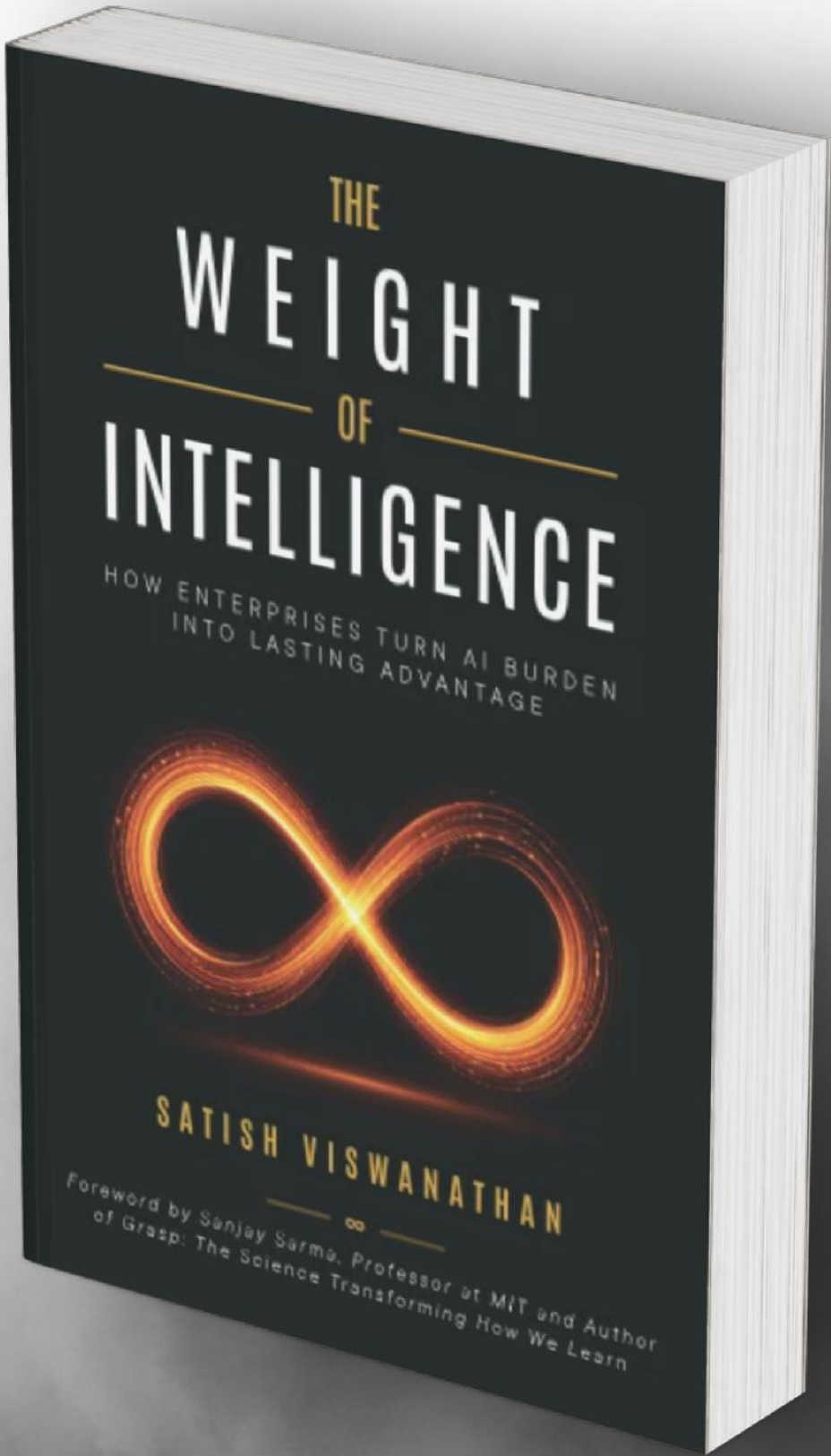


Invitation



LAUNCH &
DISCUSSION
ON THE BOOK

AUG
03
2026

MONDAY

6:00 PM – 7:30 PM

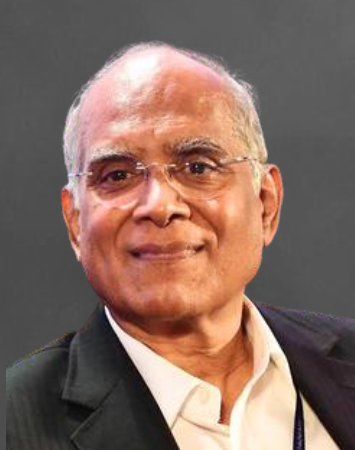
MMA Management Center



Dr Sanjay Sarma



Satish Viswanathan



Lakshmi Narayanan



Suresh Kuppuswamy



Dr Chandramouliswaran



Dr Lakshmanan Nataraj



Kapil Viswanathan

SYNOPSIS

AI is everywhere. Durable enterprise value is not.

Boards are under pressure. Investment in generative and agentic AI is surging. Models are getting smarter by the month. Yet across industries, one uncomfortable truth remains: visible AI progress has moved faster than lasting business results.

The Weight of Intelligence tackles the defining enterprise question of the AI era: why has so much AI capability produced so little durable value?

The market has overinvested in model capability while underinvesting in enterprise metabolization. Enterprises do not win by accumulating more pilots, tools, or agents. They win when they can absorb, govern, connect, and compound intelligence across workflows, decisions, systems, and human roles.

This book introduces compounded cognition as a powerful new category for understanding how AI becomes governed, cumulative, and economically meaningful at enterprise scale.

Part strategic lens, part practical guide, this book shows what leaders must understand, what enterprises must redesign, and what practitioners must do to turn AI activity into durable value.

Written for leaders and practitioners across industries, and brought to life through the airline industry as a demanding real-world example, this is a book for enterprise leaders, product and platform builders, implementers, policymakers, and serious practitioners shaping the next phase of AI.

PROGRAMME

5:15 PM	Registration & High Tea
6:00 PM	Welcome Address Mr A R Unnikrishnan President, MMA & MD, Saint-Gobain India Pvt Ltd – Glass Group <i>Introduction of the Chief Guest Dr Sanjay Sarma by Mr Satish Viswanathan</i> Address by the Chief Guest on AI Dr Sanjay Sarma Professor of Mechanical Engineering Massachusetts Institute of Technology Launch of the Book by the Guests of Honour Mr Lakshmi Narayanan Chancellor Chairperson Governing Council, Krea University Mr Suresh Kuppuswamy CEO, MD & Co-Founder, Zepto Logic Technologies Address by the Author Mr Satish Viswanathan Author, Advisor & Executive – Reinvigorating Enterprises with Data & AI, Generative AI Panel Discussion – Panelists Mr Satish Viswanathan Dr Chandramouliswaran V, PhD Vice President – Artificial Intelligence, PayPal Dr Lakshmanan Nataraj AI Researcher & Computer Vision Expert Moderator Mr Kapil Viswanathan Member, Governing Council, Krea University Q&A Session
7:30 PM	Vote of Thanks Gp Capt R Vijayakumar (Retd), VSM Executive Director, MMA
7:35 PM	End of the Programme

DISTINGUISHED SPEAKERS

(CLICK ON PHOTO TO VIEW THE PROFILE)

Chief Guest



Dr Sanjay Sarma

Professor of Mechanical Engineering
Massachusetts Institute of
Technology



Mr Satish Viswanathan

Author, Advisor & Executive -
Reinvigorating Enterprises with
Data & AI, Generative AI



Mr Lakshmi Narayanan

Chancellor
Chairperson Governing Council
KREA University



Mr Suresh Kuppuswamy

CEO, MD & Co-Founder
Zepto Logic Technologies



Dr Chandramouliswaran V, PhD

Vice President - Artificial
Intelligence, PayPal



Dr Lakshmanan Nataraj

AI Researcher &
Computer Vision Expert



Mr Kapil Viswanathan

Member, Governing Council
Krea University

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MADRAS MANAGEMENT ASSOCIATION



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