



techniques with traditional methods no longer able to differentiate fakes from the authentic items.

In order to tackle this menace, organizations 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! Stay tuned for our next article on how organizations are leveraging AI to tackle counterfeits.

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## Today's News

### Swiggy undertakes Esop liquidity worth about \$7-9 million

Swiggy has commissioned a secondary liquidity programme worth about \$7-9 million from its employees, according to people aware of the matter. As the food delivery business makes a steady recovery and the future continues to look promising, we want to reward our team that has worked relentlessly over the last many months with a meaningful wealth creation opportunity through an ESOP liquidity program, said Girish Menon, vice president of HR at Swiggy.

Source – *The Economic Times*

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### Amazon expands in Brazil, riding e-commerce boom set off by COVID-19 distancing

Amazon said on Monday it had opened three more logistics centers in Brazil to take advantage of the boost the COVID-19 pandemic has given to e-commerce in South America's largest economy. The new units are already operating in the states of Minas Gerais and Rio Grande do Sul and the capital city of Brasilia. They increase the number of Amazon logistics centers in Brazil to eight, expanding its reach to all corners of the vast country. The expansion, which adds 75,000 square meters (807,000 square feet) of distribution space, is Amazon's biggest since it began operating in Brazil in 2012. It will create 1,500 direct jobs, the company said in a statement.

Source – *The Economic Times*

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### Amazon Web Services to invest \$2.77 billion in Telangana to set up data centres

Amazon Web Services, the cloud services arm of online retail giant Amazon, has agreed to invest about Rs 20,761 crore (\$2.77 billion) to set up a cluster of data centres in Telangana, marking the largest foreign direct investment in the southern state.

In a virtual meeting with reporters, AWS confirmed the establishment of multiple data centres—termed as a cloud region—in Hyderabad, which will be its second in India after Mumbai. The move is aimed at company lure more local and global services firms to host applications on its cloud facilities

Source – *The Economic Times*

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### Jaipur-based iAssure is giving new life to people in smaller towns

According to IRDAI, the insurance tech is a business that is yet to penetrate more than five percent of India's population in the life segment, and in the non-life segment it is only 15 percent of the total viable market of \$100 billion.

The Jaipur-based startup aims to increase insurance penetration in semi-urban and rural areas, and is providing a platform for people to buy all general insurance products with point of sales persons (POSPs)

Source – *Your Story*

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## Cybersecurity imperatives for enterprises in the new normal

Enterprises have shown tremendous resilience and have done a remarkable job in adapting to the new normal by implementing work from home policies and delivering uninterrupted business continuity during this time of crisis. However, the sudden and rapid shift to employees working remotely also made cybersecurity an even bigger challenge as enterprises had little time to prepare. Also, these cybersecurity attacks have now become more pervasive and sophisticated and can have profound impact on business financials, reputation and sustainability.

Source – The Economic Times

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## HSBC and Young Money develop financial education portal

HSBC has worked with financial education charity Young Money to release a new collaborative platform designed to reconnect parents and teachers throughout Covid-19 and during the UK's second national lockdown. Developed with support from HSBC UK, the new programme aims to improve financial capabilities of one million children ages 3 to 11 over the next three years.

In addition to giving teachers and parents access to a steady stream of resources and guidance, they can also track and share individual children's learning plans on the platform.

Sharon Davies, CEO of Young Enterprise and Young Money, comments: "The Covid-19 crisis has tested the financial resilience of many families as well as disrupted in-classroom learning, elevating the need for more flexible and effective financial education resources to help young people build financial capabilities for a changing world."

Up-and-coming developments include school support for teachers, including free in-house teacher training for over 500 primary schools over 2021 and 2022, and storybooks available in print and online from well-known authors.

Source – Finextra

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## Paytm aims to double its loan disbursements to Rs 1,000 crore

Paytm plans to deepen its foray into merchant lending business with plans to double its loan disbursements in the ongoing fiscal year to Rs 1,000 crore against Rs 550 crore it disbursed in last fiscal year, a senior executive said. The new-set target comes as a part of the Noida-based fintech company's pivot into a financial services player with lending as its core business. Its payment rivals Google and PhonePe too have made meaningful forays into facilitating merchant loans in partnership with licensed banks and NBFCs over the last year.

Source – The Economic Times

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## Shell E4 plans to engage with 25-30 Indian startups annually from 2022

Energy Company Shell India is planning to engage with 25-30 startups every year from 2022 onwards through its E4 Programme to help them scale their business, according to a senior company official. Shell, under its flagship E4 Programme, incubates and supports startups via various modules of linking talent, technology, capital and know-how to accelerate India's transition to a sustainable energy future.

The company in the last three years has been able to engage with 30 startups

Source – The Economic Times

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## Tech Mahindra partners Huddl.ai on remote collaboration solutions

IT major Tech Mahindra has said it has entered into a strategic partnership with communication-collaboration platform Huddl.ai to launch remote working solutions for enterprises globally.

The partnership will combine Tech Mahindra's domain expertise across multiple industries and verticals with Huddl.ai's enterprise-scale meeting collaboration platform, to extend remote collaboration capabilities for enterprise customers.

Source – The Economic Times

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