# MG Motor India selects Voxomos Conversational AI platform for innovation grant

*Move further accelerates the smart mobility ecosystem*

**Gurugram, May 13, 2020:** Underlining its commitment to supporting start-ups as part of its mission of fostering innovation in the automotive space, MG Motor India today announced that it has selected Voxomos as the third startup under the 'MG Developer Program & Grant'. Voxomos' Conversational AI platform sets itself apart with its range of voice and language solutions, and can potentially enable a host of voice-related capabilities for MG Motor in India. The futuristic technology that majors on voice finds relevance both in the field of connected cars and at various back-end processes at MG Motor India.

Speaking on the announcement, **Gaurav Gupta, Chief Commercial Officer, MG Motor India,** said, "The overarching goal of the MG Developer Program & Grant is to further accelerate the smart mobility ecosystem. Voice will be the next revolution in the automotive sector as it will change the whole paradigm of the user interface in vehicles. MG HECTOR, which is India's first internet car, is already equipped with voice technology and we are further going to build on our technological capacities. We are delighted to select and support Voxomos, which will enhance our focus on voice interaction - simplifying and streamlining our day-to-day internal processes at MG. We are constantly looking at finding more promising startups in this space as part of our core focus on innovation and technology."

Voxomos suite comprises Neural Text-to-Speech (Indian Languages and Accents), Speech-to-Text (Dynamic Multilingual Phrase Recognition), Voice Biometrics as well as Natural Language Understanding and Conversational AI.

Visibly delighted by the announcement, Voxomos CEO Sandeep Kumar, an alumnus of IIT-Kanpur, technologist and AI evangelist, said, "We are thrilled to be selected by MG Motor India, a leader in innovation in the automobile sector. Our speech technologies are built from scratch in India and tailored for the Indian context. Our partnership with MG will help us showcase the new technological wave of going beyond touch interfaces to contactless and more intuitive solutions integrating voice. We are grateful to MG Motor India for reposing faith in Voxomos' capabilities"

The MG Developer Program had received a total of 300 entries in its first round, out of which 60 were shortlisted for mentorship with MG's channel partners. The program has been launched in association with Adobe, Cognizant, SAP, Airtel, TomTom, and Unlimit, with TiE Delhi-NCR as the ecosystem partner, the MG Developer Program & Grant is aimed at providing support to innovative concepts in the automotive space.

The carmaker had already selected EV start-up Driftly and Innvolution, a player in the field of ventilators, as part of the MG Developer Program & Grant.

### About MG Motor India

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by many celebrities, including the British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic and innovative brand over the last 96 years. MG Motor India has its car manufacturing plant at Halol in Gujarat.

### About Voxomos

Founded by IIT graduates, and advised by IIM/Wharton alumni, Voxomos is leading a revolution towards the next generation user-experience and modified businesses in a smart world. Its goal is to transform consumer experience and businesses through intelligent solutions based on modern machine learning and signal processing techniques. A "Smart" world solution is one which is more human friendly, environment friendly and makes innovative use of technology.

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