



NEWS HIGHLIGHTS

Sebi permits debt securities allotment through UPI

AI, ML, 5G, IoT will be most important tech in 2021: Study

Indian banking tech companies look for fresh opportunities outside India

Google is secretly working on a new Truecaller-like app

Today's View

New age Entertainment

Technology has revolutionised the music industry and the way we interact with it on a daily basis. From the way music is created to daily insights about your song's popularity, tech has disrupted music and is bringing new benefits to musicians and listeners.

Audigo Labs is an information technology company that features a software application platform that specializes in audio recording. Customers can use Audigo's smart microphone and mobile app to capture great sounding audio & video and edit with simple to use tools and effects. **Audigo** transfers and synchronizes the captured video and audio into a single format.

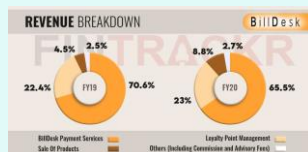
Stockholm-based startup, **Amuse**, provides a free music distribution service allowing undiscovered talents to deliver music online free of charge, while monitoring the data connected to every song and album distributed through its platform. Amuse also analyses music consumption and listening habits and identifies upcoming talent. Another start up unearthing talent is **Katch**. Katch shares music previews, without disclosing the artist, for 15 seconds each. If the user likes it, information on the artist's name, title and cover photo will appear and they can be added to playlists or get further promotion. The platform features over 250,000 titles of independent artists for those open to new musical experiences.

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Billdesk records income of Rs 1,906 Cr in FY20; profit jumps 53%

While homegrown payment gateway Billdesk has reportedly been in the market to sell off its business in \$2.5 billion, the 20 year old company has demonstrated solid financial performance during FY20. Its operating revenue increased by 28.5% to Rs 1,804.7 cr during FY20 from Rs 1,405 cr earned in FY19.



Source – Entrackr

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24th November, 2020

In the present times, reaching audiences has been made easier with data analytics. Vienna based **ForTunes** develops a data analytics service helping music creators and their representatives engage with their online data. The musician needs to connect all the social media profiles. The platform then collects and visualises data on the music. Insights provided by the platform includes list of online listeners and there online music activity. Blogging and referencing by listeners with reference to the music, on social media platforms, is captured by the platform to gauge and take steps to increase popularity.

Music without fans is meaningless. Fans are the heart and soul of the entertainment industry. Being a music fan these days isn't about ticket stub collections and shelves of CDs. It's about being there. Whether that's in an artist's Instagram live story or backstage at their concert, **Fanaply** makes this possible. Fanaply creates blockchain enabled, interactive digital collectibles for the music, sports and entertainment industries. The Fanaply asset ecosystem empowers teams, artists, festivals, brands and other stakeholders to connect and reward their core audiences, driving new levels of fan engagement.

Engagement with fans is assuming new forms with modern technology and start up innovations. Start-ups are getting audiences closer to the artists making the engagement more immersive and enjoyable.

Today's News

Sebi permits debt securities allotment through UPI

After being enabled for equity IPOs, Unified Payments Interface (UPI), the digital payment railroad run by the National Payments Corporation of India, is now set to be used to buy debt IPOs as well. The Securities and Exchange Board of India (Sebi) has enabled UPI payments for online purchase of debt securities issued to the public.

Source – Moneycontrol

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Indian banking tech companies look for fresh opportunities outside India

The rapid digitisation of the Indian banking sector has put fintech services companies in a position of advantage vis-à-vis their global peers. This is encouraging many such technology enterprises to explore business opportunities outside India, especially across the Middle East, South East Asia and Africa. Industry insiders pointed out that many banks in Europe and North America are also looking to forge deals with Indian banking technology companies in an attempt to match the technology innovations brought in by their Asian peers.

Source – Moneycontrol

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Naspers banks on ecommerce boom post pandemic for growth

South African media and internet company Naspers said on Monday it would look to ecommerce for growth after its food delivery and online sales soared during a nationwide lockdown to curb the coronavirus.

Africa's biggest company by market capitalisation benefited during the lockdown as more people shifted online for shopping, food, making payments or learning.

Source – The Economic Times

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Google is secretly working on a new Truecaller-like app

Google is gearing up to launch a new avatar of its 'Phone by Google' that is touted as a reliable called ID app like Truecaller. The company hasn't revealed anything officially about the app, but the details about the app was spotted by a Reddit user and was first reported by 9to5Mac. The app will be called Google Call and will provide caller ID and spam protection.

Information about this new app was found from an ad on YouTube. This app is not yet available on Google Play which means we can expect Google to roll out this app very soon. The ad has already revealed the name and logo of the Google Call app and the ad says that its "lets you answer with confidence".

Source – The Economic Times

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Here's how VISA, Mastercard and PayPal are fighting cyber frauds with AI

In order to ensure that digital becomes the preferred payment option and the sector can see sustainable growth, safety and security are table stakes. Risk and fraud mitigation are inherent to the domain of managing payments at scale. For companies like PayPal, Visa and Mastercard, AI is acting like godsend to help build that trust in digital payments. For example, security is one area that attracts the biggest investment at PayPal, which processes over 33 million transactions per day, moving more than \$22,000 every second across the systems in total payment volume – close to \$1 trillion annually.

Operating at this scale presents a challenge of securing the transaction as well as the data which is captured to understand customers better. While the company stores data for several customer experience initiatives, one of the key segments remains security. Data helps PayPal to eliminate frauds and secure customer's money through analysis and other insights driven decisioning features. Data is extremely useful for the company to protect their customers from fraud being perpetrated.

Source – The Economic Times

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AI, ML, 5G, IoT will be most important tech in 2021: Study

Artificial intelligence (AI), machine learning, 5G and Internet of Things (IoT) would be the most important technologies in 2021, according to a new study by the Institute of Electrical and Electronics Engineers (IEEE).

The technical professional organisation on Monday released the results of a survey of Chief Information Officers (CIO) and Chief Technology Officers (CTO) in the US, the UK, China, India and Brazil. The survey was on the most important technologies for 2021, the impact of the COVID-19 pandemic on the speed of their technology adoption and the industries expected to be most impacted by technology.

Source – The Economic Times

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Google launches new app in India that will pay users to complete random tasks

Google has launched a new application called Task Mate in India. Through the new application, the company will provide small random tasks to users and once the task is complete, the application will pay a certain amount to the user.

The application is available on the Google Play Store for users to install. However, the app is still in beta and new users will only be able to join through the use of referral codes. Google has, in the application's description, mentioned that the new app is only limited to selected testers at the moment. They have advised users to only install the app if they have the referral code

Source – Mint

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Cashfree scoops up \$35 Mn in Series B round led by Apis Partners

Payment gateway startup Cashfree has scooped up \$35.3 million in its Series B round led by London-based private equity fund Apis Partners' Apis Growth Fund II. Existing investors Y combinator and Smilegate Investments also took part in the round.

Last month, Entracr had exclusively reported about Cashfree's Series B round. With this, the Bengaluru-based firm has aggregated over \$41 million across institution rounds including \$5.5 million Series A funding led by Korea's Smilegate in November 2019 and \$120K seed round in October 2017.

Source – Entracr

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IT spending to grow 6% to \$81.9B in 2021, spending in 2020 sees over 8% drop

Gartner has projected that IT spending in India to grow 6% to a total of \$81.9 billion in 2021. The research firm said IT spending in 2020 is impacted by the pandemic and expected to total \$79.3 billion, down 8.4% from 2019.

The projection would have been higher if not for the stalling of projects as a result of the pandemic, according to Arup Roy, research vice president at Gartner.

Source – The Economic Times

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