



NEWS HIGHLIGHTS

AP takes its fintech pitch to global hubs

Machine learning company Mfilterit expands globally

IPPB ties up with FSS to provide affordable, quality banking and payment services

Google seeks time to comply with RBI regulations on financial data storage

Today's View

Catalogue Management

As per **Nchannel** research, 30% of US online adults would consider buying from an online retailer they had never previously purchased from if the retailer offered detailed product information. As a result of which, Brands nowadays not just need to offer a wide and diverse line-up of products, but maintain an omni-channel presence with detailed information. Each of these channels requires a specific format for the product data to be ingested. Hence, most of the merchants end up having large teams which spend an enormous amount of time compiling, updating, and publishing product data. To make this process hassle-free, e-commerce sellers are adopting catalogue management-based products as different marketplaces have disparate attribute, hierarchies and catalogue requirements.

Such catalogue managers offer consistent product data to offer an omni-channel shopping experience for customers allowing them to easily search and find the same product by means of any touch point like a website, mobile app or any other platform. Such consistent and detailed product information ensures that all the products are searchable, easy to find, allowing customers to buy the exact item they want. According to **Technavios** analysis, the global catalogue management software market will grow at a CAGR of 13% during the period 2017-2021.

A variety of companies have developed dedicated catalogue management platforms for large brands. For example, brands such as **Coca-Cola, Bosch,**

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Online food delivery firm Foodpanda claims to have hit the 3 lakh daily order

Food delivery firm Foodpanda claimed it had reached the 3 lakh daily order mark as of September 9th. The rise in volumes follows the firm's recent discounting and incentive campaign in a bid to boost volumes.



Source – The Economic Times

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Date – 11th Sep 18

GSK, Rawlings, and Fruit of the Loom etc. are leveraging Salsify's product experience management platform (PXM) to generate actionable insights to orchestrate compelling product experiences through every digital touch point.

Similarly, **SellerCloud** has developed a platform which is integrated with more than 45 sales channels, helping companies reach more customers and generate more sales. The software provides a powerful set of tools to meet the challenges of multi-channel sales through synchronization, simplification and automation.

While some platforms are leveraging emerging technologies to provide more advanced catalogue management platforms. For instance, **Intelisale** is AI based, B2B omni-channel sales solution enabling leading wholesalers, distributors and manufacturers to steer entire sales process and improve individual productivity by 100% and overall productivity by 30% through more efficient catalogue management.

On the other hand, **Index** is a platform designed especially for small and medium businesses. The platform allows SMBs to centrally manage and distribute their product content, without breaking the budget. The catalogue management can be enriched and optimised through its dynamic, digital catalogues, product feed builders, and a flexible user-interface.

Considering ever-increasing demand for consistent omni-channel user-experience, it has become important for e-commerce players to adopt agile catalogue management practices that help them stay ahead of the competition.

Today's News

AP takes its fintech pitch to global hubs

Andhra Pradesh is taking its fintech pitch to the global hub. The State, which is trying to make Visakhapatnam a hub for fintech start-ups, has kicked off an eight-city global roadshow to sell the coastal city as a hub. "The destinations are either financial hubs or fintech capitals in the respective geographies," he said. These roadshows will culminate in the five-day Fintech Festival scheduled to be held from October 22 in Visakhapatnam. "The response from the start-up community has been very encouraging. We are positioning Visakhapatnam as the Gateway to opportunities for fintech startups in India," he said.

Source – BusinessLine

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Machine learning company Mfilterit expands globally

Machine learning company Mfilterit on Monday said that it has started offering ad fraud detection services in Middle East for ecommerce players. The company is focusing on key global opportunities in Europe, Middle East, South East Asia and US.

Source – The Economic Times

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This News Letter has been prepared with the assistance of G Balakrishna and Manish Kulkarni

Furnish GST returns, get an OD of Rs. 1 crore

Micro, small and medium enterprises will now be able to get quick overdraft of up to Rs 1 crore for working capital requirements, based on their goods and services tax (GST) returns. ICICI Bank announced the facility known as 'GST Business Loan' on Monday and said it would be available to any such business, including non-customers of the bank.

Source – BusinessLine

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Milk delivery startup Milkbasket to expand its engineering team

Betting on talent in big data, artificial intelligence (AI) and machine learning, Gurgaon-based grocery and milk delivery startup Milkbasket plans to expand its engineering team fivefold to 100 in the next nine months and set up a new research and development (R&D) centre.

Source – The Economic Times

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Mobike pedals out of Bhubaneswar public bicycle sharing project

Chinese bike-sharing giant Mobike has walked out of the Bhubaneswar smart city project, dealing a blow to the Odisha government's plan to launch a public bicycle-sharing system in Bhubaneswar before the World Cup Hockey event in November. This comes after Mobike was taken over by the largest Chinese online on-demand service provider company, Meituan Dianping, in an Rs 2.7- billion deal.

Source – Business Standard

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IPPB ties up with FSS to provide affordable, quality banking and payment services

India Post Payments Bank has tied up with Financial Software and Systems (FSS), a leading payments technology and transaction processing systems, to offer a wide range of banking solutions to financially underserved customer segments—especially rural households, small and medium enterprises and women.

FSS' Payments-in-a-Box solution will help India Post provide affordable, quality banking and payment services to its customers. It comprises of a comprehensive set of solutions to bring customers and merchants into the digital payments mainstream, generating critical network effects for furthering adoption and usage.

Source – *BusinessLine*

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Google seeks time to comply with RBI regulations on financial data storage

At a time when the government wants financial data to be stored in India, search giant Google has sought more time to comply with the mandate of the Reserve Bank of India (RBI) for its payments service. Sources said Google Chief Executive Officer Sundar Pichai had told IT Minister Ravi Shankar Prasad that Google Pay would comply with all the regulations related to digital payments services. He, however, has sought two months to comply with the RBI rules, an official in the ministry said.

Source – *Business Standard*

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Ant Financial gets rights for biggest pie in Zomato

Zomato's newest investor Ant Financial has secured the right to become the largest shareholder in the restaurant discovery and food-delivery platform, replacing Info Edge, as the Chinese payments giant aggressively seeks to expand its presence in India. The agreement is a part of Ant Financial's \$200 million investment in Zomato in February, as per its updated Articles of Association, that also gives the Chinese company greater say as compared to other shareholders over the food-tech firm's operations.

Source – *The Economic Times*

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With more focus on regional advertisers, Google, Amazon step up local play

With multiple offerings across the portfolio targeted at different segments of Indian consumers, the tech giants are playing harder for a win in the local market. With an "India first" approach, Google, Facebook and Amazon have introduced a slew of measures that aim to make it easier for Indian advertisers and consumers to engage with their platforms.

Source – *Business Standard*

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Apple Pay, Google Pay support arrives at 7-Eleven stores

The mobile payment systems, which typically run through your phone or smartwatch, have begun being accepted at 7-Eleven stores across the US, the convenience store giant announced Monday. Support for the contactless payments systems is rolling out gradually through September, joining the Samsung Pay mobile payments option, 7-Eleven said in a statement.

Source – *CNet*

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Chennai-based ethnic wear portal Cbazaar plans to raise \$10 million

After almost two decades of focussing on the overseas market, Chennai-based e-commerce platform Cbazaar is turning its focus back to the Indian market, while strengthening its international presence.

Source – *BusinessLine*

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SpiceJet dives into air cargo space

Ajay Singh-owned SpiceJet took a big bet on the booming e-commerce market of India and dived into the air freighter business. The airline, which will have a separate division for the freighter business under the brand name SpiceXpress is betting on the increasing popularity of next-day delivery services that e-commerce players like Flipkart and Amazon are offering to customers.

Source – *Business Standard*

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