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CELEBRATING INDIA'S INVINCIBLE ICONS

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FROM ONAM TO CHRISTMAS, KERALA KEEPS SHOPPING FOR **MORE**

Kerala's second biggest shopping season is here. Reach more festive buyers through Malayala Manorama

1.77 CRORE READERS

Malayala Manorama
Nobody delivers Kerala better

Source: IRS 2019-Q4 (TR)

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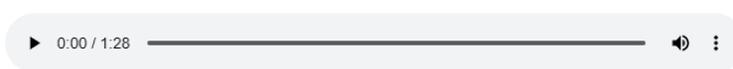
AHAAN PANDAY WINNER GEN Z ICON

CELEBRATING INDIA'S INVINCIBLE ICONS

How predictive AI tracks you: The hidden trade behind convenience

Adgully Bureau | 1 week ago

Views: 581



Authored By Chandan Bagwe - Managing Director & Founder of C Com Digital

How does my phone know so much? (What You Need to Know About Predictive AI)

When you tap, scroll, or buy something online, you leave a digital mark. Predictive AI is just a fancy name for the technology that looks at all those prints and tries to figure out what you're going to do next.

- It's why **Spotify** makes the **perfect** playlist for your commute (that's the good part).
- It's how **Myntra** knows you're about to look for ethnic wear before the festive season even hits.
- It's why you keep seeing ads for the new Biryani place right when you start getting hungry on a Friday night.

It makes life convenient, sure. But the question is: **how much of your private life are you trading for that convenience?**

The Indian Consumer Vibe Paradox

We love the personalization—we expect brands to "just know" what we need. But at the same time, we're getting seriously uneasy about feeling watched.

Imagine this common scenario: You quickly search for wedding venues on **Google**, and suddenly, every single app you open—**Instagram**, **YouTube**, even a game—is pushing ads for photographers and honeymoon packages.

The thought that hits you is: Whoa. That was fast. What else do they know?

When "Helpful" Becomes "Hard Pass"

The worst thing that can happen is when predictions go from being a smart guess to something that really bothers you. When a guess goes too far, it's:

- **Intrusion Level:** You look for apartments, and now an algorithm sees that you have a

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history of being "financially stressed" and sends you targeted loan ads.

- **Level of Intrusion:** You were talking to a friend about a new product, and then... The ad comes up right away. You feel like you're being "watched."

This isn't a glitch—it's Predictive AI working, often without you ever really knowing or agreeing to it.

The Trust Score: How Brands Get a Pass

We can't stop AI, but brands need to use it right. The best brands are keeping it real and focusing on **honesty**:

1. **Transparency is Key:** We deserve to know exactly what data is being collected. **Zomato** tells you it suggests restaurants based on your location and past orders—that's clear, and you gave that info willingly. We need less confusing legal jargon in privacy policies.
2. **Data Minimization (No Extra Clout):** Why does a grocery delivery app need access to your photo gallery? Smart apps like **Paytm and PhonePe** are starting to give clearer controls so you can choose what to share. **If they don't need it, they shouldn't take it.**
3. **Anonymity Over Stalking:** Brands can look at big-picture trends—like "Mumbai professionals prefer healthy meals"—instead of digging into the details of one person's life.

The Value Exchange (Is it worth the trade?)

Your data has value. If brands are using it to get richer, what are you getting back?

It needs to be a clear, optional trade: you share more, you get a discount, exclusive access, or a better feature. Flipkart's loyalty program is a great example: you share preferences and engage, and you get rewards.

Openness builds trust in a way that sneaky data collection never can.

What Happens Next? Your Move

India's digital world is only going to get bigger. The brands that win won't just have the best AI; they'll have the most **trust**.

As users, we also need to be smarter. Stop auto-clicking 'Allow!' Read those app permissions and ask yourself: Why do they need this data?

The bottom line: We can have personalized experiences without giving away our whole lives. The marketing world is choosing a side: **respect or aggression**. The ones who choose respect will get the real prize: **loyalty built on trust, not just algorithms**.

DISCLAIMER: The views expressed are solely of the author and Adgully.com does not necessarily subscribe to it.

Technology 26-Nov-2025 Predictive AI AI Chandan Bagwe C Com Digital



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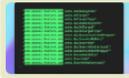
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