



NEWS HIGHLIGHTS

Private companies team up to bat for Aadhaar in SC

Jan Dhan accounts see Rs. 5,928-cr deposit surge in just 2 months

Online housekeeping services cos UrbanClap, Quikr seek tax parity with offline players

Karnataka Govt to engage Blockchain for governance

PM Modi, Netanyahu to inaugurate Entrepreneurship Centre in Ahmedabad

Today's View

Connected Cars

The age of Bat Mobile has finally come upon us. The ordinary looking fictional car driven by Batman is fully personalized to fight terror with connected devices aiding vehicular pursuit while serving as a crime lab. Be it Bat Mobile or the Knight Rider, connected cars have always caught the imagination of pop culture.

With IoT growth accelerating in the automobile industry, connected cars are becoming "devices on wheels" with in-vehicle systems connected to the Internet. Simultaneously, car manufacturers and software companies are redoubling their efforts to get automated cars to be widely used.

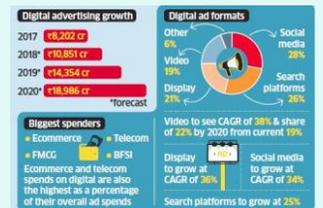
The connected car race is being led by **Audi**, **BMW** and **Mercedes-Benz** offering a range of services like enhancing vehicle safety through detecting a mechanical problem and locating nearby mechanics, or using vehicle-to-vehicle communications to detect traffic and other congestions on the route.

Among interesting examples is the **Audi Q8** – a concept sports car that has an Android-backed infotainment system allowing motorists to interact with **Google** services including Google Assistant through the vehicle's infotainment system without having to use a smartphone. Even **Ford** recently invested in **AutoFi** - a Fintech company enabling customers to select and finance vehicles through their automotive dealers' website and reduce the turnaround time to complete a sale. This investment is being seen as a signal that Ford is looking at the massive growth in connected cars as a precursor to offering in-car payments.

INTERESTING NEWS

Digital advertising on the rise

Digital revolution in India, driven by the 4G rollout, reducing data costs, smart phone penetration and increasing time spent on mobile phones, will ensure that digital ad will also grow at a faster clip compared to traditional media over the next three years.



The Indian Digital Ad industry is currently pegged at around Rs. 8,202 crore.

Source – The Economic Times

[READ MORE](#)

Date – 17th Jan 18

This would be a game changer for both retailers and e-tailers as connected cars present a great prospect for retailers to engage with potential customers before they step into the store or before they even realize they need to get to the store, and deliver personalized retail experiences as a service.

According to a recent **Pymnt's** report, there reside about 159 million adult workers in the U.S. today, of which 85% commute to work by a car. Those 135 million commuters, on average, are younger than the rest of the population, with 25% of them in the 25 to 35 age bracket. These commuters find the time wasted behind the wheels to be a major irritant or source of frustration. These 135 million commuters that spend \$212 billion while on their way to and fro work on gas, parking, coffee, food and groceries every year presents a humongous business opportunity for connected cars.

Waking up to this lucrative business opportunity, we hear that **Ford** and **Alibaba** have collaborated to conduct a pilot study that would help them develop and exploit retail opportunities in the automotive industry.

Given the comfort of the current generation with tech or with their smartphones, it would be safe to say that they would be driving (the sales of) connected cars.

Today's News

Private companies team up to bat for Aadhaar in Supreme Court

A group of private companies have appealed to the SC seeking continuity for Aadhaar. The petition is filed by Digital Lenders Association of India (DLAI), which includes startups such as CapitalFloat and Lending-Kart, and is also backed by others such as Khosla Labs, Yulu Bikes, Transaction Analysts, and Handy Online Services.

The joint appeal lists the advantages offered by Aadhaar to digital companies, particularly the e-KYC feature which allows real-time verification.

Source – *The Economic Times*

[READ MORE](#)

Jan Dhan accounts see Rs. 5,928-cr deposit surge in just two months

The Jan Dhan Yojana accounts saw an unusual inflow of Rs.5,928 cr from Nov 2017 until last week, in perhaps the largest inflow into these accounts since the launch in 2014 — barring a brief period after demonetization.

As of January 10, the total balance in Jan Dhan accounts stood at Rs.73,258 crore, with 30.93 crore total beneficiaries. About 23.5 crore RuPay Debit cards have been disbursed by the NPCI. Three months ago, the total balance stood at Rs.67,330 crore.

Source – *BusinessLine*

[READ MORE](#)

This News Letter has been prepared with the assistance of **Sadhika Agarwal** and **Aparna Anand**

Patanjali goes online, ties with Amazon, Flipkart and 6 others

Patanjali Ayurved Ltd has tied up with eight e-commerce companies—all of them owned by foreign entities or investors. The company plans to leverage the online marketplaces to boost its reach. Patanjali targets to generate over Rs 1,000 crore from the e-commerce channel in the first year.

Source – *Livemint*

[READ MORE](#)

Bitcoin, other cryptos tumble on Govt. crackdown worries

Bitcoin slid as much as 18% yesterday to a four-week low, as worries about a regulatory crackdown on the market spread after reports suggested it was still possible that South Korea could ban trading in cryptocurrencies. Bitcoin's slide triggered a selloff across the broader cryptocurrency market.

Source – *Reuters*

[READ MORE](#)

PhonePe to widen number of in-app stores on its platform

PhonePe will offer a range of services, including bus ticket bookings and food ordering, through tie-ups with service providers, starting with ticketing platform RedBus, as it looks to extend its platform and compete with Paytm. It launched the RedBus store on its app this week.

Source – *Livemint*

[READ MORE](#)

Online housekeeping services cos UrbanClap, Quikr seek tax parity with offline players

Online housekeeping services startups such as UrbanClap, Housejoy and Quikr have approached the government seeking a leeway on GST, either in the form of a concessional rate or inclusion in the composition scheme where the rate is lower and flat.

Direct e-commerce companies involved in housekeeping services need to pay GST at 18% if their turnover is over Rs 20 lakh a year. These aggregators of services say that the fees charged by professionals hired through their platforms do not reflect their actual revenue.

Source – *The Economic Times*

[READ MORE](#)

Karnataka Govt to engage Blockchain for governance

The Karnataka Govt. is convinced about the disruptive power of blockchain. To explore the adoption of blockchain, a 'Blockchain Hackathon for Governance' is set to be held in Jan 2018. The event is designed to create demonstrable prototypes utilizing blockchain in government applications.

After AP and Telangana announcing plans to adopt blockchain for governance, the Karnataka Govt. has now decided to engage with blockchain.

Source – *Inc42*

[READ MORE](#)

PM Modi, Netanyahu to inaugurate Entrepreneurship Centre in Ahmedabad

Six years ago, a group of entrepreneurs pitched their idea of an incubator to the then chief minister of Gujarat, Narendra Modi. In the weeks following the meeting, the 7-member team created Gujarat Entrepreneurship & Venture Promotion Foundation (GEVPF).

GEVPF, in association with state-owned Gujarat Mineral Development Corp. created a joint venture — Gujarat Foundation for Entrepreneurial Excellence — and established iCreate, a technology business incubation center to identify, nurture and mentor aspiring individuals/ teams to pursue their entrepreneurial ideas.

Source – *The Economic Times*

[READ MORE](#)

MobiKwik valuation shrinks to \$279 mn as Bajaj Finance readjusts

Bajaj Finance announced that it will increase its stake in MobiKwik to 12.6% from 10.8% due to a change in the conversion price of compulsorily convertible cumulative preference shares (CCCPS). The NBFC will not invest further in MobiKwik and also readjusted its valuation to about \$279 million from \$327 million.

Source – *VCCircle*

[READ MORE](#)

Paytm Mall targets ~190 bn grocery GMV

Paytm Mall is planning to expand the groceries segment on its platform. The company is bringing more FMCG brands on its platform as well as entering tie-ups with local grocers to increase its reach. Currently, ~25% of the GMV at Paytm Mall comes from grocery, this will go up to 40%. The segment will contribute ~\$3 billion GMV by the end of the year.

Source – *Business Standard*

[READ MORE](#)

Explain phone throttling: China to Apple

The Shanghai Consumer Council sent an inquiry to Apple over the slowdown of older iPhones after an iOS update, demanding a reply before Friday. The council demanded the cause of the performance and remedy measures as well as complete information regarding the interests of consumers.

Source – *The Economic Times*

[READ MORE](#)

Indian consumers favour biometrics over passwords: Visa

Indian consumers are rapidly adopting different biometric means such as fingerprint, facial, and voice recognition, to verify their identity and make payments, a survey by Visa showed. Consumers find use of biometrics for unlocking accounts and payments easier and more convenient than traditional passwords.

Source – *Livemint*

[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.