



In the U.S., Amazon's Alexa has long aided customers to shop directly from the online retail giant. Playing catch up with Amazon, **Walmart** has collaborated with Google to offer thousands of products for voice shopping via Google Assistant. Moreover, they have integrated the 'Easy reorder' feature into Google Express, which helps provide highly personalized shopping recommendations based on customers' previous purchases, including those made in Walmart stores and website. Even **Target** has announced its partnership with Google to enable customers to use Google Express for its home delivery service.

**Ebay's** tie-up with specialist retailer **Saatchi Art** to create an experimental shopping experience has pushed customization to another level. It combines art and technology to uncover shoppers' subconscious desires. The experiment invited select guests to an art gallery where they were hooked up to headsets using electroencephalogram technology to sense the electrical activity going on inside a person's brain.

This mind-reading technology, designed by **MyndPlay**, senses and maps moments when the wearer is inspired by what they see. This information is being used to create personalized shopping carts on eBay. This innovative technique is designed to be used with the billion items selling on eBay's virtual marketplace.

With both online and offline retailers vying for consumers, enticing customers by making the shopping experience fulfilling is a must - be it through the use of voice assistants or through the use of neuroscience; whatever works.

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## Today's News

### Nasscom to set up centres of excellence to better learn Artificial Intelligence

The software industry lobby Nasscom is setting up centres of excellence on artificial intelligence (AI) and data sciences for a better understanding on the emerging technologies, a top official has said.

With the tech world getting divided between whether or not to regulate AI, Nasscom feels that technologies should be freely allowed to mature first before any regulation comes in, its president R Chandrasekhar has said.

Source – *The Economic Times*

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### Oxigen e-wallet alters strategy

From being one of many in the crowded mobile wallet space, Oxigen Services has decided on moving to providing financial services via micro-ATMs.

The company will concentrate on adding customers in tier-II and tier-III cities, and beyond. With the change in its business model, the company has got into a tie-up with Adarsh Credit Co-operative Society.

Source - *Business Standard*

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

### Nokia inks deal with Amazon Web Services to enable easier transition to cloud

Nokia has entered into a strategic collaboration with Amazon Web Services to accelerate the migration of service provider applications to the cloud and drive digital innovation for large enterprise customers.

Nokia said that both companies are working together to bring a unique and powerful set of solutions that will enable service providers to implement cloud strategies faster leveraging the gear maker's expertise in wireless, wireline and 5G technologies.

Source - *The Economic Times*

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### Government to float tender for Wi-Fi service in panchayats by 2019

The Department of Telecom is likely to float tender in about a week for rolling out Wi-Fi services in all the village panchayats by 2019 with an outlay of around Rs 3,700 crore, an official source said.

The government expects to start broadband services with about 1,000 megabit per second or 1 Gbps across 1 lakh gram panchayats by the end of this year under the project.

Source - *The Economic Times*

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## Linking Aadhaar number to bank accounts is mandatory, says RBI

The Reserve Bank of India (RBI) clarified that linking bank accounts to Aadhaar is mandatory under the Prevention of Money Laundering Act, dismissing media reports which suggested that such a linkage is not mandatory.

“The Reserve Bank clarifies that, in applicable cases, linkage of Aadhaar number to bank account is mandatory under the Prevention of Money-laundering (Maintenance of Records) Second Amendment Rules, 2017 published in the Official Gazette on June 1, 2017,” it said in a statement.

Source – Mint

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## Aditya Birla Health Insurance targeting young Indians through its digital strategy

“There is a huge need for health insurance but relatively very low penetration in India,” acknowledged Mayank Bathwal, CEO of Aditya Birla Health Insurance Co. Ltd (ABHI), in an interview in Mumbai.

ABHI, according to Bathwal, is relying on tools such as mobile apps, cloud computing, wearable devices and data integration with other entities in the healthcare ecosystem—in addition to products that give insurance cover “beyond hospitalization”—to carve out a niche for itself.

Source – Mint

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## Can blockchain technology be an answer to India’s land governance woes?

The current government has recently renewed the push for making all land records and titling digital through the Digital India Land Records Modernization Programme (DILRMP).

Is there a way where every land unit can be assigned a unique identification, every transaction has a fingerprint, and the data is secure and immune to duplication and hacking? Enter blockchain. In its simplest form, blockchain is a distributed ledger record of transactions.

Source – Mint

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## IBM to boost cybersecurity awareness with start-ups

IBM plans to step up cybersecurity awareness among small and medium Indian businesses through its different co-innovation activities with start-ups.

The IT major — which is working with nearly 1,200 start-ups in the country to get expertise for its enterprise clients and offering them its cognitive, cloud platforms — foresees faster adoption of cybersecurity solutions amongst start-ups since a majority of them are ‘born on cloud’.

Source – Business Standard

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## New fund to let robots pick market stocks

The AI powered Equity Exchange-Traded Fund, launched in the United States, will use IBM’s Watson artificial intelligence technology to pick several dozen stocks with potential to beat the market, the fund’s backers say.

The actively managed fund chooses stocks based on a set of rules that have been created by EquBot that uses artificial intelligence to analyse up to 10 years of data on thousands of stocks, including market sentiment, regulatory filings, news articles and social media posts.

Source – The Economic Times

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## Bengaluru-based Cashfree banks on bulk transfers

Cashfree founders Reeru Datta and Akash Sinha were interacting with e-commerce players trying to digitise cash-on-delivery payments when they stumbled upon a much bigger problem the companies were facing: bulk bank transfers.

That’s how Bengaluru based Cashfree moved from being a customer-facing digital payment solution provider to a technology platform that digitises both inward and outward bulk payments for merchants.

Source – The Economic Times

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