



So long as one has **Project Fi** with Google's Pixel 2 and Pixel 2 XL phones, one would not need to use physical SIM cards. On a side note, Google's Project Fi is the Search Giant's attempt at testing the carrier waters. They have become an MVNO to a couple carriers, harnessing the power of WiFi networks to offer a very unique cellphone service.

Offering the network selection flexibility, we foresee some resistance from the industry players and expect that the industry value chain might need some reconfiguration. Some major Telecom service providers are already onboard; with **Bell**, followed by **Telus**, is launching e-SIM support and now Canada's most subscribed telecom, **Rogers**, is on the brink of introducing e-SIM support.

We believe adoption of e-SIM as a standard across consumer devices would bring several advantages for most stakeholders in the industry. Since it offers the convenience of not having to physically purchase or swap SIMs, e-SIMs are ideal for small form factors that can't make space for a SIM tray. This functionality would make for convenient equipment connectivity and allow manufacturers to offer new products in new market segments leading to further innovation.

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## Today's News

### Kishore Biyani takes cues from Jack Ma, to replicate Alibaba's promotion model in India

About two months ago, Future Group founder Kishore Biyani visited China to understand shopping behavior during Singles Day, the biggest shopping festival in the world's most populous country.

Biyani wants to mimic that in India. "While we have launched the Republic day sale more than a decade ago, we have taken inspirations such as bringing celebs for live gaming show on Facebook and opening pop-up stores from Alibaba. The idea is to blend online shopping with offline stores, or O2O, which already accounts for 10% of our sales," said Biyani.

Source – *The Economic Times*

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### Secondary share sale likely to value Paytm at around \$10 bn

The secondary share sale is expected to be in the range of \$50-70 million. One of the new investors is Discovery Capital. Paytm was valued at about \$7 billion in May 2017 when it raised \$1.4 billion from Japan's SoftBank Group Corp.

If the share sale goes through, Paytm will cement its position as the second-most valuable internet start-up in India, behind only Flipkart, which is valued at \$12.6 billion. Paytm's valuation has seen a massive spike in the past two years.

Source – *Livemint*

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

### Driven by funding, online pharmacies step up hiring

Online pharmacies in India are rushing to increase hiring. Companies such as 1mg, Netmeds and PharmEasy now complete over 1,000 orders a day. Medlife, Myra Medicines, EasyMedico and mChemist said they are hiring across positions, including pharmacists and tech staff.

Experts said growth of the online sector exceeds 10% and funding is one of the main reasons driving recruitment.

Source – *The Economic Times*

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### Uber CEO focused on 'responsible growth'

Uber's CEO said that he was focused on "responsible growth" as he seeks to put an end to the take-no-prisoners culture he inherited on joining the pioneer of ride-hailing services last year.

The company is now interested in responsible growth and its plans include making a fresh start in Germany.

Source – *Reuters*

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### Amazon to expand Prime programme

Amazon India is expanding the Prime programme as it looks to retain a large chunk of existing customers. It will now offer more than 25 million products in the Prime service, up from 11 million earlier, at a delivery speed of one or two days.

Source – *Livemint*

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## Customer is king for Indian sellers on Amazon global

Many online shoppers in the US and other countries are logging on to Amazon to buy things commonly supplied by Indian merchants but using those in entirely unique ways—ayurvedic soaps as a scent sachets for closets, ghee for making pancakes, and the humble copper mug as a cocktail glass.

For Indian sellers on Amazon's global platform, this means having to continuously research international trends and brand their products accordingly. Amazon helps them by sharing insights derived through search trends and customer reviews.

Source – *The Economic Times*

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## Ecommerce companies drive CV demand post GST

Ecommerce companies are emerging a major driver of commercial vehicle demand, with online sellers and logistic providers consolidating warehousing solutions and opting for hub-and-spoke model under the unified GST regime.

Major CV makers, including Tata Motors, Ashok Leyland and Mahindra Truck & Bus, report a significant surge in sales to transporters catering to the ecommerce sector. In the past few months since GST and implementation of rated load regime, traction from the segment has started spilling over into heavier vehicles as well.

Source – *The Economic Times*

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## Cryptocurrency exchanges face the red flag

The Registrar of Companies (RoC), under the Ministry of Corporate Affairs, has stopped registering cryptocurrency exchanges under the Companies Act, 2013. In some cases, the RoC is asking for an undertaking from software development- or information technology-related companies that it will not deal with cryptocurrencies such as bitcoins.

Cryptocurrency exchanges are a platform for buying and selling virtual currencies. Around ~100 billion worth of transaction is taking place on average per month on these exchanges in the country.

Source – *Business Standard*

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## QR code-based mobile payments on the rise: Paytm

Paytm will be investing Rs.500 crore this year to conduct merchant training and awareness initiatives to scale-up operations across the country. Tom Jacob, Regional Head, Paytm, said “QR-based mobile payment is fast emerging as the default payment method for merchants and the QR code is now enabling merchant partners across the country to accept unlimited payments directly into their bank accounts at zero per cent fee.”

Source – *BusinessLine*

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## Jabong eyes loyalists via VIP slots, to acquire new customers

This is Flipkart's latest move is to launch a loyalty programme for both fashion platforms – Myntra and Jabong. “The slots may be one feature of it. There would be many other things that are actually being thought about in the loyalty programme. We are planning to launch something, but it is going to be reasonably special in the fashion space,” said Narayanan.

Source – *Business Standard*

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## Facebook says it can't guarantee social media is good for democracy

Facebook warned that it could offer no assurance that social media was on balance good for democracy, but the company said it was trying what it could to stop alleged meddling in elections by Russia or anyone else. The sharing of false or misleading headlines on social media has become a global issue.

Source – *Reuters*

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## HungerBox raises \$2.5 m

HungerBox closed \$2.5 million in pre-series-A funding, led by Lionrock Capital and Kris Gopalakrishnan, co-founder, Infosys. It is a full stack, food-tech Company that operates over 100 digital cafeterias. It enables end-to-end digital cafeteria management.

Source – *BusinessLine*

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