

NEWS HIGHLIGHTS

CCI asks e-tailers to be fair on data usage

PhonePe launches new savings product 'Liquid Fund' for users on the platform

Tiger Global invests \$200M in Byju's at \$8 billion valuation

New Google Project gives more time to address security bugs

Sequoia Capital leads funding in baby care startup Mamaearth

Today's View

Hybrid Cloud

A hybrid cloud is a computing environment that combines a public cloud and a private cloud by allowing data and applications to be shared between them. When computing and processing demand fluctuates, hybrid cloud computing gives businesses the ability to seamlessly scale their infrastructure up to the public cloud to handle any overflow without giving third-party datacentres access to the entirety of their data. Although the public and private segments of the hybrid cloud are bound together, they remain unique entities. This allows a hybrid cloud to offer the benefits of multiple deployment models at once.

Northumberland County in central Pennsylvania was facing problems with outdated processes and systems that needed to be addressed. County managers had ongoing flood management and protection concerns around its data centre alongwith other pressing issues like legacy IT infrastructure, tape-based data protection system and paper-dependent processes. So instead of continuing to invest in the existing data-centre they opted to invest in the hybrid cloud architecture which helped to retain the control over the data and at the same time it helped them to deliver better customer service to its residents. The municipality saved about USD 250,000 in taxpayers' money.

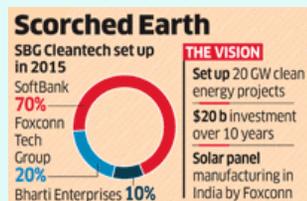
NetApp's assistance with bike maker **Ducati's** data centre modernization led to new opportunities outside of the engineering and design departments that Ducati might never have imagined otherwise. **Ducati** had four different hybrid

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SoftBank in talks to sell majority stake in India renewables JV

Amid major global setbacks, Masayoshi Son's SoftBank is exploring to bring on board a partner in its high-profile renewables joint venture in India, SBG Cleantech, by selling a majority stake, said people in the know.



Source – *The Economic Times*

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cloud projects namely implementation of disaster recovery and data protection, computing cluster renewal, research for new IT infrastructure model and data centre consolidation. Post implementation of the hybrid project footprint was reduced by 20 times while data centre was being used 7 times less than earlier.

For financial services company **BlackLine** availability, security and compliance with financial standards was paramount. **BlackLine** opted for hybrid cloud option and deployed its private cloud infrastructure at a Verizon colocation facility. The Verizon location gave them a data centre that is purpose built for security and compliance. It enables the company to retain full control over sensitive data while delivering the network speed and reliability. The colocation facility enabled **Blackline** access to Verizon cloud services with maximum bandwidth and minimum latency.

From easier interaction with clients, speed of access, reduced costs hybrid cloud can offer multiple benefits. Hybrid will increasingly become the first choice option for corporations and organizations in the near future.

Today's News

CCI asks e-tailers to be fair on data usage

The Competition Commission of India (CCI) has asked e-commerce platforms to be more open about how they rank products and services in response to customer searches and to ensure user reviews are genuine. The competition regulator also asked them to have transparent policies on what they do with the data collected on transactions. The advice was part of the fair trade watchdog's advocacy efforts after conducting a nine-month market study on the India's e-commerce market, covering 16 online platforms, 164 businesses, seven payment system providers and several industry bodies, the corporate affairs ministry said in statement.

Source – *Live Mint*

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Cloud kitchens on boil as DPIIT checks FDI compliance

The government is soon expected to make clear whether cloud kitchens and private label brands started by food-ordering platforms Swiggy, Zomato and Uber Eats violate foreign direct investment (FDI) rules governing ecommerce. Cloud kitchens rent out kitchen spaces to businesses which primarily sell through delivery apps or directly to consumers online. These do not provide a dine-out option, though. The Department for Promotion of Industry and Internal Trade (DPIIT) will share a note with its comments on the issue shortly, after it was decided at a meeting of all stakeholders on Tuesday, people present at the meeting told ET. The meeting had representation from online food ordering firms Zomato, Swiggy and Uber Eats, the National Restaurant Association of India (NRAI), Ministry of Commerce and Industry, Ministry of Consumer Affairs and the Ministry of Law.

Source – *The Economic Times*

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This News Letter has been prepared with the assistance of Preeti Patil and Prithwjit Ghosh.

Tiger Global invests \$200M in Byju's at \$8 billion valuation

Tiger Global Management, the New York-based investment powerhouse has invested \$200 million in ed-tech major Think and Learn, which owns and operates K-12 learning app Byju's, a transaction that will value the Bengaluru-headquartered unicorn at about \$8 billion. While Byju's confirmed the transaction, the company declined to comment on specific details of the same. However, according to two sources briefed on the developments, Tiger Global, one of the most influential investors in the Indian startup ecosystem, has been in talks to invest in Byju's for the past few months.

Source – *The Economic Times*

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From the founder making doorstep deliveries to a Series C fundraise: Rentomojo's 7x revenue rise in the last 2 years

In one of the startup's early days Rentomojo's CEO Geetansh Bamania was out doing door-to-door sales of furniture while his parents waited patiently at his home to wish him on his birthday. Hustle was the mantra for the online furniture and appliance rental startup from the beginning. In another instance, a corporate B2B customer once returned 300 bean bags due to a lack of space at his warehouse, and the Rentomojo team had to sell all of them in a day. They went around Powai in Mumbai and knocked on virtually every door to sell them off to youngsters. Indeed, Founder Geetansh sold the products himself to the first 80 users of the company.

Source – *Your Story*

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PhonePe launches new savings product 'Liquid Fund' for users on the platform

Bengaluru-based payments platform PhonePe on Wednesday announced the launch of a new savings product 'Liquid Fund' on its app. The all-digital product aims to help PhonePe users grow their savings by earning higher short-term FD-like returns with the ease and liquidity of a savings account. According to PhonePe, users can begin saving with as low as Rs 500 in a completely secure and paperless process in less than five minutes. PhonePe said that customers can also withdraw their money instantly - anytime and from anywhere. There is no lock-in period and the customer does not have to maintain a minimum balance. The company's Liquid Fund product is targeted towards users across India including those from smaller towns and cities, who have never experienced solutions beyond savings accounts. Currently, PhonePe already sees over 56 percent of its transactions from Tier II and Tier III cities.

Source – Your Story

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How Baidu uses Artificial Intelligence to trace missing people in China

Artificial Intelligence (AI) is not just another technology but also could be a powerful disruptive tool for public welfare as has been demonstrated by Chinese tech major Baidu. The company has used AI in China to find nearly 9,700 missing people and also help visually-impaired people. Its successes can be replicated in India. In a talk at IIT-Madras' tech fest, Shaastra 2020, titled 'Innovation in the age of AI' last week, Robin Li, Co-Founder, CEO and Chairman of Baidu, had said: "In China, we have already found over 9,000 missing people using AI technology, pretty much facial recognition technology — even after a person is missing for more than 20-years. We had a case where a boy was lost at the age of four, and at the age 25 he was identified as that missing person." Elaborating on this, a company official said that Baidu AI Xunren, launched at the end of 2016, uses the AI technology to identify missing persons. To date, Baidu AI Xunren has helped nearly 9,700 people reunite with their families.

Source – The Hindu Business Line

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New Google Project gives more time to address security bugs

In a bid to give developers more time to address security vulnerabilities, Google has made changes to its Project Zero disclosure programme, which could also mean that other companies roll out half-baked patches. Announced in July, 2014, the Project Zero is a team of security analysts employed by Google who are tasked with finding zero-day vulnerabilities, the secret hackable bugs that are exploited by criminals, state-sponsored hackers and intelligence agencies. "We recently reviewed our policies and the goals we hope to accomplish with our disclosure policy. As a result of that review, we have decided to make some changes to our vulnerability disclosure policy in 2020. We will start by describing the changes to the policy, and then discuss the rationale behind these changes," Tim Willis, Manager, Project Zero, wrote in a blog post on Tuesday.

Source – The Hindu

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Sequoia Capital leads funding in baby care startup Mamaearth

Online baby care brand Mamaearth has raised ₹130 crore (about \$18.14 million) in a round led by Sequoia Capital India, the company said on Wednesday. Existing investors Fireside Ventures, Stellaris Venture Partners and Sharp Ventures also participated in the round. On 9 July 2019, Mint first reported that Sequoia was in talks to lead a \$20-million Series B round. The round also saw some angel investors exiting the company with over 20x returns on their investments. Founded in 2016 by husband-wife duo Varun and Ghazal Alagh, Mamaearth, run by Honasa Consumer Pvt. Ltd, offers over 80 natural, toxin-free products, including bamboo-based baby wipes, lotions and face masks.

Source – Live Mint

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ShareChat wants tighter laws for foreign platforms

ShareChat, a Twitter-backed homegrown social media platform, has written to Union IT minister Ravi Shankar Prasad seeking stricter laws against foreign social media platforms. This comes with just a week to go before the government finalises amendments to the IT Act's Intermediaries Guidelines. The proposed amendments are aimed at making technology platforms more accountable for the content that they host. The draft guidelines, introduced in 2018, had alarmed many US internet companies and privacy rights activists. Many technology companies, including ShareChat, Reliance Jio and Paytm, had however supported the draft.

Source – The Economic Times

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