

Mahanagar Gas Limited and Appstrail Complete Project PRISM: India's First AI-First Salesforce Deployment in CGDS Sector

Project PRISM marks a national milestone — unifying billions of data records, accelerating case resolution by 70%, and setting new industry benchmarks for AI-led modernization.



Bengaluru, Karnataka Nov 3, 2025 ([Issuewire.com](https://www.issuewire.com)) - Mahanagar Gas Limited (MGL), a pioneer in India's City Gas Distribution Space(CGDS), announced the successful go-live of **Project PRISM**, an AI-first enterprise transformation developed in partnership with [Appstrail Technology Pvt. Ltd](#) using **Salesforce Customer 360**. The project establishes India's first **AI-led urban gas transformation and signals a major milestone** in MGL's modernization journey.

Completed in just **nine months**, **Project PRISM** consolidated disconnected customer systems into a single source of truth, housing billions of high-value data records. Leveraging **Appstrail's AI-powered OCR Meter Reading Engine**, MGL is set to substantially minimize manual errors and improve operational visibility across departments.

"MGL's customer experience needed unification, agility, and insight," said [Mr. Ashu Shinghal](#), Managing Director, Mahanagar Gas Limited. "Working with Appstrail and Salesforce helped translate this vision into a future-ready, AI-powered ecosystem."

Quantifiable impact: Results include a **70% faster average case resolution** and a **30% increase in customer satisfaction (CSAT)**.

"The MGL transformation showcases how AI and Salesforce can converge to make large-scale

change achievable and sustainable," said [Mr. Shomil Shetty](#), **Founder & CEO**, Appstrail. "This is a hallmark example of impactful collaboration resulting in measurable outcomes."

MGL has also set the industry standard by launching its **Digital Personal Data Protection (DPDP) Policy**, reinforcing commitment to responsible and ethical data practices.

With Project PRISM's foundation in place, MGL's next phase will emphasize **analytics-driven insights and deeper use of AI to enrich the customer experience further**.

About Mahanagar Gas Limited (MGL):- Mahanagar Gas Limited is a leading City Gas Distribution company in India, supplying natural gas to domestic, commercial, industrial, and vehicle users in and around Mumbai. Committed to providing clean and green energy, MGL is continuously innovating to enhance customer experience and operational excellence.

About Appstrail:- Appstrail is an AI-first digital consulting and transformation partner specializing in delivering transformative solutions on the Salesforce platform. As demonstrated through its successful partnership with MGL on Project PRISM, Appstrail focuses on building impactful, scalable systems that drive significant business value for its clients in the least possible time.

For more information:

Website: www.appstrail.com

LinkedIn: [linkedin.com/company/appstrail](https://www.linkedin.com/company/appstrail)

Instagram: [instagram.com/appstrail](https://www.instagram.com/appstrail)



Media Contact

Appstrail Technology

*****@appstrail.com

7710975112

Appstrail Technology, Worli

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