

Press Release

LS Digital Unveils Revolutionary AI Marketing Stack to Empower Brands: AI as a Default, Not a Choice

~Empowering CMOs with Advanced AI Capabilities for Market Leadership~

INDIA – January 21st, 2025 – [LS Digital](#), India's leading integrated Digital Business Transformation (DBT) company, today shared its plans of *AI enabling* all its clients with its revolutionary **AI Marketing Stack**, a comprehensive offering that seamlessly integrates artificial intelligence into every marketing service. This transformative initiative positions AI as a default across all services, enabling marketers to access cutting-edge tools that deliver insights, optimise strategies, and lead in an AI-driven era.

This bold step aims to eliminate barriers to AI adoption, empowering brands to embrace the tools and strategies needed to stay competitive in a fast-evolving market.

A Game-Changing Vision for CMOs

In today's rapidly transforming digital landscape, CMOs face immense pressure to integrate AI into their marketing operations. Recognising that AI is no longer an option but a necessity, LS Digital is responding to this need by being the first company to enable all its existing clients to embrace AI-driven solutions and by making AI capabilities a default offering. With a focus on **Research at Scale**, **Generate at Scale**, and **Predictive at Scale**, LS Digital's AI Marketing Stack enables brands to:

- **Research AI:** Generate deep, actionable insights into market dynamics, customer preferences, and emerging opportunities with unmatched speed and efficiency.
- **Generate AI:** Generate content, campaign, and social engagements and optimise communication strategies for maximum effectiveness.
- **Predictive AI:** Forecast trends, anticipate customer behaviour, benchmark ads and devise future-ready strategies to maintain a competitive edge.

To accelerate adoption, LS Digital is offering **exclusive access to the Research AI component of its AI Marketing Stack free of cost** to all existing clients for a limited period. This will allow them to explore AI-driven insights, assess their transformative potential, and achieve measurable results—all without any financial barriers.

Prasad Shejale, Founder & CEO of LS Digital, highlighted the importance of this initiative, stating, *"AI is not just a tool; it is the foundation for future marketing success. By making our AI stack a default offering, we are removing the barriers to adoption and empowering brands to achieve unprecedented growth and innovation. This initiative is about ensuring that every marketer has the opportunity to explore and implement AI-driven solutions that make their brands unstoppable."*

Venugopal Ganganna, Co-founder and CIO of LS Digital, highlighted the long-term potential of this initiative, adding, *"The marketing landscape is evolving rapidly, and those who integrate AI as a core component of their strategy will lead the way. Our AI Marketing Stack is designed to address every*

challenge CMOs face, from understanding complex consumer data to creating hyper-personalised campaigns at scale.” Speaking on partnership with Quilt, Venu further added, “Our partnership with Quilt has been instrumental in refining our AI capabilities. With their unparalleled expertise in AI culture analysis and market intelligence, we are building solutions that are transformative, accessible, and innovative, ensuring our clients remain ahead in an increasingly competitive market.”

AI as the Default: Redefining Industry Standards

The AI Marketing Stack reflects LS Digital’s commitment to innovation and leadership in marketing. By making AI a default capability, LS Digital ensures that brands can seamlessly adopt and integrate AI-driven solutions into their existing workflows. This empowers marketers to:

- Enhance customer engagement through hyper-personalised campaigns.
- Optimise marketing investments with data-driven decision-making.
- Predict market trends and proactively maintain a competitive edge.

Beyond technology, LS Digital offers **end-to-end support**, including training and strategic guidance, to ensure clients maximise the value of AI tools. This initiative underlines LS Digital’s vision to help brands transcend traditional marketing limitations and thrive in an AI-first world.

As businesses increasingly recognise the transformative potential of AI, LS Digital is positioned as a catalyst for change. By combining advanced AI capabilities with its expertise in media, creative, data & insights, technology, UI/UX and CX / EX, LS Digital is enabling brands to embrace a future where AI is the default driver of marketing success.

For more details, visit: <https://langoor.ai>

About L S Digital

LS Digital, a global leader in Digital Business Transformation (DBT), unites five powerhouse entities—**Langoor, f1studioz, Social Panga, .fearless, and LS Digital**—under one brand. The company provides comprehensive solutions built on a global growth framework, integrating expertise in **Business Consulting, Activation, and Transformation** to help brands stay competitive in today’s dynamic digital ecosystem.

Committed to holistically transforming businesses, LS Digital leverages digital as a catalyst and enabler, ensuring brands thrive in a fast-evolving, consumer-driven era. With a presence across India, UAE, UK, USA, and Australia, LS Digital drives impactful growth across diverse markets.

For more details, visit: <https://www.lsdigital.com/>

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