Coverage Report

Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation

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Online

Media Brief

[Mphasis launches 'AI Without Intelligence Is Artificial' campaign to demystify enterprise AI](#)

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The campaign goes beyond AI and automation to focus on intelligent engineering. It challenges decision-makers to reimagine AI not as a tool, but as a contextual partner that can self-optimize, adapt, and deliver meaningful outcomes. This will roll out across digital, social, and experiential platforms, targeting key decision-makers in sectors like banking, healthcare, insurance, and hi-tech. The "AI Without Intelligence Is Artificial" campaign showcases its real-world applications and contextual intelligence driving business and IT transformation.

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This approach is exemplified through Mphasis' work with financial institutions to modernize technology, enhance security, strengthen operational controls, and support future growth, reflecting a broader industry shift toward secure, agile, and scalable digital infrastructure. The engagement embodies the core belief behind "AI Without Intelligence Is Artificial," that true transformation happens when AI is intelligent by design and delivers real, lasting impact.

Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign - Defining AI's role in enterprise transformation

Mphasis (BSE: 526299; NSE: MPHASIS), a global AI-led, platform-driven technology solutions provider, today announced the launch of its global brand campaign, "AI Without Intelligence Is Artificial.TM" The campaign demystifies the all-encompassing Artificial Intelligence (AI) and makes AI real with Mphasis' next-generation AI platform, Mphasis NeoIP™. It is designed to help businesses evolve and drive meaningful transformation by combining enterprise knowledge, context, and automation into one continuous, intelligent process.

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When AI Gets Real: Mphasis adds meaning to machine intelligence

Artificial Intelligence may be the buzzword of the decade but Mphasis wants to remind the world that without intelligence, it's just artificial. With its new global campaign, AI Without Intelligence Is Artificial, the Bengaluru-headquartered technology firm is calling out the hype and bringing focus back to context-driven, human-centred innovation.

The campaign, which marks the global launch of Mphasis NeoIP, redefines what it means to make AI "real" for business. NeoIP is a next-generation platform that combines enterprise knowledge, contextual data, and automation into a continuous, intelligent process helping companies evolve instead of endlessly reinventing themselves.

The global AI industry may be booming McKinsey estimates that generative AI could add up to 4.4 trillion dollars in annual global productivity yet many companies are still struggling to translate that promise into profit. "In a market flooded with AI-centric solutions, Mphasis asks a critical question, what happens when intelligence is missing from AI?" said Mphasis global chief marketing officer and head of hyperscalers & strategic partnerships Veda Iyer. "True AI must evolve with business needs. AI without context is simply not enough."

At the heart of the new campaign is a challenge to stop viewing AI as a shiny new tool and start treating it as a thinking partner. NeoIP does just that, fusing Mphasis' proprietary solutions with third-party technologies and client systems to create an AI ecosystem that is intelligent by design, secure by default, and scalable by nature. The approach reduces the constant reinvestment typical of traditional digital transformation efforts.

Set to roll out across digital, social, and experiential platforms, the campaign targets decision-makers across banking, healthcare, insurance, and hi-tech industries. The tone is provocative yet purposeful showing how contextual intelligence, not just code, drives measurable transformation.

Iyer explained that Mphasis' approach is rooted in intelligent engineering, where AI doesn't just automate, it adapts, optimises, and learns. "Our goal is to help businesses build AI systems that think ahead systems that are not static, but evolve continuously to drive long-term success," she added.

Through NeoIP, Mphasis is already working with leading financial institutions to modernise infrastructure, enhance security, and future-proof operations. The results echo the core philosophy behind the campaign that AI must be intelligent by design to create real, lasting impact.

As the world races to embrace automation, Mphasis' message lands with timely precision: intelligence is the soul of AI without it, all that's left is an empty buzz.

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The State Journal

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Washington Daily News

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Insurance Edge

Mphasis Launches Campaign to Stress Importance of Truly Intelligent AI

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Online		
Date	**Publication/ Portal**	**Headline**
November 5, 2025	Media Brief	[Mphasis launches "AI Without Intelligence Is Artificial" campaign](#)
November 5, 2025	Media Infoline	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign - Defining AI's role in enterprise transformation](#)
November 5, 2025	Indian Television	[When AI Gets Real: Mphasis adds meaning to machine intelligence](#)
November 5, 2025	Yahoo! Finance	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Passionate in Marketing	[Mphasis Launches "AI Without Intelligence Is ArtificialTM" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Konexio Network	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Le Lezard	[Mphasis Launches "AI Without Intelligence Is Artificialtm" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	IT Tech Pulse	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Morning Star	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Barchart	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Gurufocus	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	WV News	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Leaders Publications	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Albert Lea Tribune	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	State Journal	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Business Chief	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Salisbury Post	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)
November 5, 2025	Troy Messenger	[Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation](#)

November 5, 2025	California Business Journal	Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation
November 5, 2025	Washington Daily News	Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation
November 5, 2025	All Tech Magazine	Mphasis Launches "AI Without Intelligence Is Artificial™" Campaign defining AI's Role in Enterprise Transformation
November 7, 2025	Insurance Edge.	AI Decision Making: Balancing Automation and Insight