



Case Study

Loti AI Advances Digital Identity Protection with Tata Communications GPU Infrastructure

With Tata Communications' GPU as a Service, Loti AI established a cost-efficient and scalable environment for its AI inference workloads, while benefiting from responsive technical support, operational flexibility, and a foundation for strategic growth in India.



For businesses operating in the AI-powered digital identity protection space, scalable GPU infrastructure plays a critical role in enabling large-scale inference workloads, processing high volumes of image and video data, and supporting timely detection outcomes. As demand for AI-led content analysis grows, organizations require infrastructure that not only delivers performance at scale, but also offers cost efficiency, deployment flexibility, and responsive support.

Loti AI is an AI-driven company focused on identifying potentially infringing digital content linked to customer identities. To support its workload requirements, optimize infrastructure costs, and explore strategic opportunities in India, Loti AI partnered with Tata Communications to deploy GPU infrastructure tailored to its operational needs. The engagement provided not only the technical environment required to support day-to-day AI operations, but also the responsiveness and strategic alignment needed to support the company's broader business goals.

About Loti AI

Loti AI is a company dedicated to protecting major celebrities, public figures, and corporate intellectual property from online threats, with a particular expertise in deepfake and impersonation detection. Founded in 2022, the company provides comprehensive services including likeness protection, content discovery and removal, and contract enforcement across the entire public internet, from social media platforms to adult sites.

Driving AI-Powered Identity Protection with the Right Infrastructure Strategy

Loti AI is dedicated to protecting major celebrities, public figures, and corporate intellectual property from online threats, with a particular expertise in deepfake and impersonation detection. Recognized as a leader in digital identity protection, the company focuses on helping individuals manage their online presence while preserving control over what they choose to share or keep private. Its platform relies predominantly on facial recognition inference workloads, processing millions of internet-sourced images and videos each day to detect potentially infringing content linked to customer identities. The solution currently supports a strong US-based customer base, including a number of high-profile individuals and public figures. As part of supporting these workload requirements, Loti AI began evaluating infrastructure partners in India, driven by the need to balance cost considerations with dependable service quality and operational responsiveness.

Some of the key factors that drove the exploration of GPU infrastructure in India included:

- 1** Cost optimization was a major consideration in Loti AI's infrastructure decision, leading the company to explore GPU infrastructure in India as part of a broader cost-optimization strategy.
- 2** Service quality and operational responsiveness were key evaluation criteria while assessing potential infrastructure partners.

- 3** Before selecting Tata Communications, Loti AI explored GPU offerings from other providers, including lower-cost alternatives. However, the support experience with those providers was not satisfactory, particularly in terms of responsiveness and issue resolution.
- 4** The absence of face-to-face interaction and overall comfort in engagement was another gap experienced with other service providers.

We chose Tata Communications because the team was extremely prompt and supportive from the very beginning. They helped us with pricing estimations, deployment planning, and provided the kind of support that gave us confidence in the progress we were making. Partnering with Tata Communications also offered us the opportunity to build a deeper strategic relationship, particularly in terms of potential go-to-market support in India. That broader strategic value was one of the key factors in our decision to work with Tata Communications.

Hirak,
Chief Technology Officer, Loti AI

A GPU Infrastructure Partnership Built for Scale, Performance, and Support



Tata Communications emerged as a preferred infrastructure partner for Loti AI by addressing not only cost considerations, but also the broader operational and support requirements associated with AI workloads. In addition to offering a more cost-effective alternative to hyperscalers, Tata Communications differentiated itself through prompt engagement, proactive troubleshooting, and strong responsiveness during the early stages of deployment. Support with pricing estimates, deployment planning, and DevOps-related challenges helped accelerate progress and build confidence in the engagement. The partnership also offered more than just infrastructure support, creating the potential for a deeper strategic relationship aligned with Loti AI's broader goals, including its go-to-market plans in India.



Tailored GPU Environment for AI Workloads

Tata Communications provided a GPU environment tailored to Loti AI's workload requirements, offering the flexibility and technical assistance needed to support its operational needs. This included support in configuring virtual machines with the specific software versions required to run models and inference workloads effectively.



Strong Deployment-Stage Support

The support provided during the initial stages of engagement, including assistance with pricing estimates, deployment planning, and addressing DevOps-related challenges, helped accelerate progress and build confidence in the solution.



Responsive Operational and Technical Support

Loti AI benefited from timely assistance with bandwidth scaling and other operational requirements, helping support day-to-day AI operations. Prompt engagement, proactive troubleshooting, and guidance on the most optimal setup further differentiated Tata Communications from previously evaluated providers.



Cost Efficiency and Bandwidth Advantage

Tata Communications offered a more cost-effective alternative to hyperscalers, making it better aligned with Loti AI's infrastructure strategy. In addition, the fixed bandwidth model without restrictions on data uploads and downloads provided a notable advantage over hyperscalers that typically charge for ingress and egress.



Reduced DevOps Management Effort

With Tata Communications' GPU-as-a-Service deployment, Loti AI's DevOps team observed a reduction of approximately 10 hours per month in workload management efforts.



Partnership Beyond Infrastructure

Beyond infrastructure support, the partnership also created the potential for a deeper strategic relationship that could support Loti AI's go-to-market plans in India.



Tata Communications as a Strategic Partner in Loti AI's India Expansion

Loti AI's expansion interest in India is largely driven by the rising demand for identity protection solutions. The company is witnessing growing awareness among celebrities, influencers, and public figures around the risks posed by GenAI, particularly deepfakes and impersonation. This is a market need that has remained largely underserved since such threats began gaining prominence, and Loti AI sees a strong opportunity to address this gap.

The company has also observed several recent instances of high-profile individuals, including Bollywood celebrities, approaching the courts to seek removal of unauthorized online content and protection against deepfakes, impersonation, and other forms of digital misuse. This growing trend highlights the increasing relevance of Loti AI's offering in the Indian market.

Loti AI sees Tata Communications as a potential strategic partner for its go-to-market efforts in India. In addition to infrastructure support, they believe Tata Communications can help connect them with relevant industry networks, facilitate access to the right stakeholders, and support their entry into the Indian market.

At Loti AI, we needed a large-scale NVIDIA L40s GPU inference cluster that could reduce our TCO without compromising performance, and Tata Communications delivered a fully managed GPU-as-a-Service aligned to our cost expectations so our teams stay focused on product innovation while Tata Communications runs the infrastructure, backed by strong security and ISO/SOC-aligned compliance, on an NVIDIA reference-architecture foundation that gives us confidence in consistent performance at scale.

Hirak,
Chief Technology Officer, Loti AI



Build your future through a digital customer experience

If you are an enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?

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About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a leading global commtech (communications technology) player powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit

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