

NEWS HIGHLIGHTS

BHIM app to be single point for all mobile payments

Customer's consent must for Aadhaar based e-KYC: IRDAI

Startups get 80% rebate on patent fee

UIDAI extends deadline for banks to set up enrollment centres

Aspire Systems brings millennial banking technology for Indian banks

Today's View

More Loyal Than...

Countless times a purchase at our favorite store ends with a temptation to sign up for the brand's loyalty or rewards programme. While some customers believe it to be an opportunity to save, some turn it down without much thought.

Most often such programmes are aimed at invaluablely picking up customer information in the form of demographics, shopping patterns, or customer preferences, which are later leveraged to persuasively push products to customers. As per McKinsey's report, executive teams that extensively use customer data and analytics to diligently make business decisions see a 126% profit improvement compared to companies that don't.

On the other end, some loyalty programmes are equally beneficial for the customer as well. Several surveys have concluded that customers that are actively engaged with brands and their loyalty programs make 90% more frequent purchases, spend 60% more, and are 5x more likely to choose the brand over a competitor. Therefore, many large scale retail houses are increasingly taking to introducing and promoting their loyalty programs.

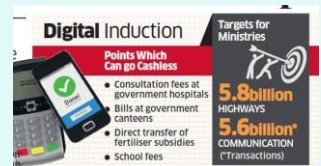
While loyalty or reward points have been valuable to customers, the need to possess physical plastic cards or retain another set of passcodes has been a monumental hassle. Here Fintechs have come to the rescue with well-designed loyalty programmes.

Belly, headquartered in Chicago, is a leading loyalty programme and marketing solution that helps businesses enhance digital connections to strengthen customer loyalty. Another major provider of comprehensive multichannel loyalty and analytics solutions is **CrowdTwist** that drives engagement and incremental spend, leading to better customer data, stronger insight, and incrementally personalized experiences. Another interesting Fintech player, **SessionM**, provides a cloud-based solution

OTHER INTERESTING NEWS

Government explores ways to nudge people towards cashless transactions

Vivek Belgavi, fintech leader at PwC said that we are assisting the electronics and IT ministry to achieve the target of 25 billion transactions for the year by devising ways to encourage digital payments among various government departments.



We are trying to digitise payments at government hospitals, canteens, unreserved railway ticket counters, among various others.

Source- The Economic Times

[READ MORE](#)

Date- 06th Sept 17

integrating loyalty marketing technology with marketing automation and data management capabilities, to drive personalized consumer relationships through the mobile device.

Similarly, some Fintech players back in India are attempting to disrupt a largely fragmented and unorganized industry. **One Loyalty** works in the consumer loyalty software implementation domain for retail, real estate & restaurant businesses. **Mobiquest's** flagship product **m'loyal** is another mobile-based platform for retailers and B2C firms. The app lets retailers create loyalty programmes, design redemption patterns and manage offers on multiple platforms. Further to this, **Doboz** has developed a retention-marketing platform enabling merchants / companies to create their custom currency & loyalty program through gift cards, promo codes, reward points & referral programs — without having to so much as lift a finger (or better still write a code). So far, Doboz has partnered with ICICI Bank and RBL Bank for their loyalty programme personalization platform.

Needless to say, with growing consumer demand and expectations, there is enormous potential for loyalty centric Fintechs to explore and disrupt the fragmented loyalty space. We would like to see Fintechs loyally and pleasantly continue to surprise customers with a personalized experience they didn't know existed.

More Loyal, than existing Loyalty?

Today's News

BHIM app to be single point for all mobile payments? See what is on Narendra Modi government agenda

The ministry of electronics and IT (MeitY) is working on a multi-pronged strategy under which it plans to make the Bharat Interface for Money app, or BHIM, the single point for all mobile payments.

This plan includes handsets coming pre-loaded with the application as well as having a single quick response (QR) code that will be integrated with the app and is accepted by all merchants, in a bid to enable a seamless nationwide network.

Source- Financial Express

[READ MORE](#)

Soon, you could be paying taxes via your smartphone

Taxpayers may soon have the option to use digital payment means such as UPI, digital wallets and internet banking to pay all their taxes. The move is a part of the government's objective to boost digital payments.

The Central Board of Direct Taxes is working on a new app and portal called 'My Pay' that would facilitate managing all tax-related issues as well as payments through options apart from credit and debit cards and internet banking.

Source- Business Line

[READ MORE](#)

This News Letter has been prepared with the assistance of Pankaj Tadas

Startups get 80% rebate on patent fee

More domestic and foreign startups will now be able to access the fast-track mechanism for filing patents, which will drastically cut down the time taken to obtain these rights.

The government has introduced a more liberal definition for startups to ensure that many more of them can become eligible for benefits, including lower fees, under the latest patent framework.

Source- The Economic Times

[READ MORE](#)

To boost digital payments, CAIT wants Centre to foot 'MDR' bill

To give a push to digital payment adoption, the Centre should foot the merchant discount rate (MDR) bill and pay the amount directly to banks, a top national-level traders' body said on Tuesday.

Simultaneously, the Centre should provide tax rebates and incentives for consumers of certain types of digital payments (government receipts, petrol and education) to encourage adoption of digital payments. There should also be tax rebates for merchants either in the form of sales tax/GST relief.

Source- Business Line

[READ MORE](#)

Customer's consent must for Aadhaar based e-KYC: IRDAI

The use of Aadhaar and accessing of personal information from the Unique Identity Authority of India (UIDAI) for e-Know Your Customer (e-KYC) purposes can be done only with the consent of a customer, the insurance regulator said.

In a clarification on the existing circulars issued on the matter, the Insurance Regulatory and Development Authority of India (IRDAI) said insurers can use the e-authentication facility being provided by the UIDAI either through fingerprint or iris scanning or through one-time password (OTP) received on the client's mobile number or on the e-mail address registered with the UIDAI.

Source- Business Line

[READ MORE](#)

Aspire Systems brings millennial banking technology framework for Indian banks

Technology services firm Aspire Systems launched the millennial banking technology framework for banks to wade through millennial customer paradox, making it every global bank's guide to survival in the millennial age.

In India, banking is on the cusp of radical change while banks are living dangerously at the whim of the digital-savvy millennial. The millennial banking technology framework would help banks expand their markets, drive new revenue streams and foster a climate of innovation.

Source- The Economic Times

[READ MORE](#)

UIDAI extends deadline for banks to set up enrollment centres

Public sector and private banks have got a month's extension to establish Aadhaar enrolment centres within their premises. The Unique Identification Authority of India (UIDAI) said on Tuesday that on the requests of the banks, it has extended the deadline till September 30, 2017.

The extension has come with the condition of "financial disincentives for every uncovered branch per month" if the banks don't meet the criteria of establishing Aadhaar centres in at least 10% of their branches.

Source- The Economic Times

[READ MORE](#)

Indian Bitcoin exchanges urge investor restraint in highly volatile market

Bitcoin prices have shed 20 per cent the past three days from about \$5,000 per unit in international market to \$4,030 on Tuesday morning. In India, however, investors are rushing to buy the crypto currency and domestic prices are quoted at 20 per cent premium.

The country's leading Bitcoin exchange, Zebpay, issued an advisory to investors saying that due to high demand and low supply of Bitcoins, both buying and selling prices are higher in India compared to international prices.

Source- Business Standard

[READ MORE](#)

A cashless economy needs robust cyber security capabilities: KPMG India chief

Cashless transactions are more efficient than cash transactions and will reduce opportunities for tax evasion. Besides, the government can achieve substantial savings by transferring welfare benefits in a cashless manner.

However, with the widespread adoption of digitisation comes the risk of cyber security. Robust cyber security capabilities need to be built to not only prevent malware attacks but also respond effectively in the event of incidents.

Source- Business Line

[READ MORE](#)

Digital lending startup Lendingkart brings in Sistema Asia Fund for its Series-C raise

Digital lending startup Lendingkart Technologies is in the process of raising a Series-C round of \$50-80 million and has already raised Rs 70 crore (\$10.5 million) in a largely internal round.

The company also brought in a new investor Sistema Asia Fund in this round, with the Singapore-based fund also set to invest in the larger round, which is expected to close in four to six months.

Source- The Economic Times

[READ MORE](#)

Disclaimer: The views expressed in this newsletter are personal views of the author and do not necessarily reflect the views of Bank of Baroda. Nothing contained in this publication shall constitute or be deemed to constitute an offer to sell/ purchase or as an invitation or solicitation to do so for any securities of any entity. Bank of Baroda and/ or its Affiliates and its subsidiaries make no representation as to the accuracy; completeness or reliability of any information contained herein or otherwise provided and hereby disclaim any liability with regard to the same. Bank of Baroda Group or its officers, employees, personnel, directors may be associated in a commercial or personal capacity or may have a commercial interest including as proprietary traders in or with the securities and/ or companies or issues or matters as contained in this publication and such commercial capacity or interest whether or not differing with or conflicting with this publication, shall not make or render Bank of Baroda Group liable in any manner whatsoever & Bank of Baroda Group or any of its officers, employees, personnel, directors shall not be liable for any loss, damage, liability whatsoever for any direct or indirect loss arising from the use or access of any information that may be displayed in this publication from time to time.