



## NEWS HIGHLIGHTS

MasterCard will delete Indian cardholders' data from servers; warns of impact

Facebook, Google and Amazon may use payments data for e-tail dream

Soon, you can charge your electric car at homes, offices

Swiss firms scout for Indian allies for Cleantech

## Today's View

### Technology and Tour De France

Tour De France is one of the oldest and biggest cycling events in the world with Nearly 200 cyclists race over 2,200 miles in just 23 days. Like other professional sports, even Tour De France is increasingly embracing digital technology to attract athletes, fans, sponsors and broadcasters.

The cyclists already have top class pieces of equipment such as lightweight bicycles that are made of Carbon fiber frames to helmets that provide improved aerodynamic movement. Even the cyclists are taking advantage of IoT technology such as heart rate monitors tracking the efficiency of their movement.

However, many elite racers guard their personal performance information for fear of revealing too much to competitors. Wearables can also interfere with a rider's movement or equipment. The alternative is to track the bike instead.

A company called **Dimension Data** has worked with the **Amaury Sport Organisation (ASO)** and its partners to create a lightweight GPS transponder. Each cyclist's bike has a GPS transponder that would generate over 3 billion data points during the Tour. This information combined with historical data and real-time data like weather and location helps in predictive analytics using Machine Learning. Much of this analysis will be done in the cloud, taking advantage of the parallel upload of data from various sources.

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### Drivezy eyes \$60 million in the tank

Drivezy is close to finalizing a \$60-million funding round (Rs 432 crore), as the startup looks to double down on its vehicle-sharing platform, especially its two-wheeler segment. The Bengaluru-based on-demand startup, which announced its \$20-million Series-B round just last month, expects to close the latest round by end of January.

<b>FIRM'S INVESTORS INCLUDE</b> <ul style="list-style-type: none"> <li>• Bas Capital</li> <li>• Bain Capital</li> <li>• Accent Equity Partners</li> <li>• IF-Farm Corp</li> <li>• Yamaha Motor Company</li> </ul>	<b>\$128 million</b> Money raised in asset financing till date Earlier this month, Drivezy added 10,000 bikes onto its platform, launching service across Bengaluru, Hyderabad, Mysore, Mangalore and Manipal.
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Source – The Economic Times

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Date – 17<sup>th</sup> Dec 18

During this year's Tour de France, Danish broadcaster **TV 2** made unprecedented use of augmented reality and a physical set to bring real-time Tour de France coverage and analysis to its viewers, having commentators move 3D bicyclists around a virtual track, showing how the race could shift over time.

Another video experience company **Accedo** demoed a great example of how Augmented Reality (AR) could be used as a second-screen viewing experience to enhance sports broadcasts. It has created a second-screen proof of concept that could work for cycle races such as the Tour de France. The proof of concept shows a 3D render of the mountainous terrain of a cycle course, the live position of the different riders and the option to see the helicopter view from various points across the course.

Cyclists in training are using VR helmets to go over the course multiple times without having to be there. Understanding and learning details about the course provide the rider with an added advantage.

Like so many other professional sports, Tour de France is on a digital transformation journey catering to modern fans are incredibly data-hungry, demanding more information about their favourite teams and riders than ever before.

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## Today's News

### MasterCard will delete Indian cardholders' data from servers; warns of impact

Global card payments major MasterCard has proposed to the Reserve Bank a "certain" date from which it will start deleting data of Indian cardholders from global servers but warned that it would also mean weakening of "safety and security" over a period of time. In an interaction with PTI, Porush Singh, India and Division President, South Asia, MasterCard, said the company is operating in over 200 countries, and nowhere else it has been asked to delete data from global servers. The RBI in April issued a new regulation, which came into effect from October 16, requiring payments companies to store all information about transactions involving Indians solely on computers in the country.

Source – Mint

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### Facebook, Google and Amazon may use payments data for e-tail dream

Google, Facebook and Amazon, who entered India's digital payments market through the United Payments Interface (UPI), may use the payments transaction data to support their retail offerings, say experts. Google recently launched a shopping homepage here. Facebook-owned Instagram also plans to bring shopping on Instagram to India. "Shopping on Instagram is currently available to businesses in 46 countries, and we are gradually expanding to additional partners in countries around the globe, including India," an Instagram spokesperson said.

Source – Business Standard

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

### More Than Just Mail: India Post Joins Ecommerce Fray with Shopping Website

India Post, announced the full-fledged launch of its ecommerce website and said it will use its existing parcel business for end-to-end delivery of products. The website had a soft launch earlier in November. Indian minister of communications, Manoj Sinha, said that the company Department of Posts is now open to all vendors to register on its shopping website.

Source – Inc42

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### Flying cars may become a \$3 trillion market in 20 years

Flying cars, long a staple of science fiction, may be landing in the real world sooner than you think. Intersecting economic and technological factors including better battery efficiency, AI and improved satellite communication may provide just the right incubator to supercharge the development of flying cars, analysts at Morgan Stanley said.

Source – Mint

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### A delivery robot burst into flames on Berkeley university campus

A delivery robot burst into flames at the University of California, Berkeley, and students were said to be so devastated, they held a candlelit vigil to mark its demise. The incident took place, when a Kiwi delivery robot caught fire after its battery malfunctioned, the company said in a Medium blog.

Source – Business Insider

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## Soon, you can charge your electric car at homes, offices

Owners of electric cars and scooters can charge them at their homes, with priority access to electricity from power utilities, according to new rules that seek to promote the use of electric vehicles in India. Also, establishing a public charging station (PCS) will not require a licence and it can be set up by individuals or entities, provided they meet the standards drawn up by the power ministry and the Central Electricity Authority (CEA), according to the power ministry's final guidelines and standards for charging infrastructure for EVs.

Source – Mint

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## Stories bring Swiggy to life on Instagram

User experience by way of discovering, learning, ordering and buying has changed. People now expect fast-loading, seamless and engaging experiences on mobile platforms and Instagram does just that! Now, Instagram has grown to over one billion active monthly users globally! Instagram Stories are a new way to visually communicate quick and playful, full screen and attention-grabbing, authentic and real-time and they disappear after 24 hours. Stories are visual and interactive: they fulfil people's need to consume interesting content with their need to interact and share.

Source – Mint

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## Swiss firms scout for Indian allies for Cleantech

Switzerland-based start-ups are scouting for partners in India to collaborate on clean technology, driven by the huge market in the country and the government's push for clean energy. The Swiss government-promoted organisation, Swissnex India, has facilitated more than 350 start-up collaborations through market validation so far. The collaborations would also help reduce the cost of technology as the Indian market would give them scale, and in return, make the technology more affordable for their own market. "Big Swiss companies like Nestle and Novartis have business interests in India, but with cleantech, it is different.

Source – The Economic Times

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## After Artificial Intelligence, Railways turns to Emotional Intelligence to improve customer experience

After adopting Artificial Intelligence (AI) to prevent signal-failure, Indian Railways has now opted for Emotional Intelligence (EI) to help senior officials improve service delivery systems in a faster and more decisive way. The Railways suffers at times due to indecisiveness at the higher levels due to various reasons, including stress and the lack of empathy among concerned officials. "There have been circumstances where officers were not been able to sustain pressure in demanding situations, which impacted decisions," said a senior Railway Ministry official.

Source – The Economic Times

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## Indian Govt revives plan to check e-tailers' discounts, freebies

The government has revived plans to put e-commerce players on a tight leash, including imposing checks on discounting and unbridled cashbacks and freebies, in a bid to clamp down on "predatory behavior". Sources said that the commerce and industry ministry is looking at ways to strengthen the e-commerce sector while safeguarding the interests of domestic retailers.

Source – The Economic Times

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## Kids in China are trying every trick in the book to beat the facial recognition software

Young gamers in China are using just about every trick in the book to try to circumvent new age restrictions on China's most popular games. The country's biggest video game publisher, Tencent, recently started using facial recognition software to verify player identities and limit playtime for those under the age of 18.

Source – Business Insider

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## India finds a new way to tax Google, Facebook

India may be pushing Internet firms such as Facebook and Google to store data locally not just to safeguard critical data of its citizens but also to ensure due taxes are paid by these digital firms for services including advertisements sold to local clients, a senior official told.

Source – The Economic Times

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