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TECHNOLOGY  
EXPO**

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# EVENT REPORT

**28 March 2024**

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# 1. EXECUTIVE SUMMARY

With a vibrant Information Technology fraternity and Tech Prowess as a backdrop, the city of Kozhikode under the aegis of the society named Calicut Innovation & Technology Initiative 2.0 (CITI2.0) recently hosted the inaugural edition of the Kerala Technology Expo. This expo, KTX Global Wave 2024, supported by nine key stakeholders of CITI2.0 led by the Malabar Chamber of Commerce (MCC), including Calicut Forum for Information Technology (CAFIT), NIT Calicut, IIM Kozhikode, Govt. Cyber Park, UL Cyberpark Calicut (ULCC), Kerala State Information Technology Infrastructure Limited (KSITIL), Confederation of Real Estate Developers' Association of India (CREDAI) and Calicut Management Association (CMA), was held from Feb 29 to March 2nd, 2024 at Calicut Trade Centre & Convention Hall, near Sarovaram Bio Park, Mini Bypass Road, Kozhikode.

Kozhikode represents a thriving Tier 3 city in India and holds the position of the third-largest municipal corporation in the state of Kerala. According to the Economist Intelligence Unit (EIU), it is the fourth fastest-growing urban area in the world. Kozhikode is ranked 6th among district-wise contributions to Gross State Value Addition (GSVA). It has a Gross District Value Addition (GDVA) of INR 56567 Crore (at Current Prices), out of which around 62% (INR 35138 Crore) is contributed by tertiary sectors like Information Technology products & Services. Kozhikode is progressively gaining prominence as a sought-after hub for innovation and technology. With an employment base of about 10,000+ professionals in various technology industry domains, Kozhikode, and the wider Malabar region (comprising of Kozhikode, Wayanad and Malappuram) is a notable presence in the IT map of India.

The report encapsulates the post-event reflections and essence of the Kerala Technology Expo 2024, providing a condensed overview of the event's key highlights, achievements, and collaborative efforts that unfolded to propel Kozhikode's technological trajectory. Kozhikode is poised to take centre stage in the paradigm shift where Tier 2 and Tier 3 cities are becoming the driving force behind technological innovation in India. This shift aligns with the evolving landscape of the global technology industry, where traditional metropolises are no longer the exclusive epicentres of innovation.

The Kerala Technology Expo (KTX) 2024 was a transformative event that unfolded against the backdrop of Kozhikode's ambitious journey to establish itself as a leading hub in the global technology landscape. Hosted by the Calicut Information & Technology Initiative (CITI 2.0), the event marked a significant milestone, bringing together key stakeholders, industry leaders, and experts to explore and catalyse the city's technological growth. With engaging sessions, insightful discussions, and impactful presentations, KTX 2024 showcased Kozhikode's potential, fostering collaborations, and propelling the region towards becoming an aspirational destination for innovation and technology. Spread across three days, KTX hosted 49 sessions by bringing 110+ speakers from across the globe, 4 workshops and a CXO Conference, chaired by Mr. Rajesh Nambiar, Chairperson of NASSCOM. The event, encompassing diverse topics from industry 4.0 to digital transformation, Artificial Intelligence (AI) and human coexistence & beyond, underscored the city's commitment to embracing technological advancements and fostering a vibrant tech ecosystem. The event witnessed a footfall of over 9000 visitors with 6000+ registered delegates. Along with the knowledge sessions, the exhibition of over 120+ stalls with over 140 IT companies was a major attraction of KTX. A significant number of diaspora, who were either born in Kozhikode or studied in Kozhikode and went ahead to occupy leading posts in multiple firms across the world came as speakers in the event. This included top global executives who have worked/working in companies such as IBM, Uber, Microsoft, Mastercard, SAP Labs, Google, Tata Elxsi, Grant Thornton, Accenture etc.

The event underscored the fact that Calicut has great potential to develop into a Tier-II Innovation & Technology destination. It positioned Calicut in the national IT landscape map as a value-for-money IT destination as well as a gateway for doing business with the Middle East. The city with its welcoming culture, human capital, diaspora as well as cost-competitive infrastructure is a great venue for any Technology company looking to grow beyond Tier-I cities. The city needs to sustain the momentum generated by the event, and develop a strategy for attracting the technology and innovation industry. The strategy should be backed by an implementation plan that could establish KTX as an annual IT flagship event, which could attract the global IT community to this ancient port city, on the Malabar Coast of Kerala.

## 1.1 Chairman's Note (CITI 2.0)

We are happy to share the Event Report on Kerala Technology Expo 2024, a pioneering event that marks a significant milestone in the history of not just Kozhikode, but Kerala as well. This event is a part of the initiative of Calicut Innovation and Technology Initiative 2.0 (CITI 2.0) aiming at developing Kozhikode as a hub for innovation and technology. Kerala Technology Expo (KTX) will be an annual event transforming into a dynamic platform where industry leaders, technocrats, visionaries, innovators and startups converge to shape the future of technology. As we step into an era defined by rapid technological progress, it is events like this that fuel the momentum, driving industries forward and enhancing the trajectory of global innovation.

CITI 2.0 is a registered society with nine stakeholders – Malabar Chamber of Commerce (MCC), Calicut Forum for IT (CAFIT), IIMK, NITC, Kerala State Information Technology Infrastructure Limited (KSITIL), Govt Cyberpark, UL Cyberpark, CREDAI and CMA. It is a unique relationship, maybe the first in the country, of nine stakeholders representing leading educational institutions, professional bodies and associations converging to work together to position Kozhikode as a preferred destination for innovation and technology.

We are proud to establish this annual event as a beacon for technological excellence and a testament to our commitment to fostering a futuristic vision. I cannot help quoting Prof. Debashis Chatterjee who said that we had not just “kickstarted” a movement but “ignited” a great process. The success of an event of this stature is the result of the combined efforts of all the stakeholders, insightful thinkers, astute planners and relentless proactive enthusiasts. The engrossing sessions on stage and buzzing stalls in the venue were proof of the unprecedented success of the event.

The event report encapsulates the key highlights of the event and brings out the essence of the Kerala Technology Expo 2024. I am sure this will provide an overview of the event, the highlights, achievements and glimpses of the technologies that are set to redefine our world, presenting a panorama of the future's possibilities. The event also underscored the desire for CITI 2.0 and the potential of Calicut to develop into a Tier II Innovation & Technology destination.

I must place on record our sincerest gratitude to Mr. P. A. Mohammed Riyas , Hon Minister for PWD and Tourism, Government of Kerala, whose support, encouragement and intervention have contributed to the success of KTX 2024. I express my sincerest gratitude to Dr. Rathan U Kelkar Secretary, E&IT and Environment Department, Government of Kerala; Mr. Snehil Kumar Singh IAS, District Collector, Kozhikode, Dr. Santhosh Babu, IAS (Retd), MD, KSITIL; , Dr. Debashis Chatterjee, Director, IIM Kozhikode; Dr. Prasad Krishna, Director, NIT Calicut, Dr. Saji Gopinath, Vice Chancellor, DUK, Kerala; Mr. Manoj Raghavan, CEO & Managing Director of Tata Elxsi, Mr. Raveendran Kasturi, Ex MD and VP, IBM (Int. Acct), Ex – Group CEO ULCCS ; Mr. Susanth Kurunthil, CEO Inforpark and Cyberpark, Govt. of Kerala and Mr. Anoop Ambika, Chief Executive Officer – Kerala Startup Mission for their guidance and support.

This report, compiled by Grant Thornton Bharat LLP our knowledge partner, is not just a reflection of what was presented, but a forward-looking document that anticipates the continued evolution and positioning the Kerala Technology Expo as the most desired international event.

Through collaboration, cooperation and coordination there is much that we can achieve.



**Ajayan K Anat**  
Chairman, CITI 2.0

## 1.2 President's Note (MCC)

The grand Tech Festival of Kerala, the Kerala Technology Expo 2024 (KTX 2024), has concluded with resounding success. With 6000+ registered participants 100+ renowned speakers and 130+ expo stalls, the event rightly showcased the potential of Kozhikode in the global arena. I extend my heartfelt gratitude to the premier institutions and organisations like CAFIT, CREDAI, CMA, IIMK, NITC, KSITIL, Govt Cyberpark and UL Cyberpark, for joining hands with the Malabar Chamber of Commerce in forming the Calicut Innovation and Technology Initiative (CITI 2.0), and jointly organising and conducting the first ever Kerala Technology Expo, KTX 2024, a remarkable event.

KTX 2024 was a groundbreaking tech-immersive experience, unprecedented in Kerala, setting a new standard for innovation and technological advancement. The overwhelming success of this event fills me with immense pride and optimism for a tech renaissance in the state, especially in Malabar. It highlighted Kozhikode's immense potential for innovation and underscored the pivotal role of Innovation, Technology and Tourism in the economic development of our region. Employment generation is essential to any region's prosperity, and we firmly believe that a vibrant IT sector, along with a flourishing tourism industry, will drive sustainable growth in Malabar.

The Kerala Technology Expo, now set to become an annual event, has firmly placed Kozhikode on the global IT map. Under the new initiatives of the Calicut Innovation and Technology Initiative (CITI 2.0), we are committed to fostering employment, investing in infrastructure, building individual capacities, and influencing government policies to ensure the holistic development of Kozhikode and the broader Malabar region.

Rest assured, KTX 2024 is just the beginning. We look forward to more exciting developments in the near future as we continue to strive towards making Kozhikode a hub of innovation and technology.



**M A Mehaboob**  
President, Malabar Chamber of Commerce.



### 1.3 Insights from the Speakers

This was truly a unique event that was well organised and I was impressed at the way this was pulled off in the city of Calicut. I was amazed at the scale and the participation. The speakers and the content were quite impressive, and I truly enjoyed my session and the interactions I had with everyone at the event. Thank you for creating such a remarkable experience. I'm sure such events will help propel the growth of Calicut as a technology hub."

**Rajesh Nambiar**  
Chairperson  
NASSCOM



I am immensely proud to have been a part of the phenomenal KTX 2024 event. This conference, which embodied the spirit of 'INTERACT – INNOVATE – INSPIRE', stands as a testament to our collective vision and dedication. Organizing such a world-class event came with its share of challenges, and many doubted if it could be achieved. However, through unwavering dedication, thorough planning, and meticulous execution, we overcame every obstacle, proving that nothing is impossible when passionate minds come together.

The event itself was nothing short of spectacular. KTX 2024 showcased future-oriented themes, featuring an impressive lineup of reputed and insightful speakers from Kerala, across India, and around the globe. The high participation of people from diverse sectors was truly inspiring. The innovative stalls and workshops highlighted the cutting-edge developments in various industries, creating an engaging and enlightening experience for all attendees. The professionalism and visionary approach in every aspect of the event were evident, making KTX 2024 a benchmark for future conferences.

The resounding success of KTX 2024 owes it to CITI 2.0, the backbone of this event. CITI 2.0 is a unique and unprecedented collaboration led by Malabar Chamber of Commerce, where government bodies, industries, business associations, and educational institutions, including IIM Kozhikode, came together seamlessly. This success highlights the power of cooperation and collaborative effort. CITI 2.0 will undoubtedly play a critical role in shaping the future of Kozhikode and the wider region, fostering innovation and entrepreneurship. I eagerly look forward to KTX 2025, confident that it will continue to build on this year's achievements and further elevate the innovation and entrepreneurial ecosystem in Kozhikode.

**Debashis Chatterjee**  
Director,  
IIM Kozhikode



Many multinational corporations (MNCs) are understandably cautious about entering new markets, particularly when it comes to a city's ability to embrace and support them for the long term. In Kozhikode, however, we at Tata Elxsi have been incredibly impressed by the positive and collaborative environment. A fantastic consortium comprised of NITC, IIMK, MCC, Cyber Parks, and others has provided us with invaluable welcome and ongoing assistance. The KTX initiative, a direct outcome of this remarkable teamwork, is a shining example of Kozhikode's commitment to innovation and growth. The KTX launch has been a resounding success, exceeding all expectations. We are confident that KTX will play a pivotal role in propelling Kozhikode, India's esteemed literary city, to the forefront of the IT sector. Our heartfelt congratulations and best wishes go to the entire KTX team and the city of Kozhikode for continued success.'

**Manoj Raghavan**  
 Managing Director  
 Tata Elxsi



It was a honour to participate in the KTX 2024. The topics that were discussed at the conference were truly cutting edge and those leading the discussions were some of the best minds in the industry.

The organising of the event, right from the venue to the quality of the participants was of high quality. A welcome surprise was the large number of organizations that had put up stalls at the conference.

All in all, a very well organised conference.

Wish you all the best for next one.

**Biju Dominic**  
 Chief Evangelist  
 Fractal Analytics



Attending KTX 2024 was an absolute privilege and a testament to exceptional event organization. The seamless coordination, knowledgeable speakers, and thoughtfully chosen venue all contributed to a memorable experience. The topics discussed were not only relevant but also crucial for the current IT and business landscape, providing valuable insights and fostering meaningful discussions. The event's success also underscores Kozhikode's potential to become a global technology hub among tier-2 cities in India. The city's robust infrastructure, favorable topography, rich culture, and forward-thinking populace make it an ideal candidate for this transformation. Best wishes for future endeavors and look forward to more such inspiring events in the years to come.

**Suja Chandy**  
 Chief Sustainability Officer (Global)  
 and Managing Director, India, Zafin.



KTX 2024 was an amazing Industry event which is a flagship at Kerala. This is one of the best events in my career of 30 years in Kerala. This event was a class apart because of the content, lineup of speakers, venue, expo and exemplary groundwork by organisers and Volunteers. This will be a model for other trade bodies and associations to look up at Kerala.

**K. Purushothaman**  
 Head Government Affairs  
 Cognizant Technology Solutions.



I had the honor of serving as the keynote speaker at the KTX Global Wave 2024 , held on 29, 2024, in Calicut. Happy to see Kozhikode being promoted as a IT destination and wishing the organizers the best in this endeavor . I believe that the event was very useful to showcase Calicut as a investment destination and a center where innovation can be driven

**Mathew Thomas**  
 Vice President & Managing Director  
 Siemens Digital Industries Software



Thanks for inviting me to the inaugural function of KTX 2024. We are glad to see that you have been able to shape KTX into a platform to highlight the potential of the Malabar region and position it as a gateway to do business with the Middle East. We are quite delighted to be a part of the journey you have undertaken, by being a knowledge & strategy partner for KTX 2024. KTX 2024 is a testament to the fact that in shaping the growth of Tier-II & III cities of India, trade associations like the Malabar Chamber of Commerce have a very important role to play. Every city has its niche, and as the city evolves, platforms like KTX help shape the future of the city by bringing together thought leaders from different domains. For India to achieve equitable growth in its journey towards a \$5 trillion economy and beyond, it is essential that such Tier-II / III city ecosystems develop. KTX has been a trailblazer in that direction, and it is now a model for other cities to adopt.

It was a very well-conducted event, and the quality of the speakers was truly great. We hope you sustain the momentum and develop KTX into a brand like GITEX over the next few iterations. We would also hope that CITI 2.0 develops its wider strategy framework for the overall development of the technology & innovation industry in the region.

Wishing you all the best!!!

**Ramendra Verma Partner,**  
 Public Sector Consulting (PSC)  
 Grant Thornton Bharat LLP



I have had the privilege and pleasure to be one of the speakers at KTX 2024 and also attend most of the keynote addresses and panel discussions in this 3-day event. Truly living the tagline of the event 'INTERACT – INNOVATE – INSPIRE', I have found that this conference-cum-exhibition was very ingeniously designed, thoughtfully planned and meticulously executed. One could experience the touch of professionalism and futuristic thought processes in every element of this Expo, be it the logistics, the registration process, the diversity and innovation quotient of the startups that exhibited their products and services, or the participation of both the state government agencies and officials and the private sector encompassing a wide range of industries and domains.

The thoughtful inclusion of contemporary and futuristic themes for the sessions and the galaxy of speakers from Kerala, across India and from abroad, truly stand out as the major highlights of this event. It was truly inspiring to listen to eminent industry leaders and senior executives as well as a good number of startup founders. All of them have brilliantly brought forth the great potential of Kozhikode and Kerala as a whole to soon emerge as a major startup destination for a wide range of sectors. Interacting with many of the speakers and the KTX organising committee was truly a delight. All the arrangements truly lived up to Kozhikode's famed hospitality tradition, and the collaboration among all the industry bodies, business associations and educational institutions to make this event a success was just amazing.

Overall, this maiden edition of KTX was a world-class event in so many respects, and I am sure CITI 2.0 will continue to be an important catalyst in transforming the startup culture and entrepreneurial ecosystem in Kozhikode and the Malabar region as well as across Kerala. I believe that this milestone technology event has all the promise and potential to redefine the entrepreneurial map of this region and there will be many inspiring stories of how it has impacted and influenced many individuals and institutions to script new pathways of success in the years to come. I wish KTX 2025 and all the future initiatives of CITI 2.0 every success and to be a game-changer!

**V P Joy**  
Senior Executive  
Vice President Reliance Industries Limited



It was a pleasant surprise to see the scale and grandeur of KTX 2024 in Kozhikode. The wide variety of sessions, all engaging and relevant to the business environment coupled with the exhibition of various organisations and their capabilities was truly enriching. And the organisers managed to get the large corporates, startups, government institutions and entrepreneurs under the same roof. Looking forward to the next edition of KTX.

**Pradeep Joseph**  
Director of UX, Google India



I was impressed at the scale and participation level at KTX Global Wave 2024. While I attended only a few sessions, I was impressed at the quality of the speakers, and the level of discussions. The audience participation was good, and the questions asked were often incisive and probing. There was a good sprinkling of young and senior people present. The sessions were held in spacious venues, and the arrangements were good. The exhibition stalls added to the interest in the event.

Cheers

**Balagopal Chandrasekhar**  
Trustee - ANAHA Trust



The KTX 2024 was an outstanding event, bringing together an impressive array of innovative startups, entrepreneurs, creatives, and leaders from the private and public sectors. The event was well organized with a high degree of professionalism and attention to detail, making it a very productive and enjoyable experience to all those who attended. I personally enjoyed the youthful energy and enthusiasm of the attendees, and the experiences and wisdom shared by many of the fellow speakers. I am proud to see the ambitions, innovation and leadership in Kozhikode, and have no doubt that the future shines bright for our beautiful city.

**Surya Ramkumar,**  
CEO and Co-founder of MyZenith



I wanted to extend my heartfelt appreciation for KTX, the recent event organised in Calicut. Being part of it was a privilege, and I was deeply impressed by the scale, the outstanding quality of speakers, and the exceptional exhibits. Hosting such a high-caliber event in Calicut for the first time is truly commendable, and the passion and dedication of the team were evident in every aspect.

A special highlight was the innovative use of technology throughout the event. From seamless virtual sessions to interactive exhibits, the tech integration significantly enhanced the overall experience, making it both engaging and informative. Your efforts have not only elevated the local community but also set a benchmark for future events in Calicut and across the State. Thank you for this extraordinary experience”

**Mr Raveendran Kasturi,**  
Ex MD and VP IBM (Int. Acct),  
Ex - Group CEO ULCCS





I recently had the privilege of attending the Kerala Technology Expo (KTX) 2024, an event that truly epitomizes innovation and connectivity in the technology sector. This pioneering exposition has established itself as a crucial convergence point for various industry verticals and horizontals, meticulously aligning with the emerging trends in the Malabar region.

KTX 2024 serves as a dynamic B2B networking platform, facilitating valuable interactions and fostering robust connections between the expansive Middle East technology ecosystem and the vibrant Indian market. The event showcased a wide array of cutting-edge technologies and solutions, reflecting the region's commitment to advancing its technological landscape.

The thoughtfully curated sessions and exhibits provided deep insights into the latest advancements and future directions in technology. The presence of industry leaders and innovators from across the globe underscored the expo's significance as a hub for knowledge exchange and collaboration. Overall, KTX 2024 not only highlighted the potential of the Malabar region as a burgeoning tech hub but also reinforced the importance of cross-regional cooperation in driving technological progress. It was an enriching experience that I would highly recommend to anyone looking to stay at the forefront of technological innovation and collaboration.

**M S Sujith Unni,**  
Regional Head,  
Nasscom



Very grateful to have had the opportunity to be a keynote speaker at KTX Global Wave-2024, Kerala's premier technology and innovations summit. Shared my insights on technology trends that are reshaping the future of digital payments.

The KTX 2024 event was a very well orchestrated one with prominent experts, industrialists, thought leaders, management professionals who came there to exchange their thoughts and share perspectives. One got to see a great variety of industries with tremendous focus on technology. I'm sure it will lend itself to a thriving ecosystem in Kozhikode for flourishing of technology in the years to come.

Immense thanks to all the umbrella organizations and people that came together to make this grand event unfold in a stupendous fashion.

**Vijay Rajagopal**  
Head - Amazon Pay



## 2. EVENT BACKGROUND

### 2.1 Introduction

Kozhikode City (also known as Calicut), one of the most dynamic Tier 3 cities in India and the third largest city in Kerala along the shores of the Arabian Sea, is making waves in the Digital Revolution with its burgeoning IT sector. With an employment base of about 10,000+ professionals in various technology industry domains, Kozhikode and the Malabar region is a notable presence in the IT map of India.

Calicut has been one of the most important trading ports from 15th century. That trade culture is enmeshed into the DNA of the city. Historical trading ties with Middle East has evolved into a technology and commerce led relationship. No other Tier 2/3 city in India would be connected to Middle East as much as Calicut in trade, air-connectivity, technology, and culture. Very few cities in India will have premier management, technology & medical educational institutes of international repute as well as two international airports in its vicinity. It is in this context that CITI 2.0 (Calicut Innovation & Technology Initiative) under Malabar Chamber of Commerce as well as other stakeholders of the technology ecosystem in Kozhikode have conceptualized and launched the annual flagship event “Kerala Technology Expo” to take Calicut forward in its innovation & technology industry journey.

Kerala Technology Expo provides a platform for -

- Any firm in India’s technology industry to connect with Middle East Industry
- Provide a gateway for firms elsewhere to know about Calicut & Malabar, its business establishments, technology firms as well as get to know the most cosmopolitan Tier-3 city in India.

Kozhikode City (Calicut) has now rightly positioned itself as an Aspirational City and is gearing up to embrace a growth trajectory that cements its place in the global business map as a cost-effective and quality conscious Digital & Innovation Hub, catering to global business houses. The recent accolade of ‘City of Literature’ bestowed upon Kozhikode by UNESCO, which has made Calicut join the league of reputed Cities like Edinburg, Dublin, Gothenburg etc., is another steppingstone in the aspirational city journey.

Over the course of the three-day Kerala Technology Expo 2024, attendees were immersed in a diverse array of exhibitions, keynote addresses, and panel sessions. The event provided a vibrant platform where participants could engage with cutting-edge technologies, gain insights from industry leaders, and delve into discussions on pivotal topics shaping the tech landscape. Key takeaways for expo attendees included:

- Get to know Kozhikode and wider Malabar region from a Business & Technology industry perspective.
- Meet several of decision makers of leading businesses from Middle East
- Immerse in the cosmopolitan nature of Kozhikode and connect with relevant stakeholders locally.
- Explore emerging opportunities, innovative technologies, and potential collaborations within the vibrant ecosystem showcased at the expo.

### 2.2 Objectives

The Kerala Technology Expo is a versatile platform designed to achieve several key objectives:

- **Networking Nexus:** Serving as a vital link, it connects firms within India’s technology industry with their counterparts in the Middle East.
- **Global Insight Hub:** This expo acts as a global insight hub, providing firms worldwide with a profound understanding of Kozhikode and the Malabar region. It offers valuable insights into local business establishments, and technology firms, and showcases the cosmopolitan essence of this Tier-3 city in India.
- **Global Technology Showcase:** Positioned as a crucial player on the global technology map, the expo attracts new technology companies to the region. It facilitates business development, aids in the expansion of existing companies, and contributes to the growth of the tourism sector in the Malabar region.
- **Diversity in Participation:** The expo features over 200 stalls representing technology product and service companies, along with participation from 100+ influential speakers and industry experts. It anticipates a footfall of more than 2000 professionals and business leaders from around the world.
- **Tech confluence across sectors:** The expo would be an immersive platform tailored to showcase and accelerate technological advancements across diverse sectors, ushering in a new era of innovation and progress. This event is meticulously designed to highlight pivotal areas of technology integration in major verticals.

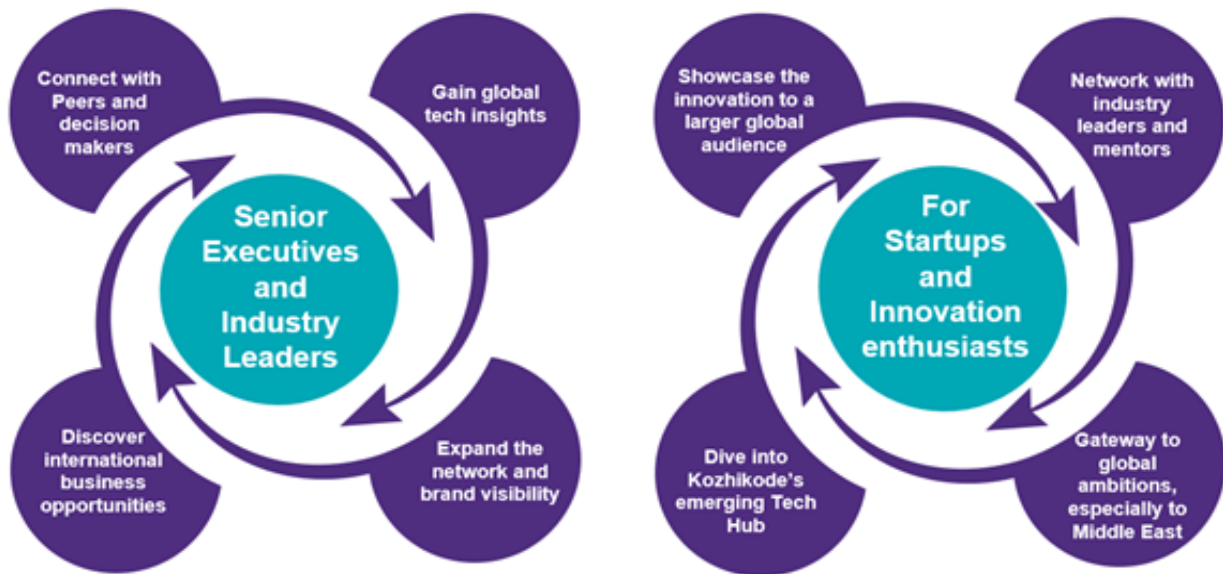


Figure 1: KTX Value Proposition to Target Audience

KTX2024 could live up to the expectations, as it promised to be a dynamic exploration of diverse horizontal and verticals, paving the way for transformative solutions where technology plays a central role in reshaping the future of each industry. The verticals of Industry 4.0, healthcare, creative tech, real estate, food and agro tech, and retail tech showcase a commitment to addressing contemporary challenges and fostering advancements in critical sectors. The horizontal emphasis on AI & ML, Industry Cloud Platforms, AR/VR & Metaverse, Startups & Scaling Up, Hardware & Robotics, and Security & Privacy underscores the event’s broad scope and dedication to cutting-edge technologies. The immersive experience spans a multitude of formats, from panel discussions and fireside chats to keynote sessions, networking opportunities, expert workshops, exhibitions, cultural extravaganza, and Kozhikode’s culinary delights ensuring a rich exchange of ideas and knowledge.

### 2.3 Themes of KTX 2024

KTX 2024 covered a number of verticals – Smart Tech: Industry 4.0, Healthcare Tech, Creative Tech, Property Tech, Retail Tech and a set of cross-cutting horizontals such as AI&ML, Cloud platforms, AR/VR & Metaverse, Startups & Scaling up, Hardware & Robotics, Security & Privacy.

Besides these, there were thematic sessions aimed towards building startups for the world, scaling up a technology business from a Tier-3 region in India, doing technology business and scaling up in the Middle East, Advantages of Malabar ecosystem & Kozhikode city for IT & innovation industry and much more.

Sessions were relevant for all kinds of professionals from IT & non-IT industries – Be it early career / mid-career / executive level – who have an interest in the technology industry.

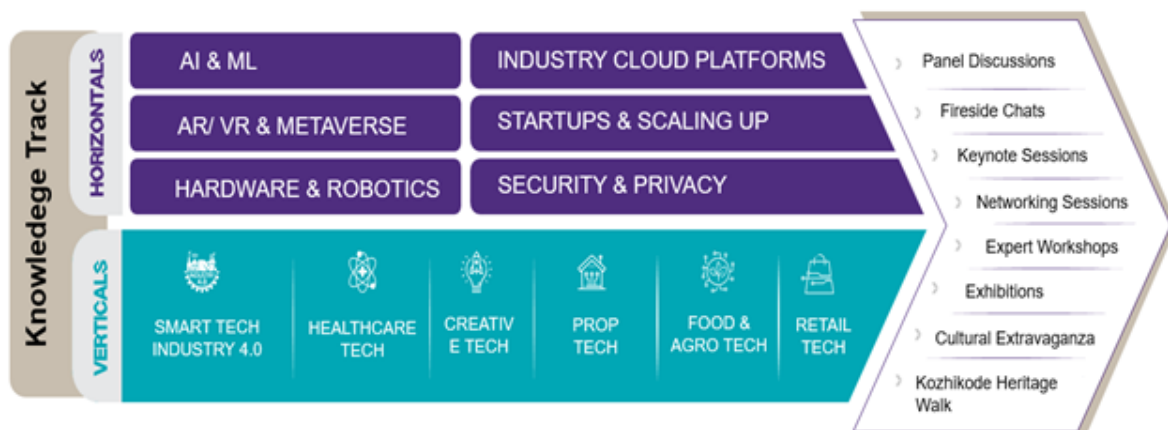


Figure 2. KTX Knowledge track themes and audience engagement modalities

### 2.3.1 Horizontal Themes

In today's interconnected world, emerging technologies and Innovation are acting as a horizontal force, transcending vertical boundaries across various domains of business. In Kerala, particularly in Kozhikode, five key emerging technologies are significantly shaping the landscape: Artificial Intelligence (AI) & Machine Learning (ML), Industry Cloud Platforms, Augmented Reality/Virtual Reality (AR/VR) & Metaverse, Hardware & Robotics, Cybersecurity & Privacy, along with disruptive Innovations pursued by Startups and adoption of innovation mindset as a force multiplier for Scaling Up of existing IT firms & companies.

- AI & ML have become integral, driving innovations in sectors such as healthcare, agriculture, and logistics. Industry cloud platforms are fostering collaboration and efficiency, enabling businesses to leverage shared resources and data. AR/VR & Metaverse technologies are revolutionizing marketing, education, and entertainment, offering immersive experiences.
- Hardware & Robotics advancements are enhancing manufacturing processes and automation, increasing productivity and quality.
- However, amidst this technological transformation, ensuring Security & Privacy remains paramount. With the increasing digitization of data and transactions, safeguarding sensitive information is critical for businesses and individuals alike.
- With key players like Kerala Startup Mission, TBI NITC and IIMK LIVE, the Startups & Scaling Up initiatives in the region are thriving, driven by passionate founders, and supported by a conducive ecosystem and government policies promoting entrepreneurship.
- According to the internal research conducted by GT among the IT fraternity and Tech companies in Kozhikode, these five emerging technologies are at the forefront of Kozhikode's tech fraternity and IT firms' prowess. Embracing these trends not only fosters innovation but also positions Kozhikode as a hub for technological excellence in Kerala and beyond. Hence the same has been featured as the horizontals that cut across the verticals in KTX2024.
- The knowledge track comprised of almost 10 sessions were on AI & ML, 5 on cybersecurity, 3 on Augmented Reality & Metaverse, and 2 each on Industry cloud platform and Robotics.

### 2.3.2 Vertical Themes

As per the internal research conducted by CITI 2.0, six key verticals have been identified as pivotal for Kozhikode's technological advancement. These include Smart Tech: Industry 4.0, Healthcare Tech, Creative Tech, Prop-Tech, Food & Agro Tech, and Retail Tech. Innovation clusters thrive in regions only where there's a local market and forward-thinking industry in addition to the technology industry.

Smart Tech, particularly Industry 4.0, is revolutionizing manufacturing processes, enhancing efficiency, and promoting sustainability through automation, IoT, and data analytics. Malabar region has a cluster of Small & Medium scale industries in steel, footwear, cement etc. These firms are at a critical point in their evolution. They have a niche, but that niche needs to be developed further and the competitiveness of these firms needs to be reimagined in this age of technology.

In addition to the local industry firms such as Peekay Steel and VKC, local technology firms such as Cronus Steel have started supporting manufacturing and construction industries in the US. Tata Elxsi, which has a state-of-the-art development centre in Kozhikode supports global firms in Industry 4.0 technologies.

Healthcare Tech is making significant strides, leveraging digital solutions for patient care, telemedicine, and health data management, thereby improving access to quality healthcare services. Kerala, in particular, the Malabar region has been a centre of the Healthcare tourism boom from the Middle East. Aster group, which has a large presence in Malabar and the Middle East has opened up a research lab in Wayanad. There are quite large hospital chains based in Kozhikode such as Baby Memorial Hospital, Aster MIMS, IQRA, MEITRA Hospital etc. One of the largest medical colleges in the country in terms of patient volume is Calicut Medical College. This traditional set of medical firms has a great opportunity to work with local technology firms and develop stronger value propositions.

Creative Tech is flourishing, with a burgeoning community of artists, designers, and content creators embracing digital tools and platforms for multimedia production, animation, and digital art. Kozhikode has a history of art and culture and that is seeing a strong convergence into the technology industry now. Post covid, the fields of Augmented Reality, Mixed Reality as well as behavioural science and interaction design have morphed into the wider ambit of Metaverse computing where the physical and virtual world co-exist. Customer touch points



in future will span across both the physical and virtual world and a seamless experience will have to be given to develop and model the interaction design paradigms of the future. From the traditional domains of UI/UX, creative tech now cuts across a wide realm of aspects wherever there is an interaction between two parties, be it in the virtual world or the physical world. Leading firms in Kozhikode include Aufait Technologies, Capiro etc. In this age of generative AI tools such as ChatGPT and Sora disrupting the creative sector, a city such as Kozhikode with a strong creative and cultural heritage could be a great place for developing innovative solutions or products based on Creative Technologies.

Real estate is a mainstay of the Malabar region. Traditional firms have increasingly reimaged themselves with a strong modern focus. Property Tech is reshaping the real estate industry, offering innovative solutions for property management, virtual property tours, and smart building technologies, enhancing convenience and efficiency for stakeholders. This is a logical continuation of the steel and cement sectors which are strong in the Malabar region. As Kozhikode is one of the fastest-growing urban agglomerations in the world, the property sector is expected to enjoy strong growth. Kozhikode has a strong chapter of real estate firms associated with CREDAI. Large firms such as Malabar Developers and Hi-Lite Group have expanded into multiple sectors linked to Real Estate. Besides this, the second largest co-operative labour group in the world with a strong focus towards the construction sector – Uralungal Group(ULCCS) - is based in Kozhikode. Intelligent Construction Management is being adopted across the cycle of concept to design to build as well as maintenance. As per the World Economic Forum, the real estate sector drives nearly 40% of global greenhouse gas emissions. Businesses are faced with a trifecta of growth, the need to reduce greenhouse gases and the need to shorten and manage the construction cycle efficiently. That's where technology can be of tremendous value. From building information modelling solutions to 3D printing solutions to sensor-based computing that can dynamically respond to operational & maintenance events, technology can drive the real estate sector forward in the decade to come. A strong fusion of the technology industry with the traditional sector needs to happen to take the segment forward.

Food & Agro Tech is modernizing agricultural practices, enhancing crop yield, quality, and sustainability through precision agriculture, drone technology, and farm management software. There are a number of marine export-based industries, new age firms such as ID Fresh, Parisons dominate the food sector in Malabar. A number of FPOs (Farmer Producer Organizations) are present in north Malabar and Kannur area. These traditional sectors can be reimaged from a technology perspective and many quality-centric innovations could be infused.

Retail-Tech is transforming the retail sector, facilitating seamless omnichannel experiences, personalized marketing, and inventory management through e-commerce platforms, AI-powered analytics, and smart retail solutions. Kozhikode historically has a strong trading culture. Today in Kozhikode's retail scene, modernity seamlessly coexists with traditional retail. Many modern retail chains find a place in Kozhikode's cityscape now, the latest being Starbucks. Multiple malls are present across the city. Technology has been transforming the traditional retail areas of online and offline into a morphed "phygital" world. Building and preserving the brand identity is becoming more and more a technology game. Multiple modes of payment tech need to be adopted to serve all kinds of customers today. After-sales service can only be scaled up with technologies effectively. All this means that unless you are at the forefront of technology, you cannot drive your retail business effectively today. This presents a great opportunity for local IT firms to partner with the local industry to generate further innovations in the retail sector.

These six domains represent Kozhikode's potential to take forward its technological ecosystem, foster innovation, entrepreneurship, and economic development, and position the city as a hub for technological excellence in Kerala and beyond.

The sessions in KTPX 2024 focused on these six verticals and the technology disruptions in these verticals. It was crafted in such a way as to guide the participants – both professionals and companies, to take advantage of the technological changes happening across the globe in these sectors.



## 2.4 Stakeholders

The key stakeholders for the Kerala Technology Expo (KTX) 2024 are nine entities under the Calicut Information & Technology Initiative (CITI 2.0) namely.

1. Malabar Chamber of Commerce (MCC): The Malabar Chamber of Commerce, established in 1929 to support and protect the interests of the business community, plays a pivotal role in the development of trade and industry in Malabar. Over the years, the Chamber have been working for the development of this region and the latest testimony for that vision is taking the lead in setting by CITI2.0 by bringing key stakeholders of Kozhikode under one forum.
2. Calicut Forum for Information Technology (CAFIT): Calicut Forum for Information Technology (CAFIT) was established in 2008 to bring a conducive ecosystem for technology entrepreneurship in Malabar. CAFIT, a self-financing and independent technology movement, directs a great deal of attention to the growth of regional SMEs and contributes to technology entrepreneurship in the region.
3. NIT Calicut: The National Institute of Technology Calicut, established in 1961 as a Regional Engineering College (REC), located in the Malabar region of Kerala State is one of the premier academic institutions in India. Mandated to provide higher technical education and conduct research in the various branches of Engineering, Science, Technology and Management, it presently offers Doctoral programmes, 11 UG programmes and 29 PG programmes including an MBA.
4. IIM Kozhikode: Indian Institute of Management Kozhikode set up in 1996 as the 5th IIM in the country, on two hillocks in Calicut, Kerala is regarded as the most picturesque and oxy-rich campus in India. Spread over about 112.5 acres of land and powered with world-class infrastructure, IIMK is regarded as one of the premier management schools in India as it is dedicatedly devoted to nurturing future business leaders in teaching, learning, consulting, research, and innovation.
5. Govt. Cyber Park, Calicut: Cyberpark, Kozhikode the first IT Park promoted by the State Government in the Malabar region was conceptualised in 2009, to facilitate a state-of-the-art infrastructure space that would enhance the development of Information & Communication Technology companies, create Direct & indirect Job opportunities, and contribute to the economic development of the region as well as the state. With a 45-acre campus, it's one of the prominent IT parks in Kerala, was made fully operational in 2017 and also inaugurated the first IT SEZ building Sahya, measuring around 3 lakhs sq.ft.
6. UL Cyberpark Calicut (ULCC): UL Cyberpark is the first IT Park by a cooperative society in the Kozhikode (Calicut) region and made fully operational in 2016. It is being developed as an IT/ITES Special Economic Zone. It is a green building and LEED-certified IT Park rated for Gold standards. Promoted by the 100-year-old Uralungal Labour Contract Cooperative Society (ULCCS), the park envisages creating an environment where professional talent is recognized and nurtured for the growth of the region
7. Kerala State Information Technology Infrastructure Limited (KSITIL): Kerala State Information Technology Infrastructure Limited (KSITIL) is the apex public limited company formed under the Government of Kerala IT Policy for pioneering the development of IT/ITES Special Economic Zones (SEZs). KSITIL is in charge of the development of the Govt Cyberpark Kozhikode, as 43 acres of land were notified in Chevayur for Cyberpark in 2010. Cyberpark in association with KSITIL has leased out 5 acres of SEZ land and has developed the first IT SEZ building Sahya measuring around 3 lakhs sq.ft which got inaugurated in 2017
8. Calicut Real Estate Developers' Society (CREDAI), Calicut: Confederation of Real Estate Developer's Associations of India (CREDAI), Calicut is a network made up of companies that are long-standing leaders in the Building Industry in Calicut. CREDAI was incepted with the intention to bring about a consortium of talents in the Construction Industry in Calicut, the Forum is comprised of members from all key property developers and builders of Calicut.
9. Calicut Management Association (CMA): Calicut Management Association (CMA), established in 2011, is one of the most vibrant local management associations (LMAs) affiliated with the All India Management Association (AIMA), New Delhi. Together, these organizations formed a strategic alliance with a shared vision to drive Kozhikode's transformation into a prominent technology and innovation hub.

## 2.5 Ecosystem Partners and Sponsors

Several organizations hailing from India and the Middle East joined as sponsors for the event. These sponsors comprised corporates, startups, consulting firms, various government divisions, and more. Additionally, numerous organizations extended their support to KTX 2024 as ecosystem partners, contributing to various activities like event marketing, providing speakers, and offering various forms of assistance. The following table provides a summary of these organizations.

Sl No	Name Of the Organization	Mode Of Association with KTX2024
1	Arab Consult House, Saudi Arabia	Sponsors
2	Department Of Electronics & Information Technology – Kerala IT	Sponsors
3	TruSpeQ	Sponsors
4	Open Technologies	Associate Sponsors
5	Avalon	Associate Sponsors
6	Peekay Steel	Associate Sponsors
7	ULCCS Ltd (Uralungal Contract Co-operative Society)	Associate Sponsors
8	HiLite Builders	Associate Sponsors
9	Parisons	Supporters (Monetary)
10	GAIL (Gas Authority of india Ltd)	Supporters (Monetary)
11	Kerala Startup Mission	Ecosystem Partner
12	NIT Calicut TBI Incubator (NITC TBI)	Ecosystem Partner
13	IIM Kozhikode Live	Ecosystem Partner
14	Digital University Kerala (DUK)	Ecosystem Partner
15	KSSIA (Kerala State Small Industries Association)	Ecosystem Partner
16	KSN Global (Kerala Startup Network Global)	Ecosystem Partner
17	Kerala Development Innovation Strategic Council (KDISC)	Ecosystem Partner
18	Kerala Knowledge Economy Mission (KKEM)	Ecosystem Partner
19	Tinkerhub	Ecosystem Partner
20	G-Tech	Ecosystem Partner
21	TiE Kerala	Ecosystem Partner
22	Tata Elxsi	Event Associate
23	Katha	Outreach Partners
24	Mailercloud	Outreach Partners
25	Headstart	Outreach Partners
26	Startup Scale360	Outreach Partners
27	Business Network International (BNI)	Outreach Partners

Sl No	Name Of the Organization	Mode Of Association with KTX2024
28	Business Kerala	Outreach Partners
29	Utopia Dystopia	Outreach Partners
30	Madhyamam	Media Outreach Partners
31	Mathrubhumi	Media Outreach Partners
32	Mediaone	Media Outreach Partners
33	Malayala Manorama	Media Outreach Partners
34	Solus	Outdoor Partners
35	Google Developer Group Kozhikode	Community Partners
36	Malabar Angels Network	Community Partners
37	Young Indians	Community Partners
38	Hack Talks	Community Partners
39	Techies Club	Community Partners
40	Edapt	Community Partners
41	Technopark Today	Community Partners
42	GetLead	CRM Partners
43	Conference Prime	Conference Partners
44	KFON (Kerala Fiber Optic Network)	Internet Partners
45	Dreamz Décor	Infra Partners
46	Water (Creative Studio)	Infra Partners
47	Malabar Palace	Hospitality Partner
48	Tripenta Hotel	Hospitality Partner
49	Bridgeway Motors	Travel Support
50	Paragon	Culinary Partner
51	Social Hour	Event Partner
52	Grant Thornton	Knowledge Partner
53	Capio Interactive	Branding Partner

### 3. PROGRAM PHASES FOR 3 DAYS AT KTX

**Technosphere (Stage 1):** Comprised of insightful discussions that encompassed topics across vertical sectors such as Industry 4.0 and Smart Manufacturing, Health Tech, Retail Tech, Prop Tech, Food & Agro Tech, and Creative Tech, as well as horizontals including AI & ML, Industry cloud platforms, AR/VR & Metaverse, Startups & Scaling Up, Hardware & Robotics, Security & Privacy, and more. Explored the key strengths of Kozhikode, including its talent pipeline, cultural openness, quality of life, and thriving MSME & IT Sector, while engaging with diverse topics on stage. From delving into the potentials of Industrial 4.0 in powering the manufacturing sector to mastering the impact of Generative AI in the creative industry, the stage provided a platform for engaging discussions.

**Innovarium (Stage 2):** This stage mainly covered sectoral tracks. The aim of Sectoral tracks based on Verticals and horizontals was to identify potential cross-industry Collaborations that foster collaboration among different sectors, driving innovation and solving shared challenges. The goal was to conduct an in-depth exploration of each sector (Health, Prop, Food, Retail, Creative, and Manufacturing Tech) to understand the Trends and Transformations therein.

**Futurama (Stage 3):** To provide practical skills and implementation strategies. Ensures hands-on learning opportunities for practical application of innovative technologies. Quality workshops could attract the right audience.

**Networking Rooms:** Lead generation and establishing curated connections for potential collaborations. Session category under Knowledge Tracks

- **Presidential address / Keynote Addresses / Session Addresses:** Provides insightful perspectives - To disseminate key insights and knowledge on the latest trends and technologies. - To provide a deeper understanding of specific topics through short, focused talks.
- **Plenary / Panel Discussions:** Bring out diverse viewpoints on critical issues. - To converse and have a 360-degree view
- **Fireside Chats:** Real-world experiences and success stories. - Anecdotes

### 4. PRE-EVENT PREPARATION AND COORDINATION

As part of the meticulous planning for the Kerala Technology Expo (KTX) 2024, Grant Thornton, in close coordination with CITI 2.0 took on a pivotal role in orchestrating pre-event activities to ensure a seamless and impactful experience. The pre-event phase encompassed a range of strategic initiatives aimed at shaping the event's theme, sessions, and overall structure. The key activities were.

- **Event Theme and Curation:** The overall event theme was finalized, alongside the structuring of panels and sessions. Additionally, background notes were prepared for each session, including time plans, schedules, and profiles of potential speakers.
- **Speaker Engagement:** The panel themes were finalized, potential speakers were suggested, and support was provided to the CITI Core team and partners in approaching and inviting speakers.
- **Sponsorship and Exhibition Support:** Suitable sponsors were identified, and strategy notes were prepared to approach them. Potential firms that could be the central attraction for exhibition stalls were recommended, thereby attracting local firms to take up stalls. GT provided the necessary support to onboard such firms.



Figure 3: Sponsorship Packages



- Global Outreach:** Assisted CITI in approaching attendees from international markets, especially the GCC region. Approach notes and presentations were crafted to invite participants from abroad.
- Collateral Material and Marketing:** Knowledge collateral materials were developed for participants, speakers, and stakeholders. A marketing strategy was formulated, and collaboration with the MCC was initiated to execute it.
- Partnerships and Stakeholder Engagement:** Support was offered to the CITI Core team led by MCC in acquiring partnerships with industry organizations to broaden the event’s reach. Target groups and individuals for event invitations, including industry professionals and stakeholders, were identified.

## 5. EVENT SUMMARY

With a footfall of over 9000 and registrations of more than 6000 over the three-day event, KTPX made history, garnering remarkable reach, and establishing itself as a premier event in the region. The expo featured bustling stalls filled with tech enthusiasts exploring the array of exhibits, including AR/VR, AI, Ed Tech, Robotics, and more. The following sections detail the key highlights of all three days. More session-specific details are given in Annexure 1.

### 5.1 Day 1 Highlights

Day 1 of the Kerala Technology Expo (KTX) 2024 marked a momentous occasion in the technological landscape of the Malabar region. Hosted by CITI 2.0, the event saw the convergence of distinguished guests, including Minister P.A. Mohammed Riyas, and key stakeholders from CITI 2.0, MCC, IIM Kozhikode, NIT Calicut, and others. The day featured insightful sessions, starting with Smart Tech and Industry 4.0 discussions, where industry leaders like Ajey Mehta and Derick Jose explored the evolution of technology and strategies for digital transformation. The inauguration by Minister Riyas and the launch of the CITI 2.0 brochure emphasized Kozhikode’s tech prowess. Esteemed speakers like Manoj Raghavan, Ramendra Verma, and Dr Santhosh Babu shared perspectives on technological innovation and infrastructural development. Stage 2 sessions covered diverse topics, including digital transformation, 3D printing, and AI in the Middle East, providing an overall view of technology’s transformative role. The expo featured 121 stalls, and the first day witnessed an overwhelming response with over 3000 attendees, reflecting the event’s success and widespread interest.



Figure 4. From left to right: Nityanand Kamath, Anil Balan, Prof. Debashis Chatterjee, Arun Kumar & Ajayan K Anat





Figure 5. From left to right: M.A. Mehaboob, Dr. Santhosh Babu IAS (Retd), Ramendra Verma, Mr. P. A. Mohammed Riyas, Hon' Minister of Kerala, and Prof. Debashis Chatterjee.

Overview of all the session on Day 1 is given below.

<p>Keynote Address on Imagine, Create and Impress: Harnessing futuristic creative technologies, as a key transformer for Executive Briefing Centres (EBC) and Experience Centres (EC)          Speaker: Sunil Subramanian, Sr. Vice President – Business Development, EDC Creative Technology Solutions Private Limited</p>
<p>Keynote address on Industry 4.0 and MSME sector in India          Speaker: Mathew Thomas, Vice President and MD, Siemens Digital Industries Software</p>
<p>Keynote address on Bridging the Divide: Industry 4.0 and the Democratisation of Tech in Tier 3, Tier 4, and Rural Landscapes          Speaker: Ajey Mehta, Former CEO, Nokia mobiles (APAC)</p>
<p>Keynote address on Tech Trends reshaping the future of digital payments.          Speaker: Vijay Rajagopal, Head, Payments Business, Amazon Pay</p>
<p>Interactive Workshop (half day) on Decoding Blockchain and Web3          Resource Persons: Prof. Franklin John, Prof. Sreelakshmi (Digital University Kerala)</p>
<p>Keynote address on Industry 4.0 and Beyond: Insights on Practical Solutions, Readiness, and the Emergence of Industry 5.0          Speaker: Derick Jose, MD-Applied Intelligence, Accenture</p>
<p>Fireside Chat discussion on Factory of the Future: Embracing Digital Transformation with Industry 4.0          Moderator: Roshan Kakkat, CEO Media One TV          Speakers:          • Srikanth P J, GM, Metamorph 3D print services          • Vimal Govind, Founder, GenRobotics</p>

<p>Panel Discussion on Adapting to the Future: Navigating the Shift from established to Digital Native Organisations</p> <p>Moderator: Balaji Venkatraman, Co-Founder and CEO, Trustgrid.ai</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Raffles Chan, CEO, GITP Asia</li> <li>• Subbu Iyer, Founder &amp; Chief Executive Officer, Giggr Technologies Inc.</li> <li>• Ramendra Verma , National Head, Grant Thornton</li> <li>• Ajith Kumar, Innovation, Leader, Deloitte</li> </ul>
<p>Keynote address (Virtual) on How Middle East Market is Evolving from an AI perspective and how smaller IT service firms can take advantage of the AI focus in Middle East.</p> <p>Speaker: Dr Krishnadas Nanath, Deputy Head, Middlesex University, Dubai</p>
<p>Panel Discussion on Tech-Infused Healing: Navigating Data-Driven Healthcare Innovations for a Cure</p> <p>Moderator: Prasad Unnikrishnan, Partner and Head, Grand Thornton</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Balagopal Chandrasekhar, Founder &amp; MD, Terumo Penpol Ltd</li> <li>• Gopi Koteeswaran, Co-Founder, Cardiac Wellness Institute &amp; Dzruptiv AI</li> <li>• Saji Mathews, COO, Baby Memorial Hospital</li> <li>• Anupama Govindan, Product &amp; Solutions Development Manager, Siemens Healthineers</li> </ul>
<p>Panel Discussion on Innovate Kozhikode: Nurturing Growth within the Incubation Ecosystem</p> <p>Moderator: Prajeet Prabhakaran (Kerala Start-up Mission)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Swethal Kumar, Startupscale360 FZE, Dubai</li> <li>• P.K. Gopalakrishnan, Co-Founder, Malabar Angel Network</li> <li>• Preethi Manniledam, CEO, Technical Business Incubator, NIT Calicut</li> </ul>

## 5.2 Day 2 Highlights



Figure 6. From left to right: Allwyn Kent, Nityanand Kamath, Jilu Joseph and Anoop Ambika (Fireside Chat on Stories from Wayanad)





Figure 7. From left to right: Raveendran Kasturi and Snehil Kumar Singh IAS, District Collector Kozhikode

Day 2 of the Kerala Technology Expo 2024 forenoon was primarily about emphasizing the fact that Tier-III cities can be a great venue for developing innovative technology companies.

It started off with the panel on setting the roadmap to be an aspirational city moderated by Raveendran Kasturi, former Managing Director, IBM India. The setting of the context for the entire day was done and the message that being a Tier-III city is no hindrance to the innovation & IT development was clearly communicated. This was further re-emphasized by the Kerala startup Mission CEO, Anoop Ambika in a panel with two entrepreneurs who built their firms from rural or Tier-III locations - Jilu Joseph and Allwyn Kent. This was further reinforced by Mohammed Anzy, Managing Director, Guidewire India who gave a talk on building product firms from Tier-II / III cities in India. A real example of building a captive centre for a global MNC in Kerala was given in an insightful talk by Ms Suja Chandy, who anchored Nissan's development centre in Kerala. A power-packed panel discussion by 4 prominent Tech leader firms from Kozhikode candidly shared their success stories and brought out many unique aspects of Calicut that nurture business & entrepreneurship. Prof Hoda, who mesmerised the audience with her depth of knowledge, emphasised the need for strong Technology knowledge and skilled talent to scale up & grow. Senior industrial leaders like V P Joy and Venkatt Knot shared their lifelong learning and unlearning whereas speakers like Shyam Mohan and Vishal brought out how focusing on a niche area and aiming to be the leader of the segment can accelerate growth. The panel discussion moderated by Mr Jayan was a freewheeling conversation on Transformative strategies that could unlock the true value of a firm. All these sessions underscored the fact that Calicut has great potential to develop as a value-for-money IT destination.

The Stage 2 sessions were vertical-specific sessions on Retail & FinTech with global-level executives from Vinculum and Mastercard. Mr. Kalathil Karthik, Founder & CTO of Wattlecorp Cybersecurity Labs, emphasized the importance of shifting mindsets from reactive to proactive in cybersecurity. Pradeep Menon Perinchery, Senior Director at Paramount Computers, provided valuable insights into scaling up IT businesses in the Middle East, addressing market opportunities and risks. The panel discussion on AR/VR in real estate and construction, featuring Ajith Prasad, Gopikrishnan V, and Radhakrishnan G Nair, emphasized the interdisciplinary skills required and the relevance of policy and regulations. The day also included discussions on retail evolution, upskilling in the AI era, and MSME growth. Additionally, there were engaging sessions on digital innovation, D2C growth, and global fintech trends. The day concluded with sessions on the journey of Gulf Madhyamam and a focus on Product-Led Growth (PLG) led by Manu Nambiar. Rahul Vijay from Uber provided actionable strategies for small IT service firms to scale and engage with global corporations, making the day both informative and interactive.

Stage 3 hosted two workshops one by First Principles Lab and the other by Digital University Kerala, which witnessed an amazing turnout.

Overview of all the session on Day 2 is given below.

Panel Discussion on Setting the Roadmap to become an Aspirational City. Calicut's holistic growth powered by IT.

Moderator: Raveendran Kasthuri, Board Member, NIT Calicut

Speakers:

- Mr Purushothaman K, Head of Govt Affairs, Cognizant.
- Snehil Kumar Singh IAS, District Collector Kozhikode
- Prof. Ashutosh Sarkar, IIM Kozhikode

Keynote address on From Vulnerability to Victory: Transforming Your Cybersecurity Posture

Speaker: Karthik K, Founder and COO, Wattlecorp

Keynote address on Scaling up of IT business in Middle East

Speaker: Pradeep Menon Perinchery, Senior Director, Paramount Computers

Workshop on Making it Stick: The Art and Science of Design for Habit Formation

Resource Person:

- Vineesh U S, Behavioral Scientist, First Principle Labs
- Nallasivam Thamilarasi, Head of Marketing and Research, First Principle Labs

Fireside Chat on Stories from Wayanad - Pioneering the Global IT Landscape from Tier 3 Heights

Speakers:

- Anoop Ambika, CEO, Kerala Start-up Mission
- Allwyn Kent, CEO, Vonnue
- Jilu Joseph, Founder & CEO, Webandcrafts

Keynote address on Collaborative Catalysts: Igniting Millionaire and Billionaire Ventures

Speaker: Jinu Rajendran, CEO & Founder, Pokit QR, Advertiz

Special Address on Charting the Course to a More Secure Digital Ecosystem

Speaker: Dr. Vinod P Bhattathiripad, Cyber Forensic Consultant, GJ Software Forensics

Keynote address on Setting up and scaling a Product/Digital Innovation Centre for Global Growth in Kerala

Speaker: Suja Chandy, Senior VP & Managing Director (India), Zafin, India

Fireside Chat on Unlocking Growth and Success: Discussion on Harnessing the Power of SAP to GROW and RISE

Speakers:

- Jayakumar Mohanachandran - Group Chief Information Officer, Buzeki Group
- Vinod Palakkil, Senior Director Regional Sales - South (SAP INDIA)

Keynote address on Lifelong Learning: An Imperative in the Knowledge-driven Digital World

Speaker: V P Joy, Senior Executive Vice President; Reliance Industries Limited

Panel Discussion on Success Stories – Kozhikode

Session Chair: Shilen Sagunan, Chairman, MiZone

Speakers:

- Deepak K C , Co-founder & CMO – Cyber Square
- Suhail K P, CEO and Managing Director, Nucore
- Ameen Islahi, Director, Infinite Open Source Solutions LLP
- Sharath M Nair, Operations Center Manager, Tata ELXSI

Fireside Chat on Building the Future - Exploring AR/VR and Emerging Technologies in Construction and Real Estate

Moderator: Ajith Prasad, Director Grant Thornton

Speakers:

- Gopikrishnan V, CEO & Founder, BuildNext
- Radhakrishnan G Nair, Founder and CEO of VRtilces

Workshop on Productivity to Business Development - Uses of Generative AI

Resource Person: Dr. Anoop & Dr. Sanil, Digital University Kerala

Keynote address (virtual) on Doing Business with Global Firms – How can small IT service firms adapt & succeed?

Speaker: Rahul Vijay, Head of Global Direct Tech Deals, Uber

Keynote address on Biomanufacturing of food - A delicious revolution

Speaker: Vishal Menon, Chief Development Officer, Synthite Industries Ltd.

Keynote address on Building from Scratch: Product Companies and Tier 2/3 cities - A promising Future

Speaker: Mohammed Anzy, MD, Guidewire

Keynote address on Navigating the Challenges and Opportunities of a More Secure Digital Ecosystem in the Golden Age of Emerging Tech Investments

Speaker: Prof. Hoda Alkhzaimi, Co-Chair for Global Future Council for Cyber Security, World Economic Forum

Keynote address on Digital Disruption in Kerala's Retail Landscape: Adapting to the Era of Online Marketplaces and Mobile Commerce

Speaker: Rahul Mamman, Founder & CEO, Haeal Life

Fireside chat on Upskilling in the Era of AI: Shaping the Future of Tech Competency

Speakers:

- Sheena Neeju, Vice President, Accenture
- Muraleedharan Mannungal CEO, ICT Academy

Special Address on SAAS companies leveraging product led growth.

Speaker: Manu Nambiar, Director, Strategies, Growth Associates

Keynote: How technology is resulting in the emergence of a vibrant D2C (Direct to Consumer) segment.

Speaker: Venkataramana Nott, Founder & CEO, Vinculum Group

Keynote: Breaking Boundaries: The Tech-Driven Triumph of the first Indian international newspaper

Speaker: Mohammed Rafeeq.K, Global Head- Business Operations, Gulf Madhyamam

Panel Discussion: Tech Empowerment for MSMEs

Moderator: Roshan R, Head Business News Division, Mathrubhumi

Speakers:

- Riyas PM, GM, KKEM
- VKC Razak, Director, VKC Group & Director, KSIDC
- Damodar Avanoor, President, TiE Kerala
- Prakash G S, Joint Director, and Head of Office MSME DFO Thrissur



Speaker: Shyam Mohan, VP Fintech Product & Platform Strategy, Mastercard Dubai

Panel Discussion: Tech-Infused Retail: Transformative Strategies and Collaborations Reshaping the Future Shopping Landscape

Moderator: Jayakumar Mohanachandran, Group Chief Information Officer, Buzeki Group

Speakers:

- Dilip Vamanan, Co-Founder, SellerApp
- Deepu Chandran, CEO & Co-Founder, Hackle
- Nitin Nair, Senior VP, ONDC

Keynote: One View - An automated platform for incorporating and managing your company in the UAE

Speaker: Madhavan Ramakrishnan, Founder, Techfriar

### 5.3 Day 3 Highlights



Figure 8. CXO Conference Chaired by Rajesh Nambiar, Chairman of Nasscom



Figure 9. Signing of MOU between NIT Calicut & Ananth Technologies for the establishment of Satellite Research Center



*Figure 10. Launch of AppSuggest with Team CAFIT & CITI*

On the concluding day of the Kerala Technology Expo (KTX) 2024, the event witnessed overwhelming participation. Stage 1 commenced with a Fireside Chat on the Tech Talent Pool in emerging cities, delving into the academia-industry gap in tech talent development. Notably, the National Institute of Technology Calicut and Ananth Technologies formalized a Memorandum of Understanding for a Satellite Research Center. The expo also featured insightful keynotes by industry leaders, including Rajesh Nambiar and Surya Ramkumar, addressing topics such as the AI-driven digital world and strategies for creative tech firms. The launch of AppSuggest.ai marked a significant development, promising to revolutionize the software solutions marketplace. Stage 2 explored Saudi Arabia's tech landscape, discussed Smart Language Models (SLM), and featured sessions on cloud infrastructure strategies. Dr. Harilal Bhaskar introduced the I-STEM, emphasizing its role in empowering the innovation ecosystem. A fireside chat moderated by Rekha Joy highlighted adaptation in the innovation landscape, featuring Surya Ramkumar and Meenakshi Srinivasan. The day concluded with impactful presentations by Dr. Ishha Farha Quraishy and Dr. Subba Rao Pavuluri on human-AI interactions and entrepreneurial insights in space exploration, respectively. The valedictory ceremony acknowledged the stakeholders, partners, and the concerted efforts that contributed to the success of KTX, envisioning Kozhikode's transition into a global IT hub.

One of the most awaited highlights of the concluding day is the exclusive visit of Mr. Rajesh Nambiar, the newly appointed Chairperson of NASSCOM. This marks Mr Nambiar's inaugural visit to Kerala since assuming his prestigious role, underscoring the significance of the event within the state's IT landscape. His presence is set to infuse the expo with fresh perspectives and strategic insights, steering discussions towards the future trajectory of technology and innovation in emerging cities.

In his keynote address, Mr. Nambiar explored the crucial topic of "Developing Tier – 2/3 Cities in IT Industry Landscape." With his wealth of experience and leadership in the technology sector, attendees can expect illuminating insights on leveraging the potential of smaller cities to drive innovation, foster talent, and propel economic growth. His discourse is poised to ignite conversations on how tier 2 and 3 cities can emerge as pivotal players in the ever-evolving IT ecosystem, fostering inclusive development and opportunities for all.

Another key highlight of Day 3 was a CXO round table by Rajesh Nambiar, Chairman of Nasscom. In the CXO round table, Mr Nambiar explained the focus of NASSCOM on taking the IT industry beyond the Tier-I cities in India. He described how the industry evaluates various cities and the need for an overall strategy as well as a strong marketing strategy to take forward the momentum created by KTX 2024 and bring more industries to Calicut.

Stage 3 also hosted a Design-focused workshop by AUFAIT.

The overview of Day 3 sessions is given below

Fireside Chat on Tech Talent pool - A scarce capital in emerging cities. Role of premier institutions and advanced skilling centres in building tech talent

Moderator: Raveendran Kasthuri, Board Member, NIT Calicut

Speakers:

- Prof Prasad Krishna, Director, National Institute of Technology, Calicut
- Dr Saji Gopinath, Vice Chancellor, Digital University of Kerala

Special Address on Innovative Strategies for AI Adoption in Emerging Markets

Speaker: Umer Abdussalam, Chief Executive Officer Edapt

Keynote address on Mastering Essential Strategies for Optimal Cloud Infrastructure

Speaker: Akhthar Parvez, CEO, TechBrein

Keynote address on Transitioning to the AI-Driven Digital World

Speaker: Rajesh Nambiar, Chairperson, NASSCOM, Chairman and Managing Director, Cognizant India

Keynote address on Unlocking Potential: Empowering the Innovation Ecosystem Through the National Portal i-STEM.

Speaker: Dr Harilal Bhaskaran. Chief Operating Officer & National Coordinator, i-STEM

Keynote address on Unleashing the Power of AI and Cloud - Strategies for Firms in the Era of Creative Tech

Speaker: Surya Ramkumar, CEO and Co-founder, My Zenith

Special Address on Tech-Infused Behaviour - Harnessing the Power of Targeted Marketing in the Digital Era

Speaker: Biju Dominic, Chief Evangelist, Fractal Analytics

Women in Tech Fireside Chat on Tech Flux: Adapting to the Ever-Changing Landscape of Innovation

Moderator: Rekha Joy, Associate Director, Grant Thornton

Speakers:

- Surya Ramkumar, Co-Founder & CEO, My Zenith
- Meenakshi Srinivasan, Partner, Offering leader & Global DevSecOps Practice Leader, IBM

CXO Conference (Invite-only event)

Session Chair: Rajesh Nambiar, Chairperson, NASSCOM, Chairman and Managing Director, Cognizant India

Keynote address on Crafting Visual Narratives - Exploring the Intersection of Creativity and Tech

Speaker: Pradeep Joseph, Director, Google India

Special Address on Designing Together: Can Humans and AI Co-Create the Future?

Speaker: H E. Amb. Dr. Isha Farha Quraishy, Founder & Board Member, IFQ Technologies LLC

Keynote address on From a Tier-3 Location to Building a Unicorn, How Talent in Tier 2/3 & Rural Locations can build global businesses.

Speaker: Anish Achuthan, CEO & Co-founder, OPEN Financial Technologies Pvt Ltd

Special Address on Unveiling the Frontier: Navigating Entrepreneurial Frontiers in Space Exploration and Commercial Ventures

Speaker: Dr Subba Rao Pavuluri, Chairman & Managing Director, Ananth Technologies

Special Address on Shaping the Dynamics of the New Digital Era

Speaker: Sreejit Roy, Senior Partner: GenAI (Hybrid Cloud Services: Global) and Green IT(Sustainability), IBM Consulting



Special Address on Collaborative Synergy: Key Stakeholders and Partners Shaping the KTX Success Story  
 Speaker: Dr Santhosh Babu IAS (Retd), MD, KSITIL

Panel Discussion on Insights into the Saudi Tech Business Realm - Decoding the Business Landscape  
 Speakers:  
 • Yasar Mobarak M Alyami, Head of the Consulate Royal Embassy of Saudi Arabia, New Delhi  
 • Najeeb Musliarakath - CEO, Arab Consult House  
 • Abdullah Sameer Al Kattan General Manager, Arab Consult Housep

### 5.4 Exhibitor Details

The Kerala Technology Expo 2024 (KTX) emerged as a central platform for spotlighting the technological capabilities of IT firms in the region. Featuring three distinct tracks—knowledge, exhibition, and learning—KTX garnered significant attention, notably through its exhibition segment, drawing in more than 9000 visitors across three days.



Figure 11 : Newspaper articles regarding Exhibition at KTX 2024

The exhibition made a significant impact, providing participating companies with a valuable platform to present their products, services, and expertise to a diverse audience. Showcasing a broad spectrum of industries ranging from Smart Tech and Healthcare Tech to Creative Tech and Retail Tech, the exhibition featured companies representing various verticals and horizontals. The exhibition was structured around vertical and horizontal focuses, ensuring a concentrated cluster of firms from selected sectors. This approach aimed to offer visitors a diverse experience, showcasing the range of offerings available within each domain.

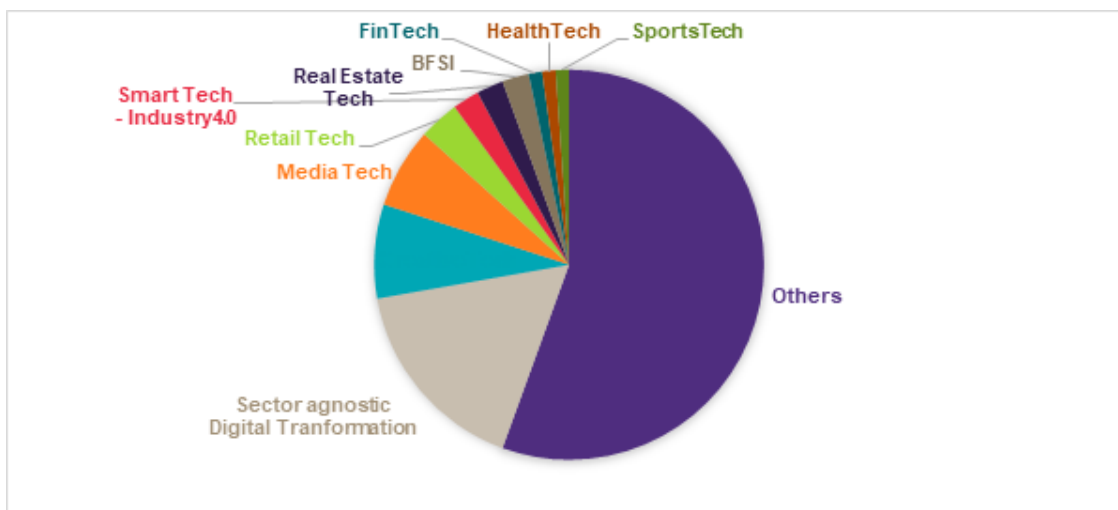


Figure 12 : Vertical/Domain of Exhibiting firms at KTX 2024

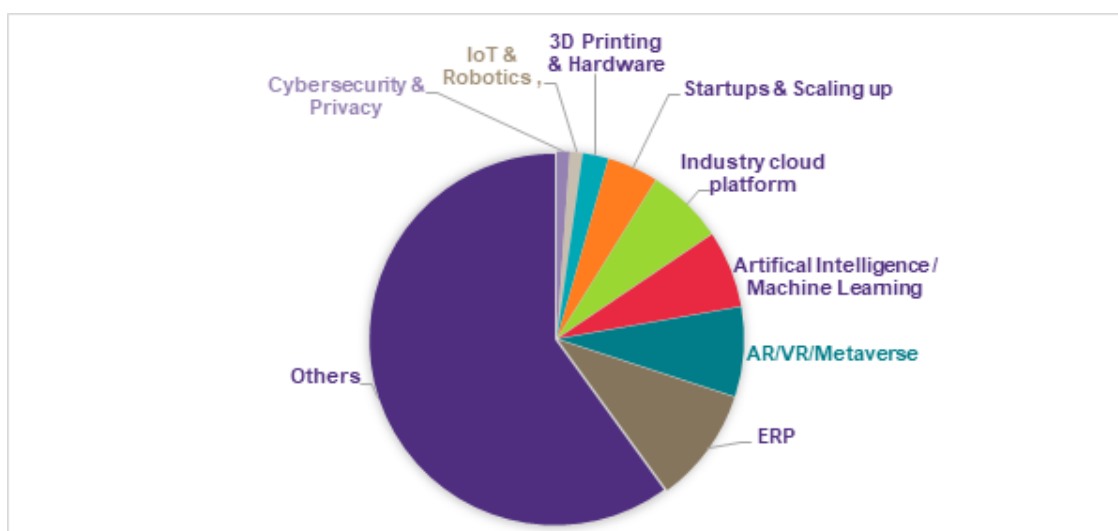


Figure 13 : Horizontal/ tech-enabler of exhibiting firms

The “Others” classification in verticals refers to broadly the Multi-sector SAAS companies offering a plethora of IT-enabled services starting from Travel & Hospitality, Education, BioTech, Oil & Gas etc, similarly the ‘others’ classification in horizontal refers to those who have technology layer like Big Data, Blockchain, Web2 specific tech for web development, ERP etc. A detailed categorisation is given in Annexure 2.

The exhibition track not only provided a comprehensive overview of the latest innovations and solutions but also facilitated meaningful interactions between exhibitors and visitors. The experience zone interspersed within the exhibition garnered significant footfall and engagement, enhancing the overall experience for attendees. KTX 2024 saw participation from a wide number of exhibitors including established firms, startups, Govt organizations, academic institutions and much more. The exhibition played a pivotal role in highlighting the technological advancements and potential of IT firms from the region, while also serving as a platform for knowledge exchange, collaboration, and industry transformation. Capitalizing on this momentum, KTX 2025 can plan to target firms from across the country to Kozhikode.



## 5.5 Social Media Impact and coverage in traditional media

### Kerala Technology Expo begins in Kozhikode

Three-day event to highlight the potential of Kozhikode as an emerging IT hub

February 29, 2024 10:29 pm | Updated 10:29 pm IST - Kozhikode

THE HINDU BUREAU

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Minister for Public Works and Tourism P.A. Mohamed Riyas in conversation with Indian DR-IT Detachment Commander during the opening of the Kerala Technology Expo at the Calicut Trade Centre in Kozhikode on Thursday. (Photo Credit: K. Rajesh)

Figure 14. Newspaper Snapshots on KTX



Figure 15. Newspaper Snapshots on KTX

The social media impact of the Kerala Technology Expo (KTX) was profound, reflecting the event's widespread influence and engagement across digital platforms. Key hashtags such as #KTX2024, #TechInnovation, and #KozhikodeTech drew significant traction, trending consistently throughout the three-day event. Participants, speakers, and tech enthusiasts actively contributed to the online conversation, amplifying the event's reach.

### Instagram

Log In Sign Up



ktxglobalwave

Follow

Message

302 posts

1,703 followers

14 following

KTX Global Wave

Join India's Premier Technology & Innovations Confluence.

Calicut Trade Centre, Kozhikode

29 Feb, 1,2 Mar 2024

In Kerala, India

ktx.global

POSTS

REELS

TAGGED

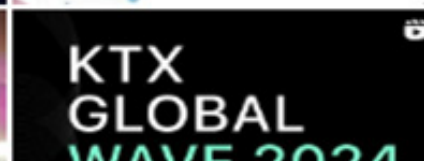
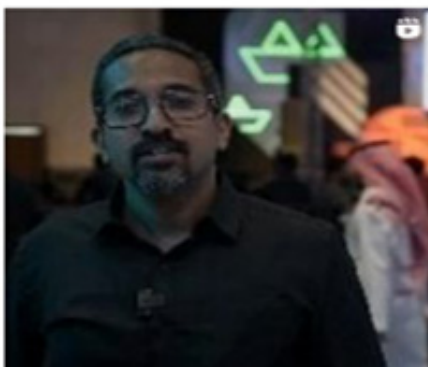


Figure 16: KTX on Social Media

Notable mentions and interactions from participants and speakers such as Mr Umer Abdulssalam, along with their dedicated followers, further fuelled the social media buzz. Influential industry figures, keynote speakers, and attendees shared their insights, experiences, and key takeaways, creating a dynamic and informative online dialogue. The event’s organizers actively engaged with participants through social media, acknowledging their contributions and encouraging continued dialogue. News coverage in newspapers further amplified the social media impact, expanding the event’s reach and generating additional online discussions and engagements. The social media impact of KTPX not only enhanced the event’s digital footprint but also served as a valuable tool for post-event reflections, enabling organizers to gauge participant sentiment, gather feedback, and build momentum for future editions. The event’s success on social media underlines its significance in fostering a dynamic and connected tech community within and beyond the geographical confines of Kozhikode.

## 5.6 SWOT Analysis of KTPX 2024

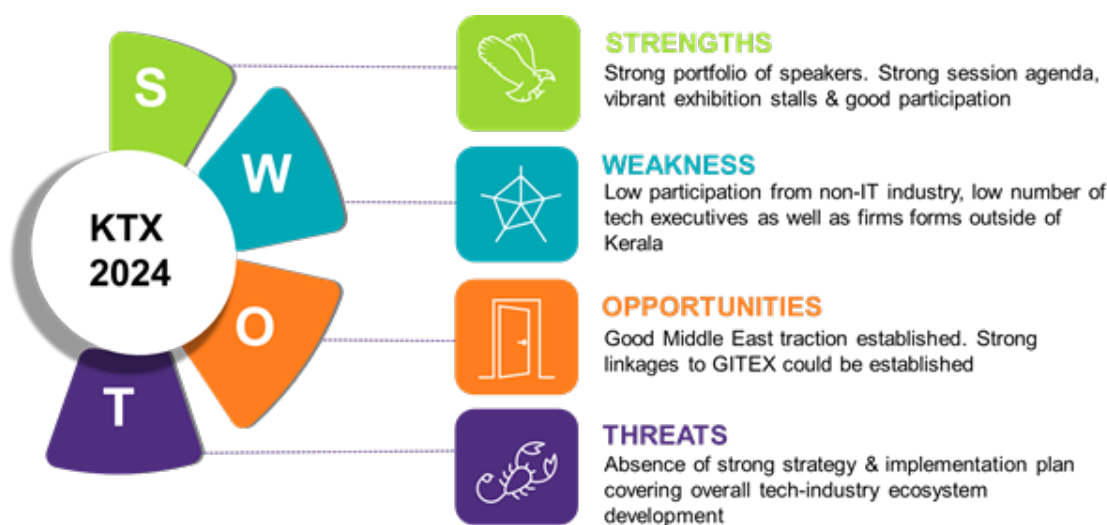


Figure 17: Snapshot of the event SWOT analysis

- **Strength:** KTPX featured a set of speakers who were leaders in the respective domains. From AI to IoT to Creative, the speakers were quite knowledgeable and were able to communicate their thoughts very well. The exhibition stalls were another strong point, and they captured the technological vibe of Kozhikode city.
- **Weakness:** Calicut has a very vibrant non-IT industry base. The successful development of a destination as a technology and innovation centre depends on the confluence between multiple parties such as startups, corporates (both IT & non-IT), academia & Government. While KTPX was successful in getting the startups, academia & Government, getting the non-IT industry base to be more involved is the key to taking the ecosystem further forward. Similarly, KTPX needs to attract more industry from regions outside of Kozhikode. This depends on further enhancing the value proposition of the event in different ways by ensuring effective networking as well as strong pre-event promotions.
- **Opportunities:** KTPX 2024 cemented the fact that Kozhikode is the gateway to do business in the Middle East. There was strong participation from the Middle East in terms of speakers. This needs to be further enhanced in participation in GITEX and other Middle East-centric events. The traction for KTPX 2025 needs to be built upfront. Once the CITI 2.0 overall strategy framework is developed, the Middle East linkages could be forged more effectively.
- **Threats:** The absence of a strong technology ecosystem development strategy to drive the momentum of KTPX 2024 forward is the biggest threat to the momentum of KTPX 2024. GITEX is backed by the Dubai Government’s overall industry development strategy and roadmap. A similar roadmap should be there for CITI 2.0 with KTPX 2024 being a strong element in that.

## 6. KEY TAKEAWAYS

- **Technological Innovation Hub:** KTPX positioned Kozhikode as a burgeoning centre for technological innovation and ingenuity in the Malabar region.
- **Historic Reach and Attendance:** With a footfall of over nine thousand and registrations exceeding six thousand

- sand, KTX made history, becoming a premier event in the region.
- Diverse Tech Exhibits: The expo featured a diverse array of exhibits, including AR/VR, AI, Ed Tech, and Robotics, highlighting the latest trends and advancements in technology.
- Strategic Collaborations: MOUs were signed between NIT Calicut and Ananth Technologies for a Satellite Research Centre, and Kerala Startup Mission with Panangad Grama Panchayat for remote working facilities, fostering innovation and collaboration.
- Insights from Industry Leaders: Keynotes and sessions from industry leaders like Rajesh Nambiar (NASSCOM), Surya Ramkumar (My Zenith), and others provided insights into AI, Cloud, entrepreneurship, and the future of technology.
- Launch of AppSuggest.ai: The event marked the launch of AppSuggest.ai, a marketplace for software solutions. With backing from ten directors representing seven prestigious companies including Office Kit HR, IOCOD Infotech, Edumpus, Iluzia Lab, IPIX Tech Services, Freston Analytics, and Networth Software Solutions, AppSuggest.ai promises to revolutionize the way vendors present their offerings.
- In-depth Exploration of AI: Sessions on Smart Language Models (SLM) and Generative AI explored the potential and challenges, urging a shift in education paradigms and offering strategies for companies to leverage AI.
- Empowering Innovation Ecosystems: Dr. Santhosh Babu, MD of KSITIL, and Dr. Harilal Bhaskar, CEO & National Coordinator of I-STEM, highlighted the transformative potential of the KSMART initiative and the launch of the I-STEM platform. The discussions emphasized the significance of collaborative synergy for sustainable growth and innovation, showcasing these initiatives as catalysts for unlocking new possibilities in businesses, academia, startups, and incubators.
- Promote Entrepreneurship: Develop programs and initiatives that support aspiring entrepreneurs, especially those from Tier-2 and Tier-3 locations. Leverage success stories like Anish Achuthan's, CEO of OPEN Financial Technologies Pvt Ltd, journey to inspire and guide emerging startups.
- Upskilling and Lifelong Learning: The importance of upskilling and continuous learning, particularly in the context of AI-driven disruption were discussed. Programs that focus on reskilling the workforce to meet the evolving demands of the digital age need to be developed.

## 7. ACTIONS SUGGESTED

- Enhanced Collaboration: Foster deeper collaboration between industry stakeholders, academia, and government bodies to ensure a more inclusive representation of the technology ecosystem. Collaborate with government bodies to align initiatives with broader development goals. Leverage the support of local administrations to create policies that foster a conducive environment for technology-driven growth.
- Targeted Extensive Outreach Strategy: Increase efforts to attract international participants, speakers, and exhibitors, expanding the event's global footprint and promoting cross-cultural exchange. Expand the reach of KTX by actively promoting it to international markets, especially in the GCC region. A focused and extensive marketing strategy is essential to enhance participation from the GCC region and the IT sector within local, national, and global ecosystems. This strategy should specifically target potential sponsors, partners, and participants from the GCC region, tapping into its growing economy and technological interest. Additionally, tailored marketing efforts directed towards the IT sector will attract key stakeholders, fostering collaboration and increasing participation locally and internationally.
- Diversity and Inclusion: To enhance the inclusivity of the KTX event, a concerted effort should be made to increase the representation of women speakers, thought leaders from underrepresented communities, and professionals from diverse backgrounds. Proactively seek out and invite accomplished women in technology, leaders from minority groups, and individuals with unique perspectives to participate as speakers, panellists, and moderators. Encourage tech organizations and startups led by women and diverse founders to highlight their innovations in the exhibition spaces.
- Interactive Technology Exhibits: Expand the interactive technology exhibits to offer firsthand experiences for attendees, allowing them to explore emerging technologies and innovations firsthand.
- Streamlined Communication: Implement a streamlined communication strategy to effectively convey event updates, schedule changes, and valuable information to participants, exhibitors, and attendees.
- Strategic Partnerships: Forge strategic partnerships with leading industry organizations, technology hubs, and educational institutions to amplify the event's impact and draw on their expertise for content curation and speaker recommendations. And encourage and facilitate more partnerships between educational institutions, research centres, and technology companies.
- Innovation Awards: Introduce innovation awards to recognize and celebrate outstanding contributions and achievements in the field of technology, fostering a culture of excellence within the community.
- Sustainable Practices: Implement sustainable practices, such as reduced waste, eco-friendly materials, and

- energy-efficient technologies, to align the event with global environmental goals and promote responsible event management.
- Embrace cutting-edge technologies to enhance the overall event experience and streamline organizational processes: In future editions of KTPX, explore opportunities to integrate innovative technologies that have proven successful in major global events, such as the Dubai Expo. Examples include incorporating advanced event management platforms for seamless participant registration, utilizing virtual and augmented reality for immersive showcases and demonstrations, implementing AI-driven chatbots for real-time attendee support, deploying smart event analytics for data-driven insights, and introducing robots for various tasks like information dissemination, assistance, or even interactive exhibits. Consider adopting interactive digital signage, smart badges, and RFID technology for efficient navigation and engagement. By embracing these technological advancements, KTPX can stay at the forefront of event execution, providing attendees with a more dynamic, interconnected, and futuristic experience while optimizing logistical operations behind the scenes.
  - Post-Event Engagement: Develop a robust post-event engagement plan, including follow-up surveys, webinars, or online forums to gather feedback, address concerns, and maintain the momentum generated during the event. Organize regular knowledge-sharing sessions, workshops, and conferences to keep the community abreast of the latest technological trends. Encourage participation from local businesses, startups, and educational institutions.
  - Year-Round Engagement: Establish a year-round engagement strategy through webinars, workshops, and networking events to maintain an active and connected technology community beyond the annual event.

## 8. NEED FOR A FOCUSED STRATEGY

A recurring theme across multiple sessions was the necessity for a strategy to advance the Kozhikode technology ecosystem. Both Debashis Chatterjee, director of IIM Kozhikode, and Dr. Prasad Krishna, Director of NIT Calicut, emphasized the challenge of retaining talent despite the academic strengths and human capital emerging from Kozhikode. They stressed the need for more industry presence to retain talent and further develop the city. Mohammed Anzy, Managing Director at Guidewire India, underscored the potential for Calicut to evolve into a product innovation-focused city in his session. Similarly, Anoop Ambika, Allwyn Kent & Jilu Joseph highlighted in their session that geography is not a hindrance in developing successful technology firms.

Combining these insights, it is imperative to devise a strategy for fostering Kozhikode as a vibrant technology ecosystem. This strategy should delineate the marketing positioning, value proposition, and target technology industry segments for Kozhikode. Additionally, the Kozhikode Corporation must address infrastructure challenges identified in the as-Is assessment. A strong implementation plan, coupled with an efficient monitoring mechanism and periodic oversight, is crucial for the successful execution of this strategy.

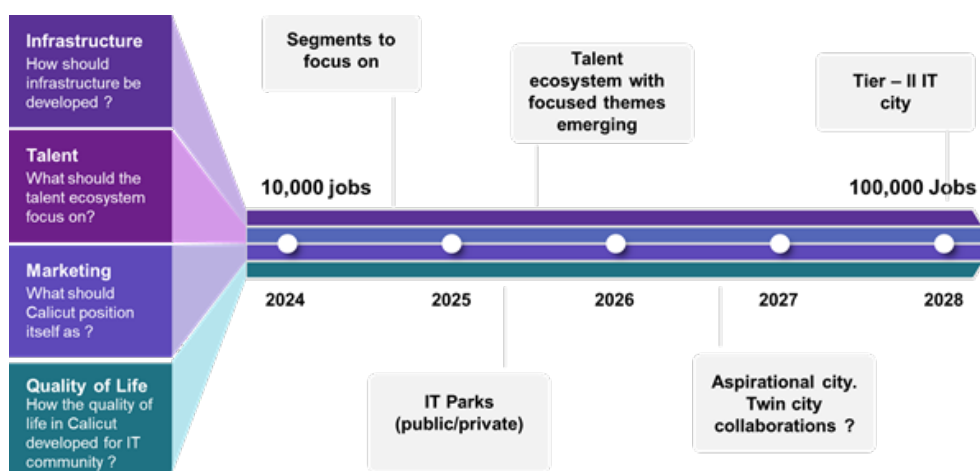


Figure 18: 4-Phase Business Strategy

Relying solely on event-focused execution will not propel CITI 2.0 toward its job creation objectives or Tier-II IT city status. While events play a significant role, as illustrated in the infographic above, they are just one aspect of the broader marketing strategy.



Similarly, financing is crucial for executing the strategy effectively. This aspect should be addressed during the strategy development phase. While all stakeholders in CITI 2.0 share common objectives, financial alignment must also be established. Building on the success of KTX 2024, funds need to be raised not only for specific events but also to support the overall vision of CITI 2.0.

## 9. CONCLUSION AND WAY FORWARD

The Kerala Technology Expo (KTX) 2024 represented a significant milestone in the regional technological landscape, highlighting Kozhikode's prominence in the global tech arena. Spanning three days, KTX brought together industry leaders, innovators, and enthusiasts, facilitating knowledge exchange, collaboration, and insights into innovative technological trends. The success of the event can be attributed to the concerted efforts of various stakeholders, including the organizing committee, partners, speakers, exhibitors, and attendees. A diverse array of sessions, panel discussions, and keynotes shed light on various facets of the tech industry, from AI and cybersecurity to entrepreneurship and the future of work.

Moving forward, KTX aims to build upon its success by prioritizing diversity and inclusion in speaker selection, integrating interactive technologies like virtual and augmented reality, and exploring innovative event management platforms. Furthermore, enhancing participant engagement through strategic partnerships and targeted marketing strategies is being considered. The triumph of KTX 2024 lays a solid foundation for Kozhikode to emerge as a dynamic hub for technological innovation. Continued efforts in fostering collaboration, embracing emerging technologies, and staying abreast of global industry trends will bolster Kozhikode's position as a key player in the evolving tech landscape. The legacy of KTX sets the stage for future editions to drive growth, inspire innovation, and contribute significantly to the region's tech-driven development.

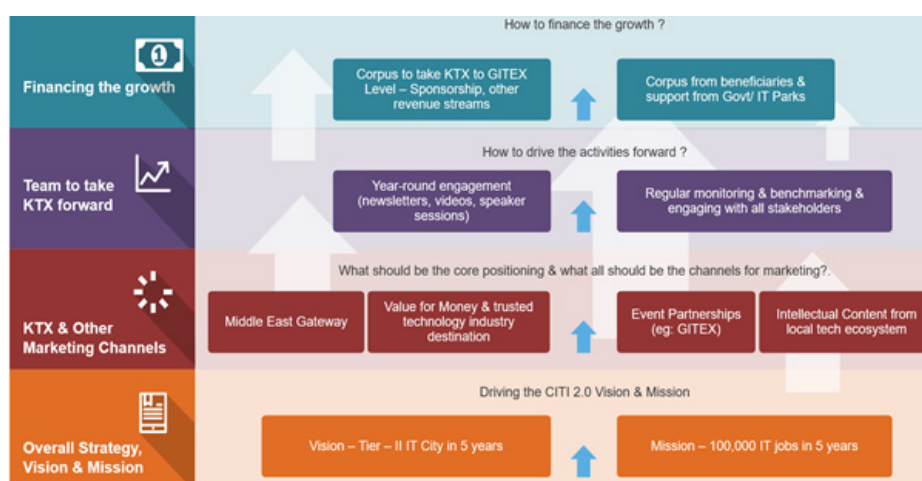


Figure 19: Driving CITI 2.0 Vision & Mission Forward

As indicated in the framework above, there are many questions that need to be answered and that can come only through a detailed strategic planning exercise.

- How to Drive CITI 2.0 vision & mission forward?
- What should be the core positioning of Calicut / Malabar how should the positioning be communicated to all relevant parties?
- How to drive the activities forward throughout the year?
- How to finance the growth?

Stakeholders of CITI 2.0 must convene to discuss and devise a robust implementation framework for advancing the strategy and fostering development within the industry ecosystem. As KTX is envisioned as an annual event, leveraging the momentum from the inaugural edition entails announcing the 2025 edition at least 6 to 8 months in advance. Preliminary activities for KTX 2025 should commence 8-10 months ahead of the prospective dates.

KTX 2024 introduced the CITI 2.0 initiative with grandeur, setting high expectations. KTX 2025 should solidify the active role of CITI 2.0 by unveiling a strategy and vision, along with an activation report detailing the contributions of each of the nine stakeholders toward realizing that vision. The strategy should be accompanied by a phased implementation plan and a robust monitoring mechanism.



# ANNEXURE 1: SPEAKERS AND PANELS – DETAILED INSIGHTS

## Day 1 Sessions

The inaugural session of the Kerala Technology Expo (KTX) 2024 unfolded on 29th February 2024, marking a significant milestone in the journey of technological innovation in the Malabar region. Hosted by CITI 2.0 - Calicut Innovation & Technology Initiative, this event heralds a new era for Kozhikode, transforming it into a burgeoning hub of technological ingenuity and innovation.



Figure 20. From left to right: Nityanand Kamath, Anil Balan, Prof. Debashis Chatterjee, Arun Kumar & Ajayan K Anat

The event commenced with a warm welcome to all distinguished guests, including Shri. P.A. Mohammed Riyas, Minister for Public Works and Tourism, and other prominent dignitaries from various sectors.

Together, they gathered to celebrate the collaborative efforts of nine key stakeholders under CITI 2.0 including MCC, CAFIT, IIM Kozhikode, NIT Calicut, Govt. Cyber Park, ULCC, KSITIL, CREDAI, and CMA, united in their vision to propel Kozhikode into the forefront of innovation.



Figure 21. Ajayan K Anat

Ajayan K Anat, Chairman of CITI 2.0 commenced the session by introducing the dignitaries and highlighting the collaborative effort driving transformative changes in Kozhikode. He underscored Kozhikode's status as both an aspirational hub and an investment destination for emerging technologies, emphasizing its multidimensional growth trajectory, a distinctive characteristic within Kerala. Notably, he announced the first edition of the Kerala Technology Expo (KTX) as an annual event, aimed at showcasing Kozhikode's technological potential on a global stage



Figure 22. Prof. Debashis Chatterjee

Debashis Chatterjee, Director at IIM Kozhikode followed, acknowledging Kozhikode's historical significance as India's first city and a founding city, serving as a beacon of commerce and enterprise. He portrayed Kozhikode as a pivotal digital gateway to the Middle East, poised on the brink of a technological renaissance.

Mr. P A Mohammed Riyas, Hon'ble Minister for Public Works and Tourism, inaugurated KTX 2024, symbolizing the official commencement of this transformative event.



figure 23. Inaugural Plenary by Mr. P. A. Mohammed Riyas, Hon' Minister of Kerala



Figure 24. Mr. P. A. Mohammed Riyas, Hon' Minister of Kerala

The launch of the CITI 2.0 brochure, “From the Spice Trade to Tech Triumph,” developed in collaboration with Grant Thornton, showcased Kozhikode’s evolution into a tech powerhouse. Minister Riyas and other dignitaries participated in the brochure launch, underscoring the strategic significance of this initiative. Minister Mohammed Riyas took the stage, shedding light on the effective utilization of space at cyber parks and the resultant employment opportunities, particularly in emerging sectors. He elaborated on the burgeoning tourism sector in Wayanad and Kerala, highlighting global recognition from prestigious publications like The New York Times.

M.A. Mehboob, President of MCC, reiterated the pivotal role of CITI and Cyber Park in Kozhikode’s technological evolution, expressing a desire to establish KTPX as a perennial event to bolster the city’s tech ecosystem further. He also emphasized the potential for remote work opportunities in Calicut.



Figure 25. From left to right: M A Mehaboob, Dr. Santhosh Babu IAS (Retd), Ramendra Verma, Mr. P. A. Mohammed Riyas, Hon’ Minister of Kerala, Prof. Debashis Chatterjee



Figure 26. M A Mehaboob, President MCC



Figure 27. Manoj Raghavan, MD & CEO of Tata Elxsi

Manoj Raghavan, MD & CEO of Tata Elxsi elaborated on the growth trajectory of Technopark in Trivandrum and its implications for Kozhikode’s burgeoning tech scene. He highlighted initiatives aimed at fostering innovation and employment, particularly emphasizing initiatives supporting the Punarjini, inclusion of women engineers in the tech workforce and establishing an EV lab in NIT Calicut. These are designed to spur technological advancement and create high-quality jobs.



Figure 28. Ramendra Verma, National Sector Leader (Government) & Partner (Transformation Practice) at Grant Thornton Bharat LLP

Ramendra Verma from Grant Thornton provided insights into industry innovation and the emerging significance of Tier III cities as vital hubs for technological advancement, reinforcing the narrative of Kozhikode’s burgeoning tech landscape.





Figure 29. Dr. Santhosh Babu IAS (Retd.), MD of KSITIL

Dr. Santhosh Babu IAS (Retd.), MD of KSITIL delved into infrastructural developments and initiatives such as KFON and predictive governance, aimed at positioning Kerala as a global destination for deep tech. He also outlined plans for future initiatives like Cyber Park 2 and programs like Fostereria, focused on fostering technological innovation in rural areas.



Figure 30. Susanth Kurunthil, CEO Inforpark and Cyberpark, Govt. of Kerala

Susanth Kurunthil, CEO Inforpark and Cyberpark, Govt. of Kerala compared Kozhikode's burgeoning potential to that of Silicon Valley, underscoring KTX as a pivotal platform to showcase the city's technological capabilities on a global stage.



Figure 31. Anil Balan, General Secretary, CITI 2.0

Anil Balan, General Secretary, CITI 2.0 concluded the session with a vote of thanks, expressing gratitude to all participants and stakeholders for their invaluable contributions to the success of KTX 2024.

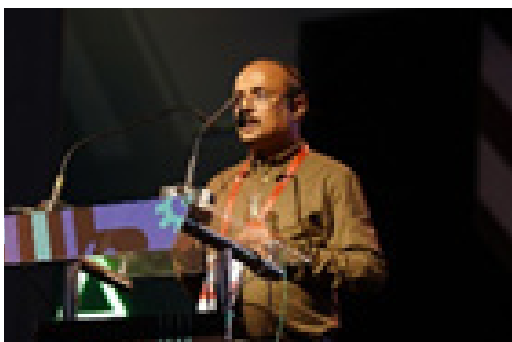
Throughout the day, esteemed dignitaries shared their perspectives on technology's role in shaping Kozhikode's future. Their insights underscored the collaborative effort required to harness the full potential of technology for societal progress.

The knowledge sessions started off with the Smart Tech, Industry 4.0 vertical sessions, after the networking lunch.



Figure 32. Ajey Mehta, Former CEO of Nokia mobiles (APAC)

Ajey Mehta, Former CEO of Nokia Mobiles (APAC), delivered a thought-provoking keynote on the evolution of Industry 4.0 and its impact on underserved communities. He highlighted the need for inclusive technological advancement, envisioning a future where technology bridges societal divides.



Derick Jose, MD of Accenture, provided actionable insights into Industry 4.0 and beyond. His presentation explored practical solutions and readiness assessments, illuminating the path towards Industry 5.0 and its transformative potential.

Figure 33. Derick Jose, MD of Accenture



Sunil Subramanian, Sr. Vice President of EDC Creative Technology Solutions, captivated the audience with case studies and innovative approaches to storytelling and navigation. His session showcased the transformative power of creative technologies in shaping immersive experiences.

Figure 34. Sunil Subramanian, Sr. Vice President of EDC Creative Technology Solutions

Next, under the aegis of Balaji Venkatraman, Co-Founder and CEO of Trustgrid.ai, the panel delved into “Adapting to the Future: Navigating the Shift from Established to Digital Native Organizations.” Esteemed panellists, including Ramendra Verma (Grant Thornton), Raffles Chan (GITP Asia), Subbu Iyer (Giggr Technologies Inc.) and Ajith Kumar (Deloitte), explored strategies and challenges in embracing digital transformation.



Figure 35. From left to right: Balaji Venkatraman, Ramendra Verma, Raffles Chan, Subbu Iyer, and Ajith Kumar



Prasad Unnikrishnan, Partner, and Head at Grand Thornton led a dynamic panel featuring Balagopal Chandrasekhar, Founder & MD of Terumo Penpol Ltd; Gopi Koteeswaran, Co-Founder of Cardiac Wellness Institute & Dzruptiv AI; Saji Mathews, COO of Baby Memorial Hospital; and Anupama Govindan from Siemens Healthineers which shed light on the imperative shift towards data-driven healthcare. Emphasizing the significance of quality data, regulatory backing, and ecosystem maturity, they stressed the need for standardization and longitudinal data access for effective healthcare solutions. Moreover, technology's role as a great equalizer, transcending income biases, was underscored.



Figure 36. From left to right: Prasad Unnikrishnan, Balagopal Chandrasekhar, Anupama Govindan, Gopi Koteeswaran, and Saji Mathews

The Innovation Stage at KTX 2024 featured impactful sessions, including insights on digital transformation, revolutionary trends in digital payments, and the evolving landscape of 3D printing. Notable discussions on AI in the Middle East, startup ecosystem growth, and innovative funding solutions provided a view of technology's transformative role in diverse sectors. Mr. Mathew Thomas, Vice President and Managing Director, Siemens Digital Industries Software emphasized closed-loop connections between the digital and real worlds, enabling actionable insights for the MSME sector in India. His insights unravelled the transformative potential of digital technologies, empowering MSMEs for sustainable growth and global competitiveness.



Figure 37. Vijay Rajagopal, Head of Payments Business, Amazon India

Mr Vijay Rajagopal, Head of Payments Business, Amazon India, provided valuable insights on the revolution of digital payments in India, exploring innovations like voice-activated payments, biometric authentication, tokenization technology, AI in fraud detection, and contactless wearables. His session engaged a highly involved audience, concluding with a Q&A session.

The keynotes were followed by an engaging fireside chat between Mr Srikanth & Mr Vimal moderated by Mr Roshan Kakkat, CEO of Media One. Mr. Srikanth P J, GM, Metamorph 3D Print Services, provided insights into the evolution of 3D printing, emphasizing its transition to additive manufacturing. The discussion highlighted



logistics disruption and the concept of point-of-need production, emphasizing the continued importance of hardcore manufacturing despite the rise of AI. Srikanth also touched upon using waste materials like sawdust for 3D printing.

Mr Vimal Govind, Co-Founder, CEO & CPA of Genrobotic Innovations and Genrobotics Medical and Mobility, highlighted the potential job reduction due to technological advancements, especially in general-purpose robotics. Vimal also noted the decreasing cost of metal printing and its utilization in shipping operations. The panel concluded with insights into the continuous evolution and integration of technology in the manufacturing landscape.



Figure 38. From left to right: Roshan Kakkat, Srikanth P J, and Vimal Govind



Figure 39. Virtual session by Dr Krishnadas Nanath

Dr Krishnadas Nanath, Deputy Head of Computer Engineering & Informatics Department, Middlesex University, Dubai who joined remotely delved into the transforming landscape of AI in the Middle East, highlighting the UAE's national strategy and practical applications like smart parking and water leakage detection. He responded to AI field inquiries, emphasizing understanding algorithmic models and principles, cautioning against treating AI as a black box and expressing eagerness for continued engagement with the Kozhikode community.

The last session on Stage 2 featured a thought-provoking panel discussion with Swethal Kumar, P.K. Gopalakrishnan, and Preethi Manniledam, moderated by Prajeet Prabhakaran. The panel delved into the growth of the incubation ecosystem, offering diverse perspectives on fostering a thriving startup culture.



Figure 40. From left to right: Prajeet Prabhakaran, Swethal Kumar, P.K. Gopalakrishnan, and Preethi Manniledam

Swethal Kumar, CEO & Founder of Startupscale360 FZE, Dubai emphasized the need for Kerala to attract startups from outside the state, fostering a more inclusive startup ecosystem. P.K. Gopalakrishnan, Malabar Angel Network addressed the imbalance of the startups to investors ratio, suggesting the creation of a corpus fund involving corporates, Malabar Angel, and other funds to mend the broken funding pipeline for startups. Dr Preethi Manniledam, CEO, Technical Business Incubator, NIT Calicut, has been instrumental in fostering innovation and entrepreneurship. Her leadership has significantly contributed to creating a thriving ecosystem for tech startups, emphasizing collaborative efforts and sustainable growth within the NIT Calicut community.

Several workshops were organized as part of KTX. The workshop on Blockchain by Digital University Kerala (DUK) on the first day witnessed significant participation and was highly interactive.



Figure 41. Blockchain Workshop

The expo featured an intriguing array of 121 stalls representing 142 companies spanning various sectors such as robotics, AR, VR, Edtech, SAAS, startups, AI, Metaverse, Health Tech, Industry Tech, Fintech, and Food Tech. Among the highlights were four notable product launches: Codlac, DINEX, Vanforce, and the debut of Swears Magazine.

The event witnessed an extraordinary turnout with an overall footfall exceeding 3000 enthusiastic attendees. The exhibition stall experienced an overwhelming response and was packed with engaged participants throughout the duration of the event. The significant attendance underscores the event’s success and the vibrant interest it garnered from a diverse audience.





Figure 42. Exhibits

Day 1 ended with a high energy band performance by Vayali Bamboo Music.

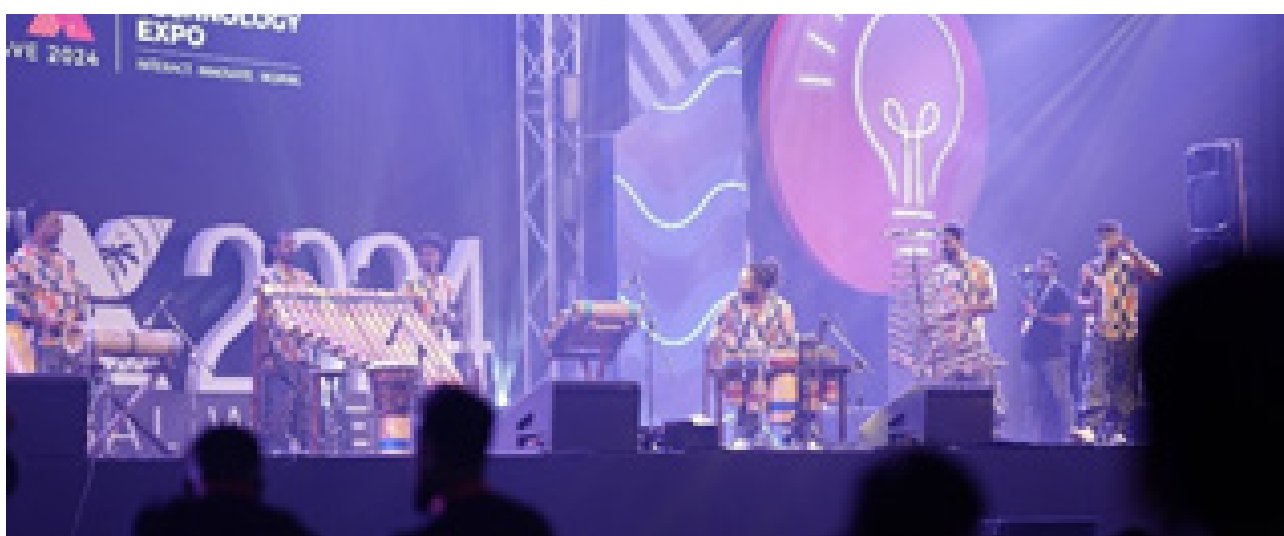
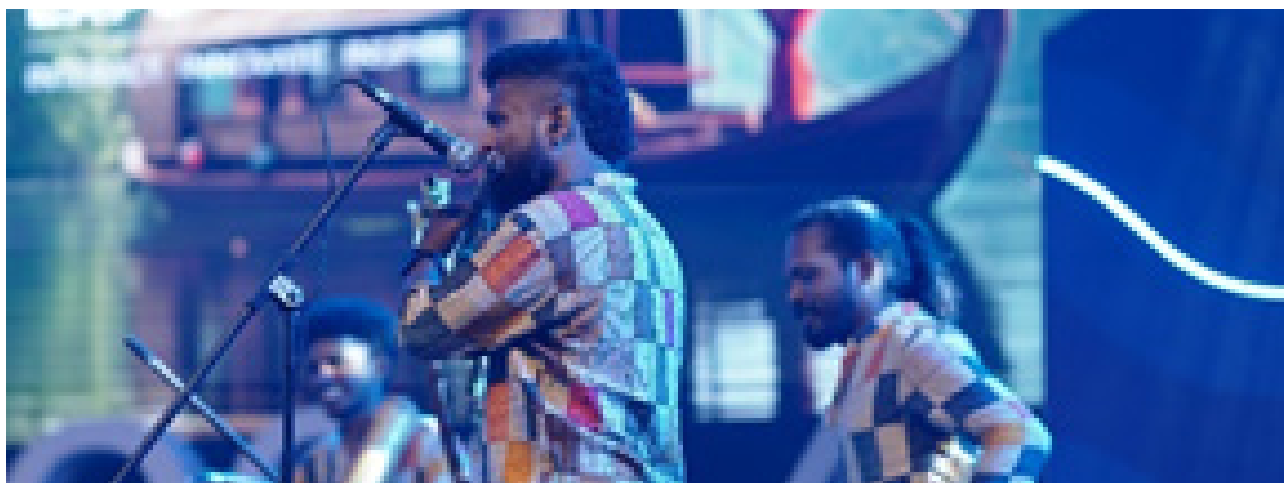


Figure 43. Vayali Bamboo Music

## Day 2 Sessions

The second day of KTX2024 was a power-packed day with 24 sessions, 2 workshops and 1 band performance across the three stages. The central Technosphere stage opened with a special session on setting the roadmap for the city's growth powered by IT. The panel discussion, moderated by Raveendran Kasthuri, a Board Member of NIT Calicut, along with speakers Snehil Kumar Singh IAS, the District Collector of Kozhikode, Purushothaman K, Head of Government Affairs at Cognizant, and Prof. Ashutosh Sarkar, Executive Director of IIMK LIVE; highlighted the need for a holistic approach to Calicut's development. They advocated leveraging virtual land for a knowledge economy model, stressing government support for strategic guidance and fostering collaboration between public and private sectors to make Calicut a regional IT focal point.



Figure 44. From left to right: Raveendran Kasthuri, Snehil Kumar Singh IAS, Mr. M A Mehaboob, Purushothaman K, and Prof. Ashutosh Sarkar

Fireside Chat moderated by Anoop Ambika, CEO of KSUM, showcased pioneering tales from Wayanad and Koratty, unveiling journeys of Anoop, Alwyn Kent, CEO of Vonnue, and Jilu Joseph, Founder & CEO of Webbandscrafts, candidly addressed challenges like resource hiring and scalability, emphasizing advantages such as cross-collaborations, lower living costs, and the importance of branding. Diversity and inclusion were highlighted, showcasing how Tier 3 companies are making strides in the industry.



Figure 45. From left to right: Anoop Ambika, Alwyn Kent, and Jilu Joseph, Fireside Chat on Stories from Wayanad





Suja Chandy, Senior VP & Managing Director at Zafin, India, underscores Kerala's potential for digital innovation and growth, emphasizing talent development, diversity, and ESG integration for global success in the IT sector.

Figure 46. Suja Chandy, Senior VP & Managing Director at Zafin, India



V P Joy from Reliance Industries emphasized lifelong learning's importance in the digital age, advocating humility and a growth mindset. He highlighted AI's role in inclusive learning and introduced the "future trio" of AI, human intelligence, and emotional intelligence for business success.

Figure 47. V P Joy from Reliance Industries

Another Panel Discussion chaired by Shilen Sagunan, Chairman, MiZone showcased success stories of local startups like Cyber Square, Nucore, and Infinite Open-Source Solutions, highlighting the rich talent pool and supportive ecosystem. Speakers credit CAFIT and local incubators for fostering growth and facilitating connections. The session emphasizes Kozhikode's allure for entrepreneurs and calls for continued growth.

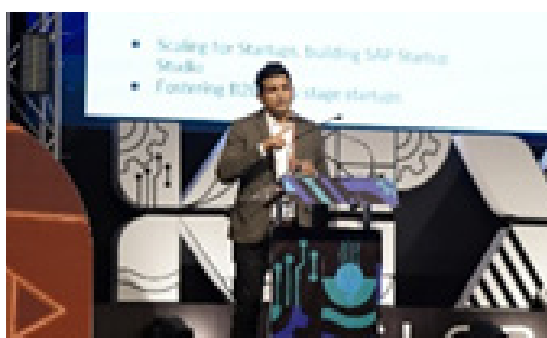


Figure 48. Panel Discussion on success stories of Calicut's local startups



Vishal Menon, Chief Development Officer at Synthite Industries Ltd., presents 'Biomufacturing of Food: A Delicious Revolution.' Covering CRISPR, synthetic biology, and the shift from traditional to bio-manufactured food with natural vanillin as an example.

Figure 49. Vishal Menon, Chief Development Officer at Synthite Industries Ltd



Mohammed Anzy, MD of Guidewire, highlighted Tier 2/3 cities' potential in product companies, emphasizing digital infrastructure, talent advantage, and local economies for scalable growth.

Figure 50. Mohammed Anzy, MD of Guidewire

Venkataramana Nott, CEO of Vinculum Group, highlights how technology drives D2C growth post-COVID. Strategies include multi-channel coverage, key hires, tech tools, and quick commerce for efficient fulfilment.



Figure 51. Venkataramana Nott, CEO of Vinculum Group



Prof. Hoda Alkhzaimi highlights navigating the digital landscape's challenges and opportunities amidst emerging tech investments. Addressing deepfakes and misinformation, she emphasizes global regulations and individualized approaches for sustainable innovation



Figure 52. Token of appreciation handed over to Prof. Hoda Alkhzaimi, Co-Chair for Global Future Council for Cyber Security, World Economic Forum, Founder and Director, EMARATSEC

Moderated by Jayakumar Mohanachandran (Buzeki Group), panelists Dilip Vamanan (SellerApp), Deepu Chandran (Hackle), and Nitin Nair (ONDC) explored tech-infused retail strategies. They emphasized ONDC's role, discussed Quick Commerce, data analytics, and emphasized collaboration and trust-building in India's retail landscape.



Figure 53. From left to right: Jayakumar Mohanachandran, Dilip Vamanan, Deepu Chandran, and Nitin Nair



Figure 54. Shyam Mohan, VP of Fintech Product & Platform Strategy at Mastercard

Shyam Mohan, VP of Fintech Product & Platform Strategy at Mastercard, discussed global fintech trends and consumer preferences, emphasizing speed, security, and emerging technologies like Gen AI and computing.



Figure 55. Kalathil Karthik, Founder & CTO of Wattlecorp Cybersecurity Labs

The Innovarium stage on Day 2 also witnessed a deep dive into horizontal like Cybersecurity, Augmented Reality and Artificial Intelligence, starting from Mr Kalathil Karthik, Founder & CTO of Wattlecorp Cybersecurity Labs LLP, who enlightened the audience with actionable tasks in shifting mindsets from reactive to proactive, emphasizing the relevance of awareness training and understanding the importance of cybersecurity compliances.



Figure 56. Pradeep Menon Perinchery, Senior Director at Paramount Computers

Pradeep Menon Perinchery, Senior Director at Paramount Computers, delivered a power-packed keynote session on the intricacies of scaling up IT businesses in the Middle East. His presentation was insightful and highlighted the market opportunities and risks of expanding into GCC.

Jinu Rajendran, CEO & Founder, Pokit Qr, Adertiz gave an engaging presentation highlighting personal experiences and connecting with the audience.



Figure 57. Dr. Vinod P Bhattathiripad, Cyber Forensic Consultant at GJ Software Forensics

Dr. Vinod P. Bhattathiripad, Cyber Forensic Consultant at GJ Software Forensics, brought forth an interesting perspective on the various ways we can have a more secure digital ecosystem. His keynote session was crowd-engaging and left the audience with a heightened awareness of cybersecurity threats and practical strategies to mitigate them effectively.





Figure 58. From left to right: Jayakumar Mohanachandran and Vinod Palakkil

Jayakumar Mohanachandran, Group Chief Information Officer at Buzeki Group, and Vinod Palakkil, Senior Director of Regional Sales - South at SAP INDIA, emphasized the ways SAP can drive growth, optimize processes, and deliver experiences in the digital age. The session concluded with an engaging discussion with the audience, which was highly interactive



Figure 59. From left to right: Ajith Prasad, Gopikrishnan V, and Radhakrishnan G Nair

Ajith Prasad, Director Grant Thornton, Gopikrishnan V, CEO & CoFounder BuildNext, Radhakrishnan G Nair, Founder & CEO, VRticles had an engaging discussion on the various ways AR/VR can be utilized in the real estate and construction and industrial sector. They highlighted the importance of combining skills for creative technology and fostering creativity in skill development, particularly in imagining use cases and the role of technology in adding value beyond solving problems. A focus was on the need to be in interdisciplinary skills like liberal arts and technology.

The session equipped the audience with the relevance of policy and regulation in AR/VR technology. The panel discussed the involvement of organizations like CREDAI and RERA in shaping technological landscapes.



Figure 60. Rahul Mamman, Founder & CEO of Haeal Enterprises

Rahul Mamman, Founder & CEO of Haeal Enterprises, delved into Kerala's retail evolution amidst digital disruption, offering strategic insights for adapting and thriving in the digital landscape.



Figure 61. From left to right: Sheena Neeju and Muraleedharan Manningal

In a fireside chat, Sheena Neeju (Vice President, Accenture) and Muraleedharan Manningal (CEO, ICT Academy) discussed upskilling in the AI era discussing the evolving tech landscape, skills gap, and the importance of continuous learning for a competent workforce.



Figure 62. Token of appreciation handed over to Mohammed Rafeeq K, Global Head – Business Operations, Gulf Madhyamam

Mr. Mohammed Rafeeq K, Global Head – Business Operations, Gulf Madhyamam spoke about the fascinating journey of how Gulf Madhyamam became the most prominent Indian international newspaper and the intersection of technology and journalism, exploring how innovation and determination paved the way for the groundbreaking success of the first Indian international newspaper. Additionally, he spoke about the “Come on Kerala” initiative (2018-2023).



Figure 63. Manu Nambiar, Director – Strategies, Growth Associates

Manu Nambiar, Director – Strategies, Growth Associates led the session which highlighted Product-Led Growth (PLG) as a transformative strategy, challenging traditional sales-led models. Key discussions included understanding the identifying ideal customer profile and implementing subscription models. Emphasizing constant customer connection, integration of referral programs, and customer retention. A case study comparing Slack and Microsoft Teams illustrated the impact of product-led and service-led strategies on growth and market dynamics.



Figure 64. Virtual Session by Rahul Vijay

Rahul Vijay, Head of Global Direct Tech Deals, Uber led an exhilarating virtual session where he equipped the audience with actionable strategies on how small IT service firms can scale and engage with global corporations. His insights into strategies and tactics for adaptation and success in the dynamic tech landscape were invaluable to the audience. The session was very interactive, and the audience was captivated.



Figure 65. From left to right: VKC Razak, Riyas PM, Damodar Avanoor, Prakash G S, and Roshan R

In a panel discussion moderated by Roshan R of Mathrubhumi, experts including Riyas PM, Abdul Razak, Damodar Avanoor, and Prakash G S explored tech’s role in MSME growth. Focusing on Kozhikode’s landscape, they emphasized digitalization, innovation, and market expansion for economic development.





Figure 66. From left to right: Anil Balan and Madhavan Ramakrishnan

The Innovarium stage sessions concluded with an enthralling keynote by Madhavan Ramakrishnan, Founder of Techfriar, who shed light on the complexities of company incorporation and management in the UAE, through the use of 'One View', an automated platform designed to simplify and streamline these processes. Madhavan's insights were invaluable, offering attendees an understanding of how 'One View' facilitates the establishment and oversight of companies in the UAE. During his presentation, Madhavan guided the audience through the various processes involved in utilizing the platform. The session was highly interactive, with Madhavan dedicating ample time to address the audience's questions and provide detailed explanations.

Making it Stick: The Art and Science of Design for Habit Formation,' led by Mr. Vineesh U S, Behavioral Scientist, and Mr. Nallasivam Thamilarasi, Head of Marketing and Research, both representing their Principles Labs.



Figure 67: Workshop by Vineesh U.S., Behavioral Scientist, First Principles Labs



Figure 68. Uses of Generative AI workshop

Post noon, a workshop by Digital University Kerala, on the topic Productivity to Business Development Uses of Generative AI, was one of the most anticipated (and over-booked) workshops of KTX.

Day 2 was wrapped with a high-energy band performance by the Renegades Band.

## Day 3 Sessions

With great anticipation and enthusiasm, Day 3, the final day of the Kerala Technology Expo (KTX) 2024, represented a significant milestone in the journey of technological innovation in the Malabar region. Organized by CITI 2.0 - the Calicut Innovation & Technology Initiative, this event signified a transformative shift for Kozhikode, positioning it as a thriving centre of technological ingenuity and innovation. With a footfall of over 9000+ and registrations of more than 6000 throughout the three-day event, KTX made history, achieving remarkable reach and establishing itself as a premier event in the region. Once again, the expo featured bustling stalls filled with tech enthusiasts exploring a variety of exhibits, including AR/VR, AI, Ed Tech, Robotics, and more. On the Technosphere stage, the day kicked off with a Fireside Chat on Tech Talent Pool in emerging cities, moderated by Raveendran Kasthuri, former Managing Director, IBM India, speakers including Prof Prasad Krishna of NIT Calicut and Dr Saji Gopinath of the Digital University of Kerala highlighted the academia-industry gap in tech talent development. They emphasized the importance of collaboration, flexible curriculum, and ecosystem development.



Figure 69. From left to right: Dr Saji Gopinath, Ajayan K Anat, Raveendran Kasthuri, Prof. Prasad Krishna

In a collaborative endeavour, the National Institute of Technology Calicut and Ananth Technologies, Hyderabad, formalized a Memorandum of Understanding, initiating plans for a Satellite Research Center on NIT's premises. Signed by Dr. Prasad Krishna, NIT Calicut's Director, and Dr. Subba Rao Pavuluri, Chairman and MD of Ananth Technologies, the agreement sets the stage for innovative research ventures. Additionally, Kerala Startup Mission and Panangad Grama Panchayat forged an MOU to set up remote working facilities for startups. It was facilitated by KSUM CEO Anoop Ambika and Panangad Grama Panchayat officials.



Figure 70. Signing of MOUs



Rajesh Nambiar, Chairperson of NASSCOM and Chairman of Cognizant India, delivered a keynote in Kerala, titled “Transitioning to the AI-Driven Digital World.”



Figure 71. Welcoming Rajesh Nambiar, Chairperson of NASSCOM and Chairman of Cognizant India

He emphasized AI’s disruptive impact, foreseeing Generation AI’s influence on human-computer communication. Nambiar highlighted AI’s role as an equalizer, enabling varied capabilities to yield comparable outcomes. He discussed AI’s productivity impact on white-collar jobs, stressing the need for upskilling and lifelong learning. Referencing an Oxford Economics study, he elucidated how AI will automate job tasks, necessitating task-based job evaluations. This marked Nambiar’s first visit to Kerala since becoming NASSCOM’s Chairperson, underscoring the event’s significance for the region’s tech community, and garnering a positive reception for his insights.



Figure 72. Rajesh Nambiar, Chairman of Nasscom, delivering his keynote address

Following the keynote, Mr Rajesh Nambiar chaired an exclusive invite-only CXO Meet for Tech Industry Expansion in Kozhikode. In a significant development during KTX 2024, a pivotal CXO meet was convened under the leadership of Rajesh Nambiar, Chairman of NASSCOM and Managing Director of Cognizant India. The session, attended by 25 CXO-level executives from various tech firms across Kerala, including CEOs from prominent entities like Technopark, Cyberpark, and Infopark, focused on the expansion prospects for the industry.



Figure 73. CXO Conference headed by Rajesh Nambiar

Mr Rajesh Nambiar, hailing from Kerala himself, underscored the robust turnover of the IT sector, currently standing at \$254 billion annually, with domestic growth outpacing exports. The discussion highlighted a strategic shift towards Tier-II and Tier-III cities for future industry expansion.

The Chairman outlined key requisites for enticing major firms to these locations, emphasizing the need for a harmonious blend of talent, social and physical infrastructure, government backing, and an enabling ecosystem. Recognizing the inherent advantages of Tier-II cities such as lower attrition rates and enhanced quality of life, Nambiar suggested that cities like Calicut could potentially attract substantial investments with effective branding and niche positioning



Figure 74. Rajesh Nambiar addressing the CXO

Regarding challenges in scaling industries, particularly in cities like Kozhikode, Nambiar stressed the imperative of state intervention to develop social infrastructure, making the region more appealing to external talent, so that companies would be able to scale up their presence effectively. The role of ecosystem enablers like CITI 2.0 was emphasized, with a call to action for concerted efforts towards long-term strategies, market positioning, and branding initiatives to elevate Kozhikode’s status within the tech industry.

Overall, the CXO meet highlighted the need for a strategic roadmap and a focused implementation plan for fostering tech industry growth in Kozhikode and taking the momentum of KTX 2024 forward.

In a keynote titled “Unleashing the Power of AI and Cloud,” Surya Ramkumar, CEO of My Zenith, discussed strategies for firms in the era of creative tech. She addressed fears of displacement, the pace of diffusion, and outlined strategies for thriving, including investing in skills and elevating offerings.



Figure 75. Surya Ramkumar, CEO of My Zenith





In an enlightening session led by Biju Dominic, Chief Evangelist at Fractal Analytics, attendees delved into the realm of targeted marketing in the digital age. Dominic highlighted the power of micro-stimuli on smartphones and the critical role of quick decision-making in shaping behaviour.

Figure 76. Token of appreciation presented to Biju Dominic, Chief Evangelist, Fractal Analytics



Figure 77. Pradaeep Joseph, Director- UX at Google India

In a compelling session, Pradaeep Joseph, Director- UX at Google India, delved into crafting visual narratives. He emphasized setting context, choosing tools wisely, and seamlessly stitching together elements to inform and captivate audiences at the intersection of creativity and technology.

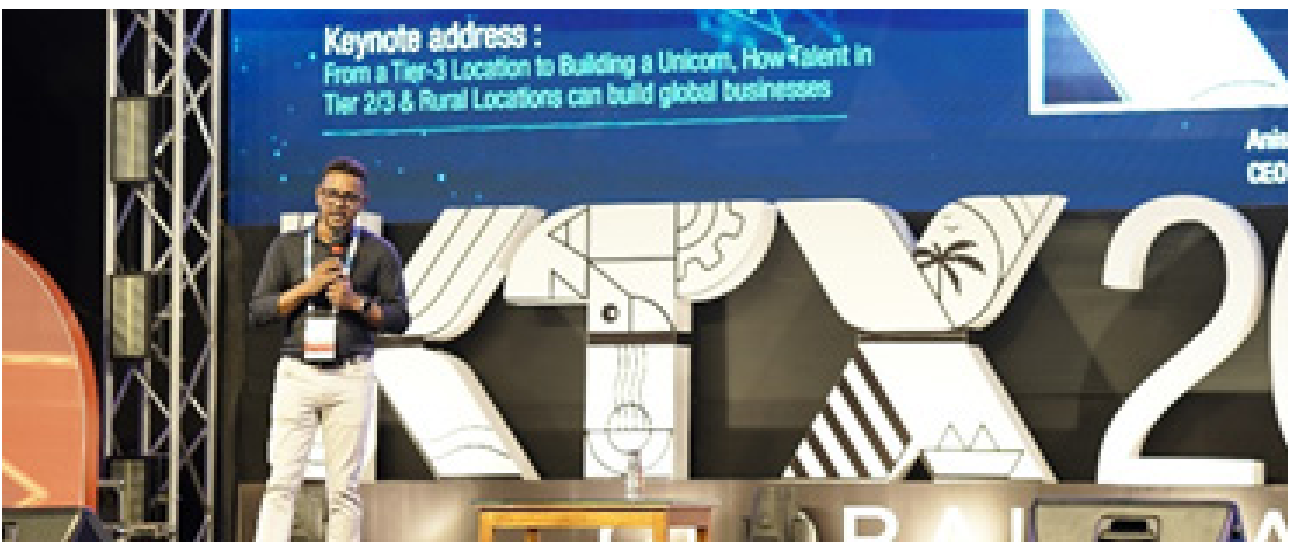


Figure 78. Anish Achuthan, CEO of OPEN Financial Technologies Pvt Ltd

Anish Achuthan, CEO of OPEN Financial Technologies Pvt Ltd, shared his journey from a Tier-3 location to building a unicorn, highlighting challenges, opportunities, and insights for startups. He emphasized how talent from Tier 2/3 and rural areas can create global businesses.





In a transformative session led by Sreejit Roy, IBM Consulting’s Global Offering Leader, the role of Generative AI was explored. Roy outlined key checkpoints for companies to leverage Gen AI’s familiarity and adaptability, reshaping the digital landscape. In a riveting session, Dr. Santhosh Babu, MD of KSITIL, highlighted the significance of collaborative synergy. He showcased the transformative potential of the KSMART initiative for businesses and citizens, urging participants to capitalize on it for sustainable growth and innovation.

Figure 79. Dr. Santhosh Babu, MD of KSITIL

The day also marked the launch of AppSuggest.ai, a marketplace for software solutions. With backing from 10 directors representing 7 prestigious companies including Office Kit HR, IOCOD Infotech, Edumpus, Iluzia Lab, IPIX Tech Services, Freston Analytics, and Network Software Solutions, AppSuggest.ai promises to revolutionize the way vendors present their offerings.



Figure 80. Launch of AppSuggest.ai



The subsequent session delved deeper into Saudi Arabia’s tech landscape with highlights of Saudi’s 2030 vision and innovative projects within it. Abdullah Sameer Al Kattan unveiled the Arab Consult House website, followed by CEO Najeeb Musliarakath explaining its features. An interactive Q&A clarified Saudi’s business ecosystem.

Figure 81. Presentation of Saudi’s 2030 vision



Figure 82. Panel Discussion on “Insights into the Saudi Tech Business Realm - Decoding the Business Landscape”, Yasar Mobarak M. Alyami, Head of the Consulate, Royal Embassy of Saudi Arabia, New Delhi, Abdullah Sameer Al Kattan, General Manager, Arab Consult House, Najeeb Musliarakath, CEO, Arab Consult House



Figure 83. Token of appreciation handed over to Umer Abdussalam, Chief Executive Officer, Edapt

The Innovarium stage 2 opened with an insightful session by Umer Abdussalam exploring the potential of Smart Language Models (SLM). He challenged traditional exams as proxies for lying. The discussion emphasized the need for engaging education, moving away from the factory model in schools and highlighting the importance of personalized learning to cater to diverse individual needs.



Figure 84. Akhthar Parvez, CEO of TechBrein

Akhthar Parvez, CEO of TechBrein, delivered an insightful session on mastering essential strategies for optimal cloud infrastructure. He highlighted the cloud infra triangle theory, along with details regarding cloud optimum security and performance strategies.





In a compelling session, Dr. Harilal Bhaskar, CEO & National Coordinator, I-STEM, delved into the launch of I-STEM, and the various benefits the platform brings forth for academia, startups and incubators. He unravelled the ways in which this national portal serves as a catalyst for empowering the innovation ecosystem by unlocking new possibilities and driving progress. The audience. The session concluded with an engaging discussion with the audience, which was highly interactive.

Figure 85. Dr. Harilal Bhaskar, CEO & National Coordinator, I-STEM

The fireside chat moderated by Rekha Joy, Associate Director at Grant Thornton, featured Surya Ramkumar, Co-Founder & CEO of My Zenith, and Meenakshi Srinivasan, Partner, Offering Leader & Global DevSecOps Practice Leader at IBM. The discussion delved into adapting to the ever-changing landscape of innovation. Surya encouraged women to step out of their comfort zones, highlighting the importance of business drive and creating a personalized life narrative. She also inspired women to participate in sports. Meenakshi emphasized the significance of data-driven decision-making and the automation of processes where necessary. She encouraged women to discover their purpose and align it with their careers for a renewed sense of energy and passion.



Figure 86. From left to right: Rekha Joy, Surya Ramkumar, and Meenakshi Srinivasan



H.E. Amb. Dr. Ishha Farha Quraishy, Founder & Board Member of IFQ Technologies LLC, delivered a power-packed presentation on the fascinating possibilities and challenges of interactions between humans and AI. The interactive presentation kept the audience engaged throughout. Following the session, the speaker mingled with the crowd, answering their questions and further enriching the discussion.

Figure 87. Dr. Ishha Farha Quraishy





Figure 88. Dr. Subba Rao Pavuluri, Chairman & MD, Ananth Technologies

In a very engaging session, Dr. Subba Rao Pavuluri, Chairman & MD, Ananth Technologies enlightened the audience with strategies and profound insights on navigating the entrepreneurial frontiers of space exploration. His expertise illuminated the path for aspiring entrepreneurs in the space industry, offering valuable guidance and inspiration.



Figure 89. From left to right: Akhilkrishna T and Firoz Muhammed

The final session on stage two was an engaging and immersive fireside chat featuring Akhilkrishna T, Founder & CEO of Getlead Analytics, and Firoz Muhammed, Microsoft Dynamics 365 Architect and Corporate Trainer. The session delved into how the fusion of artificial intelligence and sales strategies is reshaping the way businesses connect with their customers. The speakers enriched the audience with insights into innovative approaches, challenges, and successes in using AI to elevate customer engagement. The highlight of the session was the interactive Q&A with the audience, where the speakers addressed all queries, further enhancing the learning experience.

On Day 3, there was a workshop titled 'Build User-Centered Information Architecture with Card Sorting', conducted by Mr Bijith Ahmed, Co-Founder & Chief Designer at Aufait UX, and Mr Arul Ganesh K S, Manager of UX Research



Figure 90. Workshop on Build User-Centered Information Architecture with Card Sorting

As a fitting culmination of the 3 days of Knowledge extravaganza, and the high crowd-pulling expo, the Valedictory session was graced by the Mayor Dr Beena Philip as the Guest of Honour.



Figure 91. Valedictory session

Arun Kumar, Vice Chairman, CITI 2.0 delivered the welcome address for the valedictory ceremony. Nityanand Kamath, Vice President, MCC gave the presidential address, acknowledging the relentless efforts of all the stakeholders and partners in making KTX a success. Dr. Beena Phillip, Mayor of Kozhikode addressed the gathering and showcased the various themes of KTX and highlighted the factors that make Kozhikode unique and great. The mayor was of the opinion that with the concerted efforts of all stakeholders, Kozhikode could be transitioned into a truly global IT hub.



Figure 92. Dr. Beena Phillip, Mayor of Kozhikode





Figure 93. Nityanand Kamath, Vice President, MCC



Figure 94. Arun Kumar, Vice Chairman, CITI 2.0



Figure 95. Abdul Gafoor K V, President, CAFIT

Abdul Gafoor K V, President - CAFIT & Treasurer - CITI 2.0 delivered the vote of thanks.

In his speech, he on behalf of CITI2.0 and the KTX organizing team expressed his sincere appreciation to the Government of Kerala, spearheaded by the honourable Chief Minister and Minister Mohammed Riyas for their unwavering support and vision in fostering technological advancements in our state. He also mentioned that Minister P. Rajeev and IT Secretary, Rathan Kelkar IAS couldn't join us, whose collective efforts have been instrumental in making this expo a reality. He mentioned all those who have supported and advised, including the sponsors, partners, and other key individuals, in making KTX 2024 a reality.

The Kerala Technology Expo 2024 stood out due to its stellar array of speakers, especially bringing out the unique and well-respected voices among Women Tech leaders like Ms. Surya Ramkumar, Prof Hoda Alkhzaimi, Ms Meenakshi Srinivasan, H.E Isha Farhaquraishy, Ms Anupama Govindan, Ms Suja Chandy, Ms Jilu Joseph, Ms Preethi Manniledam to list a few.

The AR/VR and Metaverse Stalls and the gaming experience centers saw the most engaging interactions and the KTX Passport though put the delegates running around unveiling the hidden secrets, ensured rewards and bounties filled their heart





Figure 95. Foreign delegates at Stage 1, KTX



Figure 96. Drone view of KTX event stalls

## ANNEXURE 2: LIST OF COMPANIES/ORGANISATIONS OF COMPANIES/ORGANIZATIONS WITH EXHIBITION

Sl No	Company/Organization	Address
1	1Cloudhub	12-A Sp, Kamak Towers, Tvk Industrial Estate, Guindy, Chennai 60032
2	Acodez It Solutions Pvt Ltd	68/1315 D1, (Former No. 1/3446 D1), Sivam Building, Kannur Road, West Hill Po, Kozhikode, Kerala - 673 005.
3	Arab Consult House	King Abdulaziz St, Al Badi, Dammam 32415, Saudi Arabia
4	Aufait Technologies Pvt Ltd	Aufait Technologies Pvt Ltd Cyberpark, Sbc Unit 4 4th Floor, Sahya Building. Ksitil Sez, Ga College Po Kozhikode, Kerala, Pin 673014
5	Axel Technologies Pvt Ltd	Govt. Cyberpark, 2nd Floor Sahya Building, Kozhikode, Kerala 673016
6	Bayspro AI Eduserve LLP	Bayspro Eduserve Llp, Bhatt Road, West Hill Chungam Junction, West Hill Post Office - 673005
7	Bitsfine Digital Assets Management Llc.	Liwa Heights, Jumeira Lake Towers, Dubai, UAE
8	CaFIT (Calicut Forum for IT)	Sahya, Govt Cyberpark, Kozhikode, Kerala.
9	CAPIO Interactive LLP	Capio Interactive Llp Ns 6, Neo Space, Kinfra Infotech Park, Kakkanchery, Malappuram - 673634 Ph: 9947557600
10	Codelattice Digital Solutions Pvt Ltd	Codelattice Digital Solutions Pvt Ltd, Door No. 1502, Cafit Square, 5th Floor, Hilite Business Park, Calicut, Kerala 673014, India
11	Codesap Technologies LLP	Codesap Technologies Llp, Upper Basement, Sbc Unit 10, Ksitil Special Economic Zone, Nellikkode, Cyberpark Govt, Kozhikode, Kerala, 673016,
12	Codilar Technologies Pvt Ltd	Codilar Technologies Pvt Ltd Sbc No 4 & 6 Upper Basement, Sahya Building Ksitil Sez, Cyberpark Kozhikode Park Rd, Nellikkode, Kozhikode, Kerala 673016
13	Cyber Square - AI & Coding For Schools	Baabte System Technologies Pvt Ltd. 5th Floor, Hilite Business Park Kozhikode Kerala 673014
14	Cybrosys Techno Solutions Private Ltd	Cybrosys Techno Solutions Private Ltd Kinfra Techno Park Neospace First Floor Kakkanchery Calicut University Po Malappuram, Kerala India, Pin :673635
15	Digital University Kerala	Kerala University Of Digital Sciences, Innovation And Technology. Technocity Campus, Mangalapuram, Thiruvananthapuram, Kerala, 695317
16	Earthians Health Informatics Pvt. Ltd	Earthians Health Informatics Pvt. Ltd, No.28/75 A8, Floor2, Al Noor Complex, Sk Pottakkad Road, Kozhikode, Kerala 67016



Sl No	Company/Organization	Address
17	Edapt	Thommangadan House, Panakkad Road, Mattathur, Parappur, Malappuram, Kerala, 676528
18	EDC Creative Technology	Edc Conclave, Jeevith Gardens, Off Itpl Road, Bangalore – 560037, Karnataka, India
19	Esaf Small Finance Bank	Kannankandy Sales Corporation Kannankandy Building Mavoor Road 673004
20	Estore -Kannankandy	Qburst Systems Private Limited 4th Floor, Artech Samrudhi Magnet, Vazhuthacaud, Trivandrum, Kerala, India, Pin 695014
21	Evalgator	Qburst Systems Private Limited 4th Floor, Artech Samrudhi Magnet, Vazhuthacaud, Trivandrum, Kerala, India, Pin 695014
22	Explore IT Solutions	Thara Complex, H.R. Road, PO, West Hill, Kozhikode, Kerala 673005
23	F9 Infotech It Solutions Private Limited	F9 Infotech It Solutions Private Limited C C 33/7-D, Pavor Road, Padivattom, Ernakulam, Kerala, 682024
24	Fantacode Private Limited	Ksitil Kozhikode, Second Floor, Sahya Building, Patheerankavu And Nellikode Village, Kozhikode, Kerala, 673016
25	Foxiom Leads Pvt Ltd	Foxiom Leads Pvt Ltd Kinfra Kakkanchery Thenchipalam (Po) Pin: 673635
26	Freston Analytics Private Limited	Freston Analytics Private Limited Sbc Unit-27, Park Centre, Upper Basement Of Sahya Building, Kstil Special Economic Zone, Nellikkode, Kozhikode, Kerala, 673016
27	Genrobotics	Robotics and AI Research Centre 4th Floor, CDAC-Knowledge Resource Centre Building, Technopark Campus, Kazhakkootam, Kerala 69558
28	GetLead Analytics Private Limited	Getlead Analytics Pvt Ltd 4th Floor, Simax Tower - Vandipetta Calicut -673011, Kerala, India
29	Greenads Global Pvt Ltd	Greenads Global Pvt Ltd Infopark Technology Business Centre, 204 & 205 E Sector ,Second Floor Kochi Kerala 682017 India
30	G-Tec Jainx Education Ltd	G Tec Education Pvt Ltd House Of G Tec Indus Avenue Kallai Road Calicut
31	HiLite Builders	Hi-Lite Business Park, Palazhi, Kozhikode, Kerala
32	HyperQuotient Technologies Pvt. Ltd	VR Quotient, 2nd Floor, Coxswain 23, Beach Road, near, Beach, Kozhikode, Kerala 673032
33	ICICI Bank Ltd	ICICI Bank Ltd. - 2nd Floor, Aarpees Archade, YMCA Cross Rd, Kozhikode, Kerala
34	IDofThings	"IDofThings X1/2d2 Chalakkara Paadam Rd. Kakkanad Cochin Kerala 682037 India"



SI No	Company/Organization	Address
35	IKM (Information Kerala Mission)	Public Office Building, LMS Vellayambalam Rd, University of Kerala Senate House Campus, Palayam, Thiruvananthapuram, Kerala 695033
36	Iluzia Lab	Iluzia Lab Llp Govt. Cyberpark Sahya Building , 3rd Floor Ksitil Special Economic Zone, 167/A Ga College Post Kozhikode 673014
37	Infinite Open Source Solutions Llp	Infinite Open Source Solutions Llp Ksitil Special Economic Zone Unit No :03, 2nd Floor Sahya Building, Govt Cyberpark Nellikkode Po Calicut - 673016
38	Iocod Infotech Pvt Ltd	Unit 1, Cyberpark, Nellikode. Po, Calicut, India – 673016
39	Ionob Technologies	Rbnsoft Technologies Llp 2nd Floor Unit-1 A Sahya Building Ksitil Sez P O Ga College Kozhikode
40	IPIX Tech Services Pvt Ltd	IPIX Tech Services Pvt Ltd. Ksitil Special Economic Zone, 1st Floor, Sahya Building Govt Cyber Park, Nellikode, Po, Kozhikode, Kerala 673016
41	Kerala Development and Innovation Strategic Council (K-DISC)	India Heights Building, Women's College Rd, Vazhuthacaud, Thiruvananthapuram, Kerala 695014
42	Kerala IT	Kowdiar, Trivandrum, Kerala
43	Kerala State Industrial Development Corporation Ltd (Ksidc)	Business Development Executive, Kerala State Industrial Development Corporation Ltd (Ksidc),Keston Road, Kowdiar, Trivandrum, 695 003. Ph: 0471 2318922
44	KFON (Kerala Fibre Optic Network)	C1, 2nd floor, Kernal Fibernet Online Network, Kohinoor Building, Kadavanthra P.O, Kochi, Ernakulam, Kerala
45	KSITIL (Kerala State Information Technology Infrastructure Ltd)	1st Floor, Sankethika , PF Road, Vrindavan Gardens, Pattom, Thiruvananthapuram, Kerala 695004
46	KSN Global	KSN Global, KSN Global Society, Tc 18/30, Thirumala PO, Thiruvananthapuram 695006, Kerala
47	Kerala Startup Mission	Kerala Startup Mission-Head Office G3b, Thejaswini, Technopark Campus,Kariyavattom, Trivandrum, Kerala 695581
48	Limenz Technologies Pvt Ltd	Limenz Technologies Pvt Ltd, Unit No Ub29, Sahya Building, Govt Cyberpark, Kozhikode - 673 016 Ph 9447485338
49	Madhyamam	Madhyamam Daily Silver hills, Calicut 12 Pin: 673012
50	Malayala Manorama	Manorama Online, Malayala Manorama, P.B No.26, Kottayam 686 001, Kerala, India
51	Mapview Geographical Solutions Private Limited	Opp Planetarium, Jaffer Khan Colony Road, Calicut - 673006

SI No	Company/Organization	Address
52	Mathrubhumi	Mathrubhumi Building, K.P. Kesava Menon Road, Kozhikode - 673001, Kerala
53	Mediaone	Madhyamam Broadcasting Limited, Velliparamba (PO) Kozhikkode, Kerala - 673008.
54	Mentor Performance Rating Pvt.Ltd	Mentor Performance Rating Pvt Ltd Govt Cyber Park Sez, Sahya , Unit 21 G A College P.O Calicut 673 014
55	Metric Treelabs	Second Floor, 7 Providence, Mahakavi Vailoppilli Rd, Palari-vattom Ernakulam Kerala 682025 India
56	Midnay	Sprintisle Digital Solutions Private Limited Unit No.2c & 2d,Third Floor Sahya Building, Ksitil Sez Cyberpark , Kozhikode 673016 Mob: 8714142875
57	Mojgenie	Mojgenie No. V/3116(H) Indian Chamber Of Commerce Cochin-682002
58	Mozilor Technologies Pvt Ltd	Mozilor Technologies Pvt Ltd Third Floor, Bldg No 28 1758 A, Software Development Building 1, Ulcc Ltd Sez, Nellikode Village, Kozhikode - 673016
59	Netstager Technologies Private Limited	Netstager Technologies Private Limited, UI Cyberpark Sez, Nellikkode, Nellikkode, Kozhikode, Kerala, 673016
60	Neural Network Pvt Ltd	Neural Networks Private Limited 37/1444, Emmanuel Road, Kaloor - Kadavanthra Road, Kochi, Ernakulam, Kerala, 682017
61	NIT Calicut	National Institute of Technology Calicut, NIT Campus P.O 673 601,
62	NIT Calicut TBI	Technology Business Incubator. National Institute of Technology Calicut, NIT Campus (P.O.), Calicut – 673601, Kerala
63	Novaro	9th Floor, Wework, Rmz Latitude, Bellary Road, Hebbal, Bengalore, 560024
64	Nucore Software Solutions Private Limited	Nucore Software Solutions Private Limited, 5th Floor, Ulccs Ltd Special Economic Zone Nellikode (P.O), Kerala - 673016
65	Odox Softhub Llp	Ksitil Special Economic Zone, 1g, 2nd Floor, Sahya Building Govt. Cyberpark, Kozhikode Nellikode, Po 673016
66	Officekit HR	M2h Infotech Llp Ground Floor, Unit Number: 5b Sahya Building, Ga College Post Calicut- 673014
67	Perfect Software Solutions Pvt Ltd	Perfect Software Solutions (Cit) Pvt Ltd. 19/1194, Dialysis Centre Building, P.O. Chalappuram, Kozhikode - 673002
686	PeeKay Steels	Opposite KSEB Substation, Nallalam, Kozhikode, Kerala, India

SI No	Company/Organization	Address
69	Playspots	UL Cyberpark, KSUM 2nd floor, Nellikode(PO, Palazhi, Kerala 673016
70	Pokit Qr Connections Llp	Pokit Qr Connections Llp Puthiyeduth Kuni , Orkatteri , P.O , Kozhikode – 673501
71	Polosys Technologies Llp	19,17 F,G,H Saphire Building, Near New Bus, Pandikkad Road, Manjeri, Malappuram, Kerala, 676121
73	Primenumber Inc	Jr Tokyu Meguro Building, 5f, Kamiosaki, Shinagawa City, Tokyo,
74	Progbiz Private Limited	Progbiz Private Limited, First Floor, Town Gate Building , Chakkarakkal,Kannur,Kerala, India-670613
75	Sapling Creations Pvt Ltd	Supportsages Consultancy Services Pvt Ltd Ushus, Ambalam Unichira Road Edapally P.O Kochi - 682024 Kerala, India
76	Supportsages Consultancy Services Pvt Ltd	Sapling Creations Private Limited Unit 2c, 2nd Floor Sahya Building, Govt Cyberpark Ksitil Special Economic Zone, Nellikode, Po, Kozhikode, Kerala 673016
77	Sweans Technologies Private Limited	Sweans Technologies Private Limited 202 Neospace, Kinfra Technopark, Kakkanchery, Chelembra P O, Malappuram, Kerala, 673634
78	Tally Solutions	International Business Solutions (2022-2024) 3rd Floor, Calicut Mall Stadium Junction, Puthiyara Road Calicut 673004, 0495-4014999
79	Techbrein Solutions Pvt Ltd	Techbrein Solutions Pvt Ltd, Sithara Building, East Nadakkavu, Calicut, Kerala – India
80	Techno Dot Academy	KINFRA Techno-Industrial Park, University, Neospace, Kakkanchery, Kozhikode, Kerala 673635
81	Texol	Establsihment Of Creative Solutions Office No. 17 Dammam Business Center 32242 Dammam, Saudi Arabia
82	Truspeq Consulting Private Limited-SAP	Truspeq Consulting Private Limited. Unit 11, 3rd Floor, Innovator Building, Itpb – International Tech Park Whitefield Road, Bengaluru, Karnataka , India. Pin:560066
83	Veuz Concepts Private Limited	Veuz Concepts Private Limited 2nd Floor, Sahya Building Government Cyberpark Nelliokode(Po), Kozhikode Kerala- 673016
84	Vrticles Consulting Pvt Ltd	Sree Ganesh, Edakkad Po, Calicut - 5
85	Wiinnova Software Labs Pvt. Ltd	Sree Ganesh, Edakkad Po, Calicut - 5



Sl No	Company/Organization	Address
86	Xeno Erp	
87	Yatnam Technologies Pvt Ltd	Yatnam Technologies Pvt Ltd 7b-3, Seventh Floor Jyothirmaya Building Infopark Phase Ii, Kochi-682303
88	Zennode Technologies Llp	Zennode Technologies Llp 1st Floor, Sahya Building Govt. Cyberpark Nellikode P.O, Kozhikode Kerala - 673016, India
89	Zerone Consulting Pvt.Ltd	First Floor, Plot No.17-B Cochin Special Economic Zone Kakkanad, Kochi - 682037 Kerala, India
90	Zoondia	First Floor, Sbc Unit 9, Sahya Building, Cyberpark, Kozhikode, Kerala, 673014

## 10.2 Feedback – Exhibitors

Our participation in the KTX Global Wave 2024 proved to be highly beneficial for our company. We successfully generated 15 high-quality leads during the event, out of which we have already converted 3 into clients, showcasing the immediate impact of our participation. The event provided us with invaluable insights and opportunities to expand our software product into the Indian market. We identified several potential partners and customers, allowing us to tailor our offerings to better suit the local practices and requirements, particularly in the manpower supply segment.

The event was organized professionally, and the support from the KTX team was exceptional. Our booth received significant footfall, demonstrating strong interest in our products and services. We had the chance to engage with industry leaders and peers, leading to potential collaborations and partnerships.

The professional sessions and workshops were highly informative, offering deep dives into the latest trends and technologies in our industry. The sessions we attended were of high quality, providing us with new perspectives and strategies that we can implement in our business operations. The speakers were industry experts, and their insights have been instrumental in shaping our approach to market expansion and product development.

In conclusion, the KTX Global Wave 2024 was a pivotal platform for us, facilitating not only immediate business opportunities but also strategic long-term growth. We look forward to participating in future events and continuing to build on the momentum gained here.

**Mujthaba P.**  
ioNob Technologies LLP

Capio had a great experience as an exhibitor at the KTX GlobalWave 2024 Tech Expo. The visitors were of high quality, and the event provided us with significant visibility and confidence among our clients. We generated valuable leads, resulting in a few proposals and ongoing discussions.

### Suggestions

- More participants from South India and GCC as exhibitors & Delegates.
- More space should be allocated for networking and discussions.

Overall, the expo was a success, and we look forward to future participation

**CAPIO Interactive**







We felt privileged to be a part of KTX Global Wave 2024. The 3-day event which happened from February 29th to 02nd March at Calicut Trade Centre, Kozhikode was a great experience for our team. It was beyond our expectations. Kudos to the entire organizing team. It was a one-of-a-kind event when it comes to Calicut and considering the fact that it's the 1st edition of KTX, it was quite an event.

**Team Texol**

During the event, we engaged with a diverse range of visitors, identifying around 100 potential clients, including some notable figures in the industry. The event provided an exceptional platform for showcasing our offerings, and fostering productive interactions, and was commendably organized. It enabled us to highlight our capabilities in e-commerce development and establish valuable connections within the industry. We eagerly anticipate participating in KTX Global Wave 2025 to further enhance our market presence and continue delivering high-value solutions to clients worldwide.

**Muhammed Shafi Director,**  
E-commerce Operations  
Sweans Technologies Ltd.

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For more information or for any queries, write to us at [gtbharat@in.gt.com](mailto:gtbharat@in.gt.com)



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