



**NEWS HIGHLIGHTS**

How AI, bots & big data analytics are transforming Max Life Insurance

Oyo makes third acquisition of the year, acquires wedding banquet management company Weddingz

Amazon India gets another Rs 2,700 crore from parent company

Scooter sharing platform Vogo raises funding from Ola

**Today's View**

**Beware! Malvertisements**

Digital Advertising is the primary way “free” websites can afford to exist. Building a website can be an expensive proposition, especially the more successful it becomes. This makes digital advertising inextricably linked to the success of the digital services market.

As per **eMarketer** report, the spending in the worldwide media market is expected to reach \$674 Billion by 2020. To get a piece of the digital-ad-spend action, criminals and scam artists are looking for opportunities like malvertising, or the use of online advertising to spread malware, ransomware, scams, and phishing pages. As per network security company **Blue Coat Systems**, malvertising has become the current computer hijacking technique of choice because it can be easily spread across a large number of legitimate websites without directly compromising such websites.

Curiously the infections delivered through malvertising do not require any user action (like clicking) to compromise the system. Recently, millions of people visiting mainstream websites over the past two months have been exposed to a novel form of malvertising called **Stegano** which hides parts of its code in parameters controlling the transparency of pixels used to display banner ads.

Enterprise Cybersecurity Solutions firm **Trend Micro** uncovered a particularly sinister batch of ‘malvertisements’ that exploits Google’s DoubleClick ad

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**Amazon India gets another Rs 2,700 crore from parent company**

Amazon India has received a fresh infusion of Rs 2,700 crore, just months after its parent company had pumped in Rs 2,600 crore into the marketplace business in May.



Source – The Economic Times

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Date – 14<sup>th</sup> Aug 18

service to serve you ads containing hidden cryptocurrency mining software. The affected webpage will show the legitimate advertisement while the affected computer is exploited to mine the cryptocurrency which then can be used for numerous illicit activities. Looking at such widespread impact of malvertising, **Securities and Exchange Commission (SEC)** has shut down an initial coin offering for a cryptocurrency project known which was using malvertisements to execute misdeeds pertaining to cryptocurrency.

As per **McAfee's** Threat Report, malvertising is growing quickly on mobile platforms and is expected to continue to grow rapidly, targeting mobile users on websites like **eBay**, answers.com and multiple ad networks, including, **DoubleClick** and **engage:BDR**. There was also a report of 'political malvertising' campaign by activists which was based on a botnet, forcing users to visit bogus sites that generated ad revenue for the activists.

Several popular websites and news sources have also been victims to malvertising and have had malicious advertisements placed on their web pages or widgets unknowingly, including **The New York Times**, **the London Stock Exchange**, **Spotify** etc.

By proactively scanning and tracking ads as they traverse the supply chain, digital firms need to take immediate action to identify and remove malicious malvertisement hosts and advertisers from their network or publisher website, minimizing the threat to the end users.

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## Today's News

### Oyo makes third acquisition of the year, acquires wedding banquet management company Weddingz

Oyo on Monday announced that it had acquired Weddingz, the wedding banquet management company. The details and cost of the acquisition remained undisclosed. This is Oyo's third acquisition this year. In March, it had acquired Chennai-based service apartment Novascotia Boutique Homes. In July, it acquired AblePlus, the Mumbai-based Internet of Things (IoT) startup. Oyo had announced that acquisitions are aimed at fuelling its vision of achieving 1,80,000 keys by the end of this year.

Source – Yourstory

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### Global payment firms may miss RBI's data deadline

Global payment companies may not be able to move all their data to India within deadline as they await a clarification from the Reserve Bank of India on whether they can continue storing information overseas, say industry executives. RBI, the final authority on matters related to payment systems, wants payment companies to store all their data only in India. The Union government, however, is open to allowing companies to store their data outside the country while keeping a copy in India.

Source – The Economic Times

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

## Industrial technology services providers need flexible data rules to balance protection and innovation

Industrial technology services providers say that data protection regime in India should be flexible to support research and development, intellectual property (IP) creation.

Source – The Economic Times

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### One97, AGTech make \$16 mn bet on mobile gaming startup Gamepind

One97 Communications, the parent of digital payments company Paytm, continues to diversify its bets expanding into new sectors. In its latest move, it has invested \$16 Mn in Gamepind Entertainment Pvt Ltd, a mobile gaming offering, in a joint venture (JV) with AGTech, a Hong Kong-based mobile games development company. Gamepind is using the funding to introduce a host of social and casual games with exclusive loyalty rewards to users within the Paytm app.

Source – Inc42

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### Fintech reach limited in India, says study

Four out of five fintech companies are located in India's three metro cities—Bengaluru, Mumbai, and Delhi-NCR—with their focus largely on the affluent segment comprising 23% of the overall population, according to a study by international financial inclusion consulting firm MicroSave.

Source – Mint

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## Cyberthreats: Back to typewriters from PCs?

Authorities in a borough in the town of Valdez in Alaska were compelled to give up their PCs and go back to typewriters and hand receipts after a major cyberattack last month that crippled its IT infrastructure, affecting phone lines, 500 workstations and 120 servers in the process. According to the borough's IT department, it was a multi-pronged attack involving an Emotet Trojan Horse and BitPaymer ransomware that let cybercriminals seize full control over the IT network.

This example is simply a case in point. The World Economic Forum predicts that cyberattacks can cost global firms up to \$8 trillion in damages in the next five years. For instance, the Taiwan Semiconductor Manufacturing Co. Ltd, which has some of the leading tech firms such as Apple, Qualcomm and Nvidia as its clients, had to shut down part of its production facilities after some of its fabrication tools were infected by a malware attack.

Source – Mint

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## Google tracks your movements even when you explicitly tell it not to

Google wants to know where you go so badly that it records your movements even when you explicitly tell it not to. An Associated Press investigation found that many Google services on Android devices and iPhones store your location data even if you've used privacy settings that say they will prevent it from doing so.

For the most part, Google is upfront about asking permission to use your location information. An app like Google Maps will remind you to allow access to location if you use it for navigating. If you agree to let it record your location over time, Google Maps will display that history for you in a "timeline" that maps out your daily movements.

Source – The Economic Times

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## How AI, bots & big data analytics are transforming Max Life Insurance

Max Life Insurance embarked on the digital journey about 4 years ago with disproportionate focus on digitizing the customer acquisition and servicing processes by leveraging AI, Big data and other evolving technologies. The Digital Centre of Excellence is driving the digital transformations across Max Life Insurance to facilitate a frictionless customer journey.

In an interview with ETCIO, Manik Nangia, Chief Digital Officer & Director Marketing, Max Life Insurance shares how traditional on-ground sales oriented insurance sector is stepping towards customer ease of digital evolution.

Source – The Economic Times

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## Scooter sharing platform Vogo raises funding from Ola

In what signals growing interest in the shared mobility space in India, scooter-sharing platform Vogo has raised an undisclosed amount from a clutch of marquee investors including ride hailing firm Ola, Hero MotoCorp chairman Pawan Munjal's family office, Stellaris Venture Partners and Matrix Partners India.

Source – The Economic Times

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## Mobile banking Trojan modifications reach all-time high

Mobile banking Trojans hit the list of cyber-headaches in Q2 2018. The number of installation packages for mobile banking - modifications which help attackers avoid detection by security solutions and to expand their arsenal - peaked at over 61,000. This represents more than a three-fold growth when compared with Q1 2018.

Source – The Economic Times

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## TVS Motor invests in electric bike maker Ultraviolette Automotive

Electric mobility solutions provider Ultraviolette Automotive today said it has received Rs 6 crore funding from TVS Motor Company. The additional investment as part of Series A round will be deployed for continued product engineering and further expansion of core R&D team and facility, Ultraviolette said in a statement.

Source – Moneycontrol

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