

The Economic Times, India: Cognizant's Vice President, Connected Products, Says the Overall Opportunity for Autonomous Vehicles is Significant



"The algorithms and solutions being developed are proprietary," says **Madhuraj Jadav**. "Therefore, we perceive that the overall opportunity is significantly higher with high growth potential." Excerpts:

"A CB Insights report says 46 companies including carmakers such as General Motors, Audi and Ford, besides components makers such as Bosch, Continental and Delphi, are working on autonomous cars or enabling technologies for such vehicles.

Cognizant, another software major invested in the field of autonomous vehicles, tied up three years ago with the Pune-based Automotive Research Association of India. ARAI is a collaborative effort between automotive corporates and the heavy industries ministry. As its clients, Cognizant has original equipment manufacturers that are making platforms based on AI and machine learning technologies for autonomous cars. Among its many services, Cognizant helps carmakers in a systems engineering concept called Verify and Validate: to virtually help cars identify objects in their range of vision accurately.

Queried about the market opportunity for Artificial Intelligence products, Madhuraj Jadhav, Vice-President of connected products at Cognizant, said: 'AI-based autonomy is being developed independently by many players in the industry across the globe. However, the algorithms and solutions being developed are proprietary and not a standard. Therefore, we perceive that the overall opportunity is significantly higher with high growth potential. We have built expertise within Cognizant and have developed accelerators to explore these opportunities.'"

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