

Going to build on UPI, Aadhaar foundation, take it global: Pichai

►Continued from P 1

Today, we are announcing the opening of our global fintech operations centre in GIFT City, Gujarat. It will cement India's fintech leadership, thanks to UPI and Aadhaar. We are going to build on that foundation and take it globally," Pichai said. Teams working on specialised fintech operations supporting Google Pay and other product operations at Google will operate out of the upcoming centre at GIFT City.

"I met the PM in December, and we continued our conversation. We shared that Google is investing \$10 billion in the India Digitisation Fund and we are continuing to invest through that, including in companies working on artificial intelligence. As part of that, we have a 100-language initiative," Pichai said. In recent years, GIFT City has emerged as a financial hub, attracting large players in the fintech space. It is home to at least 35 fintech entities, two international stock exchanges with average daily trading volume of over \$30 billion, in addition to the country's first bullion exchange.