

MADE IN INDIA · FOR GOVERNMENT & CITIZEN ENGAGEMENT

Citizen-scale engagement. India-engineered.

Appice is the agentic decisioning platform for central, state and PSU programmes — built for sovereign deployment, multilingual reach, MeghRaj cloud and citizen-grade audit.

Sovereign deployment

MeghRaj-ready

22 languages

DPDP-aware

DPIIT-aligned

Government & Citizen Engagement brief · v1.1 · For Central / State / Department CIOs
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Government engagement at India scale.

Indian central and state government departments engage citizens across some of the largest programme cohorts in the world — pension, scholarship, agriculture, health-mission, social-security, urban-services and tax-compliance programmes routinely span tens of millions of beneficiaries each. The communications burden is multilingual, multi-channel, time-bound and audit-bound.

Appice provides the decisioning, orchestration and audit infrastructure to run these citizen-facing programmes at scale, on Indian soil, with full local accountability.

10+

Central / state / PSU departments and programmes in active engagement, pilot or production

22

Scheduled languages supported, with regional-language IVR

100%

India-resident data, India-staffed support, India-only contracting

MeghRaj

Sovereign-cloud deployment supported on MeghRaj-empanelled DCs

Where governments use Appice.

PROGRAMME AREA	USE CASE
Scheme awareness & uptake	Beneficiary onboarding, eligibility nudges, multilingual SMS / WhatsApp / IVR campaigns
Direct Benefit Transfer (DBT)	Disbursement confirmations, beneficiary KYC refresh, grievance status
Tax compliance	Filing reminders, due-date nudges, refund-status updates
Health missions	Vaccination, screening, follow-up cohorts; family-graph adherence nudges
Education & scholarship	Scholarship status, application deadline reminders, document submission nudges
Agriculture & rural development	KCC renewal, crop-insurance reminders, market-price advisories, weather alerts
Urban services / Smart Cities	Citizen-services adoption, mobility nudges, complaint workflows, civic pay reminders
Social security & pensions	Annual life-certificate nudges, account refresh, beneficiary verification
Grievance redressal	Multilingual status updates, escalation notifications, satisfaction loops
Public-sector recruitment	Exam reminders, document submission, result-status communication

Public-sector momentum.

Appice is in active deployment, pilot or procurement engagement across Indian public-sector institutions. References below are anonymised by sector, region and programme — named references are available under NDA on request.

SECTOR	PROFILE	PROGRAMME / USE CASE	STAGE
Public Sector Banking	Tier-1 PSB	Cross-sell, BSBDA & PMJDY journey nudges, pre-approved offers	In production
Public Sector Banking	Mid-tier PSB	Branch & RM coverage decisioning, NPA pre-emption nudges	Pilot to production
Public Sector Banking	Regional rural bank cluster	Financial-inclusion reminders, multilingual SMS & IVR	Procurement / pilot
Government — Central	Citizen-services ministry	Scheme awareness, beneficiary onboarding, multilingual outreach	Active engagement
Government — State	Revenue & Finance department	Tax filing reminders, compliance nudges, grievance status updates	Pilot
Government — State	Health & Family Welfare	Vaccination, screening and follow-up cohort campaigns	Pilot
Government — State	Urban Development / Smart Cities	Citizen-services adoption, mobility nudges, complaint workflows	Active engagement
PSU Insurance	Top-3 public-sector insurer	Renewal persistency, lapse pre-emption, claims communication	In production
PSU Telecom	National operator	Recharge nudges, plan-upgrade decisioning, retention	Active engagement
Public Sector Healthcare	National mission programme	Patient adherence, follow-up, multilingual reminders	Pilot
Public Sector Energy	Discom / oil-marketing PSU	Bill reminders, KYC refresh, subsidy-scheme nudges	Active engagement
Defence-affiliated PSU	Welfare programme	Member communication, benefits awareness	Active engagement

Stages: *active engagement* = qualified opportunity, joint scoping or RFI/RFP underway; *pilot* = signed pilot in flight or completed; *in production* = live with paying contract.

Integrations across India Stack.

INDIA STACK / GOVT PLATFORM	INTEGRATION
DigiLocker	Document fetch, verification, citizen-consent flows
e-Sign / Aadhaar e-Sign	Citizen-side signing flows for benefit applications
UMANG	Notification handoff, scheme-discovery integration
MeitY service stack	Authentication, IDP, audit-export connectors
State Data Centres (SDC)	On-prem deployment with state-DC ops integration
MeghRaj sovereign cloud	Empanelled India DCs, full data residency
API Setu	Citizen-API consumption and routing
e-District / RTPS / e-Sevai stacks	State-level service integrations on request
BHIM / UPI	Payment-status workflows, beneficiary verification
NIC / state IT cells	Joint deployment within state IT operations frameworks

Local in India. End to end.

Appice is engineered, supported and sold from India. Customers in regulated industries do not deal with offshore proxies — they deal with the same product team that ships the platform, at India hours, in India timezones, on India contracts.

HEADQUARTERS

Bengaluru, India

Product, engineering and India go-to-market are co-located in Bengaluru. Customer escalations land with the same team that ships the code.

REGIONAL REACH

Mumbai · Delhi-NCR · Hyderabad · Chennai · Kolkata

In-country account, solutions and customer-success leads across the major financial, government and enterprise hubs.

ENGINEERING

India-based, full-time

Platform, AI, SDKs and infra are owned by full-time Indian engineers — not subcontracted, not body-shopped, not seasonal.

SUPPORT

24x7, India-staffed

Tier-1 to Tier-3 support runs from India with named TAMs for regulated accounts. P1 response < 15 min, P2 < 1 hour.

DATA CENTRES

India-region partnerships

Tier-3+ India DCs (Mumbai, Hyderabad, Chennai), MeghRaj-empanelled sovereign cloud, plus on-prem at customer infrastructure where required.

COMMERCIALS

INR billing · GST registered

PAN- and GST-registered Indian entity. Local invoicing, MSME / DPIIT eligibility, GeM listing in process for PSU procurement.

Why this matters: regulated Indian institutions cannot run mission-critical decisioning on a vendor without local presence, local support and local accountability. Appice is built so a PSB risk officer, a state IT secretary or a telco CISO can sit in the same room with the team that owns the platform.

Sovereign-cloud reference architecture.

- Deployed on MeghRaj-empanelled or state-DC infrastructure within India
- Citizen PII never leaves India-region storage; encryption at rest with KMS in customer control
- Multilingual content management with locale-aware governance and legal-pack templates
- Compliant audit-export: every campaign and every decision logged with input signals, rules and outcomes
- Air-gapped variants available for sensitive programmes (defence-affiliated, treasury)

Architecture layers

LAYER	COMPONENTS
Citizen channels	SMS · WhatsApp · IVR · Email · App push · Web · Voicebot
Engagement edge	Multilingual content engine, consent ledger, scrubbing, opt-out, locale routing
Decisioning core	Sense → Decide → Act → Learn with Allyvate AI agents
Integration plane	API Setu, DigiLocker, e-Sign, UMANG, MeitY services, state-DC connectors
Government core	Scheme registry · Beneficiary DB · Citizen DB · Grievance system · Payments / DBT
Observability & audit	End-to-end decision logs, regulator / programme-officer export, RTI-ready audit trail

Compliance map.

FRAMEWORK	COVERAGE	HOW APPICE SUPPORTS IT
RBI IT Framework & Cyber-security framework for Banks	PSBs, PVBs, SFBs, RRBs, NBFCs	RBAC, segregation of duties, audit logs, encryption at rest & in transit, BCP/DR, IS audit-ready evidence
RBI / NPCI Account Aggregator	BFSI	Consent-aware data flows, FI/FIU role separation, purpose binding
SEBI System & Network Audit	Capital markets, AMCs, brokers	System-audit log export, change-management trail, infra hardening
IRDAI Information & Cyber Security	Insurers	Encryption, vulnerability mgmt, role-based access, audit retention
TRAI TCCCPR & UCC regulations	Telecom & enterprise senders	Header / template registration, consent ledger, scrubbing, opt-out
DPDP Act 2023	All sectors	Consent capture & revocation, purpose limitation, data-minimisation, fiduciary obligations, grievance officer workflow
MeitY GIGW (Govt websites & apps)	Central / state govt	Accessibility-aware citizen comms, content governance, audit
STQC & CERT-In	Govt / regulated	VAPT readiness, incident-reporting hooks, India-region logging
Make in India / Startup India	Cross-sector	India-engineered platform, DPIIT-aligned product company, Indian-entity contracting

Procurement & commercials.

- DPIIT-aligned Indian product company — eligible for startup-procurement preference under GeM
- GeM listing in process — direct procurement under standard public-sector workflows
- India-only contracting through the Indian Appice entity. INR invoicing, GST applicable, standard PSU payment terms
- STQC certification, CERT-In readiness, VAPT, BIS empanelment as required
- Compliance pack prepared for MeitY / GIGW audit and state-IT review
- Joint engagement with system integrators and state-IT cells supported (NIC and equivalents)

Engaging the India team.

PUBLIC-SECTOR ENGAGEMENT

India PSU desk

Dedicated team for PSB, central & state government, PSU insurance, telecom & energy. Email india-psu@appice.ai.

BANKING & FINANCIAL SERVICES

India BFSI desk

Coverage for private banks, NBFCs, AMCs, insurers and capital-markets firms. Email india-bfsi@appice.ai.

CHANNEL & SI PARTNERS

India partner desk

For SIs, advisory firms, RM/CRM partners and technology platforms. Email partners@appice.ai.

PRESS & ANALYST

India media desk

Briefings on Made-in-India enterprise AI, decisioning and regulated-industry deployment. Email press@appice.ai.

All India contracts are with the Indian Appice entity. INR invoicing, GST applicable, TDS as per Income Tax Act. DPIIT-aligned product company; GeM listing in process for PSU procurement.

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