



into one. It uses remote wipe technology and has been proven its use case at retail locations worldwide.

U. K. based **SWYP** introduced its SWYP card that can hold up to 25 cards in its encrypted memory. SWYP's dynamic magnetic strip works at every place that accepts traditional plastic cards. It also learns about the spending patterns and smartly pulls up the appropriate card depending on location. Similarly, Oxford based **Wocket** replaces the entire wallet with a single card and interchangeable accessories to carry cash and other essentials. While being carried around on the phone, it also supports barcodes, QR codes, and bluetooth payments. Insert a passcode or unlock it with the sound of your voice, it can securely store up to 10,000 cards.

Post the Government's demonetization drive, even the Indian ecosystem is ripe for digital card usage. As per RBI, card transactions soared 84% in September 2017 as compared to the same month last year.

These next-gen payment cards have created a single, efficient, user focused touch point between a user and their money. Even the survey released by **TransUnion CIBIL** reveals that 19% of the urban consumers say it's likely they will apply for a credit card in the near future. Let's go cashless or digital... because cash(less) is too mainstream.

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## Today's News

### Ola goes global with Australia launch, battle with Uber set to intensify

Ola announced that it is set to launch its operation in Australia. The company has invited private hire car owners in three Australian cities to begin the process. Ola said: "Starting today Ola is inviting private hire vehicle owners in Sydney, Melbourne, and Perth to learn more about driving and registering with Ola" - Ola plans to launch its services in Australia in early 2018.

Ola's primary competitor in the Australian market will be U.S. based Uber. The companies are already locked in an intense battle for leadership in the Indian market. Uber launched its operations in Australia in 2012 and currently operates in 19 Australian cities including the major cities of Sydney, Melbourne, Brisbane, Adelaide, Perth and Canberra.

Source – *Business Today*

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### Made in India, funded by China: Investors woo desi start-ups

China is fast catching up in terms of investment in India. It was the 17th-largest investor in India in 2016, up from 28th in 2014 and 35th in 2011. In 2017, the Chinese invested an estimated \$2,000 million, compared with \$700 million a year before, tripling the funding in a single year.

Source – *BusinessLine*

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This News Letter has been prepared with the assistance of **Sadhika Agarwal and Pankaj Tadas**

### SBI to offer credit cards to farmer

SBI is planning to sell credit cards to farmers on easier terms. It has tied up with its subsidiary SBI Cards.

Farmers would be allowed to spend 20% of the credit limit on consumer goods, and the balance on buying agricultural inputs. The penal clauses for non-repayment of credit card balance after 40 days would be lenient for farmers.

Source – *The Economic Times*

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### BookMyShow shutting down wallet service

BookMyShow is shutting down its wallet service by the end of Feb. The company is asking its users to transfer the wallet money to their bank accounts or book entertainment preferences in advance. In 2016, RBI allowed digital wallet co.s to surrender licenses by indicating to customers that they can spend the amount in wallets or opt for a refund to their bank accounts.

Source – *VCCircle*

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### Mezi acquired by American Express

Amex announced that it has acquired Mezi, an AI-based virtual travel assistant. Its tech is powering AskAmex, a personal concierge app for cardholders. Mezi users send requests for flights, hotels and restaurant reservations through the app's SMS-like interface.

Source – *Techcrunch*

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## With growing demand, co-working spaces make room for millennials

Co-working spaces are planning to focus on the needs of the urban millennials. "From wellness of millennials to keeping them de-stressed, we offer gyms, spas, gaming zones, badminton courts, de-frustration zones, Art of Living sessions," said Sudeep Singh, co-founder, GoWork. "Recently, we have come up with urban sleeping pods with TVs. We have also introduced crèche facilities in our campuses to support women entrepreneurs and single fathers to work independently without having to worry about their kids."

As per a survey conducted by PwC, by 2020, 50% of the global workforce will be millennials. "Currently, around 50% of the total Indian workforce is millennials. Typical co-working spaces have a high concentration of start-ups, which — barring a few exceptions — are an all-millennial enterprise," said Rahul Agrawal, founder and CEO, Workspace.

Source – BusinessLine

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## Walmart in talks to buy minority stake in India's Flipkart: Report

U.S. retailer Wal-Mart Stores Inc is in advanced talks to buy a minority stake in Flipkart. Walmart could buy a 15% to 20% stake in Amazon.com Inc's main competitor in India. A deal could be finalized as early as March and may involve primary and secondary sales by longstanding Flipkart investors. The news comes nearly two years after Reuters reported that Walmart was looking to invest between \$750 million and \$1 billion in Flipkart.

Source – Moneycontrol

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## Zoho Unveils PageSense: A Complete Website Testing and Optimization App

Zoho launched PageSense, a new piece of website optimization software that helps marketers improve conversion rates by visualizing, testing, and measuring visitor behavior patterns. Zoho PageSense offers Heatmaps, Funnel Analysis, and A/B Testing coupled with Forecasting. These optimization features equip marketers with the data they need to calibrate and refine both individual elements and the overall visitor journey for their website. By integrating with a range of marketing and web analytics tools, Zoho PageSense makes web design and development a more comprehensive, data-backed activity.

"Establishing an online presence starts with a good website. Converting website visitors into customers is a key goal for any marketer. Equipped with the right tools, marketers can test the messaging, content, and design of their website to optimize it for customer conversion," said Raju Vegesna, Chief Evangelist, Zoho Corp. "Zoho PageSense adds to Zoho's growing suite of marketing applications. By integrating seamlessly with other Zoho products and third-party applications, Zoho PageSense will be a powerful tool in any marketer's toolbox."

Source – Business Wire

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## Now, Jio plans to launch a 'dirt cheap' smartphone

Reliance Retail is planning an ultra low-priced Android Go OS-based 4G VoLTE smartphone under the LYF brand in partnership with MediaTek, a move aimed at netting more subscribers for the new entrant amid stiff competition from India's older telcos. Reliance Industries is likely to adopt a similar approach as Jio Phone — and offer the smartphone bundled with a Reliance Jio SIM card.

Source – The Economic Times

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## Sarkari bot tool takes global malware to the cleaners

Since the launch of the Cyber Swachhta Kendra last year, there has been a 51% decrease in malware infections in all networks in the country. The center monitors the flow of internet traffic across the country and sends notifications to ISPs, who in turn alert their users about possible malware in their phones or personal computers.

Source – The Economic Times

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## Indian Hotels boosts online revenue with digital push

Through Indian Hotels Company's concerted push orchestrated over the past year has led to a 27% boost in its online revenue, 30% increase in room bookings, as well as additional dining reservations of 25,000 tables over the past nine months.

Source – Business Standard

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