

PRESS RELEASE

Bengaluru, June 29th 2016

SOCIETE GENERALE LAUNCH OF CATALYST, A STARTUP ACCELERATOR PROGRAM IN INDIA

Societe Generale recently launched **CATALYST** – a startup accelerator program, with a view to leveraging the rich ecosystem of Indian startups. The selected startups will get to work on different themes based on banking business challenges, with guidance from Societe Generale' to co-create solutions to meet the Bank's customers needs.



[Societe Generale Global Solution Centre](#), the Indian subsidiary of the Groupe, initiated **CATALYST** in partnership with the Indian first IT industry body NASSCOM (National Association of Software and Services Companies). This program aims at promoting collaboration and open innovation with Indian entrepreneurs. The key focus areas for the startups will be **Artificial Intelligence/Machine Learning, Big Data/Data Visualization, Voice to Text Transcription** and **Client Sentiment Analysis**.

8 selected disruptive startups

The **CATALYST** initiative has received an overwhelming response from entrepreneurs and after a rigorous screening process, Societe Generale partnered with eight Indian startups to co-create disruptive solutions to meet some of the Bank's business challenges. All the eight start ups Agora Analytics, Datum Informatics, FixNix Inc., GAVS Technologies, Lithasa Technologies (arya.ai), Stride.ai, Toolkitaki Technologies, Uniphore Software Systems will work inside Societe Generale premises for a period of ten weeks. This comprehensive program combines 150+ years of banking experience of the Societe Generale Group, with cutting-edge technology to create and develop scalable solutions for its clients.

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Co-creation, testing, iteration in Societe Generale premises

The [CATALYST](#) initiative aligns completely with the digital transformation and open innovation strategy of Societe Generale. To innovate and leverage on the creative strength of the multitude, the Group multiplies connections between internal communities and the digital ecosystems in France (Paris and French regions) and internationally through relays in the United States, the United Kingdom, and Israel as well as through more integrated projects in Africa and India.

The [CATALYST](#) program aims at co-creating solutions to meet customer needs by collaborating with these disruptive technology startups. In the current dynamic digital ecosystem, focused on customer experience, the program provides startups with an apt platform to test, iterate and scale their products or solutions with a real scenario, with guidance, coaching and mentoring from Societe Generale's experts.

Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees, based in 66 countries, we accompany 31 million clients throughout the world on a daily basis. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- **Retail banking in France** with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of omnichannel financial services on the leading edge of digital innovation;
- **International retail banking, insurance and financial services to corporates** with a presence in developing economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is included in the main socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 of the STOXX ESG Leaders indices.

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