

# Inkers Announces Partnership with IndiVillage In Bid to Transform Road Safety

**Bangalore, 21 September 2020:** Inkers, a Bengaluru-based startup backed by Sachin and Binny Bansal among other investors, has signed a deal with IndiVillage to deliver a cutting-edge road safety solution for a leading global automobile player. The partnership will see IndiVillage provide data analytics support to Inkers' breakthrough machine vision offering for the automotive industry.

Inkers was founded by Rohan Shraavan and Manish Giri, IIT Kharagpur alumni and tech enthusiasts, to deliver intelligent video analytics solutions like visual workflow automation, object detection, tracking, and facial recognition. At the heart of its business is InkVision - an AI operating system delivering metadata for all camera-recognised images including faces and objects, provided through boxed and turnkey solutions. The company's value proposition has quickly caught the attention of the industry, earning it no fewer than 45 clients including industry leaders such as Airbus, Zeiss, Nvidia, Levi's, Britannia and Landmark Group.

The partnership with IndiVillage will help Inkers deliver a breakthrough solution for an automobile giant with safety at the forefront of its business. The implementation will use thermal imaging in all of the manufacturer's vehicles to detect any driver impairments by measuring changes in their blood sugar up to 30% in addition to 28 other potential diseases. Additionally, the project includes a video solution for facial recognition designed to highlight any structural anomalies. Already in use extensively in healthcare, the use of thermal imaging in consumer automobiles is a landmark industry event and could signal a new era in automobile safety.

Best-in-class data analytics are crucial to the implementation, making it imperative to find a robust analytics partner. Speaking about the importance of the partnership, Rohan Shraavan, Founder at Inkers Technology, said, “Our goal was to transform the problems of visual perception using industry-leading AI and ML. Our solutions help companies make sense of what machines are seeing so they can deliver powerful, efficient, and safe solutions at scale. This automotive project could have an impact on millions of lives, and we are committed to excellence at every step of execution. IndiVillage’s strong technical capabilities mean that they are great at helping us analyse thermal data sets. The company is also extremely proactive and offers outstanding quality, which allows us to focus on creating machine vision modules of the future. The fact that they combine this capability with doing business for good is the icing on the cake.”

IndiVillage’s offers services such as image and data annotation, natural language processing, and content optimisation to Technology and e-commerce companies. The company’s ‘Business for Good’ philosophy means that the company hires all employees from an otherwise marginalised rural populace and reinvests all profits within the community to further education, healthcare, and access to clean drinking water.

Commenting on the partnership with Inkers, IndiVillage CEO, Smita Malipatil said, “We have always maintained that profits, purpose, and impact go hand in hand. Working with a startup like Inkers, backed by investors like Sachin and Binny Bansal, is a shot in the arm for our operations, and validates the quality of our services and solution. We firmly believe that Inkers will transform machine vision, globally, and are proud to partner with them in this journey.”

IndiVillage was recently named in The International Association of Outsourcing Professionals (IAOP) Impact Sourcing Champions Index of global leaders in impact sourcing, which features organisations that have used impact sourcing to make a profound contribution to disadvantaged communities with limited prospects.

IndiVillage is also the first Indian ITeS company to be certified as a B-Corp organization, one that combines purpose and profit with distinction. Certified B Corporations are legally mandated to factor in a broader ecosystem, including employees, clients, suppliers, the community, and the environment in all decision-making processes.

**-ENDS-**

**About Inkers - TO BE RECEIVED FROM Inkers**

**About IndiVillage**

IndiVillage offers cutting edge solutions, including image and data annotation, natural language processing, and content optimization for some of the world's leading technology and e-commerce companies including Amazon, Appen, Alegion, Swiggy, and Mercato. It follows a "profit-for-all" model, reinvesting profits into the rural communities where its employees live. Over the last decade, IndiVillage has impacted over 35,000 lives through sustainable community development initiatives such as access to clean drinking water, improved livelihoods, better healthcare, and standardized education. IndiVillage is among a select set of five Indian companies that have obtained the B Corp certification, which signals that the organization's operations and business model meet the highest global standards of verified performance on social and environmental dimensions.

IndiVillage was recently named as a 'Company to Watch' by The International Association of Outsourcing Professionals' (IAOP) in their Impact Sourcing Champions Index. The index features organisations that have used impact sourcing to make a profound contribution to disadvantaged communities with limited prospects.

## **Media Enquiries**

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