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AI BRIEF

C Com Digital launches synapse1 to link AI-led marketing with measurable business outcomes

By News Desk Team - February 11, 2026



C Com Digital announces the launch of synapse1, a proprietary AI-powered marketing intelligence that bridges the gap between marketing automation and measurable business outcomes. With 73% of Indian brands struggling with marketing ROI and attribution, synapse1 combines conversational AI, generative video technology, and predictive analytics into a single solution built for India’s multilingual, multicultural market.

The launch is timed to a defining moment for India’s AI ecosystem. India’s voice recognition market reached USD 462.8 million in 2024, projected to hit USD 2,982.4 million by 2033 (CAGR 23%). The voice assistant market stood at USD 153 million in 2024, expected to reach USD 958 million by 2030 (CAGR 35.7%). Voice and speech recognition generated USD 322 million in 2023, forecasted to touch USD 1.1 billion by 2030. Venture funding in voice startups jumped to USD 202 million in 2024—a 3X increase year-on-year—with investments in 2025–26 targeting scalable voice solutions for customer service and telephony.

In a recent article, Nandan Nilekani, Chairman of Infosys and Co-founder of EkStep Foundation, described Voice AI as “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.”

Three Pillars of synapse1

AI Virtual Assistants: Beyond basic chatbots, synapse1 manages complete workflows in 10+ Indian languages—from inquiry automation to appointment scheduling and intelligent upselling—with real-time CRM integration that converts conversations into revenue across

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healthcare, BFSI, and e-commerce.

Hyper-Scale Video and Avatars: The solution delivers 50x more creative output through generative AI—hyper-realistic digital clones for investor communications, hundreds of localized ad variants from single concepts, and 3D product visualizations—at a fraction of traditional production costs.

Predictable Client Acquisition: synapse1 ingests profit margin data to prioritize spend toward the most profitable customer segments. Its predictive content engine generates trust-building materials mapped to client pain points, while closed-loop attribution tracks every lead from first touchpoint to final transaction.

Proven Impact Across Genres

Over the past year, synapse1 has been validating its ability to deliver measurable outcomes across different business models spanning healthcare, BFSI, e-commerce, real estate, and consumer wellness.

From AI-generated awareness campaigns with culturally resonant storytelling to multilingual virtual assistants and avatar-led content, AI models have been trained on diverse Indian consumer behaviours and industry-specific workflows, making them production-ready for enterprises seeking immediate, scalable results.

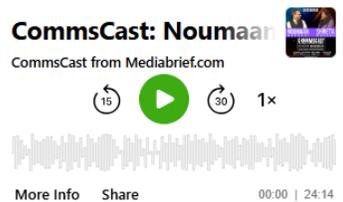
Chandan Bagwe, Founder and Director, C Com Digital said, "Indian businesses have been forced to choose between sophisticated AI tools that don't understand our market or basic automation that can't deliver ROI. synapse1 changes this equation. We optimize for ARPOB and lifetime customer value. A customer 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."

Inviting Strategic Investors and Partners

C Com Digital is seeking strategic investors and funding partners to accelerate synapse1's growth across India and global markets. The opportunity is positioned within a voice AI market growing at 23–35% CAGR. With the government's IndiaAI Mission backing foundational speech models and venture funding in voice startups surging 3X year-on-year, synapse1 is positioned for scale. As Nilekani was quoted, commenting on India's AI trajectory: "The race to the top is how do we use AI to improve people's lives. We want to make that race to the top happen."

With offices across India and the USA, a track record of 200+ brand campaigns, and a platform that learns with every deployment, C Com Digital offers investors entry into AI-driven marketing transformation. "We're looking for partners who share our vision of building AI infrastructure for India's next growth decade. synapse1 isn't just a product—it's a service play with compounding returns as more brands and data flow through the system," said Bagwe.

Businesses can request demonstrations at synapse1.ai. Pilot programs are available for enterprise clients in healthcare, e-commerce, BFSI, and real estate.



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