

ADITYA BIRLA CAPITAL



INITIATIVE	Enterprise-wide scaling of GenAI
AWARD	Celent Model Bank 2025 for Excellence in Generative AI
EXECUTIVE SUMMARY	Aditya Birla Capital's (ABC) enterprise-wide implementation of a generative AI (GenAI) platform places it in the vanguard. Moreover, it has successfully crossed the chasm between pilot and production and has already launched 30+ use cases spanning the front to back office.
KEY BENEFITS	<ul style="list-style-type: none">• Improved customer experience in terms of Net Promoter Score• Increased employee productivity, and overall operational efficiency
KEY VENDORS	<ul style="list-style-type: none">• Microsoft• Google• AWS
READ MORE	<p>While an increasing number of financial institutions are implementing GenAI, a small fraction have built an enterprise-wide platform. Few are scaling numerous use cases across LOBs. ABC stands out as being in the vanguard and excelling in three critical areas: implementing emerging technology at scale, effectively ideating and collaborating and realizing the "R" in ROI. As a result, it is the winner of the 2025 Celent Model Bank Award for Excellence in Generative AI.</p> <p>Visit Celent.com to learn more about this initiative.</p>