



NEWS HIGHLIGHTS

Kotak Mahindra Bank pilots banking services on WhatsApp

WhatsApp's payment plans delayed due to privacy fears at Facebook

Bharti Airtel in talks with Verizon for IoT partnership

Paytm's Vijay Shekhar Sharma, venture capitalist Vickram unveil green fund

Today's View

The Intelligent Labels

The current generation has become more meticulous about their purchases and would like to be better informed about their food and beverages. They want information such as nutrients, presence of genetically modified ingredients, and geography of production, etc about their food. This demand of more information for making a purchase decision is being fulfilled by the smart labels.

A smart label is an item identification slip that contains more advanced technologies than a conventional bar code data. Smart labels are a handy alternative over traditional bar code, enabling companies to easily attach printed sensors to any type of package. It provides real time information about location, temperature, movement, moisture and much more. According to a new report by Grand View Research, the global smart label market is expected to reach USD 16.12 billion by 2025.

Smart labels are often used to validate the authenticity of a product as well. Usage of smart label helps companies to prevent key issues such as theft, shop lifting, and counterfeit.

In order to provide traceability of the food products to consumers, several companies are relying on smart labels. For example, leading food manufacturing brands like Hershey, Kellogg, The **J.M. Smucker Company** and **Nestle** have started using smart labels. According to the **U.S. Grocery**

Akhil Handa
+91 22 6759 2873
akhilhanda@bankofbaroda.com

Pankaj Tadas
+91 22 6759 2880
pankaj.tadas@bankofbaroda.com

Ecommerce firms scramble to reward foot soldiers

As India's ecommerce sector races to break into the league of the world's biggest digital markets, it's also scrambling to retain and hire personnel most essential to its operations: delivery staff.



Source – The Economic Times

[READ MORE](#)

Date – 6th June 18

Manufacturers Association (GMA), approximately 80 percent of products belonging to food and beverages, pet and personal care, and household verticals will feature a smart label within the next five years.

In healthcare, these evolving labels can track the usage and disposal of pharmaceuticals as well as help control inventory. They are also being attached to clothing where they can check body temperatures and dampness. Further, in logistics space, smart labels enable tracking at the individual item level rather than the shipping container level.

Several players in the market are leveraging the potential of smart labels to increase their reach. For instance, Amsterdam based **Smartrac N. V.** produces inlays and other radio-frequency identification (RFID) components, which help to quickly and securely transmit and read data encrypted in access control, credit, ID, e-passport, and mass transport cards. Similarly, Norway based **ThinFilm Electronics** creates sensor technology that can be printed on smart labels and can be attached to a variety of packages that previously had no way of being tracked in real time.

Smart labels will ultimately enhance the consumer's experience that is easier, quicker and a whole lot more convenient. However to design advanced and application specific smart labels, constant research and innovation efforts are expected in the coming years.

Today's News

Banks kill RBI's instant pay move

Despite the Reserve Bank of India permitting single-factor authentication for transactions below Rs 2,000 in December 2016, we still cannot use credit cards to pay for shared cabs, nor can we buy a burger without keying in a four-digit password into the swipe machine.

Banks are wary of allowing this, and therefore still insist that we enter the debit/credit card number, CVV, expiry date and finally the PIN or an OTP. They say that while they trust their own security and platforms, they are not very confident of the merchant sites their customers visit.

Source – Times of India

[READ MORE](#)

Kotak Mahindra Bank pilots banking services on WhatsApp

Now you can do all banking related services or requests on WhatsApp. Kotak Mahindra Bank has launched its banking services on a pilot basis on WhatsApp. Customers can interact with Kotak on its verified WhatsApp number - +91 22 6600 6022. The WhatsApp channel will direct customers seeking information on service requests such as updating PAN, mobile number, email id, Aadhaar number, activating/deactivating passbook, updating FATCA declaration etc. to the Kotak website.

Source – Deccan Herald

[READ MORE](#)

This News Letter has been prepared with the assistance of Vikas Madaan and Pankaj Tadas

Ather Energy hits the road with e-scooter

Ather Energy launched their disruptive intelligent, electric scooter Ather 450 and their previously unveiled variant, the Ather 340. The Ather 450 is designed for city riding conditions, it comes with a top speed of 80 km/hr, a range of 75 km and an accelerations of 3.9 seconds from 0-40 km/hr in the scooter market.

Source – The Economic Times

[READ MORE](#)

Unicorn India invests in Inntot Technologies

Software defined radio (SDR) startup Inntot Technologies has raised about \$0.5 million in its seed round from early-stage venture capital firm Unicorn India Ventures. Founded in 2014 by Rajith Nair and Prasanth Thankappan, Inntot develops software solutions to negate the use of specialized hardware chipsets with an aim to reduce the cost of digital radio receivers for OEMs.

Source – The Economic Times

[READ MORE](#)

Amazon installs solar panels at fulfilment centers, to generate 8,000 kW of solar energy

Amazon India has launched a new initiative to generate clean energy through installation of solar panels on the rooftops of its fulfilment centers and sortation sites in India. The company said it has already installed close to 1600-kilo watts (kW) of solar power panels at its two fulfilment centers in Delhi and Hyderabad.

Source – The Economic Times

[READ MORE](#)

WhatsApp's payment plans delayed due to privacy fears at Facebook

The formal launch of digital payment services by WhatsApp is expected to be delayed further as parent Facebook battles a slew of concerns, including how it will store and share user data. Since February, WhatsApp has been testing a pilot payment service in India in partnership with ICICI Bank, which was opened to a limited set of users who could in turn invite their friends to sample the service. So far, 700,000 users have tried the service, according to industry estimates.

When the pilot started, WhatsApp Pay was expected to go live for all users by the end of March. But the rollout plans have been impacted by privacy concerns after the Facebook-Cambridge Analytica episode, and the Reserve Bank of India's directive on data storage.

Source – *The Economic Times*

[READ MORE](#)

India's Analytics, BI software market to reach \$304 million in 2018: Gartner

The revenue of India's analytics and business intelligence (BI) software market will reach \$304 million in 2018, an 18.1 per cent increase over the past year, according to a Gartner forecast on Tuesday. The growth in this market is due largely to more and more Indian organizations moving from traditional enterprise reporting to augmented analytics tools that accelerate data preparation and data cleansing, the market research firm said in a statement.

"Indian organizations are shifting from traditional, tactical and tool-centric data and analytics projects to strategic, modern and architecture-centric data and analytics programmes," said Ehtisham Zaidi, Principal Research Analyst at Gartner. "The 'fast followers' are even looking to make heavy investments in advanced analytics solutions driven by Artificial Intelligence (AI) and Machine Learning," Zaidi added.

Source – *The Economic Times*

[READ MORE](#)

Bharti Airtel in talks with Verizon for IoT partnership

Bharti Airtel is in advanced talks with US telecom major Verizon for a broad partnership around Internet of Things (IoT) as the Indian telecom market leader readies expansion plans for its enterprise business ahead of Reliance Jio's much-awaited commercial entry into the segment.

A person privy to the matter told ET that the talks with Verizon have been on for a few months and an agreement is expected to be signed by the middle of June, with both companies looking at sharing their respective IoT platforms and leveraging their respective market expertise.

Source – *The Economic Times*

[READ MORE](#)

Paytm's Vijay Shekhar Sharma, venture capitalist Vickram unveil green fund

Paytm's Vijay Shekhar Sharma and entrepreneur and venture capitalist Shailesh Vickram Singh, on Tuesday launched an environmental protection fund, which will look to invest in start-ups, companies, and individuals working to mitigate pollution-related problems in the country. The 'Massive Fund' will target environmental problems in the areas of food and agriculture, air and water pollution, renewable energy.

Source – *Mint*

[READ MORE](#)

Blockchain proving key weapon against digital ad fraud

The digital advertising industry is grappling with "ad fraud", blockchain technology is seen to hold potential to curb it. Ad fraud is typically carried out by creating fake ad traffic using content-scraping websites, getting bots to click on the ads, launching ads outside of a user's view, or creating other fictitious mechanisms to deliver ads that are not seen by consumers.

Source – *BusinessLine*

[READ MORE](#)

Maruti Suzuki charges ahead with ambitious electric car plan

Suzuki Motor Corp., the parent of India's largest carmaker, aims to produce as many as 35,000 electric cars annually in India starting 2020-21, when it rolls out the first of these cars in the country.

Source – *Mint*

[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.