



KERALA IT NEWS

THE MONTHLY NEWSLETTER OF IT PARKS KERALA



WORLD TURNS TO KERALA AS NISSAN ENTERS IN STYLE WITH DIGITAL HUB

Touted as the next big thing in the IT sector of God's Own Country, the State government inked a deal with Nissan Motor Corporation to set up a digital hub at Technocity, Pallippuram in Thiruvananthapuram.

The ambitious deal which saw Pinarayi Vijayan, the Chief Minister of Kerala, playing a key proponent's role, was signed on June 29. The digital hub will be a research and development facility. Nissan's digital hub will function as the nerve centre of the company's research in electric and automated vehicles. The company will begin operations in a 25,000 sq. ft. space in Yamuna building at Technopark Phase III campus and other co-developer spaces.

Nissan will parallelly commence operations in the new building in Technocity which is nearing completion. The State Government will allot 30 acres of land in the first phase and another 40 acres in the second



phase to the Japanese carmaker. "The Government's vision of creating a hub of emerging technologies at Thiruvananthapuram is being realized at Knowledge City. With Nissan's strategic engagement, we are confident that we will be able to attract a host of other IT companies also to our state," said Hrishikesh Nair, CEO, IT Parks Kerala. Nissan chose Kerala to set up its digital innovation hub owing to multiple factors like talent pool in IT

and engineering; airport connectivity; cost effectiveness; quality of life; social amenities; lack of traffic problems; and based on the positive feedback from the successful IT companies at Technopark.

Nissan's digital innovation hub will host a team of engineers and scientists working to create innovations in automated and electronic vehicles space. On setting up operations, the company is expected to generate 3000 direct and multi-times indirect employment opportunities. This campus will be named as 'Nissan Knowledge City'.

The entry of Nissan to Kerala follows concerted efforts put in by the government to market Kerala as a global IT destination. A Hi-Power IT Committee was constituted by the government to develop Kerala as a digital state, bringing in big ticket companies and IT investments.



TRIASSIC SOLUTIONS, TAGRAIL TO PARTNER FOR AUTOMOTIVE DIGITAL RETAILING

Triassic Solutions, a Tech-park-based software and solutions company, has announced a partnership with California-based consumer experience startup TagRail Inc. for automotive retailing. The partnership will strengthen new research and development in the areas of Artificial Intelligence (AI), data mining and predictive marketing.

TagRail is at the forefront of the future of retailing that simplifies the car buying experience for customers in the US.

With a global clientele including leading firms in various industries and covering three continents, Triassic has won Deloitte Technology Awards – Fast 500 Asia-Pacific and Fast50 India – two consecutive years.



Get IT right

Triassic is also a Microsoft Silver Partner and a CDAC Technology Partner.

“Triassic Solutions has been our partner from the inception of TagRail and we believe that the new agreements would help us evolve our product offerings and take them to new geographies. As part of this understanding, we will have a new research and development team at Triassic focussed on the areas of artificial intelligence, data mining and predictive marketing,” said Kiran Karunakaran, CEO, TagRail Inc.

“With this partnership, we are venturing into the future of digital

retailing. We have gained immense experience working with TagRail domain experts and Triassic can start offering products and services in many new markets. Our initial area of focus would be the Middle East and then we plan to expand into the broader Asian and European markets,” said Aneesh Suhail, CTO, Triassic.

Founded 13 years ago, Triassic Solutions is a leading technology company providing end-to-end solutions on a global scale with expertise in industrial automation, equipment control, measurement and testing, material tracking, design, development, testing and maintenance. TagRail is the creator of ‘Dealer Tag’, the mobile-first customer experience management platform for auto dealerships.

KSUM, YES BANK INK MoU TO FACILITATE FINANCIAL SERVICES FOR KERALA-BASED STARTUPS

In a major fillip to the startup ecosystem in the state, Kerala Startup Mission (KSUM) and YES Bank will join hands to provide a host of startup-focussed corporate and commercial banking services. A Memorandum of Understanding (MoU) to this effect was signed by Dr. Saji Gopinath, CEO, KSUM and Mr. Sanil Chorinchath, Vice President, Transaction Banking, YES Bank.

According to the MoU, YES Bank will provide and render the platforms/services to the startups, under the purview of relevant contractual arrangements. The bank will offer Special Current Account Proposition to all the associated startups of KSUM, including a ‘no minimum balance commitment’ for one year after starting a current account with the bank.

The bank will look at structured financial solutions for startups recommended by KSUM with less than three years of operating history under the Receivable Discounting



programme, on a case-to-case basis. Under the scheme, the bank has also agreed to provide structured loan offerings for incubators. YES Bank will extend a credit facility up to Rs. 1 crore through Credit Guarantee Scheme for Stand Up India (CGSSI), under guarantee given by the Central Government.

The central government announced CGSSI in 2016 as credit guarantee fund in which authorised banks can lend

Rs. 10 lakh to Rs. 1 crore to eligible institutions. The loan scheme is expected to come as blessing to startups since it does not require the borrowers to provide collateral security for credit.

YES Bank will offer a host of services through strategic third party partnerships. The services include investor interface; acceleration and mentoring; financial advisory; and pro-working space.



TWO MORE NEW OFFICES START OPERATIONS AT CYBERPARK



IPIX Technologies, the IT arm of renowned business advisory firm Morison Menon Group, has opened their new office space at Sahya building in Cyberpark, Kozhikode. Morison Group is a leading audit and business advisory services firm in the Middle-East. With a 26-seater facility, IPIX has taken 2400 sq.ft. of space. The firm offers services in web graphic design, user experience design, interface design, web and mobile app development and digital marketing

and related aspects of code-writing.

Yarddiant Weblounge Pvt. Ltd. also opened their office at Sahya. A web development firm serving digital marketing solutions, influence marketing and wordpress websites to global clients, it occupies a 1200 sq.ft. space with a 12-seater facility. A learning management system being its product, Yarddiant has clients in Sweden, Bulgaria, Turkey, UK, US and Kenya. Both offices were inaugurated by Hrishikesh Nair, CEO, IT Parks, Kerala.



NEW OFFICE OPENED AT TECHNOPARK, KOLLAM

Evalogical Pvt. Ltd, a new age software company and design studio that delivers cutting-edge products and solutions globally, has opened its new office space at SBC Module No. 5, Ashtamudi building, Technopark, Kollam. The plug and play facility on the first floor has an area of 588 sq.ft., and is a 12+1 seater.



SERVNTIRE GLOBAL GETS NEW OFFICE SPACE

Servntire Global Private Limited moved in to their new office space at Gayatri building, Technopark Phase 1 campus. It is an IT company focusing on technologies such as blockchain, analytics, cloud and Internet of Things (IoT). Servntire is also one of the biggest blockchain developers in India. The company, which had its space in B'Hub initially, moved to Technopark as part of expansion plans. Their 1349 sq.ft. space can accommodate 41 employees.

A WARM WELCOME TO E-AUTO SERVICE AT INFOPARK

Techies at Infopark Kochi, realising the importance of saving the environment, launched e-autorickshaw services at the campus. Techies can now utilize the service to travel between the various buildings spread over the 350-acre campus. Vehicle ST Solutions and Infopark are jointly promoting the service, which can also be availed from the main gates of Phase 1 and Phase 2.

Ashik C Sreenivasan, Associative QA Manager at Immco Software Solutions Pvt. Ltd. and President of Prathidhwani Kochi, said on the initiative, "Ever since Prathidhwani started its activities in Kochi, most of the complaints raised by the employees here have been related to commuting. The companies here are scattered around, some of them working in multiple office spaces across different buildings."

"Employees have to often brave the blazing sun or torrential rains, and their woes are aggravated by the

challenge of finding parking space. The shelter built over some of the footpaths by the Infopark authorities offer only a partial relief," said Ashik.

Apart from the driver, four people can travel in an auto. The fare is Rs. 10 irrespective of the destination and a passenger can hail an auto by simply making a phone call.

Ashik added the safety of women passengers is also taken care of in the GPS-enabled autos.

Anish Panthalani, Senior Systems Engineer, UVJ Technologies and the Secretary of Progressive Techies, also welcomed the e-auto service. Progressive Techies is a socio-cultural organisation of Kerala IT employees.

A mobile app for booking e-auto will be launched soon, according to the authorities.

Meanwhile, Prathidhwani has also welcomed KSRTC's new e-bus service to Infopark which was inaugurated by C Raveendranath, Minister for Education at Vyttila Mobility Hub on June 23.