

Tech Mahindra Unveils Generative AI Studio to Help Enterprises Bootstrap Generative AI

Technology

Author : mahindraadmin Category : Technology Published : 4/6/2023

A one-stop central to experiment, generate and optimize digital content, thereby improving the productivity and efficiency of enterprises

Pune, 6th April, 2023: [Tech Mahindra](#), a leading provider of digital transformation, consulting, and business re-engineering services and solutions, has announced the launch of its new **Generative AI Studio** under its amplifAI0->∞ suite of AI offerings and solutions. The studio will enable enterprises to produce high-quality content outputs faster than ever before by providing them with the structured and customized aspects of Generative AI. It will act as a **one-stop central** which provides a comprehensive view to generate, enhance, and complete various forms of digital content.

The studio will enable enterprises to see and explore the world of Generative AI possibilities by bringing **six aspects of content generation** under one umbrella which include - Code, Document/Text, Image, Video, Audio and Data. The Generative AI Studio provides enterprises with a user-friendly interface and a range of features to customize their content. Users can select their preferred content type, customize their options, and then let the studio handle the rest of the process. The studio is also scalable, making it ideal for businesses of all sizes, from startups to large enterprises.

Hasit Trivedi, CTO – Digital Technologies and Global Head-AI, Tech Mahindra, said, *“Until now, AI has demonstrated its capabilities in predicting, detecting, recommending, and observing. With Generative AI, now it can create as well, thus making AI further disruptive. Such an unprecedented power in technology comes with a huge amount of responsibility for its usage. We are constantly expanding our range of solutions and offerings within the amplifAI0->∞ suite to facilitate our*

customers' adoption of AI in a responsible and expedient manner. The addition of the Generative AI Studio bolsters our progression with amplifAI0->∞ and we intend to continue on this journey.”

With its Generative AI studio and Tech Mahindra XaaS (Xperiment as a service), Tech Mahindra will help enterprises to adapt Generative AI in mainstream AI projects faster. Responsible AI framework of Tech Mahindra will ensure this disruptive technology is carefully adopted within enterprises in controlled manner with “Human in loop” philosophy. Enterprises across industries can leverage Tech Mahindra's on-premises and cloud-based, one-stop solution to bootstrap their Generative AI journey.

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and the society to Rise for a more equal world, future readiness, and value creation. It is a USD 6+ billion organization with 157,000+ professionals across 90 countries helping 1290 global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the only Indian company in the world to receive HRH The Prince of Wales' Terra Carta Seal for its commitment to creating a sustainable future. It is the fastest growing brand globally in 'brand value rank' and amongst the top 7 IT brands globally in brand strength with AA+ rating. With the NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. Tech Mahindra aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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For more information on Tech Mahindra, please contact:

Abhilasha Gupta, Global Corporate Communications and Public Affairs

Email: Abhilasha.Gupta@TechMahindra.com ; media.relations@techmahindra.com

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