

# BUSINESS NEWS UPDATE

**"Leadership is the capacity to translate a vision into reality."**

## **Wipro collaborates with NVIDIA to bring Generative AI to healthcare insurance companies**

Wipro Limited announced a collaboration with NVIDIA to help healthcare companies accelerate adoption of generative artificial intelligence (gen AI) through AI-driven strategies, products, and services. Wipro will leverage NVIDIA AI Enterprise software for the production of AI across its current portfolio of healthcare solutions in Affordable Care Act (ACA), Medicare, and Medicaid to improve member experience, increase enrollment, and help support claims adjudication. This will help healthcare organizations to be able to achieve faster, and easier consumption of large language models (LLMs) powered by NVIDIA AI Enterprise, leading to increased productivity, deeper member intelligence, and better operational efficiencies.

Source: [Financial Express, November 22, 2023](#)

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## **FMCG firms stare at sharper price cuts as local brands loom**

The country's Rs 5-trillion fast-moving consumer goods (FMCG) market may have to take sharper price cuts to shore up volume growth amid rising local competition and sluggish rural demand. "This is a difficult situation for FMCG companies where they have to look at sharper price cuts to encourage rural consumers to come out and buy. Otherwise, price-conscious rural consumers may continue to downgrade and go for cheaper alternatives," says G Chokkalingam, founder at Mumbai-based Equinomics Research & Advisory.

Source: [Financial Express, November 22, 2023](#)

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## **AIM's RISE accelerator sparks global innovation for circular economy start-ups in India and Australia**

Developed in partnership with the Commonwealth Scientific and Industrial Research Organisation (CSIRO), Australia's national science agency, the India Australia RISE Accelerator aims to create a dynamic platform for start-ups, encouraging exploration of opportunities and cross-border partnerships. The program is a testament to the strengthening diplomatic ties and shared values between the two nations, as highlighted by Manpreet Vohra, High Commissioner of India to Australia. Dr Chintan Vaishnav, Mission Director of Atal Innovation Mission - NITI Aayog, emphasized the significance of the RISE Accelerator in addressing shared challenges, with a specific focus on environment and climate technology.

Source: [Hindustan Times, November 22, 2023](#)

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## **IPEF supply chain pact won't impact policy space to impose export curbs: Official**

Use of export restrictions assumes significance as India has extensively used measures to ensure food security and arrest food prices in the run up to the general elections. "Under the supply chain agreement, there is nothing where in our policy space to exercise our rights of change in tariffs or change in export policy...whatever is necessary for the country's food security or any other requirement of the country also, that policy space remains with us," Agarwal said. According to him, India will not have to provide any kind of advance information to IPEF members about doing any change in customs duties.

Source: [Indian Express, November 22, 2023](#)

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