



## How far has India come in its digitization journey?

R. Chandrashekhar, president of Nasscom, said while the journey to digitization has begun, it is a matter of accelerating the pace at which it is happening.

As per World Bank report a 10% increase in broadband penetration (in India) can lead to a 1.4% increase in GDP (gross domestic product). So government plays a critical role for creating appropriate policy framework and provide infrastructure and enable a secure and safe environment for digital transactions to take place.

Source- Mint

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## ICICI Bank Kicks Off Second Season Of Mobile App Development Challenge

ICICI Bank announced the second season of 'ICICI Appathon', its virtual mobile app development challenge. The mobile app development initiative in the FinTech and InsurTech space offers access of over 250 diverse APIs (Application Programme Interface) to the participants.

The programme aims to create the next generation of banking applications on mobile and web space by attracting developers, technology companies, start-ups, technopreneurs and students across the globe.

Source- Ndtv Profit

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## New Metro lines across India to have technology for driverless trains

New Metro rail lines across India will be using fresh signalling technologies that will enable them to run driverless trains.

Metro trains are being equipped with the communication-based train control (CBTC) system that will enable these Metro trains to go driverless. But the main advantage of the new signalling technologies is that it increases capacity while reducing operating costs on the same line without additional investments.

Source- The Financial Express

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## How online retailers are using artificial intelligence to make shopping a smoother experience

From the warehouses to the websites, artificial intelligence plays a huge role in automating processes. Online retailers are employing AI to solve complex problems and make online shopping a smoother experience.

## Myntra to launch fully-automated design collection with zero human intervention

Moda Rapido, Myntra's in-house fast fashion brand powered by Artificial Intelligence will now be the only fashion brand in the country to offer a fully-automated design collection, without any human design intervention.

The collection will offer computer generated fashions in T shirts, jeans, kurtas and shoes. Once a customer selects a Moda Rapido tee-shirt, he will also be presented with an entire look that is computer generated, including the style of jeans, belt and shoes that would look best with the tee-shirt.

Source- Business Line

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## Facebook debuts its first dedicated virtual reality app, Facebook 360

Facebook is intertwining the real and virtual worlds of Facebook a bit by launching its first dedicated app, Facebook 360. The app will serve as a hub for the 360 video and photo content posted to the site.

Facebook boasts that there have been more than one million 360 videos posted to the site alongside more than 25 million 360 photos to date. At launch, the Facebook 360 app will be available only for the Gear VR mobile headset. Users can download the app in the Oculus Store.

Source- Tech Crunch

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

This could involve getting software to understand and process voice queries, recommend products based on a person's buying history, or forecast demand.

Source- *The Economic Times*

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## Paytm suspends 2% fee on recharge via credit cards for customers convenience

In a u-turn on levy of 2% fee on credit charge use to customers in almost 24 hours Paytm suspend the 2% charge for customers convenience.

Earlier Paytm had levied a 2% fee for adding money to Paytm wallet using credit cards. This it said was a result of multiple users using Paytm to get free credit by using credit cards to top up their digital wallets and transferring the money back to their bank accounts at zero transaction cost.

Source- *The Economic Times*

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## M-Commerce Will Dominate E-Comm This Year: eMarketer

According to a study from eMarketer mobile commerce will dominate e-commerce for the first time this year as most e-comm purchases coming from a smartphone.

According to eMarketer, e-commerce is expected to grow 16 percent in 2017, reaching \$462.17 billion and accounting for 9.2 percent of total retail sales. Mobile commerce, meanwhile, will reach \$157.14 billion, up a whopping 35.5 percent over last year.

Source- *Twige*

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## HDFC Life brings country's first life insurance Chatbot with Haptik

HDFC Life announced the launch of India's first life insurance chatbot in collaboration with Haptik, India's largest chatbot platform. The chatbot will act as a financial guide to help users choose the most suitable life insurance plans and solutions.

This chatbot aims to assist the customers with insurance advice - ranging from Health to Tax Planning & Retirement, based on a simple 60-second quiz which enables it to compute their Insurance Quotient.

Source- *The Economic Times*

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## Mastercard and Unilever partner to help emerging markets spread digital payments

Mastercard and Unilever are collaborating to proliferate digital and mobile payments infrastructure to help small and micro-businesses in emerging markets through matching up Unilever's network of distributors in developing countries with digital payment and acceptance solutions from Mastercard.

Payment technology companies, banks and startups are looking at new and innovative ways to solve the issue of financial access through mobile technology.

Source- *Mobile Commerce Daily*

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## Cashkaro looking to reposition itself as a savings destination

Cashkaro.com, a popular cash-back and coupon site, plans an organic-cum-inorganic expansion programme.

It will re-launch its website with some enhancements and design changes. It recently introduced a new option on its site to do a price comparison of products. The move is part of its objective of moving from a cash-back site to a savings destination.

Source- *Business Line*

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