

# Maruti to back 6 start-ups for AI-based solutions

Our Bureau  
New Delhi

Maruti Suzuki India Ltd (MSIL) on Tuesday said it has selected six start-ups from the 10th Cohort of its flagship Accelerator Program.

They have been awarded paid Proof of Concepts (PoCs) to co-create artificial intelligence (AI)-based and

technology-led solutions with the company.

The six start-ups include Goat Robotics, SheerDrive, Schijnenn Digital, GenbaNEXT, Swayatt Drishtigochar and Swiftex.

The solutions aim to further improve safety and efficiency in plant operations, reduce product development time, strengthen material-level traceability, and further enhance customer experience, MSIL said.

“The solutions that we are co-creating with these start-ups will enable us to further improve safety in our plants, help reduce product design and development lead time, strengthen material traceability to support our circularity efforts,” said Hisashi Takeuchi, MD and CEO, MSIL.