CASE STUDY · AI AVATAR

An on-premise AI avatar for Maruti Suzuki's supply chain.

At Bharat Mandapam, a private AI avatar took live vendor questions about 750+ of Maruti Suzuki's own DigiLib projects. It was trained on-premise, so nothing left the building. The same unit then played a produced film of Rane's quality head. One box, two jobs, one day.



New Delhi Bharat Mandapam

750+	0	2
Project records	External APIs	Formats, one unit

CLIENT
Maruti Suzuki

EVENT
Vendor Conference

VENUE
Bharat Mandapam, New Delhi

FORMAT
On-premise AI avatar

> An on-premise AI avatar hologram answered vendor questions on 750+ Maruti Suzuki DigiLib projects at Bharat Mandapam. Nothing left the building.

The brief

Maruti Suzuki's vendor conference at Bharat Mandapam brought its supply chain into one room. Vendors wanted to know about internal projects and process improvements, and that material is confidential.

What we did

We exported more than 750 project records from Maruti Suzuki's DigiLib, with no rewriting, and trained the model on-premise using Ollama. The corpus never left Maruti Suzuki's infrastructure, and no external API was used.

On the day, vendors asked the avatar aloud and it answered from sanctioned records only, life-size and lip-synced, working like a holographic receptionist for the supply chain.

The same HoloBox then switched format to play a produced film of Rane's quality head, shot in a single session and post-produced to ten minutes of content.

The result

The unit ran a private AI avatar and a produced leadership film on the same day, with no reconfiguration and no live link.

It also set a template for confidential deployments. When the content can't leave the building, the avatar doesn't need it to.

How it worked

01 Ingest
750+ project records exported from Maruti Suzuki's DigiLib, with no rewriting.

02 Train
The model is trained on-premise. The corpus never leaves Maruti Suzuki's infrastructure.

03 Converse
Vendors ask aloud. The avatar answers from sanctioned records only, life-size and lip-synced.

04 Shoot
Rane's quality head is captured separately in one session.

05 Play
The film is mastered for holographic playback on the same unit, the same day.

One unit, 4 jobs

01 AI avatar on DigiLib

Vendors asked about internal projects; the avatar answered from sanctioned records.

02 Produced leadership film

Ten minutes of post-produced content, no live link needed.

03 Supplier quality briefings

Targets and standards delivered the same way to every vendor.

04 Private by design

On-premise training for confidential material.

Want this at your event?

Tell us the venue, the date and what you want the room to do. We'll show you what it costs and what it needs.

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