



NEWS HIGHLIGHTS

NPCI seeks more changes in WhatsApp data storage

India's top startups seek change in listing requirement

Flipkart-owned PhonePe first non-bank to enable UPI-based IPO bidding

Businesses find Telegram a fast route to users

Today's View

Healthcare for the Elderly

The biological clock of humans slow down as they age. Elderly people need special care and attention to go through their daily routine. The elder care service industry is comprised of skilled nursing facilities, home healthcare agencies, social services agencies, continuing care facilities, and assisted living facilities and nowadays new age start-ups.

According to a report by **SaveSmart Finance**, market for these elder care service providers are expected to grow 6.3 percent per year, from nearly \$400 billion in 2018. Gains will be driven by demographic changes, including higher numbers of the "baby boom" generation entering their retirement years and longer life expectancies.

US-based **Greatcall** develops mobile phone devices and mobile apps for smartphones to keep elder people connected, safe and healthy. Its health safety products ensures a person's adherence to medicine routines, keeps families connected and connects nearby care providers and relatives in the time of emergency.

Septuagenarians, octogenarians and nonagenarian are always at a higher risk of emergency health response situations. The emergency response for medical help is especially critical for fatal health incidents.

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CCI keeping close watch on ecomm's deep discounts

India's competition regulator is closely watching the issue of deep discounting by ecommerce players as it gears up to deal with possible anti-competitive behaviour in the sector.

Disruption and Dispute

Retailers have sought ban on festive sales by online platforms

Restaurants & food aggregators in spat over discounts

Source – *The Economic Times*

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Date – 18th Sept 19

MobileHelp is a medical emergency response system that provides analogous home devices and wearables for the safety of seniors. Its mobile devices send alerts on pressing the emergency button to the family members and their emergency operator. The emergency operator detects the location of the user and sends emergency response team.

When it comes to the matters of heart and its functioning, preventive measures are well advised. **iBeat** is a digital health monitoring company that has developed wearable that continuously monitors and analyzes users' heart activity. The wearable will instantly alert the user, their loved ones, and emergency responders in real-time, in the case of a life-threatening emergency.

UnaliWear has built a watch that features an easy to use speech interface rather than buttons. Unlike traditional medical alert products, it doesn't require a smart phone. The UnaliWear Kanega watch has functions which include medication alerts, directions home, detecting if someone has fallen, and reminders to take medications.

AI is also imparting its fair share of influence. **Aifloo** offers **SmartCare**, a consumer-facing product that uses artificial intelligence for remote health monitoring. It is an e-health system that learns about a person through movement detection and behavior analysis, and alerts family members when a problem is detected. While Internet-of-things (IOT) based start-up **Domo Safety** develops security systems based on the most recent technology targeting domestic safety.

Given the increasing mobile nature of the urban workforce, the parents are unfortunately left behind to unforeseen circumstances. However with the advent of start-ups focusing on elderly care, it has become easy on the heart and mind to take care of them.

Today's News

India's top startups seek change in listing requirement

A clutch of India's most richly-valued consumer internet companies will soon petition the country's market regulator for a revision in rules that govern the listing of startups on Indian stock exchanges, according to industry executives aware of the plans.

The companies, which include ANI Technologies that owns and operates ride-hailing app Ola, eyewear solutions company Lenskart and online insurance policy aggregator PolicyBazaar, want the Securities and Exchange Board of India (Sebi) to either remove the requirement of promoters holding at least a 20% stake in the companies that they have founded, or consider it on a case-by-case basis.

Source – The Economic Times

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This News Letter has been prepared with the assistance of Manish Kulkarni

NPCI seeks more changes in WhatsApp data storage

The National Payments Corporation of India (NPCI), which manages the Unified Payments Interface (UPI), has asked popular messaging platform WhatsApp to make additional changes to its data-localisation compliance framework to get final approval to launch payments here, two people aware of the matter said. Deloitte had prepared a third-party audit of WhatsApp's data compliance, which was submitted to the NPCI, these people added. For over 18 months now, WhatsApp, which has 400 million monthly active users here, has been operating its payments business on UPI in beta-mode, which is restricted to 1 million users.

Source – The Economic Times

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Airtel Payments Bank launches 'Bharosa' savings account

Airtel Payments Bank here on Tuesday launched "Bharosa" savings account services, designed for deepening the financial inclusion in the country. Along with convenient banking services, Bharosa savings account would offer Rs 5 lakh personal accident insurance on maintaining balance of Rs 500 along with one debit transaction per month.

Customers would also be eligible for cashback, if they decided to receive government subsidies in their Bharosa account or if they made cash deposits in it, the company said in a statement.

Source – The Economic Times

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EC's poll rules have social media companies in a knot

Social media companies, including big ones such as Gdoogle, Facebook and ByteDance, have raised concerns about how to proceed with the Election Commission of India's (EC's) 'voluntary' rules on misinformation and political advertising on social media, during the upcoming state government elections.

The Internet and Mobile Association of India (IAMAI), which is a go-between for technology companies, is in the process of finalising a separate takedown process with the EC for state elections in Maharashtra, Haryana, Jharkhand and Delhi later this year, sources aware of the development said.

Source – *The Economic Times*

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Businesses find Telegram a fast route to users

The secure messaging app has become the destination of choice for businesses to onboard and retain customers. A few years ago, Telegram was used mostly by the tech-savvy, but more businesses and people are joining the platform today, and for multiple reasons.

There are also dedicated channels where administrators share job postings from across sectors. Further, there are different groups for different roles. For instance, there are multiple groups that only post openings for software developer jobs. Similarly, there are multiple channels with thousands of participants that only share information about competitive exams, like UPSC, SSC, IBPS, Railways, NVS and PO.

Source – *The Economic Times*

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Handset, electronics companies seek sops for export edge

Handset companies and electronics manufacturers have sought incentives such as subsidies on capital and production, better than those being offered by China and Vietnam, to push exports, while seeking quick action for replacement of existing schemes to give clarity to global investors in this sector.

Industry players added that the government should also increase the duty credit scrip on exports to 8%, under any new scheme. "We have to work closely with the government. As a mobile industry, we're all asking for 8% (under MEIS), from 4% today... (incentives) have to be better than China or Vietnam," said Prashanth Mani, managing director at Motorola Mobility and Lenovo Mobile Business.

Source – *The Economic Times*

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Flipkart-owned PhonePe first non-bank to enable UPI-based IPO bidding

The National Payments Corporation of India (NPCI) has given the nod to Walmart-backed PhonePe to allow its customers to make their bids for Initial Public Offerings (IPOs) through the UPI platform. This will make PhonePe the first non-bank to facilitate such transactions since the capital markets regulator Sebi and payments governance body NPCI allowed retail investors to make their offers through the hugely popular UPI channel. However, only banks were given the mandate to facilitate these transactions.

Source – *The Economic Times*

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Bill Gates says Big Tech companies shouldn't be broken up

Bill Gates, who knows a thing or two about antitrust investigations, doesn't think it's a good idea to break up the biggest U.S. tech companies as some politicians have suggested. The Microsoft Corp. co-founder and former chief executive officer battled the Justice Department for years in the late 1990s in a bruising antitrust case. At issue was the software giant's bundling of its Internet Explorer browser to Windows as a way to maintain its dominance in PC operating systems. Ultimately Microsoft remained intact.

Source – *The Economic Times*

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