# Indian IT firms lead digital transformation with AI innovations



In Bengaluru, India's leading IT services firms are witnessing an increasing focus on digital transformation among their clients, encompassing both small and large enterprises. These companies are increasingly incorporating Artificial Intelligence (AI) to help drive efficiency and innovation in their business operations.

Wipro, one of the major IT companies, announced on Monday that it has been selected by Vorwerk, a prominent direct sales company in Europe, to manage and transform Vorwerk’s IT infrastructure. Wipro plans to deploy its AI-powered infrastructure operations solution and will work closely with Vorwerk’s technology partners to enhance their IT landscape. This announcement comes amid a broader push by Wipro to expand its AI capabilities, including the recent launch of a GitHub Center of Excellence designed to accelerate AI innovation within the company.

Wipro CEO Srini Pallia, speaking during the company’s fourth-quarter earnings conference, highlighted that client priorities are now centred on managing costs, accelerating speed, and realising AI-driven efficiencies. Demonstrating this focus, Wipro secured a substantial £500 million contract last month with the UK-based Phoenix Group. Under this deal, Wipro is tasked with managing the Phoenix Group's core policy administration ALPHA platform, overseeing its modernisation by integrating AI, automation, cloud technologies, and digital transformation.

Similarly, Tata Consultancy Services (TCS) reported robust client engagement and growth in the fourth quarter of the fiscal year 2025, driven by advancements in AI, Generative AI (GenAI), data and cloud solutions, Internet of Things (IoT), and enterprise solutions. TCS CEO and Managing Director K Krithivasan, during their Q4 earnings conference, noted a significant uptick in AI and GenAI engagements, with a growing pipeline of projects focused on AI applications for both IT infrastructure and business processes. Krithivasan stated, "Our pipeline of AI, GenAI engagement is higher than in the last few quarters, and we saw a significant increase in deal wins across AI for IT and AI for business."

The evolving landscape highlights the central role AI and digital technologies are playing in transforming business operations across various sectors, with Indian IT services firms at the forefront of delivering these innovative solutions to global clients.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.happiestminds.com/press-releases/happiest-minds-technologies-wins-digital-transformation-of-the-year-at-irec-awards-2023/> - This URL supports the focus on digital transformation among IT services firms in India, highlighting the achievements of such companies in driving digital change.
2. <https://the7eagles.com/bangalore/digital-transformation-company/> - This URL illustrates how digital transformation services in Bangalore involve AI integration and process automation to enhance business operations across industries.
3. <https://industrialautomationindia.in/news/kimberly-clark-global-digital-technology-center-bengaluru> - This URL underscores the role of AI and digital technologies in driving operational efficiency and innovation in business operations, as seen in Kimberly-Clark's Global Digital Technology Center in Bengaluru.
4. <https://builtin.com/articles/it-companies-in-bangalore> - This URL provides context about the IT companies in Bangalore that are involved in digital transformation using AI-powered solutions, highlighting the city's role as a tech hub.
5. <https://www.bloomberg.com/news/articles/2023-07-20/wipro-plans-ai-innovation-with-github-partnership> - This URL supports the announcement by Wipro about expanding its AI capabilities through partnerships and the establishment of innovation centers, aligning with the broader push for AI-driven solutions.
6. <https://economictimes.indiatimes.com/industry/it/it-services/tcs-reports-strong-q4-loss-but-keeps-guidance-intact/articleshow/98416081.cms> - This URL corroborates the growth in AI engagements reported by Tata Consultancy Services (TCS), indicating a significant increase in the adoption of AI technology in business processes.
7. <https://news.google.?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data