

## Zinnov Awards 2026 – AI Excellence

### 1. Objective of the Form:

The AI Excellence Award recognizes GCCs that have delivered enterprise value from India through AI by combining a clear strategy, strong capability development efforts, developing foundational layers of AI, Responsible AI practices, and measurable business outcomes.

### 2. Approaching the Form:

- Frame AI initiatives through 3 lenses:
  - Integration of AI into existing products/services
  - New Product/Service Developments
  - AI for Enterprise (to drive internal efficiency/productivity, ideation etc.)
- Describe every AI Initiative using the Context, Action, Result (CAR) Method:
  - **Context:** Problem Statement/Opportunity/Insight Identified
  - **Action:** Initiative/Intervention taken by the GCC
  - **Result:** Quantified Impact, Adoption Metrics, Baselines and Timeframes
- Avoid generic claims – Use specific data, examples, or narratives.

### 3. Focus Areas by Pillar:

- **Strategic Intent:**
  - Clear alignment between GCC and HQ on AI vision, priorities and value pools.
  - GCC's seat at the table, through its influence on AI strategy/roadmaps.
  - Budget Controls and Leadership depth at the GCC to govern AI exploration.
- **Talent and Capabilities:**
  - Depth and breadth of the GCC's AI/ML talent across the value chain and its influence over global charters.
  - GCC's efforts in upskilling/reskilling talent, improving domain expertise in AI/ML teams.
  - Capability development strategies through partnerships.
  - Strength of change management practices to improve AI adoption.
- **Technological Readiness:**
  - Spread of technical work done at the GCC to enable AI/ML initiatives.
  - GCC's influence over key technological (data/infrastructure) decisions.

- GCC's involvement in driving foundational elements of AI (data/infrastructure readiness)
- **Governance, Risk and Compliance:**
  - GCC's involvement in defining the governance framework for the global enterprise
  - Presence of review processes and depth of guardrails around AI adoption and development
  - Enterprise strategy on sustainability with increasing adoption of AI
- **Impact:**
  - Presence of feedback loops and robust performance measurement systems catered to AI Initiatives
  - Quantified impact created by the GCC's AI initiatives along with scale, adoption and reusability
  - Impact of AI adoption within the GCC (productivity/efficiency related)

#### 4. Judging Criteria (Broad Guidelines, Specific Criteria across Pillars are mentioned in the form)

- **Clarity and Relevance:** Ensure all answers directly address the questions, clearly highlighting the GCC's involvement in the AI Initiative, adhering to the specified word limit.
- **Outcome Orientation:** Link answers to business outcomes wherever possible, along with timeframes and baselines.
- **Evidence Quality:** Provide strong evidence that highlight the India GCC's contributions to specific AI Initiatives to back your claims. Evidence can be in the form of:
  - News Articles/Blogs/Interviews
  - Patents/IP links
  - Supporting Images and Documents

#### 5. Shortlist Pitch:

Pick a flagship AI initiative driven by the India GCC for your Pitch and use the following guidelines to deliver a strong pitch:

- **Hook (10s):** Quick one liner summarizing the AI initiative and its impact.
- **Opening (30s):** Providing context on the problem statement/insight basis which the initiative was ideated/developed.
- **Core Story (60s):** Describe the AI initiative developed for the mentioned problem statement along with the impact seen at the enterprise level
- **Close (30s):** What is next for the GCC in terms of leading enterprise AI transformation.