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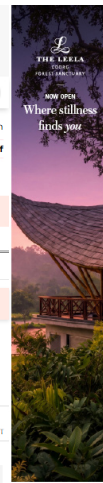
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## Replacing humans with AI is turning out to be costlier than expected, Uber, Nvidia execs say

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Replacing humans with AI is turning out to be costlier than expected, Uber, Nvidia execs say

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**Synopsis**  
Companies are finding AI automation costs, particularly token-based pricing, are exceeding employee salaries. Executives from Nvidia and Uber highlight these escalating expenses, with one team receiving a substantial bill from an AI provider. This trend sparks debate on AI's true cost-effectiveness compared to human labor, even as investment in automation continues.

**AI Briefing**  
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Agencies

Companies pushing **AI** automation are discovering that the **cost of AI** tools and compute power can exceed employee salaries, according to executives from **Nvidia** and **Uber**.

Bryan Catanzaro, Nvidia's vice-president of applied deep learning, told Axios, "For my team, the cost of compute is far beyond the costs of the employees." His remarks highlight growing concerns around token-based AI pricing as businesses increase their use of coding assistants and automation agents.

Most consumer AI assistants operate on subscription plans, but enterprise AI spending is often tied to token usage. Costs rise as companies run continuous AI-driven coding, automation and scheduled tasks.

Uber CTO Praveen Naga told The Information that the company's AI spending estimates have already increased sharply. He said he had "[gone] back to the drawing board because the budget [he] thought [he] would need is blown away already."

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The issue is not limited to large firms. Swan AI's Amos Bar-Joseph, in a LinkedIn post, shared that his four-person team received a \$113,000 bill from Anthropic, the company behind Claude AI. That translates to roughly \$28,000 per employee for a month.

The rising costs have triggered debate over whether AI is truly cheaper than human labour. A 2024 MIT study cited in the article found that humans performed the work more efficiently in 77% of cases.

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Despite that, companies continue to invest heavily in automation. Uber's Naga said AI agents now write 11% of the company's live code updates. He added, "the vision for [him] as a CTO is to transform from software engineering to [AI] agent software engineering."

Nvidia CEO Jensen Huang also reportedly believes engineers should increase their AI usage. According to the article, he wants engineers earning \$500,000 annually to spend at least \$250,000 a year on AI tokens.

Businesses are now weighing whether AI expenses are temporary investments before large-scale automation stabilises, or whether token costs will remain a permanent addition to salary bills.

At the same time, companies without clear AI strategies risk heavy losses. The article notes that many firms rushing into AI adoption without proper planning have struggled to generate returns.

Even so, layoffs linked to AI adoption are expected to continue as companies test the economics of automation and long-term workforce reduction.

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## Payoneer India Cross-Border Excellence Awards 2026: From fashion to wellness, spotlighting India's e-commerce export champions

ET Special • Last Updated: Jun 25, 2026, 02:26:53 PM IST [Preferred on G](#)

**Synopsis**

The Payoneer India Cross-Border Excellence Awards 2026 celebrate India's rising exporters, spotlighting e-commerce leaders in fashion, home and wellness. With merit-based recognition, the initiative honours innovation, global growth and cross-border success while fostering dialogue on trade, digital transformation and growth.

 **ET AI Briefing**

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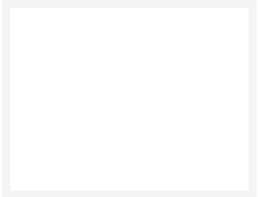


India's cross-border commerce story is no longer limited to large exporters or multinational corporations. Today, digitally native brands, homegrown manufacturers, and e-commerce entrepreneurs are taking Indian products to consumers across the globe, transforming the country into a powerhouse of global trade. As this momentum accelerates, a new platform aims to celebrate the businesses making it happen: the [Payoneer India Cross-Border Excellence Awards 2026](#), launched in association with The Economic Times.

The awards arrive at a pivotal moment. India's services exports reached a record \$387.6 billion in FY2025, while the government has outlined an ambitious target of \$2 trillion in total exports by 2030-31. At the same time,



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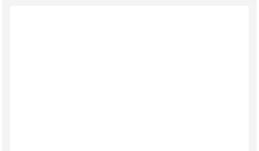
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India's e-commerce exports are projected to grow to \$200-300 billion by 2030, reflecting the increasing global appetite for Indian products and services.



#### Spotlight on India's e-commerce export champions

Among the sixteen award categories, three are dedicated specifically to e-commerce exporters recognising the distinct journeys and opportunities within each segment.

- **Fashion & apparel: Indian style goes global**

From handcrafted textiles and ethnic wear to sustainable fashion labels, Indian apparel brands are increasingly finding audiences far beyond domestic markets. These businesses are blending craftsmanship with modern design, using digital storefronts and marketplaces to reach consumers worldwide. The category recognises brands turning India's rich design heritage into globally admired fashion exports.

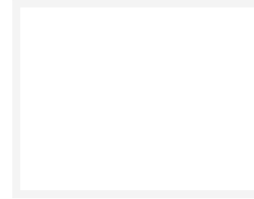
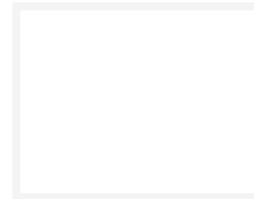
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