

NEWS HIGHLIGHTS

Niti Aayog to come out with national policy on artificial intelligence

Digital inclusion is leading to financial inclusion

57 'nano unicorns' set to spread their wings in Odisha

India bulls Housing Finance to use AI to power growth

India set to pitch for global framework to tax digital companies

Today's View

Co-opetition

The age of companies working in silos is long gone, thanks to today's networked economy running on technologies like cloud computing that demand extensive interoperability and build upon infrastructure created by another company. With companies looking for new revenue sources and expanding their business portfolio, "co-opetition"-- a mix of cooperation and competition -- is becoming the new norm, especially in the tech landscape. Healthy co-opetition among major cloud computing players like **IBM**, **Salesforce**, **SAP** etc. has resulted in cloud computing enjoying widespread acceptance in a market on track to be worth \$411 billion by 2020, as per **Gartner** research.

Most co-opetition instances have been observed in the start-up space, thanks to the emergence of open-source software. Multiple tech-based start-ups are using open source licensing for the development of commodity software in cooperation with competitors whilst carefully guarding software that provides a business edge from those same competitors.

Beside start-ups, even bigtechs are adopting co-opetition to provide better products and services to customers. Prominent bigtechs like **Google** and **Microsoft**, well-known to compete for a chunk of the digital market, have adopted the co-opetition route to leverage partnerships in few areas, while continuing to compete in other areas. For example, **Microsoft** has joined the **Linux foundation** that supports the

Akhil Handa

+91 22 6759 2873

akhilhanda@bankofbaroda.com

Manish Kulkarni

+91 22 6759 2884



Manish.kulkarni@bankofbaroda.com

New law may unbox stronger shield for Ecomm

Ecommerce will have to contend with tougher regulations imposing greater liability and demanding transparency on how they use customer data under a new consumer protection law.

Bigger Stick

What The New Ecomm Rules Will Entail

 <p>Ecomm platforms will be considered as 'service providers', not intermediaries. This will increase their liability</p>	 <p>Ecomm cos will need to disclose how they use consumer data. They may also need to register with consumer affairs department</p>
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Source – *The Economic Times*

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Date – 21st Mar 18

creation of sustainable open source ecosystems and on the other hand, **Google** joined **Microsoft's .NET foundation** to keep up with businesses adopting public and hybrid clouds.

Various e-commerce players are also adopting co-opetition to leverage each other's strengths and create win-win relationships. Online retailer **Wayfair** partnered with **Amazon** to leverage its brand recognition to improve sales conversions, while continuing to compete with one another on other fronts.

Even prominent auto firms like **Peugeot** and **Toyota** adopted co-opetition to share components for a new city car for financial savings through shared costs, while remaining fiercely competitive in other areas.

Though co-opetition engagements are helpful for firms to address major technological challenges and create value for all stakeholders, such firms also need to navigate challenges like establishing trust as well as maintaining transparency and accountability with respective partners. However in balance, in today's fiercely dynamic business environment, it is imperative for companies to adopt innovative business cases like co-opetition in order to create and capture value for their customers.

Today's News

Niti Aayog to come out with national policy on artificial intelligence

Niti Aayog will soon come out with a national policy on AI, outlining the scope of research and for the adoption and commercialization of the technology to counter China's thrust towards AI.

The policy will lay out short, medium and long-term goals to be achieved, as India gears to meet its commitment towards sustainable development goals, starting 2018. Under the policy, deadlines for commercial rollout of AI may also be proposed in areas like agriculture, health, banking, etc.

Source – *The Economic Times*

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Digital inclusion is leading to financial inclusion

GST, when simplified, is set to become a registry of all the matched invoices that a business is involved in, according to Sharad Sharma, co-founder of iSpirt, which helps software products businesses scale. "GST will be good for all B2B players. Another platform called the BBPS will create the same digital trail for businesses that service customers," said Sharma.

Source – *Livemint*

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This News Letter has been prepared with the assistance of G Balakrishna and Aparna Anand

India bulls Housing Finance to use AI to power growth

India bulls Housing Finance is putting together an Artificial Intelligence system to power home loan offerings to its salaried customers.

This company is betting big on automation to increase its market share and reach its target customer segment, of those with Rs.10-15 lakh annual income.

Source – *BusinessLine*

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Flipkart reworks logistics strategy, to own large hubs

Flipkart is changing its warehousing strategy wherein it will for the first time invest to set-up company-owned mega size logistics hubs with smaller size fulfilment centers which will act as spokes, some of which could also be owned by the ecommerce marketplace.

Logistics is the highest cost component for ecommerce. It will not only lead to cost efficiency, reduce delivery time by half but will also help in ensuring company's leadership in the Indian ecomm market.

Source – *The Economic Times*

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Chennai-based Aspire acquires Polish software firm

Chennai-based Aspire Systems has acquired Polish software solutions firm Goyello to help the former launch and scale its near-shore presence in Europe.

Source – *Business Line*

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57 'nano unicorns' set to spread their wings in Odisha

Even as unicorn start-ups such as Flipchart, Ola and Paytm continue to hog media limelight, a mini-sized force of 57 'nano unicorns' that are small or nano-scale businesses, have emerged in the heartland of Odisha. Some of these businesses that include tailoring, electrical repairing, fast food, plumbing, plastic manufacturing, welding, etc. are run by youth who passed 10th standard and have graduated from an Industrial Training Institute (ITI).

These nano unicorns are the result of a pilot programme launched by Odisha Skill Development Authority (OSDA) last year, under which skilled youth with exceptional entrepreneurial ideas are provided with philanthropic donor capital of Rs.1 lakh to start their ventures.

Source – BusinessLine

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India set to pitch for global framework to tax digital companies

After global recognition to its equalization levy on online advertisements from Facebook, Google or Netflix imposed two years ago, India is set to pitch for an international tax measure to tax these companies that earn revenues from a large user base in the country. The framework, technically called the multilateral instrument to implement tax-related measures (MLI) to prevent base erosion and profit shifting (BEPS), will avoid the need to amend individual bilateral treaties.

OECD suggested the use of interim measures like equalization levy by countries to tax these companies till a long-term multilateral solution is reached.

Source – Business Standard

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Uber crash is a nightmare the driverless world feared but expected

A tragedy may slow the Alphabet Inc. unit's efforts, and the broader industry march toward commercialization of autonomous vehicle technology. A self-driving test car from Uber hit and killed a pedestrian in Tempe, near Phoenix, prompting investigations by regulators and a backlash from some consumer-safety advocates. Companies including Alphabet, General Motors Co., Uber and Tesla Inc. are investing billions of dollars to develop the technology.

Source – Bloomberg

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Payments Landscape in India: Data-rich players turn digital lenders

The Indian payments landscape has evolved rapidly over the past few years, driven by an increase in the number of digitally initiated consumers, rising personal consumption expenditure, increase in use cases supporting digital payments, urbanization and improvement in technology and mobile data usage. While in the past banks played a central role in providing payments services, the landscape today has evolved.

Source – Business Standard

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Microsoft, BlackBerry collaborate to secure productivity apps on mobile

BlackBerry and Microsoft announced their collaboration to offer enterprises a solution that integrates the latter's expertise in mobility and security with Microsoft's Cloud and productivity apps. The solution is called BlackBerry Enterprise "BRIDGE".

Source – The Economic Times

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ZineOne raises \$2.5 m in Series-A round

ZineOne raised \$2.5mn in a Series-A round led by Omidyar Network, an investing firm set up by eBay founder Pierre Omidyar. The total venture capital raised by the company stands at \$5mn. Zine One uses machine-learning algorithms to provide banks and retailers with the ability to engage with their customers real-time, in a contextual and personalized manner.

Source – BusinessLine

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Facebook security chief likely to leave amid alleged data breach

Facebook dealing with an alleged data breach crisis, and facing a backlash as a data analytics firm that worked with Donald Trump's election team allegedly harvested millions of Facebook profiles of US voters to influence their choices at the ballot box.

Source – The News Minute

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