

## Startup Stories

### ALOG TECH

**KID: 20221218**

ALOG is a deep tech startup developing autonomous systems to improve productivity in logistics, retail, and manufacturing industries.

Raghuram Nanduri, founder of ALOG has worked for around 20 years in various roles in large tech companies and a tech startup. It was a rewarding experience, but the urge to innovate and build a tech startup grew stronger. Initially, he explored supporting other startups as an advisor and angel investor, but soon he found founded his own company and followed his passion.

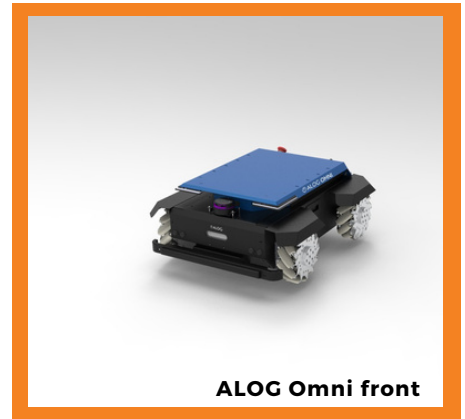
During his career, he worked for several years providing software solutions related to warehousing and transportation. He spent considerable time in warehouses and distribution centers around the world and saw first-hand their operational challenges and problems, especially in e-commerce order fulfillment. He saw the opportunity for automating warehouse processes using intelligent, flexible, and affordable robots. Amazon acquiring Kiva to automate their fulfillment centers convinced him of the immense potential.

Autonomous Carts for Distribution Centers (ACDC®), a product of ALOG TECH, are autonomous mobile robots designed to operate safely within warehouses. ACDC® uses patented computer vision and AI technologies to map the facility and navigate autonomously. Autonomous Carts are multipurpose and can be used for a variety of tasks, including order picking,

inventory putaway, shelf stock replenishment, cycle counting, etc., and also as shuttles.

They can be configured for any process specific to the operation and customized to meet unique requirements. With ACDC, warehouse workers spend less time walking and pushing carts, thereby dramatically increasing productivity and throughput.

Currently, Alog's mobile robot ACDC is being tried by a few leading companies in India for their warehousing solutions. The robot assists human workers in carrying the parcels from shelves to checkout points in an efficient and time-saving manner. The feedback so far has been positive, and prospects are evaluating the benefits of deploying their robots. Their solution will help them fulfill more orders in less time and cost, thereby giving them a competitive advantage. Alog plans to raise capital soon to accelerate its go-to-market and expand nationally and globally.

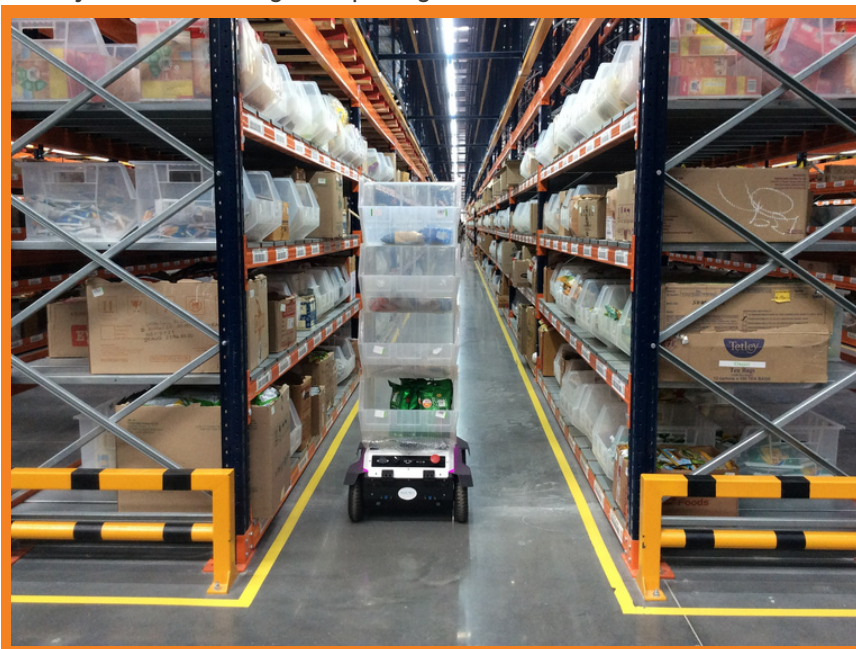


**ALOG Omni front**

**ALOG is a deep tech startup developing autonomous systems to improve productivity in logistics, retail, and manufacturing industries.**



**ALOG Omni rear**



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\*Assistant Professor, Department of Design

\*\* MTech, Department of Climate Change