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U.S. Federal Reserve Signals Data-Driven Rate Outlook Ahead of Q3

The Federal Reserve's data-driven stance and easing inflation have boosted investor confidence. Stable interest rates may increase venture capital activity, attract more investment into emerging markets, and improve fundraising prospects for Indian startups.



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PhonePe Launches Daily Savings & Fixed Deposit Products

PhonePe launched fixed deposits and daily savings products through banking partners, expanding digital wealth services and promoting financial inclusion.



SPORTS

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Cricket & Digital Gaming Platforms Leverage AI for Real-Time Fan Engagement

AI-powered sports and gaming platforms are driving fan engagement, creating opportunities in analytics, content, and sports-tech innovation.

Startup Times



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Shiprocket Adjusts IPO Size Ahead of August Market Debut

Indian e-commerce enablement platform Shiprocket has refiled its Draft Red Herring Prospectus (DRHP), reducing its planned Initial Public Offering (IPO) size by approximately 31% to ₹1,618 crore ahead of its expected August market debut. The move reflects a growing trend among late-stage startups to adopt more pragmatic fundraising strategies amid evolving market conditions and investor expectations.

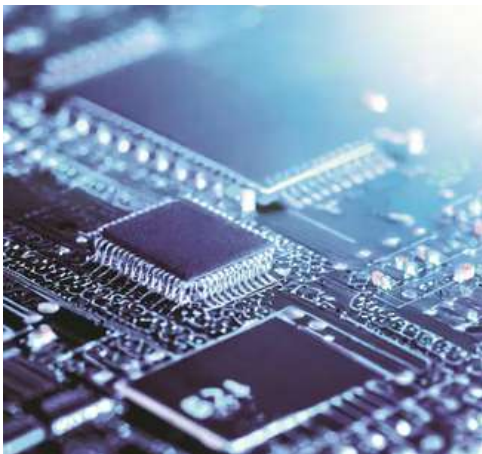
Shiprocket, which provides logistics, fulfillment, shipping, and digital commerce solutions to online businesses, has emerged as one of India's leading e-commerce infrastructure platforms. By revising the IPO size, the company aims to align its public market valuation with current market realities while ensuring a smoother listing process. Industry observers believe that investors are increasingly prioritizing sustainable growth, profitability, and strong business fundamentals over aggressive expansion narratives.

The decision comes at a time when public market investors are becoming more selective about startup listings. Several technology-driven companies are now recalibrating their fundraising goals to improve investor confidence and achieve long-term market stability. Shiprocket's revised IPO strategy highlights the changing dynamics of India's startup ecosystem, where founders are balancing growth ambitions with financial discipline.

Startup Takeaway: Shiprocket's move signals a broader shift among growth-stage startups toward realistic valuations, disciplined capital raising, and sustainable public offerings.

Piper Serica Achieves ₹300 Crore First Close for Bharat Tech Fund

Mumbai-based Piper Serica has announced the first close of its Bharat Tech Fund at ₹300 crore, progressing toward its overall target corpus of ₹800 crore. The fund will invest in early- and growth-stage startups operating in deep-tech, fintech, and enterprise SaaS sectors, with a strong focus on emerging technology hubs across Tier-2 and Tier-3 cities in India. The initiative reflects growing investor confidence in entrepreneurial talent beyond traditional startup centers such as Bengaluru, Mumbai, and Delhi NCR.



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Deep-Tech Startup Consint.AI Raises ₹22 Crore Series A





BlackSoil Deploys ₹80 Crore Acquisition Financing for Mintoak

BlackSoil financed Mintoak's ICC Loyalty acquisition with ₹80 crore venture debt, showcasing non-dilutive funding for global expansion and M&A.

Alternative credit platform ICC Loyalty's capabilities, of venture debt in India. What capital strategy. BlackSoil has structured an ₹80 Mintoak is expected to enhance was once primarily used for Industry experts believe this crore venture debt facility for fintech its offerings for banks and working capital requirements trend will continue as more late-SaaS company Mintoak, enabling merchants while accelerating stage startups seek flexible the acquisition of Dubai-based ICC growth in regions across the is increasingly being deployed financing options that Loyalty. The transaction marks a Middle East, Africa, and Asia. for larger strategic objectives, complement equity funding. a significant milestone for India's Following the acquisition, including mergers and Venture debt providers are also startup ecosystem, highlighting the Mintoak's operational reach is acquisitions, international becoming more comfortable growing role of venture debt in expected to extend to nearly 20 expansion, and business supporting complex transactions supporting strategic acquisitions and countries, creating new consolidation. As Indian startups involving overseas acquisitions, maturity of India's startup and international expansion. opportunities for partnerships with global financial institutions. The deal is particularly noteworthy because it was financed through venture debt rather than equity funding. Traditionally, startups seeking acquisitions or expansion capital have relied on equity investments, often resulting in ownership dilution for founders and existing shareholders. Venture debt provides an alternative financing route, allowing companies to access growth capital while preserving equity and maintaining greater control over strategic decision-making. For BlackSoil, the transaction demonstrates the evolving nature of venture debt in India. What capital strategy. Industry experts believe this trend will continue as more late-stage startups seek flexible financing options that complement equity funding. Venture debt providers are also becoming more comfortable supporting complex transactions involving overseas acquisitions, reflecting the increasing maturity of India's startup and fintech ecosystem.

Mintoak, a leading merchant engagement and payments platform, works closely with banks and financial institutions to help small and medium-sized businesses adopt digital payment solutions. Through its technology, merchants can access value-added services such as loyalty programs, customer engagement tools, rewards management, and business analytics. The acquisition of ICC Loyalty strengthens Mintoak's product suite and significantly expands its global footprint.

Dubai-based ICC Loyalty specializes in loyalty and rewards technology solutions and has built a strong presence across multiple international markets. By integrating

BlackSoil

Union Cabinet Approves ₹23,731 Crore GOBARdhan Bioenergy Scheme

In a major push toward sustainable energy, waste management, and rural economic development, the Union Cabinet has approved the GOBARdhan (Galvanizing Organic Bio-Agro Resources Dhan) Bioenergy Scheme with a total outlay of ₹23,731 crore. The ambitious national initiative aims to significantly expand India's capacity for producing Compressed Biogas (CBG) while promoting scientific processing of agricultural residues, cattle dung, municipal organic waste, and other biodegradable materials.

The scheme aligns with India's broader objectives of achieving energy security, reducing dependence on fossil fuel imports, and transitioning toward a circular economy. By converting organic waste into valuable energy resources, the government seeks to address multiple challenges simultaneously, including waste disposal, environmental pollution, greenhouse gas emissions, and rural income generation.

Compressed Biogas has emerged as a promising alternative fuel that can be used in transportation, industrial applications, and household energy needs. Similar in quality to conventional natural gas, CBG can be integrated into existing gas infrastructure while offering substantial environmental benefits. The approved scheme is expected to accelerate the establishment of bioenergy plants across the country, enabling large-scale production and distribution of renewable gas.

One of the key objectives of the GOBARdhan initiative is the effective management of agricultural and organic waste. Every year, India generates millions of tonnes of crop residue and biodegradable waste, much of which remains underutilized or is disposed of through environmentally harmful methods such as open burning. Crop residue burning, particularly in northern states, contributes significantly to air pollution and environmental degradation. The new scheme seeks to create economic value from such waste by channeling it into bioenergy production.

The program is also expected to generate substantial opportunities for farmers and rural entrepreneurs. By creating organized supply chains for biomass collection and processing, farmers can earn additional income from agricultural residues and animal waste that previously had limited commercial value. This could strengthen rural livelihoods while encouraging sustainable farming practices.



Beyond rural benefits, the initiative supports India's clean energy ambitions by expanding the renewable energy mix. Increased domestic production of biogas can reduce dependence on imported liquefied natural gas and other fossil fuels, helping improve the country's energy resilience. The move also complements national targets related to climate action and carbon emission reduction.

Industry stakeholders have welcomed the scheme, viewing it as a catalyst for investment in bioenergy infrastructure, waste-to-energy technologies, and green innovation. The large financial commitment from the government is expected to attract participation from private enterprises, startups, technology providers, and infrastructure developers. This could stimulate innovation across areas such as feedstock management, biogas purification, biofertilizer production, and decentralized energy systems.

The scheme is expected to create thousands of jobs across the value chain, including waste collection, logistics, plant operations, engineering services, equipment manufacturing, and maintenance. As bioenergy facilities expand into smaller towns and rural regions, local economies could benefit from new employment and business opportunities. Environmental gains are another significant aspect of the initiative. Scientific processing of organic waste can reduce methane emissions from unmanaged decomposition while producing clean fuel and nutrient-rich organic fertilizers. This contributes to improved soil health, reduced pollution, and more sustainable agricultural ecosystems.



ITR Deadline Reminder for Presumptive Taxpayers & Micro Business Owners

The Income Tax Department has reiterated that August 31, 2026 is the deadline for filing Income Tax Returns (ITRs) for eligible self-employed professionals, freelancers, consultants, and small business owners who opt for the presumptive taxation schemes under Sections 44AD and 44ADA of the Income Tax Act. The reminder is aimed at ensuring timely compliance among millions of micro and small taxpayers who benefit from simplified tax reporting.

Under the presumptive taxation framework, businesses and professionals can declare income at a prescribed percentage of their gross receipts or turnover, reducing the need for detailed bookkeeping and tax audits. Section 44AD generally applies to eligible small businesses, while Section 44ADA is designed for specified professionals such as doctors, lawyers, architects, accountants, and consultants.

Tax authorities have advised taxpayers to verify income details, reconcile bank transactions, and ensure that all applicable deductions and disclosures are accurately reflected before filing. Delayed filing may attract penalties, interest on unpaid taxes, and restrictions on carrying forward certain losses.

The department is also encouraging taxpayers to use digital filing tools and pre-filled return forms available on the income tax portal to streamline the process. With the deadline approaching, tax experts recommend avoiding last-minute submissions to prevent technical issues and ensure smooth compliance.



SIDBI Fund of Funds for Startups (FFS) Increases Commitment to Clean Energy Funds

SIDBI's increased commitment to clean energy-focused venture funds is expected to unlock greater funding opportunities for startups in EV infrastructure, battery innovation, renewable energy, and circular economy solutions, strengthening India's position as a leading hub for climate-tech entrepreneurship and sustainable innovation.

The Small Industries Development Bank of India (SIDBI), through its flagship Fund of Funds for Startups (FFS) initiative, is increasing its focus on clean energy and climate-tech investments by allocating larger commitments to sector-focused venture capital funds. The move reflects India's growing emphasis on sustainable development, energy security, and green industrial growth while creating new opportunities for startups operating in emerging clean technology segments.

The Fund of Funds for Startups was established to catalyze venture capital investments across India's startup ecosystem by investing in SEBI-registered Alternative Investment Funds (AIFs), which in turn deploy capital into promising startups. Over the years, the program has played a significant role in strengthening India's innovation landscape by supporting funds that invest in technology, healthcare, fintech, agritech, deep-tech, and manufacturing ventures.

With climate change and energy transition becoming national priorities, SIDBI is now directing greater attention toward venture funds focused on electric mobility, advanced battery technologies, renewable energy solutions, energy storage systems, carbon reduction technologies, and circular economy innovations. Industry experts view this shift as a timely response to India's ambitious sustainability goals, including achieving net-zero emissions by 2070 and expanding renewable energy capacity significantly over the coming decades.

A major area of interest is electric vehicle (EV) infrastructure. While EV adoption is accelerating across passenger vehicles, two-wheelers, commercial fleets, and public transport, infrastructure gaps remain a challenge. Startups building charging networks, battery-swapping ecosystems, fleet management platforms, and smart energy solutions are expected to benefit from increased venture capital availability. SIDBI-backed funds can provide these companies with the long-term growth capital required to scale operations and expand nationwide. Battery technology is another strategic focus area. India currently relies heavily on imported battery components and raw materials.

Startups developing next-generation battery chemistry, battery recycling technologies, energy storage innovations, and indigenous manufacturing solutions are attracting growing investor interest. Enhanced FFS commitments can help accelerate commercialization of such technologies and support India's efforts to build a self-reliant clean energy supply chain.

The circular economy segment is also gaining momentum. Startups working on waste management, resource recovery, recycling, sustainable materials, and industrial decarbonization are increasingly seen as key contributors to both environmental sustainability and economic growth. By supporting venture funds specializing in these areas, SIDBI aims to foster scalable businesses that address critical environmental challenges while creating employment and investment opportunities.

The increased focus on clean energy aligns with several government initiatives, including the National Green Hydrogen Mission, Production Linked Incentive (PLI) schemes for advanced chemistry cells, EV promotion programs, and renewable energy expansion targets. Venture capital support complements these policy measures by enabling innovative startups to develop commercially viable solutions and attract follow-on investments from institutional and global investors.

For startup founders, the development signals stronger access to growth capital in climate-focused sectors that often require longer development cycles and higher upfront investments compared to traditional digital businesses. It also demonstrates growing confidence among policymakers and investors that clean technology innovation will become a major driver of India's next phase of economic growth.

U.S. Federal Reserve Signals Data-Driven Rate Outlook Ahead of Q3



The Federal Reserve's cautious, data-driven outlook and moderating inflation trends have strengthened global investor confidence. A stable interest-rate environment could revive venture capital activity, increase investment flows into emerging markets, and create better fundraising opportunities for Indian startups and high-growth technology companies.

The U.S. Federal Reserve's data-driven stance and signs of stabilizing inflation have boosted investor confidence worldwide. Expectations of a more stable interest-rate environment are improving global market sentiment and encouraging capital flows into emerging economies. For Indian startups, this could translate into stronger venture funding activity, improved valuations, and enhanced fundraising opportunities.

The U.S. Federal Reserve's latest policy commentary has reinforced a data-driven approach to future interest rate decisions, signaling that policymakers will continue to closely monitor inflation, employment, and broader economic indicators before making any adjustments. The announcement has been closely watched by investors worldwide, as Federal Reserve policy remains one of the most influential drivers of global capital flows, financial market sentiment, and venture investment activity.

Recent economic data from the United States suggests that inflationary pressures have begun to moderate compared to the highs experienced over the past few years. While inflation remains above the Federal Reserve's long-term target, the pace of price increases has shown signs of stabilization. At the same time, the U.S. labor market continues to demonstrate resilience, with unemployment levels remaining relatively low and consumer spending holding steady. These mixed signals have prompted the Federal Reserve to maintain a cautious stance rather than commit to an immediate shift in monetary policy.

Global equity markets responded

positively to the central bank's remarks, interpreting them as an indication that the aggressive rate-hiking cycle may be nearing its conclusion. Investors increasingly believe that a stable interest rate environment could improve financing conditions and support economic growth across major markets. Bond yields also experienced moderate movements as traders adjusted expectations regarding the timing and scale of potential future rate cuts.

The implications extend well beyond the United States. Emerging markets, including India, Southeast Asia, Latin America, and parts of Africa, often experience increased investor interest when U.S. interest rates stabilize. Lower volatility in developed markets can encourage global investors to seek higher-growth opportunities in emerging economies, leading to stronger capital inflows into startups, technology companies, and venture capital funds.

For the startup ecosystem, the Federal Reserve's outlook is particularly significant. Venture capital funding globally experienced a slowdown during periods of elevated interest rates, as

investors shifted capital toward safer fixed-income assets. A more predictable rate environment could improve risk appetite and support renewed investments in high-growth sectors such as artificial intelligence, fintech, climate technology, healthcare innovation, and enterprise software.

Indian startups stand to benefit from this trend as international investors continue to view the country as one of the world's fastest-growing digital economies. Stable global liquidity conditions could strengthen fundraising prospects for both early-stage and growth-stage ventures while supporting valuations that had come under pressure during tighter monetary conditions.



INTERNATIONAL

Global Semiconductor Supply Chains Shift Toward Assembly & Testing (OSAT) Expansion

The global semiconductor industry is entering a new phase of supply chain diversification as leading chipmakers accelerate investments in Outsourced Semiconductor Assembly and Test (OSAT) facilities across South Asia and other emerging manufacturing hubs. Recent announcements from major international semiconductor companies highlight plans for new joint ventures, strategic partnerships, and facility expansions aimed at reducing dependence on a limited number of manufacturing regions and improving supply chain resilience.

The move comes in response to lessons learned from recent global disruptions, including pandemic-related shutdowns, geopolitical tensions, trade restrictions, and logistics bottlenecks that exposed vulnerabilities in the highly concentrated semiconductor ecosystem. For decades, a significant portion of chip packaging, assembly, and testing activities has been concentrated in a handful of countries. While this model delivered efficiency and scale, it also created risks when production or transportation networks were disrupted.

OSAT companies play a critical role in the semiconductor value chain. Once semiconductor wafers are fabricated, they must undergo packaging, assembly, and testing before they can be integrated into electronic devices. These processes ensure chips meet performance, reliability, and quality standards required by industries ranging from consumer electronics and telecommunications to automotive manufacturing and artificial intelligence infrastructure.

As global demand for semiconductors continues to rise, chipmakers are increasingly seeking geographically diversified manufacturing networks. South Asia has emerged as an attractive destination due to its growing industrial infrastructure, skilled engineering talent, favorable government policies, and expanding electronics manufacturing ecosystem. Several countries in the region are offering incentives, tax benefits, and infrastructure support to attract semiconductor investments.

Industry analysts believe the next wave of semiconductor growth will not be limited to wafer fabrication plants alone. Packaging technologies are becoming increasingly sophisticated, especially with the rise of advanced AI processors, high-performance computing systems, electric vehicles, and next-generation communication devices. Advanced packaging and testing capabilities are now viewed as strategic assets that can significantly influence performance, energy efficiency, and production scalability.

Joint-venture models are gaining popularity because they allow international semiconductor leaders to collaborate with local manufacturing partners, reducing operational risks while accelerating facility development. Such partnerships also enable knowledge transfer, workforce development, and technology ecosystem growth in host countries. Governments across Asia are actively supporting these collaborations as part of broader ambitions to establish domestic semiconductor capabilities and reduce reliance on imports.

The expansion of OSAT facilities is expected to generate significant economic benefits. New investments typically create thousands of direct and indirect jobs across engineering, manufacturing, logistics, equipment maintenance, and supply chain management. They also stimulate growth in supporting industries such as specialty chemicals, precision manufacturing, automation systems, and industrial services.

For the broader technology sector, stronger assembly and testing infrastructure can shorten production cycles, improve supply reliability, and help manufacturers respond more effectively to fluctuating market demand. This is particularly important as industries worldwide increase investments in artificial intelligence, cloud computing, electric mobility, industrial automation, and connected devices.

India, Vietnam, Malaysia, and other emerging semiconductor destinations are expected to benefit substantially from these developments.



Inevitable AI Group Raises \$6M From Aleph to Launch AI-Native SaaS Companies



IAIG is an AI-native venture studio that partners with solo entrepreneurs to select, build, launch, and scale software companies for the age of artificial intelligence. The company identifies proven software markets and works alongside founders to develop AI-first products through a combination of venture-building infrastructure, operational expertise, and AI-driven execution. Based in Israel, IAIG's mission is to enable a new generation of entrepreneurs to create software companies that are faster to build, more efficient to operate, and better aligned with the opportunities created by advances in artificial intelligence.

Inevitable AI Group (IAIG) raised \$6 million in pre-seed funding led by Aleph to build and launch AI-native software startups through its venture studio model. Founded by industry veterans Nimrod Lehavi and Ofer Bar-Or, IAIG has already launched five ventures and aims to create dozens more, leveraging AI to accelerate product development, reduce costs, and scale businesses rapidly.

Inevitable AI Group (IAIG), an AI-native venture studio founded by veteran technology entrepreneurs, today announced a \$6 million pre-seed funding round led by Aleph. The company is building and launching dozens of AI-native software businesses designed to capitalize on the rapidly changing economics of software development.

Founded by Nimrod Lehavi and Ofer Bar-Or, IAIG was created around the thesis that advances in artificial intelligence are enabling small teams to build, launch, and scale software products faster and more efficiently than ever before.

Rather than building a single company, IAIG operates as a venture studio, partnering with entrepreneurs to launch AI-native products in a matter of weeks in identified and proven software markets and providing them with all of the tools to grow rapidly.

The process starts with meticulous selection, development, go-to-market execution, operations, and growth. By leveraging AI across the company-building process, IAIG achieves feature parity with established software products in weeks while dramatically reducing operating costs. Since launching in January, IAIG has already created and launched five ventures and expects to launch dozens more by year-end. The company focuses on post market fit proven software categories with established demand and opportunities where AI can significantly improve

efficiency, accessibility, or pricing.

"We believe AI is changing the foundations of how software businesses are built, marketed, grow and exit," said Nimrod Lehavi, founder and CEO of IAIG. "Many of today's software companies were designed for a different technological era. We see an opportunity to build a new generation of companies that can move faster, operate more efficiently, and deliver greater value to customers."

Established software companies often face challenges adapting to AI due to legacy technology, complex architectures, and slower operating models. AI-native companies, by contrast, can automate large portions of development and operations while serving customers with significantly smaller teams.

"SaaS isn't dying, it's being reinvented," said Eden Shochat, Equal Partner at Aleph. "AI gives customers the ability to create tools tailored to their needs on demand. We backed IAIG because the team understands that the winners of this transition will be those building entirely new categories of software."

Lehavi previously founded, managed and sold Simplex to Nuvei for 300MM, while Bar-Or brings more than 30 years of entrepreneurial experience spanning telecommunications, semiconductors, internet infrastructure, machine learning, and deep technology. A graduate of Israel's Talpiot program, Bar-Or also spent seven years in the Israeli space program.

PhonePe Launches Daily Savings & Fixed Deposit Products

Fintech giant PhonePe has expanded its wealth-management offerings by launching fixed deposit (FD) distribution and daily recurring savings products through partnerships with regulated banking institutions, including Shivalik Small Finance Bank. The initiative aims to make formal savings and investment products more accessible to millions of digital users across India.

The new offerings allow users to invest in fixed deposits directly through the PhonePe app, providing a seamless digital experience without visiting a bank branch. The daily savings feature is designed to encourage disciplined financial habits by enabling small, automated deposits that accumulate over time. The move reflects the growing convergence of fintech and traditional banking, where digital platforms are increasingly acting as distribution channels for regulated financial products. By simplifying access to savings instruments, PhonePe seeks to deepen customer engagement while supporting financial inclusion.



Snapdeal Deploys Conversational & Image-Based AI Shopping Suite

Snapdeal has introduced a new AI-powered shopping suite designed to transform how consumers discover and purchase products on its e-commerce platform. The integrated solution combines conversational search, image-based product discovery, and personalized recommendation capabilities, making online shopping more intuitive, interactive, and efficient for users.

The conversational AI feature allows shoppers to search for products using natural language rather than relying solely on keywords. Customers can describe what they are looking for in everyday terms, such as preferred styles, budgets, colors, or specific use cases, and the platform generates relevant product suggestions. This approach aims to reduce search friction and improve product discovery, particularly for users who may not know exact product names or specifications.

Alongside conversational search, Snapdeal has launched visual product discovery tools that enable users to upload images or screenshots to find similar products available on the platform. This functionality addresses a growing consumer preference for visual shopping experiences, where users often discover products through social media, digital content, or photographs rather than traditional text searches.

The AI suite also incorporates advanced recommendation engines that analyze user behavior, browsing patterns, purchase history, and product preferences to deliver more relevant suggestions. Personalized recommendations can help shoppers find products faster while increasing engagement

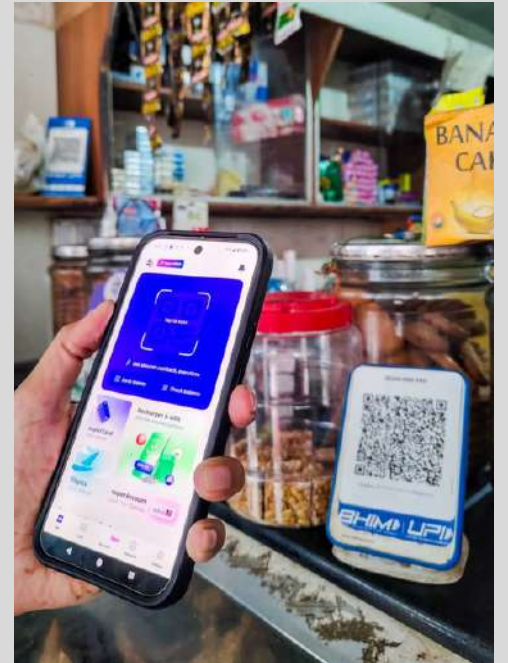
and conversion rates for sellers.

The deployment reflects a broader trend across the global e-commerce industry, where artificial intelligence is increasingly becoming central to customer experience strategies. Retailers are leveraging AI technologies to improve search accuracy, reduce product discovery time, and provide highly customized shopping journeys. As competition intensifies in digital commerce, platforms that offer seamless and intelligent shopping experiences are expected to gain a significant advantage.

For sellers and brands on Snapdeal, the new AI capabilities could improve product visibility and customer matching, potentially leading to higher sales and better customer satisfaction. Enhanced discovery tools may also benefit small and medium-sized merchants by helping their products reach more relevant audiences.



Super.money Launches 'splitStore' Checkout Credit Platform



UPI-focused fintech platform Super.money has launched splitStore, a new checkout credit solution that enables consumers to split purchases into interest-free installments through partnerships with regulated banking institutions. The offering is designed to make digital payments more flexible while maintaining a seamless checkout experience for users.

With splitStore, customers can convert eligible purchases into smaller, manageable payments directly at checkout without relying on traditional credit cards. The platform leverages banking partnerships to ensure compliance with regulatory requirements while providing instant credit assessment and approval.

The launch reflects the growing popularity of embedded finance and Buy Now, Pay Later (BNPL)-style solutions in India's rapidly expanding digital payments ecosystem. As online and offline merchants seek higher conversion rates, flexible payment options are becoming an important customer acquisition and retention tool.

For consumers, the product offers greater affordability and spending flexibility, particularly for higher-value purchases.

Startup Takeaway: Embedded credit and installment-payment solutions continue to create opportunities for fintech startups focused on digital lending, checkout financing, consumer credit infrastructure, and merchant payment innovation.

SPORTS

Cricket & Digital Gaming Platforms Leverage AI for Real-Time Fan Engagement



The convergence of sports, gaming, and artificial intelligence is creating significant opportunities for startups specializing in predictive analytics, fan engagement platforms, conversational AI, data visualization, multilingual content generation, and sports intelligence solutions. As digital sports consumption continues to grow, AI-powered engagement tools are expected to become a core pillar of the sports-tech ecosystem.

India's rapidly growing sports-tech and digital gaming ecosystem is witnessing a major transformation as cricket-focused platforms, fantasy sports operators, and gaming companies increasingly deploy artificial intelligence to enhance real-time fan engagement. Ahead of upcoming multi-format bilateral cricket series, several platforms are rolling out AI-powered predictive engines, localized content feeds, and interactive experiences designed to keep fans engaged throughout every stage of a match.

The integration of AI reflects a broader shift in how sports audiences consume content. Modern fans expect more than just live scores and match updates. They seek personalized insights, predictive analytics, player performance forecasts, and interactive experiences that make them feel actively involved in the game. To meet these expectations, gaming and fantasy sports companies are investing heavily in machine learning, data analytics, and generative AI technologies.

One of the most significant developments is the introduction of real-time predictive AI engines. These systems analyze vast amounts of historical and live-match data, including player statistics, pitch conditions, weather patterns, team combinations, and recent performance trends. Based on these inputs, AI models generate predictions such as likely match winners, projected scores, key player performances, and game-changing moments. Such insights add an additional layer of engagement for fantasy sports users and cricket enthusiasts.

Localized content is another major focus area. India's diverse linguistic and regional audience has created demand for sports content in multiple languages. AI-powered content engines can now automatically generate match summaries, player insights, notifications, and commentary snippets tailored to regional

preferences. This enables platforms to deliver highly personalized experiences to users across different states and demographics.

Fantasy sports platforms are particularly benefiting from AI adoption. Intelligent recommendation systems help users build optimized fantasy teams by analyzing player form, venue records, injury updates, and opposition strengths. These tools simplify decision-making while improving user participation and retention. For new users, AI-driven onboarding experiences can provide personalized guidance and gameplay suggestions.

Digital gaming companies are also incorporating conversational AI and interactive chat experiences. Fans can ask questions about player statistics, team records, match scenarios, and fantasy team strategies through AI-powered assistants. These features create deeper engagement while reducing dependence on manual customer support.

The growing adoption of AI comes at a time when India's sports economy is expanding rapidly. Rising franchise valuations, increased digital viewership, growing smartphone penetration, and higher spending on sports entertainment are encouraging technology investments across the ecosystem. Sports leagues, broadcasters, gaming operators, and sponsors are all exploring AI-driven solutions to strengthen fan loyalty and maximize audience engagement.

Industry experts believe that future innovations could include real-time personalized broadcasts, augmented reality experiences, predictive highlights, and hyper-customized fan journeys powered by advanced AI models.

Deep-Tech Startup Consint.AI Raises ₹22 Crore Series A



Rising cyber threats and digital transaction volumes are driving strong demand for AI-powered risk management solutions. Consint.AI’s successful Series A round highlights growing investor confidence in deep-tech startups building enterprise-grade artificial intelligence products for global financial institutions.

Indian deep-tech startup Consint.AI has raised ₹22 crore in a Series A funding round led by BIG Global Investment and Equanimity Ventures, marking a significant milestone in the company’s growth journey. The fresh capital will be used to expand its AI-powered fraud detection and risk intelligence platform, strengthen product development, and accelerate its global market presence across banking, insurance, and financial services sectors. Founded with a mission to modernize risk management through artificial intelligence, Consint.AI develops advanced solutions that help financial institutions identify fraudulent activities, detect anomalies, automate compliance monitoring, and improve decision-making. The platform leverages machine learning, predictive analytics, and real-time data processing to analyze large volumes of transactions and customer interactions, enabling organizations to respond to threats more efficiently. As digital transactions continue to surge worldwide, financial institutions face increasing challenges related to cyber fraud, identity theft, money laundering, and regulatory compliance. Traditional rule-based monitoring systems often struggle to detect sophisticated fraud patterns in real time. Consint.AI addresses this challenge by deploying intelligent AI models capable of continuously learning from evolving fraud behaviors and emerging risks.

The newly raised funds will support the company’s efforts to scale its technology infrastructure, enhance product capabilities, and expand its workforce across engineering, data science, and customer success functions. Consint.AI also plans to strengthen its presence in international markets where demand for AI-driven risk management solutions is rising rapidly. Investors believe the company is well-positioned to capitalize on the growing adoption of artificial intelligence in financial services. Global banks and insurance providers are increasingly investing in advanced analytics platforms to improve operational efficiency, reduce losses, and comply with increasingly complex regulatory requirements. The funding round reflects a broader trend of growing investor interest in deep-tech startups solving enterprise-grade challenges through AI and automation. Unlike consumer-focused applications, enterprise AI platforms often benefit from recurring revenue models, high customer retention, and strong long-term scalability. With digital financial ecosystems becoming more interconnected, demand for intelligent fraud prevention and risk management tools is expected to grow significantly in the coming years.

Key Highlights

- Consint.AI raised ₹22 crore in Series A funding led by BIG Global Investment and Equanimity Ventures.
- The startup provides AI-powered fraud detection and risk intelligence solutions for banks and insurance companies.
- Funding will support product development, technology expansion, and global market growth.
- The platform uses machine learning, predictive analytics, and real-time monitoring to detect financial fraud and risks.
- Rising digital transactions are increasing demand for advanced fraud prevention tools.
- Financial institutions are adopting AI to improve compliance, security, and operational efficiency.