CMA DIGEST

ED VOICE – From the Editor's Desk

Dear Readers!

Greetings once again from the CMA Digest Team!

The month of June is named after Juno, the goddess of youth and protection. It also marks the beginning of the academic year for schools and some colleges. This is a time to reconnect with friends and make new ones. Similarly, businessmen and professionals will do well to reconnect with their stakeholders and renew relationships. Networking is the key to success.

June is also the month in which we celebrate the World Environment Day. More and more companies are becoming aware of the need to protect the environment while focussing on their primary motive of driving profits. This is a good sign for things to come.

It was a routine month for CMA, with the "Monday Musings" program going on like clockwork. Kudos to the team for this wonderful effort!

Until next time!

Mr. K. Seetharam
Editor
CMA Digest

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CMA

COIMBATORE MANAGEMENT ASSOCIATION

Monday Musings

Monday Musings – 02nd June 2025   Speaker: **Dr. B. Shyam Sundar**

Driving Business Agility through Modern Goal Management

The session started with the welcome note. He explained that business agility is the ability of the organization to rapidly adapt to market and environmental changes in productive and cost effective ways. He pointed out the biggest challenges that companies are facing with respect to managing their businesses and people. The speaker also focussed on the 4C's of Goal effectiveness which is Clarity, Commitment, Capability, and Capacity.

He explained the OKR Framework (strategic agility framework) by Internal/External Analysis, establishing business needs, and prioritization. He distinguished between MBO's and OKR's, and also the benefits of OKR which are clarity of direction, focus on priority, alignment of organizational resources, and empowerment and engagement.

He spoke about the super powers of OKR, which are focus and commitment to priorities, aligning and connecting for team work, reaching out for the amazing, and tracking for accountability. He also detailed about OKR standards. He encouraged the audience to interact with him, and the session concluded with a Q&A session. The session ended with a thanksgiving to the speaker.

Monday Musings – 09th June 2025   Speaker: **Dr. Venkatesan Lakshminarasimhan**

Vibe Coding using AI Tools

The session started with the welcome note. The speaker explained about vibe coding using AI tools, and elaborated on the use of AI tools to generate code from plain text prompts. His aim is to shift the developer's role from manual coding, testing and refining, and to make software development accessible to non-technical, management professionals, enabling participation in digital transformation and innovation, thereby enabling them to directly contribute to digital projects, and enpowering cross-functional teams to collaborate.

AI generated codes often follow consistent patterns and best global practices, making projects easier to maintain. It reduces long-term technical debt when managed properly.

The session concluded with a Q&A session, followed by a thanksgiving to the speaker.

Monday Musings – 16th June 2025   Speaker: **Dr. G.B. Sabari Rajan**

Digital Innovation in Corporate Finance: Leveraging Fintech for Strategic Growth

The session started with the welcome note. The speaker explained about financial technology (Fintech), the evolution of Fintech in Corporate Finance, through the case study of "Emerging Environment: Opportunities in Corporte Finance and challenges", and also strategic growth through Fintech. He spoke on Capital Management, investment decisions, risk management, cashflow optimization, maximising share holder value, and sustainability and growth.

The role of Fintech in Corporate Finance has led to faster payments and collections, automated accounting, real-time financial

tracking, cost efficiency, enhanced data analysis, improved customer experience, and access to global markets. The challenges in the emerging environment are cybersecurity risks, regulatory compliance, adoption barriers, and technology dependency. The session ended with Q&A session and a thanksgiving to the speaker.

Monday Musings – 23rd June 2025   Speaker: **Dr.Prashant R. Nair**

AI for Education & AI regulation

The session started with the welcome note. The speaker explained about Generative AI, which referes to deep-learning models that can generate high quality text, images and other content based on the data they were trained on. Generative AI enables users to quickly generate new content based on a variety of inputs, and outputs of these models can include text, images, sounds, animation, 3D models, and other types of data.

The major use areas of Generative AI are retail, healthcare, finance and banking, deucation, and supply chain management. The major players are Google, Microsoft, Open AI, Amazon, and IBM.

Generative AI can potentially be used by both faculty and students to provide instant access to vast amounts of information quickly, accelerate exploration and creativity to spark curiosity, and to suggest new ideas and ways of thinking. Examples of AI regulations are Ethical AI, Responsible AI, Sustainable AI, Trustworthy AI, Human-centric AI, and AI for good. The session ended with a Q&A session, and a thanksgiving to the Speaker.

Monday Musings – 30th June 2025   Speaker: **Ms. Aruna Thangaraj**

Micro – Moments & Intent: Capturing Attention in a Distracted World

Ms. Aruna Thangaraj spoke on understanding current targeting challenges, some basic theory of marketing, things to consider while creating a marketing plan, types of customers/ customer journey, examples of B2B customer journey, important requirements for digital marketing success, and how the shifting landscapes from streets to screens are playing a major role. The science behind branding is behavioural and cognitive theories.

She also explained the challenges in Digital Marketing - tailored strategies, and every project being a continuous, calculated, learning activity, demanding a unique approach. This fluid nature of digital marketing requires constant adaptation and analysis to achieve optimal results for each client.

The four types of micro moments are:
1. "Want to know" moments 2. "Want to Go" moments 3. "Want to do" moments, and 4. "Want to buy" moments. She also explained the requirements for digital marketing success. The key to success is clear budgets, consistent efforts, and willingness to experiment, coupled with constant feedback to the marketer.

The session ended with a Q&A session, and a thanksgiving to the speaker.

Management Quiz

1. Essar Group has ventured into the food and beverage segment under the brand _____
2. What went wrong with Apple's 'Crush' ad?
3. Mention a few acquisitions in Diagnostics Segment in the recent past.
4. Define the term 'Silver Tsunami'.
5. _____, one of the largest global fibre, pulp, and paper producers, has acquired a controlling stake in _____, India's leading consumer tissue products company.
6. Name a few Spiritual and Astrology Tech Start-ups in India.

For answers see page 06

How Insurance Digital Transformation with AI is Shaping the Future

INDUSTRY 4.0 Fostering Manufacturing — WE COVER LATEST **TECHNOLOGIES** AND **TRENDS** IN MANUFACTURING

How Insurance Digital Transformation with AI is Shaping the Future

Source : https://industry4o.com

Insurance has never really been seen as the most forward-thinking industry. While the world was racing to get digitalized, the majority of insurance companies were still dealing with legacy systems, paper trails, and manual, time-consuming processes. But all of that is changing and fast.

The past decade has provided me with an opportunity to work at the grassroots level of the insurance sector, spearheading big-time implementations, assisting clients in bringing their systems up to date, and currently collaborating on AI-led innovation. The transformation is evident, and it is happening under our noses.

If anything's clear after this journey, it's that AI is not just another buzzword. It's the driving force of a more efficient, intelligent, and customer-focused insurance ecosystem.

From Legacy to Learning Machines: Why Insurance is Finally Changing
In the past, insurers were never recognized as early adopters. The platforms were too intricate, the rules too complex, and the danger of changing them too risky. But recent years have provided insurers with a wake-up call.

Customers expect faster service. They want quotes in minutes, claims processed the same day, and interactions that feel personal, not robotic or scripted. Insurers have had no choice but to think like tech companies to keep up. That's where Artificial Intelligence enters the picture.

The shift isn't just cosmetic. It's a fundamental rethinking of how policies are priced, how risks are assessed, and how service is delivered.

Where AI is Making a Difference
Let's understand this in more detail. I've been part of multiple engagements where we've integrated AI into the traditional insurance process, and the results have been outstanding.

1. Faster, Smarter Claims Processing
Claims are a key workflow for the customers. A slow claim means a frustrated policyholder. Using AI—specifically image recognition and NLP (Natural Language Processing)—we helped one insurance client automate vehicle damage assessments. Customers could upload photos, and the system would assess damage severity and even pre-approve payouts in minutes. Not only did

this cut down operational costs, but it also dramatically improved customer satisfaction.

2. Risk Assessment Gets a Brain Upgrade

Underwriting previously relied greatly on human experience and history. AI now allows us to include hundreds of real-time inputs, from satellite photos to social activity. For one project, we developed a Bayesian model that calculated the probability of wildfire in California by plant proximity. Insurers could therefore offer home insurance premiums more correctly and escape unnecessary risk.

3. Chatbots that Help

We've all had frustrating experiences with bots that can't understand simple questions. But conversational AI has come a long way. For a major auto insurer, implementing an AI-driven chatbot led to a 30% reduction in support tickets. These bots could not only answer questions but also initiate claims, schedule inspections, and recommend add-ons based on the customer's policy.

4. Customized Insurance Products

With AI analyzing data like driving behavior, fitness band readings, and even web surfing (with your permission, of course), insurers can create hyper-personalized products. Imagine pay-as-you-drive car insurance that adjusts your premium based on how safe a driver you are, or a health plan that rewards you for exercise.

5. Fighting Fraud with Data

Insurance fraud costs billions. AI pattern recognition and anomaly-detection algorithms are increasingly becoming the industry's best line of defense. We helped deploy a system to detect fraud that flagged suspicious claims by cross-matching location information, timing, and prior activity. It found things even skilled investigators missed. But It's Not All Smooth Sailing While the potential is gigantic, AI in insurance is anything but plug-and-play. There are real challenges, and it is critical to acknowledge them.

1. Data Privacy is a Big Deal

Insurers handle very sensitive data. Any AI system must be built with ethics and compliance in mind. I sit on the IEEE AI Policy Committee, where we get together regularly to make sure AI systems are transparent, equitable, and accountable.

2. Legacy Systems are Still Holding Many Back

A lot of insurance companies are running systems that were built

decades ago. Integrating AI without a full system overhaul can be tough, and in some cases, a complete modernization is the only way forward.

3. People and Skills Matter Just as Much

AI changes the nature of the work humans do, but it doesn't replace people. To build an effective AI implementation, you need to have domain specialists, data scientists, software developers, and product thinkers, all working together. I've trained students and professionals, and one thing is for sure: we need more hybrid talent that knows both insurance and tech.

4. Trust is Everything

If there is no reason given and the claims of customers are rejected by an AI system, then customers lose trust fast. That's why interpretability in AI models is so important. We can't afford to treat these systems like black boxes.

What's Next? Cloud, Ecosystems, and Embedded Insurance

One of the main enablers of this transformation is the cloud. The move from monolithic systems to cloud-native systems allows insurers to be more agile. With microservices, APIs, and data streaming in real time, the integration of AI becomes far more seamless.

I've worked with platforms such as Guidewire and Duck Creek, and I've personally witnessed how insurers can access new features when they go to the cloud. Consider fast rates based on real-time IoT data or embedded insurance at the point of sale. Additionally, ecosystems are on the horizon, wherein insurers collaborate with shops, auto dealerships, smart home firms, and health apps. Making sense of all that data and producing more timely, relevant, and valuable products is made possible by AI.

Wrapping Up: Insurance 4.0 is Here

The insurance industry is being transformed, and AI is in the middle of it. But let us be clear: the goal is not automation. It is to create a smarter, fairer, and more responsive insurance system that works for people.

As someone who's spent over a decade building insurance tech, mentoring future data scientists, and contributing to AI policy frameworks, I truly believe we're just scratching the surface. If you're in the industry, now is the time to rethink, retool, and reimagine what's possible.

AIMA - Upcoming Events

Topic : **Reach Where You Aspire To**
Date : **03rd July 2025**
Venue: **New Delhi**

4th HR POWER WORKSHOP
7-8 July 2025 | AIMA, Lajpat Nagar, New Delhi

Topic : **4th HR Power Workshop**
Date : **07th July 2025**
Venue: **AIMA Lajpat Nagar, New Delhi**

BOOK LAUNCH EVENT

Topic : **Book Launch Event of Mr Shiv Shivakumar**
Date : **25th July 2025**
Venue: **AIMA Auditorium, Lodhi Road, New Delhi**

"The best way to predict the future is to create it."
— Peter Drucker

"Build your own dreams, or someone else will hire you to build theirs."
— Farrah Gray

"Today I will do what others won't, so tomorrow I can accomplish what others can't."
— Jerry Rice

"The thing most people don't pick up when they become an entrepreneur is that it never ends. It's 24/7."
— Robert Kiyosaki

"The biggest room in the world is the room for improvement."
— Jeremiah Say

"The more you learn, the more you earn."
— Warren Buffett

"You can learn practically anything you want in the world online."
— Matt Mullenweg

"Forget about your competitors, just focus on your customers."
— Jack Ma

Quiz Answers

1. Pluckk

2. Apple apologises for iPad 'Crush' ad after backlash on social media, for showing an industrial press crushing objects linked to human creativity, infuriating artists.

3. During the Covid years, industry leader Dr Lal Path Labs acquired Suburban Diagnostics at an enterprise value of Rs.925-1150 Cr, online Pharmacy start-up Pharmeasy acquired a major stake in Thyrocare for Rs.4546Cr, and Metropolis acquired Dr Ganesan's Hitech Diagnostic Centre for Rs.636Cr.

4. Silver Tsunami – a metaphor used to describe a demographic shift that sees Generation X ageing into a majority over 50 years, requiring a reshaping of healthcare.

5. Singapore's April Group, Origami.

6. InstaAstro, Vama, Astrotalk and DevDham.

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