

 MADE IN INDIA

Appice Made in India

Capability brief for regulated enterprises in India.

Audience: Procurement, infosec, business sponsors, regulators

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Web: appice.ai/made-in-india.html

Why India matters

India is not a secondary market for enterprise software. It is one of the most complex environments in the world: massive scale, strict regulation, deep legacy integration, multilingual customers, public-sector expectations and fast-changing digital behaviour. Appice was built for this complexity from the beginning.

DIMENSION	WHAT INDIAN INSTITUTIONS NEED
Scale	Real-time decisioning across 10M–200M customer bases.
Regulation	RBI, SEBI, IRDAI, TRAI, DPDP and sector-specific governance.
Integration	Core banking (Finacle, Temenos, FlexCube), CRM, ESB, channel stacks — without re-platforming.
Sovereignty	Data residency, on-prem and private-cloud deployment.
Real-time	Customer signals to action in milliseconds, not in overnight batches.

Made in India. Enterprise first.

Appice combines Indian engineering depth with enterprise-grade architecture for regulated industries. The platform supports open APIs, secure deployment models, integration with existing systems, auditability and data-control requirements.

CAPABILITY	STATUS
On-prem deployment	Supported
Hybrid cloud	Supported
Multi-cloud	Supported
Open APIs	Standard
Deep system integration	Standard
Auditability and governance	Built-in
Real-time decisioning	< 100 ms typical
No vendor lock-in	Open architecture

Startup India commitment

Since the launch of Startup India, Appice has aligned with India's ambition to build globally competitive software platforms from India. Our commitment is to create enterprise technology that helps Indian institutions modernise securely, independently and at scale.

In short. Appice is an India-built Agentic Decisioning System for regulated enterprises — aligned with the Startup India vision of building globally competitive software platforms from India.

Designed for Indian public sector and regulated enterprises

- **Public sector banks** — real-time customer engagement, cross-sell, service alerts, financial inclusion journeys; under RBI alignment.
- **Government** — citizen communication, journey orchestration, campaign transparency, multilingual outreach across schemes and services.
- **Telecoms** — enterprise engagement cloud, customer lifecycle management, recharge nudges, retention and upgrade journeys.
- **Insurance** — renewal, claims, persistency and personalised servicing — with consent-aware decisioning across channels.
- **Healthcare** — compliant patient and member communication — appointment, adherence, claims and benefits journeys.

Sovereign-by-design architecture

Appice gives enterprises deployment flexibility across on-prem, private cloud, hybrid and multi-cloud environments. This helps institutions meet data residency, security, procurement and operational requirements without becoming locked into a single vendor stack.

LAYER	WHERE IT RUNS	WHAT IT DOES
Channels	Customer-side	App, web, SMS, WhatsApp, email, voice, RM, branch
Appice ADS	On-prem / private cloud / hybrid / multi-cloud	Integrate, Intent, Interact, Insights, Allyvate AI
Enterprise core	Customer infrastructure	Core banking, CRM, ESB, data warehouse, channel infrastructure

In short. Appice supports on-prem, hybrid and multi-cloud deployment so institutions can meet data residency, security and procurement requirements.

Frequently asked

Is Appice made in India?

Yes. Appice is an India-built Agentic Decisioning System. The platform is engineered in India and supports the Make in India and Startup India vision of building globally competitive software platforms from India.

Is Appice suitable for Indian public sector banks?

Yes. Appice is designed for regulated enterprises including public sector banks. It supports on-prem and hybrid deployment, integration with core banking systems, RBI alignment, full auditability and real-time customer engagement at scale.

Does Appice support on-prem deployment?

Yes. Appice supports on-prem, private cloud, hybrid and multi-cloud deployment models, so institutions can meet data residency, security and procurement requirements without single-vendor lock-in.

Can Appice work with existing core banking and enterprise systems?

Yes. Appice integrates via open APIs, event streams, and standard connectors with core banking platforms (Finacle, Temenos, FlexCube), CRM, data warehouses, ESBs, ETL and channel infrastructure.

Talk to Appice India

For evaluation, RFI/RFP responses, regulator briefings or technical deep-dives:

- **Web:** appice.ai/contact.html
- **Made in India page:** appice.ai/made-in-india.html
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