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C Com Digital Unveils synapse1 For Multilingual AI Marketing

C Com Digital has launched synapse1, an AI-powered marketing intelligence platform that connects automation with ROI using voice AI, video, and predictive analytics.

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C Com Digital has announced 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 healthcare, BFSI, and e-commerce.

Hyper-Scale Video & 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

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enterprises seeking immediate, scalable results.

“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,” said Chandan Bagwe, Founder and Director of C Com Digital. “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 actively seeking strategic investors and funding partners to accelerate synapse1’s growth across India and global markets. The opportunity is compelling: a proprietary, revenue-generating AI service being deployed across multiple sectors, positioned in 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 poised to scale rapidly. 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 a rare entry point into India’s 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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Consistent Infosystems Introduces Krypton 400W and VoltEdge 450W

Consistent Infosystems Pvt. Ltd. launches Krypton 400W and VoltEdge 450W power supply units for gaming, business, and desktop users seeking stable and reliable PC power.

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Consistent Infosystems Pvt. Ltd., one of India’s fastest-growing brands in IT hardware, security & surveillance, and consumer electronics, has expanded its gaming and PC components portfolio with the launch of two new power supply units — the Consistent Krypton Gaming Power Supply 400W and the VoltEdge Power Supply 450W. Designed to deliver stable power output, efficient performance, and long-term reliability, the new power supplies cater to gamers, PC enthusiasts, and business users seeking dependable power solutions.

The Krypton Gaming Power Supply 400W is engineered with high-quality internal components to deliver dependable performance, enhanced safety, and consistent power output for demanding

gaming sessions and intensive desktop workloads. With a total power capacity of 400W and multiple output rails, the PSU ensures stable and balanced power distribution across system components. To maintain optimal thermal performance, it is equipped with a 12 cm cooling fan that efficiently dissipates heat, ensuring stable operating temperatures even during prolonged usage. Complementing its performance-focused design, the sleek black cable and case finish offers a clean and professional look, making it suitable for modern gaming PCs and custom-built desktop systems.

The VoltEdge Power Supply 450W is designed to meet everyday computing and business requirements, delivering efficient and stable power for office desktops and general-purpose systems. Built with high-quality internal components and a sturdy metal casing, the PSU ensures improved system longevity and dependable performance. It features an 80 mm cooling fan for effective heat dissipation, including a 1.2-meter power cord for added convenience.

Speaking about the launch, Mr. Yogesh Agrawal, CMD and Co-Founder, Consistent Infosystems, said,

“With the launch of the Krypton Gaming Power Supply 400W and VoltEdge 450W Power Supply, we aim to offer users dependable power solutions that balance performance, efficiency, and durability. These products reflect our commitment to delivering high-quality components that enhance the overall computing and gaming experience.”

With these new launches, Consistent Infosystems continues to strengthen its presence in the gaming and PC hardware segment, offering reliable and future-ready power solutions designed for today's performance-driven users.

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Esports Nations Cup 2026 Announces Initial Game Lineup

The Esports World Cup Foundation confirms eight game titles for Esports Nations Cup 2026 in Riyadh, marking the launch of a nation-based global esports event.

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ENC CONFIRMED GAMES

CHESSE COUNTER STRIKE 2 DOTA 2 EA SPORTS FC FATAL FURY HONOR OF KINGS MOBILE LEGENDS BANG BANG TRACKMANIA

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The Esports World Cup Foundation (EWCF) has confirmed eight of the 16 competitive game titles for the inaugural Esports Nations Cup 2026 (ENC), the global nation-based esports competition, set to debut in Riyadh, Saudi Arabia, from November 2-29, 2026.

The ENC introduces national team representation to the global esports calendar in a structured, recurring format, enabling players to compete under their national flag and offering fans an opportunity to connect with elite esports through national identity.

The confirmed titles are: Chess, Counter-Strike 2, Dota 2, EA SPORTS FC, Fatal Fury, Honor of Kings, Mobile Legends: Bang Bang, and Trackmania. These titles reflect a diverse competitive esports ecosystem, spanning historic strategy, tactical shooters, fighting games, mobile titles, world-class sports simulations, and precision racing format.

Across just these titles alone, thousands of players across the world enter qualification pathways for the ENC 2026 main event over the coming months, competing for the opportunity to represent their nation on the global esports stage. These eight titles represent the Esports World Cup Foundation's commitment to building a sustainable, inclusive ecosystem that fuels national fandom, inspires a new generation of heroes, and accelerates the long-term future of the industry:

- Featuring 128 players, the Chess tournament at ENC 2026 (November 2-8) stands as one of the largest international Chess tournaments ever, and will give an unprecedented number of nations the chance to reach new levels as the game continues to evolve as an esports.
- Showcasing elite skill and competition, Counter-Strike 2 at ENC 2026 (November 10-15) will

showcasing elite skill and competition, Counter-Strike 2 at ENC 2026 (November 10-13) will be bolstered by a historic open qualification program featuring more than 15,000 players across 3,000 teams; the largest ever in the game's two-decade long history.

- A cornerstone of global esports, Dota 2 at ENC 2026 (November 2-8) will bring elite team competition shaped by international LAN play, with 32 national teams qualifying through rankings, regional qualifiers, and wildcard entries to compete in the main event.

- One of the world's marquee sports sims, EA SPORTS FC at ENC 2026 (November 17-22) will feature 128 players competing for their nations in Riyadh. Qualification combines open in-game pathways, regional qualifiers, and direct invites via the EA SPORTS FC Pro World Rankings,