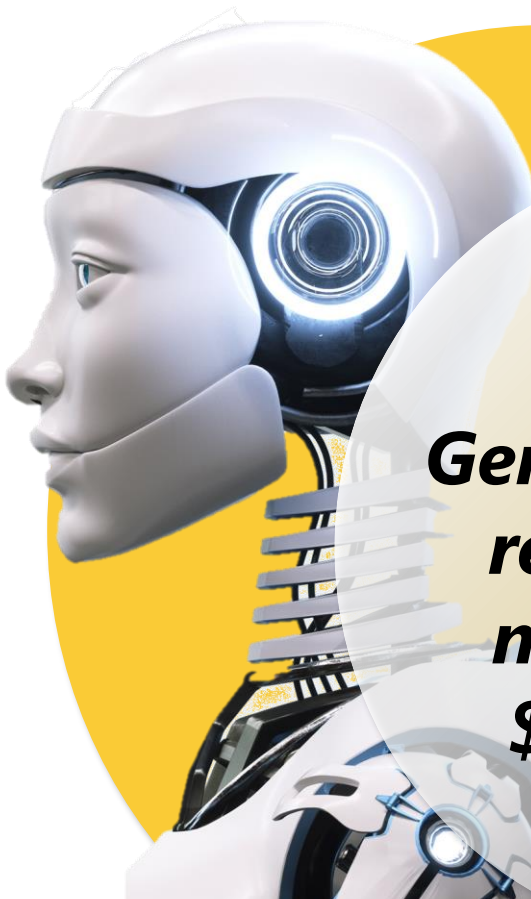


Through the looking glass of Generative AI

Generative AI Trends to Adopt in 2024

What is Gen AI?

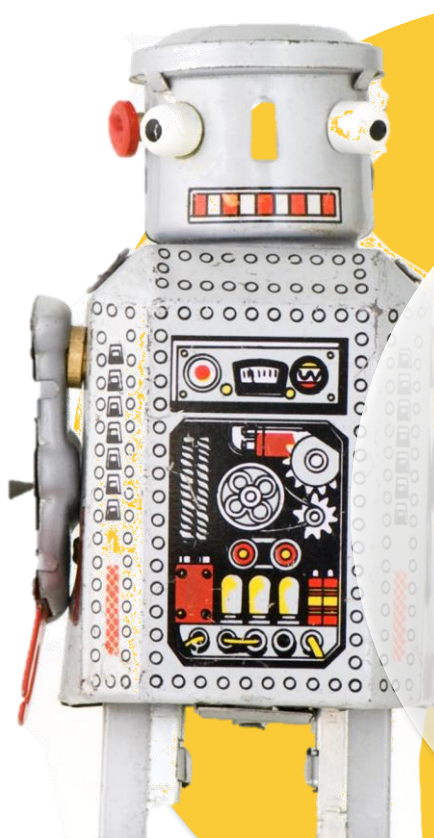
Generative AI refers to a class of artificial intelligence systems that have the ability to generate new, original content, such as text, images, or other forms of data. Unlike traditional AI systems, Generative AI models, often powered by deep learning techniques like GANs (Generative Adversarial Networks) or language models like GPT (Generative Pre-trained Transformer), can autonomously create novel outputs by learning from large datasets.



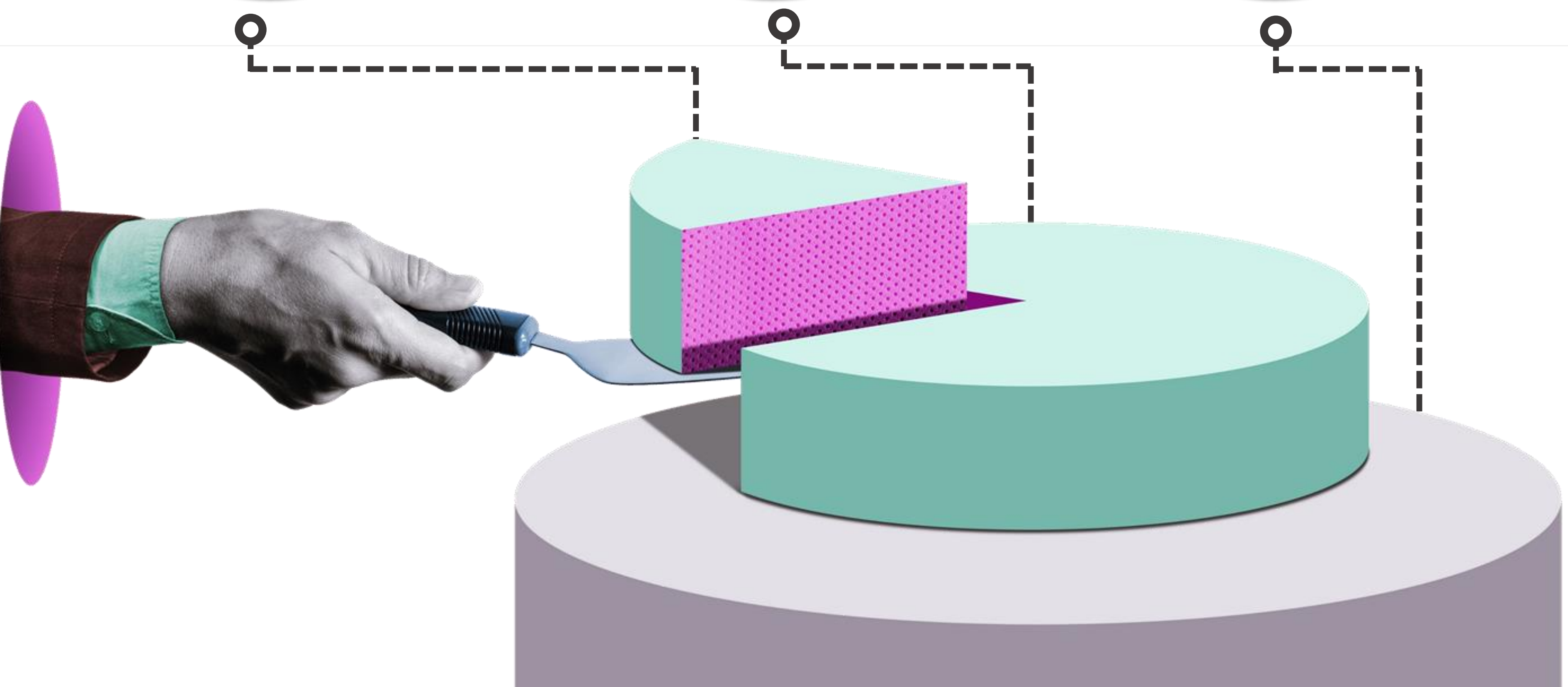
By 2028,
Generative AI will
reach a global
market size of
\$51.8 billion.



The revenue
forecast for the
artificial
intelligence market
in 2030 is \$1.8
trillion USD.



By 2025, more
than 30% of
new drugs &
materials will
be discovered
using
Generative AI.



Trends

1

Aligning Generative AI to business goals and not being driven by FOMO

Business leaders must avoid adopting AI out of a 'fear of missing out' (FOMO) and should instead develop a strategic decision-making process to evaluate where and how AI can be most successfully integrated into the organization.

2

AI-Driven creativity

AI's prompt engineering revolutionizes content creation, transforming the relationship between market research and development. This democratization of creativity reduces reliance on traditional skills for entry into the creative market.

3

English will be the next language for coding and interface to complex systems

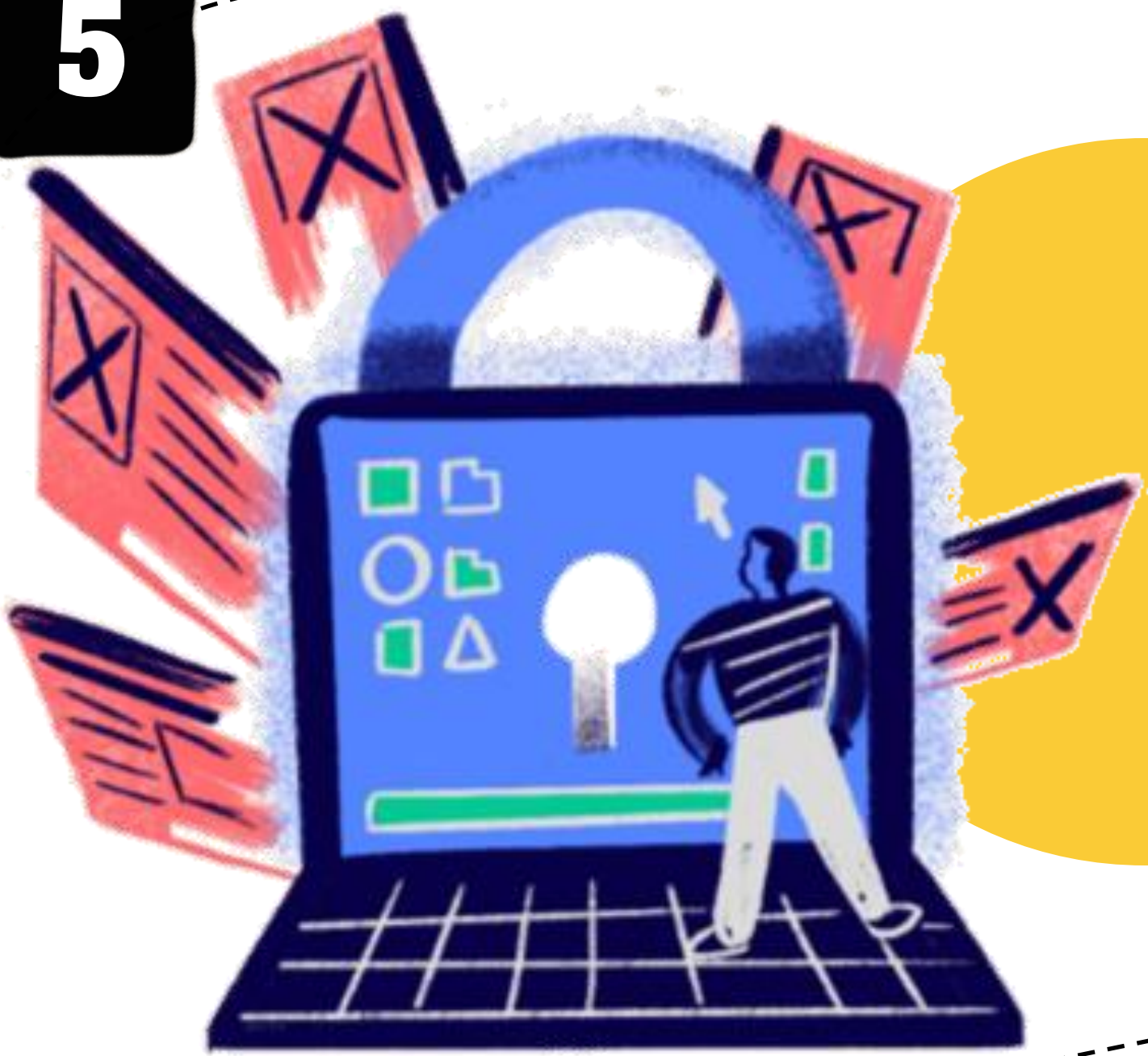
Generative AI is revolutionizing AI engineering by enhancing prompting and cueing skills. It has the transformative potential to be a game changer in coding, automating tasks, aiding problem-solving, and reshaping software development approaches.

4

Generative AI will lead to investment in better Cloud and Data Strategy and Infrastructure

Integrating Generative AI with data and cloud strategies optimizes capabilities, enhancing data management and leveraging cloud infrastructure. Organizations hesitant about these strategies must reconsider to harness Generative AI, fostering a robust digital ecosystem.

5



Need for better security architecture

Generative AI holds promise but raises security concerns. Its impact on security is complex, requiring organizations to be vigilant. Approaching its deployment with a proactive and security-conscious mindset, is crucial to mitigate risks and stay ahead of emerging threats.

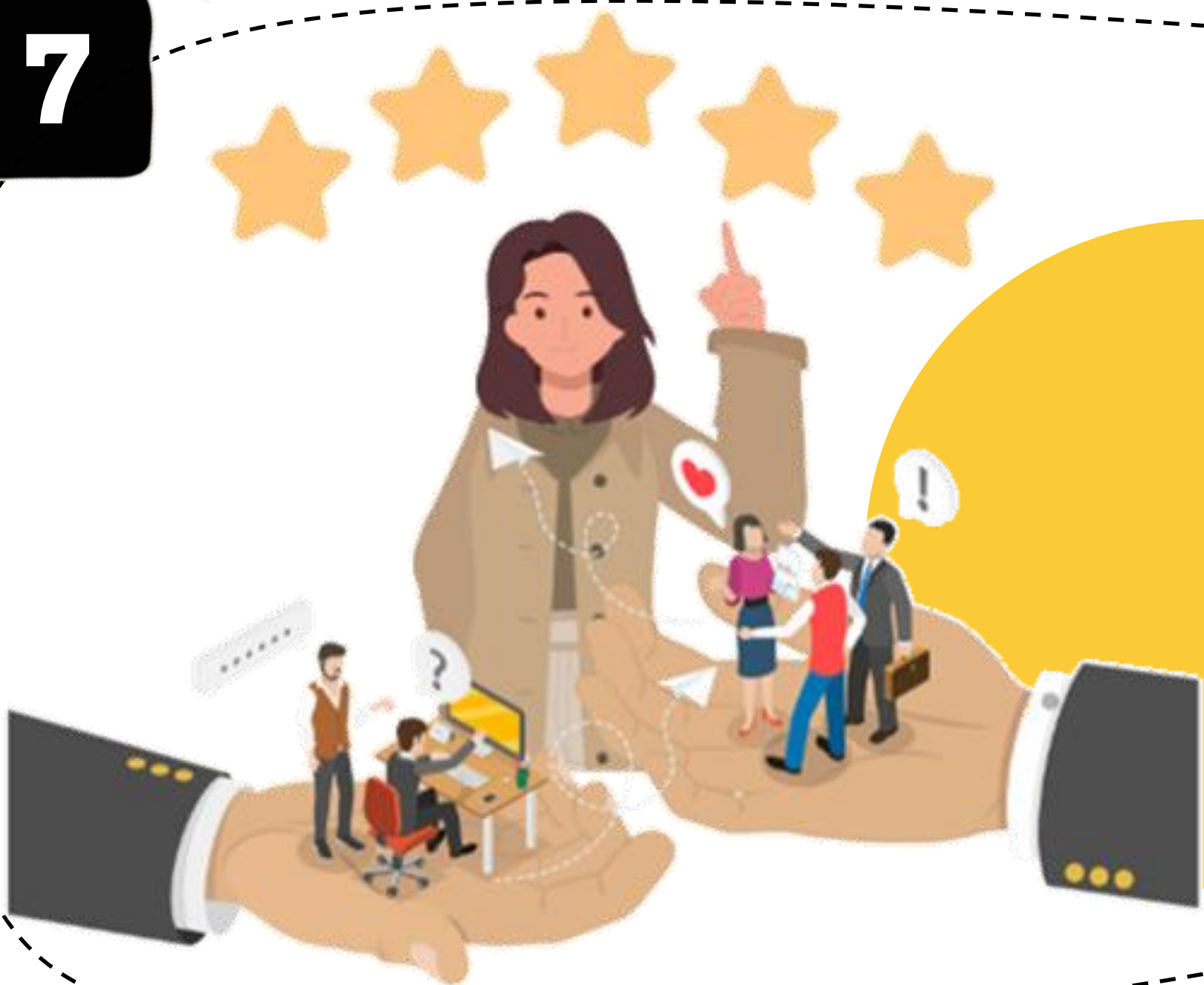
6



Ethics in Generative AI application

The call for robust ethical guidelines focuses on transparency, accountability, fairness, and privacy protection in AI development. Global AI regulations are expected amid concerns about deepfakes, sparking ongoing debates on responsible tool usage.

7



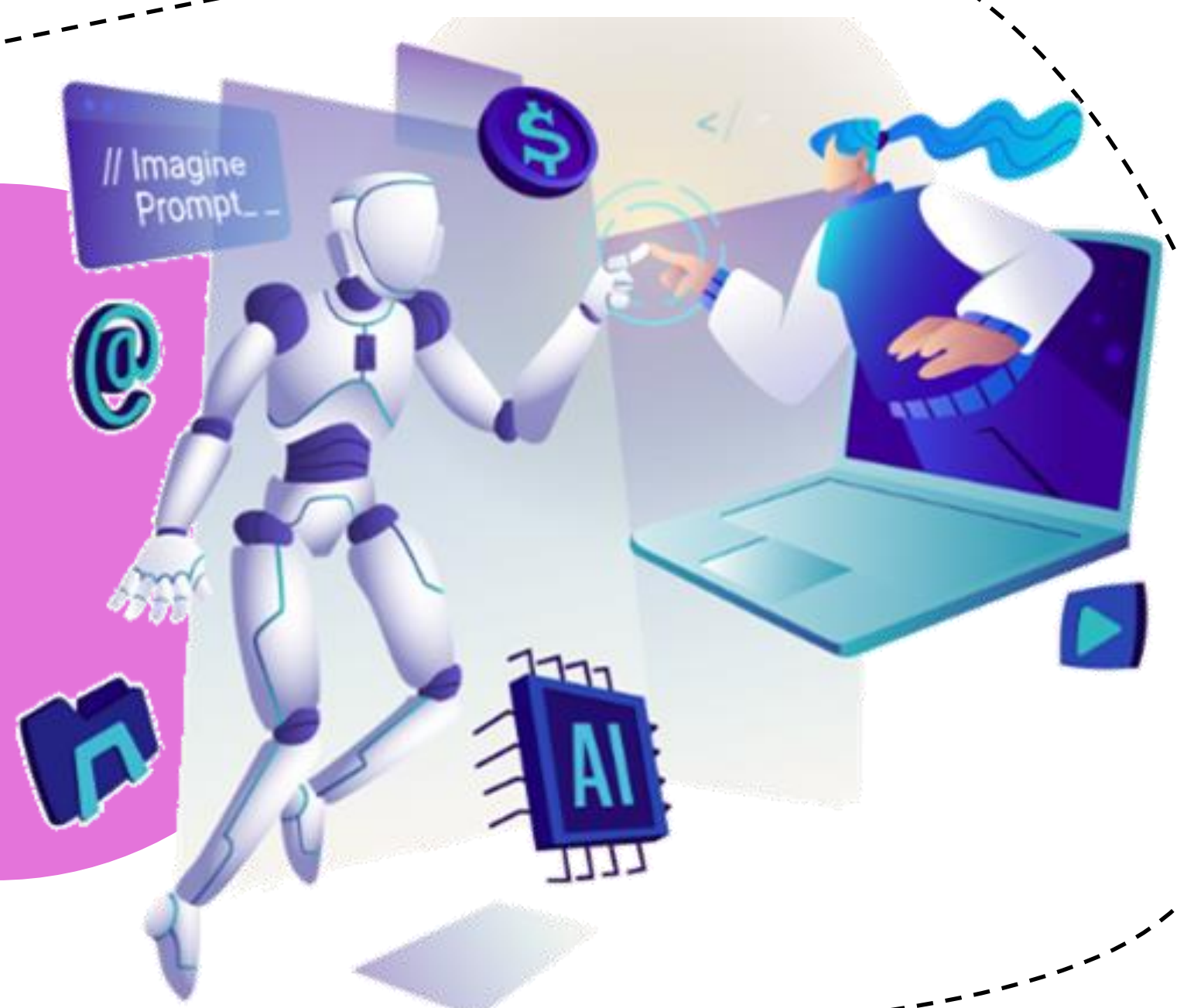
Personalization: Tailoring experiences for maximum impact

In 2024, Generative AI will impact personalization twofold. Correct implementation enhances personalized experiences, by combining Generative AI with AI algorithms to analyze vast data for deeper, personalized connections, giving businesses a competitive edge.

Multimodality: A new dimension in AI

Generative AI's future lies in multimodality, enabling models to understand and generate content across various modalities simultaneously, unlocks possibilities in virtual reality, augmented reality, and robotics.

8



About Happiest Minds

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a Mindful IT Company, enables digital transformation for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/ augmented reality, etc. Positioned as 'Born Digital . Born Agile', our capabilities span Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, EdTech, engineering R&D, healthcare, hi-tech, manufacturing, retail, and travel/transportation/hospitality. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI. A Great Place to Work Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia, and the Middle East.