



HOW MALAYALA MANORAMA BUILT THEIR AI ROADMAP

Overview

Malayala Manorama operates across print, television, digital, OTT, and radio, one of India's most diversified media houses. Its leadership team partnered with Humaine Labs to build a shared point of view on artificial intelligence.

Media now competes on how fast leadership decides, not only how fast newsrooms publish. Every month spent debating artificial intelligence internally is a month rivals spend acting on it.

Humaine Labs was engaged to run a four hour strategy session, designed to turn scattered leadership opinions into one shared roadmap the team could act on.

Scattered debate: Leadership spent months discussing artificial intelligence internally, with no shared framework guiding decisions.

Awareness without action: AI awareness existed but was never connected to daily decisions.

Shared clarity: Manorama partnered with Humaine Labs to turn AI conversations into one leadership roadmap.

Challenges



Portfolio complexity: Print, television, digital, OTT, and radio; Manorama's leadership needed one AI view across all of it.



Mixed signals: Journalists used AI individually, but leadership lacked one enterprise view on governance and investment.



No shared framework: Executives debated artificial intelligence for months with no framework to sequence decisions or investment.



Competitive blind spot: Leaders could not see how Reuters and Times Group were already using AI in their newsrooms.

Solution

Humaine Labs built the session around Manorama's actual portfolio, not generic AI theory. Not a lecture, not a demo, a working session for people who make the calls.

The four hours move through the AI landscape, how global and Indian media houses compete with AI, and the line between individual and enterprise adoption. Live demos follow, covering content summarization, ad sales intelligence, journalist productivity, audience analytics, and vernacular generative AI, each built around Manorama's own newsroom and business context.

What stood out was how fast the room moved from debate to decision. Leaders who arrived with different opinions on AI left with one shared way to sequence it.



What Makes This Different

1

Portfolio specific: Every example came from Manorama's own print, TV, and digital business.

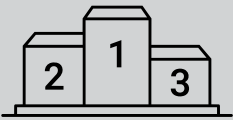
2

Framework over theory: Leaders left with a sequence to act on, not just an opinion.

3

Taught by practitioners: Humaine trainers have run these workflows themselves, not academics or influencers teaching theory.

Results



Leaders now see where Manorama **stands against** rivals.



One shared view built across print, TV, digital, and OTT.



Leaders watched AI reshape content, sales, and analytics roles live.



Weeks of trial and error replaced by one session.

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“AI conversations in this industry feel crowded and confusing. This was the first time I left with an actual roadmap, not more noise”

– **Senior Leadership Participant, Malayala Manorama**

About Humaine

Humaine Labs is a **practitioner-led AI learning and execution partner** built with a simple belief, teams don't need more theory, they need hands-on mastery. We have trained over 3000 professionals from 50+ top organizations such as Marico, Aether, L&T, Capgemini among others.

If this could be relevant to your business, do reach out us at learn@humainelabs.com