

# Search less but buy more

GLANCEAI PROMISES TO DO THE HEAVY LIFTING FOR CONSUMERS BUT WILL MARKETERS LIKE IT?

ALOKANANDA CHAKRABORTY

WHEN CONSUMER TECHNOLOGY company Glance unveiled its generative AI-native commerce platform last week, it was a subtle nod to the transformative power of artificial intelligence particularly in the online commerce space. GlanceAI will move online shopping beyond search to an “inspiration-led discovery experience”. InMobi, Glance’s parent company, said.

GlanceAI integrates generative AI directly into users’ smartphone lock screens. Instead of searching for products, users can upload a selfie, and the platform generates personalised fashion looks tailored to their body type, skin tone, and style preferences. This personalised experience simplifies the process, making shopping more intuitive and engaging. It has advanced AI architecture that can predict trends, consumer behaviour, even cultural shifts. It will also understand the intent of the shopping and will make recommendations accordingly. “AI does the heavy lifting here — not just recommending products, but styling complete looks. It’s a step up from conventional e-commerce,” says Vishal Adkar, associate vice-president, Avalon Consulting.

Experts say the e-commerce sector stands at a pivotal juncture, largely due to its early adoption of artificial intelligence (AI) technologies. A ResearchAndMarkets report estimates the Indian AI market in retail and e-commerce will grow to

₹1,694 crore by 2028, exhibiting a compounded annual growth rate (CAGR) of close to 30% from 2023 to 2028.

GlanceAI is putting in force something most commerce platforms are trying to figure out at the moment — make shopping feel less like a transaction and more like a conversation. Consumers don’t scroll, search, or filter endlessly. They just ask things like: “Show me a laptop for video editing under ₹50,000” or “I need a yellow lehenga for a friend’s haldi event”, and they get curated options.

There’s a broader trend here: AI is making specialist services accessible to the average person. Just like a mid-level manager now has access to a virtual personal assistant, an everyday shopper can now have a personal stylist. “The goal? Make online shopping feel like talking to someone who actually understands what you need, not someone trying to sell you everything. That’s the hook,” says Sindhu Biswal, CEO & founder, Buzzlab.

## Tightrope walk

On its own, an app like this may struggle to demonstrate strong standalone commercial value. E-commerce giants such as Myntra



## AI STYLING

GlanceAI integrates genAI into users’ smartphone lock screens. Users upload a selfie, and the platform generates personalised looks

and Amazon, with their robust supply chains and customer ecosystems, have little incentive to depend on a third-party discovery-focused app. They can easily replicate or integrate similar features into their existing platforms. The fit visualisation and styling technology could potentially lead to a reduction in return rates —

a significant cost burden for e-commerce — which is enough incentive for large players to invest and integrate this technology.

However, if GlanceAI manages to attract and retain a sizable user base, they could evolve into powerful style discovery aggregators and serve as the front-end interface for D2C

brands. This could open up a new distribution channel, positioning them as potential competitors to established e-commerce platforms.

Traditional e-commerce players will struggle to retrofit their models to this kind of immersive, non-linear, contentified commerce, says Ambika Sharma, founder & chief strategist, Pulp Strategy. Visual AI-native UX, locked screen commerce, and real-time behaviour prediction aren’t just features, they’re a new paradigm. “Integrating shopping experiences into devices like lock screens and TVs sets a new benchmark for accessibility, pushing rivals to explore similar integrations to stay competitive,” says Yasin Hamidani, director, Media Care Brand Solutions.

That said, the model raises important concerns around data privacy as users are required to upload personal images. There’s also the potential for algorithmic bias based on skin tone or ethnicity — issues that could erode trust, says Poonam Mehta, manager, Technology Research & Advisory, Aranca.

The consumer’s active role in searching and deciding will be cut down, says Chandan Sharma, general manager, digital media, Adani Group. “The consumer may become a passive recipient of recommendations which will change the whole consumer journey. Marketers may not like this.”

If it clicks, GlanceAI’s approach suggests a future where online shopping will become more integrated into daily digital interactions. This evolution could redefine consumer expectations and drive further innovation in the sector, says Vaibhav Gupta, co-founder & CPO, KlugKlug.

## AFTER HOURS

ASHISH SINGHAL  
CO-FOUNDER,  
COINSWITCH & LEMONN

### The Job

What I enjoy most about my role is building products that truly improve people’s lives. Growing up in a middle-class family, I saw how intimidating finance could be — complex, confusing, and often inaccessible. Today, I find purpose in creating tools that help people feel informed, included, and empowered. One of the best parts of my day is the

commute — dropping my daughter off at school, followed by 15 quiet minutes to reflect, plan, and mentally prepare for the day ahead.

### The Weekdays

Weekdays are dedicated to work and building new solutions. I make it a point to arrive at the office well before my meetings, giving myself time to reflect and think. If an important discussion

is coming up, I prepare the evening before. I use this early window to review dashboards, spot patterns, flag anomalies, and assess what’s on track or needs attention. Before the day picks up, I also draft a focused to-do list — even if I don’t finish them all, setting clear intentions keeps me purposeful.

### The Weekend

Work-life balance is something I value deeply. Weekends are devoted to family.

Saturdays are usually spent at home, playing with my daughter or spending time with my wife and parents. Sundays are reserved for a special dinner ritual; we either dine out or cook together, creating moments we all look forward to. I also carve out a few hours — typically Saturday morning or Sunday afternoon — to plan the week ahead, helping me start Mondays with clarity.

My hobbies ebb and flow with time. Lately, I’ve returned to swimming and rekindled my interest in coding. My wife and I also share a weekend movie ritual to unwind and reconnect.

### The Toys

I rely on my phone, though I try to stay mindful of its use. I even stopped using a smartwatch because it made me feel too connected — I like having some digital distance. That said, I can’t do without my AirPods. I love listening to music when I think. It helps me concentrate.

### The Logos

I genuinely admire Uber. They have done an excellent job addressing user anxieties around travel, creating a seamless and trustworthy experience.

# Motobahn



Fast, solid brand value, but way too expensive

It’s the fastest Creta ever produced, and in our rough range test, it did 375 km on full charge. Rear-seat comfort is good, and there is a 3-pin socket to charge a laptop. On highways, using a DC fast charger, you can charge it from 10-80% in 58 minutes (claimed), and 10-100% AC charging at home in just 4 hours (11 kW charger). But at ₹21.5-24.38 lakh, ex-showroom, it’s quite costly (per kWh). Price steals the thunder!



## HYUNDAI CRETA ELECTRIC

- Price: ₹21.5-24.38 lakh
  - Battery: 51.4 kWh
  - Claimed range: 473 km
  - Real range: 350-400 km
  - Fast charging: 10-80% in 58 minutes
  - 0-100 km/h: 7.9 seconds
- (You can also buy the 42-kWh model, but that has real-world range of less than 300 km)

# Game of electrons: Which EV goes the distance?

VIKRAM CHAUDHARY

TILLA COUPLE of years ago, most electric cars — with small batteries and limited range — were suitable only for driving within cities. But battery technology has advanced, and modern electric cars can go a long distance, have faster

charging times, and coupled with the widespread highway charging infrastructure, they are as good as petrol/diesel cars for intercity travel. These are also relatively affordable (in the ₹20 lakh range). We tested four such cars, to see which goes the maximum distance — in terms of kilometres, comfort, space, and value.

## Looks like a spacecraft on wheels



It’s a sexy design, and has 0-100 km/h acceleration time of 6.7 seconds (fastest in segment). Hit a smooth highway or a race track, and it will just blow your mind away. On full charge, the 79-kWh battery variant (Pack Three) showed a real-world range of 500 km real-world range on the highway. At ₹27.65 lakh, it is expensive, but looks far richer.



## MAHINDRA BE 6 PACK THREE

- Price: ₹27.65 lakh
  - Battery: 79 kWh
  - Claimed range: 683 km
  - Real range: 500-550 km
  - Fast charging: 20-80% in 20 minutes
  - 0-100 km/h: 6.7 seconds
- (Also available with 59-kWh battery — 557-km range — for ₹19.65-25.25 lakh)

## Right combo of space, power, range, value



Its rear seat is a sofa whose backrest can be reclined 135-degree. In our test, it promised a range of 375 km, and went from 0-100 km/h in 9 seconds. The suspension feels stiff on broken roads, but on smooth roads, the cabin turns quiet. It’s too tech-loaded (even for adjusting mirrors you need to rely on touchscreen). But at ₹17.49 lakh, it’s the best value.



## MG WINDSOR PRO

- Price: ₹17.49 lakh
  - Battery: 52.9 kWh
  - Claimed range: 449 km
  - Real range: 350-400 km
  - Fast charging: 10-80% in 50 minutes
  - 0-100 km/h: 9 seconds
- (You can also buy it under the Battery as a Service scheme, or Baas, for ₹12.49 lakh, but you have to pay ₹4.5 per km of driving)

## Shaped to stun, but cabin a lot like Nexon

It’s a coupé (road presence of an SUV, elegance of a sedan). But the cabin looks similar to that of the Nexon (doesn’t feel rich). Our test car showed a real-world range of 400 km. It’s priced well (₹19.25-21.99 lakh), has the biggest road presence in the segment, but somehow doesn’t feel aspirational.



## TATA CURVV EV 55

- Price: ₹19.25-21.99 lakh
  - Battery: 55 kWh
  - Claimed range: 502 km
  - Real range: 350-400 km
  - Fast charging: 10-80% in 40 minutes
  - 0-100 km/h: 8.6 seconds
- (Also available in a 45-kWh variant but that isn’t suitable for highways)

# Algorithm & the idea

CREATIVE GUNS ARE BUSY FIGHTING THE ADAPTATION CHALLENGE

GEETIKA SRIVASTAVA

Last week, DermiCool released its latest summer campaign, which was created entirely using artificial intelligence (AI) in partnership with Wondrlab, The TopScout, and Crushed Studios, building on the brand’s previous ‘Garmi ki Pakad’ success.

Around the same time, Tata Gluco+ also released its first thematic film during IPL, crafted completely by Rediffusion AI Design Studios under the “Piyo Goodness, Karo Greatness” banner.

Keya Foods launched four AI-generated cricket-meets-cuisine films for the IPL season, using AI for both visuals and voiceovers.

These fully AI-generated campaigns, released within days of each other, signal a turning point: generative AI is no longer a toy, it’s a tool of the trade. According to The Business Research Company, the global generative AI advertising market is valued at \$3.3 billion in 2025 and is projected to grow to \$8.1 billion by 2029, clocking a CAGR of 24.4%.

But what does this acceleration mean for the craft of advertising, and the role of creatives?

“AI today is like the Swiss Army knife of creative departments,” says Shashwat Vatsa, AVP - brand at Olyv. It’s being deployed across ideation, scripting, trend mapping, asset resizing, and personalisation, which are tasks that once took days and can now be accomplished in minutes. The result? More bandwidth for strategic thinking and less grunt work, he says.

At agencies like Pulp Strategy, AI is already “core to how modern creative teams operate,” says founder and chief strategist Ambika Sharma. It’s used for storyboarding, visual development, versioning, and optimisation loops. Sharma is quick to point out that the creative idea

and the strategy “still begin and end with a human”.

Indeed, AI’s most persuasive promise isn’t replacement, it’s augmentation. “The threat isn’t AI, it’s complacency,” Vatsa says. “The best creatives will treat AI like a creative intern on steroids — useful, fast, but still needing human direction and sharp instincts.” That human edge lies in interpretation, instinct, and insight, which are qualities AI still lacks. Says Meher Patel, founder of Hector AI, “While AI is improving rapidly in mimicking tone, sentiment, and even stylistic nuance, emotional intelligence remains inherently human.”



The teams that fear AI are often trying to outwrite it. The smarter ones are out-thinking it

There’s also growing consensus on the new skills required in this AI-assisted landscape: prompt engineering, emotional fluency, strategic context, and what Sharma calls “multimodal brand fluid-

ency”. Creatives must now be able to brief a machine without losing the soul of the message. AI will lead to less execution, more editorial judgement, according to experts. Or as Sharma says: “The teams that fear AI

are often trying to outwrite it. The smarter ones are out-thinking it.”

Despite the surge in AI-led output, the industry believes it is yet to crack the formula that makes advertising memorable. Sandeep Goyal, MD at Rediffusion, says the impact will be uneven: “AI will affect production houses the most. Meanwhile, it will make creatives more powerful.” His agency’s AI studio has already produced over 100 ads, with some headed for television.

As the industry recalibrates, one thing is clear: the line between human and machine-made is fading. But the most resonant campaigns will likely be those where the human touch and algorithm work hand in hand, not in opposition.