

India | Telco, media and technology

Axis My India empowers 1 million citizens



Client profile

Axis My India Limited, a leader in consumer intelligence, drives data-based decision-making and is renowned for its election polling accuracy of over 94%, earning recognition as a Harvard Business School case study. With a presence in 700+ districts, they engage 250 million Indian households through services like psephology and consumer research.

To address the growing demand for accessible information in the digital age, Axis My India partnered with us to develop a citizen-centric mobile app, consolidating updates on government initiatives, schemes, jobs, surveys, grievances and essential services.

We developed a multilingual superapp named “a” — powered by Google Cloud — integrating advanced GenAI capabilities for personalized user experiences and robust security for seamless functionality. The people empowerment platform supports real-time interactions in 13 languages and handles millions of users, enhancing accessibility to government services while ensuring scalability and reliability.



Our experience with NTT DATA has been exceptional. The centralized data platform seamlessly integrated data from diverse sources, providing a comprehensive solution. The analytics dashboard and machine learning models have proven invaluable, offering actionable insights for informed decision-making. We commend the NTT DATA team for a job well done!”

Girish Upadhyay, Chief Marketing Officer, Axis My India

1 m

citizens empowered

250 m

households enabled

13

languages supported

Business need

Develop a citizen-centric mobile app

Axis My India wanted their app to:

- **Aggregate information**
Developing a robust platform capable of seamlessly consolidating and unifying data from a wide range of diverse sources
- **Be future-ready**
Designing a scalable architecture that can not only handle current demands, but also accommodate future feature additions and enhancements
- **Handle high amounts of traffic**
Ensuring the platform maintains optimal performance and reliability even when accessed simultaneously by millions of users

Solution

Leveraging Google Cloud to build a multilingual superapp

NTT DATA collaborated with Axis My India to develop a multilingual superapp for Android and iOS, providing diverse services in multiple languages. Designed to support over 1.4 billion citizens, the app leverages Google Cloud's AI and machine learning for personalized user experiences based on behavior insights. The front end, built using Flutter, ensures cross-platform compatibility and faster development cycles, while the Node.js backend — containerized and hosted on Google Kubernetes Engine — offers scalability, reliability and efficient deployment.

The company collaborated with NTT DATA to develop the GenAI experiences integrated into its app and platform using Vertex AI. We used several AI-powered Google services — such as Speech-to-Text, Text-To-Speech, Cloud Translation and Natural Language — to incorporate voice inputs into workflows. About 13 Indian languages are supported by the platform and app thanks to these Google Cloud services. We expect to add more languages as the product develops, expanding its target market.

To ensure the app's scalability, security and seamless functionality, we implemented a tailored technology stack. Security was strengthened with Palo Alto Networks Next-Generation Firewalls for data flow protection and the Security Command Center for continuous monitoring. BigQuery and Dataflow enabled efficient data analysis and real-time integration, while Vertex AI supported personalized user experiences through advanced machine learning.

Vision AI and Document AI APIs simplified object detection, face recognition and document processing, enhancing usability. Looker provided data visualization through interactive dashboards, and Cloud Composer ensured smooth workflow automation. Together, these tools delivered a secure, efficient and user-friendly app.

Outcomes

A secure, efficient and user-friendly app

NTT DATA partnered with Axis My India to realize their vision of delivering a platform designed to empower millions of Indian citizens. Leveraging our deep understanding of user-centric design and large-scale solution delivery, we developed a platform that prioritizes accessibility and inclusivity, ensuring seamless functionality across diverse linguistic and regional contexts.

With our collaborative approach, we aligned with Axis My India's objectives, navigating challenges with agility and precision to meet the high expectations of scalability and resilience.

Highlights:

- **Empowering 1 million users**
Our solution is helping Axis My India reach its goal of transforming 1 million lives and paving the way for expansion into rural and regional markets, which encompass 65% of India's population
- **Enabling access to 250 million households**
Empowering 250 million households with seamless access to essential services and insights
- **Real-time interactions**
Enables seamless real-time interactions and two-way communication for users
- **Multilingual support**
Provides access to information in 13 languages, catering to citizens from diverse linguistic backgrounds

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