Havells implements BLP Industry.AI's enterprise AI product for social distancing and workforce safety to ensure business continuity in light of Covid-19

The "Trust AI" product uses Artificial Intelligence to analyse live video feed to monitor social distancing at the workplace. It issues an alert at the control centre when any person fails to maintain the required distance from another person.

New Delhi, June 2, 2020

Havells, India's leading Fast Moving Electrical Goods (FMEG) and a Consumer Durable company, today announced that BLP Industry.AI ("Industry.AI"), an enterprise AI and industrial IoT company, has partnered to provide their AI based technology product, "Trust AI" to help re-start Havells' manufacturing units by enforcing social distancing to keep their workforce safe during these Covid-19 times.

TRUST AI is an Artificial Intelligence, and Computer Vision powered video analytics monitoring product that issues an alert when anyone is less than the desired distance from a colleague. It uses existing IP camera's and CCTV cameras combined with computer vision to ensure social distancing is enforced, and when breached, an alarm is triggered. This cost-effective technology has also been trained to detect when people are not wearing masks, helmets, or safety gear. The alert is sent out via email or sms to a factory administrator. The application has a number of AI algorithms to ensure effective alerts and monitoring.

The software uses neural network models and mathematical models. This is achieved given Industry.AI's experience in handling big data analytics, cloud computing, and complex machine learning capabilities. Combined with the ability to analyse vast amounts of real time data using a number of computer vision algorithms that provide the alerts.

"Industry is rapidly adopting AI and IoT technologies that help drive productivity, as well as keep our workforce safe. The AI and IoT solutions offered by Industry.AI deliver insights that help this digital transformation, and ensures business continuity," said Anil Rai Gupta, Chairman and Managing Director, Havells India.

"Havells is one of the leaders in undertaking enterprise scale digital transformations though AI and IoT technologies," said Tejpreet S. Chopra, CEO, BLP Industry.AI. "With Havells' manufacturing expertise and their focus on employee safety, and Industry.AI's enterprise AI and IoT capabilities, organizations can drive productivity, and ensure business continuity."

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"In the electrical consumer durables industry, this is a time of disruption. Futuristic companies are introducing technologies to make their operations more efficient, said Jayant Kapoor, Head IT, Havells. "By bringing together our domain knowledge in manufacturing and electrical durables, and the strengths of Industry.AI, we ensure efficiency, and workforce safety."

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About Havells

Havells India Ltd is a leading FMEG (Fast moving electrical goods) and a Consumer Durable company with strong presence across India. Its product range includes Cables & Wires, Motors, Fans, LED Lighting and Luminaires for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters, LED Television, Washing Machine, Air Conditioner, Domestic Appliances, and Industrial & Domestic Switchgears. Havells owns prestigious brands like Havells, Lloyd, Crabtree, Standard, and REO. With 40 branch offices and over 5700 professionals, Havells has achieved rapid success in the past few years. Its 14 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Sahibabad, Faridabad, Alwar, Ghiloth, Guwahati and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

About BLP Industry.AI

BLP Industry.AI (Industry.AI) is a subsidiary of Bharat Light & Power Pvt Ltd (BLP). BLP is a renewable energy generation and technology company with headquarters in India.

Industry.AI provides an AI and IoT platform (**Orion**) to drive digital transformation across industry. By digitizing industries and applying big data analytics we work with customers and partners to increase productivity. The platform provides a variety of services to assist companies in their journey to digital transformation. Enterprise customers can deploy AI-based applications such as asset health and predictive maintenance, inventory management, supply chain optimization, asset tracking, performance monitoring, and energy efficiencies. In addition, the platform provides visual analytics-based solutions to detect wearable safety gear compliance, surveillance, and manufacturing defects.

We provide services across industries including manufacturing, ports, transportation, aviation, steel, real estate, automotive, energy, and oil & gas. Follow us on https://www.linkedin.com/company/blp-industry-ai/

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