

Mphasis' Sparkle Innovation Program joins forces with Startups to accelerate next-gen innovation for clients



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[Mphasis](#), ([BSE: 526299](#); [NSE: MPHASIS](#)), a global AI-led, platform-driven technology solutions provider, under its Sparkle Innovation Program, collaborates with startups, academic institutions, and research partners to rapidly co-innovate and scale transformative solutions for enterprise clients.

Through this program, Mphasis has been actively collaborating with Nasscom's InnoTrek participants, particularly US-based startups, by offering mentorship, enterprise solution guidance, and customer access. In the 2025 edition, Mphasis partnered with five standout startups from the InnoTrek cohort, namely Edgeable AI, Perpetuuti Technosoft, QuoQo and SuperBryn AI, helping them refine their offerings and connect with enterprise clients worldwide.

Mphasis will be working closely with these startups to co-create enterprise-grade solutions by providing technical mentorship, refining their go-to-market strategies, and facilitating access to global enterprise clients. Their key focus areas include Edge AI, IT resilience and automation powered by AI, AI-led contract management, and voice-based AI operations.

"At Mphasis, we develop our solutions in-house while actively seeking innovative partnerships, particularly with startups that address region-specific challenges. In a world where speed and agility are crucial, this dual approach enables us to deliver faster, more effective solutions to our clients. In September, we hosted the 2025 edition of Nasscom's InnoTrek for startups in New York. InnoTrek enables us to explore opportunities to partner, share expertise, and extend support while continuing to strengthen our engagement with the broader innovation ecosystem. We value our ongoing collaboration with Nasscom on InnoTrek and look forward to engaging with this year's startup cohort," said **Srikumar Ramanathan, Chief Solutions Officer, Mphasis**.

"Nasscom's DeepTech startups have consistently raised the bar on innovation, building solutions that are globally relevant and industry-defining. Programs such as InnoTrek exemplify the power of industry-startup partnerships, where enterprises and startups come together to co-create, mentor, and accelerate breakthrough technologies. Collaborations like these are critical for strengthening the deep tech ecosystem, enhancing innovation capabilities, and encouraging more startups to develop enterprise-ready solutions tailored to sectoral needs. We congratulate the startups on this milestone and their partnership with Mphasis in driving enterprise-focused innovation," said **Sangeeta Gupta, Senior Vice President & Chief Strategy Officer, Nasscom**.

Mphasis continues its collaboration with Nasscom for InnoTrek 2025, evaluating and selecting promising startups to induct into the Sparkle Innovation Program. These startups will receive hands-on guidance in product positioning, go-to-market strategies, and enterprise client engagement, accelerating their journey to becoming global technology leaders.

About Mphasis

At Mphasis, engineering has been in our DNA since inception.

Mphasis is an AI-led, platform-driven company with human-in-the-loop intelligence, helping global enterprises modernize, infuse AI, and scale with agility. The [Mphasis.ai](#) unit and Mphasis AI-powered 'Tribes' are focused on client outcomes and embed artificial intelligence and autonomy into every layer of the enterprise technology and process stack.

Mphasis built [NeoIP™](#), a breakthrough AI platform that orchestrates a powerful pack of AI solutions and platforms to deliver impactful outcomes across the enterprise IT value chain, as we believe '*AI Without Intelligence Is Artificial™*'. Mphasis NeoIP™ is powered by the

Ontosphere, a dynamic and ever-evolving knowledge base, delivering continuous and constant innovation through perpetual intelligent engineering—driving end-to-end enterprise transformation.

At the heart of our approach is customer-centricity—reflected in our proprietary [Front2Back™](#) transformation framework, which uses the exponential power of cloud and cognitive to deliver hyper-personalized digital experiences ($C=X2C^2_{TM}=1$) and build strong relationships with marquee clients. Our Service Transformation solutions enable enterprises to pivot from legacy systems and operations to secure, adaptive, cloud-first operating models with minimal disruption. Continuous investments in platforms, such as the Neo series, enable enterprises to stay efficient, relevant, and ahead in a dynamic AI-first world. Mphasis is a Hi-Tech, Hi-Touch, Hi-Trust company, rooted in a learning and growth culture. Click [here](#) to know more. ([BSE: 526299](#); [NSE: MPHASIS](#))

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