

Haptik: A Structural Evidence Review

Document class: Independent research memorandum

Prepared for: Internal review, screening use ahead of a decision by the reviewing party

Subject entity: Haptik (haptik.ai), operated by Jio Haptik Technologies Limited

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Generated by: Claude (Anthropic), an AI language model, on request of an independent researcher

Methodology source: A structural evidence review format developed for this purpose, applying the same evidence classification discipline used across the reviewing party's public research

Author status: Independent researcher. No affiliation with Haptik, its investors, or the reviewing organization.

Distribution note: This document is a public source evidence review. It does not constitute legal, regulatory, or investment advice.

METHODOLOGICAL NOTE

This document was produced from public web sources retrieved during a single working session, using a fixed template that separates what is independently verified from what is only claimed. Any reader can reproduce this same document using the same public sources, listed in the References section, and the same method, described in Section 12.

1. Purpose and Scope

This memorandum documents what public evidence exists about Haptik's ownership history, revenue growth narrative, and headcount, and separates that evidence from interpretation of it. This entity is majority owned by a large listed telecom and platforms group, which changes what kind of evidence is available, notably filed financial statements and workforce figures not available for most other entities reviewed in this project. The scope is limited to public web sources available as of the reference date. No company disclosure or right of reply was sought or included.

2. Evidence Base and Reliability Ranking

Rank	Source type	Availability for this subject
1	Filed financial statements and registry records	Available, including a specific, dated workforce figure (Section 5, 6).
2	Government or regulatory filings	Available through a commercial registry mirror (Section 6).
3	Primary company publications	Available; several homepage metrics displayed without numerical values at the time of this review (Section 4).
4	Independent commercial registries	Available and consulted (Section 6).

5	Independent journalism, multiple outlets	Available and cross corroborated for the acquisition and leadership history (Section 3).
6	Marketing statements, testimonials	Available on the company's own site.

3. Corporate Background

VERIFIED FACT Haptik was founded in 2013 by Aakrit Vaish and Swapan Rajdev. Reliance Jio Platforms acquired majority shareholding in an approximately \$100 million transaction in April 2019. Aakrit Vaish has since stepped down as CEO, with Ahshad Jussawalla taking over leadership [1][2][3].

VERIFIED FACT Reporting states the company grew from a \$500,000 business to \$35 million in annual recurring revenue over five years under Reliance's ownership, and separately states the company expects at least tenfold growth to \$100 million in revenue by 2026 [1].

EVIDENCE

These two growth statements do not obviously combine into one consistent trajectory. A tenfold increase from \$35 million would reach \$350 million, not the \$100 million figure stated as the 2026 target, and a tenfold increase to \$100 million would imply a base of \$10 million, not \$35 million or \$500,000. This suggests the two figures describe growth over different base periods or using different baselines, but neither the starting point nor the precise multiplier is stated consistently across the source located.

INTERPRETATION This is recorded as a traceability gap in how the company's own growth story is reported, not as evidence that growth itself has not occurred.

4. Product Claims: Evidentiary Basis

VERIFIED FACT The current homepage states the company is "trusted by 500 or more leading enterprises," cites a case study claiming a "70 percent" reduction in turnaround time through system orchestration, and advertises AI conversing in over 100 languages [4].

LIMITATION Several homepage metrics, including agent hours saved, first response time improvement, repeat customer multiplier, and NPS improvement, were displayed as unlabelled counters or metric templates without a visible numerical value at the time of this review. This may reflect a client side loading behaviour this review's retrieval method could not execute, rather than the company genuinely publishing empty statistics, and is recorded as a retrieval limitation rather than a finding about the company's actual claims.

5. Quantitative Claims and Traceability

VERIFIED FACT Press coverage states Haptik processes close to 100 million users annually, with client relationships including OYO Rooms, KFC, Samsung, and Coca-Cola among others [1].

VERIFIED FACT Registry sourced records state the company's team size was 32,219 employees as of 31 August 2025 [5].

EVIDENCE

A headcount in the tens of thousands is unusual for a company marketed primarily around AI driven automation of customer interactions, and is more consistent with a workforce that includes a large managed services or human agent operation alongside its AI product. This is a specific, checkable figure worth stating plainly rather than assuming it away, since it sits in tension with marketing language emphasising automation as the source of efficiency.

INTERPRETATION A plausible explanation is that Haptik, like other conversational AI vendors in the enterprise customer service space, offers hybrid AI-plus-human-agent services where a large operational workforce coexists with an AI product line, rather than the AI product itself requiring this headcount. This review could not confirm the breakdown between AI focused staff and any broader operational workforce from public sources.

6. Corporate Identity and Registry Verification

VERIFIED FACT The registered entity, Jio Haptik Technologies Limited, CIN U72900GJ2013PLC107560, is registered in Ahmedabad, with directors including Aakrit Ajay Kumar Vaish alongside Ravi Navinchandra Karia, Rahul Mukherjee, Jyotindra Hiralal Thacker, and Sanjay Mashruwala, the latter group consistent with representation from the Reliance ownership structure [5].

ASSESSMENT The brand-to-entity match is clean and the ownership structure is disclosed directly in the entity's own name. This section is treated as established.

7. Artificial Intelligence Component: Oversight Documentation

ASSESSMENT No specific AI scope or safety documentation beyond general enterprise platform claims was located on the pages reviewed. Given this entity's scale and its position within a large listed group, this is recorded as an open item rather than a finding of absence, since a fuller disclosure may exist within enterprise contracting documents this review did not have access to.

8. Claims Language and Regulatory Positioning

ASSESSMENT No regulatory action or complaint specific to Haptik was located as of the reference date. The most consequential open items for this entity are the growth narrative traceability gap in Section 3 and the headcount question in Section 5, rather than a sector specific regulatory claim.

9. Incident and Safety Protocol Documentation

ASSESSMENT Not applicable in the form used elsewhere in this project; no specific incident record was located or sought within the scope of this review.

10. Summary Table

Section	Evidence available	Independently verifiable	Status
Founding, acquisition, and leadership history	Yes	Yes, cross corroborated	Established
Revenue growth narrative	Yes, two figures do not reconcile cleanly	Partially	Open
Homepage ROI metrics	Some values not rendered in this review	Not fully assessed	Retrieval limited
Workforce size versus AI automation positioning	Yes, registry sourced	Yes, figure itself; explanation unconfirmed	Open
Corporate identity and registry	Yes	Yes	Established

This table reflects the state of public documentation as of the reference date. It does not represent a composite score or an overall rating of the subject entity.

11. Limitations

This review relies on public web sources accessible on 13 September 2026. No company disclosure or right of reply was obtained. Several homepage metrics could not be confirmed due to this review's retrieval method. The breakdown between AI focused staff and any broader operational workforce within the reported headcount could not be established. This document does not constitute legal, regulatory, or investment advice.

12. Reproducibility Notes

This document was produced using public web search and general purpose drafting, retrieving the sources listed below during one working session. An independent reviewer seeking to reproduce or update this assessment should:

1. Retrieve the current homepage using a method that executes client side scripts, to confirm the actual values behind the metrics found blank in this review.
2. Ask the company directly to reconcile the "\$500,000 to \$35 million ARR" growth statement with the separately stated "tenfold growth to \$100 million by 2026" target.
3. Ask the company directly what share of its reported headcount works on AI product development versus broader managed service or human agent operations.
4. Query the official Ministry of Corporate Affairs portal directly for Jio Haptik Technologies Limited's most recent filed financials, rather than relying on a commercial registry mirror.

13. Evolution Opportunities

1. Publishing one consistent revenue growth narrative with a clearly stated base year and figure.
2. Publishing a breakdown of workforce composition, distinguishing AI product and engineering staff from any broader operational or managed services headcount.
3. Ensuring homepage ROI statistics render with actual values for any visitor, regardless of how the page is accessed.

14. Future Questions

What is the actual, single consistent revenue figure and growth trajectory for Haptik under Reliance ownership.

What does the reported headcount of over 32,000 as of August 2025 consist of, and how much of it relates directly to the AI product marketed on the homepage.

What specific values sit behind the homepage's agent hours saved, first response time improvement, and NPS improvement statistics.

References

- [1] Exhibit Tech. Founders Club, Aakrit Vaish, Co-Founder and CEO, Haptik. <https://www.exhibit.tech/interviews/leaders/founders-club-aakrit-vaish-co-founder-and-ceo-haptik/>
- [2] Inc42. Haptik's Aakrit Vaish Steps Down, Ahshad Jussawalla Takes Over As CEO. <https://inc42.com/buzz/haptiks-aakrit-vaish-steps-down-ahshad-jussawalla-takes-over-as-ceo/>
- [3] Wikipedia. Haptik. <https://en.wikipedia.org/wiki/Haptik>
- [4] Jio Haptik. Homepage. <https://www.haptik.ai/>
- [5] The Company Check / ZaubaCorp. Jio Haptik Technologies Limited, company, director, and workforce details. <https://www.thecompanycheck.com/company/jio-haptik-technologies-limited/U72900GJ2013PLC107560>