Dr. Shreeram Iyer
Founder, Chairman and CEO
Prisma AI

How has your company evolved since its inception, and what key transformations have been pivotal to your growth?

Prisma AI began its journey as Prisma GmbH in Germany in 1982, initiated by a team of ex-IBM engineers focused on image matching, processing and text recognition. Over the decades, it transformed from a niche recognition firm into a global leader in Visual Artificial Intelligence. A pivotal moment came in 2008 with the creation of our proprietary AI platform, Gryphos—one of the first to execute multiple vision models simultaneously. Post-2013, after the acquisition by Prisma Global Limited, the company rapidly expanded its footprint across Europe, Asia, and North America. Our operations today span predictive behavioral analysis, sentiment analysis, OCR, facial recognition, and smart infrastructure solutions. This journey has been driven by a steadfast focus on real-world applications of computer vision, adaptability across sectors, and deep technological innovation.

How does your company contribute to strengthening India's position as a global economic force, particularly in alignment with the 'Atmanirbhar Bharat' vision?

Prisma AI's expansion in India in 2019 was rooted in the belief that homegrown, cutting-edge AI solutions could empower public and private sectors alike. Our technology—developed entirely in-house—powers security, surveillance, and smart infrastructure systems for Indian organizations without reliance on foreign platforms. By localizing our solutions, we reduce import dependency while upskilling Indian engineers in high-demand fields like computer vision and AI. We also collaborate with Indian institutions to integrate visual AI into public infrastructure, supporting the national vision of a technologically self-reliant India.

What is your company's growth strategy for the next 3-5 years, and how does it align with the evolving MSME landscape?

Our 3–5 year roadmap includes deepening our AI capabilities through advancements in behavioral prediction and real-time vision analytics, while expanding into untapped MSME markets in India, Southeast Asia, and Africa. We aim to democratize access to high-end AI tools for small businesses by offering modular, scalable products that reduce integration friction. By making AI more accessible and affordable, we empower MSMEs to digitize operations and improve efficiency—positioning them to compete globally creating an eco-system with AI enabled computer vision.

What would you consider to be your company's success mantra' in navigating the challenges and opportunities in the MSME sector?

Our mantra is simple: Build with vision, scale with empathy. We design AI that understands human behavior, not just data, and we scale solutions that adapt to MSME constraints—limited budgets, technical capacity, or infrastructure. We prioritize partnerships, not just transactions, enabling MSMEs to co-create solutions with us. Flexibility, trust, and localized innovation are the cornerstones of our approach, helping us stay resilient and impactful even in volatile environments. ◼