



The FinTech Newsletter
By Bank of Baroda

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World

बैंक ऑफ बड़ौदा
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The humongous potential of Martech

Marketing technology (also known as martech) is a stack of software solutions used by marketing leaders to support mission-critical business objectives and drive innovation within their organizations. Martech solutions focus on content and customer experience, advertising, direct marketing, marketing management and data analytics.

Martech Stack can customize an experience for people based on their behaviours, preferences, segmentation, purchase activity, and more. The brand will be more trusted by customers if they feel like every marketing message is tailored just for them.

Marketing automation enables many modern marketing practices, including lead generation, segmentation, lead nurturing and scoring, relationship marketing, cross-sell and upsell, retention, return on investment (ROI) measurement, and account-based marketing.

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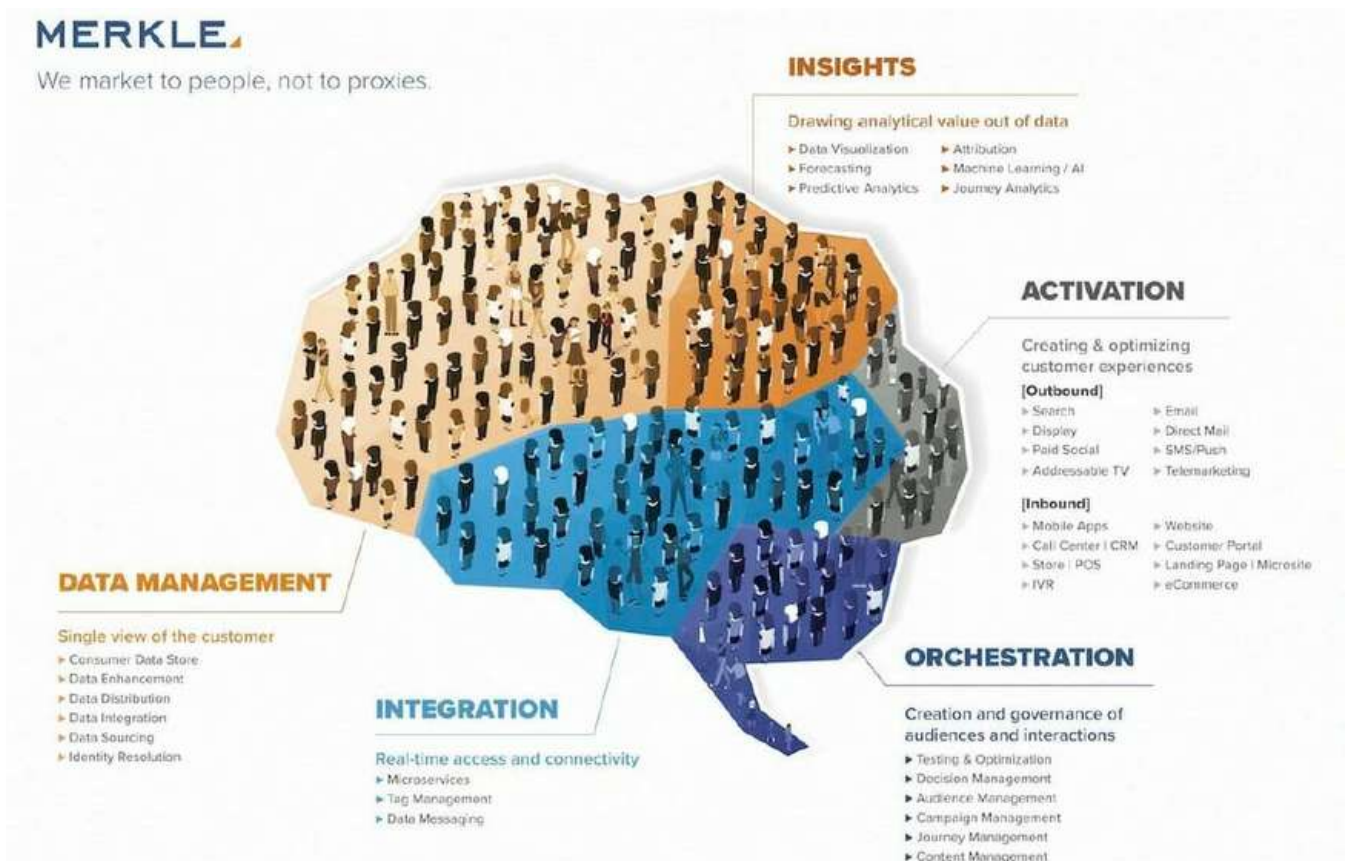
With India as the sample space per say, there is a huge potential to develop martech systems to leverage the business potential of organizations considering the humongous data set and the diverse customer base which has different sentiments based on the demography culture etc. In the age of personalized ads and customized services, it becomes necessary for organizations to adapt to the changing behavior of customers as well.

Martech can simply transform Customer Experience with omnichannel deep AI based text analytics, intent tracking and prioritization of customers based on their needs and routing to the right team in real time and scale. Few of the key areas of martech are customer touchpoints (Email, chat, SMS, WhatsApp, social, etc), Helpdesk and CRM, Competitor Analysis, Keywords

based search engine, Analytics with actionable insights, Intelligence and rule-based workflows, Apps, e-com & location reviews, WhatsApp strategy, Chatbots with automation tools, Survey management, Telephony and other integration.

Using martech, you can get a 360-degree customer profile, curate service, products, and offerings, identify potential customers for cross-selling and upselling, and design marketing campaigns at quick speed which can be quantified and measured for further market study.

In order to bridge the gaps, connect silos, and remove the roadblocks to achieving customer-centricity, a modern customer experience Martech stack, powered by a smart hub customer data platform (CDP), where everything you do through technology is aligned and orchestrated around the customer would be the preferred approach of CX across industries .



Home grown StartUp Stories: Better Drones - Training institution for usage of Drones



Better Drones is a Premier Training Institution developing ecosystem for the Drone industry. The company undertakes drone operations in the field of Data Acquisition (Including RGB, Thermal and LIDAR etc), Agriculture, Mining, Survey, Monitoring, & Inspection.

Better Drones trains and certifies defence Cadets as Drone Pilots & Engineers by providing hands-on practice and experiences on live operational projects . Their curriculum is progressive & is designed to prepare individuals for licensing with Pre, Progressive and Final Tests and the relevant Soft Skills for all Roles. The syllabus and conduct include best practices of the Indian Air Force and Army Aviation.

Digital India GENESIS - Gen- Next Support for Innovative Startups



With an aim to dynamically scale up and sustain the tech ecosystem, Digital India GENESIS (Gen-Next Support for Innovative Startups) a national Deep-tech Startup Platform by MeitY with an outlay of 750+ crores was launched by PM Shri Narendra Modi during the Digital India Week 2022 at Gandhinagar to celebrate India's transformation into a digitally empowered society and for standing tall as the hub for unicorn start ups. .

The platform envisages impacting and consolidating 10,000+ tech start-ups over the course of the next 5 years, especially from Tier-II & Tier III cities of India which will be equipped with the right tools and backed by a conducive infrastructure for starting and scaling up. Digital India GENESIS will pave the road for a more equal startup ecosystem, one that evenly represents the aspirations of our ambitious entrepreneurs for inclusive techno-socio-economic development of India.

[Source – pib.gov.in](https://pib.gov.in)



Fintech Startup OneCard Becomes India's 104th Unicorn

Pune-based fintech startup OneCard has become the latest entrant to the unicorn club after it raised about \$100 Mn (about INR 802 Cr) in a fresh funding round. OneCard, founded in 2018 by Anurag Sinha, Rupesh Kumar and Vaibhav Hathi, launched its first mobile metal card in 2020.

OneCard competes with the likes of Slice, Karbon Card, Uni Card, Kodo Card, among others.

The startup offers Visa credit cards in partnership with banks such as IDFC Bank, South Indian Bank, Federal Bank, Bank of Baroda Financial, and SMB Bank. Apart from offering cards to its customers, the startup also offers OneScore – a no-spam, digital credit score platform offering free credit score checks. The startup has disbursed over 2.5 Lakh cards to its customers so far. During FY21, OneCard reported a total revenue of INR 16.3 Cr, of which INR 10.7 Cr came from sales.

[Source – inc42.com](https://www.inc42.com)

Apple's Tap to Pay comes to the high street

Dutch payments group Adyen has teamed up with Apple to officially launch Apple Tap to Pay in the retail consumer market, enabling high street stores to accept Apple Pay, contactless credit and debit cards, and other digital wallets through a simple tap to their iPhone. Tap to Pay on iPhone will be available for payment platforms and app developers to integrate into their iOS apps and offer as a payment option to their business customers.



Adyen is rolling out the feature to US merchant networks NewStore and NewBlack, as well as making it available directly to retailers and platforms including Nike, Lightspeed Commerce Inc, and Fresha. The biggest advantage of this feature is it eliminates our dependence on traditional payment terminals, which means we can now offer an even more seamless and secure way to accept payments.

[Source – finextra.com](https://www.finextra.com)



Worldline and Casio partner to simplify card acceptance for SMEs in Japan

Worldline, a global leader in payment services, and Casio Computer announce they have agreed a strategic business alliance to facilitate card payments and cashless shopping in Japan. The strategic business alliance between Worldline and Casio, which went live recently in Japan, aims at revolutionising the currently rather cumbersome payment acceptance ecosystem.

This arrangement benefits merchants in Japan, particularly SMEs and small chains, and their customers. Credit card acceptance will no longer be a strain for these retail and service businesses who will benefit from speedy onboarding and more competitive costs, while keeping Casio as their trusted single point of contact for all check-out topics.

Source – IBS Intelligence

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