

NEWS HIGHLIGHTS

Reliance Jio now looks to disrupt IoT space in India

Jasper Infotech in talks to offload Unicommerce unit

Now, get cheap internet along with your chai, grocery

Investors in a bind as banks pull the plug on bitcoin accounts

EVs: charging infrastructure needs a jolt to meet 2030 target

Today's View

Beacons are coming

When Bluetooth released the Bluetooth 4.0 core specification, they introduced a new player on the field of radio modules: Bluetooth Low Energy (BLE). While the power-efficiency feature of Bluetooth Smart makes it apt for devices needing to run off tiny batteries for longer periods, the charm of Bluetooth Smart is its ability to work with an application on the smartphone or tablet.

The BLE technology has found some support with Apple introducing **iBeacon** and **Eddystone**. While iBeacon works on iPhones or other iOS devices, Eddystone is a cross-platform, open BLE beacon format capable of supporting Android, iOS or any platform that supports BLE beacons.

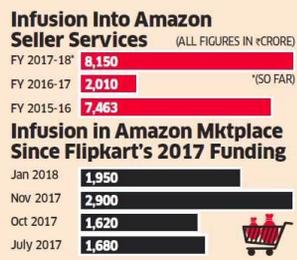
A BLE device can talk to nearby devices in either of two ways: Broadcasting or Connection. Broadcasting is the act of sending out data to all the listening devices while **Connection** is a permanent, periodical data exchange of packets between two devices.

Global Market Insights sees the beacon technology market growing beyond \$25 billion by 2024. There exist far-reaching use cases for this technology across diverse sectors like manufacturing, logistics, retail, healthcare or property management. The report projects the retail sector to gain a major share of the beacon technology market by 2024 accounting to over 55%, as BLE is the most touted method to **revolutionize retail** (more about this in the next write-up) but we believe that this is just the tip of the iceberg.

INTERESTING NEWS

Racing against Flipkart, Amazon pumps record capital into India

Amazon pumped in record capital into its main India unit this FY, with its latest infusion of Rs 1,950 crore as they accelerate efforts to race past larger domestic rival Flipkart.



Overall, Amazon India has received Rs 8,150 cr, or about \$1.3 bn, so far in 2017-18 from its US parent.

Source – The Economic Times

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Date – 29th Jan 18

BLE technology is massively being used in tracking. Heard of TILE? TILE's use of this technology helps customers find just about anything. It helps users keep a track of their valuables by attaching a BLE tag on them which pairs the valuable with the app on their phones. It can even help parents keep an eye on their kids!

Even in the field of manufacturing, beacons are offering impressive asset tracking capabilities. It can precisely point to an asset's position and historical data. In healthcare, beacons are cutting down the massive wasted cost of misplaced tools. Nurses are estimated to be spending up to 30% of their time searching for equipment. But Beacons are now here to change that.

A heart-warming use case is that which was implemented by the **Korean Railways**. As part of their project, **Pink Light**, pregnant women are given small beacons that they can wear on their handbags. Through a flashlight transmitted by this beacon, other people on the train will be alerted that a pregnant lady is on board and needs a vacant seat. Passengers seated on the courtesy seat would then be expected to vacate the space for the lady.

This technology can power use cases across varied industries helping streamline operations and can potentially be used by businesses to capture quality data on customers to enable efficient decision making.

Today's News

Reliance Jio now looks to disrupt IoT space in India

Reliance Jio is gearing up to harness IoT, focusing first on enterprises and industries while initiating talks with car manufacturers and consumer durable companies as well, among others, for the consumer segment. It is looking to drive the business around IoT and other technologies such as mobile edge computing, distributed artificial intelligence and blockchain.

"Jio is looking at these technologies to enable world's largest programmable network with alternate technologies available," Ayush Sharma, SVP of engineering and technology said. "It will take at least around a year to enable consumer IoT, but the large focus is on enterprise IoT. We are working on specific use cases."

Source – The Economic Times

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Jasper Infotech in talks to offload Unicommerce unit

Jasper Infotech has begun discussions to sell its SaaS-based, ecomm-focused, warehouse management company Unicommerce eSolutions. If successful, it will be the last major asset sold by the company as it looks to raise cash.

Source – The Economic Times

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

Coincheck to repay users who lost money in \$400 million hack

Coincheck said it will use its own capital to reimburse customers who lost money in Friday's \$400 mn theft. It will repay all 260K users impacted by the theft of NEM coins. A total of 523 mn coins were stolen. The timing of the reimbursement and the application process are currently under consideration.

Source – The Economic Times

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200 Paytm current and former staff become millionaires

Thanks to a commanding valuation of Rs 635.8 billion, 200 of the firm's current and former employees have also become richer by Rs 5 billion. The recently announced completion of a secondary share sale gave an opportunity to Paytm employees to liquidate their vested ESOPs and earn around Rs 5 billion in total.

Source – Business Standard

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Insurers warming to wearables

Private health insurers are looking to work with fitness trackers and wearables firms to help design coverage plans that incentivize a health-conscious audience. In Dec 2017, the IRDAI constituted a working group to examine innovations in the insurance sector.

Source – Business Standard

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Now, get cheap internet along with your chai, grocery

A number of local chai sellers or kirana stores across Delhi and Bengaluru have partnered with startups to provide pre-paid WiFi packs for between Re 1 and Rs 20. The idea is to provide cheap, wireless internet connectivity to urban slums and rural areas.

Startups such as i2e1 or WifiDabba work either work independently or with TRAI, which has an initiative to set up public data offices (PDO) to make Wi-Fi available to everyone. The government's Centre for Development of Telematics is also working to set up PDOs by building devices that will cost Rs 50,000 and let users buy data for Rs 10.i2e1, which has partnered with TRAI, installs Wi-Fi routers in shops for a one-time charge of Rs 2,000. "Our analysis has shown a 23% increase in footfalls in the kirana stores in which we have installed the routers," said Satyam Darmora, co-founder, i2e1.

Source – *The Economic Times*

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Investors in a bind as banks pull the plug on bitcoin accounts

The uncertainty over regulating crypto-currencies seems to have left hundreds of Indian investors in the lurch. Retail investors who had bought bitcoins over the past few months are now stuck as some banks are not allowing them to deposit money earned from trading on bitcoin exchange platforms.

These investors are unable to either trade on some of the bitcoin exchanges or withdraw the invested amount into their linked bank accounts. The investors are also finding it tough to file a complaint in this regard as both the banks and the bitcoin exchanges are passing the buck to each other.

Source – *BusinessLine*

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EVs: charging infrastructure needs a jolt to meet 2030 target

Achieving the target of electric vehicles by 2030 will need a substantial push from the government and the private sector in terms of setting up the charging infrastructure, enabling cheaper availability of raw materials and incentivizing mid-way measures such as hybrid vehicles.

Different departments and ministries have stepped up their engagement with the electric vehicle industry. Energy Efficiency Services Limited, a government firm, has put in motion plans to procure 10,000 e-vehicles and has already given out tenders to the likes of Tata Motors and M&M. EESL aims to lease these vehicles out to government departments so as to replace their existing fleets of petrol and diesel vehicles. The Government also notified the scheme for Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles in India (FAME), as a part of its National Electric Mobility Mission Plan 2020. The scheme has four focus areas: technology development, pilot project, charging infrastructure and demand creation.

Source – *The Hindu*

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ISRO to transfer tech for its GPS alternative to local firms

India's space agency will transfer tech to build devices for navigation, including on smartphones. This is part of an aim to get more users for the homegrown Navigation with Indian Constellation network, a constellation of seven navigation satellites and India's alternative to the US GPS network. ISRO is now slowly opening this for general use.

Source – *Business Standard*

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Sankara Nethralaya to apply AI for treating eye diseases

Sankara Nethralaya will soon apply AI and ML techniques in treating various eye diseases. The center will apply AI tech for early diagnosis of diabetic retino pathology and ML in predicting cataract development

Source – *BusinessLine*

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Why Patanjali is going the e-commerce way

Patanjali Ayurved Ltd has tied up with foreign-owned/funded e-comm companies to end the reign of foreign-owned consumer brands in the market. Patanjali is trying to be available where the consumers are. Its decision is one more pointer to the growing importance of e-comm as a distribution channel for packaged consumer goods.

Source – *Livemint*

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