





THE FUTURE OF AGENTS

AI is about to completely change how you use computers

And upend the software industry.

By **Bill Gates** | November 09, 2023

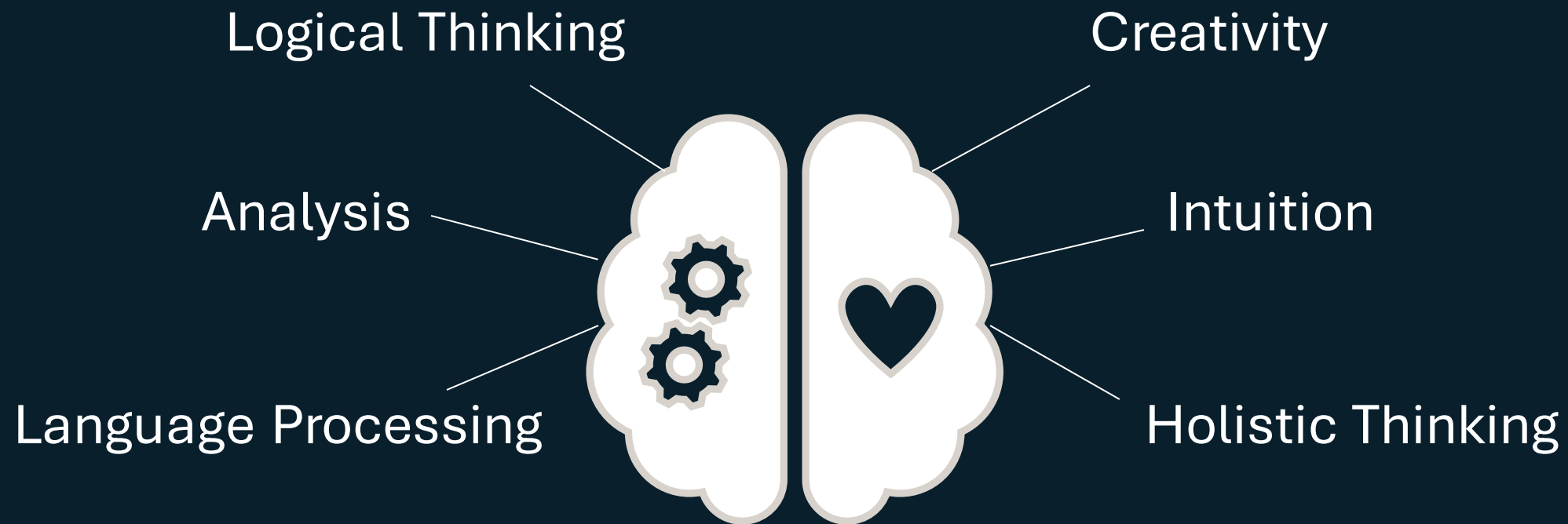
Generative AI

Lead the AI Era with Transformative Experiences

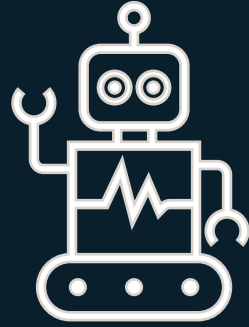
Himani Agrawal

Country Head – Azure, Microsoft India & South Asia

 [linkedin.com/in/agrawalhimani/](https://www.linkedin.com/in/agrawalhimani/)



Era of Intelligence



Genesis of an Era of Conversations



Vitamin
AI

AI driving
authentic brand
and consumer
experiences

Video player controls: Play/Pause, Volume, 0:00 / 11:05 • Intro >

Player settings: Closed Captions, Settings, Full Screen, Maximize, Exit Full Screen

Maruti Suzuki Fronx review - Baleno on stilts? Or coupe SUV? | First Drive | Autocar India

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Filters: All, From your search, From Autocar India

BOOSTERJET IS BACK 2023 Maruti Suzuki Fronx First Drive | Fun To Drive? | Booster



CMO Priorities in 2024

- Accelerate Growth
- Unified customer profile
- Real time personalization
- Converge touch points
- Connected marketing & sales
- Omni channel Customer Service



AI as a copilot for CMOs

Response	Some already in use	Currently in testing	To be tested within 2 years	No plans to test
Respondents	70%	19%	9%	3%



70% of CMOs surveyed by BCG are already using Gen AI

Source – BCG generative AI survey 2023, n=211

Campaign Management



Copilot for campaign

- Building Briefs
- Managing different teams
- Campaign analytics
- Campaign updates
- Tracking ROI

Gen AI images for commercial use



Prompt

Modern young Indian girl
in front of bank branch



Prompt

Photo realistic image of a Modern smart hip
Indian girl in front of bank branch on a rainy day



Prompt

Photo realistic image of a startup
founder in Bandra café

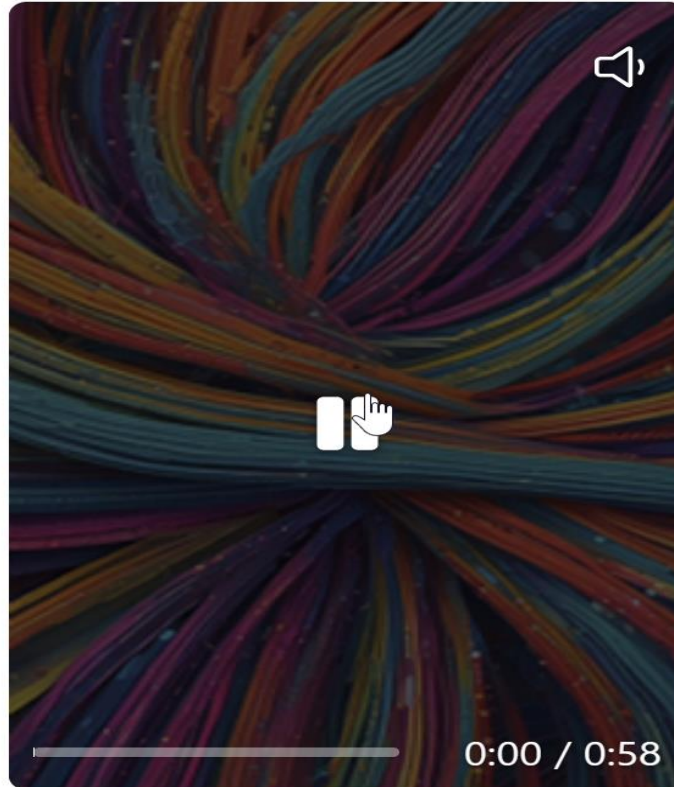
Generating marketing jingles using Azure OpenAI

Prompt:

BSNL is a Technology-oriented integrated telecom service providing company which provides complete bouquet of telecom services. Create a calm jingle for BSNL's marketing campaign.



Done! Enjoy your song



[Verse]

Wires in the air
Signals everywhere
BSNL
We're taking you there
In this connected world
We'll break the mold
Technology-oriented
Our story unfolds

[Verse 2]

Fiber optic lines
Blazing at the speed
Streaming data
Fulfilling your need
From voice to video

Connected World



Prompt

a woman wearing purple overalls and cowboy boots taking a pleasant stroll in Mumbai, India during a winter storm



Prompt

The camera follows behind a white vintage SUV with a black roof rack as it speeds up a steep dirt road surrounded by pine trees on a steep mountain slope, dust kicks up from its tires, the sunlight shines on the SUV as it speeds along the dirt road, casting a warm glow over the scene.

The dirt road curves gently into the distance, with no other cars or vehicles in sight.

The trees on either side of the road are redwoods, with patches of greenery scattered throughout. The car is seen from the rear following the curve with ease, making it seem as if it is on a rugged drive through the rugged terrain.

The dirt road itself is surrounded by steep hills and mountains, with a clear blue sky above with wispy clouds.



DANOVER

LAND ROVER

Multimodality is 'Real'

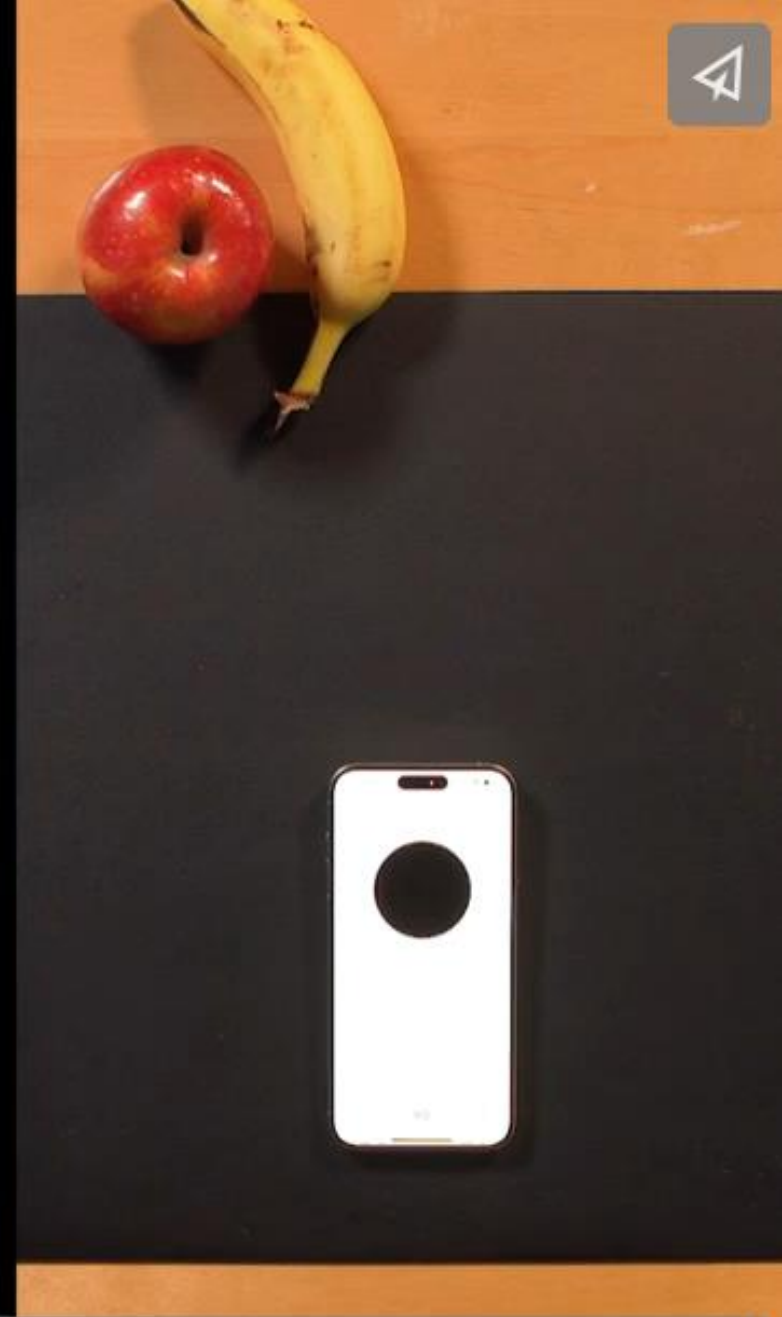
Image

Audio

Video

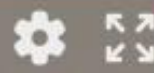
Text

Multilingual



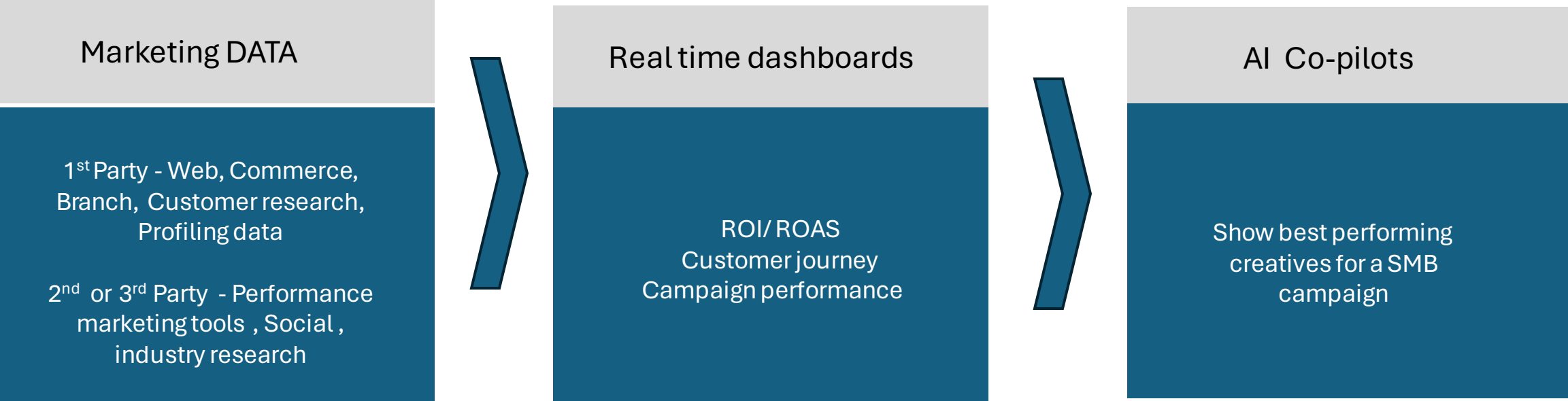
Pause

00:01



Insight Generation

Converting petabytes of data into real time boardroom insights

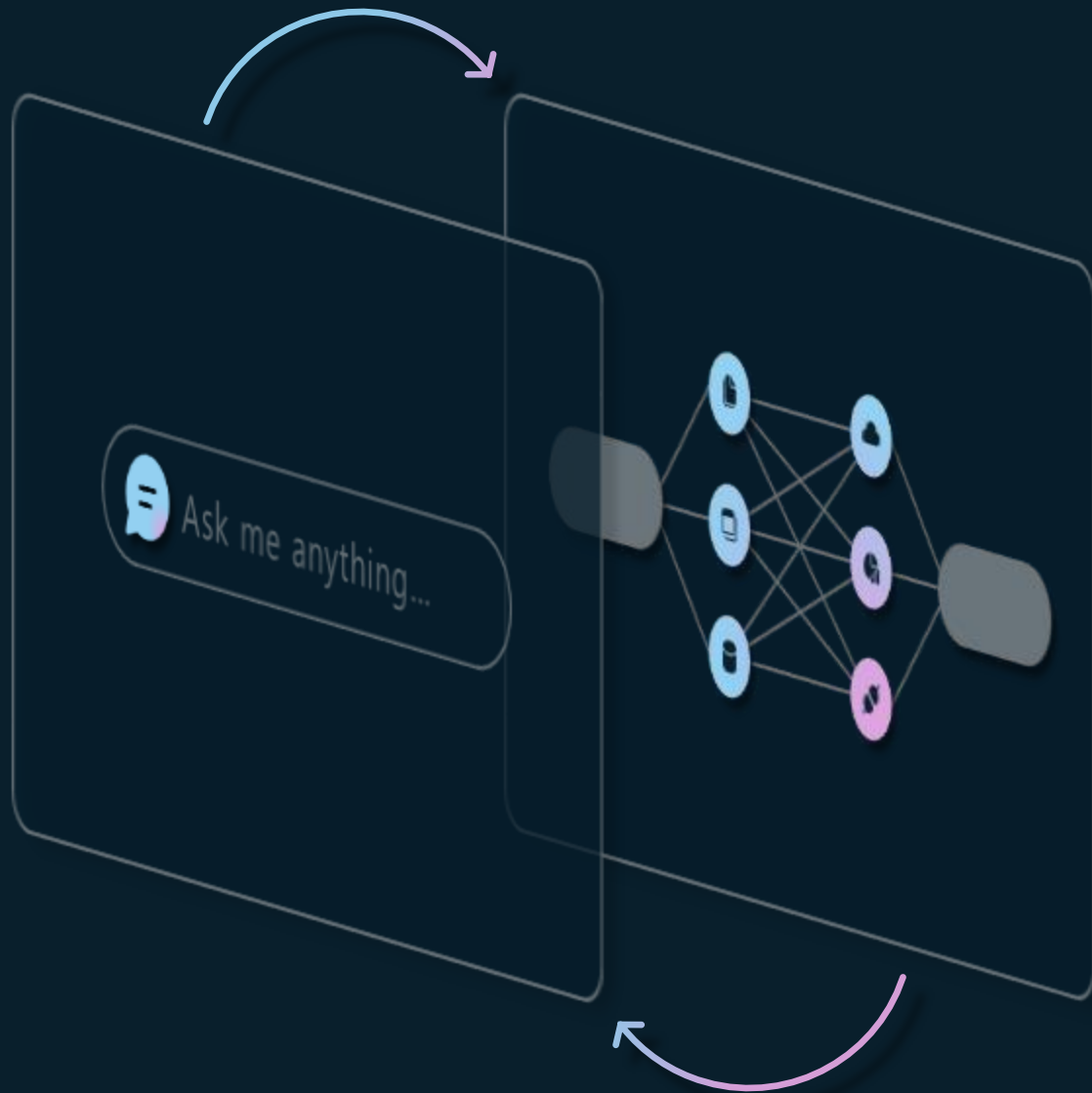


Insight Generation

Converting petabytes of data into real time boardroom insights



Natural
language



Reasoning
engine
(Brain)

India is innovating



Coforge

FRAMMER AI



Narayana Health

PHYSICS WALLAH



agshealth

cognizant

genpact

KissanAI

needl.ai

sarvam.ai

U.S.T

AIR INDIA

CONGRUENT
READY FOR TOMORROW

GEP
INTELLIGENCE DRIVES INNOVATION

LARSEN & TOUBRO

newgen

Shipsy

WINZO
PLAY MORE WIN MORE



CYIENT

HCLTech

LAMBDATEST

convozen
by NOBROKER.com

square yards



atlan



Hero

LimeChat

NYKAA

Synechron

WNS

atomicwork

disprz

Icertis

Locobuzz

OnFinance

TATA ELXSI

Writesonic

aurigo

EVALUESERVE

indegene

Mastek
Trust. Value. Velocity

OYO

atvacare

xceedance

BHASHINI

exela
TECHNOLOGIES

IndiGo



paytm

TAVANT

zomato



firstsource

Infosys
Navigate your next

Mphasis
The Next Applied

Persistent

TCS
TATA CONSULTANCY SERVICES

ZYCUS
COGNITIVE SOURCE TO PAY

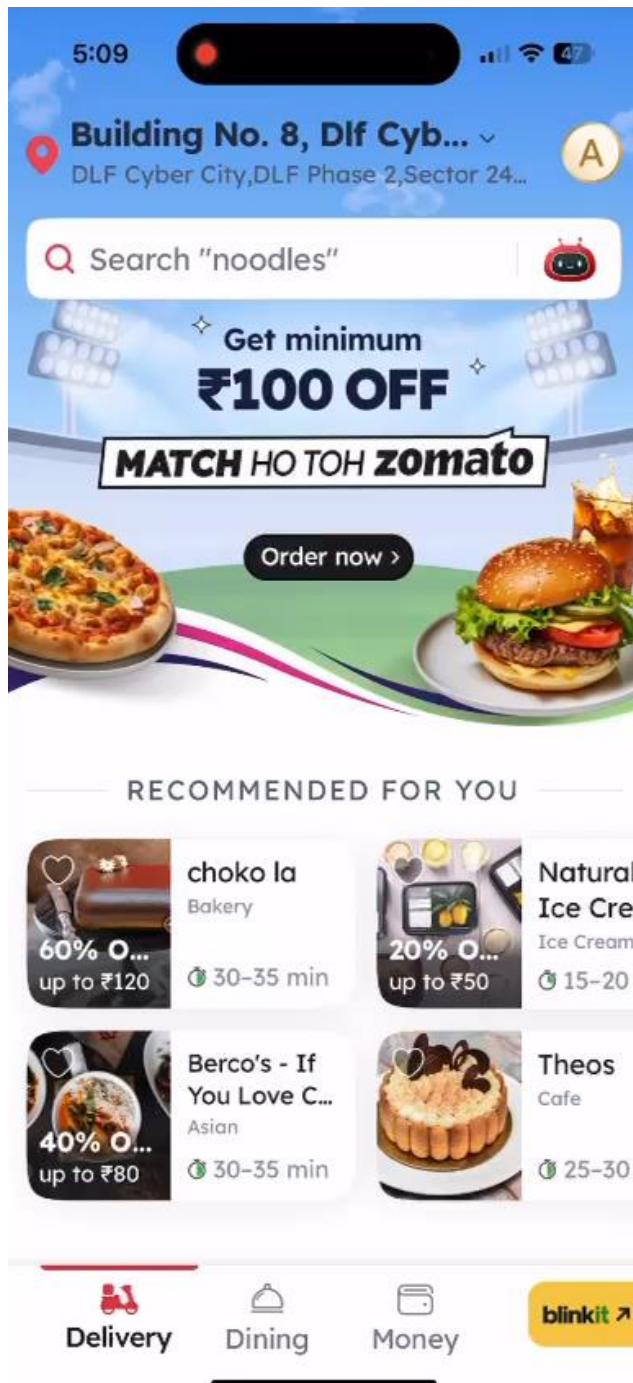
botminds.ai

Merlin

INMOBI

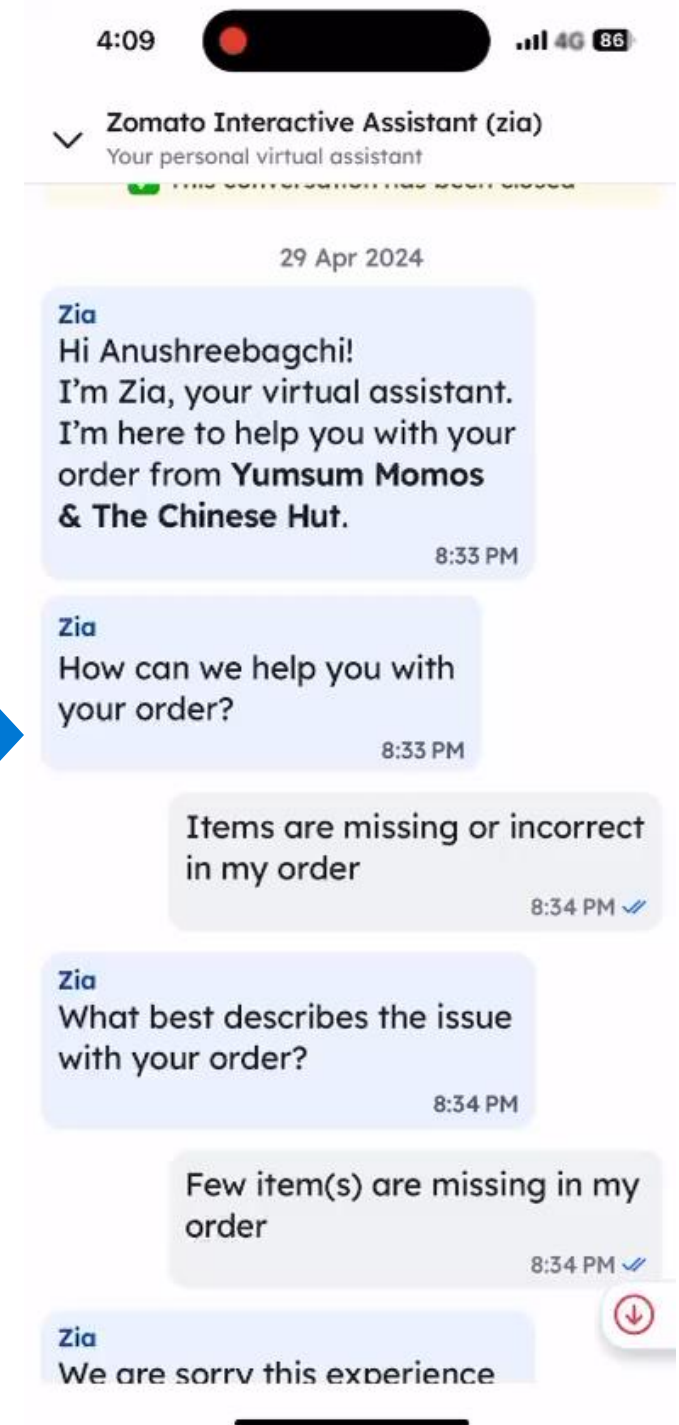


TECH mahindra




Zia helping customers with their choices


Zia improving CSAT: Quick issue resolution



Physics Wallah: Integrating it in the product











**Physics Wallah**

11th - IIT JEE >

Hi, Himani Agrawal 

Study

JEE MAIN 2024 RESULT


 AIR 107	 AIR 200	 AIR 269	 AIR 283	 AIR 299
 AIR 467	 AIR 471	 AIR 506	 AIR 515	 AIR 573


& SPI Counting...

Filter Online Offline VP Live Upcoming State Exams Pocket Courses

36 Batches available

Arjuna JEE 2025

New 



Hinglish JEE 2026 Aspirants

For JEE 2026 Aspirants


Starts on 08 Apr, 2024 | Ends on 18 Jan, 2026


New Batch Plans included INFINITY

~~₹5,300~~ **₹4,800** (For Full Batch) Discount of 9% applied

EXPLORE BUY NOW

Arjuna JEE 2025 + Lakshya JEE 2026

New 



Hinglish


For JEE 2026


Starts on 08 Apr, 2024 | Ends on 30 Jun, 2026

~~₹10,000~~ **₹9,000** (For Full Batch) Discount of 16% applied

EXPLORE BUY NOW

Arjuna JEE Hindi 2025

New 




Hindi JEE 2026 Aspirants के लिए

For JEE 2026 Aspirants

Starts on 06 May, 2024 | Ends on 30 Jun, 2026

~~₹5,300~~ **₹3,000** (For Full Batch) Discount of 43% applied

EXPLORE BUY NOW



Amplifying Product/Brand Promise

The logo for Blinkit, featuring the word "blinkit" in a bold, lowercase, sans-serif font. The letters "blin" are black, and "kit" is green. The logo is set against a yellow rectangular background.

Cooking up
recipes



While Blinkit is primarily an instant commerce platform, it realised that by adding recipes and linking the recipes to specific ingredients that could be purchased, it could increase engagement as well as orders.

However, the challenge remained in terms of creating thousands of recipes and showcasing them to the relevant customers.

Increasing engagement

Blinkit used generative AI to create thousands of recipes with rich data and media. This was used to enrich the catalogue and serve personalised recipes based on user taste, actions, and dietary preferences. These recipes were generated for a curated list of products using Azure OpenAI.

Daily checkout of
recipes

Increased GMV
added by recipes

Hyper Personalization

Budget Speech

The screenshot shows a web browser window with the URL `bharattube.aicte-india.org`. A text box contains the ID `699153b3-131d-4c75-8b42-dae45f3b0b37`. A language selection dropdown menu is open, listing various languages: English, हिंदी [Hindi], తెలుగు [Telugu], ✓ தமிழ் [Tamil], ಕನ್ನಡ [Kannada], മലയാളം [Malayalam], मराठी [Marathi], ગુજરાતી [Gujarati], বাংলা [Bengali], اردو [Urdu], and ଓଡ଼ିଆ [Oriya]. A green 'Start Live' button is visible. The video player shows a woman speaking in a legislative assembly, with a logo for 'संसद टीवी LIVE SD' in the top left corner.

