IoT + Refresh → Managed + L3 + PoE switching

BUSINESS CHALLENGES

- PRICE PRESSURE: Switching remains a competitive hardware market, particularly in commoditized segments.
- SKILLS GAP: Advanced networking requires expertise in automation, security, cloud and high-speed architectures.
- TECHNOLOGY COMPLEXITY: Enterprises increasingly operate multi-vendor environments.
- LEGACY INFRASTRUCTURE: Older networks may not support the bandwidth or capabilities required by modern applications.

KEY VENDORS

ARISTA

CISCO

D-Link

Extreme Networks

HPE

tp-link

CLOUD MIGRATION AND AI-DRIVEN CYBER-THREATS FUEL NEXT-GEN FIREWALL SOLUTIONS

India's NGFW market is evolving from traditional network protection toward an intelligent, cloud-connected and integrated security platform.

MARKET OUTLOOK

- As per Market Research Future analysis, the India next generation firewall market size is projected to grow from 442.0 USD Million in 2025 to 1200.0 USD Million by 2035, exhibiting a compound annual growth rate (CAGR) of 10% during the forecast period 2025 – 2035.
- In coming times, there will likely be more emphasis on integrated security frameworks (firewalls + SASE + zero trust + identity).

KEY GROWTH DRIVERS

- RISING CYBER THREATS: The modern security requirement is increasingly: DETECT → INSPECT → IDENTIFY → ANALYSE → BLOCK → RESPOND. NGFWs combine multiple security capabilities within the network security layer.
- CLOUD & HYBRID INFRASTRUCTURE: Enterprise workloads are increasingly distributed which reduces the effectiveness of a firewall positioned only at the traditional network perimeter. The market is therefore moving toward: ON-PREMISE FIREWALL → VIRTUAL FIREWALL → CLOUD FIREWALL → HYBRID SECURITY

- ZERO TRUST & IDENTITY: NGFWs are increasingly becoming part of broader Zero Trust architectures. The firewall is no longer required to make decisions solely based on network location.
- REGULATORY & DATA-PROTECTION REQUIREMENTS: As organisations manage increasingly sensitive digital information, cybersecurity investment is also being influenced by regulatory and data-protection requirements. NGFWs form one component of this broader security investment.

KEY VENDORS

CHECK POINT

CISCO

Fortinet

paloalto

SOPHOS

SONICWALL

BIG SHIFT

FIREWALL → NGFW → CLOUD FIREWALL → SECURE EDGE → SECURITY PLATFORM → AI-POWERED SECURITY

FROM GAMING TO AI: INDIA'S GPU MARKET ENTERING A NEW PHASE

AI rapidly expanding the role and opportunity for high-performance GPUs

MARKET OVERVIEW

India's graphics-card market is expanding beyond traditional PC gaming, with AI, data-centre infrastructure, content creation and high-performance computing emerging as major sources of GPU demand. According to Mordor Intelligence, projected India GPU Market — \$5.72 billion in 2026, rising from \$4.93 billion in 2025 and expected to reach \$13.97 billion by 2031, representing a 19.55% CAGR.

MARKET DRIVERS

- AI is becoming a major growth engine for GPUs: The traditional gaming-led graphics-card market is being reshaped by demand for AI computing, content creation and data-centre acceleration.
- Semiconductor ecosystem — India's expanding electronics and semiconductor ambitions create a broader ecosystem opportunity

2026 KEY TRENDS - WHAT IT MEANS FOR INDIA

- AI-powered GPUs: GPUs are becoming critical infrastructure for AI workloads
- AI PCs: Local AI processing is increasing the importance of GPU/NPU capability
- Gaming + AI convergence: Consumer GPUs increasingly serve gaming, creation and AI workloads
- GPU cloud services: Businesses can access high-performance GPUs without owning infrastructure

OUTCOME

Gaming remains important — but AI is changing the market equation.

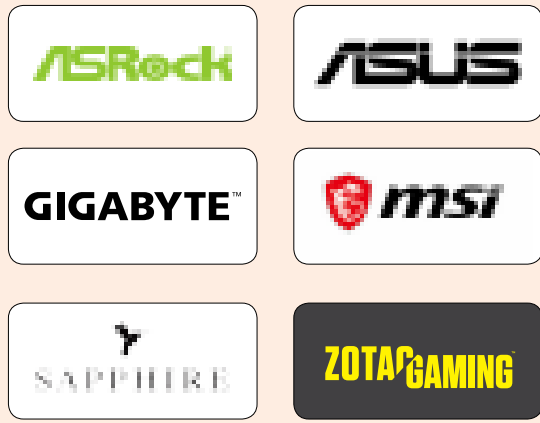
- Creator economy: Video, 3D, animation and GenAI are expanding the professional GPU market

CONSUMER MARKET MOMENTUM

Gaming → Content Creation → AI PCs → High-performance Computing

The consumer graphics-card market is moving from a gaming-only proposition toward a broader performance-computing proposition.

KEY VENDORS



INDIA'S STORAGE MARKET SHIFTING FROM PC UPGRADES TO AI-READY DATA INFRASTRUCTURE

AI, cloud and data-centre expansion are creating new demand for both high-performance flash and high-capacity storage

MARKET OVERVIEW

- CURRENT LANDSCAPE: India's HDD/SSD market is evolving from a traditional PC storage and upgrade market into a broader data-infrastructure opportunity, driven by cloud adoption, AI workloads, data-centre expansion and enterprise digitalisation.
- MARKET SIZE: The broader Indian storage-systems market was estimated at \$6.9 billion in 2025 and is forecast to reach \$11.8 billion by 2030, according to Frost & Sullivan data.
- Strong migration from HDD to SSD: At the consumer level, the market is becoming increasingly SSD-led, although HDDs continue to have a role in cost-sensitive PCs and high-capacity storage.

KEY DEMAND DRIVERS

- AI & GenAI workloads — Growing AI deployments require high-performance storage for training, inference and data pipelines
- Data-centre expansion — Rapid capacity additions are creating demand for both high-performance SSDs and high-capacity HDDs
- Cloud adoption — Increasing migration to cloud infrastructure is expanding enterprise storage requirements
- PC replacement cycle — A growing installed base of PCs creates a continuing opportunity for storage upgrades
- Data sovereignty — Localization of data and workloads is supporting investment in domestic infrastructure

OUTCOME

The 2026 storage opportunity is not about replacing HDDs with SSDs — it is about matching the right storage technology to an increasingly diverse set of workloads.

THE BIG 2026 OPPORTUNITY FOR INDIA

The biggest structural change in India's storage market is the shift from storage being primarily a PC component to becoming a core element of AI, cloud and enterprise infrastructure. For vendors, this creates opportunities across three layers:

- CONSUMER: SSDs → Gaming → AI PCs → Creators
- ENTERPRISE: NVMe → Databases → Analytics → AI workloads
- INFRASTRUCTURE: All-flash → Hybrid storage → High-capacity HDD → Hyperscale / Cloud

KEY VENDORS



FROM HCI TO AI: INDIA'S INFRASTRUCTURE STACK IS BEING REDEFINED

Hybrid cloud, AI and edge workloads expanding the role of hyper-converged infrastructure beyond traditional data-centre consolidation

HYPER-CONVERGED INFRASTRUCTURE (HCI)

MARKET OVERVIEW

- **CURRENT LANDSCAPE:** India's Hyper-Converged Infrastructure (HCI) market is evolving from a data-centre consolidation technology into a broader platform for private cloud, hybrid IT, edge computing and AI-ready infrastructure.
- **MARKET SIZE:** India's private-cloud and HCI market was estimated at approximately \$3.88 billion in 2024 and is projected to reach \$8.01 billion by 2029, representing a CAGR of around 15.6%, according to Frost & Sullivan.

MARKET DRIVERS

- **Hybrid cloud adoption** — Enterprises need consistent infrastructure and management across private and public cloud environments
- **Data sovereignty** — Organisations in regulated sectors increasingly need greater control over where data and workloads reside
- **Infrastructure modernisation** — Enterprises are replacing fragmented legacy infrastructure with integrated platforms
- **Edge computing** — Distributed locations require compact, centrally managed infrastructure
- **Data-centre expansion** — India's rapidly expanding digital infrastructure creates opportunities for

BUSINESS CHALLENGES

- High initial investment compared with individual infrastructure components
- Vendor lock-in concerns around integrated platforms and software ecosystems

OUTCOME

The 2026 HCI opportunity is therefore less about consolidating hardware and more about creating a simpler, scalable and cloud-like infrastructure foundation for India's next phase of AI and digital transformation.

- Migration complexity when moving workloads from legacy three-tier infrastructure
- Skills transition from traditional hardware administration toward software-defined infrastructure

MARKET MOMENTUM – WHAT IT MEANS FOR INDIA?

The HCI opportunity in India is increasingly moving beyond simply replacing traditional server and storage architectures.

The emerging opportunity spans three layers:

KEY VENDORS

FROM PASSWORDS TO AI AGENTS: IDENTITY BECOMING THE NEW SECURITY PERIMETER

The next phase of IAM will extend beyond human users to privileged accounts, machine identities and autonomous AI agents

IDENTITY & ACCESS MANAGEMENT (IAM)

MARKET OVERVIEW

- **CURRENT MARKET SIZE:** A 2026 MarketsandMarkets estimate places the broader Indian IAM market at \$875 million in 2025, rising to \$1.72 billion by 2030, reflecting a 14.4% CAGR.
- **CURRENT SPENDING:** India's overall information-security spending is expected to reach \$3.44 billion in 2026, growing 11.7% year-on-year, with Gartner highlighting identity-based attacks and regulatory requirements as important drivers of identity-first security.

KEY DEMAND DRIVERS

- **Identity-based attacks** — Credential theft, account takeover and privilege abuse are increasing the focus on identity protection
- **AI-driven threats** — Deepfake-enabled fraud and AI-assisted credential attacks are creating new identity
- **Remote & hybrid work** — Distributed users and devices require secure access from outside traditional corporate networks
- **Digital transformation** — More digital applications and services mean more identities, credentials and access privileges to manage

SECTOR OPPORTUNITY

- **BFSI:** Fraud prevention → Customer authentication → Privileged access → Regulatory compliance
- **GOVERNMENT:** Digital identity → Citizen services → Access governance → Data protection

OUTCOME

The 2026 IAM opportunity is shifting from managing identities to continuously securing every human, machine and AI identity that interacts with the enterprise.

- **HEALTHCARE:** Patient data → Workforce identity → Third-party access → Compliance
- **IT / ITES:** Large workforce → Remote access → Cloud applications → Privileged access

THE BIG 2026 OPPORTUNITY FOR INDIA

India's growing cloud footprint, digital transformation, regulatory requirements and increasing exposure to identity-based attacks are likely to keep IAM high on enterprise security agendas in 2026.

KEY VENDORS

FROM PRINTING TO PRODUCTIVITY: EVOLUTION OF INDIA'S PRINTER MARKET

Ink-tank adoption, multifunction devices, connectivity and managed print services are reshaping the traditional inkjet and laserjet market

INKJET/LASERJET PRINTER

MARKET OVERVIEW

- MARKET SIZE: The India printer market was estimated at approximately \$2.24 billion in 2025 and is projected to reach \$3.33 billion by 2032, representing a 5.8% CAGR.
- CURRENT LANDSCAPE: Laser printers remain particularly important in commercial and enterprise environments, with one recent estimate putting laser at approximately 40% of India's printer market in 2025. Multifunction printers account for an estimated 58% of the overall market. ink-tank and multifunction Inkjet models are reshaping the consumer, home-office and SME segments, offering lower running costs and higher page yields.

KEY DEMAND DRIVERS

- SME growth — Small and mid-sized businesses continue to require affordable, reliable printing solutions
- Education — Schools, colleges and students remain important sources of print demand
- Hybrid work — Home and small-office environments sustain demand for compact multifunction devices
- E-commerce & logistics — Labels, invoices, shipping documents and packaging-related printing support demand
- Government digitization — Government and institutional environments continue to require secure physical documentation alongside digital workflows

INDIA MARKET AT A GLANCE

- INKJET = LOW-COST, COLOUR & FLEXIBILITY
Home → Education → SOHO → SMEs → Creators → Commercial applications

OUTCOME

The printer market is increasingly evolving around how efficiently, securely and intelligently organisations manage documents.

- LASERJET = SPEED, VOLUME & PRODUCTIVITY
SMEs → Enterprises → Government → BFSI → Education → High-volume offices
- INKJET
Lower entry cost → Ink tanks → Colour → Flexible usage → Home / SME
- LASER
Speed → High volume → Lower cost per page at scale → Productivity → Enterprise
- MULTIFUNCTION
Print + Scan + Copy → Connectivity → Workflow → Document management

KEY VENDORS

brother
at your side

Canon

EPSON

hp

KYOCERA

PANTUM

CONNECTED DEVICES TO CRITICAL INFRASTRUCTURE: IOT/OT SECURITY TAKES CENTRE STAGE

IT/OT convergence is creating a new security imperative across India's factories, utilities and essential services

IOT/OT SECURITY

MARKET OVERVIEW

- MARKETSCAPE: India's OT security market is estimated at \$877.9 million in 2026 and projected to reach \$2.13 billion by 2031, while the IoT security market is projected to grow from \$500.2 million in 2024 to \$1.35 billion by 2029, according to MarketsandMarkets.
- India's IoT and Operational Technology (OT) security market is becoming a critical component of cyber resilience.

IoT VS OT SECURITY — THE MARKET EQUATION

	IoT Security	OT Security
Primary environment	Connected devices	Industrial/control environments
Core concern	Device & data security	Operational continuity & safety
Key assets	Sensors, cameras, gateways, connected devices	PLCs, SCADA, DCS, HMIs, industrial networks
Primary challenge	Device proliferation	Legacy systems + operational risk
Security priority	Authentication, firmware, communications	Visibility, segmentation, monitoring

OUTCOME

The 2026 IoT/OT security opportunity ensures that increasingly connected physical infrastructure remains secure, available and resilient.

BUSINESS CHALLENGES

- Legacy infrastructure — Many industrial systems were designed before cybersecurity became a core requirement
- Limited patching windows — OT systems may need to remain operational for long periods, making conventional patching difficult
- Asset visibility gaps — Organisations may not have complete inventories of connected devices and industrial assets
- IT/OT skills gap — Effective protection requires knowledge of both cybersecurity and industrial operations

KEY VENDORS

CHECK POINT

CISCO

FORTINET

IBM

Microsoft

paloalto

FROM DEVICE MANAGEMENT TO ENDPOINT INTELLIGENCE: INDIA'S MDM MARKET EVOLVING

MDM is moving beyond device control toward unified endpoint management, Zero Trust and AI-driven security

MARKET OVERVIEW

- MARKET SIZE: The India MDM market was estimated at US\$549.4 million in 2025 and is projected to reach US\$3.78 billion by 2034, representing a 23.91% CAGR during 2026–2034, according to IMARC.
- CURRENT LANDSCAPE: India's Mobile Device Management (MDM) market is expanding as enterprises manage growing fleets of smartphones, tablets, rugged devices and other mobile endpoints across offices, remote locations and frontline operations.
- The traditional MDM model is now moving toward UEM (Unified Endpoint Management), where organizations manage multiple endpoint types through a unified platform.

THE CORE 2026 MESSAGE

MDM is becoming the control layer between users, devices, applications, data and enterprise security.

MDM VS UEM — MARKET EQUATION

MDM	UEM
Smartphones	Smartphones + PCs + tablets
Tablets	Desktops + laptops
Mobile configuration	Cross-platform configuration
Mobile security	Unified endpoint security
App management	Application + data management

THE CORE 2026 MESSAGE

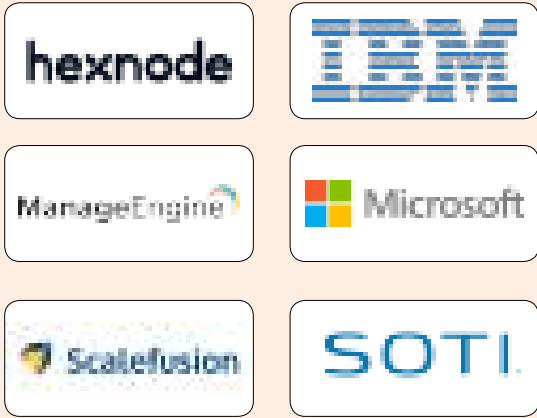
MDM is becoming the control layer between users, devices, applications, data and enterprise security.

THE BIG 2026 OPPORTUNITY

The next-generation MDM opportunity can be viewed across three layers -

- DEVICE: Smartphones → Tablets → Laptops → Rugged Devices → POS → Specialized Endpoints
- MANAGEMENT: Provision → Configure → Monitor → Update → Secure → Remediate
- INTELLIGENCE: Identity → Device Health → Behaviour → Risk → Compliance → Automated Response

KEY VENDORS



OPEN SOURCE BECOMING THE FOUNDATION OF INDIA'S AI AND CLOUD ECONOMY

India's open-source ecosystem expanding beyond cost-efficient software into cloud-native infrastructure, AI, cybersecurity, digital public infrastructure

MARKET OUTLOOK

- The India Open Source services market, according to Grand View Research, is forecasted to grow at a CAGR of 18.2% to 2030, reaching about USD 3,901.1 million.
- 76% of Indian startups use open-source AI, according to a 2026 Linux Foundation Research study.

BUSINESS CHALLENGES

- Commercial sustainability: Not every open-source project has a sustainable commercial model.
- Security vulnerabilities: Widely used open-source components can create significant downstream exposure when vulnerabilities are discovered.
- Skills shortage: Organizations need engineers who understand not just software development but also cloud-native architecture, Kubernetes, security and open-source governance.
- Licensing complexity: Different licenses impose different obligations around redistribution, modification and commercial use.

FOCUS VERTICALS

- IT and ITeS
- Telecommunications
- Manufacturing
- Transportation & Logistics
- BFSI
- Retail

OUTCOME

Open Source is becoming a foundational layer for India's cloud, AI, developer and digital-infrastructure economy.

INDIA'S OPEN-SOURCE ECOSYSTEM

India's opportunity is particularly broad because three ecosystems are converging:

- DEVELOPER ECOSYSTEM: 17M+ open-source developers on GitHub
- CLOUD-NATIVE ECOSYSTEM: 2.25M cloud-native developers with 44% hybrid-cloud adoption
- GOVERNMENT / DIGITAL PUBLIC INFRASTRUCTURE: OpenForge currently reports 4,028 projects and 17,877 registered users, with nationally significant projects including CoWIN, DigiLocker, UMANG and API Setu represented on the platform.

KEY VENDORS



INDIA'S PC MARKET EMRGING AS A VALUE-DRIVEN AI COMPUTING SEGMENT

The PC evolving from a productivity device into an AI computing platform

MARKET OUTLOOK

- **CURRENT MARKETSCAPE:** According to IDC, India shipped 15.9 million PCs in 2025, up 10.2% YoY, crossing the 15-million-unit threshold for the first time. Notebooks grew 12.4%, desktops 3.6%, while workstations increased 24.2%.
- **In Q1 2026,** India shipped 4.4 million PCs, up 31.1% YoY, with notebooks reaching 3.3 million units. AI notebook shipments increased 96.1% YoY, while the premium notebook segment above US\$1,000 grew 70.1%.
- **LOCAL MANUFACTURING:** Growing local PC production is becoming strategically important as vendors attempt to reduce supply-chain risks and improve responsiveness to India's market.

MARKET DRIVERS

- **AI PC ADOPTION:** AI-capable notebooks are becoming one of the most important structural changes in the PC market.
- **ENTERPRISE PC REFRESH:** Enterprises are replacing aging PC fleets following Windows lifecycle transitions, hybrid-work requirements and broader digital transformation.
- **HYBRID AND DISTRIBUTED WORK:** The continued use of laptops across offices, homes and remote locations supports sustained demand for PCs.

OUTCOME

PC + AI + CLOUD — THE NEW COMPUTING MODEL
The PC market should no longer be viewed in isolation.

- **RISING DIGITAL ADOPTION:** PC adoption is expanding beyond India's largest cities as startups, SMBs, educational institutions and first-time users increasingly rely on personal computing.
- **EDUCATION AND GOVERNMENT PROCUREMENT:** Large institutional procurement programmes can generate substantial short-term shipment volumes.
- **GAMING:** Gaming PCs remain an important premium consumer segment.

KEY VENDORS

acer



ASUS

DELL
Technologies



Lenovo

POS MARKET GETS A BIG IMPETUS WITH THE TRANSFORMATION OF THE PAYMENT LANDSCAPE

India's next POS opportunity emerging at the intersection of digital payments, retail technology, merchant software, data and AI

MARKET OUTLOOK

- The India POS terminal market generated approximately US\$3.23 billion in revenue in 2025 and is estimated at US\$3.65 billion in 2026, with Grand View Research projecting the market to reach US\$8.25 billion by 2033, representing a 12.4% CAGR during 2026–2033.
- RBI data shows India's POS-terminal base reached approximately 10.03 million terminals in July 2026, reflecting changes in terminal deployment and market composition.

KEY 2026 TRENDS

- **POS → Android POS:** Android-based terminals are expanding the functionality of payment devices by allowing merchants to run multiple applications from one device.
- **Cloud POS:** Cloud-based platforms allow merchants to manage multiple outlets, inventory and reporting centrally. STORE → CLOUD → CENTRAL DASHBOARD
- **POS + UPI:** India's unique digital-payment ecosystem is pushing POS beyond card acceptance toward cards + UPI + QR + wallets + contactless.

THE CORE 2026 MESSAGE

India's POS market is moving from payment acceptance to merchant intelligence. The next growth layer therefore sits across -

POS HARDWARE + DIGITAL PAYMENTS + CLOUD SOFTWARE
+ INVENTORY + CRM + ANALYTICS + AI + MERCHANT
FINANCIAL SERVICES

- **QR + POS convergence:** QR-based payments and conventional POS are increasingly becoming part of the same merchant acceptance ecosystem.

SECTOR OPPORTUNITY

- Retail, Hospitality, Grocery, Healthcare, Transportation, Retail, Education and Entertainment

KEY VENDORS

NCR VIX

Paytm

pine labs

POSIFLEX

Razorpay



PROJECTORS EVOLVING FROM PRESENTATION HARDWARE TO SMART, IMMERSIVE VISUAL EXPERIENCES

India's projector market is entering a technology-transition cycle rather than simply a volume-growth cycle

MARKET OUTLOOK

- **CURRENT LANDSCAPE:** India's projector market is being reshaped by smart classrooms, hybrid workplaces, home entertainment, portable projection, laser illumination, 4K resolution and immersive experiences.
- The global portable projector market is expected to reach a value of USD 21.72 billion by 2028, at a CAGR of 4.8%, according to GlobeNewswire.

MARKET DRIVERS

- **SMART CLASSROOM EXPANSION:** NITI Aayog data shows that the share of schools with projectors available increased from 16.7% in 2021-22 to 21.5% in 2024-25, while schools reporting smart classrooms increased from 14.7% to 30.6% over the same period.

DIGITAL CONTENT + SMART CLASSROOMS → PROJECTOR DEMAND
- **CORPORATE & HYBRID WORKPLACES:** Projectors remain relevant for boardrooms, training rooms, conference rooms and large presentations

BIG SHIFT

Projector as hardware → Projector as smart display → Projector as visual experience platform

Projectors are becoming - SMALLER + SMARTER + WIRELESS + BATTERY-POWERED

- **HOME ENTERTAINMENT:** The India home-theater projector market was estimated at US\$168.5 million in 2025 and is projected to reach about US\$323.7 million by 2034.

KEY 2026 TRENDS

- 4K moving beyond premium cinema
- Portable projectors are creating a new consumer category
- Short-Throw & Ultra-Short-Throw, particularly relevant where space is constrained.
- Projector + Smart Classroom
- AI-assisted projection

KEY VENDORS

INDIA'S ROUTER MARKET EMERGING AS SMART, SECURE AND SOFTWARE-DEFINED NETWORKING

India's broadband ecosystem provides the underlying demand base for routers

MARKET SIZE

- IMARC estimates India's router market at approximately US\$937.8 million in 2025, reaching US\$1.76 billion by 2034, representing a 7.03% CAGR during 2026-2034.

MARKET DRIVERS

- **BROADBAND & FIBRE EXPANSION:** The transition from legacy DSL toward FTTx, high-speed broadband and multi-gigabit connectivity is increasing demand for higher-performance routers.
- **5G FWA:** Fixed Wireless Access is creating a new router opportunity.
- **WI-FI 6 / 6E / WI-FI 7:** The router is becoming the central wireless-performance device in the home and enterprise.
- **SMART HOME GROWTH:** The average home increasingly contains multiple connected devices. The router therefore becomes the central connectivity layer of the smart home.
- **CYBERSECURITY:** The router is increasingly becoming the first security layer between users/devices and the internet.

KEY 2026 TRENDS

- WI-FI 6 becoming mainstream

THE BIG SHIFT

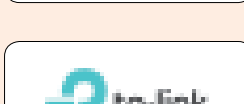
Router as connectivity device → Router as home network → Router as secure edge → Router as software-defined network platform → Router as intelligent network edge

- WI-FI 7 creates a premium upgrade cycle
- Mesh is changing home networking
- 5G FWA creating a new router category
- Cloud-managed routers

SECTOR OPPORTUNITY

Consumer, SMB, Enterprise, Telecom, Education, Healthcare, Retail, and Government
Router growth is driven by cloud, 5G, IoT, hybrid work and rising bandwidth demand, making secure, high-speed connectivity critical for enterprises.

KEY VENDORS

FROM SD-WAN TO SASE: INDIA'S NETWORK SECURITY ARCHITECTURE BEING REDEFINED

India's enterprise network moving from WAN architectures to cloud-delivered, identity-aware and security-integrated digital access

MARKET OUTLOOK

- India's enterprise networking market is moving from traditional WAN architectures toward software-defined, cloud-connected and security-integrated networks.
- MarketsandMarkets estimate values India's SD-WAN market at US\$473.2 million in 2025, projected to reach US\$1.26 billion by 2030, representing a 21.7% CAGR.

MARKET DRIVERS

- CLOUD-FIRST ENTERPRISES:** Indian enterprises are increasingly shifting applications and infrastructure toward cloud environments.
- MULTI-BRANCH ENTERPRISES:** India's large enterprises operate increasingly distributed networks. SD-WAN provides centralized policy and network management across these locations. ONE NETWORK POLICY → MANY LOCATIONS
- MULTI-LINK CONNECTIVITY:** SD-WAN allows organisations to combine - MPLS + FIBRE + BROADBAND + 4G + 5G, creating a major opportunity in a market where connectivity options are becoming more diverse.

KEY 2026 TRENDS

- SD-WAN is moving toward SASE: Gartner's August 2026 Market Guide

OUTCOME

SASE represents the transformation of the network + security architecture. The bigger opportunity is therefore moving up the stack - ROUTERS → SD-WAN → SECURE SD-WAN → SSE / ZERO TRUST → SASE → AI-POWERED SASE.

describes SD-WAN as a mature market increasingly becoming a feature of SASE.

- SINGLE-VENDOR SASE:** Enterprises increasingly want to reduce the complexity of managing separate platforms. The opportunity is consolidation. ONE PLATFORM → ONE POLICY → ONE CONSOLE → ONE SECURITY ARCHITECTURE.
- ZERO TRUST BECOMES CENTRAL:** The new model is - VERIFY USER + DEVICE + APPLICATION + CONTEXT. This makes ZTNA an important component of SASE.

KEY VENDORS



FORTINET

HPE | JUNIPER

paloalto



INDIA'S SERVER MARKET SHIFTING TOWARD AI-READY, MULTI-ARCHITECTURE COMPUTE

x86 will remain the backbone of general-purpose enterprise and cloud computing, while ARM, GPU and specialized accelerators capture increasingly important workload-specific opportunities

MARKET OUTLOOK

- India's server market is entering a major infrastructure upgrade cycle as cloud computing, hyperscale data centres, AI workloads, digital transformation and edge computing reshape enterprise compute requirements. The underlying shift is - GENERAL-PURPOSE SERVER → CLOUD SERVER → HYPERSCALE SERVER → ACCELERATED SERVER → AI-READY COMPUTE
- IMARC estimates the broader India server market at approximately US\$4.25 billion in 2025, reaching US\$9.88 billion by 2034, representing a 9.81% CAGR during 2026-2034.

X86 VS NON-X86

x86 continues to dominate because of:

- Broad operating-system compatibility
- Large enterprise software ecosystem
- Mature virtualization support
- Compatibility with legacy applications

The majority of enterprise and cloud workloads continue to run on x86.

Non-x86 increasingly includes:

- ARM-based servers
- Purpose-built accelerators

- Specialized processors
- RISC architectures
- Mainframe / mission-critical platforms

Mordor estimates ARM as the fastest-growing processor architecture in India's data-centre server market, although from a smaller base than x86.

AI workloads are accelerating demand for GPU-powered servers, as generative AI, model training and inference require massive computing capacity, high-speed networking and energy-efficient infrastructure.

KEY VENDORS



BIG 2026 MESSAGE FOR INDIA

India's server market is moving from general-purpose computing to heterogeneous, AI-ready and workload-optimized infrastructure.

SIEM SEES THE THREAT. SOAR ACTS ON IT

..... From Detection to Decision at Machine Speed

MARKET OUTLOOK

- The global SIEM market is estimated at \$8.39 billion in 2026 and projected to reach \$13.67 billion by 2031, representing roughly 10.3% CAGR.
- The Indian SIEM market is estimated at \$295.3 million in 2026 and projected to reach \$601.7 million by 2031, a CAGR of approximately 15.3%.
- BFSI, government and technology are identified as important adoption drivers.

WHY SIEM + SOAR MATTER TO INDUSTRY

- A modern enterprise can generate enormous volumes of security events. SIEM creates a central security system of record, correlating activity across cloud, endpoints, identity, applications and networks to identify suspicious patterns.
- SOAR addresses what happens after an alert is generated. A phishing incident, for example, can automatically trigger enrichment of the sender and URL, investigation of affected users, blocking of malicious infrastructure, isolation of endpoints and creation of an incident ticket.
- This combination helps industries address three major challenges: alert fatigue, shortage of cybersecurity professionals and shrinking attacker-response windows.

BUSINESS CHALLENGE

SIEM can create alert overload and high data costs, while poorly designed SOAR

OUTCOME

SOAR is expanding faster than traditional SIEM as enterprises automate security operations.

playbooks can automate mistakes. Both require quality telemetry, continuous tuning, skilled oversight and strong integration governance.

MARKET MOMENTUM

The direction is consistent: SOAR is expanding faster than traditional SIEM as enterprises automate security operations.

KEY VENDORS



FROM SOFTWARE-DEFINED NETWORKING TO INTELLIGENT NETWORK INFRASTRUCTURE

India's SDN market entering a high-growth phase as enterprises modernize legacy networks and demand greater flexibility, automation and visibility

MARKET SIZE

- As enterprises, telecom operators and data centres adopt cloud, AI, 5G and edge computing, SDN is becoming an important architectural layer for dynamically managing increasingly distributed and complex networks.
- MarketsandMarkets estimates the market to reach US\$3.07B by 2028, implying a 25.5% CAGR.

MARKET DRIVERS

- CLOUD + HYBRID IT: Cloud migration is making network architectures more distributed.
- DATA-CENTRE EXPANSION: India reached approximately 1.75GW of operational data-centre capacity by H1 2026, creating a larger addressable environment for programmable data-centre networking.
- 5G + NETWORK VIRTUALISATION: Network slicing is also emerging as an important software-defined capability.
- EDGE + IoT: Distributed applications require dynamic traffic management, low latency and policy-based connectivity across increasingly large numbers of endpoints.
- AI-READY INFRASTRUCTURE: Networking is increasingly becoming part of the AI infrastructure stack rather than a standalone connectivity layer.

OUTCOME

India's network infrastructure is moving from hardware-centric connectivity to programmable, automated and AI-ready networking.

BUSINESS CHALLENGES

- Legacy network infrastructure
- Vendor lock-in
- Integration with existing switches and routers
- Shortage of advanced networking skills
- Cybersecurity and controller protection
- Interoperability across vendors
- Complexity of hybrid and multi-cloud environments

KEY VENDORS



INDIA'S STORAGE MARKET DRIVEN BY CONVERGENCE OF DATA GROWTH, DATA-CENTRE EXPANSION AND AI

Storage evolving from a back-end infrastructure component into a strategic layer for performance, availability, data protection and AI workloads

MARKET OUTLOOK

- India's broader storage-systems market is estimated at approximately US\$7.6B in 2026, rising to US\$11.8B by 2030, representing a 12.9% CAGR from 2024–2030, according to Frost & Sullivan.

MARKET DRIVERS

- EXPLOSION IN DATA VOLUMES: Enterprise applications, digital payments, video, IoT, analytics and AI are continuously increasing the amount of data that must be stored, processed and protected.
- CLOUD + HYBRID IT: Enterprises are increasingly operating across on-premise, private-cloud, public-cloud and hybrid environments, creating demand for flexible storage architectures and data mobility.
- AI WORKLOADS: AI is changing the storage equation, as training and inference require - HIGH THROUGHPUT + LOW LATENCY + LARGE DATASETS + FAST DATA ACCESS.
- DATA PROTECTION: Ransomware, regulatory requirements and business continuity are increasing investment in: BACKUP + REPLICATION + SNAPSHOTS + DISASTER RECOVERY + CYBER-RESILIENT STORAGE.
- DATA LOCALISATION + SOVEREIGN INFRASTRUCTURE: More

workloads being hosted within India increases demand for domestic data-centre capacity and locally accessible storage infrastructure.

KEY 2026 TRENDS

- SSD continues to take performance workloads
- HDD remains important for capacity
- All-Flash Storage
- Software-defined storage

KEY VENDORS



THE FUNDAMENTAL SHIFT

HDD / SSD → STORAGE SYSTEMS → SOFTWARE-DEFINED STORAGE → CLOUD STORAGE → AI-READY STORAGE

FROM CABLE INFRASTRUCTURE TO DIGITAL PHYSICAL INFRASTRUCTURE

The structured cabling market is moving from conventional copper connectivity toward higher-bandwidth copper + fibre + intelligent cabling systems

MARKET OUTLOOK

- India's structured cabling market is entering a strong growth phase driven by data-centre expansion, enterprise digitisation, intelligent buildings and rising bandwidth requirements.
- As forecasted by IMARC Group, the market will reach US\$ 1,626.1 Million by 2032, exhibiting a growth rate CAGR of 9.75%.

MARKET DRIVERS

- DATA-CENTRE EXPANSION: Data centres are becoming one of the most important demand engines for structured cabling, creating demand for - FIBRE + COPPER + PATCH PANELS + CONNECTORS + RACKS + CABLE MANAGEMENT.
- RISING BANDWIDTH REQUIREMENTS: Cloud applications, video, AI, analytics and enterprise applications are pushing networks toward higher speeds, driving the support for - 1G → 10G → 25G → 40G → 100G → 200G → 400G +
- FIBRE ADOPTION: Grand View Research identifies fibre-optic cable as the fastest-growing product segment in India's structured cabling market, while copper remained the largest segment in 2025.
- SMART BUILDINGS: Modern commercial buildings increasingly combine - DATA + VOICE + Wi-Fi + CCTV + ACCESS CONTROL + IoT + BUILDING AUTOMATION.

- IoT + INDUSTRIAL DIGITALISATION: Industrial IoT increases the number of connected sensors, machines and devices, creating demand for reliable physical network infrastructure.
- AI CREATING A NEW INFRASTRUCTURE REQUIREMENT: AI also creates a networking challenge. As organisations transition from AI experimentation to production deployments, the underlying infrastructure needs to scale with them. This puts greater emphasis on - Bandwidth → latency → fibre density → reliability → scalability

KEY VENDORS



THE BIG OPPORTUNITY

COPPER CABLING → HIGH-SPEED CABLING → FIBRE → HIGH-DENSITY CONNECTIVITY → INTELLIGENT PHYSICAL INFRASTRUCTURE

FROM THREAT DATA TO CYBER DECISION INTELLIGENCE – EVOLUTION OF INTELLIGENCE PLATFORMS

India's Threat Intelligence Platforms (TIP) market evolving from static threat feeds toward automated, contextual and AI-assisted cyber-intelligence.

MARKET OUTLOOK

- Unlike endpoint or network-security products that primarily prevent or detect attacks, TIPs focus on turning fragmented threat information into actionable intelligence.
- India's information-security spending is forecast at approximately US\$3.4B in 2026, growing 11.7% year over year, creating a larger addressable environment for threat-intelligence capabilities.

KEY 2026 TRENDS

- FROM INDICATORS TO CONTEXT: Traditional threat intelligence often starts with - IP + DOMAIN + HASH. The next layer adds - WHO + WHY + HOW + WHEN + TARGET + CAMPAIGN, making intelligence more useful to SOC teams.
- TIP + SIEM CONVERGENCE: Threat intelligence is increasingly being embedded into security analytics workflows. TIP → SIEM → ALERT → CONTEXT → INVESTIGATION
- ATTACK-SURFACE INTELLIGENCE: Organisations increasingly want to know not only who is attacking, but also what they can see and potentially exploit.
- DARK-WEB + CREDENTIAL INTELLIGENCE: Monitoring leaked credentials, compromised accounts and underground activity is becoming an important component of threat intelligence.

BIG 2026 MESSAGE FOR INDIA

India's server market is moving from general-purpose computing to heterogeneous, AI-ready and workload-optimized infrastructure.

- SECTOR-SPECIFIC INTELLIGENCE: Generic feeds are increasingly supplemented by intelligence tailored to: BFSI + GOVERNMENT + TELECOM + ENERGY + HEALTHCARE + MANUFACTURING.

THE ROAD AHEAD

- The future of TIPs can be illustrated as - Threat Feeds → Threat Intelligence Platform → Integrated Security Intelligence → AI-Assisted Threat Operations → Automated, Risk-Based Defence

KEY VENDORS

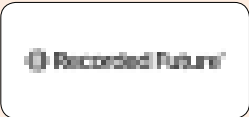












UPS EVOLVES AS THE INTELLIGENT POWER LAYER FOR INDIA'S DIGITAL INFRASTRUCTURE

India's UPS market is evolving from basic power backup toward intelligent, high-efficiency and mission-critical power infrastructure.

MARKET SIZE

- India's UPS market is supported by a broad base of residential, SME, enterprise, industrial and critical-infrastructure applications.
- A 2025 industry analysis filed with SEBI estimates the Indian UPS market at Rs. 104.6 billion in FY25, rising to Rs. 154.9 billion by FY30, based on TechSci Research / CareEdge Research estimates.

MARKET DRIVERS

- DATA-CENTRE EXPANSION: Data centres are becoming one of the most important growth engines for high-capacity online UPS.
- CLOUD + DIGITAL INFRASTRUCTURE: As more business-critical workloads move to cloud and digital platforms, downtime becomes increasingly costly. This increases the importance of - POWER CONTINUITY + POWER QUALITY + REDUNDANCY.
- INDUSTRIAL AUTOMATION: Manufacturing is becoming increasingly dependent on: PLCs + ROBOTICS + CONTROL SYSTEMS + INDUSTRIAL COMPUTING.
- TELECOM + NETWORK INFRASTRUCTURE: Mobile networks, data networks and edge infrastructure require continuous power across distributed locations.
- SME + DIGITALISATION: More businesses depend on - SERVERS +

PCs + POS + NETWORKS + CLOUD CONNECTIVITY, creating demand for smaller UPS systems.

BUSINESS CHALLENGES

- High upfront cost of online UPS
- Battery replacement costs
- Lithium-ion transition costs
- Power-efficiency requirements
- Heat generation
- Space constraints
- Commodity pressure in low-capacity UPS

KEY VENDORS













CORE OPPORTUNITY

The modern UPS increasingly provides - BACKUP + POWER CONDITIONING + BATTERY MANAGEMENT + MONITORING + EFFICIENCY + PREDICTIVE MAINTENANCE

RISING CYBERSECURITY SPENDING, DISTRIBUTED ENTERPRISE NETWORKS REINFORCING THE OPPORTUNITY FOR UTM
UTM gaining relevance by bringing multiple security functions together through a single platform

MARKET OUTLOOK

- UTM combines multiple security capabilities into one platform, typically including - FIREWALL + IPS/IDS + ANTIVIRUS + WEB SECURITY + VPN + APPLICATION CONTROL + CONTENT FILTERING
- The global UTM market is estimated at US\$9.14B in 2026, rising to US\$28.9B by 2034, representing a 15.48% CAGR, according to Fortune Business Insights.

MARKET DRIVERS

- RISING CYBER-THREAT COMPLEXITY: Indian organisations are dealing with - RANSOMWARE + PHISHING + MALWARE + BOTNETS + DDoS + WEB ATTACKS + CREDENTIAL ATTACKS. Gartner says Indian organisations are facing increasingly sophisticated AI-driven threats, while security spending continues to rise.
- SECURITY CONSOLIDATION: Organisations increasingly want to reduce the complexity of managing multiple security products. The UTM proposition is straightforward - ONE PLATFORM → MULTIPLE SECURITY FUNCTIONS → ONE MANAGEMENT LAYER.
- SME CYBERSECURITY: SMEs often lack the specialist security teams required to operate multiple standalone products. UTM offers: SIMPLIFICATION

THE BIG OPPORTUNITY

Moving beyond the traditional UTM appliance toward a platform that combines - NETWORK SECURITY + CONNECTIVITY + THREAT INTELLIGENCE + CLOUD + IDENTITY + AI

- + CENTRAL MANAGEMENT + LOWER OPERATIONAL COMPLEXITY.
- DISTRIBUTED ENTERPRISES: Retail chains, banks, schools, healthcare networks and branch-based businesses require security across numerous locations. UTM provides a common security architecture.

KEY VENDORS



FROM VIRTUALIZATION TO AI-READY COMPUTE INFRASTRUCTURE
Virtualization increasingly becoming the software layer connecting enterprise servers, private cloud, public cloud, applications, networks and AI infrastructure.

MARKET OUTLOOK

- India's data-centre virtualization market was estimated at US\$666 million in 2026 and is projected to reach US\$3.26 billion by 2033, representing a 25.5% CAGR.
- Server virtualization remains the largest segment, while network virtualization is projected to be among the faster-growing areas.

MARKET DRIVERS

- DATA-CENTRE EXPANSION: More physical infrastructure and data-centre capacity creates greater demand for software-defined compute, resource pooling and workload optimization.
- HYBRID & MULTICLOUD: Enterprises increasingly need workloads to operate across - ON-PREMISE → PRIVATE CLOUD → PUBLIC CLOUD → EDGE. Virtualization provides an abstraction layer that can simplify workload deployment.
- CLOUD ADOPTION: India's increased public-cloud spending is expected to expand the addressable opportunity for virtualised compute, cloud management and workload orchestration.

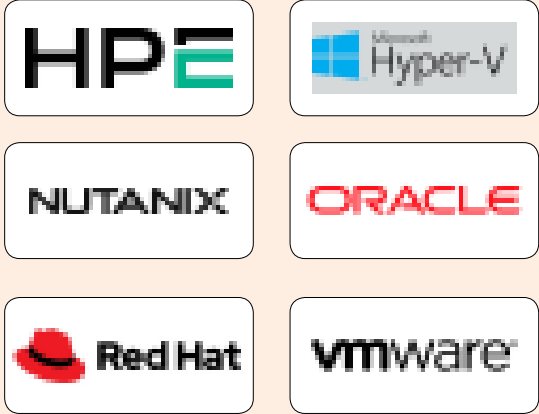
VIRTUALIZATION VS. CONTAINERIZATION

Virtualization	Containerization
Virtual machines	Containers
Hypervisor-based	OS-level isolation
Heavier workloads	Lightweight workloads
Strong isolation	High application density
Enterprise legacy workloads	Cloud-native applications
Traditional data centres	DevOps / Kubernetes

OUTCOME

- The virtualization opportunity is expanding across four layers:
- PHYSICAL INFRASTRUCTURE → Servers, storage, network
 - VIRTUAL INFRASTRUCTURE → VMs, hypervisors, virtual networks
 - CLOUD-NATIVE INFRASTRUCTURE → Containers, Kubernetes, software-defined infrastructure
 - AI INFRASTRUCTURE → GPUs, accelerators, heterogeneous compute and intelligent workload placement

KEY VENDORS



WAF EXPANDING FROM A GATEWAY FUNCTION INTO A BROADER APPLICATION-SECURITY LAYER

India's WAF market evolving from a traditional web-traffic filtering appliance into a cloud-delivered, API-aware and increasingly AI-enabled application security platform.

MARKET OUTLOOK

- 6Wresearch puts India's WAF market at US\$1.275 billion in 2025, reaching US\$1.834 billion by 2032.
- India's WAF opportunity is being driven by the convergence of cloud adoption, application modernisation, API proliferation, digital commerce and increasing cybersecurity investment.

MARKET DRIVERS

- RAPID DIGITAL APPLICATION ADOPTION: Indian enterprises increasingly depend on customer-facing websites, mobile applications, APIs and digital platforms. This expands the number of application endpoints requiring protection. API ECONOMY: Modern applications increasingly communicate through APIs. This creates security requirements beyond conventional browser-based traffic: WEB → MOBILE → API → MICROSERVICES → CLOUD SERVICES.
- RISING APPLICATION ATTACKS: WAF protects against threats. The increasing sophistication of attacks is pushing enterprises toward more adaptive application protection.
- REGULATORY & DATA-PROTECTION REQUIREMENTS: India's evolving privacy and cybersecurity environment is encouraging organisations to strengthen controls around applications, customer data and digital services.

BIG 2026 MESSAGE

India's WAF market is moving from web traffic filtering to cloud-delivered, API-aware and intelligent application protection.

BUSINESS CHALLENGES

- API Complexity
- Encrypted Traffic
- False Positives
- Application Agility
- Evasion and Zero-Day Vulnerabilities
- Visibility and Asset Fragmentation
- Total Cost of Ownership (TCO)

KEY VENDORS

BEYOND WI-FI: THE INTELLIGENT WIRELESS CONNECTIVITY ERA

India's Wi-Fi opportunity is being shaped by the convergence of device proliferation, broadband expansion, and next-generation wireless standards.

MARKET OVERVIEW

- Globally, Future Market Insights currently estimates the Wi-Fi market at US\$43.2 billion in 2025, with the market projected to reach US\$135.6 billion by 2035, representing a 19.8% CAGR.
- For India, the opportunity extends across home Wi-Fi, enterprise Wi-Fi, managed Wi-Fi, public Wi-Fi, mesh networks, Wi-Fi 6/6E/7, Wi-Fi-enabled IoT and service-provider deployments.
- Government initiatives such as PM-WANI, BharatNet and Digital India provide an ecosystem for wider public and community Wi-Fi deployment.

combine - CONNECTIVITY + MONITORING + SECURITY + ANALYTICS + SUPPORT.

KEY CHALLENGES

- Security
- Spectrum and interference
- Network complexity
- Skills shortage

MARKET DRIVERS

- RISING CONNECTED-DEVICE BASE: More smartphones, tablets, laptops, smart TVs, cameras, appliances and IoT devices are creating a greater need for reliable wireless coverage. MORE DEVICES → MORE TRAFFIC → HIGHER WI-FI CAPACITY REQUIREMENTS.
- REMOTE & HYBRID WORK: Work-from-home and hybrid working have transformed Wi-Fi from a convenience into a critical connectivity layer for households and businesses.
- SMART HOMES & IoT: Connected appliances, security cameras, sensors and smart-home systems are increasing both the number and diversity of devices operating on home networks.
- MANAGED WI-FI: Enterprises, hospitality, retail, education and residential communities are increasingly looking toward managed Wi-Fi solutions that

INDIA PUBLIC WI-FI OPPORTUNITY

Public Wi-Fi is emerging as an important complementary layer to India's mobile and fixed broadband infrastructure.

KEY VENDORS

THE RISE OF GPU-ACCELERATED, AI-READY AND IMMERSIVE WORKSTATION PLATFORMS

India's workstation market is benefiting from a structural shift toward more demanding professional workloads.

WORKSTATION

MARKET OUTLOOK

- India's traditional PC market — including desktops, notebooks and workstations — reached a record 15.9 million units in 2025, up 10.2% YoY. Within this market, workstations were the fastest-growing category, increasing 24.2% YoY.
- Although workstations remain a relatively small-volume and premium segment, their growth is being driven by the increasing complexity of professional applications.

KEY GROWTH DRIVERS

- GPU-ACCELERATED WORKSTATIONS:** The workstation is becoming increasingly GPU-centric. CPU-LED → CPU + GPU → GPU-ACCELERATED PROFESSIONAL COMPUTING
- AI WORKSTATIONS:** AI development is bringing workstation-class compute closer to individual professionals and small teams.
- VR / AR:** VR and AR applications are creating additional demand for high-performance graphics and real-time rendering.
- REAL-TIME VISUALISATION:** Architectural and engineering workflows are moving from static rendering toward interactive and real-time visualization.
- DIGITAL TWINS:** Digital twins require increasingly sophisticated modelling, simulation and visualization capabilities.

OUTCOME

Desktop computing → professional computing → GPU-accelerated computing → AI-ready workstations

BUSINESS CHALLENGES

- Premium pricing
- Component costs
- Gaming-pc overlap
- Software compatibility
- Longer replacement cycles

AI workloads are accelerating demand for GPU-powered workstations, enabling faster local AI development, engineering, visualization, simulation and content creation with high-performance computing.

KEY VENDORS



FROM PERIMETER SECURITY TO CONTINUOUSLY VERIFIED DIGITAL ACCESS

As enterprises become increasingly distributed, the traditional security perimeter is becoming less relevant.

ZERO TRUST SECURITY

MARKET OUTLOOK

- India's Zero Trust Security market was estimated at approximately US\$1.57 billion in 2025 by Grand View Research and is projected to reach US\$6.89 billion by 2033, representing a 20.6% CAGR from 2026–2033.
- India's Zero Trust security market is moving from traditional perimeter-based protection toward identity-centric, continuously verified and cloud-enabled security architectures.

KEY GROWTH DRIVERS

- COLLAPSE OF THE TRADITIONAL SECURITY PERIMETER:** The enterprise perimeter is becoming increasingly distributed. Zero Trust shifts the security model toward: USER → DEVICE → IDENTITY → APPLICATION → DATA
- RISING CYBER THREATS:** Frequent data breaches, ransomware, credential theft, insider threats and sophisticated attacks are increasing the requirement for stronger access controls.
- CLOUD & HYBRID WORK:** The traditional model: USER → VPN → CORPORATE NETWORK → APPLICATION is increasingly being replaced by: USER → IDENTITY → POLICY → APPLICATION.

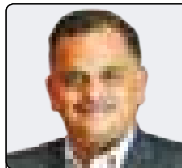
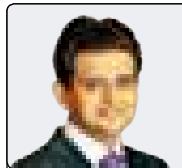
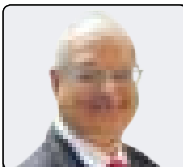
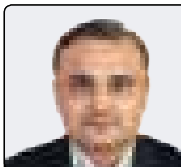
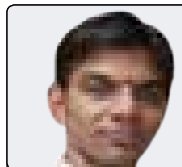
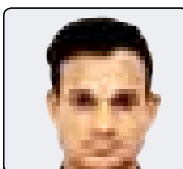
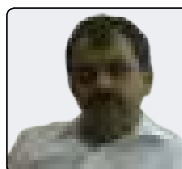
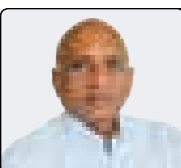
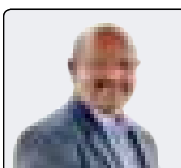
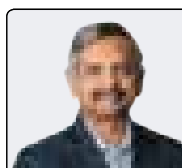
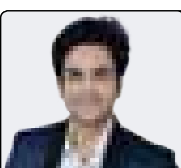
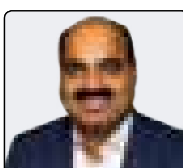
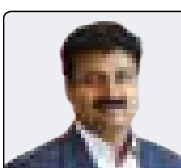
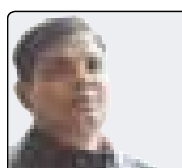
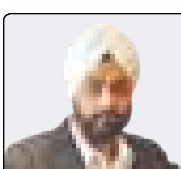
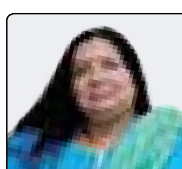
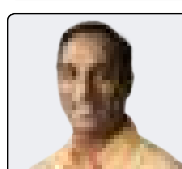
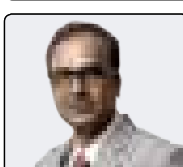
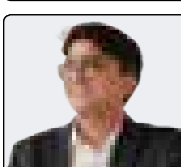
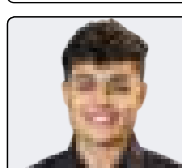
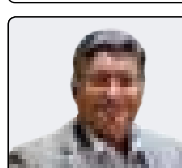
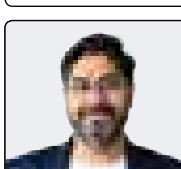
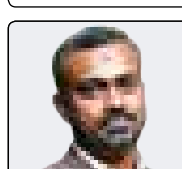
OUTCOME

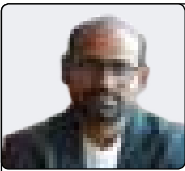
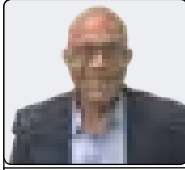
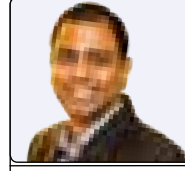
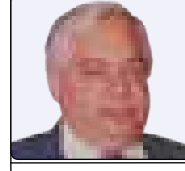
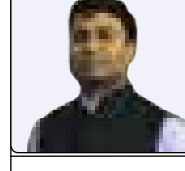
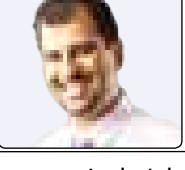
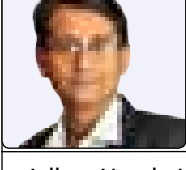
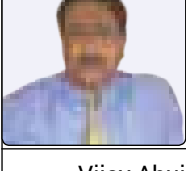
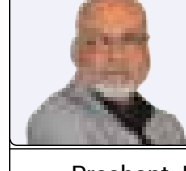
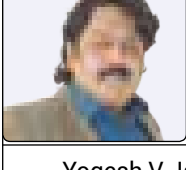
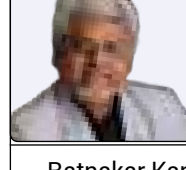
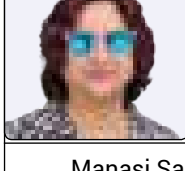
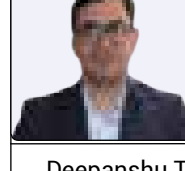
Perimeter Security → Identity Security → Zero Trust Access → Secure Digital Edge → Continuously Verified Enterprise

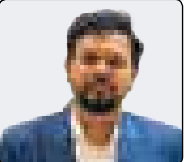
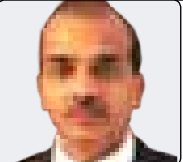
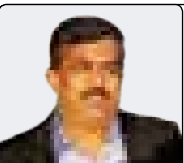
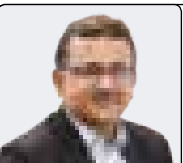
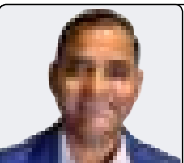
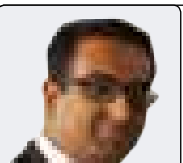
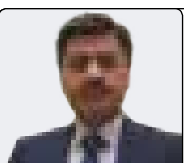
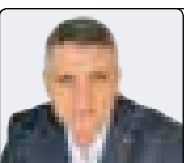
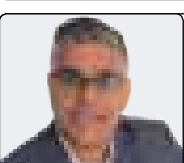
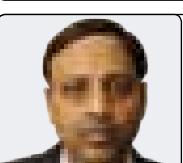
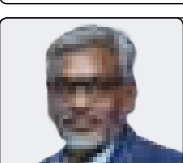
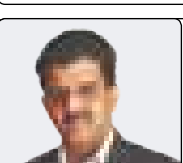
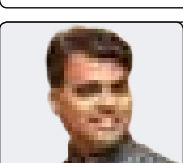
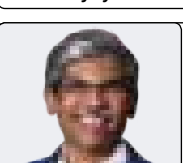
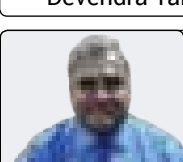
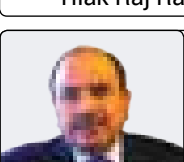
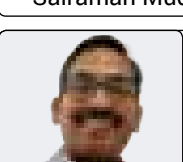
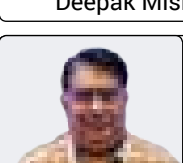
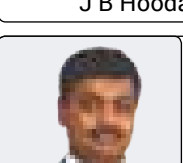
- IDENTITY BECOMES THE NEW SECURITY PERIMETER:** The security decision increasingly becomes: WHO ARE YOU? → WHAT DEVICE ARE YOU USING? → WHAT ARE YOU TRYING TO ACCESS? → SHOULD ACCESS BE GRANTED?
- DATA PROTECTION AND REGULATORY PRESSURE:** Data governance is becoming another important component of the Zero Trust discussion.

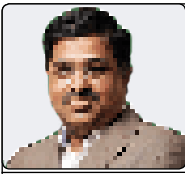
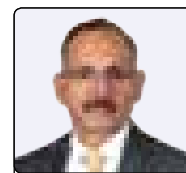
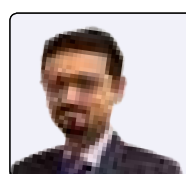
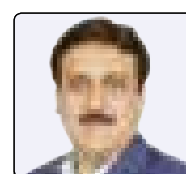
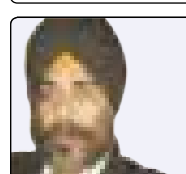
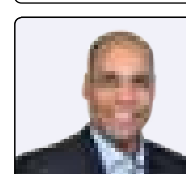
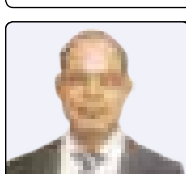
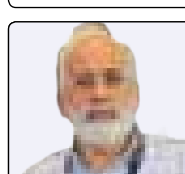
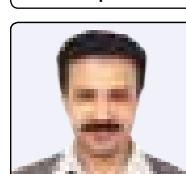
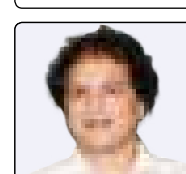
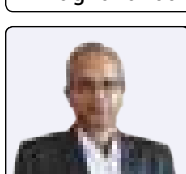
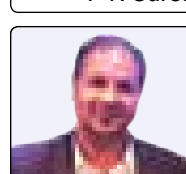
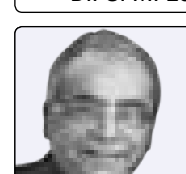
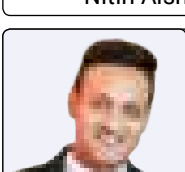
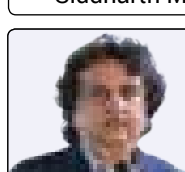
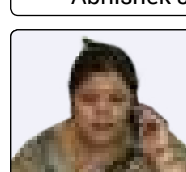
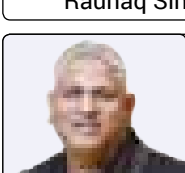
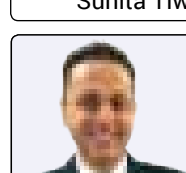
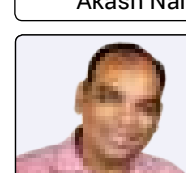
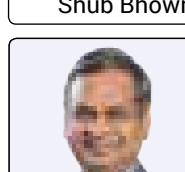
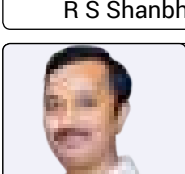
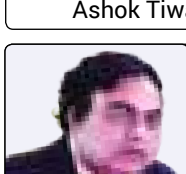
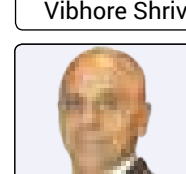
KEY VENDORS



 Sunil Arora ABS INDIA	 Venkat Ramana Murthy 22 BY 7	 N.R. Panicker ACCEL	 Yogesh Godbole ACE BRAIN SYSTEMS	 Biren Selarka ACMA OMPUTERS
 Vishal Bindra ACPL SYSTEMS	 Biren Shah ADIT MICROSYS	 Atul Shah AEGIS INFOWARE	 V K Malhotra AGMATEL	 Komal Patel AJAX NETWORK
 Nitin Shah ALLIED DIGITAL	 Adarsh Sahu ALSTONIA CONSULTING	 Bibhu Padhi APMOSYS TECHNOLOGIES	 Gurpreet Singh ARROW PC NETWORK	 Vinod Patani ARSENAL
 Saurin Shah ASHTECH	 Gowri Shankar Subramanian ASPIRE	 Sameer Shelke AUJAS CYBER	 S Durgaprasad BAHWAN CYBERTEK	 S S Dhingra BINARY GLOBAL
 Prakhar Toshniwal BINARY GROUP	 N Jayantha Prabhu BLACK BOX	 S. Karthikeyan BLOOM ELECTRONICS	 Biren Yadav BLUECOM INFOTECH	 Girijesh Singh Thakur BLUECOM TECHNOLOGIES
 Srinivasa Raja BLUE WAVE IT SOLUTIONS	 Sanjay Bansal BUSINESS OCTANE	 Irvinder Singh C.I. INFOTECH	 Prarthana Gupta CACHE DIGITECH	 Aneesh Reddy CAPILLARY TECHNOLOGIES
 Chakresh Jain CAPRICOT TECHNOLOGIES	 Nikesh Sakaria CDP INDIA	 Anirudh Kala CELEBAL TECHNOLOGIES	 Suresh H R CENTRAL DATA SYSTEMS	 Bhavesh Goswami CLOUDTHAT
 Javed Tapia CLOVER INFOTECH	 Sanjay Divekar COMNET SOLUTIONS	 Prasad Puranik COMPRINNO TECHNOLOGIES	 Kunal Sancheti COMPRINT TECH	 Devesh Aggarwal COMPUSOFT
 Narasimha Murthy CONNECTIVITY IT SOLUTIONS	 Vinod Kumar CORPORATE INFOTECH	 Ketan Patel CREATIVE NEWTECH	 Priyadarshi Nanu Pany CSM TECHNOLOGIES	 J.B.Chauhan DELTA IT NETWORKS
 Dnyanesh Kulkarni DELTAKRAFT SOLUTIONS	 Pranav Pandya DEV INFORMATION	 Neeraj Bhatia DHANYAAYAI ENTERPRISE	 Manoj Rathi DIAMOND INFOTECH	 Muneer Ahamed DIGITALTRACK SOLUTION

 Sathish Kumar DVS IT SOLUTIONS	 Shirish M Anjaria DYNACONS SYSTEMS	 Dhirendra Khandelwal E SQUARE SYSTEM	 Sanjay Agarwala EASTERN SOFTWARE	 Romil Sheth EDEN INFOSOL
 Sunil Narang ELCOM GROUP	 Sumeet Prakash EMARSON INFOTECH	 Sudhir Kothari EMBEE SOFTWARE	 Sanjeev Tyagi ENRICH DATA	 Vikas Gupta EON NETWORKS
 Santosh Agrawal ESCONET TECHNOLOGIES	 Nityanand Shetty ESSEN VISION	 Abhay Jha ESSI INTEGRATED	 Ravi Verdes FRONTIER BUSINESS	 L Ashok FUTURENET TECHNOLOGIES
 Vipul Datta FUTURESOFT SOLUTIONS	 Sanjay Patodia GALAXY OFFICE AUTOMATION	 Anil Mittal GO IP GLOBAL	 Subbaram Gowra GOWRA BITS & BYTES	 Ashok Grover GROOVY COMMUNICATIONS
 Soami Bhatia GURUSONS	 R Srikrishna HEXAWARE	 Raj Kamal Singhal HITACHI SYSTEMS	 Parth Mehta HT TECHNOLOGIES	 Kamleshwar Bhatt I2K2 NETWORKS
 Anand Karapurkar INFOBAHN TECHNICAL	 Dinesh Venugopal INFOGAIN INDIA	 Neel Shah INSIGHT BUSINESS	 Vishal Jain INSPIRA ENTERPRISE	 Rajiv Ranjan INTEC INFONET
 Amit Jain INTEGRATED TECH9LABS	 Aditya Narain Kakkar INTENSITY GLOBAL	 Saravanan Sambandam INVITTY	 Himanshu Chawla IRIS WAVES	 Nakul Chopra IT SOLUTIONS
 Nilesh Kuvadia ITCG SOLUTIONS	 Vijay Ahuja ITSEC CONSULTANTS	 Soumya Ranjan IVTEX CORPORATE	 Prashant Jain JNR MANAGEMENT	 Arun Awasthy ACMA Computer
 Kunal Mittal KONVERGE TECHNOLOGIES	 Yogesh V Jain KPLUS INFOTECH	 Navin Gupta KRISHNA AGENCIES	 Ratnakar Kanchan LAUREN INFORMATION	 Amarnath Shetty LDS INFOTECH
 Sanjay Sachdev LEADING EDGE	 Satya Priya Das LOGARHYTHM CONSULTANCY	 Manasi Saha MACAWS INFOTECH	 Jiten Mehta MAGNAMIOUS SYSTEMS	 Deepanshu Thakur MANDELBULB TECHNOLOGIES

 MANOCHA TECHNOLOGY Pankaj Kumar	 MATRIX3D INFOCOM Nazmeen Ansari	 MAYANKS IT SOLUTIONS Neha Batra	 MEGAHERTZ INFOTECH RAJAN ARORA	 MERIDIAN INFOTECH Devang Jasani
 META INFOTECH Venu Gopal Peruri	 METROBIT NETWORKS ALPESH GEVARIYA	 MICROGENESIS CADSOFT THOMAS JACOB	 MICROWORLD INFOSOL Vikram Singh	 MIRACLE TECH Vijay Goel
 MODI INFOSOL Atul Modi	 MONARCH TECHNOLOGIES Aniruddha Menavlikar	 MOTHERSON TECHNOLOGY Rajesh Thakur	 NETCON TECHNOLOGIES Mahalingam	 NETPLACE TECHNOLOGIES Dhaval Doshi
 NETWEB TECHNOLOGIES Sanjay Lodha	 NETWORK TECHLAB Atul Gosar	 NEURAL NETWORKS Manoj Joseph	 NEW ERA INFORMATIQUE Dinesh Ochani	 NEWWAVE COMPUTING Anand Aravamudhan
 NINTH DIMENSION Bhargav Balla	 NIVESHAN TECHNOLOGIES Kumar Bachchan	 NIVEUS SOLUTIONS Suyog Shetty	 NOVENTIQ INDIA Vinod Nair	 ODYSSEY COMPUTER Narender Dhanuka
 OJAS INNOVATIVE Arun Kumar Alampally	 OMNILINK TECHNOLOGY Rajesh Kumar Dora	 ORANGE BUSINESS Chalapathi Rao	 ORBIT TECHSOL Sushil Jain	 ORIENT TECHNOLOGIES Ajay Sawant
 PACE INFOTECH Prasad Kshirsagar	 PARAMATRIX TECHNOLOGIES Mukesh Thumar	 PARITY INFOTECH Sanjay Bhatia	 PARK NETWORK Ajaya Kumar	 PATHS ENTERPRISE Tushar Shah
 PC SOLUTIONS Devendra Taneja	 PENTACLE IT SOLUTIONS Tilak Raj Ratra	 PENTAGON SYSTEM Sairaman Mudaliar	 PIONEER TECHNOLOGIES Rajender Agarwal	 POWER BRIDGE Kesava Kumar Yerra
 PRECISION INFOMATIC Murali Viswanathan	 PROACTIVE DATA SYSTEMS Rajiv Kumar	 PRODEVANS TECHNOLOGIES Deepak Mishra	 PROGILITY TECHNOLOGIES Anil Jain	 PROGRESSION INFONET J B Hooda
 PROGRESSIVE INFOTECH Prateek Garg	 PRONTEFF IT SOLUTIONS Viswanath Vundi	 PSPL INFOSYSTEMS Pawan Waleacha	 PYRAMID IT SOLUTIONS David Raju	 QUADRA SYSTEMS.NET S Prashanth

 QUADSEL SYSTEMS	 QUANTIPHI ANALYTICS	 QUESTA SOFTWARE	 RAKSHA TECHNOLOGIES	 RAPYDER CLOUD
 SANSO NETWORKS	 SAPPHIRE MICRO	 SEAMLESS INFOTECH	 SECURE NETWORK	 SHI INDIA
 SHIVAAMI CLOUD	 SHRO SYSTEMS	 SHWETA COMPUTERS	 SIGMA-BYTE COMPUTERS	 SILVER TOUCH
 SISL INFOTECH	 SM NETWORKS	 SOFTCELL TECHNOLOGIES	 SOFTEL SOLUTIONS	 SOFTWAREONE
 SPARK TECHNOLOGIES	 STA INFOTECH	 STERLING INFOWAYS	 STI INFOTECH	 SUJATA COMPUTERS
 SWAN SOLUTIONS	 SYMMETRIX COMPUTER	 SYNDROME NEWEDGE	 SYSTECH IT SOLUTION	 TACKER TECHNOLOGIES
 TARGUS TECHNOLOGIES	 TD MEDIA	 TEAM COMPUTERS	 TECHIGENT TECHNOLOGIES	 TECHJOCKEY INFOTECH
 THOUGHTSOL INFOTECH	 TRANSTEK INFOWAYS	 TREDENCE ANALYTICS	 TRIFIN INFORMATION	 V5 TECHSOL
 VALUE POINT SYSTEMS	 VAYAM TECHNOLOGIES	 VELOCIS SYSTEMS	 VERACTIZ SOLUTIONS	 VIBS INFOSOL
 VISHAL PERIPHERALS	 ACMA Computer	 WORKMATES CORE2CLOUD	 WYSETEK SYSTEMS	 XPRESS COMPUTERS

COMPANY NAME	CONTACT PERSON	DESIGNATION	CITY
ABS India Pvt. Ltd.	Sunil Arora	CMD	Gurugram
22 by 7 Solutions Pvt. Ltd.	Venkat Ramana Murthy	Founder & CEO	Bengaluru
Accel Ltd.	N.R. Panicker	Founder & CEO	Chennai
Ace Brain Systems And Software Pvt. Ltd.	Yogesh Godbole	Director	Pune
Acma Computers Ltd.	Biren Selarka	MD	Mumbai
ACPL Systems Pvt. Ltd.	Vishal Bindra	CEO	Gurgaon
Adit Microsys Pvt. Ltd.	Biren Shah	MD	Ahmedabad
Aegis Infoware Pvt. Ltd.	Atul Shah	Director	Ahmedabad
Agmatel India Pvt. Ltd.	V K Malhotra	Director	New Delhi
Ajax Network Solutions Pvt.>td.	KomalPatel	Co-Founder & Director	Ahmedabad
Allied Digital Services Pvt. Ltd.	Nitin Shah	CMD	Mumbai
Alstonia Consulting LLP	Adarsh Sahu	Founder & CEO	New Delhi
Apmosys technologies private limited	Mr. Bibhu Padhi	Founder & CEO	Mumbai
Arrow Pc Network Pvt. Ltd.	Gurpreet Singh	MD	New Delhi
Arsenal Infosolutions Pvt. Ltd.	Vinod Patani	CEO & Founder	New Delhi
Ashtech Infotech (India) Pvt. Ltd.	Saurin Shah	MD	Mumbai
Aspire Systems (India) Pvt. Ltd.	Gowri Shankar Subramanian	CEO	Chennai
Aujas Cyber Security Ltd.	Sameer Shelke	Co-Founder & CEO	Gurugram
Bahwan Cybertek	S Durgaprasad	Co-Founder, Director & Group CEO	Chennai
Binary Global Ltd.	S S Dhingra	CEO	New Delhi
Binary Group	Prakhar Toshniwal	Co-ceo	New Delhi
Black Box Ltd.	N Jayantha Prabhu	Head Of India Business	Mumbai
Bloom Electronics Pvt. Ltd.	S. Karthikeyan	MD	Coimbatore
Bluecom Infotech Pvt. Ltd.	Biren Yadav	CEO	Mumbai
Bluecom Technologies India Pvt. Ltd.	Girijesh Singh Thakur	MD	Hyderabad
Bluewave It Solutions India Pvt. Ltd.	Srinivasa Raja	MD	Hyderabad
Business Octane Solutions Pvt. Ltd.	Sanjay Bansal	CMD	Gurugram
C. I. Infotech Pvt. Ltd.	Irvinder Singh	Director	New Delhi
Cache Digatech Pvt. Ltd.	Prarthana Gupta	CEO	New Delhi
Capillary Technologies India Ltd.	Aneesh Reddy	Founder, MD & CEO	Bengaluru
Capricot Technologies Pvt. Ltd.	Chakresh Jain	Chairman	Gurugram
CDP India Pvt. Ltd.	Nikesh Sakaria	CMD	Mumbai
Celebal Technologies	Anirudh Kala	Co-Founder & CEO	Jaipur
Central Data Systems Pvt. Ltd.	Suresh H R	Founder & MD	Bengaluru
CloudThat Technologies Pvt.Ltd.	Bhavesht Goswami	CEO	Bengaluru
Clover Infotech Pvt. Ltd.	Javed Tapia	Chairman	Mumbai
Comnet Solutions Pvt. Ltd.	Sanjay Divekar	Founder	Mumbai
Comprinno Technologies Pvt.Ltd.	Prasad Puranik	CEO	Bengaluru
Comprint Tech Solutions (I) Pvt. Ltd.	Kunal Sancheti	Director	Mumbai
Compusoft Advisors India Pvt. Ltd.	Devesh Aggarwal	CEO	Mumbai
Connectivity IT Solutions	Narasimha Murthy	CEO	Bengaluru
Corporate Infotech Pvt. Ltd.	Vinod Kumar	MD & CEO	New Delhi
Creative Newtech	Ketan Patel	Founder & CMD	Mumbai
CSM Technologies	Priyadarshi Nanu Pany	Director	Bhubaneswar
Delta IT Networks Pvt.Ltd.	J.B.Chauhan	MD	Gurugram
Deltakraft Solutions Pvt. Ltd.	Dnyanesh Kulkarni	Founder & Director	Mumbai
Dev Information Technology Ltd.	Pranav Pandya	Chairman	Ahmedabad
Dhanyaayai Enterprise Pvt. Ltd.	Neeraj Bhatia	Global CEO	Dhanyaayai Enterprise Pvt. Ltd.
Diamond Infotech Pvt. Ltd.	Manoj Rathi	Director	Kolkata

COMPANY NAME	CONTACT PERSON	DESIGNATION	CITY
Digitaltrack Solutions Pvt. Ltd.	Muneer Ahamed	MD	Chennai
DVS IT Solutions	Sathish Kumar	MD	Chennai
Dynacons Systems & Solutions Ltd.	Shirish M Anjaria	CMD	Mumbai
E Square System & Technologies Pvt. Ltd.	Dhirendra Khandelwal	MD	Bhubaneswar
Eastern Software Systems Pvt. Ltd.	Sanjay Agarwala	Managing Director	Noida
Eden Infosol Pvt. Ltd.	Romil Sheth	Founder & Director	Mumbai
Elcom Group	Sunil Narang	Director	New Delhi
Emarson Infotech Pvt. Ltd.	Sumeet Prakash	Co-Founder & Director	Noida
Embee Software Pvt. Ltd.	Sudhir Kothari	MD & CEO	Kolkata
Enrich Data Services Pvt Ltd.	Sanjeev Tyagi	CEO	Noida
EON Networks Pvt.Ltd.	Vikas Gupta	Director	Gurugram
Esconet Technologies Ltd.	Santosh Agrawal	MD	New Delhi
Essen Vision Software Pvt. Ltd.	Nityanand Shetty	Founder & CEO	Mumbai
Essi Integrated Technologies Pvt. Ltd.	Abhay Jha	CEO	Gurugram
Frontier Business Systems Pvt. Ltd.	Ravi Verdes	MD	Bengaluru
Futurenet Technologies (India) Pvt Ltd.	L Ashok	MD	Chennai
Futuresoft Solutions Pvt. Ltd.	Vipul Datta	CEO	New Delhi
Galaxy Office Automation Pvt. Ltd.	Sanjay Patodia	CEO & Director	Mumbai
Go IP Global Services Pvt. Ltd.	Anil Mittal	Chairman	Noida
Gowra Bits & Bytes Pvt. Ltd.	Subbaram Gowra	MD	Hyderabad
Groovy Communications India Pvt. Ltd.	Ashok Grover	Director	New Delhi
Gurusons Communications Pvt. Ltd.	Soami Bhatia	Director	New Delhi
Hexaware Technologies Ltd.	R Srikrishna	CEO	Noida
Hitachi Systems India Pvt. Ltd.	Raj Kamal Singhal	MD	Gurugram
HT Technologies Pvt. Ltd.	Parth Mehta	Director	Mumbai
i2k2 Networks Pvt.Ltd.	Kamleshwar Bhatt	CEO	Noida
Infobahn Technical Solutions (I) Pvt. Ltd.	Anand Karapurkar	Director	Mumbai
Infogain India	Dinesh Venugopal	CEO	Noida
Insight Business Machines Pvt. Ltd.	Neel Shah	Chairman	Mumbai
Inspira Enterprise India Pvt. Ltd.	Vishal Jain	Joint MD	Mumbai
Intec Infonet Pvt. Ltd.	Rajiv Ranjan	CEO	New Delhi
Integrated Tech9Labs Pvt. Ltd.	Amit Jain	CEO & Md	New Delhi
Intensity Global Technologies Ltd.	Aditya Narain Kakkar	Director	New Delhi
Invitty	Saravanan Sambandam	Co-Founder	Chennai
Iris Waves Pvt.Ltd.	Himanshu Chawla	CEO	New Delhi
IT Solutions India Pvt. Ltd.	Nakul Chopra	MD	New Delhi
ITCG Solutions Pvt. Ltd.	Nilesh K	Founder & MD	Vadodara
ITSEC CONSULTANTS PRIVATE LIMITED	Vijay Ahuja	Founder	New Delhi
IVTEX Corporate Solutions Private Limited	Soumya Ranjan	Director	Bhubaneswar
JNR Management Resources Pvt. Ltd.	Prashant Jain	Director	New Delhi
Johnson Controls (I) Pvt. Ltd.	Arun Awasthy	MD & President	Gurugram
Konverge Technologies Pvt. Ltd.	Kunal Mittal	Director	Mumbai
KPlus Infotech Pvt. Ltd.	Yogesh V Jain	Director	Mumbai
Krishna Agencies	Navin Gupta	MD	Patna
Lauren Information Technologies Pvt. Ltd.	Ratnakar Kanchan	MD	Mumbai
LDS Infotech Pvt. Ltd.	Amarnath Shetty	MD	Mumbai
Leading Edge Communication Pvt. Ltd.	Sanjay Sachdev	Director	New Delhi
Logarhythm Consultancy Pvt. Ltd.	Satya Priya Das	Director	Kolkata
Macaws Infotech	Manasi Saha	Founder	Kolkata
Magnamious Systems Pvt. Ltd.	Jiten Mehta	CMD	Mumbai
Mandelbulb Technologies	Deepanshu Thakur	Founder	Jaipur

COMPANY NAME	CONTACT PERSON	DESIGNATION	CITY
Manocha Technology Solutions Pvt. Ltd.	Pankaj Kumar	Owner	Gurugram
Matrix3D Infocom Pvt. Ltd.	Nazmeen Ansari	CEO	Mumbai
Mayanks It Solutions Pvt. Ltd.	Neha Batra	CMD	Noida
Megahertz Infotech	Rajan Arora	Director	New Delhi
Meridian Infotech Ltd.	Devang Jasani	CEO & MD	Vadodara
Meta Infotech Ltd.	Venu Gopal Peruri	Chairman & Managing Director	Mumbai
Metrobit Networks Pvt. Ltd.	Alpesh Gevariya	Director	Ahmedabad
Microgenesis Cadsoft Pvt. Ltd.	Thomas Jacob	Director	Bengaluru
Microworld Infosol Pvt. Ltd.	Vikram Singh	MD	Faridabad
Miracle Tech Distributors Pvt. Ltd.	Vijay Goel	Director	Mumbai
Modi Infosol Pvt. Ltd.	Atul Modi	Director	New Delhi
Monarch Technologies (Pune) Pvt. Ltd.	Aniruddha Menavlikar	MD	Pune
Motherson Technology Services Ltd.	Rajesh Thakur	CEO	Noida
Netcon Technologies India Pvt. Ltd.	Mahalingam Ramasamy	MD	Coimbatore
Netplace Technologies Pvt. Ltd.	Dhaval Doshi	Owner	Mumbai
Netweb Technologies India Ltd.	Sanjay Lodha	Chairman & Managing Director	Faridabad
Network Techlab (I) Pvt. Ltd.	Atul Gosar	Co-Founder & Director	Mumbai
Neural Networks Pvt. Ltd.	Manoj Joseph	Director	Kerala
New Era Informatique Pvt. Ltd.	Dinesh Ochani	CEO	Mumbai
NewWave Computing Pvt. Ltd.	Anand Aravamudhan	Director	Chennai
Ninth Dimension IT Solutions Pvt. Ltd.	Bhargav Balla	Founder & CEO	Bengaluru
Niveshan Technologies India Pvt. Ltd.	Kumar Bachchan	Founder & MD	New Delhi
Niveus Solutions(NTT Data)	Suyog Shetty	CEO & Co-Founder	Udupi
Noventiq India	Vinod Nair	President	Mumbai
Odyssey Computer Services Pvt. Ltd.	Narender Dhanuka	Director	Kolkata
Ojas Innovative Technologies Pvt. Ltd.	Arun Kumar Alampally	Founder & MD	Hyderabad
Omnilink Technology Pvt. Ltd.	Rajesh Kumar Dora	MD	Bhubaneswar
Orange Business Services	Chalapathi Rao	GM -India Business	Mumbai
Orbit Techsol India Pvt. Ltd.	Sushil Jain	CEO	New Delhi
Orient Technologies Pvt. Ltd.	Ajay Sawant	CMD	Mumbai
Pace Infotech India Pvt. Ltd.	Prasad Kshirsagar	Co-Founder & CTO	Mumbai
Paramatrix Technologies Ltd.	Mukesh Thumar	MD & CEO	Mumbai
Parity InfoTech Solutions Pvt. Ltd	Sanjay Bhatia	Regional Manager	New Delhi
Park Network Pvt. Ltd.	Ajaya Kumar	Director	New Delhi
Paths Enterprise	Tushar Shah	MD	Mumbai
PC Solutions Pvt. Ltd.	Devendra Taneja	Founder & CEO	New Delhi
Pentacle IT Solutions Pvt. Ltd.	Tilak Raj Ratra	MD	Lucknow
Pentagon System And Services Pvt. Ltd.	Sairaman Mudaliar	Co-Founder & Director	Mumbai
Pioneer Technologies Pvt. Ltd.	Rajender Agarwal	Director	New Delhi
Power Bridge Systems Pvt. Ltd.	Kesava Kumar Yerra	MD	Bengaluru
Precision Infomatic (M) Pvt. Ltd.	Murali Viswanathan	Founder & Director	Chennai
Proactive Data Systems Pvt. Ltd.	Rajiv Kumar	CEO	New Delhi
Prodevans Technologies	Deepak Mishra	Founder & CEO	Bengaluru
Progility Technologies Pvt. Ltd.	Anil Jain	CMD	Mumbai
Progression Infonet Pvt. Ltd.	J B Hooda	Founder & Chairman	Gurugram
Progressive Infotech Pvt. Ltd.	Prateek Garg	Founder & MD	Noida
Pronteff IT Solutions Pvt. Ltd.	Viswanath Vundi	Founder	Hyderabad
PSPL Infosystems Pvt. Ltd.	Pawan Walecha	Director	New Delhi
Pyramid IT Solutions Pvt. Ltd.	David Raju	CEO	Hyderabad
Quadrasytems.Net (India) Pvt. Ltd.	S Prashanth	MD	Coimbatore

COMPANY NAME	CONTACT PERSON	DESIGNATION	CITY
Quadsel Systems Pvt. Ltd.	Girish Madhavan	MD	Chennai
Quantiphi Analytics Solutions Private Limited	Asif Hasan	Co-Founder	Mumbai
Questa Software Systems Pvt. Ltd.	Manish Tandon	MD	Mumbai
Raksha Technologies Pvt. Ltd.	V. Anand	CEO & Director	Chennai
Rapyder Cloud Solutions Pvt.Ltd.	Amit Gupta	Founder	Bengaluru
Sanso Networks Pvt. Ltd.	Sanjay Kumar	Founder & CEO	New Delhi
Sapphire Micro System	Viren Bavishi	Director	Mumbai
Seamless Infotech Pvt. Ltd.	Rachana Ahluwalia	Co-Founder & Director	Gurugram
Secure Network Solutions India Pvt. Ltd.	N. K. Mehta	MD & CEO	Chennai
SHI INDIA (Formerly Locuz)	Vijay Wadhi	MD	Hyderabad
Shivaami Cloud Services	Punit Thakkar	Founder & CEO	Mumbai
Shro Systems Pvt. Ltd.	Anirudh Shrotriya	MD	Pune
Shweta Computers	Lalit Kothari	Director	Hyderabad
Sigma-Byte Computers Pvt. Ltd.	Ketan Kothari	MD	Mumbai
Silver Touch Technologies Ltd.	Vipul Thakkar	CMD	Ahmedabad
SISL Infotech Pvt. Ltd.	Arjun Mittal	Director	New Delhi
SM Networks & Solutions Pvt. Ltd.	Manmohan Sharma	Director	Mumbai
Softcell Technologies Global Pvt. Ltd.	Sunil Dalal	CEO	Mumbai
Softel Solutions Pvt. Ltd.	Pushpendra Juneja	Director	New Delhi
Softwareone India Pvt. Ltd.	Munish Gupta	MD	Gurugram
Spark Technologies Pvt. Ltd.	Sewak Nautiyal	Founder & MD	New Delhi
STA Infotech Pvt. Ltd.	Raghunandan Deo	Director	New Delhi
Sterling Infoways Pvt. Ltd.	Rajesh Kalra	Director	Gurugram
STI Infotech Pvt. Ltd.	P N Suresh	Director	Bengaluru
Sujata Computers Pvt. Ltd.	Dr S. M Lodha	CEO	Pune
Swan Solutions & Services Pvt. Ltd.	Nitin Alshi	Executive Director	Mumbai
Symmetrix Computer Systems Pvt. Ltd.	Dinesh Dhanapathi	CEO	Bengaluru
Syndrome Newedge Pvt. Ltd.	Siddharth Mehta	Director	Mumbai
Systech IT Solution Pvt. Ltd.	Abhishek Jain	Director	Bangaluru
Tacker Technologies	Ashok Tacker	Principal CEO	Faridabad
Targus Technologies Pvt. Ltd.	Raunaq Singh	Director & CEO	Gurugram
TD Media Network Pvt. Ltd.	Narinder Singh Manral	Chairman	Noida
Team Computers Pvt. Ltd.	Ranjan Chopra	MD	New Delhi
Techigent Technologies Pvt. Ltd.	Sunita Tiwari	MD	Mumbai
Techjockey Infotech Pvt. Ltd.	Akash Nangia	Founder & Director	New Delhi
Thoughtsol Infotech Pvt. Ltd.	Vinet Kuumar	Founder & CEO	New Delhi
Transtek Infoways Pvt. Ltd.	Vishal Sopory	Director	New Delhi
Tredence Analytics Solutions Pvt. Ltd	Shub Bhowmick	Co-Founder & CEO	Bengaluru
Trifin Information Technology Pvt. Ltd.	Nitin Aggarwal	MD	New Delhi
V5 TechSol India LLP	Pankaj Kumar	CEO & Co-Founder	Bengaluru
Value Point Systems Pvt. Ltd.	R S Shanbhag	Founder & CEO	Bengaluru
Vayam Technologies Ltd.	Ashok Tiwari	CMD	New Delhi
Velocis Systems Pvt. Ltd.	Atul Bansal	MD	Noida
Veracitiz Solutions Pvt Ltd	Vinod Kumar Singhal	Director	Navi Mumbai
Vibs Infosol Pvt. Ltd.	Vibhore Shrivastava	MD	Indore
Vishal Peripherals	Vikash Hisariya	MD	Hyderabad
Wizertech Informatics Pvt. Ltd.	Dr. Chiranjib Bhattacharya	CEO & Director	Kolkata
Workmates Core2Cloud Solution Limited	Kamal Nath	Co-Founder &CEO	Kolkata
Wysetek Systems Technologists Pvt. Ltd.	Cherian Thomas	Co-Founder	Mumbai
Xpress Computers Ltd.	Chetan Shah	MD	Mumbai



DISTRIBUTION REIMAGINED:

From Box Movers to Technology Orchestrators

AI, cloud, cybersecurity and data infrastructure are fundamentally reshaping India's technology distribution landscape, pushing distributors and Value-Added Distributors (VADs) beyond traditional product fulfilment towards integrated solutions, partner enablement and strategic technology value.

As VARINDIA marks its 27th Anniversary Issue, the industry stands at an important inflection point. Over nearly three decades, distribution has evolved from a business driven largely by volume, availability and logistics into an ecosystem increasingly defined by technical expertise, orchestration and business outcomes.

The transformation is accelerating as enterprises invest in hybrid cloud, AI-ready infrastructure, high-performance computing, cybersecurity and data governance. Regulatory developments such as the Digital Personal Data Protection Act (DPDPA) are further strengthening demand for

privacy, security and compliance solutions. Consequently, distributors and VADs are rethinking their role in the technology value chain. Competitive advantage today increasingly depends on technical capabilities, solution integration, subscription-based models, partner training and the ability to advise customers on increasingly complex technology decisions.

For its Anniversary Issue, VARINDIA brings together leading voices from India's distribution and VAD ecosystem to understand how they see the next two to three years unfolding. Their perspectives reveal a common direction: cloud, AI, cybersecurity and data infrastructure will remain major growth engines. From AI-ready data centres and semiconductor solutions to identity security and Pro AV, distributors are transforming from "box movers" into technology enablers, ecosystem orchestrators and strategic advisors, preparing India's channel community for an AI-first digital economy.

DRIVING GROWTH THROUGH TECHNOLOGY CONVERGENCE

Rajat Vohra expects Redington's next growth phase to be defined by the convergence of cloud, SaaS, AI and cybersecurity rather than any single technology. As enterprises modernise their foundations for hybrid cloud, data and AI workloads, Redington is accelerating its transition towards a solutions-led, platform-driven business model.

The company's Software Solutions Group is emerging as an important growth engine, creating recurring revenue opportunities, while demand for AI-ready infrastructure, data centres and AI-enabled endpoints continues to rise. Vohra also sees significant potential beyond metropolitan markets, particularly as India's vast SMB ecosystem accelerates digital adoption. Subscription models and platforms such as CloudQuarks and AI Exchange are expected to enable partners to address these opportunities more effectively.

At the heart of this strategy is a fundamental change in Redington's role. While distribution remains its foundation, the company is moving from scale-driven distribution towards outcome-led ecosystem enablement. Vohra describes Redington as increasingly becoming a "technology orchestrator" connecting vendors, partners, technologies and customers.

Platforms including Redington Online, CloudQuarks, AI Exchange and RedAI support this transformation. Subscription-led and everything-as-a-service models, partner academies, an AI Centre of Excellence and services-led support are helping partners discover, deploy and manage cloud, AI and cybersecurity solutions at scale.

Looking ahead, Vohra's priority is to remove geographic, financial and skill barriers for partners. Through its "Unlock Next" approach, Redington aims to enable partners to automate workflows, operate more efficiently and compete effectively in an AI-first digital economy.



Rajat Vohra
CEO – India,
Redington
Limited

POWERING PARTNER GROWTH THROUGH AI-LED PLATFORMS

Flavio Moraes Junior sees strong growth emerging from the convergence of AI, devices, digital workplace, data-centre infrastructure, cloud and cybersecurity. AI, he believes, is creating opportunities far beyond infrastructure by accelerating demand for AI-capable PCs, mobility solutions and modern workplace technologies.

At the infrastructure level, AI-ready environments are stimulating investment in servers, storage, networking, data centres and cybersecurity, while cloud modernisation and automation remain important growth areas. Despite component availability challenges, supply-chain constraints and inflationary pressure, underlying technology demand remains resilient as enterprises increasingly view digital infrastructure as critical to productivity, resilience and business growth.

Ingram Micro is responding by transforming itself from a traditional technology distributor into a platform-led, services-enabled and AI-powered ecosystem orchestrator. Central to this transition is Xvantage, its AI-powered digital platform designed to change how customers, partners and vendors engage and transact.

Through Xvantage, partners can discover, configure, buy, manage and scale technology solutions within a more intelligent digital environment. Ingram Micro is simultaneously focusing on building practical AI capabilities among partners. Its Xvantage Enable AI Program is designed to move businesses from AI experimentation towards execution by identifying use cases, building skills, developing solutions and supporting scalable deployments. The Xvantage Integration Hub and secure Model Context Protocol Server further connect AI assistants with business applications, workflows and data. For Moraes Junior, AI transformation is therefore not simply about adding intelligence to existing processes. The objective is to create a more connected, automated and intelligent operating model that helps partners simplify complexity, accelerate execution and capture new opportunities across an increasingly AI-first economy.



Flavio Moraes Junior
MD & CCE
Ingram Micro
India

EXTENDING INTO ENTERPRISE, EMBEDDED AND SEMICONDUCTOR SOLUTIONS

Rajesh Goenka expects Rashi Peripherals' next growth phase to extend beyond its established Personal Computing & Enterprise Solutions and Lifestyle & IT Essentials businesses, with high-margin enterprise technologies and embedded and semiconductor solutions becoming significant growth drivers.

Digital transformation, cloud expansion and AI adoption are increasing enterprise demand for data-centre infrastructure, High-Performance Computing and cybersecurity. The addition of WEKA.io strengthens the company's ability to support advanced AI and machine-learning architectures at scale.

Another strategic growth area is Rashi Peripherals' joint venture with Japan's Restar Corporation. The partnership brings advanced image-sensing solutions, localised engineering and Field Application Engineering capabilities, targeting Automotive Tier-1 companies, industrial robotics, enterprise surveillance and EMS/ECMS manufacturing. Goenka views this as a significant move into the expanding semiconductor and embedded solutions market.

This diversification reflects RP tech's broader philosophy of moving beyond "box-moving" logistics towards becoming an integrated solutions provider. Its acquisition of VDA Infosolutions supports this transition by extending enterprise capabilities into Hybrid Cloud, cybersecurity, DevOps and Managed IT Services.

The company's Embedded Lab in Bengaluru provides another differentiator, acting as an extension of global OEMs through reference solutions and customised application development that can accelerate customer design cycles.

Technology is also transforming internal operations. Rashi Peripherals' nationwide supply chain operates on SAP S/4HANA combined with Power BI real-time analytics, enabling automated inventory planning and logistics optimisation.

By combining distribution scale, enterprise services, engineering capabilities and automation, Goenka aims to deliver greater value to Rashi Peripherals' network of more than 10,250 channel partners.



Rajesh Goenka
Director & CEO,
Rashi Peripherals
Limited

FOCUSING ON AI INFRASTRUCTURE, SECURITY AND NETWORKING

Byju Pillai expects AI infrastructure, cybersecurity, networking, cloud and data-centre technologies to collectively drive Inflow Technologies' growth over the next two to three years. As enterprises move from AI experimentation to deployment at scale, demand is increasing for high-performance compute, accelerated infrastructure, high-speed networking, storage, data-centre connectivity and power infrastructure. Cybersecurity remains equally important. Expansion of cloud, hybrid environments, AI applications and distributed workforces is widening the attack surface, creating opportunities across Zero Trust, SASE, identity and access management, cloud security, data security, and threat detection and response.

Networking is another critical layer. High-speed data-centre networking, SD-WAN, secure networking, wireless infrastructure and network automation are becoming essential for supporting AI workloads and increasingly distributed enterprise environments. These opportunities align closely with Inflow's existing Compute, Storage, Networking and Cybersecurity portfolio. Pillai believes AI is simultaneously changing how technology is consumed, deployed and supported. For a VAD, this means moving beyond transactional distribution towards an ecosystem-led, solution-oriented business model.

Inflow's transformation is centred on three areas. First is specialisation, with deeper in-house expertise across AI infrastructure, cybersecurity, networking, cloud and data centres. Second is partner enablement through solution design, pre-sales, proofs of concept, technical training, certifications and deployment support. Third is portfolio development through the selective addition of complementary technology vendors.

Pillai describes Inflow's role as that of a Technology Enabler—connecting global technology vendors with system integrators, resellers and customers while bringing together technology, skills and execution capabilities to help partners successfully address increasingly complex enterprise requirements.



Byju Pillai
Group Managing
Director, Inflow
Technologies
Pvt. Ltd.

BUILDING A MORE AGILE SOLUTIONS-LED ORGANISATION

Atul Gaur expects Savex Technologies' growth over the next two to three years to be shaped by emerging technologies alongside the continued evolution of enterprise IT infrastructure. Artificial intelligence, cloud, cybersecurity, data-centre infrastructure and networking are becoming increasingly important areas of customer demand.

As organisations accelerate digital transformation, Savex sees growing opportunities to provide integrated technology solutions addressing evolving business requirements. Its strategy is therefore focused on strengthening capabilities across these technology segments, deepening engagement with technology partners and expanding its value proposition across enterprise and channel ecosystems. AI is particularly significant because it is changing the technology distribution landscape itself. Gaur believes its emergence creates opportunities for distributors to move beyond traditional distribution towards a more integrated, value-led business model.

For Savex, that transition means strengthening technology capabilities, improving partner and customer engagement and enabling access to a broader portfolio of digital solutions. The company sees considerable potential in combining its established distribution expertise and ecosystem relationships with emerging capabilities across AI, cloud, cybersecurity and enterprise infrastructure. Technology enablement and solution-led engagement will become increasingly important as customer environments grow more complex. At the same time, operational efficiency remains essential to maintaining competitiveness and delivering value at scale.

Gaur's strategy is therefore evolutionary rather than disruptive: retain the company's distribution strengths while building the capabilities required for a more solutions-oriented market. Looking ahead, Savex aims to become a more agile, digitally enabled and solutions-oriented organisation, capable of responding rapidly to changing technology requirements. The ultimate objective is to remain relevant as the distribution model evolves while creating sustainable, long-term value for technology vendors, channel partners and enterprise customers.



Atul Gaur
Director, Savex
Technologies
Pvt. Ltd.

EXPANDING INTO AI-READY ENTERPRISE INFRASTRUCTURE

Kamini Talwar sees enterprise infrastructure and emerging technologies as key growth drivers for IRIS Global Services. Over the next two to three years, the company expects opportunities across AI-led computing, GPU-based servers, enterprise storage, networking, cybersecurity, data-centre infrastructure and intelligent power solutions.

AI is accelerating infrastructure investment as enterprises move from experimentation towards deployment. IRIS Global is pursuing this opportunity through its Enterprise Infrastructure Solutions portfolio, which brings together enterprise and GPU-based servers, storage, networking, cybersecurity, UPS systems, batteries and cooling solutions to address the interconnected requirements of modern data centres. Talwar also sees considerable potential across cloud, digital transformation and emerging technology solutions while continuing to strengthen IRIS Global's Computing and Mobility Solutions business. She points to the broader expansion of India's ICT products market as providing substantial headroom for future growth. The opportunity is accompanied by a fundamental evolution in IRIS Global's distribution model. The company is moving from product fulfilment towards a solution-oriented, service-enabled approach.

Partner enablement sits at the centre of this strategy. IRIS Global is equipping channel partners with training, technical support and solution capabilities to address increasingly complex customer requirements. These are complemented by established distribution capabilities across logistics, credit support, warranty services and annual maintenance contracts.

Through a strategic distribution arrangement, the company is also extending into AI assessments and consulting, application modernisation, migration planning and intelligent quality engineering.

Talwar's objective is ultimately two-sided: help technology brands expand their market reach while enabling channel partners to participate in higher-value customer engagements. This positions IRIS Global to move beyond supplying infrastructure towards enabling complete technology solutions for an AI-first enterprise environment.



Kamini Talwar
Director,
IRIS Global
Services Ltd.

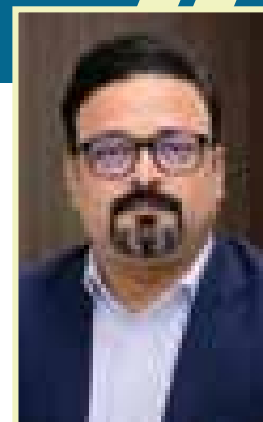
EVOLVING TOWARDS STRATEGIC TECHNOLOGY ADVISORY

Sunil Kumar Pillai expects iValue InfoSolutions' next growth phase to be driven by cybersecurity, AI-led technologies, Data Centre Infrastructure, cloud and Information Lifecycle Management. Rather than viewing these as independent markets, iValue sees their convergence creating larger enterprise transformation opportunities.

Cybersecurity remains a major driver as enterprises prioritise resilience, Zero Trust architectures, data protection, identity, threat detection and compliance. AI adoption is simultaneously creating opportunities across AI infrastructure, data platforms, cybersecurity and enterprise applications. Data Centre Infrastructure is another important growth pillar as AI and hybrid-cloud environments increase demand for compute, storage and networking. Information Lifecycle Management is also gaining relevance as organisations manage expanding data volumes alongside stricter governance requirements. Pillai emphasises that iValue's strategy is not simply about individual technologies. The company is bringing complementary technologies together into integrated solution stacks focused on enterprise outcomes, enabling participation in larger technology transformations while generating greater value for OEMs and partners.

This philosophy is also changing iValue's identity. Pillai describes its evolution from technology aggregation and distribution towards a Strategic Technology Advisor model. The objective is to go beyond taking technology to market and increasingly help emerging and established technology companies architect their route to market. iValue is strengthening solution architecture, pre-sales, professional services, market intelligence, partner orchestration and strategic go-to-market capabilities, supported by integrated solution stacks and Centres of Excellence. AI is also being applied internally across market intelligence, customer engagement, sales productivity, solution development and decision-making.

With operations spanning India, SAARC and Southeast Asia, Pillai sees iValue transitioning from a route-to-market participant to an architect of the route to market, reflecting the broader evolution of value-added distribution.



Sunil Kumar Pillai
Chairman &
Managing
Director, iValue
InfoSolutions Ltd.

PURSUEING GROWTH ACROSS CLOUD, STORAGE AND SECURITY

Debraj Dam expects SEPL VAD's growth over the next two to three years to come from cloud, AI-ready infrastructure, storage, cybersecurity, security and surveillance, and Pro AV solutions. These opportunities reflect India's continuing shift towards hybrid IT, AI-enabled workloads, data protection and more integrated technology environments.

SEPL VAD plans to build on its existing strengths across cloud, storage, security and surveillance, and Pro AV while increasingly taking complete business propositions to partners rather than standalone products. Dam believes this approach allows channel organisations to address broader customer requirements and build more valuable technology engagements.

The strategy also reflects a wider transformation in distribution. As Dam explains, the distributor's role is moving from simply supplying products towards creating value across the technology ecosystem. SEPL VAD is therefore increasing its emphasis on solution selling, partner enablement, technical training, pre-sales support and market development. These capabilities can help partners address emerging opportunities even when they do not possess every required technical competency internally. AI is becoming an important layer across the company's cloud, storage, security and IT infrastructure portfolio. SEPL VAD's approach is to help partners identify practical AI opportunities and understand how artificial intelligence connects with customers' existing infrastructure and applications rather than treating AI purely as a standalone product category.

Technical workshops, demonstrations, training programmes and industry-focused engagements are being used to deepen collaboration and strengthen partner capabilities. The direction is ultimately towards a broader enablement role. SEPL VAD wants to support partners beyond product supply and become a stronger technology and business-enablement partner, helping the channel convert emerging technologies into practical, commercially viable solutions while expanding its ability to address increasingly complex enterprise requirements.



Debraj Dam
Chief – SEPL
VAD, Subsidiary
of Supertron
Electronics
Pvt. Ltd.

SCALING TECHNOLOGY GROWTH BEYOND METRO MARKETS

Manoj Gupta sees networking, surveillance and storage as Fortune Marketing’s strongest growth opportunities over the next two to three years. Increasing demand for reliable Wi-Fi connectivity, smart security solutions and data storage is creating opportunities across SMEs, enterprises, educational institutions, hospitality, retail and residential projects.

The company’s portfolio includes brands such as Tenda, Secureye, Acer, Enter, PNY, Targus and HP storage solutions, addressing growing requirements for dependable networking, security and IT infrastructure.

A particularly important opportunity is emerging beyond India’s metropolitan markets. Gupta believes rapid digital adoption across Tier 2 and Tier 3 cities is creating new markets for channel partners. By strengthening distribution, increasing product availability and supporting partners with marketing and technical resources, Fortune Marketing expects these markets to contribute substantially to future growth.

The company’s strategy is centred on strengthening the capabilities that have historically differentiated it. Gupta identifies Fortune Marketing’s distribution network, channel relationships and ability to bring technology closer to customers across India as core competitive strengths. Accordingly, the company has expanded its branch network, improved warehousing and streamlined supply-chain operations to accelerate product availability and delivery. It is also strengthening engagement with distributors, dealers, retailers, system integrators and project partners through enhanced support and training.

Portfolio expansion remains another priority. Alongside established brands, Fortune Marketing continues to introduce products addressing networking, surveillance, storage and IT infrastructure requirements while also developing its own brands. Gupta summarises the roadmap around a stronger distribution ecosystem, greater operational efficiency and long-term partnerships. By combining these fundamentals with deeper regional penetration, Fortune Marketing aims to remain responsive and well positioned as India’s technology adoption expands rapidly beyond the largest cities.



Manoj Gupta
Managing
Director, Fortune
Marketing
Pvt. Ltd.

SHAPING NEW MARKETS THROUGH TECHNOLOGY SOLUTIONS

Prashanth GJ sees TechnoBind’s strongest growth opportunities emerging where AI, data, cybersecurity and modern infrastructure converge. AI adoption is increasing investment in the underlying data layer, including data platforms, storage, high-performance infrastructure, data security and governance. At the same time, rising cyber risks and regulations such as the DPDPA are creating opportunities across identity security, PAM, DSPM, data protection, application security, endpoint resilience, SIEM and cyber recovery. PostgreSQL modernisation, cloud-native infrastructure and AI-ready computing represent additional growth areas.

TechnoBind has deliberately built complementary technology stacks rather than isolated product lines. This allows partners to address broader customer use cases and develop technology practices around actual business triggers. Consequently, Prashanth expects an increasing proportion of growth to come from solution stacks and cross-portfolio opportunities. The strategy is transforming TechnoBind from a traditional technology distributor into what Prashanth describes as a market creator and practice-building partner for the channel.

In an AI-first economy, access to product information is no longer sufficient differentiation. The value of a VAD increasingly comes from helping partners identify opportunities, architect appropriate solutions, demonstrate them technically and take them successfully to customers. TechnoBind has therefore invested in technical capabilities, demonstrations, PoCs, partner enablement, demand generation and use-case-led selling, supported by close alignment between sales and pre-sales teams. AI is also being deployed internally across market intelligence, content, knowledge management and sales productivity. Prashanth believes future relevance will depend less on the number of products distributed and more on the ability to help partners shift from product discussions towards trigger-led conversations around AI adoption, DPDPA, cyber resilience, identity, data security and infrastructure modernisation, ultimately creating new markets and profitable channel practices.



Prashanth GJ
CEO, TechnoBind
Solutions Pvt. Ltd.

TURNING SECURITY SOLUTIONS INTO CHANNEL-LED GROWTH

Zakir Hussain Rangwala places the channel at the centre of BD Software Distribution’s growth strategy. With 95% of its business flowing through more than 1,500 partners, the company evaluates technology opportunities according to what partners can effectively sell, deploy and support rather than simply pursuing the latest market trend.

Identity and access management, DLP, cloud security and XDR/EDR are among its priority growth areas. The DPDP Act is also pushing privacy and compliance solutions into boardroom discussions, including among mid-sized businesses. Zero Trust, OT and IoT security for manufacturing, and AI-driven SOC/SIEM represent additional opportunities.

For Rangwala, however, the bigger opportunity lies in combining these technologies into an integrated security proposition. Rather than selling individual security products, partners need coherent solutions they can take to CISOs around data, identity, endpoints, cloud and enterprise risk.

This approach underpins BD Software’s transition from product distribution towards genuine value addition. Around 35% of its 90-plus-member team works in technical support and pre-sales, reflecting the growing importance of technical capability. The company conducts PoCs, demonstrations and partner enablement at scale, helping partners outside major metros approach enterprise opportunities with stronger technical confidence.

Commercial models are evolving as well. BD Software is moving with vendors towards subscription and consumption-based models while layering managed services onto its offerings.

Internally, AI supports lead scoring, partner recommendations and support triage, allowing employees to focus more on judgement-intensive activities. Rangwala’s objective is for BD Software to remain the essential bridge between global cybersecurity vendors and the local channel across India, Nepal and Bhutan—combining technology access with technical expertise and an understanding of local buyers.



**Zakir Hussain
Rangwala**
CEO, BD Software
Distribution
Pvt. Ltd.



TOP 10 | TECHNOLOGY DISTRIBUTORS IN INDIA

REDINGTON LIMITED

Head of the Organization: **RAJAT VOHRA**
Designation: **CEO - India**
Annual Turnover: (2024-25): **Rs. 99,562 Cr. (Global)**
Rs. 49,643.58 Cr. (India & South Asia)
(2025-26): **Rs. 1,19,347 Cr. (Global)**
Rs. 63,000+ Cr. (India & South Asia)

Future Roadmap: Redington plans to keep investing in cloud modernisation, software, cybersecurity, and AI-led capabilities, while taking digital adoption deeper into Tier 2 and Tier 3 markets. The company will

scale subscription-led models, embed AI-driven automation across operations, and build repeatable solution frameworks that partners can deploy at scale. This approach is aimed at driving sustained, resilient growth across its ecosystem. By strengthening its cloud and software portfolio alongside its core distribution strengths, Redington seeks to help technology move from innovation to adoption—benefiting enterprises, SMBs, and the wider channel community as India's digital economy expands.



INGRAM MICRO INDIA PVT. LTD.

Head of the Organization: **FLAVIO MORAES JUNIOR**
Designation: **MD and Chief Country Executive**

Future Roadmap: Ingram Micro India prioritizes deepening its focus on AI, devices, digital workplace, data center infrastructure, cloud, and cybersecurity as growth drivers, capitalizing on the enterprise shift toward AI-capable PCs and AI-ready infrastructure. The company is advancing its transformation from a traditional distributor into a platform-led, AI-powered ecosystem orchestrator, with its Xvantage platform at the core—

enabling partners to discover, configure, buy, and scale technology solutions. Through the Xvantage Enable AI Program, it will help partners move from AI experimentation to real-world execution, while the Xvantage Integration Hub and secure MCP Server expand automation and intelligent decision-making. The roadmap centers on building a connected, automated operating model to help partners capture growth in an AI-first economy.



SAVEX TECHNOLOGIES PVT. LTD.

Head of the Organization: **ANIL JAGASIA**
Designation: **Chairman**
Annual Turnover: (2024-25): **Rs. 32,850 Cr.**
(2025-26): **Rs. 34,000 Cr. Approx. (Estimated)**

Future Roadmap: Savex Technologies' growth roadmap is centred on expanding its presence in high-potential technology segments, strengthening relationships with technology partners, deepening reach across the channel ecosystem, and enhancing capabilities in value-added

solutions. The company will continue to focus on AI, cloud, data centre, cybersecurity, and enterprise infrastructure, while investing in the capabilities needed to serve partners and customers more effectively. Savex's priority is to pursue sustainable, long-term growth by combining its distribution strengths with an evolving solutions-led approach, operational effectiveness, and continued commitment to its ecosystem, positioning the company for resilient growth in India's evolving technology landscape.



RASHI PERIPHERALS LIMITED

Head of the Organization: **RAJESH GOENKA**
Designation: **CEO**
Annual Turnover: (2024-25): **Rs. 13,772.73 Cr.**
(2025-26): **Rs. Rs. 15,827.30 Cr.**

Future Roadmap: Rashi Peripherals' long-term growth roadmap centers on three key objectives. First, democratizing technology access by deepening its pan-India distribution infrastructure—supported by 57 branches, 50 service centers, and 73 warehouses—to make high-end ICT

products accessible across India's 800-plus districts. Second, pursuing margin-accretive expansion by shifting revenue toward higher-value enterprise IT services, recurring cloud solutions, and semiconductor engineering. Third, accelerating the 'Make-in-India' vision through its Restar Corporation JV and Embedded Lab, building a differentiated supply-chain platform for local EMS/ECMS manufacturers and reinforcing India's ambition of a \$150 billion semiconductor ecosystem by 2030.



TECH DATA INDIA – A TD SYNnex COMPANY

Head of the Organization: **SUNDARESAN KANAPPAN**
Designation: **SVP & Country General Manager**
Annual Turnover: (2024-25): **Rs. 7,000 Cr. Approx.**
(2025-26): **Rs. 12,000 Cr. Approx. (Estimated: CRISIL)**

Future Roadmap: Tech Data India is expected to strengthen its solutions-led distribution model by accelerating enterprise AI adoption, AI-ready data-centre infrastructure, and hybrid multicloud deployments. Its

roadmap includes expanding cybersecurity, analytics, cloud-native, and high-performance computing portfolios, while enabling partners through AI proof-of-concepts, training, and go-to-market support. The company also plans to develop specialized offerings for design, visualization, and edge workloads. Through Tech Data Capital, it will focus on flexible financing to help channel partners and customers undertake larger, outcome-driven transformation projects across India, while deepening strategic alliances with global



TOP 10 | TECHNOLOGY DISTRIBUTORS IN INDIA



INFLOW TECHNOLOGIES PVT. LTD.

Head of the Organization: **BYJU PILLAI**
Designation: **Group Managing Director**
Annual Turnover: (2024-25): **Rs. 6,000 Cr. Approx.**
(2025-26): **Rs. 8,600 Cr+**

Future Roadmap: Inflow Technologies is prioritizing AI infrastructure, cybersecurity, networking, cloud, and data-centre technologies as key growth drivers over the next 2–3 years, as enterprises scale AI deployment and expand their attack surface across hybrid environments and distributed workforces. The company is transforming from a transactional distributor

into an ecosystem-led, solution-oriented business by investing in specialisation, partner enablement—covering solution design and technical training—and a selectively strengthened vendor portfolio. As a technology enabler connecting global vendors with system integrators, resellers, and customers, Inflow will focus on expanding market presence, deepening partner relationships, and delivering greater ecosystem value, targeting USD 2 billion in revenue by FY 2030.



SUPERTRON ELECTRONICS PVT. LTD.

Head of the Organization: **V K BHANDARI**
Designation: **CMD**
Annual Turnover: (2024-25): **Rs. 7,000 Cr. (Approx.)**
(2025-26): **Rs. 8,500 Cr+**

Future Roadmap: SEPL's growth roadmap is focused on expanding its presence across high-growth technology segments while strengthening its vendor and partner ecosystem. The company plans to scale its Cloud, Storage, Security & Surveillance, and Pro AV businesses through focused

partner development and stronger regional coverage. SEPL will continue investing in technical enablement, solution demonstrations, training, and demand generation to support its channel network. As AI becomes an increasingly important part of enterprise technology, the company sees an opportunity to connect AI-ready infrastructure, cloud, data, security, and collaboration technologies into practical, deployable solutions for its partner ecosystem.



IRIS GLOBAL SERVICES LTD.

Head of the Organization: **SANJIV KRISHEN**
Designation: **CMD**
Annual Turnover: (2024-25): **Rs 3,229.13 Cr.**
(2025-26): **Rs. 4,156.44 Cr.**

Future Roadmap: Iris Global's growth roadmap centres on deepening relationships with existing technology brands, expanding product authorisations, and broadening its portfolio across Enterprise Infrastructure Solutions and Computing and Mobility Solutions verticals. Its 'Make in India' tie-ups remain particularly rewarding, with strong

growth potential ahead. Central to this strategy is its Channel Partner network of over 10,500 partners across India as of April 30, 2026, which the company will continue expanding while investing in partner capabilities and business growth. Iris Global will also pursue opportunities in AI infrastructure, advanced computing, intelligent storage, cloud, and digital transformation, supported by stronger distribution and fulfilment capabilities to build a scalable ecosystem for India's next phase of digital transformation.



IVALUE INFOSOLUTIONS LTD.

Head of the Organization: **SUNIL KUMAR PILLAI**
Designation: **CMD**
Annual Turnover: (2024-25): **Rs. 2,439 Cr. (Gross Sales)**
(2025-26): **Rs. 2,914 Cr. (Gross Sales)**

Future Roadmap: iValue's growth roadmap centres on deepening its position in Cybersecurity, Information Lifecycle Management, and Data Centre Infrastructure, while expanding into emerging opportunities created by AI, hybrid cloud, and next-generation digital infrastructure. The company will continue investing in solution capabilities, Centres of

Excellence, professional services, and strategic partnerships to help its ecosystem address increasingly complex enterprise requirements. A key part of its roadmap is the evolution of iValue's business model—moving from technology aggregation toward solution-led and advisory-led engagement, supported by stronger partner orchestration and deeper enterprise engagement. Regional expansion across India, SAARC, and Southeast Asia will further scale these capabilities for its OEM and partner ecosystem.



BEETEL TELETECH LIMITED

Head of the Organization: **SANJEEV CHHABRA**
Designation: **CEO & MD**
Annual Turnover: (2024-25): **Rs. 2100 Cr.**
(2025-26): **Rs. 2552.39 Cr.**

Future Roadmap: Beetel Teletech's future roadmap is focused on accelerating growth across ICT distribution, enterprise solutions, networking, cybersecurity, cloud and emerging technologies. The company aims to strengthen its portfolio through strategic partnerships with

global technology brands while expanding its reach across India's enterprise and channel ecosystem. With FY 2025–26 revenue crossing ₹2,550 crore, Beetel is positioned to build on its growing scale. Going forward, the emphasis is expected to remain on expanding value-added distribution capabilities, strengthening partner engagement, improving operational efficiencies and addressing growing demand for digital infrastructure. Investments in new technologies and market expansion will remain important growth priorities.





Check Point Names Krishnan V V as Managing Director for India & South Asia

Check Point Software Technologies has appointed cybersecurity veteran Krishnan V V as Managing Director for India and South Asia. Bringing over 30 years of technology industry experience, Krishnan will lead regional growth and partner ecosystems as enterprise adoption of AI, cloud, Zero Trust, and consolidated security platforms accelerates.

Krishnan joins Check Point from Palo Alto Networks, where he served as Country Director – BFSI. His leadership career spans key roles across major technology firms, including Symantec, Sun Microsystems, Oracle, and Wipro, with deep expertise in enterprise sales, business management, and channel development.

His extensive background in financial services, IT/ITES, and manufacturing comes as regional enterprises face evolving AI-driven cyber threats. In his new role, Krishnan will focus on strengthening partner relationships and driving Check Point's enterprise market expansion across India and South Asia.



Okta Names Sunil Kedaraji to Lead APJ Channel and Strategic Alliances

Okta has appointed Sunil Kedaraji as Vice President, Channel and Strategic Alliances for Asia Pacific & Japan (APJ). Based in Singapore, Kedaraji will lead Okta's regional partner business, collaborating with sales and go-to-market teams to deepen strategic partnerships and accelerate partner-led growth across the region.

Kedaraji brings over 24 years of technology industry experience, including senior partner leadership roles at Saviynt, SailPoint, Proofpoint, and Quest Software. In his new role, he will help enterprises secure evolving AI workloads, manage new identities, and address increasingly complex cybersecurity environments across APJ.

Dan Mountstephen, Senior Vice President and General Manager, APJ at Okta, highlighted that partners are vital to regional expansion. Kedaraji added that his focus will be on strengthening the APJ ecosystem to build greater capability and drive secure AI adoption at scale.



Puneet Saxena Appointed as ABS India Chief Executive Officer

ABS India, a leading systems integrator specializing in enterprise communication solutions and IT infrastructure, has appointed Puneet Saxena as Chief Executive Officer, effective September 7, 2026. Reporting to Chairman and Managing Director Sunil Arora, Saxena will oversee day-to-day operations and growth strategy across domestic and international markets.

Saxena brings over 26 years of leadership experience across technology, telecom, networking, and mission-critical communications. He joins ABS India from HFCL, where he served as Vice President of Business Development, following prior senior roles at Huawei Technologies, Aircom International, Dimension Data, and Tech Mahindra.

In his new role, Saxena will focus on expanding capabilities across advanced networking, cybersecurity, data centers, and managed IT services. Arora noted that Saxena's execution record will strengthen ABS India's market expansion, while Saxena emphasized sharpening go-to-market execution and scaling enterprise value.

OpenAI Taps Enterprise Tech Veteran Sanjay Deshmukh for APAC Sales Drive

OpenAI has appointed Sanjay Deshmukh as Vice President of Asia Pacific (APAC) Sales, adding a senior enterprise technology executive as it builds its commercial operations across the region. Based in Singapore, Deshmukh will report to OpenAI Chief Revenue Officer Dali Rajic, leading enterprise sales execution and customer engagement across APAC markets. Deshmukh brings extensive leadership experience across enterprise software, cloud, and data sales in Asian markets. He joins OpenAI from Elastic, where he served as VP of Asia Pacific and Japan. Previously, he held senior leadership positions at Snowflake, VMware, Citrix, and SAP, overseeing regional go-to-market strategies and enterprise expansion. The newly created role underscores OpenAI's focus on scaling its commercial footprint across the region. Announcing the appointment, Deshmukh stated that his primary focus will be engaging directly with organizations and customers across APAC to drive artificial intelligence adoption.



Wenable names Dinesh Kumar as Chief Growth Officer, APAC & EMEA

Wenable has appointed Dinesh Kumar as Chief Growth Officer, APAC & EMEA, as the company looks to accelerate its growth and expand its presence across key global markets.

In his new role, Kumar will lead Wenable's growth strategy across the APAC and EMEA regions, with a focus on revenue growth, enterprise sales, strategic partnerships, channel development, market expansion, and building a scalable go-to-market engine.

The appointment comes at a significant phase in Wenable's growth journey as the company continues to expand its technology portfolio and deliver enterprise mobility, AI, device management, and digital transformation capabilities to customers and partners across global markets. Kumar will work closely with Wenable's leadership, sales, product, technology, and partner ecosystem teams to identify new business opportunities, strengthen strategic relationships, and drive the company's next phase of growth.



Ankur Kohli Joins Utimaco to Drive India Growth

Ankur Kohli has joined Utimaco as Sales Head – Government & Enterprise, India, taking on a strategic leadership role focused on accelerating the cybersecurity company's growth across India's government and enterprise markets. His appointment comes as organizations increase investments in digital trust, data protection, cryptography and cyber resilience.

In his new role, Kohli will work closely with government organizations, large enterprises, partners and the broader technology ecosystem to strengthen Utimaco's market presence. His mandate will include building strategic customer relationships, expanding business opportunities and developing stronger engagement across key accounts and channels.

Utimaco operates globally in cybersecurity and data protection, with capabilities spanning Hardware Security Modules (HSMs), key management, PKI, data protection, secure payments and Trust-as-a-Service. Its portfolio is becoming increasingly relevant as enterprises prepare for emerging requirements around AI security, data sovereignty and quantum-safe cryptography.



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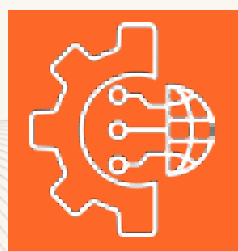
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