



AI at Times Internet

Pioneering AI Integration in Digital Media

INMA Mumbai Conference

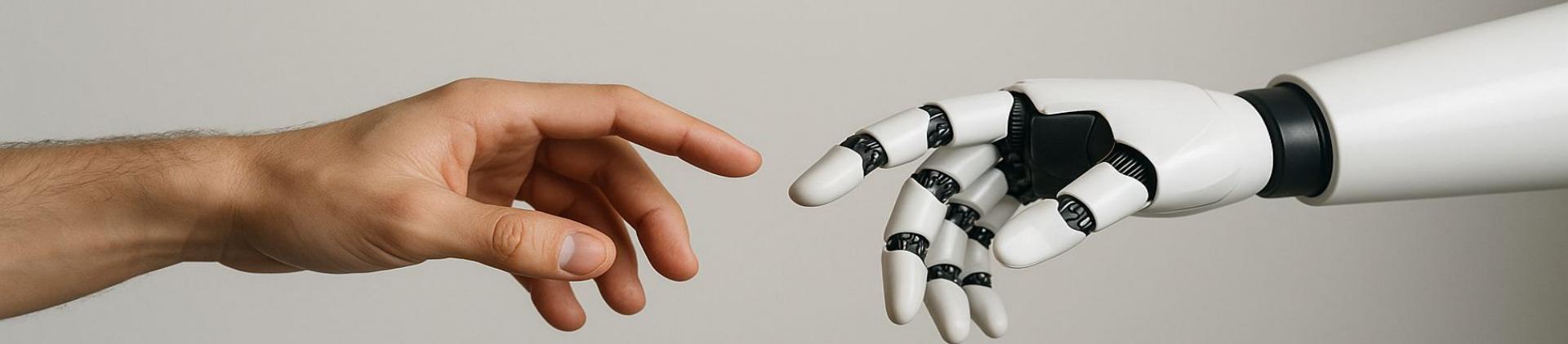
9th July' 2025

Rohit Garg

Head of Product and Design - The Times of India (Digital)

Why AI Is the New Media Engine

AI is no longer optional — it's the competitive edge in a high-speed, high-stakes world.



Diverse User Needs

Language, format, tone — demands that always existed, now mastered through AI

Volume x Velocity

From 100s of stories to 1000s — AI turns output into impact

Consistency at Scale

AI ensures quality doesn't crack under chaos

How TIL Uses AI

in NEWSROOM

Smart CMS : AI That Thinks With Editors

AI-first newsroom engine that speeds up, scales, and sharpens journalism



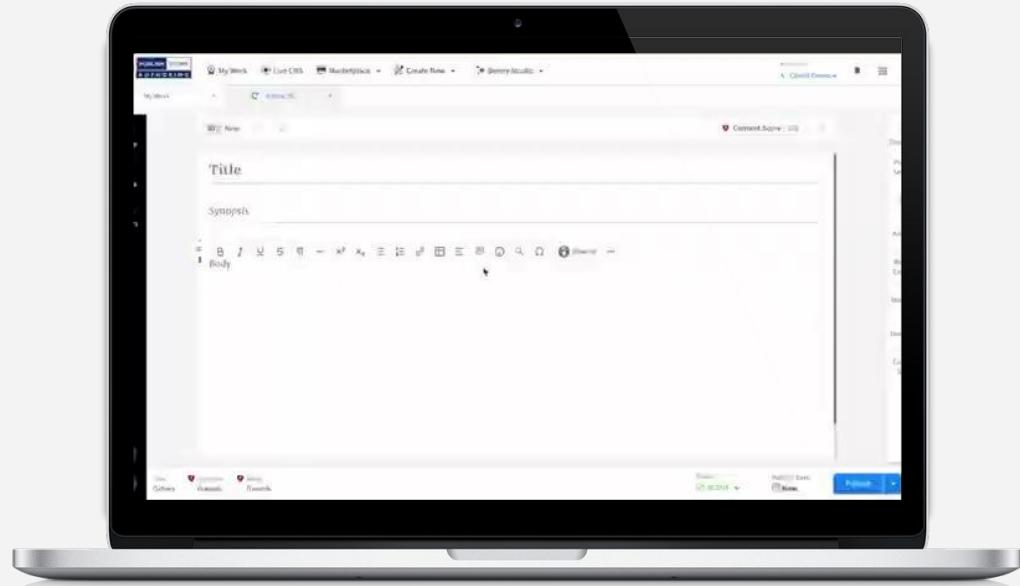
Automated Workflows:
Drafting, tagging, scheduling —
all streamlined by AI



Editor-Centric Intelligence:
Suggests, not replaces —
improves judgment



Ethical + Scalable:
Built-in guardrails, real-time
learnings, human-in-the-loop



Used across 20+ Times Internet brands



in VIDEOS

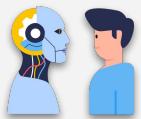
News Evolution : Meet Our AI Anchor

Real-time news, 80% faster — delivered by AI virtual anchors



Scalable:

Easily deployed across multiple channels and languages.



Human-Like Presence:

Lifelike expressions and speech for an engaging viewer experience



Less Hustle:

Minimizes editorial workload and simplifies production workflows



Simple — Scalable — Always on

Innovative Templates : VODs → Shorts

Using ChopperAI to instantly convert long videos into Shorts, boosting inventory by 3x



Automated Editing:
Auto-detects highlights and key moments without manual input.

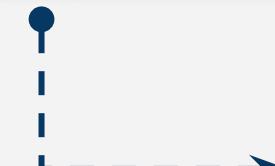


Time Efficiency:
Cuts production time from hours to minutes.



Content Multiplication:
Generates multiple short-form assets from a single long video

Turning Podcasts



Into Appealing Shorts



in PERSONALIZATION

AI Personalization: Feeds, Alerts,

Curated content that adapts to your taste, timing, and tone — at scale



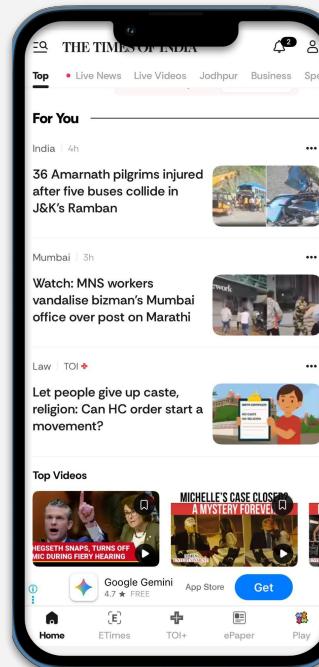
Dynamic Feed Logic
ML ranks stories by freshness,
relevance, diversity & interest



Smart Alerts, Not Spam:
Pushes tuned to urgency, reading
patterns, & click-worthiness



Editorial Precision, Scaled:
Every headline rewritten to be clear,
timely, and on-brand



Fresh. Timed. Relevant. Human.



for ENGAGEMENT

TOI Games : Puzzle. Repeat. Retain.

AI-curated puzzles that power habit and engagement



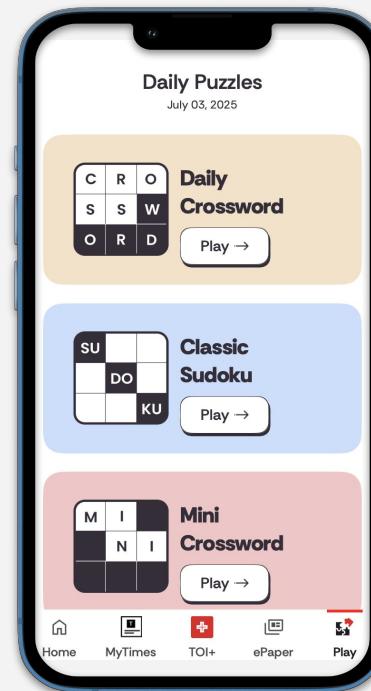
AI Clue Engine:
Generates high-quality contextual
clues automatically



Editorial Time Saver:
Saves 7–8 hours daily for
high-leverage work

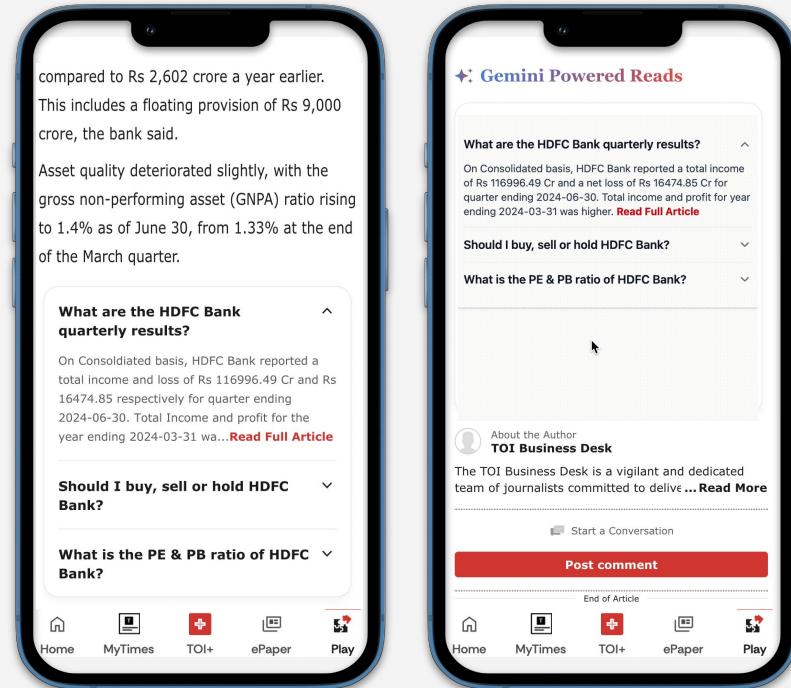
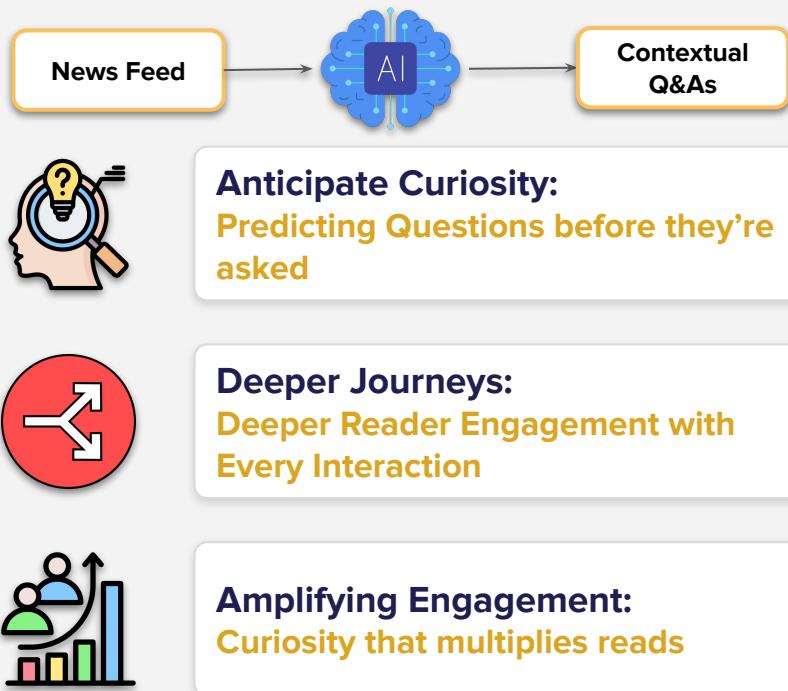


Daily Delight:
Fresh puzzles, no manual effort



TOI Answers : Ask. Branch. Engage.

AI-curated FAQs that power depth and engagement



ReadersVoice : TOI Next-gen commenting

Unlocking the true potential of community feedback on Times of India.



AI Comment Summary

Concise, human-like summaries
filtering irrelevant comments.



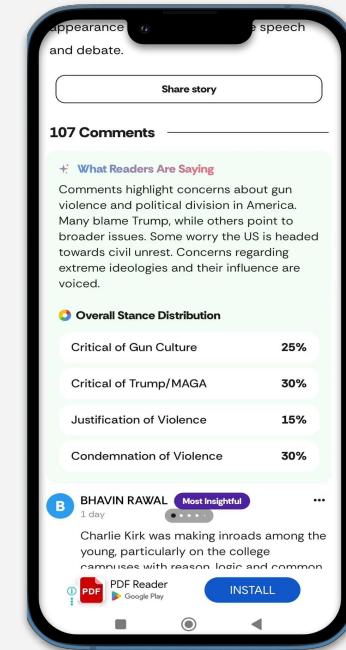
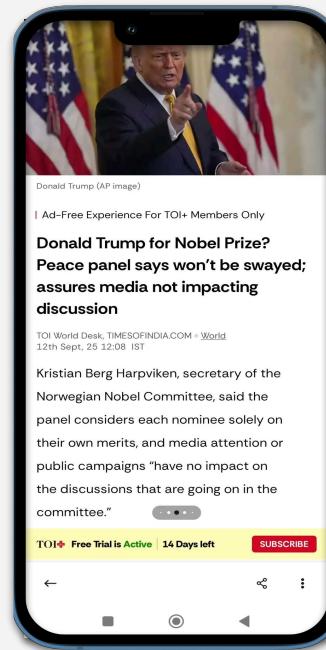
Stance Summarization + Top Terms

Analyze sentiment spectrum, extract
main reader focussed keywords.



Most Insightful Comment

Highlights single, highly relevant
comment to the discussion.



Read. Reflect. Respond.



in MONETIZATION



AdTalk : Turning Ads into Conversations

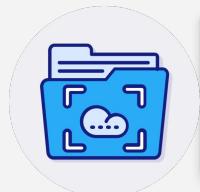
A generative AI chatbot format that engages, qualifies, and converts



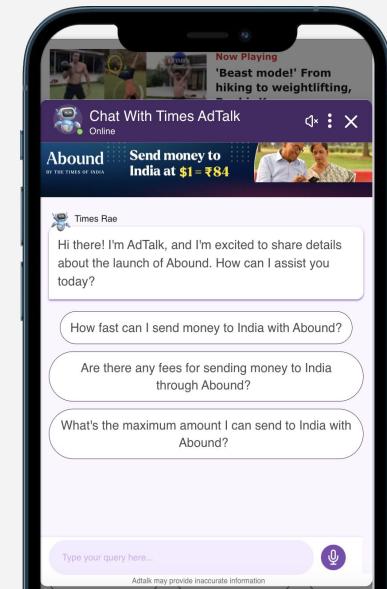
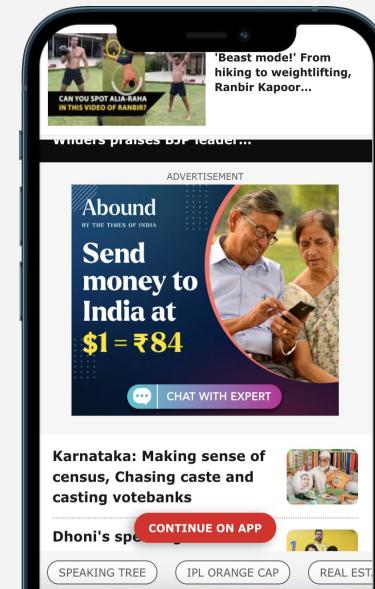
Chat-First Engagement:
Users chat directly with ads on TIL sites, WhatsApp & overlays



No Redirects, No Drop-Offs:
Everything happens within the ad unit — fast, fluid, native



Automated Lead Capture:
Queries, contact info, and user preferences captured instantly



Talk. Convert. Close — all in one unit.



AdTalk : Smart, Measurable, Made for Scale

More than a chatbot — a performance engine built into your creative



Auto Insights from Conversations:
AdTalk summarizes top queries, intent signals, and drop-off points



Adaptive Campaign Logic:
Learns what works — updates flows, copy, and nudges in real time



Full-Funnel Performance:
From awareness to lead capture — no drop-offs, no redirects

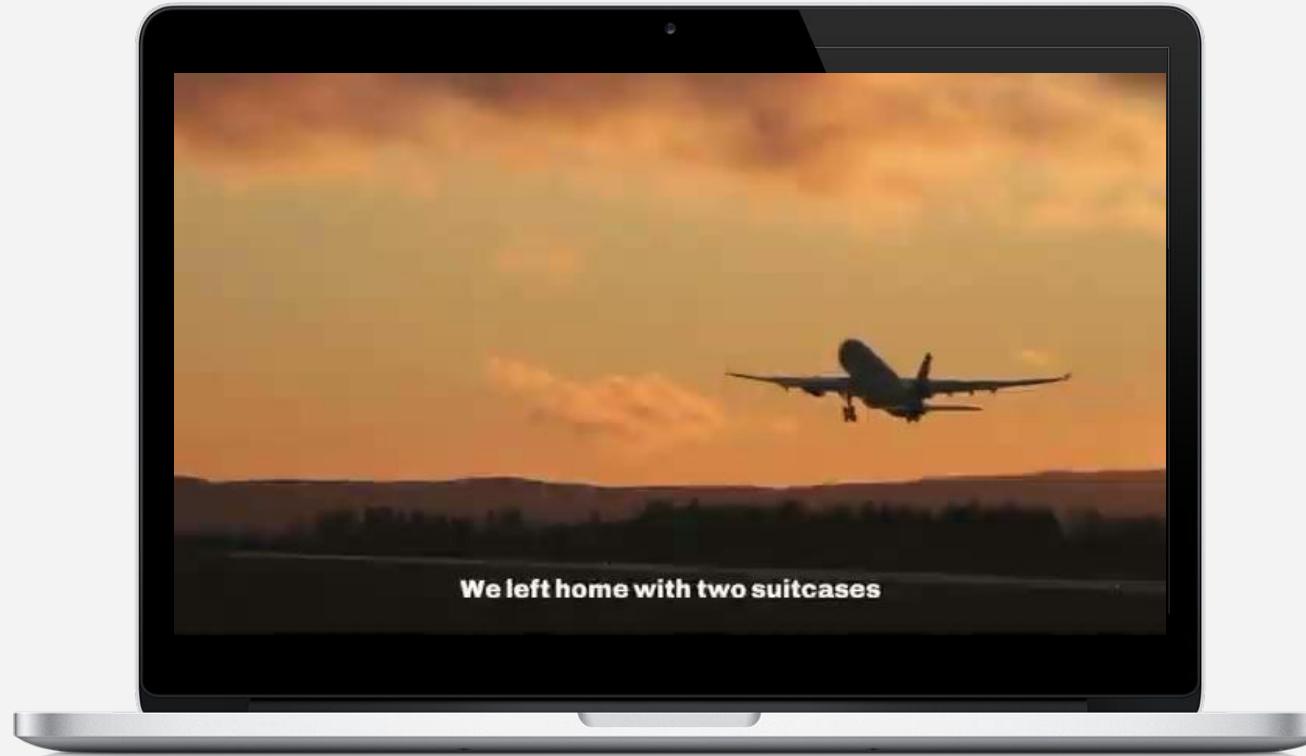
Learn. Adapt. Convert.



our EXPERIMENT (S)

AI Videos : The AI-Made Brand Film

A full-funnel brand ad for Abound — scripted, styled, and rendered using Veo 3



LemonChilli.news : Satire Meets Scroll

An AI-led news format designed for Feels, Reddit, and relevance



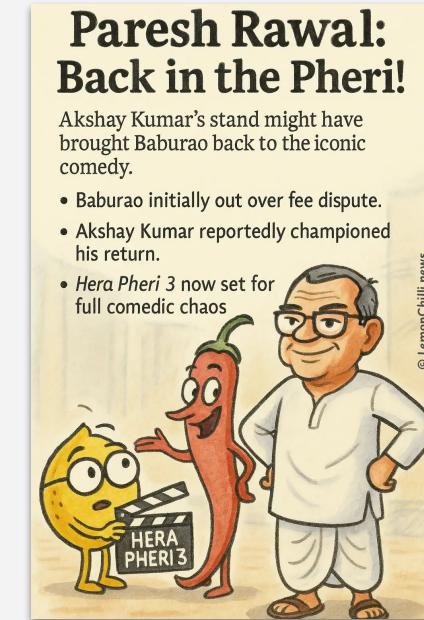
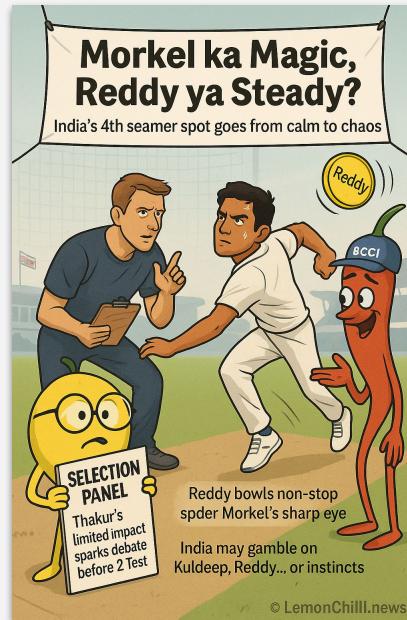
Fully Automated AI Newsroom:
Built on an agent-based LLM pipeline
— from source to satire



Scroll-First Format:
Short, sharp, visual — tuned for
Instagram, WhatsApp & Gen Z feeds



Engagement with a Kick:
1.5M+ views in a month across 100+
satirical posts



© LemonChilli.news

From headlines to ha-ha in seconds

TOI Kids : News Reimagined for Young Personalized, simplified, and **Minds** news for children aged 8–11



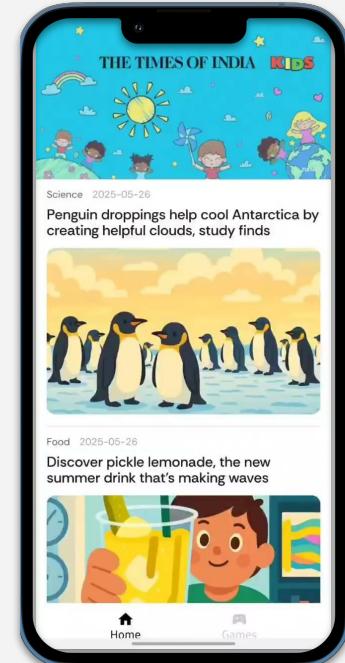
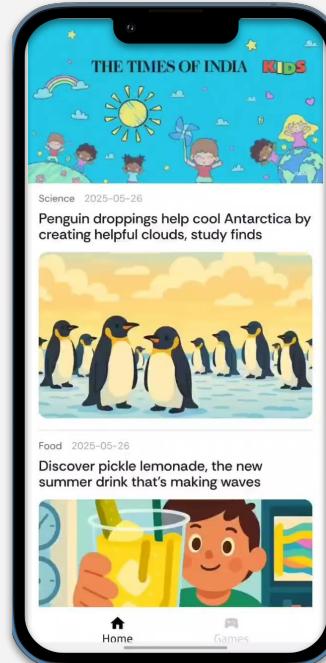
Kid-First Rewrite Engine:
TOI stories simplified with trivia,
analogies & friendly tone



Visual + Audio Experience:
Word-by-word narration with
illustrations for deeper recall



Early Literacy, Powered by AI:
News as a tool to spark learning and
critical thinking in kids

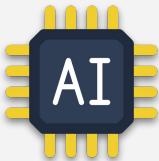


Scroll. Learn. Smile.



AI Newsletters : Content That Writes

Intelligent story selection, tone recognition, and formatting at scale



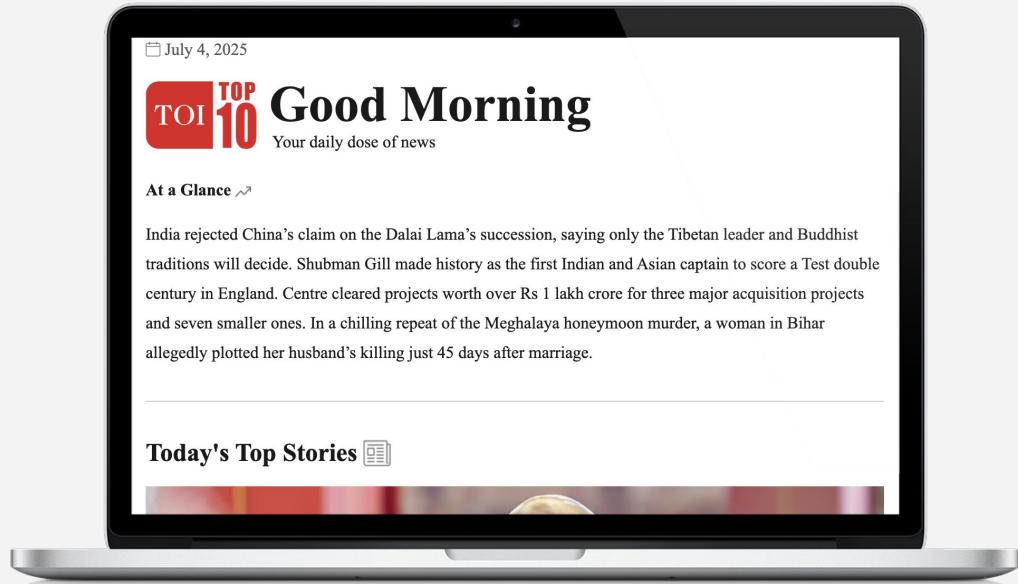
AI-Led Story Picks:
Stories ranked by freshness,
relevance, and editorial priorities



Tone + Format Optimizer:
Original content rewritten for email
tone, structure, and brand voice.



Final Check by Editors:
AI suggests, humans approve



THANK YOU