



**NEWS HIGHLIGHTS**

**UIDAI introduces Virtual ID & limited KYC to address privacy concerns**

**P2P lending companies join hands to form an Association**

**Mobile PoS firms one of the largest beneficiaries of digitization**

**Capgemini bets on tie-ups to give IoT projects a push**

**Ola cabs rank third among VC funding for Dec quarter**

**Today's View**

**Phishing and AI**

Phishing, a technique used by fraudsters, is a global problem faced by Banks and all kinds of institutions today. It could be in the form of an email purported to be from reputable institutions in order to get individuals to reveal personal information, like bank account details, passwords and credit card numbers. Phishing attacks are popular among cybercriminals, as it is far easier to trick someone into entering a malicious link in a seemingly legitimate phishing email than trying to break through a computer's defenses.

A survey by Webroot indicates that 86% of security professionals worry that AI (Artificial Intelligence) and ML (machine learning) technologies could be used for sophisticated phishing attacks and their fear is not misplaced. There is ample evidence that cybercriminals have started crafting inventive campaigns using ML, be it for Twitter or Facebook, to get humans to fall for such baits.

On **Twitter**, by mining users' historical activity, the fraudster could first hunt down a potential target. Then data such as hashtags they used in their tweets, or what the person likes to retweet and the times they are most likely to be using Twitter is analysed. Using this information, the algorithm generates tweets that the individual is most likely to click on. In other words, a personalised clickbait!

**INTERESTING NEWS**

**Paytm breaking its business into two helped it cut losses by 40%**

One97's restructuring exercise wherein it separated its online retail from its payments business has helped it pare losses by over 40%.

**Founder Vijay Shekhar Sharma's total stake\***

<b>19.95%</b>	<b>16.42%</b>
March 2017	Post \$800-million tranche from SoftBank

**One97 has set up new subsidiaries including Paytm Financial Services, Paytm Money and Paytm Entertainment**

**₹3.47cr** - Sharma's remuneration for FY 16-17

\* According to co's filings with the Ministry of Corporate Affairs

Source – The Economic Times

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Date – 11<sup>th</sup> Jan 18

In some cases, these fraudsters might take the trouble to tailor their phishing tweets to specific individuals by hand – known as spearphishing. A brilliant example of this would be the Twitter handle, @NatWest\_HelpTC that used to respond to customer queries pertaining to NatWest bank. This imposter account would then redirect customers to a link in an attempt to get the customers' bank login details.

A massive 91% of cyberattacks and the resulting data breach begin with a “spear phishing” email, according to research from security software firm **Trend Micro**. This conclusively shows that end-users really are the weak link in IT security. For enterprises and security suppliers to remain on the front foot in tackling with these fraudsters, they themselves would need to incorporate ML and AI into their cyber security strategies, creating an “AI vs AI” situation.

Companies have already started working toward finding a solution. A security company, **Barracuda networks** has developed **Barracuda Sentinel** which is a cloud-delivered AI solution for real-time spear phishing, business email compromise, and cyber fraud defence. **RedMarlin**, another solution available on the market, uses AI to quickly and accurately detect phishing attacks.

On a lighter note, the wittiest solution we found on the market is **Re: scam**, an **email chatbot** operated by New Zealand based cybersecurity firm **Netsafe**. Take a look at their hilarious [video!](#)

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## Today's News

### UIDAI introduces Virtual ID & limited KYC to address privacy concerns

The UIDAI has introduced 2 new features - Virtual ID and limited KYC to strengthen the privacy and security of Aadhaar number holders. Aadhaar-card holders can generate virtual IDs from its website and give that ID for various purposes. The Virtual ID together with biometrics of the user would give any authorized agency limited details for verification.

Source – *The Economic Times*

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### P2P lending companies join hands to form an Association

India's leading P2P lending companies have come together to form the Association of P2P Lending Platforms. It will act as a representative for its members and the industry, and work in conjunction with the Govt and regulatory authorities in matters of compliance. The association will actively create awareness about online P2P lending in India. It also intends to undertake research and development, collect data and conduct surveys.

Source – *The Economic Times*

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This News Letter has been prepared with the assistance of **Sadhika Agarwal** and **Aparna Anand**

### Uber reaches \$3 mn settlement with New York drivers over fees

Uber agreed to pay up to \$3 mn to settle a proposed class-action lawsuit brought on behalf of 2,421 drivers in New York, who accused the ride-sharing company of docking excessive fees from their fares.

Drivers accused Uber of breach of contract for including sales tax and a "Black Car Fund" fee. They also accused Uber of false advertising for allegedly offering guaranteed compensation without disclosing the conditions.

Source – *The Economic Times*

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### Google looks beyond gaming with VR devices

VR devices are still mostly purchased by gamers. Google wants to change that. The unit released a new VR headset with Lenovo Group with specialized cameras to support the technology.

Google showed off the new headset, dubbed Mirage Solo, at the CES consumer electronics conference in Las Vegas. It has features from high-end VR devices, like displays that don't blur as the wearer moves around, and doesn't need to be tethered to a PC. The devices, called VR180, are also built to encourage people to capture 360 degree footage that can be viewed inside VR devices. The cameras and the new headset are both built to feature Google services, such as YouTube, its digital maps and app store.

Source – *Business Standard*

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## Mobile PoS firms one of the largest beneficiaries of digitization

The mobile PoS industry is among the largest beneficiaries of rapid digitization of payments. Mswipe and Ezetap have boosted their revenue figures and also narrowed their loss margins.

After demonetization, as demand for terminals increased across the country, mobile PoS companies targeted small merchants, local kirana stores and roadside shops who could not afford a bank deployed terminal. From having to convince micro merchants to start accepting digital payments, the tables turned when these players started asking for such solutions to run their businesses as cash got sucked out.

Source – *The Economic Times*

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## Capgemini bets on tie-ups to give IoT projects a push

Capgemini is forging partnerships with tech giants such as SAP, IBM, GE Digital and PTC to make implementable IoT applications for customers.

"The economic value of connected products is becoming big. We are forging multiple partnerships to see how we can make meaningful projects beyond the POCs... where it can get real and implemented," said Sanjay Salunkhe, Executive VP and Global Head of Product & Engineering Services. B2B IoT applications will generate over \$300 bn annually by 2020, according to Bain & Co.

Source – *The Economic Times*

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## Ola cabs rank third among venture capital funding for Dec quarter

SoftBank and Tencent led \$1.1 bn investment in Ola cabs ranks third in the global VC funding for the Dec quarter of 2017. The top of the chart is occupied by Didi Chuxing, which attracted \$4 bn in Dec quarter from SoftBank and Mubdala Investment. This was followed by China Internet Plus.

"2017 closed strong because It was a record year for mega-rounds," said Anand Sanwal, CEO of CB Insights. "...due to the entry of large, deep-pocketed investors, ranging from Softbank to sovereign wealth funds, from around the globe investing in insurgent start-up companies," Sanwal said.

Source – *Business Standard*

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## Naspers is said to plan \$200 million investment in Swiggy

Naspers Ltd is in talks to lead an investment of as much as 2.5 billion rand (\$200 million) in India's Swiggy to increase its stake in the online food-delivery company. Africa's biggest company by market value plans to team up with China's Tencent Holdings Ltd. to put together the new financing round. Naspers and Tencent see significant opportunities to co-invest in India, Naspers' CEO Bob van Dijk said.

Source – *Livemint*

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## InMobi acquires LA-based AerServ for \$90 million

InMobi has bought Los Angeles-based startup AerServ for \$90 million in a cash and stock transaction. The acquisition is expected to help InMobi increase monetisation by 25-30% from its existing set of clients, besides helping secure new clients.

AerServ is an inventory and audience monetisation technology platform for mobile publishers.

Source – *The Economic Times*

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## Moneytor raises funds from 500 Startups, others

Moneytor, a software start-up that automates the process of debt collection from defaulters, raised an undisclosed amount from 500 Startups, Yes Bank-backed accelerator ISME ACE and some other angel investors.

A SaaS product, Moneytor helps financial institutions better manage collections from loan defaulters. A default on repayment of loan initiates a settlement process where the debtor is offered various terms to meet his or her obligation.

Moneytor's platform, offered to both lenders and collection agencies, automates the recovery processes through a decision-making engine that suggests recourse on a case-to-case basis and even automates the communication with defaulters.

Source – *Livemint*

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