SMC Startup Master Class

MISSION PRODUCT BHARAT

GCC 4.0: Co-Creating India's Innovation Powerhouse

where Enterprise Meets Academia, Startups Meet Scale

Save the Date!
26 February, 2026

IIT Kanpur
Alumni Association

Executive Summary

GCC 4.0: Co-Creating India's Innovation Powerhouse 2026

represents the definitive intersection of India's most promising DeepTech innovations with the strategic priorities of Global Capability Centers. Organized by IIT Kanpur Alumni this summit offers a curated platform where decision-makers from GCCs can engage directly with India's premier AI-native startups, influential policymakers, and cutting-edge research institutions.

As India's GCC landscape evolves from traditional delivery centers to innovation powerhouses, this summit provides the strategic connections needed to drive transformation, sustainability, and technological leadership.

The GCC Opportunity Landscape

From Cost Centers to Innovation Engines

India hosts 1,800+ GCCs employing 2 million professionals, generating USD 64.6B in revenue with projections exceeding USD 100B by 2030. The ecosystem is undergoing a fundamental transformation:

Strategic Shift

GCCs are pivoting from cost optimization to becoming innovation hubs spearheading AI, DeepTech, and sustainability initiatives

Geographic Expansion

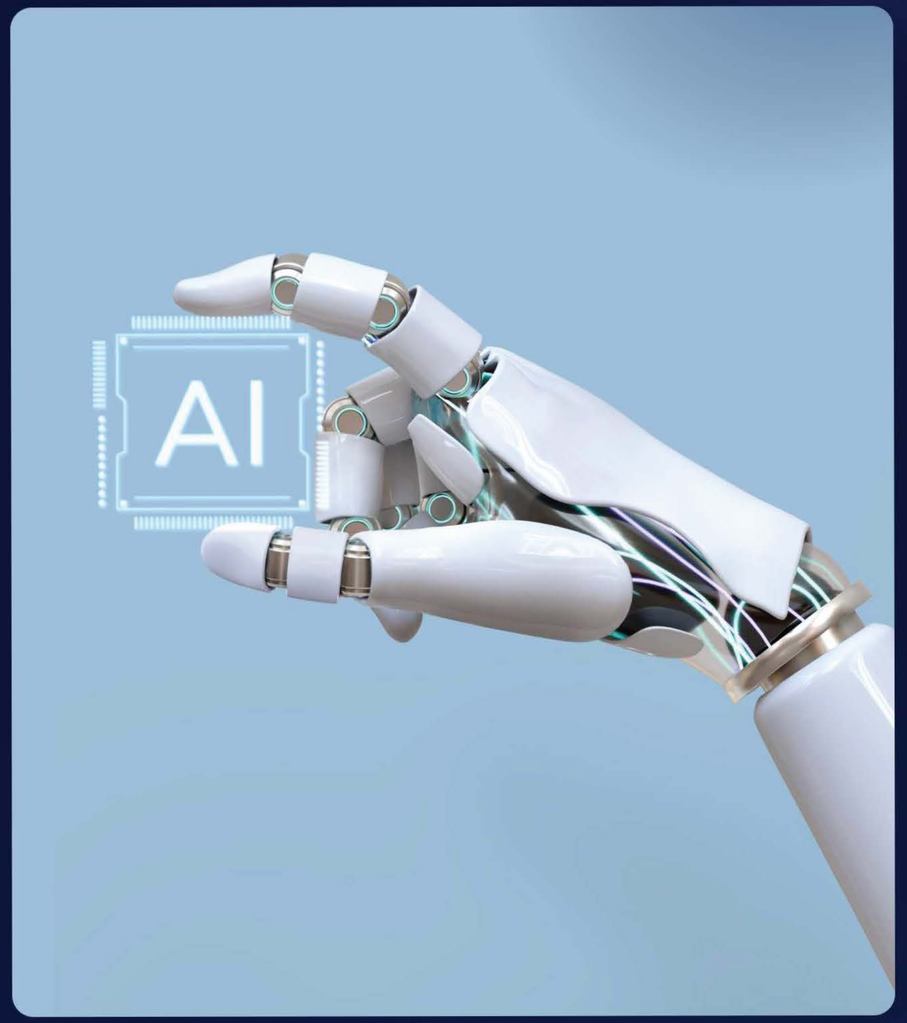
Beyond established hubs (Bengaluru, Hyderabad, Pune), tier-2 cities (Ahmedabad, Coimbatore, Jaipur) are emerging as new centers of excellence

Technological Frontiers

GCCs are advancing capabilities in AI/ML, quantum computing, cybersecurity, and sustainable technologies

National Priority Alignment

India's government has committed ₹10,000 Cr+ to accelerate DeepTech & AI transformation



Key Drivers for GCC Growth

Talent Advantage

Access to over 5 million tech professionals with 1.5 million engineers entering the workforce annually

Economic Efficiency

40-60% operational cost advantage compared to Western markets

Policy Framework

Targeted GCC-friendly initiatives from states like Karnataka and Telangana

Innovation Ecosystem

Proximity to India's vibrant startup community and academic research centers

Infrastructure Readiness

World-class facilities, SEZ benefits, and advanced connectivity

Core Value Propositions

Strategic Co-Creation & Innovation Acceleration

Transform How Your GCC Innovates Through Direct Startup Collaboration

GCCs leading product development, R&D, and platform innovation can leverage structured engagement with India's most promising DeepTech startups to:

Accelerate Time-to-Market

Reduce development cycles by 30-40% through ready-to-deploy AI solutions

Create Market Differentiation

Deploy India-first innovations that can be scaled globally

Develop Co-Owned IP

Establish joint intellectual property models that benefit both GCCs and startup partners

De-Risk Innovation

Test & validate emerging technologies in controlled environments before global deployment

Access Specialized Capabilities

Engage with startups pioneering technologies in:

- *Advanced AI for predictive maintenance in manufacturing*
- *GenAI-powered copilots for support center optimization*
- *Hyper-personalization engines for retail customer experiences*
- *Self-healing IT infrastructure*
- *AI-driven contract automation and compliance frameworks*

Strategic Co-Creation & Innovation Acceleration

Summit Delivery Mechanisms:

Sandbox environments for rapid prototyping and validation

Frameworks for co-IP development & commercialisation

Joint go-to-market strategies for India and global markets

Curated matchmaking between GCC innovation needs and startup capabilities

Structured pilot programs with defined KPIs and success metrics

Policy Influence & Infrastructure Alignment

Shape the Regulatory & Infrastructure Environment That Will Define India's DeepTech Future

Participate in exclusive, closed-door sessions with senior leadership from MeitY, NASSCOM, Startup founders and IITs to influence:

Regulatory Frameworks

Help shape balanced approaches to data localization, AI regulation, and IP ownership

National Computing Infrastructure

Contribute to the IndiaAI compute infrastructure roadmap and resource allocation

Ethical AI Standards

Define responsible AI adoption frameworks for enterprise deployment

Open-Source Ecosystems

Influence the development of India-specific LLM models and open standards

Policy Influence & Infrastructure Alignment

Strategic Value:

Position your GCC as a critical stakeholder in India's technology policy execution

Gain early visibility into upcoming regulatory changes affecting technology deployment

Establish direct channels to policy architects for ongoing dialogue

Ensure your global standards and local compliance needs are represented in policy discussions

Talent & Capability Development

Build Tomorrow's Workforce Through Strategic Academia-Industry Partnerships

Move beyond traditional recruitment to shape the entire talent pipeline:

Co-Created AI Labs

Establish joint research facilities with IITs and top engineering institutions

Challenge-Based Talent Programs

Design specialized curricula addressing your specific technical challenges

Knowledge Exchange

Create structured rotation programs between startup technical teams and GCC platforms

Research Commercialisation

Convert academic innovations into practical applications for your global operations

Talent & Capability Development

Tangible Outcomes:

Access to 150+ founders building cutting-edge technologies

Direct connections with faculty leaders from 5 premier academic institutions

Priority engagement with talent development initiatives

Customized upskilling programs for existing technical teams

Investment & Strategic Acquisition

Identify High-Potential DeepTech Ventures Aligned with Your Strategic Priorities

For GCCs with corporate venture mandates:

Curated Deal Flow

Evaluate 5-6 pre-vetted AI-native startups solving critical use cases

Structured Engagement

Progress from pilots to investments through defined pathways

Acquisition Pipeline

Identify potential technology or talent acquisitions

Co-Investment Opportunities

Participate in consortium investments with other strategic partners

Investment & Strategic Acquisition

Tangible Outcomes:

AI-powered automation and operations enhancement

Advanced data security and compliance solutions

Customer experience transformation technologies

Specialized industry-specific applications

Event Structure & Engagement Opportunities

Summit Highlights

VIP Policy discussion & Inauguration

Direct engagement with government leadership

Industry-Specific Panels

Deep dives into frontier tech, ESG implementation, R&D models

Interactive Demos

Hands-on experience with emerging technologies

Research & Industry Exposition

Showcase of academic-industry collaborations

Curated Networking

Structured connection opportunities with key stakeholders

Exclusive GCC-Focused Tracks

Leadership Panel

"GCCs as the Backbone of India's Innovation Economy"

Strategic Discussions

"Building Synergies Across GCCs, Startups, and Academia"

Investment Forum

GCC CVC and Co-Investment Strategies

Sustainability Showcase

AI, Quantum, and Robotics Applications for ESG Goals

Target Audience Composition

35% Founders, CXOs, and Investors

30% Incubators, Accelerators, and Senior Industry Leaders

20% Government Officials, Policy Makers, and Academic Leaders

15% Global CXOs, Directors, and Research Pioneers

Our Legacy & Reach

Track Record of Excellence

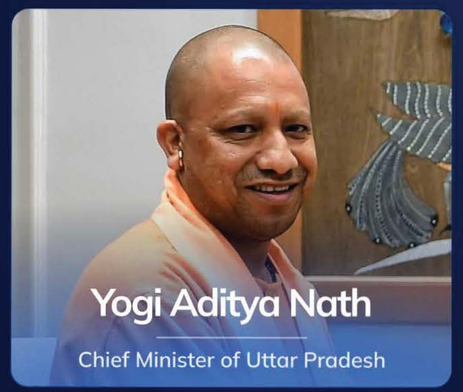
20+ successful editions across 7 major Indian cities

Engagement **23,000+** entrepreneurs & innovators

Platform for **1,000+** distinguished speakers & mentors

Established **Network** of CXOs, investors, & policy architects

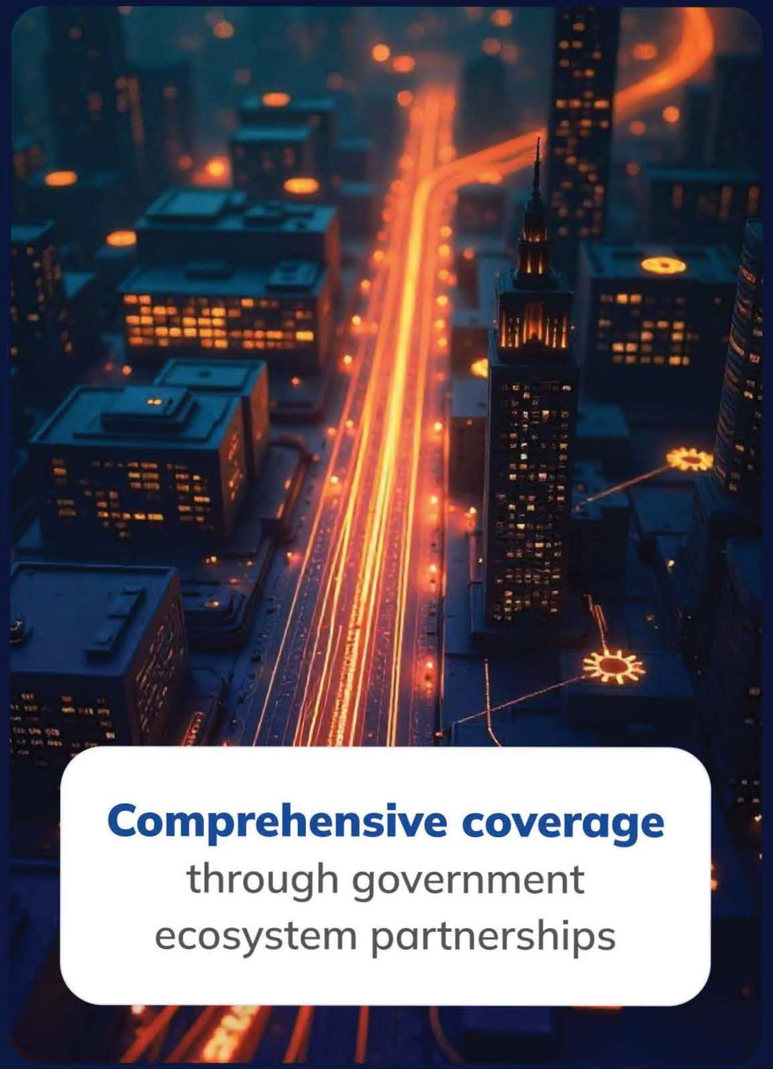
Some of Our Esteemed Past Speakers



Some of Our Esteemed Past Speakers

Media & Outreach Impact

5M+ impressions across national media platforms

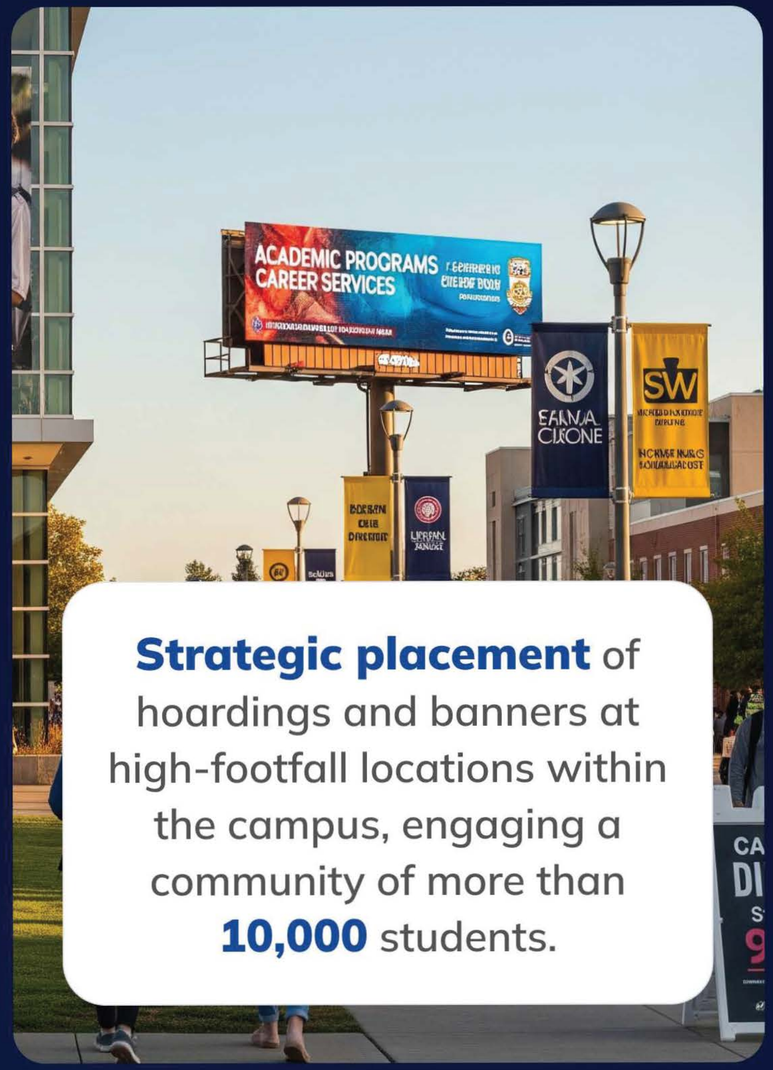


Comprehensive coverage through government ecosystem partnerships

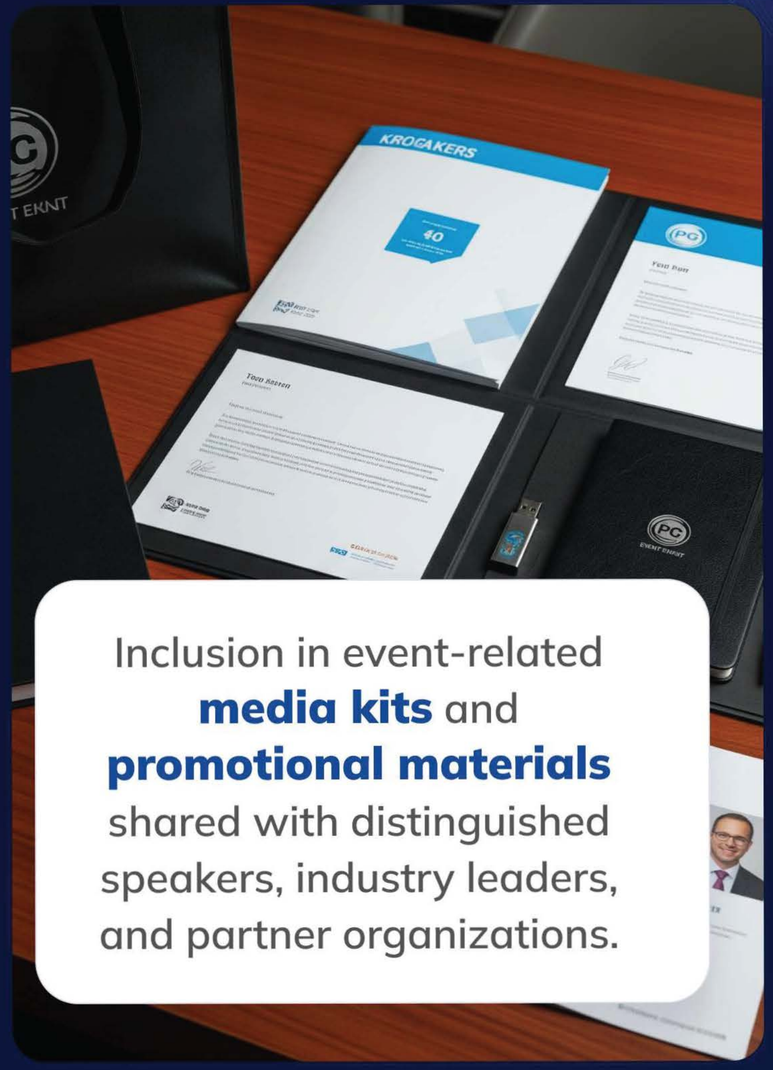
Global distribution of post-event **white papers & video highlights**

Brand Visibility & Engagement Outreach

Prominent **brand presence** across the official social media channels of IIT Kanpur, reaching an audience of over **400,000** followers.



Strategic placement of hoardings and banners at high-footfall locations within the campus, engaging a community of more than **10,000** students.



Inclusion in event-related **media kits** and **promotional materials** shared with distinguished speakers, industry leaders, and partner organizations.

Sponsorship Opportunities

Premium Engagement Tiers

25,00,000
TITANIUM PARTNER

- Exclusive keynote opportunity
- Private roundtable with policymakers
- Co-authorship of GCC Impact Report
- Comprehensive brand integration
- Premium exhibition presence
- Dedicated talent engagement lounge
- VIP dinner access
- Leadership role in ESG workshops

15,00,000
PLATINUM PARTNER

- Guaranteed panel participation
- Prime exhibition location
- Premium media coverage
- Co-branded ESG content development
- Access to VIP networking lounge

10,00,000
GOLD PARTNER

- Breakout session speaking opportunity
- Standard exhibition booth
- Enhanced media presence
- VIP access throughout summit

Premium Engagement Tiers

5,00,000
SILVER PARTNER

- Targeted branding on select materials
- Multiple summit access passes
- Structured networking opportunities

2,50,000
BRONZE PARTNER

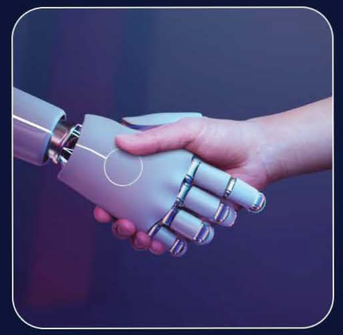
- Digital expo presence
- Post-event newsletter recognition

50,000 (+GST)
EXHIBITION ONLY

- Standard booth with branding
- Basic expo access

Specialised Activation Opportunities

GCC–Startup Pitch Competition Sponsor



Sustainability Innovation Pavilion Partner

Executive Networking Lounge Sponsor

AI & Quantum Research Showcase Patron

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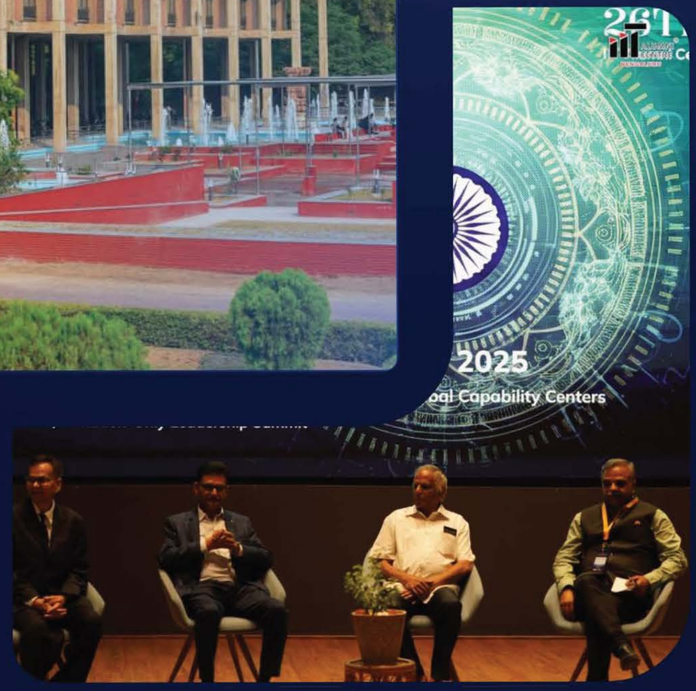
HICC, NOVOTEL, Hyderabad



If you are a GCC leader, a startup founder, a fund, or a government representative looking to co-create the next wave of India's innovation economy, this is your platform.