

Bristol Myers Squibb and Accenture open new AI-powered content hub in Mumbai

17 December 2025 | News

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Bristol Myers Squibb (BMS), one of the world's largest biopharmaceutical companies, and Accenture, a global professional services firm, have announced the official opening of a new AI-powered content hub, 'Mosaic', in Mumbai, India.

The first-of-its-kind, end-to-end, generative AI-enabled content hub will accelerate Bristol Myers Squibb's commercialisation through enhanced digital capabilities, which will help identify physician's educational needs in real-time, enabling rapid creation of patient-centric content.

The Mosaic content hub was officially launched in Mumbai by Adam Lenkowsky, Chief Commercialization Officer of Bristol Myers Squibb and Ndidi Oteh, global CEO of Accenture Song.

"The future of healthcare is about meeting clinicians and patients where they are and doing so in meaningful ways. This partnership reflects our BMS approach to end-to-end digital transformation," said Adam Lenkowsky, Chief Commercialisation Officer, Bristol Myers Squibb. "The Mosaic content hub will ultimately improve patient experience by making it easier for our marketing teams to create and share timely, tailored communications with healthcare professionals."

Bristol Myers Squibb has a strong presence in India through its commercial operations for more than two decades, offering medicines in oncology, hematology, and cardiology. The company also opened a cutting-edge facility in Hyderabad recently, home to more than 3,000 Business Insights and Technology, Global Drug Development, Global Product Development and Supply, Enabling Functions employees.

BMS is investing \$130 million to advance a portfolio of AI initiatives and AI-enabled capabilities across marketing. The Mosaic content hub represents a component of this investment. Bristol Myers Squibb is tapping into the region's collaborative spirit and digital expertise, making it a strategic center for developing and scaling next-generation, AI-driven solutions across its global operations.

The partnership with Accenture to launch a content hub in Mumbai will bring together a large team of creatives and

technologists to modernise and reinvent development and delivering marketing content at scale.