

TIMES BENGAL BIZ

SUNDAY TIMES OF INDIA, KOLKATA | SEPTEMBER 20, 2026

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# AI ON FACTORY FLOOR

*The state's manufacturing belt is getting an AI upgrade, creating a new business runway for homegrown tech firms*

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Artificial intelligence (AI)-based software development is gaining momentum in Bengal as manufacturing companies across sectors increasingly adopt new technologies to improve production capacity and operational efficiency. The trend is prompting local AI developers to roll out bespoke software tailored to the requirements of individual production units.

The business horizon for homegrown AI software companies is expanding as manufacturers and logistics firms turn to AI for a range of applications. Factories in industrial hubs such as Howrah, Hooghly and Durgapur are using machine learning to analyse tool performance, while computer vision systems are helping detect product defects faster than manual inspection.

The country's AI market is currently estimated at around Rs 50,000 crore, with Bengal accounting for about 6%, or around Rs 6,000 crore. The market is expected to register strong annual growth over the next five years.

Food processing and manufacturing units are deploying AI to monitor power consumption and minimise raw material wastage. In logistics, hubs around Kolkata and Haldia are using AI-powered routing and data tools to manage container movement and reduce transit delays.

The state budget's introduction of the West Bengal Impact AI Mission, aimed at scaling technology investments, data centres and advanced manufacturing frameworks, has also encouraged software companies to plan fresh investments and expand their operations in the state.

Industry experts said advanced AI and robotics in Bengal's manufacturing sector began attracting investments in 2024. The state is now witnessing a fresh wave of robotics manufacturing and deep-tech innovation, driven by local startups and regional investments. While Kolkata's IT and AI services ecosystem is expanding, activity is also spreading to the districts.

A greenfield robotics manufacturing facility is coming up in Durgapur with an investment of Rs 100 crore, while another manufacturing plant is planned at Bagnan in Howrah with an investment of Rs 40 crore.

Companies are increasingly looking at AI not just on the shop floor but across their organisations — for planning, documentation, analysis, communication, productivity and overall operational efficiency. This is prompting AI software firms to scale up their offerings, said Srish Agrawal, director, A1 Future Technologies Pvt Ltd.

"We then help organisations identify high-impact use cases and recommend whether an off-the-shelf tool or a customised solution is better suited in terms of cost, speed and business need. We are tailoring AI tools for different companies as per their needs. In the recent past, we have seen a clear increase in positivity and willingness among businesses in Bengal to adopt new technologies and improve the way they operate."

The future will see core enterprise software, Agentic AI and computer vision working together as a single intelligent operating layer, said Hemant Chabria, CEO, Chabria Infotech.

"Our focus is on Agentic AI — intelligent digital agents that can actually perform tasks across departments instead of merely answering questions. These agents can connect with a manufacturer's existing ERP, CRM, accounting, inventory and production software rather than forcing companies to replace their current systems. Manufacturers are increasingly exploring AI not only to reduce costs, but to improve productivity, quality control, maintenance, inventory planning and management visibility. We are designing AI tools in keeping with their needs."

Sudev Mukherji, co-founder, Verum Logic, said manufacturing in Bengal was undergoing a decisive shift towards Industry 4.0, driven by the need for greater operational resilience and cost control.

"We see industrial leaders across Bengal moving rapidly from exploratory pilots to live deployments — particularly in FMCG, engineering, and textiles — to predict supply chain disruptions, eliminate plant downtime, and bring real-time intelligence to legacy infrastructure. We implement Continuous Control Monitoring (CCM) models that shift operations from sample testing to 100% population-level transaction coverage, alongside computer vision solutions for automated quality assurance and plant safety. Our firm integrates AI engines directly into core ERP systems like SAP, delivering immediate ROI without operational disruption," he said.

Industries ranging from batteries, metals, power and paints to tyres are increasingly using factory digitisation and AI to improve productivity, quality and operational efficiency, creating fresh business opportunities for AI-based software developers, said Gautam Banerjee, director, Business Brio.

"We offer AI service through accelerators listed on the Azure Marketplace, combining open-source technologies with proprietary APIs. Our IP-led frameworks and patent-protected algorithms help accelerate implementation while delivering innovation and measurable business value across manufacturing segments. The next two years should see a significant surge in AI adoption, driven by greater adaptability, experimentation and implementation across industries," he said.

Arun Agrawal, founder and CEO, EbizIndia Consulting Pvt Ltd, said AI adoption in Bengal's industry was moving on two tracks. While the state had introduced the Impact AI Mission and data centre incentives in the budget, the real momentum was emerging from the MSME sector.

"Bengal's MSME owners at Howrah, Durgapur and Sector V are using AI to read orders, plan production and answer customers from their own data. This is where the business opportunity for AI software developing companies in the state," he said.

"Our company is working on a part of a factory that runs on data. The companies ask for AI-based software to interact with customers who are shifting to e-commerce in large numbers," added Agrawal.

He said the scope for business in the sector was large. "Bengal's foundries, jute mills, engineering and textile units are mostly MSMEs with fragmented data and undocumented processes and that is precisely what AI fixes cheaply now. If the state delivers on power, logistics and approvals, Bengal's mid-sized manufacturers can adopt AI faster than large companies elsewhere, because they have less legacy to unwind," he said.

## MARKET WATCH

- Currently, the turnover in the country's AI market stands at around ₹50,000 crore
- The Bengal market now contributes about 6% which is ₹6,000 crore
- A Greenfield Robotics manufacturing factory is coming up in Durgapur with an investment of ₹100 crore
- Another manufacturing plant is on the cards in Howrah's Bagnan at an investment of ₹40 crore

## INDUSTRY SPEAK



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**Srish Agrawal** | DIRECTOR, A1 FUTURE TECHNOLOGIES PVT LTD



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