



NEWS HIGHLIGHTS

NITI Aayog invites bids for national data platform

Eyeing 'profitability', E-commerce platform ShopClues confirms 50pc workforce layoffs

Netflix to launch a low-cost mobile-only subscription plan in India

Microsoft, AT&T sign cloud deal worth more than \$2 billion

Today's View

Tackling Air Pollution with IoT (Contd.)

In our yesterday's article, we have seen how technologies like IoT is being leveraged by government authorities to tackle air pollution.

Vehicle traffic and smog from industrial plants and households and aviation contribute significantly to air quality. By 2040, CO₂ and NO_x emissions from aviation are expected to increase by at least 21 percent and 16 percent, respectively, according to the **European Environment Agency (EEA)**.

Driven by emerging environmental regulations and increased consumer awareness, environmental sensor market is estimated to be worth \$3 billion by 2027, as per **IDTechEx** report.

Advances in technology have resulted in small, low cost, mobile-enabled sensors that can be scattered across cities from street furniture to bicycles and public transport, providing a broader picture of air quality levels in near real time for faster decision making, such as altering traffic routes in certain weather conditions. This data can be analysed to highlight causes and fluctuations in air pollution. It can be made publicly available via apps, giving citizens a clear understanding of the pollution levels they are living with – and how they can help reduce them.

Apart from government authorities, multiple organisations along with educational institutes are working on IoT-based solutions to minimise the air pollution. For instance, **Telefonica** and **Orange** are working with cities in

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CricBuzz: Second most downloaded app in the world

CricBuzz, a mobile app for cricket news, was the second most downloaded application in the world during the April to June quarter, according to market intelligence firm Sensor Tower. CricBuzz saw more than 13 million installs, a 15% increase from the same period last year, latest data from Sensor Tower showed.



Source – *The Economic Times*

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Date – 19th Jul 19

France, Spain, Portugal and Brazil to explore how connected sensors could improve air monitoring.

Similarly, Scotland-based **University of Strathclyde Institute for Future Cities** and **Centre for Sensor and Imaging Systems (CENSIS)** are installing a sensor network on vehicles to monitor carbon monoxide (CO), particulate matter (PM), temperature, humidity, pressure, nitric oxide (NO), nitric dioxide (NO₂), ozone (O₃) etc.

While in the U.S., **Rice University**, in collaboration with the **Baylor College of Medicine**, is developing drones with embedded sensors to track and detect air pollutants and advise neighbourhoods if pollution is particularly poor due to adverse weather conditions.

On the other hand, the **Massachusetts Institute of Technology (MIT)** have shown how anonymized sensor data from smartphones could provide more personalized air quality data.

Though it seems that the air pollution challenge is not going to go away anytime soon, IoT platforms, together with sensors and ubiquitous mobile networks, can provide a cost-effective way of measuring air quality to improve our environment. Fed into AI systems, the valuable data around pollutants can help societies better understand air quality fluctuations and outline ways of reversing the trend, thereby providing us all cleaner air to breathe.

Today's News

NITI Aayog invites bids for national data platform

Government's premier think-tank NITI Aayog has invited bids from private players to build the National Data and Analytics Platform, which will be an advanced technology platform to host and interpret huge amount of data. Most large IT companies, such as IBM, who have analytics and AI offerings, along with Indian firms such as Wipro, TCS and HP are expected to bid for the government project.

Source – *The Economic Times*

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Eyeing 'profitability', E-commerce platform ShopClues confirms 50pc workforce layoffs

The Gurugram-based E-commerce platform ShopClues has reduced its workforce by 50% and is now focusing on profitability. "We have been steadily reducing our workforce, mostly in operating functions, as we leverage gains from our technology. This process has been going on for the last two years. Our customer NPS has been increasing steadily in these two years while our workforce has dropped by 50 per cent in same time period. Our focus has been profitability and this year we plan to achieve that." Shopclues spokesperson said.

Source – *your Story*

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

Ritesh Agarwal to buy back OYO shares in a \$2B financing round

Ritesh Agarwal Hospitality, a Cayman Islands-registered entity floated by OYO Hotels & Homes founder and group chief executive Ritesh Agarwal, has signed a \$2 billion primary and secondary management investment round with the SoftBank-backed hospitality chain.

ET was the first to report in its July 9 edition that Agarwal was preparing to undertake a potential \$1.5 billion share buyback from early investors Sequoia Capital and Lightspeed Venture Partners to bulk up his ownership in the company that he founded in 2013.

Source – *The Economic Times*

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Netflix to launch a low-cost mobile-only subscription plan in India

Netflix is rolling out a lower-priced mobile-only plan in India, after piloting it for several months in the country, the company has informed in a letter to its shareholders. The streaming major testing mobile-only subscription plans in the country. This plan enabled subscribers to watch standard definition (SD) content on a single mobile or tablet screen at a time.

The plan is expected to launch during the third quarter of this year and will be priced lower than the existing plans that range between Rs 500-800 per month.

Source – *The Economic Times*

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Microsoft, AT&T sign cloud deal worth more than \$2 billion

Microsoft Corp and AT&T Inc has said they reached a deal under which the telecommunications company will tap Microsoft's Azure cloud service for its computing needs and use Microsoft 365, which includes Office productivity software, for much of its 268,000-strong workforce.

Under the deal, Microsoft and AT&T will also work together on so-called edge computing, which will see Microsoft technology deployed alongside AT&T's coming 5G network for applications that need extremely small delays in passing data back and forth, such as air traffic control systems for drones. The multi-year deal is worth more than \$2 billion, according to a person familiar with the matter.

Source – *The Economic Times*

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Icertis becomes India's third SaaS unicorn with \$115 million funding

Indo-US enterprise contract management software provider Icertis has become the latest software-as-a-service (SaaS) firm to be valued at over \$1 billion, after it raised \$115 million in fresh funding led by US-based venture capital firm Greycroft and PremjiInvest. The Seattle and Pune-based firm's induction into the hallowed Unicorn Club comes a year after India minted its first \$1 billion-plus SaaS company, Freshworks. Since then, only data management firm Druva has managed the feat when it raised \$130 million earlier this year.

Following the latest fundraise, Icertis will have raised a total of \$211 million till date. The company said it will utilise the capital to strengthen its product, invest in new technologies such as Blockchain, artificial intelligence, and machine learning and expand its global footprint.

Source – *The Economic Times*

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Lockheed Martin signs MoUs with Indian start-ups to boost India's aerospace and defence industry

US-based aerospace and defence company Lockheed Martin announced today that it has signed Memorandums of Understanding (MoUs) with three startups from India - Terero Mobility, Sastra Robotics, and NoPo Nanotechnologies. The start-ups will integrate with Lockheed Martin's supply chain, and contribute to the evolution of both the Indian and global aerospace and defence industry.

NoPo Nanotechnologies is a Bengaluru-based start-up working with a vision to enable humanity to be a spacefaring species. NoPo provides custom engineering solutions to improve safety, reliability and performance of materials using carbon nanotubes. For NoPo, the aerospace company intends to offer a scope of work for qualification of as-produced, purified and metallic sorted HiPCO carbon nanotubes to provide electromagnetic interference and lightning protection.

Source – *Your Story*

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Amazon sellers to get more rights

Amazon is changing its terms of services in India following the settlement it reached with the German anti-trust authority. This would mean Amazon would have to update its policies for third-party merchants in India, which will strengthen seller rights here. This may also push up overall logistics costs for the e-tailer in the country.

Amazon saying, it is making changes in India following the German ruling. The major changes will include Amazon sharing liability with business partners, a 30-day notice before removing merchants from the platform, and being more considerate when charging sellers for product cancellations & returns.

Source – *The Economic Times*

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From trucking solutions to giving working capital loans, Nandan Nilekani-backed Fortigo charts a new growth

In 2015, when ecommerce boom hit India, logistics was the other sector that came into the limelight. At this time, several startups started making a beeline to solve problems in the supply chain and logistics space, enabling ecommerce players to reach the end-consumer. Around the same time in 2015, IIT Kanpur alumni Vivek Malhotra and Anjani Mandal started Fortigo (4TiGO) to solve for the B2B logistics segment. The platform, which is a fleet management service for truck owners, helps them track their inventory efficiently, helps drivers plan their journeys, and reduce delays and in turn save logistics costs.

Source – *Your Story*

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