



Battlecard

# Vishwaas AI vs. OneTrust

**How to use this card:** Print and keep at your desk. Use during competitive conversations and BEFORE any meeting where OneTrust is the incumbent or short-listed. Study the killer questions — they shift the conversation to our strengths.

## Quick Reference

	Vishwaas AI	OneTrust
Built for	DPDP Act 2023 (India-native)	GDPR / global (DPDP retrofitted)
Non-repudiation	SHA-256 + RSA + RFC 3161 TSA	Database logs only
Indian languages	22 Eighth Schedule + English	Limited (Hindi + English at best)
Identity unification	✔ Built-in	✘ Not available
Consent propagation SLA	< 5 seconds	No defined SLA
India data residency	Default (AWS Mumbai)	Optional / premium add-on
INR pricing	Yes — SMB to enterprise tiers	No — USD pricing, enterprise only
Deployment time	Days to weeks (self-service)	3–6 months (SI-led)
DPBI-ready evidence	One-click signed PDF export	Manual assembly
Implementation cost	Included in plan	₹20–50L SI fees typical

# Where We Win

## Cryptographic Non-Repudiation — We Win Decisively

OneTrust records consent events in a database with timestamps. Vishwaas AI records consent events with SHA-256 hash chains + RSA-2048 digital signatures + RFC 3161 TSA tokens.

**Why this matters:** Under the DPDP Act, the burden of proof is on the Data Fiduciary. A database timestamp can be altered by an administrator. An RFC 3161 TSA token is issued by a globally trusted third party (DigiCert / GlobalSign) and is independently verifiable by the DPBI without any cooperation from Vishwaas AI. No OneTrust customer can produce RFC 3161-verified consent evidence — because OneTrust does not generate it.

## 22 Indian Languages — We Win Decisively

DPDP Rules 2025 Rule 3(4) requires notices and consent in English and at least one Eighth Schedule language. OneTrust supports English and a handful of major languages — but "a handful" is not 22. A Kannada-speaking user in Karnataka who consents in English has arguably not given meaningful, informed consent.

**Vishwaas AI:** all 22 Eighth Schedule languages + English, native to the platform, not through a translation API.

## India Data Residency — We Win Clearly

Vishwaas AI is AWS Mumbai (ap-south-1) by default and exclusively. OneTrust's primary data centres are US and EU — India region is optional and costs extra.

## Identity Unification — We Win Uniquely

OneTrust has no identity resolution engine. When a data principal submits a DPDP erasure request, an OneTrust customer must manually identify all systems that hold data for that individual. Vishwaas AI does this automatically.

## India Pricing — We Win for Most Buyers

OneTrust pricing starts at \$50,000–100,000+ USD per year. At current exchange rates, that is ₹42–84 lakhs annually — before implementation costs of ₹20–50 lakhs. Vishwaas AI Starter is accessible to SMBs; Enterprise is typically a fraction of OneTrust's India equivalent.

## Deployment Speed — We Win for Speed-to-Compliance

OneTrust implementations are complex, require certified SIs, and take 3–6 months. Vishwaas AI is self-service: SMBs are live in 3 weeks; mid-market in 6 weeks; enterprise in 12 weeks.

# Where OneTrust Win

## Global Multi-Regulation Coverage

OneTrust covers GDPR, CCPA, LGPD, PIPEDA, and 60+ other global privacy regulations out of the box. If your prospect operates in the US or EU market with significant regulatory exposure there, OneTrust's global coverage is broader than Vishwaas AI's current India-DPDP focus.

Counter: "For your India DPDP obligations — which are your most urgent legal exposure today — Vishwaas AI is purpose-built and superior. We cover DPDP more deeply in every dimension than OneTrust's retrofitted module. If you have global obligations, we can discuss our international roadmap."

## Brand Recognition and Analyst Coverage

OneTrust is a Gartner Magic Quadrant leader and a well-known name in global enterprise procurement. Some procurement teams default to OneTrust because they know it.

Counter: "Gartner Magic Quadrant is a global assessment based on GDPR-era requirements. India's DPDP Act is a distinct legal framework with requirements that do not map to GDPR. Ask OneTrust to show you their RFC 3161 TSA token implementation and their 22 Indian language support."

## Mature Integration Marketplace

OneTrust has a larger pre-built integration library across global SaaS tools.

Counter: "We support all the India-relevant connectors — Salesforce, CleverTap, Darwinbox, SendGrid, Freshdesk — and custom API + SFTP for everything else. What specific integrations are most critical for your use case?"

## Objection Handling

"We're already evaluating OneTrust."

"I'm glad we're talking before you close. Can I ask what's driving your DPDP compliance requirement — and whether OneTrust has shown you their RFC 3161 TSA token implementation for consent records? That's the DPBI evidentiary standard. If they can't show it, your ₹250 crore exposure isn't covered."

"We've already bought OneTrust."

"Let's not put that spend to waste — you may be able to use OneTrust for your global GDPR/CCPA obligations while using Vishwaas AI specifically for your DPDP obligations in India. Many enterprises run both. The costs aren't necessarily additive — what's your per-year with OneTrust?"

"OneTrust is the industry standard."

"In Europe and North America, that's fair. In India, under the DPDP Act, the standard is set by the DPBI — and the DPBI will be looking for cryptographic non-repudiation, 22-language notice delivery, and real-time consent propagation. OneTrust cannot satisfy those requirements today."

"OneTrust is more established — lower risk."

"Lower risk in a global context, yes. But OneTrust's DPDP coverage is a bolt-on module that maps GDPR concepts to Indian requirements. The risk of using a GDPR tool for a DPDP proceeding is that your evidence doesn't match what the DPBI expects. Let me show you a side-by-side of how a DPBI inquiry would be answered with OneTrust vs. Vishwaas AI."

"The OneTrust implementation partner knows our environment."

"Implementation continuity is valuable — I understand. Let's quantify what Vishwaas AI's implementation adds: 2–6 weeks of your team's time vs. 6 more months and ₹20–50L in SI fees. And at the end, you have DPDP-native infrastructure with cryptographic proof — not a translated GDPR module."

## Killer Question to Ask

Use these to shift the conversation and expose OneTrust's gaps before the customer discovers them independently.

- "Has your OneTrust consultant shown you their RFC 3161 Timestamp Authority (TSA) token implementation for consent records? How would you produce independent DPBI-verifiable evidence without Vishwaas AI or OneTrust being involved?"
- "How does OneTrust serve consent and notices in Kannada, Odia, Assamese, and Maithili — all of which are Eighth Schedule languages and covered by DPDP Rules Rule 3(4)?"
- "When a data principal in your CRM, e-commerce platform, and HRIS submits a Section 12 erasure request — how does OneTrust identify and orchestrate erasure across all three systems?"
- "What is OneTrust's SLA for propagating a consent withdrawal to your email marketing platform? What happens if the delivery fails?"
- "OneTrust pricing in India — what is the USD equivalent in INR? What is the implementation cost on top of that? Have you compared that total to Vishwaas AI's INR subscription?"
- "Your OneTrust implementation timeline is 3–6 months. The DPBI is being constituted now. If a data principal complaint is filed in Month 2 of your OneTrust implementation, are you ready to respond?"

# Trap Questions to Avoid

Questions that favour OneTrust's strengths — deflect or reframe.

If Asked	Reframe As
"Does Vishwaas AI cover GDPR/CCPA?"	"For your India-first DPDP obligations — your most urgent legal exposure — Vishwaas AI is purpose-built. Global multi-regulation is on our roadmap; what's your current international exposure?"
"How many customers does Vishwaas AI have vs. OneTrust?"	"OneTrust has been selling to GDPR-regulated markets since 2016. Vishwaas AI is built for a law that came into force in 2023. Early mover is the right posture — not the 7th company to deploy in your industry."
"Is Vishwaas AI on Gartner's Magic Quadrant?"	"The Gartner MQ for privacy management was developed around GDPR. There is no India DPDP Act specific analyst framework yet — which is why we work directly with NASSCOM and DPBI stakeholders."

## Competitive Positioning Summary

Positioning Statement: "OneTrust is the right choice for a multinational with GDPR as its primary obligation. Vishwaas AI is the right choice for any organisation with India DPDP Act as its primary obligation — which, for Indian businesses, is the law that exists today, the DPBI that will be investigating, and the ₹250 crore penalty that is the actual risk."

Displacement Narrative: "Your OneTrust India customers are paying enterprise prices for a platform that maps poorly to Indian legal requirements, delivers consent in English to a multilingual user base, and produces database timestamps — not RFC 3161 tokens — as their consent evidence. Vishwaas AI gives you better DPDP compliance at a fraction of the cost, in days not months."



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