

Coverage Report

Mphasis, ISB set up ₹20 crore AI hub

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Online

The Hindu BusinessLine

[Mphasis, ISB set up ₹20 crore AI hub](#)

The Mphasis F1 Foundation will invest about ₹20 crore over four years in the first phase to promote research and applied AI solutions.

Tech solutions company Mphasis and the Indian School of Business (ISB) have opened the 'Mphasis AI Hub', a cross-functional collaboration aimed at accelerating AI-led research, innovation, and capacity building for societal and sectoral impact in the country.

The Mphasis F1 Foundation will invest about ₹20 crore over four years in the first phase to promote research and applied AI solutions.

"The hub will initially focus on healthcare and finance, with plans to expand into other priority sectors. It will serve as a platform for interdisciplinary research and multi-stakeholder collaboration," a statement said here on Thursday.

"The institute will promote responsible AI innovation in the financial and healthcare sectors by driving research that addresses real-world challenges, enabling the responsible adoption," it said.

The hub will also generate policy insights, create AI learning resources, and support faculty-led pedagogical innovations.

Analytics India Magazine

[Mphasis Partners With ISB to Set Up AI Hub, Commits ₹20 Cr](#)

IT services firm Mphasis has partnered with the Indian School of Business to set up an artificial intelligence (AI)-focused research and innovation hub, with the company committing around ₹20 crore over four years through its philanthropic arm.

The proposed 'Mphasis AI Hub' aims to accelerate AI-led research, innovation, and capacity building for societal and sectoral impact. The initial focus will be on healthcare and financial services, where enterprises are increasingly experimenting with AI-led automation, analytics and decision-making tools, Mphasis said.

The investment, routed through the Mphasis F1 Foundation, comes at a time when Indian IT services firms are stepping up collaborations with universities and research institutions to strengthen AI talent pipelines and build domain-specific AI use cases amid growing enterprise demand.

According to Mphasis, the hub will function as a dedicated interdisciplinary AI research centre at ISB and support applied research, policy studies, digital literacy initiatives, and frameworks to evaluate the business impact and sustainability of AI deployments.

The initiative will also work to develop AI learning resources, faculty-led teaching innovations, and collaboration between academia, industry, and government stakeholders.

"As AI continues to reshape industries and redefine how organisations operate, this research platform, combined with ISB's academic expertise, will advance responsible, informed decision-making," Deepa Nagraj, Senior Vice President & Global Head - ESG, Sparkle Innovation Ecosystem, and Communications, Mphasis, said in a statement.

Professor Madan Pillutla, Dean of ISB, said the collaboration would support the institution's efforts to build research around ethical and responsible deployment of AI technologies. "We are thankful for this collaboration with Mphasis, as this reflects our belief that AI, when guided by rigorous research and ethical frameworks, can drive meaningful change across sectors and communities," he added.

The partnership reflects a broader push by technology companies to move beyond AI pilot projects towards long-term ecosystem building, especially in sectors such as healthcare and BFSI, where regulatory scrutiny and responsible AI adoption are becoming increasingly important.

On May 20, Persistent Systems partnered with the Indian Institute of Management Ahmedabad to introduce a framework to help enterprises evaluate and scale AI investments.

For IT firms, such tie-ups also help strengthen relationships with enterprises looking for sector-specific AI capabilities while creating access to academic research and skilled talent.

YourStory

[Startup news and updates: daily roundup \(May 21, 2026\)](#)

Mphasis-ISB launch AI research hub

Mphasis and Indian School of Business have launched the 'Mphasis AI Hub' to accelerate AI-led research, innovation, and capacity building in India. Supported by the Mphasis F1 Foundation, with an investment of nearly ₹20 crore over four years in Phase 1, the initiative will initially focus on the healthcare and finance sectors.

The AI research hub at ISB will drive interdisciplinary research, responsible AI adoption, impact assessment, and digital literacy initiatives. The collaboration will also develop frameworks for evaluating AI deployments, generate policy insights, create AI learning resources, and strengthen partnerships across academia, industry, and government to support long-term AI innovation in India.

BW Education

[AI Hub To Drive Applied Research](#)

A new Artificial Intelligence (AI) research hub will be set up to strengthen applied research, innovation and capacity building in India, with an initial focus on healthcare and finance.

Mphasis and Indian School of Business (ISB) have partnered to establish the Mphasis AI Hub, a cross-functional research platform aimed at developing AI-led solutions for real-world sectoral challenges. The initiative will be supported by Mphasis F1 Foundation, which will invest around Rs 20 crore over four years in the first phase.

The hub will focus on responsible AI adoption, evaluation of AI solutions in live environments, impact assessment, digital literacy and institutional capacity building. It is also expected to support interdisciplinary research and bring together academia, industry and other stakeholders for work across applied AI use cases.

The initial emphasis on healthcare and finance is significant as both sectors are witnessing rapid AI adoption but also require stronger safeguards, accuracy, privacy, accountability and measurable outcomes. In healthcare, AI can support areas such as diagnostics, patient management, resource planning and public health systems. In finance, it can assist with risk assessment, fraud detection, customer services and operational efficiency.

The development also reflects a wider shift in higher education, where business schools and technology firms are increasingly collaborating on research that moves beyond classroom learning. Such partnerships can help institutions create industry-linked research platforms, train professionals in emerging technologies and generate evidence for responsible deployment of AI.

For India's education and skilling ecosystem, the hub adds to the growing demand for AI-focused capacity building. As sectors adopt advanced technologies, institutions will need to prepare learners and professionals not only to use AI tools but also to evaluate their impact, risks and business value.

The success of the initiative will depend on how effectively the hub converts research into usable frameworks, sector-specific tools and policy insights for responsible AI deployment.

NDTV Profit

[Stock Market Today: All You Need To Know Before Going Into Trade On May 22](#)

Mphasis: The IT firm has partnered with the Indian School of Business to establish a dedicated AI hub. The Mphasis F1 Foundation will invest Rs 20 crore over the next four years in Phase-1 of the project.

CXO Today

[Mphasis partners with Indian School of Business \(ISB\) to establish an 'AI Hub'](#)

Mphasis and the Indian School of Business (ISB), today announced the launch of the 'Mphasis AI Hub', a cross-functional collaboration aimed at accelerating AI-led research, innovation, and capacity building for societal and sectoral impact in India. The initiative is supported by the Mphasis F1 Foundation, which will invest ~ INR 20 crore over four years in Phase 1 to advance research and applied AI solutions

The initiative will focus initially on Healthcare and Finance, with plans to expand into other priority sectors. At the core of the partnership is the establishment of a dedicated AI research hub at ISB, designed to serve as a platform for interdisciplinary research and multi-stakeholder collaboration. Through this initiative, ISB aims to advance responsible AI innovation in the financial and healthcare sectors by driving research that addresses real-world challenges; enabling the responsible adoption, evaluation, and impact assessment of AI solutions in live environments; strengthening digital literacy and institutional capacity among relevant stakeholders; and fostering wider knowledge-sharing through repositories, partnerships, and annual convenings.

The Mphasis AI Hub will also focus on building frameworks to assess tangible business value and long-term sustainability of AI deployments, generate policy insights, create AI learning resources, support faculty-led pedagogical innovations, and sustain collaboration across academia, industry, and government.

"We are pleased to partner with the Indian School of Business. As AI continues to reshape industries and redefine how organisations operate, this research platform, combined with ISB's academic expertise, will advance responsible, informed decision-making. Through this initiative, we look forward to building a meaningful collaboration that brings together cross-functional collaboration to advance AI-led knowledge creation and innovation," said Deepa Nagraj, Senior Vice President & Global Head – ESG, Sparkle Innovation Ecosystem, and Communications, Mphasis.

"We are thankful for this collaboration with Mphasis, as this reflects our belief that AI, when guided by rigorous research and ethical frameworks, can drive meaningful change across sectors and communities. The partnership will help strengthen ISB's commitment to building knowledge that helps shape India's future through innovation, inclusion, and evidence-based decision-making," said Professor Madan Pillutla, Dean, ISB.

The Mphasis AI Hub represents a significant step forward in ISB's mission to advance evidence-led research and harness technology for national development. By combining ISB's academic expertise with Mphasis' leadership in technology, the initiative aims to unlock new possibilities at the intersection of AI, innovation, and societal impact.

Online		
Date	Publication/ Portal	Headline
May 21, 2026	The Hindu BusinessLine	<u>Mphasis, ISB set up ₹20 crore AI hub</u>
May 21, 2026	Analytics India Magazine	<u>Mphasis Partners With ISB to Set Up AI Hub, Commits ₹20 Cr</u>
May 21, 2026	YourStory	<u>Startup news and updates: daily roundup (May 21, 2026)</u>
May 27, 2026	BW Education	<u>AI Hub To Drive Applied Research</u>
May 22, 2026	NDTV Profit	<u>Stock Market Today: All You Need To Know Before Going Into Trade On May 22</u>
May 22, 2026	CXO Today	<u>Mphasis partners with Indian School of Business (ISB) to establish an 'AI Hub'</u>