



**NEWS HIGHLIGHTS**

Ad firm Vertoz arms itself with AI, machine learning

Accenture to expand AI capabilities of its automation platform

Walmart's veggie-tracking technology: Use Blockchain

Over 5-million offline merchants accepting UPI payments: Paytm

**Today's View**

**Smart tattoo**

According to data from the **International Data Corporation (IDC)** - Worldwide Quarterly Wearable Device Tracker, more than 25 million units of wearable devices have been shipped worldwide in the first quarter of 2018. Another report by **Tractica**, forecasts an increase of the wearables devices until 2021, with total shipments for all wearable devices to 560 million in 2021, with an estimated device revenue of \$95.3 billion in 2021.

Additional sensors, volume of underlying data, and improved algorithms are allowing wearable devices to help identify diseases and other health irregularities. Earlier, we had discussed how **Biohacking** (read [here](#)) attempts to improve human body through implants.

Somewhere between these two, Wearables and Biohacking lies the concept of Electronic Tattoos or Wearable Tattoos. The idea is to create electronic circuitry on super thin and super flexible material that can stick to the skin and can be worn like a temporary Tattoos. The circuitry filled sticker, much similar to the tattoos we used to get as kids in bubblegum wrappers are being put to interesting usages.

The simpler ones like **NFC tattoos** are being used for marketing stunts, for instance - Pizza Hut offering NFC tattoos that let customers order favorite takeaway and digital tattoos for unlocking phones.

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**Amazon, Flipkart sparing no expense for sale season**

E-commerce companies are sparing no effort—and expense—to woo consumers to loosen their purse strings during the upcoming festival season. The biggest online retailers in India are expected to collectively spend an estimated Rs. 400 crore on advertising to promote Diwali sales, a 10% increase from that of last year.



Source – Mint

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Date – 25<sup>th</sup> Sep 18

Just last year, Harvard and MIT have developed **smart tattoos** that effectually place health sensors in the skin, with no power or wireless link required. The ink in the tattoos reacts to the chemical composition of the interstitial fluid, which reflects the state of the blood. A green ink grows more intense to let athletes know when they're dehydrated, while another green ink turns brown to warn diabetics when their glucose levels go up.

Tel Aviv medical centre has developed smart tattoo that can be used to **read facial expressions** and map the wearer's emotions. It's able to do this by analysing the electrical signals received by muscles in the face and it can be worn for hours on end. The centre plans to use the smart tattoo to monitor the muscle activity of patients with neurodegenerative diseases.

A recent Florida A&M University College of Engineering study forecasts wearable electronics monitoring everything from heart rate to sleep quality will be razor-thin in the future. The study authors are researching human-hair-sized sensors that might even be woven into bedsheets to monitor sleep quality.

It won't be long before, Innovations will be compacted into wearables that are immensely smaller than wristbands or pedometers. Your next **FitBit** could very well be a Tattoo!

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## Today's News

### Fintech Market Analysis and Forecast to 2022 by Recent Trends, Developments in Manufacturing Technology and Regional Growth Overview

Financial Technology Market Report offers a specialized and in-depth study on the present condition of the Global Financial Technology industry alongside aggressive scene, Market share and revenue forecasts 2022. This report is a valuable source of guidance for companies and individuals offering Industry Chain Structure, Business Strategies and Proposals for New Project Investments. Global Financial Technology market research report utilizes a SWOT analysis as well as Porter's Five Forces analysis to reveal the strengths, weaknesses, opportunities, and threats. The report uses the latter to identify the threat posed by new entrants to the Global Financial Technology market, the threat of substitute products or services, and the overall scope of competitive rivalry.

Source – *The Chronicle India*

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### Ad firm Vertoz arms itself with AI, machine learning

Vertoz, a programmatic ad-tech and digital media company, which launched two new business verticals — ZKraft and PubNX — has incorporated artificial intelligence (AI) and machine learning (ML) to its proprietary programmatic advertising platform, Ingenious Plex.

Source – *BusinessLine*

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

### After mutual funds, Paytm Money wants to start share trading now

Weeks after entering the financial products distribution market with mutual funds, Paytm Money wants to offer shares of listed companies directly to customers. The firm is expected to submit its application within two weeks to either of the two exchanges, BSE and the National Stock Exchange (NSE), said two people familiar with the development, seeking anonymity.

Source – *Mint*

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### Snapchat teams up with Amazon to offer image-based shopping

Snapchat is teaming up with Amazon.com Inc to let users of its social-media app buy products based on what they see through their smartphone's camera lenses. Snapchat's mobile app opens up to a camera, which people can use to send disappearing images and videos to their friends. Now, users will be able to point the Snapchat camera at a product they see in the real world to scan its image or barcode.

Source – *The Star*

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### How OTT and E-Commerce Platforms Are Challenging Google-Facebook Duopoly

The Google-Facebook duopoly is being challenged. E-commerce sites and OTT platforms are eyeing a slice of the ad pie and slowly but steadily eating into the monies that traditionally went to Google and Facebook.

Source – *Exchange4 Media*

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## Accenture to expand AI capabilities of its automation platform

Global professional services company Accenture announced it would expand capabilities of its intelligent automation platform "myWizard" to accelerate enterprise automation and innovation. Accenture has integrated Artificial Intelligence (AI), automation, analytics and DevOps in the platform through proprietary investments, technology enhancements and expanded ecosystem collaboration, the company said in a statement. "Executing a comprehensive intelligent automation strategy can significantly improve an enterprise's business performance by harnessing the power of AI, analytics, agile and DevOps," said Bhaskar Ghosh, Group Chief Executive, Accenture Technology Services.

Source – *The Economic Times*

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## Walmart's veggie-tracking technology: Use Blockchain

When dozens of people across the country got sick from eating contaminated romaine lettuce this spring, Walmart did what many grocers would do: It cleared every shred off its shelves, just to be safe. Walmart says it now has a better system for pinpointing which batches of leafy green vegetables might be contaminated. After a two-year pilot project, the retailer announced that it would be using blockchain, the type of database technology behind bitcoin, to keep track of every bag of spinach and head of lettuce.

Source – *The Economic Times*

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## Over 5-million offline merchants accepting UPI payments: Paytm

Digital payments firm Paytm said that more than five million offline merchants out of its entire base of nine million accepted digital payments through Unified Payments Interface (UPI) and that offline transactions on UPI for Paytm contributed more than 40% to its overall UPI transactions. The company said that Bengaluru and Hyderabad had the largest share of UPI transactions on Paytm, followed by Delhi, Pune and Mumbai respectively. "We are leading the Paytm BHIM UPI adoption at offline stores ranging from local street vendors to organised, large format retail stores. It is a big milestone for us where 40% of all UPI transactions on Paytm are now merchant transactions," said Deepak Abbot, senior vice president at Paytm.

Source – *The Economic Times*

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## OYO Hotels raises \$1 billion to fund overseas push

Hotel chain Oyo Rooms has raised \$800 million in fresh funds led by Softbank Vision Fund, making it the newest entrant in the India's unicorn club. It has also received a commitment largely from the Japanese investor to further raise \$200 million, the company said. Existing investors Lightspeed Venture Partners, Sequoia and Greenoaks Capital participated in the existing round. The company did not reveal the valuation of the current round. However, according to sources, Oyo could be now valued at about \$3-\$4 billion.

Source – *Mint*

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## Dubai Ride Hailing Firm Careem Buys India Bus-Shuttle App Commut

Careem Networks FZ acquired Indian bus shuttle service app Commut as the Dubai-based ride-hailing firm expands into mass transport. Careem acquired the three-year-old Hyderabad-based firm and plans to roll out its bus services across 100 cities, it said in an emailed statement, without providing the deal value.

Source – *Bloomberg*

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## Bharti AXA Life Insurance launches claim intimation via WhatsApp

Bharti AXA Life Insurance, a private life insurer, has announced the launch of a novel service initiative that allows use of 'WhatsApp' messenger for faster and seamless claims processing. The life insurer has become the first company in the domestic life insurance industry to provide its customers the option of claim intimation by sending text messages through the instant messenger service WhatsApp.

Source – *BusinessLine*

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## Yes bank integrates mPower BOT with RupeeBoss.com

Yes bank, announced its partnership with RupeeBoss.com, an online financial services company for the integration of YES mPower BOT, the Bank's chat bot based platform. The integration will be across its multiple app and web based digital platforms to support instant loan eligibilities for several loan products of the bank to be offered to a wide range of customers.

Source – *BusinessWorld*

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