

Nvidia eyes India opportunities as digitisation picks up pace

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Company believes strong back-end is needed to support services as technology advances

Bengaluru April 1:

On the back of the digitisation wave in the country, US-based Nvidia is eyeing opportunities in sectors – both government and corporate – across verticals like weather prediction, e-commerce, and automobiles.

In a recent report, Gartner said India will remain the world's fastest growing IT market in 2016, with spends of \$72 billion in IT services, hardware and products.

Talking to *BusinessLine* Shankar Trivedi, Vice-President (worldwide sales), Enterprise Business, Nvidia, said that as people start consuming more technology, entities such as corporates and governments will need to have a strong back-end to support these services.

“Computing is becoming critical – from loading maps to hailing cabs,” he said. Nvidia, known for making Graphical Processing Units (GPUs) that make graphics come to life, believes that future opportunities will come from areas that require a large amount of computing.

It is already working on the Peta-quake project, which is a joint research collaboration between seismologists in Zurich and computer scientists and mathematicians from the University of Basel, wherein earthquakes can be predicted by using its GPUs.

Similarly, Nvidia GPUs are being used in refugee camps across West Africa, and mobile homes in the US tornado corridors. Geographers, computer scientists, and engineers are increasingly deploying the world's fastest supercomputers to map and analyse population size and shifts. “Data sets are getting bigger for everybody and the moment this happens machines run out of gas,” said Trivedi. For Nvidia, this is also a changing trend of a company that was largely focussed on PCs during earlier days, to segments such as the ones mentioned above.

Shyam Diwakar, Lab Director (Computational Neuroscience and Neurophysiology Labs) at the School of Biotechnology, Amrita University, heading research that aims to get a better understanding of brain disorders (such as Alzheimers), believes that Nvidia's technology achieves higher throughput, when compared to others.

This was 30 times faster, he added. However, analysts feel that competition is also upping the ante. Nomura US equity research's Sanjay Chaurasia, in a recent report, was quoted as saying that AMD could take share of GPUs, from Nvidia with the help of the technology called 'asynC'.

(This article was published on April 1, 2016)