



## NEWS HIGHLIGHTS

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India Fintech Investments Surge Despite Adverse Times

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## Today's View

### Digital Advertising, powered by Blockchain

Digital advertising has become the new norm—it's the fastest growing marketing channel with no signs of slowing down, according to **Strategy Analytics**. With the introduction of **General Data Protection Regulation (GDPR)**, digital advertising industry will be undergoing a huge transformation. The GDPR requires advertisers and publishers to be fully transparent about their data collection and mining practices. But publishers often don't even have access to or control all the details of the information that their website collects.

In order to resolve such concerns, variety of digital advertising firms are adopting Blockchain technology which eliminates the reliance on third-party middlemen crippling the current digital advertising industry. Using blockchain-based platforms, advertisers can connect directly with publishers in a completely transparent manner.

**NYIAX (New York Interactive Advertising Exchange)**, the world's first advertising contract exchange, is using NASDAQ's blockchain technology to combine a financial matching engine and trading concepts with advertising technology. This makes the exchange a transparent marketplace for buying, selling and re-trading of future premium advertising inventory as guaranteed contracts.

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### With RIL eyeing Netmeds deal, ePharmacy in for consolidation

India's online pharmacy space is expected to see a wave of consolidation, triggered by Reliance Industries' reported acquisition of Chennai-based Netmeds, with global investors also lining up to back the winners in the fast-growing sector.



Source— The Economic Times

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04<sup>th</sup> August, 2020

Similarly, The **MetaX** platform powered by **AdChain** offers end-to-end transparency for all data in the supply chain of digital advertising. The MetaX platform provides buyers with a scalable and trustworthy solution for tracking and verifying all advertising impressions.

**AdChain**, uses its own native token to establish a trusted ad space where users benefit from campaign auditing and cryptographically secure impression tracking. Basically, it means that companies can make sure they get the advertising they pay for.

Even BigTechs are banking on blockchain technology to offer digital advertising solutions. For example, IBM iX has partnered with software firm Mediaocean to launch a blockchain-powered tracker for digital media transactions. On similar lines, Ubex is focussed on mitigating frauds in advertising by applying blockchain technology. The platform tracks variety of actions starting from a website user registration, updating contact information and even purchasing products to collect potential fraudulent events.

Looking at its potential, Blockchain Technology can do wonders for advertising industry. It can be the tech that will enable to create a better future for digital advertising. With so many features to offer, it will be wise for many industries including advertisement industry to adopt and reap its benefits.

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## Today's News

### Bank of Baroda Credit Card offers EMIs on PoS Terminals in partnership with Innoviti

Bank of Baroda Credit Card customers get another unique offering in terms of convenient and affordable EMI options, as BOB Financial Solutions Limited ties up with Innoviti Payment Solutions. The Bank of Baroda credit cardholders pan India would be serviced at 70,000+ Innoviti PoS terminals across 1,000+ cities.

During today's times of COVID crisis, consumers are cautious about their spending and yet would need affordable options in essential categories such as healthcare, education, IT (computers and laptops), and furniture & kitchen appliances.

Source – PR Newswire

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### 21 Indian startups are 'unicorns' valued over \$1 bn, just a tenth of China's: Study

India is home to 21 unicorns, or startups with over \$1 billion in valuation each, and 40 more of such companies have been founded overseas by people of Indian origin, a report said on Tuesday.

Amid talk of regulating investments from the northern neighbour, the study found that three Chinese investors have backed 11 of the Indian unicorns. With the 21 unicorns collectively valued at \$73.2 billion, India is the fourth biggest in terms of unicorns, behind the US, China and the UK, as per the Hurun Global Unicorn List.

Source – The Economic Times

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### ICICI, Yes Bank ask BharatPe to stop taking deposits in their names

Private lenders ICICI Bank and Yes Bank have asked homegrown payments startup BharatPe to stop using their names to collect deposits from merchants under its 'interest income' feature amid tightening scrutiny by the Reserve Bank of India in regulating the country's burgeoning digital payments ecosystem.

The 'deposit' feature on BharatPe application, which went live in 2019, allows merchants accepting digital payments using the Quick Response code stickers of the New Delhi-based BharatPe to lock their money with the company for interest returns of "up to 12%."

Source – The Economic Times

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### DMart's ecommerce unit doubles sales but loss widens too

Avenue Supermarts, which runs the DMart retail chain, saw its online sales more than double during FY20 to Rs 354 crore despite operating only in Mumbai. The country's most valuable retailer by market capitalisation, however, widened its net loss by 57% to Rs80 crore in the four-year old e-commerce subsidiary - Avenue E-Commerce.

A year ago, its online business - DMart Ready - posted sales of Rs 144 crore with net loss of Rs 51 crore, according to the company's latest annual report.

Source – The Economic Times

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## India Fintech Investments Surge Despite Adverse Times

In the midst of what has been a tough period for the Indian economy, marred by a slowdown followed by a sudden stop forced by the global pandemic, India's fintech companies have had a strong run. Investments in India Fintech grew not just in 2019 but also in the first half of 2020, as per the MEDICI India Fintech Report, 2020 edition. Between January and June this year, Fintech investments touched \$1.47 billion, a 60% increase over the corresponding period in 2019.

A high number – 68 of them – were inked in the quiet months between March and June, the report released at the Global Fintech Festival in July showed. However, many of these were likely decided prior to March. A clearer picture of the impact of Covid-19 on investments in this sector will emerge in the second half of the year. The deals closed this year added to the near \$4 billion in funding received in 2019 compared to \$1.8 billion in 2018. If you look at the 18 month period since MEDICI's last Fintech report, the sector has raked in \$5.4 billion.

Source – Bloomberg Quint

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## Why Tech Startups should invest in Brand Building

At a time when every company - more so a startup - should be conserving cash, why would anybody think about brand-building activities? Most entrepreneurs are facing far greater challenges in keeping their ship on course. But time and again it has been proved that having a strong brand during times of adversity has always helped companies stand out and build far deeper customer and employee confidence. This has helped the business navigate through tough times.

The challenge with tech companies is that most of them believe that their customers focus only on price and performance. Over the years, most tech executives have grown in their careers focusing on the technical aspects of the business. Brand building has always been a cost centre for them; something they are forced to do. The core concept of nurturing a strong promise to their customers and making it part of every important function of their organisation, be it product development, service, or sales, so that the customer experience is consistent is something they cannot relate to. This needs a big mindset change.

Source – Your Story

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## Paytm Money launches stockbroking feature for limited customers: Report

Paytm Money, the subsidiary of One97 Communications Ltd that operates Paytm, has reportedly launched a stockbroking feature, a service it has been working on for a while, on its mobile app. The feature, in a closed beta stage, is available to a limited number of Android users but will be accessible to all in a few weeks, Entracker reported. It is also, for now, limited to investments by Indian residents. The feature has been in the works after the Securities and Exchange Board of India (SEBI) in 2019 allowed the company to launch stockbroking services.

Paytm Founder Vijay Shekhar Sharma also hinted at the same at an industry event, the report said. With this, the wealth management app will compete with Zerodha, Cube Wealth, India Infoline and Groww among others in the space which has seen a lot of interest during lockdown. With more than 1.5 million customers, market leader Zerodha holds 15 percent of the retail trading volume in India.

Source – Money Control

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## This Startup Aims To Make E-Commerce Accessible For Everyone

The lack of web accessibility in today's websites and online services continues to prevent people with disabilities from fully enjoying the conveniences and benefits that the internet can offer. Consumers are now embracing online transactions more than ever. Unfortunately for the disabled, the limited number of accessible e-commerce channels excludes them from participating in the global e-commerce boom.

E-commerce companies cannot ignore the importance of web accessibility. It is fundamentally the right and humane thing to do.

Source – Forbes

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## Fintech in emerging markets – Cracking the code of financial inclusion

In many emerging markets, gaps in the banking system have been limiting business growth, constraining consumer demand and hampering overall economic growth. For instance, many traditional banks are reluctant to engage with the less wealthy individuals and small and micro enterprises. As a result, millions have no access to financial services such as a bank, savings or any other transaction account. They are 'unbanked'.

By harnessing financial technology, however, remarkable business success has been achieved in countries as diverse as Kenya and China.

Source – BNP Paribas

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