ATIR POLITECH: AI-Powered Election Management

Run smarter, faster, and cleaner campaigns – one platform, zero silos

Elections are won by margins but lost by inefficiencies.

ATIR delivers AI-powered precision for victories.
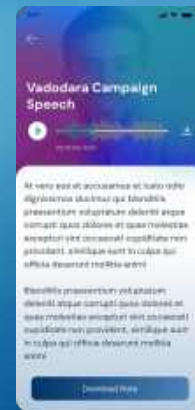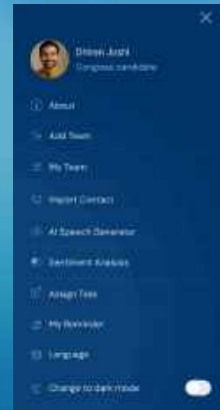
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The Challenge in Indian Elections

85% of campaign budget spent on field workers without tracking

Low Accountability

Inefficient Booth Management

Lack of Real-Time Data

Slow Feedback Loops

Communication Gaps

Resistance to Digital Adoption

90% of candidates rely on 24-48h delayed reports, missing voter shifts

Our AI-Powered Solution

- Polling Day Command Center
- AI Voter Profiling
- AI Speech Generator
- Swing Booth Detection
- Booth-wise Voter Dashboard
- Multilingual OCR
- Bulk Communication
- Campaign Intelligence Suite
- Volunteer Coordination
- Voter Sentiment Analysis
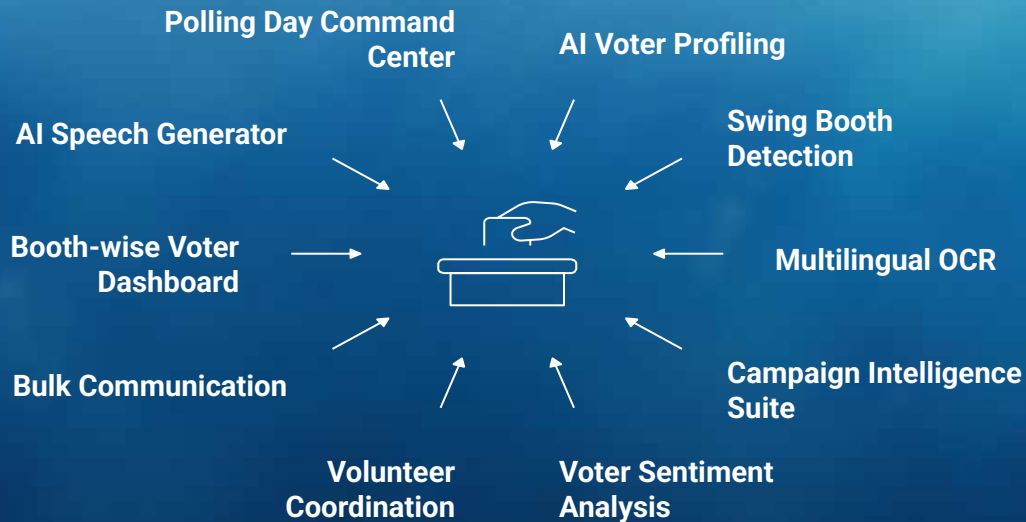
Run smarter, faster, and cleaner campaigns, one platform, zero silos delivering insights, reducing costs, and winning bigger across India's elections.

Unique Value Proposition
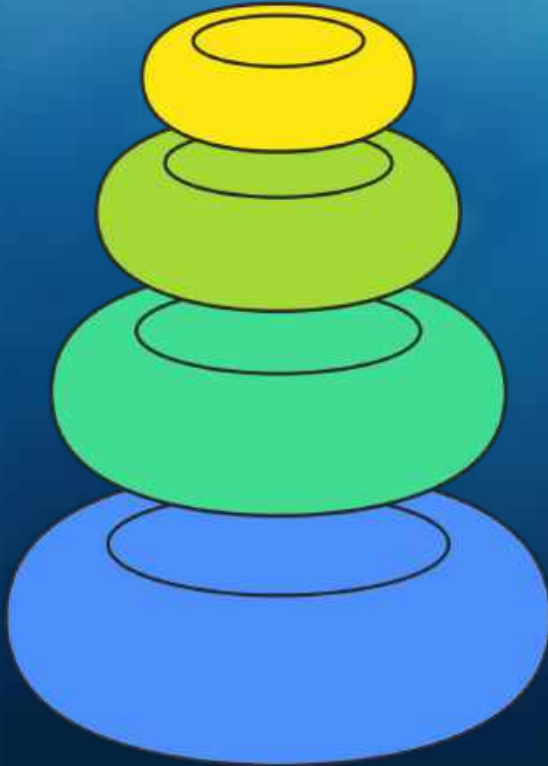
Leveling the Field
Enterprise-grade tools for smaller parties

First-Mover Advantage
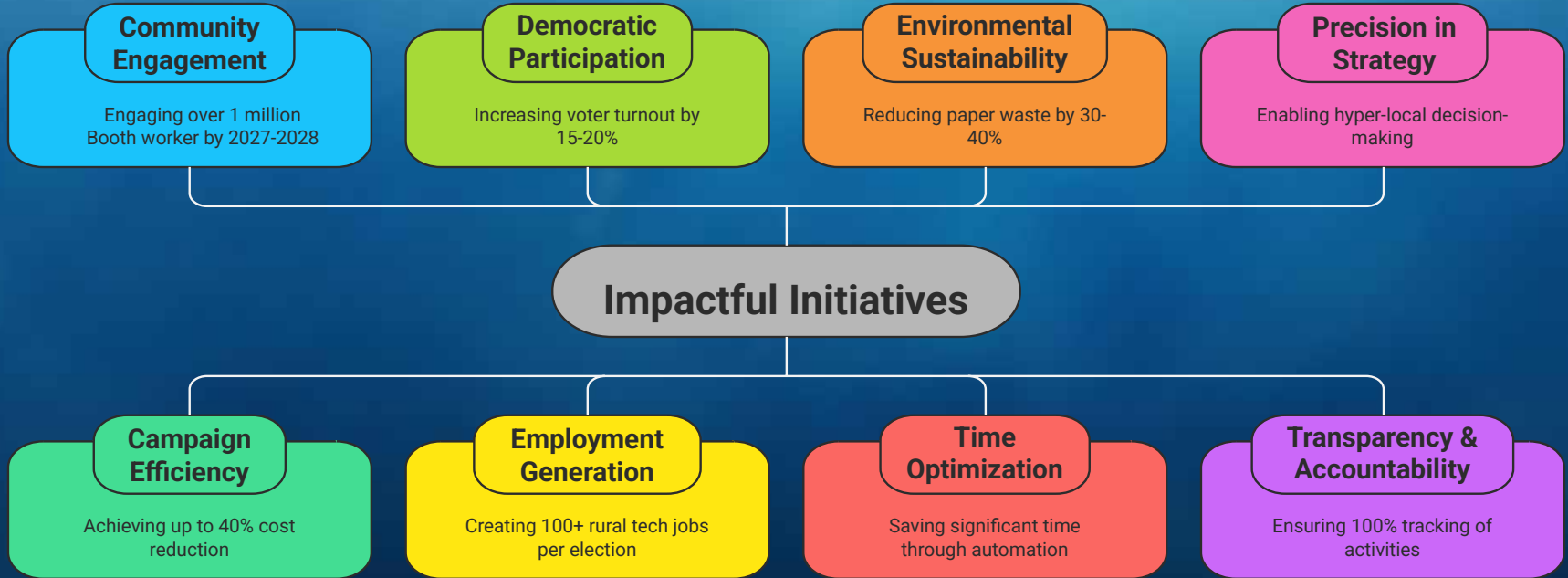India's first AI political platform

Higher ROI
Data-driven targeting cuts costs

AI-Driven Edge
End-to-end AI tools for campaigns
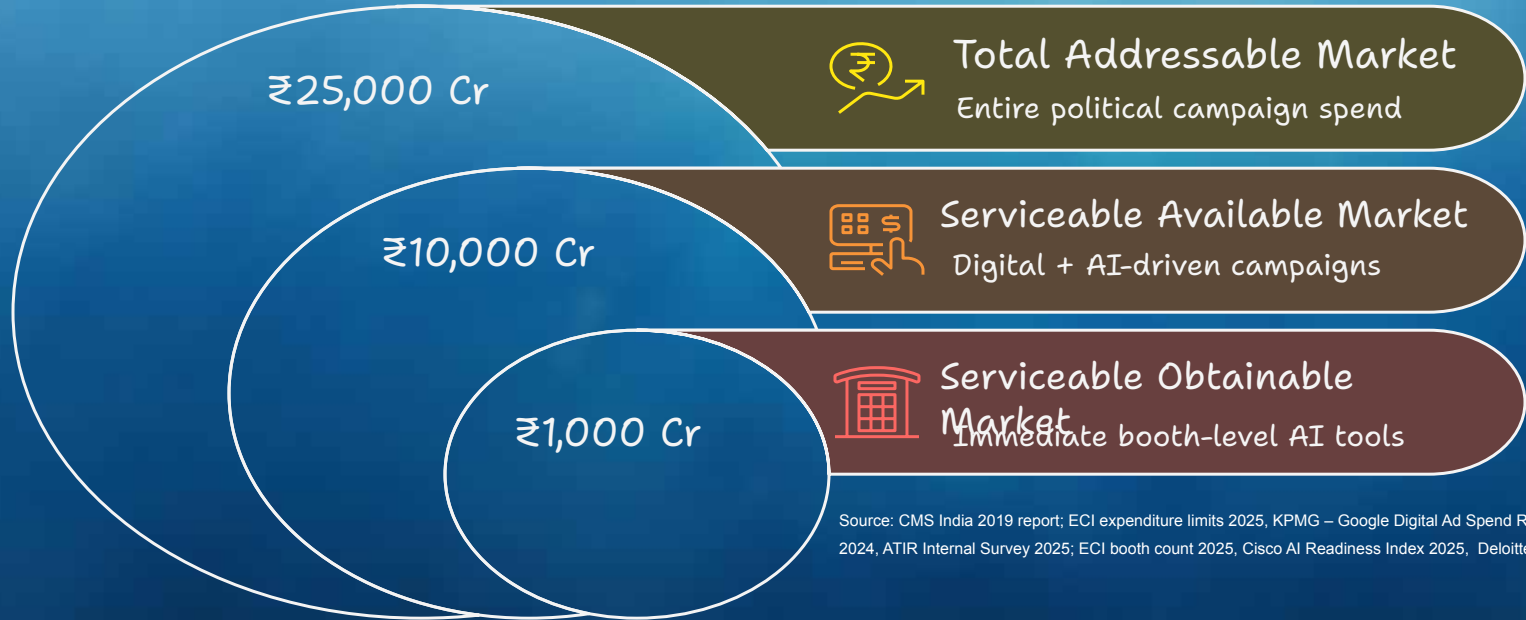
Societal & Economic Impact

Community Engagement
Engaging over 1 million Booth worker by 2027-2028

Democratic Participation
Increasing voter turnout by 15-20%

Environmental Sustainability
Reducing paper waste by 30-40%

Precision in Strategy
Enabling hyper-local decision-making

Impactful Initiatives

Campaign Efficiency
Achieving up to 40% cost reduction

Employment Generation
Creating 100+ rural tech jobs per election

Time Optimization
Saving significant time through automation

Transparency & Accountability
Ensuring 100% tracking of activities

Core Customer

Previously Contested Candidate

Independent Candidate

State Party

National Party

Municipality Elections, Vidhansabha (State Assembly) Elections, Lok Sabha (Parliamentary) Elections

Market Opportunity in Political Campaigns

₹25,000 Cr

Total Addressable Market
Entire political campaign spend

₹10,000 Cr

Serviceable Available Market
Digital + AI-driven campaigns

₹1,000 Cr

Serviceable Obtainable Market
Immediate booth-level AI tools

Source: CMS India 2019 report; ECI expenditure limits 2025, KPMG – Google Digital Ad Spend Report 2023; IAMAI 2024, ATIR Internal Survey 2025; ECI booth count 2025, Cisco AI Readiness Index 2025, Deloitte India, Statista

Why Now: Social media and smartphone ubiquity, coupled with rising demand for data transparency, make 2025–26 ideal for disruption.

Growth Rates: Campaign digitization is growing ~15–20% annually. Additionally, global political-tech investment is climbing;

India leads with largest electorate.

Competitive Landscape

Competitors: I-PAC, Jarvis, traditional political consultancies

ATIR's Outcome Edge:

- **AI Voice Outreach** – Delivers voter contact **50% faster** than manual calling, ensuring quicker issue response and campaign agility.
- **Psychographic Voter Insights** – Improves booth-level persuasion and turnout by **20%**, enabling highly targeted messaging.
- **Real-Time Volunteer Tracking** – Cuts operational costs by **40%** through live monitoring and resource optimization.

Feature / Tool	ATIR	I-PAC Human Consultancy	Jarvis	Political Parties (National & Regional) Human Consultancy
Booth-level dashboards	✅	✅	✅	❌
CRM-style Dashboards	✅	✅	✅	❌
AI voice (per booth)	✅	❌	❌	❌
AI Voter Profiling	✅	❌	❌	❌
Psychographic insights	✅	❌	❌	❌
Real-time Volunteer Tracking	✅	❌	❌	❌
AI Opposition Research	✅	❌	❌	❌
Mobile App for Candidates	✅	❌	❌	❌
Blockchain Security	✅	❌	❌	❌
AR/VR Campaign Simulation	✅	❌	❌	❌
Video Generator (per booth)	✅	❌	❌	❌
Booth-level Strategy Automation	✅	❌	❌	❌

Business Model

	Basic	Pro	Premium
Per Booth Fee	₹500+	₹800+	₹1,500+
Avg. 200+ Booths Per Vidhan Sabha	₹1,00,000+	₹1,60,000+	₹3,00,000+
Key Features	Manual CRM, WhatsApp & SMS, outreach, booth-level reporting	AI voter insights, social media monitoring, booth analytics, bulk voice messages	Full AI suite, voice generator, VR tools, AI rebuttals, opposition tracking, smart GTM

18-Month Roadmap From

Pilot Success to National Scale

Phase	Timeline	Key Activities	Milestones / Outcomes
Phase 1 **Core Tech** **Enhancements**	Months 1–6	• Refine AI voter profiling, swing booth detection, OCR engine • Scale cloud infra & optimize UX/UI	Real-time AI analytics integrated; pilot feedback implemented
Phase 2 **Pilot Expansion &** **Validation**	Months 6–12	• Expand Upcoming election pilot (30-40 assembly) • Collect user feedback & fine-tune features	15–20% voter turnout boost; ~20% higher engagement
Phase 3 **MVP Launch &** **Customer Onboarding**	Months 12–18	• Launch full MVP (web + mobile) • Onboard 100+ candidates/parties	50–100 customers onboarded; initial recurring revenue
Phase 4 **National Expansion &** **New Features**	Months 18–24	• Scale to 5–7 states, 200+ customers• Add psychographic AI & AR/VR tools	5% market share; nationwide recognition in political-tech

Revenue Growth Projection

Pilot Deployment (2026)

₹10L – ₹50L Revenue

Initial Scaling (2027)

₹5Cr – ₹7Cr Revenue

National Adoption (2028)

₹20Cr – ₹25Cr Revenue
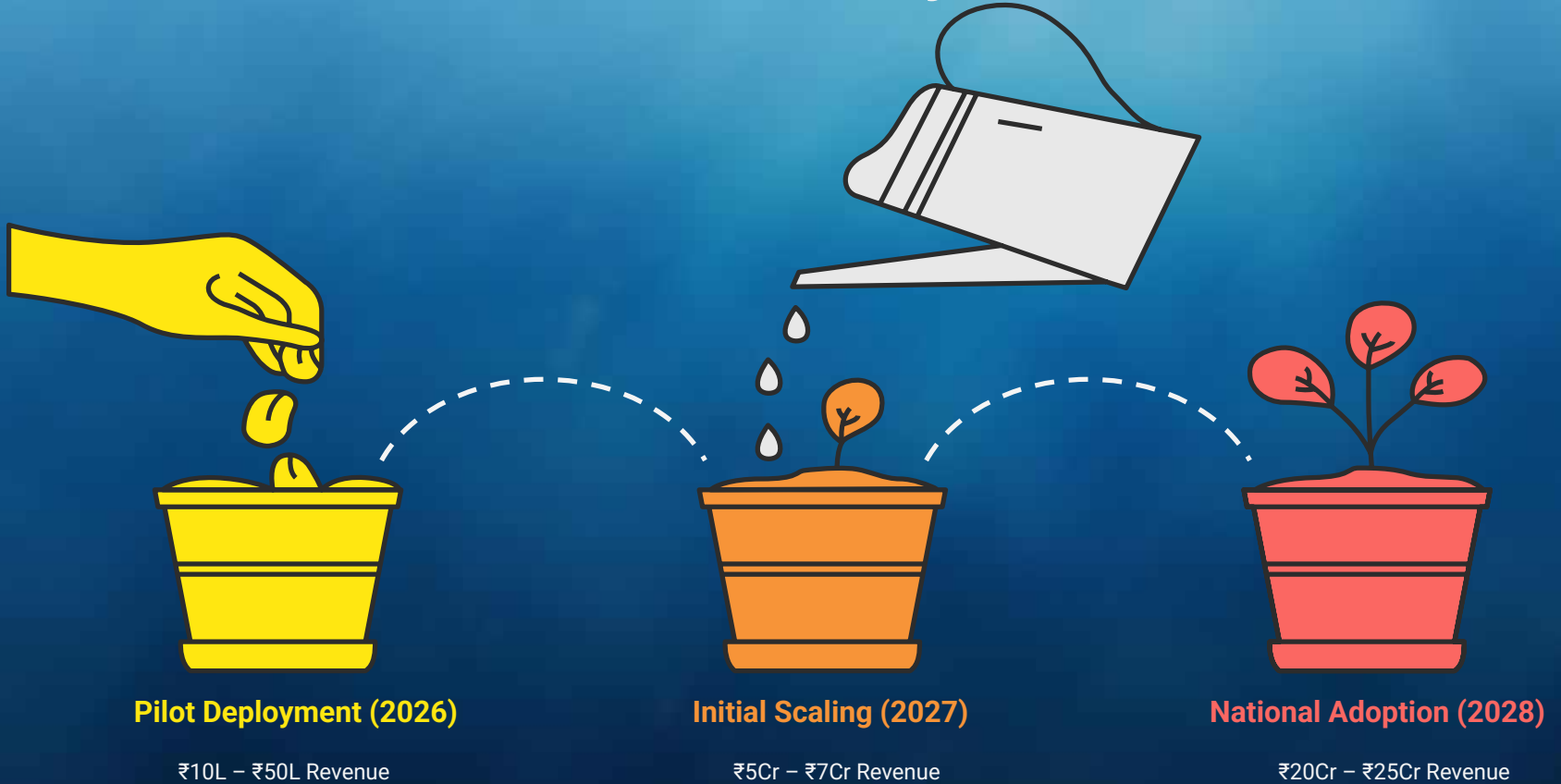
The Brains Behind ATIR

Kumar Basant Singh – Founder & CEO
6 years experience | 1,000+ booths managed
War Room Setup | Digital + Field Ops

Meenu Singh – Founding Director
Specialist in operations, strategic partnerships, and scaling field teams for high-impact political and civic projects.

Nitesh Nandan - Tech Head
Ex-Meesho | Distributed systems architect with expertise in Java, Python, C++, microservices, cloud infra, and Generative AI. Skilled in LangChain, system design, and leading high-performance engineering teams.

Pintu Kumar – Project Coordinator & Team Lead

HR & talent acquisition expert, M.A. HRM and B.A. Economics from Jamia Millia Islamia.

Disha Vasavada – Product Designer

Digital product designer with 10+ years of UI/UX experience in creating intuitive.

Shyam Nandan – Associate Data Scientist

UGC-NET qualified with 3+ years' experience in ML, deep learning, and data science.

Shankar Mulakalapalli – Frontend Developer

Skilled in Python, C/C++, Java, Django, and Bash scripting.

Krishna Shaw – GenAI Engineer & Data Scientist

ACM ICPC Regionalist, competitive programmer, certified AI/ML specialist with expertise in Generative AI.

ATIR

SMARTER POLITICS, STRONGER NATION.

THANK YOU

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