

## **Quick Heal eyes AI to combat rising cybercrime, fraud mobile calls: CEO**

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Quick Heal aims to utilise artificial intelligence to address the rising menace of cybercrime and fraudulent phone calls in India and elsewhere, reflecting a growing interest in the telecom and technology sectors to leverage the benefits of AI.

"Today the problem is about cybercrime and digital frauds. We have seen more citizens becoming victims of cyber crimes. So our anti-fraud AI is focused on addressing the digital frauds on computers and mobile phones," Vishal Salvi, chief executive officer (CEO) of Quick Heal, told ETTelecom in an interview.

The Pune-headquartered firm launched the anti-fraud AI solution in October which can detect and alert users against suspicious activity, safeguard against likely scam attachments and calls, and protect privacy.

"Essentially, it is a holistic solution on your phone and computer to protect from the advanced frauds happening today," Salvi said, adding that Quick Heal would partner with local partners to test the efficiency of the solution before a wide-scale roll-out.

"We have to tie up with the local providers, just like we have done in India, and ensure that we are able to identify the fraudulent calls and what is happening on your phone or computer. Those aspects are different for each of the regions," the chief executive said.

India's top telcos Bharti Airtel, Vodafone Idea (Vi), and state-run Bharat Sanchar Nigam Limited (BSNL) have lately launched their respective AI/ML-backed solutions to tackle spam calls and improve mobile subscribers.

The Telecom Regulatory Authority of India (TRAI), on its part, has been proactively taking initiatives to curb spam communications to improve the security of the mobile ecosystem.

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"All our partners and distributors play a very important role in our consumer business. We will continue to engage with them and grow in that segment," he said of the consumer segment revenues.

"The anti-fraud AI solution has created a completely new category for us not just in India, but in the world. We have a clear strategy and plans to maintain and sustain our consumer business," Salvi added.

The company's long-term vision is to become a global cybersecurity product company with India as its hub. "We have a clear strategy and a vision for the next three to five years about our sales organisation, roadmap for products, and building the right brand," Salvi said.

He asserted that India is "second to none" in terms of access to talent and emerging technologies, which is why the country is becoming an engineering hub for cybersecurity firms.

"India is not only supporting its needs, but it is also increasingly becoming a back office for cyber security talent, and that's why we have cyber security product engineering firms having their engineering setup in India. Clearly, both in terms of access to technology as well as access to talent, we are second to none," the executive added.