TATA CONSUMER PRODUCTS

MMA India
101 AI IN MARKETING
USE CASES

Brand: TATA HIMALAYAN SAFFRON

How Tata Himalayan Saffron built an AI chatbot to answer authenticity questions in a saffron market plagued by adulteration.

BRIEF DESCRIPTION

India's saffron market faces a ‘Trust Deficit’ - over 95% of saffron consumed is imported, and the demand-supply gap has driven rampant adulteration. Tata Himalayan Saffron used Generative AI to establish Himalayan Kashmiri Saffron as the category's benchmark for authenticity.

How AI Was Applied

SaffronBot, an industry-first ChatGPT-based bot, was custom trained to avoid the vague, hallucinated answers typical of generic chatbots. Its training module combined Saffron Spice Board data, farmer insights, and NABL-lab science with OpenAI's ChatGPT embeddings, letting it answer consumer questions on saffron quality, usage, and recipes.

IMPACT

200+

Consumer questions on saffron identified from the internet and used to train SaffronBot

A custom-trained AI chatbot let Tata Himalayan Saffron meet widespread consumer doubts about saffron authenticity with clear, consistent answers instead of generic chatbot guesswork.

About Tata Himalayan Saffron | Tata Himalayan Saffron ran its ‘Himalayan Saffron’ generative AI initiative from June 2023 to March 2024, building SaffronBot, a custom ChatGPT-based bot, to address consumer questions on saffron authenticity, quality, usage, and recipes.