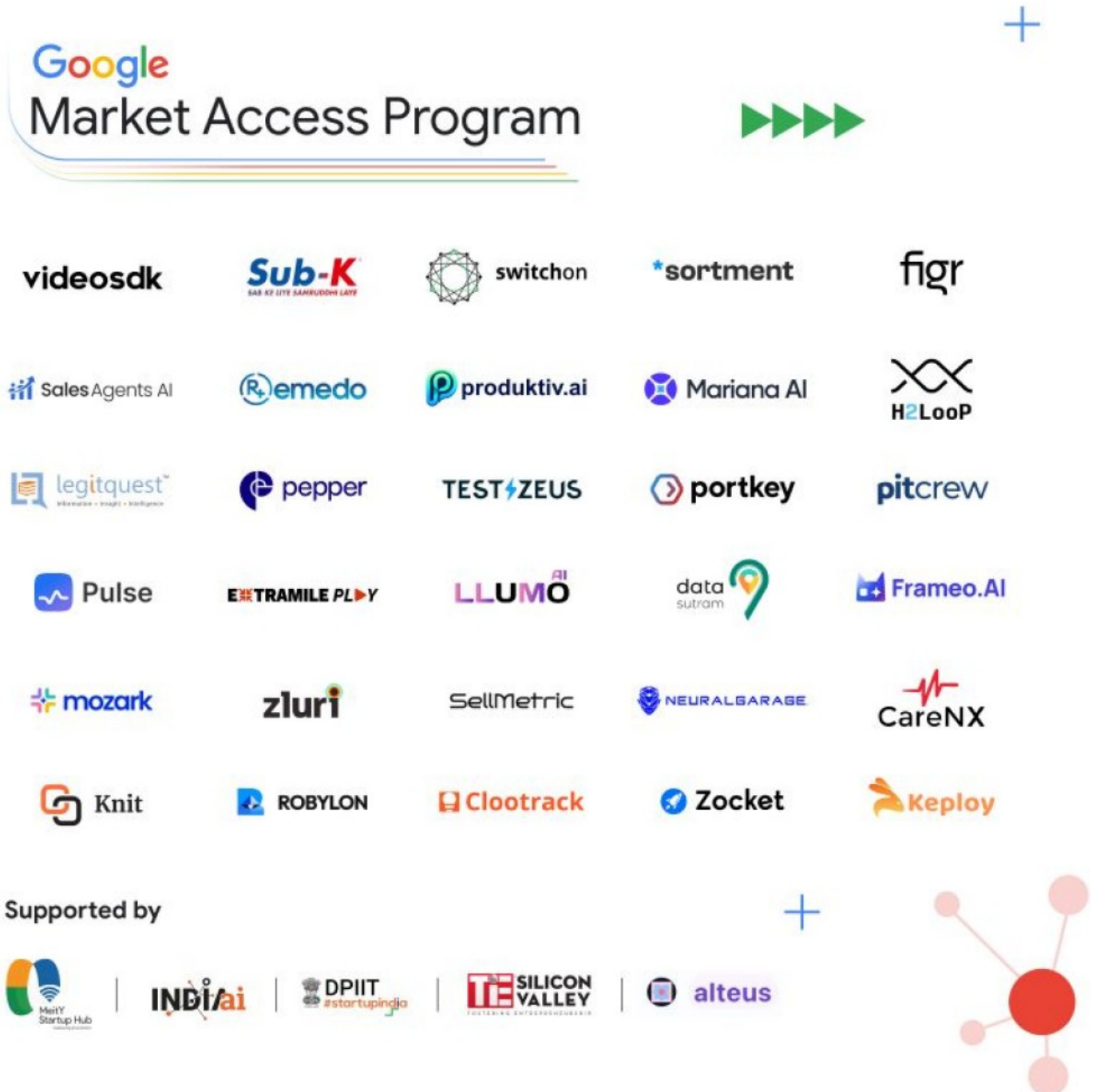


Google Picks SwitchOn Among India's Top AI Startups in a Program Built to Take Them Global

The Bengaluru startup has quietly been solving one of manufacturing's oldest headaches. Now, Google wants to help it tell that story to the world.



Bengaluru, Karnataka Mar 12, 2026 (Issuewire.com) - There is a specific kind of frustration that a lot of Indian startup founders know well. You have a product that works. You have clients who are happy with it. But turning that into a proper, growing business, one with a pipeline of enterprise customers and a repeatable sales process, is a completely different challenge. That gap is exactly what Google set out

to address when it launched the Market Access Program earlier this year.

Announced in January 2026 in New Delhi, the [Google Market Access Program](#) was put together for AI-first startups that are past the prototype stage and ready to scale. Selected companies get access to enterprise sales training, warm introductions to CIOs and senior decision-makers in Google's global network and hands-on time in international tech hubs like Silicon Valley. It is less of a classroom and more of an open door, the kind that takes years to find on your own.

Among the startups that made the cut is [SwitchOn](#), a Bengaluru company that has spent the last few years building AI-powered visual inspection software for factory floors. The product watches production lines in real time, catches defects as they happen and does it all without needing expensive proprietary hardware or a team of engineers to keep it running. It works with GenICam-compliant industrial cameras already on the line and can be configured for new product SKUs without the lengthy setup that most traditional systems require.

Manufacturing quality inspection has always been one of those problems where the stakes are high, but the tools have not kept up. Manual checks are inconsistent. Traditional machine vision systems are rigid and slow to adapt. One missed defect on a PCB or a pharmaceutical pack can mean more than a product recall it can mean losing a client you spent years building trust with. SwitchOn built its platform around that reality and it shows in where the product has been deployed.

The platform is currently running across electronics and PCB lines, automotive plants, pharmaceutical packaging and FMCG production, four industries that do not have much room for error and do not tend to adopt new technology unless it genuinely works.

This is actually the second time Google has recognised what SwitchOn is building. Back in 2024, the startup was picked for the first cohort of Google's AI First Accelerator in India, a programme that had over a thousand applicants for twenty spots. Landing in the Market Access Program now feels like a logical next chapter: the product is proven and the focus shifts to growth.

India's manufacturing sector is moving fast and AI is becoming a real part of how factories think about quality, efficiency and competitiveness. The companies that figure out how to scale early tend to set the standard for everyone who follows. With Google's network behind it, SwitchOn has a real shot at doing exactly that.

About SwitchOn

SwitchOn is a Bengaluru-based company building AI-powered visual quality inspection software for precision manufacturing. Its platform is deployed across electronics, automotive, pharmaceutical and FMCG production lines, built to work with existing infrastructure, on the factory floor, without proprietary hardware.

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