

Artefact Expands into South East Asia with New Office in India, Strengthening Its Global Leadership in Data & AI

Pune, India – March 20, 2024: Artefact is pleased to announce its expansion into South East Asia through the opening of a new office in India, further reinforcing the Group's global consultancy leadership in data and AI. This strategic move not only establishes a Global Center of Excellence but also marks a significant milestone in Artefact's international growth strategy.

By choosing India for its vibrant economy and exceptional standards in science and technology education, Artefact aims to tap into the booming tech sector. India's potential as the world's third-largest economy underscores its economic and geopolitical significance, aligning with Artefact's ambition to enhance its technological footprint globally.

This new country's opening addresses two major opportunities. The first is to accelerate the growth of the Artefact's data & AI transformation consulting activity and increase its international presence for further scalability of clients' projects. This will occur by hiring about 500 team members within the next 3 years, supported by the Group's investment. The second mission of Artefact India will be to act as a Global Center of Excellence for recruiting top-tier talent from India's finest engineering and business schools, integrating them into international projects. This initiative will attract high-caliber professionals, including ML and AI engineers, data scientists, data analysts, and business consultants, who will contribute to impactful missions under the mentorship and training of Group managers.

The Indian office is located in Pune, which is a large city in the state of Maharashtra, India, known as a major educational and IT hub. It is one of the fastest-growing cities in the Asian-Pacific area, with a significant presence in the IT, automobile, and manufacturing sectors.

Rahul Arya, CEO and Managing Partner of Artefact MENA and India (Middle East North Africa) for five years, who graduated at both the Indian Institute of Technology, Delhi and the Indian Institute of Management Bangalore, will drive Artefact India. With a distinguished background and a proven track record of leadership in the MENA region, Arya's expertise is poised to guide Artefact India towards achieving remarkable growth and success.

*"As we continue to expand, launching in India is a strategic endeavor for Artefact," states **Rahul Arya**. "The rich talent pool and innovative ecosystem in India present an ideal landscape for Artefact to empower organizations worldwide with transformative AI, data and digital solutions."*

Artefact India is set to leverage both these local strengths and the cutting-edge expertise of the Group, offering a comprehensive suite of data & AI services, from strategy to operations, encompassing data readiness, AI solutions per industry sectors, and data management & utilization solutions to enhance sales and marketing strategies.



Artefact's decision to open an offshore center in India will help the Group provide even more flexibility to its customers by being able to scale-up its engineering resources much faster.

Vincent Luciani, co-founder and CEO of Artefact, comments on the expansion: *"By entering the world's most populous country and harnessing its high level of education in science and technology, Artefact is taking a significant step towards realizing its ambition of becoming a leading force in the data & AI domain."*

He continues and precises: *"Our key factor of success over the last 10 years has been to combine innovation and creativity (Art) to data science and AI technologies (Fact), with the capability to break down silos and reconcile technological professions and business entities through the creation of multidisciplinary teams. This excellency of services and hybrid tech & business model will be replicated in India under the leadership of Rahul Arya, to whom I wish and his teams every success in expanding their activities."*

ABOUT ARTEFACT

Artefact is an international data services company specializing in data transformation and data & digital marketing consulting, whose mission is to transform data into business impact by delivering tangible results across the entire value chain.

Artefact's unique approach, which bridges the gap between data and business, enables our clients to achieve their business objectives in a dedicated and efficient manner. Our 1500 employees combine their multidisciplinary skills to help companies innovate their business. Our cutting-edge technologies in Artificial Intelligence and our agile methods guarantee the success of our clients' AI projects, from design to deployment, including training and change management. Covering Europe, Asia, North America, Latin America and Africa through our local presence in 23 offices, we work with leading international brands such as Orange, Samsung, L'Oréal, or Sanofi worldwide. www.artefact.com

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