



NEWS HIGHLIGHTS

DBS Bank to partner fintech companies to widen reach in India

Improvised PoS device widens payment options

Standard Chartered Bank's private equity arm to buy Naspers' stake in travel firm TBO

Amazon Prime Days sees 35% sign-ups from small towns

Today's View

Alcohol E-commerce

The growth of e-commerce has been remarkable over the last few years. From buying a safety pin to an automatic car, everything is available to the customer on-demand. E-commerce with an impact on every industry possible is disrupting the beverage alcohol industry as well with continued shift to digital.

In the U.S., according to new data from **Slice Intelligence**, online alcohol delivery revenue grew 32.7 per cent last year, increasing at an average rate of 3 per cent month-over-month. December expectedly was the highest revenue-earning month in 2017, comprising 12.2 per cent of annual sales.

E-Commerce marketplaces like Drizly are connecting consumers who are looking for alcohol delivered to them the same day to local retailers onboard Drizly's marketplace, available in over 40 markets across the U.S. and Canada. In some parts of the U.S., the **Klink** App lets users order Alcohol to their doorsteps with a promise to make the delivery within an hour.

And then there is San Francisco-based **'Hopsy'** that is a delivery service specially catering to craft beer aficionados. This company conveniently delivers locally sourced and ice cold craft beer straight to your door. Customers are given a selection from a number of different craft breweries available on a curated menu. The beer is also extremely fresh, and is poured from each brewery's tanks straight into the delivery bottles.

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BookMyShow gets \$100 million in Series D funding

Online entertainment ticketing platform **Bigtree Entertainment**, which owns and operates **BookMyShow**, has raised \$100 million (about Rs 685 crore) in its latest round of investment.



Source – *The Economic Times*

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Date – 19th July 18

In India, Alcohol e-commerce is restricted in many states. The Indian states that allow online alcohol vendors have seen some interesting players in this sphere. **Madhuloka** is probably one of the most famous outlets for ordering alcohol online. Based in Bangalore, Madhuloka has a wide range of drinks including premium brands as well. The vision of Madhuloka is to provide their guests with the best and widest range of wine and spirits.

United Spirits, the Indian subsidiary of British alcohol major **Diageo**, has recently announced that it will pick up a 26% stake in liquor-delivery startup **HipBar** for Rs 27 crore. HipBar, operates in Chennai and Bengaluru and allows shoppers to browse through a range of alcoholic beverage brands before delivering it to their doorstep.

Subscription commerce is another trend disrupting the conventional business model of the beverage Alcohol industry. From personalized wine pairing subscriptions to spirit tasting boxes they are turning out to be ideal for budding mixologists.

With a growing desire for high quality alcohol products, these e-commerce platforms make them budget friendly and much more accessible than an in-store offerings. Cheers to the good times!

Today's News

DBS Bank to partner fintech companies to widen reach in India

DBS Bank, which may become the first foreign bank to set up an Indian subsidiary, plans to attract customers through fintech firms rather than spending much on physical infrastructure. But the bank is not looking at buying strategic stake in such firms or payment apps in India at this point of time like it did in Singapore, chief executive Piyush Gupta told ET. It has inked tie-ups with cabs aggregator Ola and financial products market place Paisabazaar in India and looks to take a few more on board for customer acquisition, deputy group head for consumer banking Pearlyn Phau said.

Source – *The Economic Times*

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Improved PoS device widens payment options

Taking the Point of Sale (PoS) payments method to the next level, Payswiff, a start-up, has launched an Android-powered device. "It integrates edge hardware functionality with the Android Operating System, which helps merchants and business owners use the device like a smartphone loaded with apps," said Prabhu Ram, Co-Founder, Managing Director and Group Chief Executive Officer of Payswiff. Paynear acquired Singapore-headquartered 'Goswiff' International in 2007 and the trade name was re-branded as Payswiff Solutions. Telangana IT and Industry Minister K T Rama Rao formally launched the device here on Wednesday.

Source – *BusinessLine*

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This News Letter has been prepared with the assistance of Vikas Madaan and Aparna Anand

PNB Housing Finance, CreditVidya tie up

PNB Housing Finance has partnered with fintech startup CreditVidya which provides alternate data credit underwriting solutions to more than 25 leading financial institutions. This collaboration will enable PNB Housing Finance to perform employment email verifications digitally for salaried individuals, thus providing a seamless consumer experience.

Source – *The Economic Times*

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13-year-old boy ropes in Mumbai's Dabbawalas for a logistics start-up

Tilak Mehta a budding entrepreneur has founded a logistics start-up. He sold the idea to a banker and convinced him to quit the job and join him as the Chief Executive, and also roped in the famed Dabbawalas to help him with the last-mile distribution.

Source – *BusinessLine*

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Google to help Incredible India website with 3D views

The tourism ministry has roped in technology giant Google to offer 3D rotating views and a virtual reality experience of Indian monuments on its Incredible India website. "We want to give tourists a virtual reality experience, and Google has the technology and the product," tourism minister KJ Alphons said on Tuesday.

Source – *The Economic times*

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Credit card usage vaults; banks rake in the moolah

Customers are increasingly preferring to swipe their credit cards for various types of transactions. There has been a steep hike in the number of cards outstanding, volume of transactions and their value. The pace of increase has been faster in the last one year compared to the preceding period.

As per Reserve Bank of India (RBI) data, the number of cards outstanding increased from 2.98 crore in 2016-17 to 3.74 crore as on March 31, 2018. The increase was more in the last financial year as the number of cards was 2.45 crore in 2015-16. The value of transactions surged from Rs.2,43,700 crore (Rs.2,437 billion) to Rs.4,62,300 crore (Rs.4,626 billion). The volume of transactions, too, grew to 141.3 crore in the last fiscal year, compared to 109.3 crore in the previous year.

Source – BusinessLine

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Standard Chartered Bank's private equity arm to buy Naspers' stake in travel firm TBO

British lender Standard Chartered Bank's private equity arm today said it will pick up South African company Naspers' stake in travel firm TBO, for an undisclosed sum, to become the majority owner.

An official statement said Standard Chartered Private Equity (SCPE) will acquire Naspers' stake in TBO Group, a business to business travel distribution company. It said Naspers had acquired the stake in 2012. An August 2017 news report said Naspers owns 52 percent in the company and was seeking an enterprise valuation of Rs 300 crore for TBO. TBO group has a revenue of \$1 billion and employs 650 people of 26 nationalities, including 200 in research and development.

Source – Moneycontrol

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Razorpay launches upgraded version of payment links

Bengaluru based payments company Razorpay has launched an upgraded version of payment links to provide a more customised experience to all businesses. Payment Links, which can be sent via an SMS or email, are securely generated web addresses that allow end-users to make payments using the supported payment methods.

Striving to always make online payments more simplified for businesses, Razorpay said that it has launched two new features, Partial Payments & Batch Uploads. The 'Partial payments' feature allows end-users to make payments in part against a particular order_id instead of making the entire payment at once.

Source – The Economic Times

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Bankbazaar to invest Rs.30 crore to scale up its international biz

Chennai-based online market place bankbazaar will invest over Rs.30 crore in the current financial year to grow its international business, Adhil Shetty, co-founder and CEO, said here on Wednesday. "We hope to scale up our international business to 20 per cent (of revenue) by the end of this financial year," Shetty said during a press conference to mark the 10th anniversary of bankbazaar.

Source – BusinessLine

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Telecom players log into the ecommerce space for digital wars

Telecom subscribers may be in for a bigger bonanza of goodies such as Airtel's offer of free one-year membership of Amazon Prime and Vodafone's Prime memberships at half the annual membership for customers aged between 18 and 24.

Source – The Economic Times

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Amazon Prime Days sees 35% sign-ups from small towns

Prime subscription remained a hot-selling item for Amazon India, and the company said more than 35% of new members were from tier-II and beyond during the recently concluded Prime Day sale this week. Amazon India said it saw a surge in Prime subscriptions from several days before the sale.

Source – The Economic Times

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