

AiVANTA: Revolutionizing Personalized Communication with AI

AiVANTA is transforming customer engagement by making hyper-personalized video communication affordable and scalable. With a presence in Mumbai and Dubai, we serve top-tier clients across the UAE and India in banking, insurance, healthcare, real estate, and telecom. Our AI-driven approach ensures organizations can connect with customers in a deeply personalized yet cost-effective manner.

Who We Work With

Our clients include leading names such as:

- **Banking & Financial Services:** ICICI Bank (India), Emirates NBD (Dubai), Tata Mutual Funds (India)
- **Insurance:** Bajaj Allianz (India), Canara HSBC (Dubai)
- **Healthcare:** Aster Healthcare (Dubai)
- **Telecom:** Tata Teleservices (India)
- **Real Estate & More:** Tailored solutions for customer lifecycle engagement

By integrating seamlessly with existing CRMs and data sources, AiVANTA enables businesses to deliver dynamic, AI-personalized video messaging that enhances customer engagement, boosts conversions, and drives ROI.

Key Benefits & Business Impact

AiVANTA delivers measurable improvements across customer engagement and communication:

- **Higher Conversions:** Up to 30% increase in lead conversions through hyper-personalized AI-driven video content.
- **Enhanced Engagement:** Clients experience a 20% improvement in app engagement and customer stickiness.
- **Cost Efficiency:** Reduces video communication costs by up to 90%, making personalized video messaging as affordable as text communication.

Expanding in the Middle East: Multi-Lingual & Arabic Personalization

Recognizing the diverse linguistic landscape of the Middle East, AiVANTA is expanding its AI-powered multilingual capabilities, with a strong focus on Arabic personalization across regions and dialects. This ensures businesses can engage their audiences in their preferred language, fostering deeper connections and higher engagement rates.

The UAE and broader Middle East region host a diverse, multi-national population, requiring tailored communication solutions in multiple languages. AiVANTA's AI-driven platform enables businesses to deliver personalized messaging in Arabic, English, Hindi, Urdu, and other regional languages. By localizing content effectively, organizations can:

- Enhance customer trust and loyalty through culturally relevant messaging.
- Improve accessibility for expatriates and local communities alike.
- Streamline communication strategies for businesses operating across multiple markets in the region.

Our expanded capabilities ensure that businesses in sectors like banking, insurance, healthcare, and telecom can connect meaningfully with customers from varied linguistic and cultural backgrounds, driving superior engagement and retention.

Data Privacy & Secure Deployment

Understanding the critical importance of data privacy, AiVANTA ensures that all its Middle East deployments are securely hosted within the region, adhering to stringent data protection regulations. Our platform offers enterprise-grade security, ensuring customer data remains protected while delivering impactful communication at scale.

With AiVANTA, businesses can elevate their communication strategies, delivering impactful, cost-effective, and hyper-personalized customer engagement experiences.

Core Team Expertise:

- **Rupak Shah** brings a wealth of experience in **video production and AI**, having produced a significant number of videos with substantial viewership and using AI tools for content creation.
- **Karan Ahuja's media and digital content expertise**, coupled with his experience in **product development and content monetization**, is foundational for AIVANTA. His background with companies like **Hindustan Times, PVR, Shemaroo, and MX Player** equips him with the insights to develop a content automation platform that effectively meets market demands while securing a sustainable business model through strategic content monetization.
- **Rajat Tyagi's IT and technology leadership**, especially his roles as CTO and tech leader at **PVR, Times Group, and Bharti Airtel**, provides the technical backbone necessary for developing a robust, scalable SaaS platform.
- **Rajesh Grover**, with his **advertising and branding expertise** garnered from working with corporates like **JCB, Godrej, ICICI, Mahindra, TATA Capital, Asian Paints**, plays a critical role in positioning AIVANTA in the marketplace.