Infosys Limited
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So let me share a few things in the next 10 minutes, particularly around what is driving AI demand in the communications, media and the tech business. And what is the value that we are seeing when we work with our clients on AI. And I will also give you one concrete example where we have delivered AI at scale. AI is no more an experimentation with many of the telecom, media and the tech companies. They are looking at making AI a core operating model on which they want to drive customer experience, engineering and network resilience, as well as operational efficiency.

So the communications, media and the tech business spans across the semiconductor companies, the OEM platforms, to the hyperscalers and the media and entertainment companies. There are 6 defining themes that are driving the demand for AI. First is if you look at the telecom companies, they are facing a huge growth challenge. There are only so many consumers to buy mobiles and each consumer can only buy so many mobiles. Then if you look at the B2B business, which has traditionally been a challenge for the telecom companies, it is not growing at a good rate for them. So with the B2B and B2C growth issues, AI is giving them a breather.

Now companies are reimagining their customer journeys using AI. And on the B2B, they are rethinking how should they go to market. In one particular case, we have done a joint venture with an Australian company called Telstra, where we own the majority stake and we will jointly be responsible for taking the B2B non-connectivity solutions to the Australian market. And we are engaged with a variety of our telco clients doing a lot of B2B and B2C work. Sovereign and sovereign cloud is a big opportunity for the telecom companies.

Now outside of U.S., every country is really looking at telecom companies to provide for the AI infrastructure, to provide for data residency, to provide for cyber resilience and to be able to operate, within the country, the required AI apparatus to keep the businesses going. So that is a big opportunity.

Third one is around the productivity expectations. They have to bring down their unit costs. And the huge challenge for them is the traditional productivity factors are not enough. So they are looking at step change in productivity improvements. And again, here, AI is a huge factor. On the other side, if you look at the tech and the media side, we are all seeing the huge spending surge that is going on with AI in terms of expanding the AI farm. But the issue has been that most of the AI is actually sold within the tech companies in terms of model building, model training and is not really getting diffused to other verticals or other industries.

So, the opportunity for Infosys is actually to bring our domain knowledge across the different industries and really work with the tech companies and make sure that we are able to take the

products and services and actually do the implementations. So this is one reason why many of the tech companies want to work with Infosys because of our native understanding of many of these industries.

And finally, there is a huge race across the tech companies towards gaining AI market share, and that is opening up a lot of opportunities for us in terms of working with them on the engineering spend as well as in enabling them in terms of creating new channels, either on the sales or on the partner side.

To participate in the AI opportunity, two things are very important. One is trust with the clients and second is the scale. So if you look at the telecom, media and the tech business today, it is a very concentrated segment where there are very few big companies and then a long tail of small companies. So we have deliberately developed a long-standing relationship with some of the leaders in this industry. And that is evidenced by the fact that almost 60% plus of our revenues come from the top 15 clients.

Now what it means is these are the clients with whom we have the level of trust and advocacy to work with them on their AI road map. And with each of these clients, we actually are engaged in one or more of these opportunities today. So where we see, again, AI getting deployed and value getting created, three broad areas. First is customer experience. Now Nandan touched upon it, talking about customer reimagination of processes. It starts with that, whether it is a B2B or a B2C. And how do we rethink the process in an agentic world and how do we improve the customer satisfaction and customer retention. So that is a big opportunity.

But along with that, it is not as simple as that because you have a lot of legacy tech in many of these companies. Many of these tech gear there is end of life or end of support. So there is a big question about, are we going to buy new platforms? Or are we going to just build the platforms? And the obvious answer now seems to be going towards building platforms in an agentic AI framework. And that gives companies like us a huge opportunity. And we are seeing an additional improvement or an incremental of about 30% on the Net Promoter Score in many cases.

So when it comes to network resilience or engineering reliability, so we have a solution framework called Infosys Smart Network Assurance, which is today part of the Topaz suite of products. Using this, working across many telcos globally, we have been able to improve the network resilience and bring down outages significantly. Now as far as the operations are concerned, it is about really applying Agentic AI in a way where we are working on a human plus agent model to drive the unit economics and be more efficient for our customers.

So let me talk about one particular example where we have really scaled AI across a large enterprise. So Liberty Global is a leading broadband and mobile , fixed/mobile broadband communications

company based in Europe. They operate across many European countries and with about 10 million subscribers subscribing to their entertainment and connectivity platform.

Infosys today owns and operates the entire stack of hardware, software and services for Liberty Global. And this engagement is built on a per subscriber basis. The fee is based on per subscriber. So as the subscriber count changes, Infosys fee also changes. So what we have been able to do in a situation like this is using the Agentic AI framework, unlock value in the software stack, which is something that traditionally has not been done by many of the service companies.

So when we took over this undertaking of completely owning a 10 million subscriber platform, which is a highly critical platform, the big question was how are we going to deal with hardware and software, but that is what is giving us the biggest opportunity to unlock savings today. Now also applying a very unified Agentic AI thinking for the entire platform, we have been able to improve customer experience.

In one case, for example, where if you imagine a customer at home who has an option to use an Apple remote or some other device to interact with the TV, we are giving better features or richer features using the entertainment platform at Liberty through our Agentic AI framework, where through a natural language, the subscriber can speak to the television and get the shows he wants instead of doing a search with a clunky device. Now this improves engagement of the subscriber to Liberty as a brand as against going via some other brand.

Similarly, we have improved network resilience in this company, and you can see the metrics out there and as well as many of the other important critical elements like improving their own employee experience by bringing Agentic AI.

Thank you very much