

LAST WORD: PIYUSH GOYAL, Union Minister of Commerce and Industry

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**UNION
BUDGET
HIGHLIGHTS
2025**

SOCIAL TRANSFORMERS

Leaders reshaping India's social fabric, driving business impact, addressing societal challenges and building a future of inclusive growth

(L-R) **Top row:** Dhir Jhingran, Prashant Tewari, Sunish Jauhari, Farsana. **4th row:** Piyush Sohani, Parveen Shaikh, Vipin Sharma, Anupam Jain, Gyan Prakash, Gaurav Mathur and Smita Bharti. **3rd row:** Kyra Sama, Jayant Rastogi, Ankit Aggarwal and Nishit Sangomia. **2nd row:** Satyam Dixit, Jasmeet Singh, Shridhar Venkat, Puja Kapoor and Chetan Kapoor. **Bottom row:** Varun Sheth, Subhashree Dutta, Ashwajit Singh and Anoushka Sinha

From Visa Fraud to Global Innovation: Redefining Biometric Security

In a world facing rising identity theft and fraud, BioQube offers biometric security solutions to protect personal and institutional identities in a world facing rising identity theft and fraud. Founded by **SUBODH AGRAWAL**, the company takes a Make-in-India approach to developing accessible technology beyond traditional biometric systems. In this interview with Ruhail Amin, Agrawal shares the inspiration behind BioQube, its features, and his vision for tackling global security challenges

Deepfakes and synthetic identities are rising threats. How does BioQube address these challenges?

We have developed a range of sophisticated measures to address the growing threats of deepfakes and synthetic identities, which pose serious challenges to biometric systems' integrity. One of our defences is our voice liveness detection feature, which has been fine-tuned to detect deepfakes with up to 90 per cent accuracy. This technology analyses subtle nuances, distinguishing between authentic and manipulated voices with high precision. Our commitment to advancing these capabilities is constant, as we closely monitor advancements in synthetic media to ensure that our systems are equipped to counter the latest techniques used in creating deepfakes.

Beyond voice liveness detection, we actively enhance our facial recognition and fingerprint authentication technologies to combat synthetic identities across multiple biometric modalities.

Can you share some insights into BioQube's journey?

When I set out to build BioQube, I faced numerous obstacles, from understanding the technical nuances of biometric security to navigating the complexities of developing an advanced platform in a rapidly evolving field. However, I had a clear vision of creating a solution to transform identity security and make it more accessible. Driven by this mission, I spent years building a team of dedicated experts who could bring the technical expertise necessary to execute our vision. This collaboration became our foundation, enabling us to transform an idea into a tangible product.

Over four years, we conducted extensive testing and pilot programmes, constantly refining our platform to address real-world challenges and meet emerging security needs. The journey required a strong focus on research and adaptation as we continuously tested different biometric solutions, improved accuracy rates, and adjusted our system

architecture to enhance user privacy. Each pilot programme brought new insights and often led to crucial modifications in our approach, allowing us to fine-tune to create a versatile and robust solution.

What was the first step of this journey?

It started with a personal experience of visa fraud, which exposed me to the far-reaching effects of identity theft. I saw the severe impact on individuals and institutions, and I felt compelled to create a solution to effectively address these vulnerabilities. BioQube was born out of the need to protect identities and build trust in a secure and accessible way.

We are seeing several such solutions in the market now. How do you differentiate?

BioQube's uniqueness lies in its hardware-free approach to biometric authentication. Unlike traditional systems that rely on specialised equipment, our platform can operate



with any device with a camera or microphone. This eliminates the need for dedicated hardware, making it highly adaptable, cost-effective and easy to deploy. Our distributed data architecture ensures user privacy by avoiding centralised data storage, making BioQube more secure.

Our strength lies in AI-driven, multimodal, multifactor biometric data stored in a distributed architecture. This design ensures privacy and resilience, with AES 256 encryption safeguarding user data. Additionally, our patented contactless biometric platform includes features like passive liveness detection, which enhances security and reduces the risks of spoofing. Finally, we

prioritise user-friendliness and comprehensive support.

What is the market potential here?

BioQube operates in a market estimated to have an addressable annual value of around \$100 billion, fuelled by the increasing demand for biometric solutions across various sectors, including finance, healthcare, immigration and security. Rather than pursuing market dominance, our strategy centres on innovation, aiming to enhance our solutions' sophistication, security and adaptability. We expect this approach to enable BioQube to establish a significant, sustainable market share as we gain the trust of government and

enterprise clients. We are also mindful of emerging technologies and evolving regulatory landscapes, which we see as opportunities to stay ahead. Ultimately, we expect that by focusing on customer-centric development and remaining agile, we can capture a substantial portion of the market and contribute to safer, more efficient identity and access solutions worldwide.

Which industries and regions are you targeting?

Our solutions have applications across sectors like visa, immigration, border security, healthcare, banking, and finance. We have run pilot programs globally, and our focus now is on converting these into contracts. We are particularly interested in markets like the Middle East, Southeast Asia and Africa, where digitisation is growing.

Tell us more about these expansion plans.

Our global expansion strategy is built on a foundation of strategic partnerships, careful market analysis, and a commitment to providing innovative, adaptable solutions tailored to the needs of diverse regions. These partnerships will enable us to gain local insights, navigate regulatory landscapes, and address the challenges of each market we enter.

By partnering with established organisations that have a deep understanding of local markets, we can adapt our solutions to align with regional requirements, cultural considerations and specific industry needs.

In addition to partnerships, we are investing in a sustainable growth strategy that emphasises continuous innovation and responsiveness to emerging trends. As we expand into key markets, we are staying agile and proactive, closely monitoring evolving market demands and adapting our technology to meet them. **BW**

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