



as traditional methods are no longer able to differentiate fakes from the authentic items, thanks to modern manufacturing techniques.

In order to tackle this menace, organisations are stepping up their efforts by leveraging advanced technologies. For example, **Red Points** is doing “active monitoring with keywords” in order to look for counterfeit assets, piracy, and other forms of intellectual property (IP) violations in both digital formats (music, films, etc.) and physical formats (cosmetics, sunglasses, watches, etc.) The company doesn’t stop here. After spotting counterfeit items, they then go about trying to get such objects removed from online platforms by obtaining legal rights to work on behalf of their clients. Instead of approaching courts, the company has automated complaint process such as filling out forms, filing initial cease and desist letters, or even sending caution emails.

On the other hand, companies like **Cypheme** are using other techniques like GPU-accelerated computing to identify counterfeit products. One particular form of technology that is proving to be more effective in tackling counterfeits: Artificial Intelligence (AI)! Stay tuned for our next article on how organisations are leveraging AI to tackle counterfeits.

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## Today’s News

### InCred secures Rs 31.4 Cr in debt financing

Consumer and small and medium enterprises (SMEs) focussed digital lending app InCred has raised Rs 31.4 crore in its second round of debt financing. The RoC filings have revealed that the Mumbai-based non-banking finance company (NBFC) has issued 314 market-linked Non-Convertible Debentures (NCD’s) to 37 allottees at par face value of Rs 10,00,000 each in two different tranches to raise a total debt of Rs 31.4 crore during the past 10 days.

The list of allottees who have participated in this round includes Vishal Arvind Kapoor, Pushpak Credit & Fiscal, Sanjay Gupta, StarWorld Wide Group, Shri Investments, Srinivasan Seshadrinathan, and Kamlesh Ohri among others.

Source – *Entracker*

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### Flipkart and Amazon India continue to make losses, but there’s a silver lining

Ecommerce may be booming across India, but losses remain a part and parcel of life for e-tail players. The two online retail behemoths in India, Amazon and Flipkart, are still posting losses despite reporting increased sales. But, there’s reason to rejoice. The silver lining: the losses have narrowed and revenue has gone up for both ecommerce giants.

This change has been witnessed over the last four financial years, starting FY16. Since then, both Flipkart and Amazon have seen their revenues overshoot losses. The quantum of losses has consistently come down in absolute terms and also as percentage of revenue.

Source – *Your Story*

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

## UberEats India devours firm's global numbers

UberEats' India business has dragged down the food delivery arm's average net revenue by 0.4%, CFO Nelson Chai said. "Without India, it (ANR) would have been 11.1%. Now, it is 10.7%. So, India drag impact is 0.4%," he added. Uber's total revenue rose nearly 30% to \$3.81 billion, while net loss widened to \$1.16 billion in the quarter ended September 30, the company said.

According to regulatory disclosures made in India, Uber has projected negative revenue of 762.5 crore in its India food delivery business for the five months ending December 2019. Uber has projected that its food delivery business in India will be profitable by 2026, according to a valuation report prepared by KPMG affiliate BSR.

Source – *The Economic Times*

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### Urban Ladder bags Rs 15 Cr internal round from existing backers

Online furniture retailer Urban Ladder has been struggling to raise follow-on capital after its Series E round in 2017. As a result, the company kept cutting cost and laid off over 40% of its workforce since the beginning of this year.

One of the company's co-founders also left the company last month whereas Vani Kola had resigned from its board of directors. While Urban Ladder is undoubtedly in bad shape, the company has just received Rs 14.9 crore from existing backers – SAIF Partners, Steadview Capital and Sequoia Capital.

Source – *Entracker*

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## Grofers bets big on beauty with Orange Something ecommerce platform

SoftBank-backed online grocery Delivery Company Grofers looks to have expanded into the beauty and wellness vertical with Orange Something. Orange Something was launched in July 2019 as an ecommerce platform for personal care and beauty products across India. A source within the new outfit said that Orange Something is a personal interest project for Grofers cofounder Saurabh Kumar. However, he has entrusted the project to Ankur Saxena, the VP of technology at Grofers, who is heading a 15-20 member team within Grofers.

Our source added that while Orange Something (OS) is a Grofers start-up, it is currently being run to test market feasibility and growth possibilities. However, the new business doesn't want to leverage the Grofers name and is testing the waters as a separate brand. Orange Something is already recording over 2000 beauty product orders per day for the last three months, according to our source. The source also claimed the company is seeing a 30-35% repeat order rate. This can be directly attributed to dirt cheap prices for the beauty products, which should be enough to attract customers.

Source – Inc42

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## E-rickshaws & scooters are making electric mobility cheaper in India than the US: Report

The lightweight electric rickshaws that ply in almost all the cities as a last-mile connectivity solution across India have been fast-forwarding the green mobility revolution in India, making it more affordable in the country compared to the US, reveals a report by Rocky Mountain Institute (RMI) on emerging battery trends.

The RMI study claims that these affordable electric vehicles, considered as low-hanging fruits in the e-mobility market, are giving India a seven-year edge over the US in terms of EV pricing. While in India prices of small and lightweight e-vehicles will become competitive against the conventional petrol and diesel-powered models by 2023. On the other hand, in the US, where the larger vehicles dominate the roads, similar competitiveness is expected to come by at least 2030.

Source – The Economic Times

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## Automation Anywhere acqui-hires product engineering startup Cathyos Labs

Automation Anywhere, a robotic process automation company, said in a press release today that it "acqui-hired" Cathyos Labs, a Bengaluru-based product engineering start-up.

Cathyos Labs specializes in product development, automation, RPA and predictive analytics, said Automation Anywhere. The company said the acqui-hire would strengthen its engineering team and help increase product development, support and delivery for customers.

Source – The Economic Times

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## Ola and Uber look beyond cab hailing to drive growth

The two largest players in the cab hailing space — Ola and Uber — are expected to bank on bike taxis and rentals, autos, corporate tie-ups and public transport collaborations to shore up ride numbers, at a time when the market has seen a year of slow single-digit growth, according to analysts, investors and industry executives. This also comes in the backdrop of riders looking at cheaper and quicker travel options.

"The ride-hailing industry is at an inflection point and has witnessed slowdown globally. These companies are hunting for new opportunities of growth and expansion," said Jaspal Singh, cofounder of transportation consulting firm Valoriser Consultants.

Source – The Economic Times

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## Experian backs adtech firm Vserv

Mumbai-based advertisement technology start-up Vserv has raised an undisclosed amount from global data analytics and decisioning company Experian.

Vserv, a mobile marketing company founded in 2010, works closely with brands, helping them connect with the right consumer base. It has in all raised \$17 million from multiple investors including Chiratae Venture formerly IDG Ventures, Maverick Capital and Epiphany Ventures. Now, through the partnership with Experian, Vserv will expand its presence in the financial services industry, helping them discover the right set of customers.

Source – Entrackr

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