

How DeepSeek is upending AI innovation and investment after sending tech leaders reeling

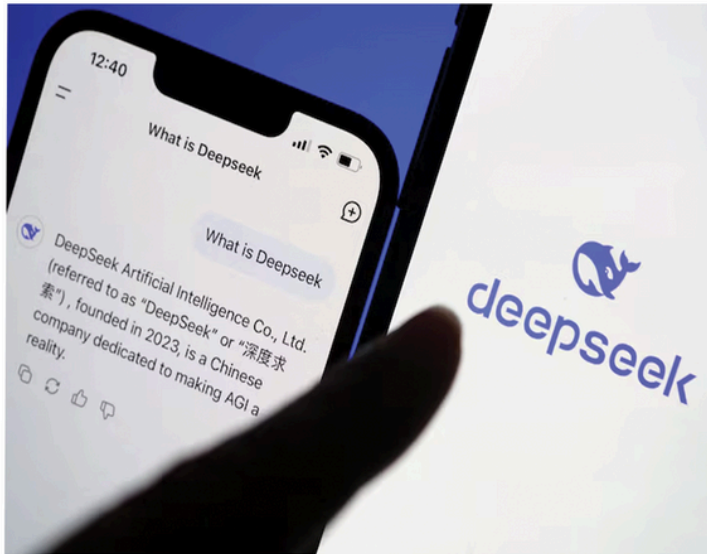


Fig.Deepseek AI

The artificial intelligence (AI) industry is witnessing a seismic shift with the emergence of DeepSeek, a Chinese AI company that has stunned global tech giants by developing a powerful AI model at a fraction of the cost of its competitors. This breakthrough is not just a technological feat it's fundamentally changing the investment landscape, raising questions about the future of AI development, competition, and global dominance in the sector.

DeepSeek's model stands out not just for its capabilities but for how cost-effectively it was developed. Traditionally, cutting-edge AI models require massive financial backing, computing power, and years of research from industry leaders like OpenAI, Google DeepMind, and Anthropic. However,

DeepSeek has demonstrated that groundbreaking AI can be built with significantly fewer resources, challenging the assumption that only well-funded tech giants can lead the race.

AWS plans \$8.3 billion investment in cloud infrastructure in Maharashtra by 2030



Fig.Amazon AWS

Amazon Web Services (AWS) announced its plan to invest \$8.3 billion into cloud infrastructure in the AWS Asia-Pacific (Mumbai) Region in Maharashtra, to further expand cloud computing capacity in India. This investment is estimated to contribute \$15.3 billion to India's gross domestic product (GDP) and support more than 81,300 full-time jobs annually in the local data centre supply chain by 2030. The \$8.3 billion investment is part of AWS's previously announced \$12.7 billion investment in cloud infrastructure in India

by 2030 to meet growing customer demand for cloud services across the country.

AWS has already invested more than \$3.7 billion in its cloud infrastructure in Maharashtra between 2016 and 2022. This additional investment of \$8.3 billion associated with the AWS Asia-Pacific (Mumbai) Region is estimated to contribute \$15.3 billion to India's GDP by 2030. India's level of growth that is attributable to AWS's investment includes the value added by AWS to India's information technology (IT) sector and in-country spending on goods and services related to the construction and operation of AWS data centres.

The additional investment will support an estimated annual average of more than 81,300 full-time equivalent jobs in local businesses that are a part of the data centre supply chain. This also includes roles in industries such as telecommunications, non-residential construction, electricity generation, facilities maintenance, and data centre operations.

The economic growth created by AWS's investment will drive positive impact in India's cloud computing community – by accelerating productivity gains in the Indian economy, powering digital transformation of businesses and organisations of all sizes, upskilling the cloud and digital workforce, developing renewable energy projects, and empowering the communities where Amazon operates.

Axis Bank launches Devanagari PIN for safer banking. Here's how it works

Axis Bank has come up with a unique solution to increasing digital security. In a first of its kind move, they've unveiled the Devanagari PIN, blending technology and tradition to create a banking PIN that's as personal as your favourite memory, but much harder for cyber criminals to crack.



Fig. Axis Bank

"Your banking PIN can be as memorable as your favourite book, movie, or dish and yet almost impossible for scammers to guess because with Devanagari PIN you can create a secure and unique PIN! The possibilities are endless when it comes to creating your PIN! Devanagari PIN lets you turn any word into a secure and personalised banking PIN. Head to <http://devanagaripin.com>, type any word and create a strong banking PIN," Axis Bank said on X.

Instead of predictable numbers, this innovation hides digits within the Devanagari script, allowing users to turn familiar words into ultra-secure PINs. Whether it's your favourite mantra, a childhood nickname, or even a beloved dish, your PIN can now be personal, memorable, and almost impossible to guess.

Is 2025 a year of layoffs? Why Google, Amazon, Microsoft, Meta and other US tech giants have cut jobs? Explained



Fig. Job Cuts

From Amazon to Meta, multiple US tech companies have announced job cuts and showed early signs of layoffs in 2025 as the job market is finding it hard to stay resilient. Employers in the US slashed more jobs in January compared to December, but the figure was the lowest recorded for the month in three years, the latest monthly report from the global outplacement and business and executive coaching firm Challenger, Gray & Christmas, Inc showed, reported Business Insider.

The Challenger report showed that 49,795 jobs were cut in January, up 28 percent from the 38,792 announced in December. However, the figure was 40 percent less than the 82,307 cuts announced in January 2024.

Big tech companies such as Microsoft, Google, Amazon and Meta handed over pink slips to its employees in January. Reports suggest thousands of people have lost their jobs in at least over two dozen firms in the US.

Companies are cutting jobs even as the US economy grows. In January, the US economy added 353,000 jobs, double economists' predictions. Despite this, major tech companies like Google, Amazon, Microsoft, Discord, Salesforce, and eBay all reduced their workforces. These cuts follow significant tech stock declines in 2022.

Companies are under pressure from investors to increase profits. This has led to layoffs, particularly among workers hired during the pandemic's increased consumer tech spending. A World Economic Forum survey found 41% of global companies expect to reduce workforces in the next five years due to artificial intelligence.

Microsoft Unveils Open Source Database to Compete with AWS

Microsoft has introduced a new open-source database solution, DocumentDB, designed to challenge Amazon Web Services' widely used database offerings. This new release

aims to offer developers greater flexibility and enhanced features, all while embracing the open-source community's commitment to transparency and collaboration. DocumentDB stands as a strategic response to AWS's dominance in cloud-based database services, positioning Microsoft to carve out a significant share of the growing market for scalable and flexible data storage solutions.

The timing of DocumentDB's release comes as cloud computing continues its rapid expansion, with organizations increasingly shifting their data infrastructure to cloud environments. The competition between Microsoft and AWS has intensified as both companies aim to dominate the cloud market, with databases representing one of the most lucrative and essential segments. Microsoft's move to create a product that mimics but refines AWS's popular offerings demonstrates its confidence in gaining ground against its main competitor.

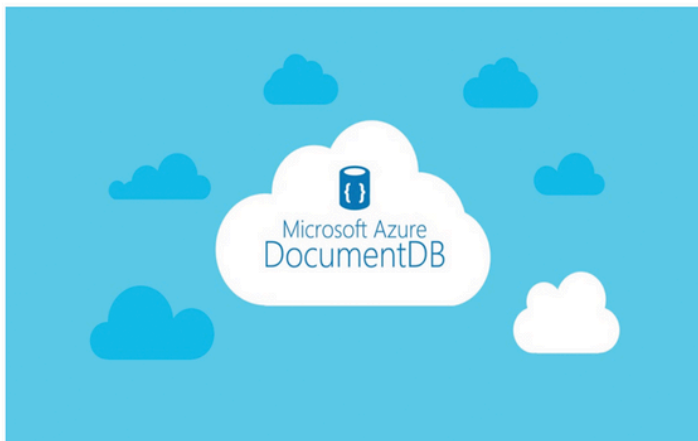


Fig. Azure DocumentDB

DocumentDB takes direct inspiration from AWS's document database, which allows users to store, manage, and retrieve semi-structured data with high performance and scalability. However, Microsoft's version offers several key differences. The open-source nature of DocumentDB provides developers with unprecedented freedom to customize and modify the codebase, promoting a more community-driven development process. This move appeals to businesses valuing transparency, security, and customization, driving them away from proprietary solutions.

Sources :

Deepseek : <https://rb.gy/eanalo>

AWS : <https://shorturl.at/BrSFO>

Axis Bank : <https://shorturl.at/PuVpr>

Layoffs : <https://rb.gy/rqm3ny>

Azure : <https://tinyurl.com/4wnvz83v>

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