



NEWS HIGHLIGHTS

Pine Labs gears up for next phase of growth, plans to foray into new markets

Fintech startup GroMo raises Rs 4 crore in seed funding

BharatPe hires chief business officer to push entry into lending

OYO's Loyalty program reaches 1.5 million subscribers

Today's View

Mandarin Corner: The Drone Factory

Drone, also known as Unmanned Aerial Vehicle (UAV), is a flying robot that can be remotely controlled or flown autonomously in conjunction with on-board sensors and GPS. Drones are widely used in the field of defence, security & traffic management. They are also used in a wide range of civilian roles ranging from search and rescue, surveillance, traffic monitoring, weather monitoring to photography, videography, agriculture and even delivery services.

For instance, they can work together with firefighters, representatives of insurance companies to check the damage, access a building after a fire or earthquake to assess liability or damage. According to the UAV guideline published by the **Chinese Ministry of Industry and Information Technology (MIIT)**, China estimates its UAV industry to take off to USD 27 billion in total output by 2025.

China is leading the drone industry largely due to **Da-Jiang Innovations (DJI)**, a company based in Shenzhen that accounts for more than 70 per cent of the world market, according to **Skylogic Research**. DJI is one of the top consumer drone manufacturers, known mainly for their Mavic series. The Mavic series has become the quintessential drone for new to intermediate pilots and videographers, and the simultaneous launch in late 2018 of the Mavic 2 Pro and Mavic 2 Zoom was huge news in the industry.

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Paytm to invest Rs 250 crore to expand Paytm QR

Digital payments major Paytm Wednesday said it will invest Rs 250 crore this year for the expansion of Paytm QR in tier IV and V towns. "With this investment, Paytm expects to reach more than 20 million merchants across India by the end of this fiscal," it said in a statement.

Wallet Talk

15-18%
Current share of merchant payments on UPI, according to executives in the digital payments space

PAYTM
7 million
Merchants in platform use UPI to make payments at least once a month

₹250
Average transaction size in this space

There has been a 10% month-on-month growth in the merchant payment share in UPI and Paytm is leading the race

DEEPAK ABBOY, Senior VP, Paytm

Source – *The Economic Times*

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Date – 12th Jun 19

On the other hand, **Ehang**, a Chinese company focusing on passenger transport without on-board control, completed its first human test flight in rural China. It designs and manufactures drones that can be controlled entirely via a smartphone app. Their **GhostDrone 2.0** has some great features such as self-protection which makes it automatically return in case of low battery or lost communication. Dual sensors, so that backup kicks in if the first sensor fails and app control designed so that smart algorithms kick in to reduce human error during flight.

Likewise, **XAircraft** manufactures several models of drones ranging from hobbyist quadcopters to professional aerial photography outfits. They also make the flight controllers, camera gimbals, and other accessories. **SF Express**, arguably the leader in drone delivery internationally, recently became the first company with a Drone Operator License in China.

We believe drones will soon be a disruptive force in last-mile delivery in not just China but throughout the globe.

Today's News

Pine Labs gears up for next phase of growth, plans to foray into new markets

Digital retail payments platform Pine Labs is gearing up for the next phase of its journey. It is planning to bring in the latest solutions that aim at proving better customer experience, foray into new markets and categories, and eventually go for an initial public offering (IPO) which may happen over the next two years.

In the next couple of years, the Noida-based firm is also expecting the total payment volume (TPV) on its transactions to rise more than four-fold to \$100 billion from \$23 billion. That would put Pine Labs in the league of US-based financial and merchant services firm Square Inc, whose gross payment volume in the most recent fiscal period amounted to \$84.65 billion, up from 65.35 billion in 2017, according to data platform Statista.

Source – Business Standard

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Zest Money offers EMI insurance in partnership with Digit

Bengaluru based digital lending start-up Zest Money has partnered with Digit Insurance to offer insurance against EMIs to its 5 million customer base. The partnership will enable Zest customers to be relieved of the debt in case they are not able to repay because of unforeseen circumstances.

The loan instalments will be covered in case of events like hospitalisation, death or permanent disability, said the lending start-up in a note on Wednesday. The insurance product is specifically designed for Zest Money's customers which can be availed while applying for a loan on the digital platform.

Source – The Economic Times

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This News Letter has been prepared with the assistance of G Balakrishna and Hema Kumar

OYO's Loyalty program reaches 1.5 million subscribers

OYO hotels & homes, South Asia's largest, China's 2nd largest, and the world's 6th largest and fastest-growing chain of leased and franchised hotels, homes & living spaces, today announced that OYO Wizard, India's largest hospitality paid loyalty program, has reached 1.5 million subscribers, contributing to approximately 25 per cent of OYO bookings.

OYO Wizard is designed to recognize and reward frequent customers and comes with unique benefits, including guaranteed discounts, cash back, discount coupons and upgrades.

Source – Business Standard

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Fintech startup GroMo raises Rs 4 crore in seed funding

Gurugram-based Fintech startup GroMo has raised Rs 4 crore in seed funding led by Ramakant Sharma, co-founder of Livspace, along with other prominent angel investors. With the new funding, the company that was founded earlier this year plans to strengthen its core technology and operations team.

The Fintech startup aims to cater to tier II and tier III cities primarily. GroMO was founded by IIT Delhi alumnus including Ankit Khandelwal, Darpan Khurana, and Arpit Khandelwal. The startup launched its pilot in Jaipur and Alwar, and claims to have already onboarded more than 500 partners.

Source – The Economic Times

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BharatPe hires chief business officer to push entry into lending

Digital Payments Company BharatPe, which on-boards micro merchants for Unified Payments Interface-based transactions, has appointed Prateek Agarwal as its chief business officer to lead its push into lending. The company, which first started with on-boarding merchants for UPI payments through quick response (QR) codes, is now getting into lending and other financial services for merchants. Agarwal will be responsible for driving this vertical.

Agarwal has more than 18 years' experience, having worked across financial services companies like Indostar Capital, Bajaj Capital and Fullerton India. He also cofounded Selfin in December 2016 to work on financial management, insurance and lending.

Source – *The Economic Times*

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Alibaba's smart voice assistant to feature in cars as it expands in AI

China's Alibaba on Tuesday said its voice-controlled assistant will feature in local vehicles from Audi AG, Renault SA and Honda Motor Co Ltd, as the tech giant expands in artificial intelligence. The Tmall Genie Auto smart speaker will allow drivers to use voice commands to, for instance, place orders on Alibaba's online retail platform and buy movie tickets, Alibaba said at the CES Asia 2019 technology trade show in Shanghai.

In the near future, the speaker will also allow drivers to monitor and control smart devices at houses equipped with a Tmall Genie-compatible device, Alibaba said in a joint statement with the three automakers, without specifying vehicle models. "We are thrilled to partner with global, distinguished auto brands such as Audi, Renault and Honda," said Miffy Chen, general manager at Alibaba AI Labs. "Together, we can greatly enhance our in-car services and make driving experiences more intelligent and interconnected."

Source – *The Economic Times*

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Pushing digital payments: Cash, but no cash

Last week, a Reserve Bank of India (RBI) committee headed by former Aadhaar boss Nandan Nilekani released an ambitious report on propelling a 10-fold rise in India's digital payments volume in the next three years, with the help of a network of point-of-sale (PoS) terminals in kirana stores, banks' business correspondents (BCs), and ATMs to attract rural customers to adopt digital money.

This so-called 'Cash in Cash out' (CICO) system, the committee expects, will help in moving the needle on digital payments toward high-volume but low-value transactions from the current low volume, high-value tilt and eventually lead to a decline in cash usage, especially in the rural areas. The committee has listed removing transaction charges on digital payments made to government, moving to a market determined merchant discount rate (MDR) pricing structure and easing KYC costs to banks as its key recommendations.

Source – *The Economic Times*

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Swiggy partners with Wipro's Glucovita to keep fleet energized this summer

Swiggy has partnered with Wipro Consumer Care and Lighting's (WCCL) brand Glucovita to keep their delivery agents energized this summer. It will provide Glucovita Bolts, an instant energy candy made by the consumer care business of software provider Wipro Ltd, to their fleet of 1.95L delivery partners across 200 cities.

Swiggy, said, "Our delivery partners are our backbone. We launch initiatives for their benefit and comfort, and this partnership to provide Glucovita Bolts is another step towards their health and wellbeing while they deliver orders." To which Anil Chug, president – Consumer Care Business at Wipro Consumer Care and Lighting, added, "This instant energy provider comes in a pocket-sized candy that makes convenient for Swiggy's on-the-go delivery partners."

Source – *The Economic Times*

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Robots sort out thousands of Flipkart parcels in a jiffy

As India's leading e-tailer, Flipkart uses about 100 robots to sort out parcels automatically in thousands daily to minimize delays in delivering what customers buy online on its website, an official said. "To speed up delivery, we are using about 100 bots (robots) powered by automation intelligence (AI) at the clearing facility to sort the parcels ordered by customers in thousands from across the country," city-based world retail giant Walmart arm's spokesperson said.

Source – *The Economic Times*

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