

TCPL scales citizen climate action with AI-powered solution



TATA CONSUMER PRODUCTS

Client profile

Tata Consumer Products Limited (TCPL), a leading FMCG company in India's food and beverage sector, manages several well-known brands for domestic and global markets. In a competitive industry where consumer trust, engagement and social impact define brand relevance, the company consistently invests in meaningful, large-scale initiatives that drive real, sustainable behavioral change.

TCPL had launched a nationwide sustainability campaign and needed a reliable way to validate participants' submissions. NTT DATA delivered an AI-powered verification platform, built on Google Cloud and integrated with WhatsApp, to authenticate photos, calculate environmental impact and provide real-time engagement



Managing thousands of climate-action submissions across India demanded a reliable system to validate user-generated content quickly and at scale. The solution ensured authenticity, enabled meaningful engagement, improved validation efficiency, and strengthened trust throughout the sustainability campaign, from start to finish.”

Puneet Das, President, Packaged Beverages and Organic India, Tata Consumer Products

200M+

audience reached
in 2 months

150K

visitors engaged on
JaagoRe website

30-40%

lower infrastructure costs
with Google Cloud Run

Business need

Empowering sustainability through AI verification

TCPL launched a nationwide sustainability campaign encouraging citizens to adopt simple, ecofriendly habits. As engagement surged, TCPL needed a way to validate the authenticity of thousands of user-submitted climate actions from across India. Traditional manual verification was not effective enough, and this risked undermining the initiative's credibility and momentum. The campaign's evolving scope also required a flexible, future-ready technology platform that could support new use cases without disrupting ongoing operations.

The business needed a technology platform that could automate verification, support high user volumes and ensure data privacy throughout the process. Their vision was to move beyond awareness and create a measurable impact model, one that could accurately calculate details like CO₂ or water savings for every action submitted and translate these into meaningful outcomes for the campaign.

NTT DATA helped make this vision a reality by building a secure, scalable AI platform on Google Cloud. The system used WhatsApp to interact with users, automatically validate images, and compute environmental savings using SME-defined formulas. With a combination of AI-powered verification, cloud scalability and user-friendly engagement, TCPL could validate climate actions with accuracy, speed and trust, supporting a truly nationwide movement.

Solution

AI-driven platform enables scalable climate action and engagement

TCPL collaborated with NTT DATA to modernize its climate action campaign through an AI-powered platform. Using Google Cloud, we developed a phased solution that automatically verified user-submitted climate-action photos, calculated environmental impact and delivered personalized results via WhatsApp.

NTT DATA brought deep expertise and a collaborative approach, working closely with TCPL to understand their campaign objectives and design a tailored platform aligned with their vision for nationwide citizen engagement.

The solution includes:

- **AI-powered image verification:** Automatically authenticates user-submitted photos, ensuring relevance and clarity while minimizing manual effort.
- **Real-time WhatsApp engagement:** Interacts with participants, asks follow-up questions and delivers personalized environmental impact results instantly.
- **Environmental impact calculation:** Uses SME-defined formulas to quantify CO₂ or water savings and convert them into tangible equivalents such as number of trees planted.
- **Scalable cloud architecture:** Google Cloud provides high availability and reliability, supporting large-scale participation and future expansion.
- **Secure data handling:** Ensures privacy and compliance through secure storage and controlled access to user data.

This comprehensive approach enabled TCPL to enhance citizen engagement, maintain trust and authenticity, and measure climate actions accurately at a national scale. By combining AI automation, cloud scalability and user-friendly interaction, NTT DATA empowered TCPL to turn ambitious sustainability goals into tangible, data-driven outcomes.

Outcomes

Verified actions, engaged citizens and scalable climate impact:

- Authentic, trustworthy climate action at scale:**
 NTT DATA built an intelligent system for verification that enables TCPL to validate thousands of citizen-submitted climate actions with accuracy and consistency, eliminating manual effort and ensuring credible contributions to the nationwide sustainability movement.
- Faster insights for impact measurement:**
 Automated CO₂ and water-saving calculations provide real-time visibility into participation trends, environmental savings and regional impact. Teams can make agile decisions and adjust outreach based on immediate, data-driven insights.
- Enhanced user engagement and experience:**
 WhatsApp-based interactions made participation intuitive and accessible. Personalized impact summaries and follow-up prompts strengthened user engagement and encouraged repeat submissions.
- Secure, compliant and reliable operations:**
 Built on Google Cloud, the platform ensures secure data handling, high availability and controlled access, reinforcing trust and compliance throughout the campaign.
- A future-ready platform for sustainability programs:**
 NTT DATA delivered a flexible, future-ready foundation that supports evolving campaign needs, from gamified engagement to advanced analytics, positioning TCPL for long-term sustainability innovation.

“

NTT DATA enabled TCPL to transform its climate action campaign into a data-driven, future-ready solution. Their team streamlined verification processes, optimized workflows and delivered actionable insights through AI-powered automation. With NTT DATA's platform, TCPL can engage users more effectively, measure environmental impact accurately, and make timely, informed decisions to enhance operational efficiency and campaign outcomes.”

Puneet Das, President, Packaged Beverages and Organic India, Tata Consumer Products

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