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## Media Alert: Adobe to Offer India Datacentre Infrastructure for Adobe Experience Platform Customers

**New Delhi, India – May 14, 2024:** Adobe today announced that Adobe Experience Platform-based applications will be available for enterprise customers via an India datacentre later in the year. This will deliver on local data residency requirements and improve performance through lower latency.

The datacentre will allow Indian enterprises to access Adobe Experience Platform-based applications including [Adobe Real-Time Customer Data Platform](#), [Adobe Journey Optimizer](#), and [Adobe Customer Journey Analytics](#), enabling real-time personalised customer experiences at scale.

"Generative AI is driving a foundational shift in the relationship between brands and their customers in India, marking this as the era for businesses to drive profitable growth while delivering new digital experiences," said **Prativa Mohapatra, Vice President & Managing Director, Adobe India.**

"Delivering personalised customer experiences, or Customer Experience Management, is central to the goals of enterprises. With that, we've seen increasing demand for Adobe Experience Platform-based applications from customers across banking financial services and insurance, telecom, manufacturing, and retail. We are excited to meet their hyper-growth requirements with the availability of Adobe Experience Platform-based applications, hosted via an India based datacentre."

Adobe's product innovations help brands with data management in the age of generative AI, creating a foundation to activate insights and deliver true personalization at scale. This is anchored in Adobe Experience Platform, the industry's leading Customer Experience Management solution, which enables brands to activate customer data across various enterprise systems, through an integrated set of applications. It is the foundation for [Adobe Experience Cloud](#), a suite of integrated online marketing tools offering personalization at scale, streamlined content creation, data insights, content management, and customer journey products. Various Adobe Experience Cloud enterprise applications like Adobe Experience Manager, Adobe Campaign, and Adobe Commerce, as well as Adobe Sign, are already available and widely used by customers in India.

Since setting up operations in 1997, Adobe India is today a key contributor to Adobe's Intellectual Property creation and business growth. Adobe India accounts for one third of the company's global innovations, including patents, engineering and product development teams, and is among the company's fastest growing markets, with customers including Air India, ICICI Bank, HDFC Bank, Bajaj Allianz, Tata Motors and MakeMyTrip.

#### About Adobe

Adobe is changing the world through digital experiences. For more information, visit <http://www.adobe.com>.