



NEWS HIGHLIGHTS

BHIM app: Govt extends cash back scheme for merchants until March

Startups should adopt 10-20 villages for digital innovation: Ravi Shankar Prasad

A warehouse in the clouds? Walmart thinks it's possible

Sebi sets ball rolling for making Aadhar compulsory for stock trades

Today's View

Carrier Billing

In the face of increasing concerns around cyber-theft and accompanying apprehension around digital transactions, Google gives its Play Store users a pleasant surprise. Users can now buy their favourite entertainment, shopping, music, or even meditation app through a new payment option - Bill my Vodafone account! So, now all those wary of sharing their bank or card details on the internet (even with the mighty Google), may breathe a sigh of relief.

Entering 2017, Google Play Store went live with carrier billing as a payment option in collaboration with 3 MNOs – **Vodafone**, **Airtel**, and **Idea**. This allows Android users on postpaid plans with these carriers the flexibility to pay for apps or in-app purchases along with their monthly mobile usage bill payment. In India, a country with a mobile user base as large as 105 crore this seems to be a smart (logical) move.

And when Google makes a move, how can the Apple stay behind. While Google made its move, Apple continues to covertly roll out direct carrier billing options for digital content in the backdrop. The option is currently available for Apple Music, iTunes and other Apple purchases in countries such as Denmark, Hong Kong, and Sweden.

So what does carrier billing have on offer? It is a perfect instance of the fin and tech amalgamation providing an accessible pay-on-the-go option to even those who do not possess formal access to Banking. This originally took shape through a premium SMS model, where users paid through receiving or sending an SMS and slowly graduated to pay with direct carrier billing via a click-through process.

For businesses, carrier billing opens up new avenues far wider and diverse. Just with one prerequisite - a mobile network, carrier billing can be used as a legit payment method for just about anything available for digital purchase. The method can also be seen as a supplement to existing payment options with the unique selling point being its non-reliance on banking infrastructure. According to a recent report by Jupiter

OTHER INTERESTING NEWS

India's top five cities by start-up deals

According to a CB Insights Report on Asia Tech Investments, accounting for 30 per cent of the start-up funding deals in the country, Bengaluru justified its position as India's start-up hub.



The National Capital Region, having more unicorns than Bengaluru, was at its heels with 29 per cent share. Mumbai came third with 20 per cent share of deals.

Source- Business Standard

[READ MORE](#)

Date- 21st August 17

Research, storefronts that have implemented carrier billing have seen a sharp uplift in both content transaction volumes and average transaction values!

Fintechs like **Juno**, **Fortumo** and **Dimoco** are all active in the carrier billing arena. Fortumo's platform is being used by app stores (Google Play, Windows Phone Store), digital media providers (Sony, HOOQ, Gaana) and gaming companies (EA Mobile, Gameloft, Kinguin, Rovio) alike. To enable carrier billing for these merchants, Fortumo has partnered with over 350 mobile operators across the world. These platforms are offering advanced features such as dynamic pricing, two-step charging, automated refunds, etc. making it extremely valuable for businesses.

From being a mere alternative payment option for decades, the method is fast entering mainstream in many countries. Carrier billing, as we all know, did not arrive yesterday but its wide adoption, such as in Amazon retail stores, has sparked renewed interest. It most certainly has the potential to enable a chunk of consumer's digital spending in the near future.

Today's News

BHIM app: Govt extends cash back scheme for merchants until March

The government has extended till March 2018 a cashback scheme that offers incentives of up to Rs 1,000 to merchants for accepting payments through the BHIM application.

Under the scheme, a merchant can get cash back of Rs 50 for 20-50 transaction, Rs 2 for every transaction thereafter till Rs 950. The monthly limit of BHIM cash back scheme is Rs 1,000.

Source- Business Standard

[READ MORE](#)

Aadhaar a big boost for financial services firms: Capital First

Capital First chairman V Vaidyanathan said that the Narendra Modi-led government is having substantial impact on startups, particularly with Aadhaar boosting growth for financial services companies.

The penetration of Aadhaar among the country's population coupled with the use of artificial intelligence has created a system where it is now possible to evaluate a customer within seconds and give him or her a loan.

Source- The Economic Times

[READ MORE](#)

Startups should adopt 10-20 villages for digital innovation: Ravi Shankar Prasad

Ravi Shankar Prasad, the minister for electronics and IT urged startups to come up with innovative ideas for virtual health and education for villages.

Prasad said that Digital India is designed to bridge the digital divide between the digital haves and the have nots. Therefore, we always say that digital inclusion is very important. I want new startups to come up with new ideas, pick up 10-20 villages for digital education, for digital health.

Source- The Economic Times

[READ MORE](#)

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

A warehouse in the clouds? Walmart thinks it's possible

Walmart Stores has opened a new front in its battle with Amazon.com. The world's largest retailer has applied for a US patent for a floating warehouse that could make deliveries via drones, which would bring products from the aircraft down to shoppers' homes.

The blimp-style machine would fly at heights between 500 feet and 1,000 feet (as much as 305 meters), contain multiple launching bays, and be operated autonomously or by a remote human pilot.

Source- Business Standard

[READ MORE](#)

PhonePe claims bulk of merchant UPI transactions

Flipkart-owned digital payments company PhonePe claims that it has emerged as the largest player using Unified Payments Interface (UPI) for merchant payments, controlling close to 80 per cent of all transactions in that space.

While the government's BHIM app continues to lead the market in terms of an overall number of transactions on UPI, it largely solves only for person-to-person payments. PhonePe on the other hand, says it is better suited to allow people to pay merchants to buy products or services on its platform.

Source- Business Standard

[READ MORE](#)

Sebi to chart out long-term cyber security plans for market

Sebi will deliberate with its board members next month on putting in place a long-term cyber security framework for markets amid concerns over malicious software script targeting systems and possible data breaches.

With technology-based platforms and high speed algorithmic systems becoming key fulcrums for trading activities, the regulatory focus is on bolstering the existing framework and ensure a robust firewall is in place to thwart possible cyber-attacks.

Source- *The Economic Times*

[READ MORE](#)

Sebi sets ball rolling for making Aadhar compulsory for stock trades

Securities and Exchange Board of India has set the ball rolling for making Aadhar compulsory for stock trading. The capital market regulator has asked exchanges for their feedback on brokers' preparedness to get their clients to submit Aadhar card details before December 31.

BSE, in a recent circular, asked brokers for their comments on the matter by August 23. The exchange said existing clients will have to submit the Aadhar card numbers to their brokers by December 31. New clients should submit the details within six months of starting the demat account.

Source- *The Economic Times*

[READ MORE](#)

Oracle bets big on hybrid cloud offering to drive business

Oracle is betting big on its cloud-based services in the country with a flexibility to run business operations on premise and claims cloud migration is often "misunderstood" as only cost saving option.

The US-based software firm said its pitch for hybrid offering of running or moving back to on-premise technology services is resonating with customers; since a lot of them are moving from rival cloud providers where the total cost of operations exceeds the initial cost for customers.

Source- *Business Standard*

[READ MORE](#)

Professionals from IT, non-IT sectors sign up for data analytics

Thousands of professionals both from IT and non-IT sectors across cities in India are enrolling for data analytics courses. Of the 71,000 professionals who signed up for such courses at Simplilearn during the past one year, a large chunk opted for courses on data analytics and big data. At least three-fourths are IT professionals.

As the IT services industry foresees a shift in business towards digital and services delivery through technologies such as cloud, more professionals look to gain new skills in digital technology-based projects.

Source- *Business Standard*

[READ MORE](#)

iSPIRT to tap ideas from startups to build services for underserved Indians

iSPIRT, the volunteer organisation behind India Stack, is looking to tap disruptive ideas from startups in smaller towns to build services for the underserved population in areas such as financial inclusion, health care, and education.

So far, India Stack which promotes a paperless, cashless and consent-based digital economy, has only been adopted by large enterprises such as governments, telecom and banking providers. Moreover, these players merely use the services of India Stack as enablers rather than innovating around them.

Source- *Business Standard*

[READ MORE](#)

Punjab to have point-of-sale machines at fair price shops

Punjab's food and civil supplies department is in the process of acquiring point-of-sale (PoS) machines for fair price shops to bring transparency in distribution and check pilferage under the public distribution system (PDS).

The machines are handheld devices which would allow Aadhaar authentication at the moment of distribution, ensuring that beneficiaries receive their allocated ration, a spokesperson said.

Source- *Business Standard*

[READ MORE](#)

Disclaimer: The views expressed in this newsletter are personal views of the author and do not necessarily reflect the views of Bank of Baroda. Nothing contained in this publication shall constitute or be deemed to constitute an offer to sell/ purchase or as an invitation or solicitation to do so for any securities of any entity. Bank of Baroda and/ or its Affiliates and its subsidiaries make no representation as to the accuracy; completeness or reliability of any information contained herein or otherwise provided and hereby disclaim any liability with regard to the same. Bank of Baroda Group or its officers, employees, personnel, directors may be associated in a commercial or personal capacity or may have a commercial interest including as proprietary traders in or with the securities and/ or companies or issues or matters as contained in this publication and such commercial capacity or interest whether or not differing with or conflicting with this publication, shall not make or render Bank of Baroda Group liable in any manner whatsoever & Bank of Baroda Group or any of its officers, employees, personnel, directors shall not be liable for any loss, damage, liability whatsoever for any direct or indirect loss arising from the use or access of any information that may be displayed in this publication from time to time.