

Industry Updates Latest Stories

C Com Digital launches AI-powered marketing intelligence platform

Aimed at marketing automation with business outcomes, synapse1 integrates conversational AI, generative video technology and predictive analytics into a single system.

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C Com Digital announced the launch of synapse1, an AI-based marketing intelligence platform aimed at linking marketing automation with business outcomes.

The tool integrates conversational AI, generative video technology and predictive analytics into a single system designed for India's multilingual market. It cited industry data stating that 73% of Indian brands struggle with marketing return on investment and attribution.

The launch comes amid growth in India's voice technology sector. According to figures cited by the agency, India's voice recognition market reached USD 462.8 million in 2024 and is projected to reach USD 2,982.4 million by 2033, at a compound annual growth rate (CAGR) of 23%.

The voice assistant market stood at USD 153 million in 2024 and is expected to reach USD 958 million by 2030 (CAGR 35.7%). Voice and speech recognition generated USD 322 million in 2023 and is forecast to touch USD 1.1 billion by 2030. Venture funding in voice startups rose to USD 202 million in 2024, a threefold increase year-on-year.

In a recent article reported by Business Standard, Nandan Nilekani, Chairman of Infosys and Co-founder of EkStep Foundation, described Voice AI as "India's next UPI moment."

Nandan Nilekani said, "India's next UPI moment." As reported in Business Standard, Nilekani shared: "If a person can talk to a computer and get instructions, information, or an agent to work on their behalf, that's the final concept, especially in a country with so many languages and dialects. Voice AI is the final frontier." He further noted: "India will be the source of applying AI and frugal engineering to solve real-world problems. If we can deliver population-scale voice AI in 22 Indian languages, it becomes a global requirement."

Synapse1 includes AI virtual assistants capable of operating in more than 10 Indian languages, generative video and avatar-based content tools, and a predictive analytics engine that tracks customer acquisition and attribution.

The platform has been tested across sectors including healthcare, banking and financial services, e-commerce, real estate and consumer wellness.

Chandan Bagwe, Founder and Director, C Com Digital, said, "Indian businesses have been forced to choose between sophisticated AI tools that don't understand our market or basic automation that can't deliver ROI. synapse1 changes this equation. We optimize for ARPOB and lifetime customer value. A customer in rural Tamil Nadu requires a fundamentally different approach than one in metropolitan Mumbai. This is AI built for India, by Indians who understand the complexity and opportunity of our market."

C Com Digital Chandan Bagwe C Com Digital marketing intelligence platform

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Bodhi Tree Multimedia Q3FY26 revenue rises 124.31% YoY to Rs 39.57 crore

Performance was driven by higher scale, increased project throughput and a broader content pipeline, supported by its strategic acquisitions and Bodhi AI.

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Bodhi Tree Multimedia Ltd. reported higher revenue and profit for the quarter and nine months ended December 31, 2025, as it expands its content pipeline and shifts toward an intellectual property-led business model.

The consolidated total income stood at Rs 39.57 crore for Q3FY26, up 62.17% quarter-on-quarter and 124.31% year-on-year. For the nine months ended December 31, 2025 (9MFY26), total income was Rs 82.38 crore, up 63.22% year-on-year.

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OpenAI researcher Zoe Hitzig resigns amid concerns over ads in ChatGPT

In her essay, Hitzig said early ads may follow rules, but warned long-term incentives of an ad-based model could pressure OpenAI to weaken its principles.

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OpenAI researcher Zoe Hitzig has resigned from the company, warning that its move to test advertising in ChatGPT risks putting it on "the same path as Facebook," according to a report by [Firstpost](#).

Hitzig, who worked at OpenAI for two years on issues related to how ChatGPT was built, priced and governed, announced her resignation in a guest essay for The New York Times. Her departure comes as OpenAI begins testing ads within ChatGPT.

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New India Abroad names Rhabani

NEW INDIA ABROAD NAMES BHABANI Prasad Das as Chief Business Officer

In his new role, Das will oversee global ad sales across digital, CTV and branded content, and lead strategic alliances and intellectual property development.

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New India Abroad has appointed Bhabani Prasad Das as its Chief Business Officer, as announced on Thursday.

Das brings nearly two decades of experience in media sales and brand strategy. In his new role, he will oversee global advertising sales across digital, Connected TV (CTV) and branded content. He will also lead strategic alliances and intellectual property development for the network.

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Media Corridors secures PR and branding mandate for GADOTT

Under the mandate, the agency will handle brand strategy, PR, media outreach and integrated communications to boost visibility among consumers and design professionals.

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