



## NEWS HIGHLIGHTS

5 top Indian FinTechs transforming digital lending services

Digital Disintermediation Drives Online Insurance Sales In India

Fintechs lending to high-risk segments even as banks, lenders clamp down on unsecured loans

How Video-KYC Is The Future For The Financial Industry

## Today's View

### Mixed Reality

Mixed reality symbolizes the controlled collision of AR(Augmented Reality) / VR (Virtual Reality) and IoT trends. It is the merging of Real and Virtual worlds to develop new visualizations and environments in which both digital and physical objects and their data can co-exist and interact with each other.

MR displays images on semi-transparent materials using a projector, which then gets reflected with the help of beam-splitting technology. The various end-users include Maintenance, Defense, Archaeology & Tourism, Architecture & Construction, Interactive Product Content Management (IPCM), Simulation Based Learning (SBL), Navigation, Gaming and Entertainment, Medical and Education and Sports.

Microsoft's Hololens is a well-known example of an existing, commercially available **Mixed Reality** device. It is a holographic computer you wear around your head, with lenses over your eyes that project holograms you can manipulate and interact with as though they existed in your physical surroundings.

Mixed reality can be used to drive sales, allowing customers to try on outfits before buying or see if a piece of furniture will fit in their home. IKEA recently announced it would launch an AR app (called IKEA Place) that customers can use to digitally place a product in their home to see whether it would fit and how it would look like.

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**This IoT and SaaS-enabled startup is modernising the facility management and cleaning industry**

Startups often have an uncanny knack of figuring out low hanging fruit. In the facility management and the cleaning industry, processes are labour intensive with a very high attrition rate, which leads to failed service level agreements.



Source – Your Story

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11<sup>th</sup> December 2020

Warby Parker already combines AR technology and facial scanning to create a digital profile of what a customer would look like with a particular pair of glasses.

Major market players includes **Oculus VR LLC, Infinity Augmented Reality Inc., Meta Company, Atheer Inc., Vuzix Corporation, Canon Inc., HTC Corporation, Daqri LLC., Sulon Technologies Inc. and Lumus Ltd.**

The Global Mixed Reality market was to the tune of \$1.05 bn in 2017 and is estimated to surpass \$ 10 bn by 2023 growing at an estimated CAGR of more than 73.2% during 2018 to 2023.

As computer chip manufacturer Intel's website explains, MR "provides the ability to have one foot in the real world, and the other in an imaginary place." While AR enhances a user's perception of the real world, MR can blur the difference between what is real and what is not.

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## Today's News

### 5 top Indian FinTechs transforming digital lending services

India, FinTechs, digital, lending, retail, KreditBee, Kissht, EarlySalary, CASHE, LoanTap Financial technology (FinTech) has transformed the cumbersome process of loan applications through digital lending. With FinTech, the time taken for the loan application process has been reduced and the applicant benefits because of minimum or even no paperwork involved. Traditional approaches were tedious which took a toll on the mental health of the applicant too. Digital lending plays a significant role in the facilitation of financial inclusion as the underbanked and unbanked segments of the population can access credit facilities.

FinTech has broadened the reach of financial services even to the most remote areas. Digital lenders are mainly targeting the young population such as millennials since this group is more digital-savvy. FinTechs can go beyond traditional evaluation parameters such as bureau scores for customer evaluation when it comes to lending. Below is a list of Indian companies in digital lending space who offer loans to retail customers.

Source – IBS Intelligence

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### Digital Disintermediation Drives Online Insurance Sales In India

While 2020 will be remembered as the year of successful tech initial public offerings (IPOs) after a disappointing 2019, the immense success of US online insurance distributor Lemonade's IPO—more than doubling in value on day one—made online insurance startups a focal point in the fintech world. Lemonade's value lies in its popularity with millennials searching for home and rental insurance online.

Similarly, in India, a younger, digitally savvy generation is now powering online insurance sales in an unprecedented manner. Digital disintermediation in the Indian insurance industry is proceeding quickly. Well-financed online insurance startups have emerged, with Policybazaar now the dominant player. Backed by SoftBank and Singapore's Temasek, each of which own a 15% stake, Policybazaar has a 50% market share in online insurance sales and is readying a 2021 IPO, likely to be in the \$500 million range (a \$3.5 billion valuation range), with listings in the US and India.

Source – Global Finance

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### CRED launches CRED Pay, offers one-click payments on credit cards

CRED has launched 'CRED Pay,' a new payment experience for members on select merchant platforms. CRED Pay claims to offer members a safe one-click checkout experience using credit cards already saved on CRED. CRED Pay has been developed in partnership with Razorpay and Visa.

CRED Pay aims to enable brands to create a direct-to-consumer channel by offering them an instant payment experience on their platforms, reducing their dependence

Source – The Times of India

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### Yes Bank's UPI platform records highest transaction among all banks in Nov

Yes Bank's UPI platform has received the highest number of transactions in November among all banks on the NPCI-owned digital payments system. According to the data shared by NPCI, Yes Bank has processed 18.93 million transactions amounting to Rs 1998.22 crore through its own UPI app in the last month.

ICICI Bank followed with 12.71 million transactions worth Rs 2,811.39 crore. Axis Bank and State Bank of India (SBI) grabbed third and fourth spot with 5.06 million and 3.94 million transactions respectively. However, SBI processed Rs 2233.21 crore worth of transactions as compared to Axis' Rs 464.09 crore, NPCI's data shows.

Source – Entrackr

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## Amazon Web Services witnessing strong uptake of services from startups in India

Amazon Web Services (AWS) on Thursday said it is witnessing strong uptake of its services from startups in the country across segments like fintech, healthcare, ecommerce, and logistics. AWS Head of Startup Ecosystem (Asia-Pacific and Japan) Gaurav Arora said cloud is the best place to build startups as it is cost-effective and allows scaling based on growing business requirements. "...Startups are conscious of building a robust and cost optimised architecture early on, so that they can run like a lean startup as they scale their business. Cloud services to begin with are extremely cost-effective as they give startups access to all these on-demand compute resources on a pay as equal model," he said.

Arora added that the three biggest budget items for startups are people, technology, and marketing — and that startups need to manage their capital to succeed. "Whatever state startups are in, every dollar counts and we would want them to appreciate that cost optimisation needs to be seen as a continuous journey, rather than a one-off exercise...AWS is dedicated to helping startups achieve the highest saving potential on the technology spends," he added.

Source – Your Story

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## Fintechs lending to high-risk segments even as banks, lenders clamp down on unsecured loans

Armed with capital a clutch of fintechs is moving in to finance the self-employed and freelancers at a time when banks and other lenders are clamping down on unsecured loans. The risks are high given how even before the pandemic the share of loans in the 90 days-past-due (dpd) category was elevated.

A study by Equifax and Small Industries Development Bank of India (Sidbi) put the ratio of bad loans in the personal segment at 6.15% for fintechs, in December 2019, way above the 0.71% for the industry. However, lenders like Abhishek Agarwal, co-founder and CEO, CreditVidya, believe there is an opportunity. "There is a segment of the population which is not as bad, but has just been hit very badly by the pandemic," Agarwal said. The lender, which operates in the alternative data underwriting space, has now launched a lending vertical called Prefr, which offers pay-later loans, cash advances and term loans to the self-employed.

Source – Financial Express

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## Synechron acquires Australian firm Attra for undisclosed sum

Pune-based IT company Synechron on Friday announced the acquisition of an Australian technology services and solutions provider Attra. The Australian company also focuses on serving clients in the banking and finance space. Synechron did not disclose the deal consideration but announced that the acquisition is its biggest yet and will increase top-line by USD 100 million to USD 650 million, and also add 2,000 employees to take its overall headcount to over 10,000.

Melbourne-headquartered Attra was incorporated in 1995 and provides consulting, application development, maintenance and engineering services to clients across the payments value chain worldwide, as per a statement. "The acquisition of Attra enable us to strengthen our service offerings.

Source – Outlook

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## How Video-KYC Is The Future For The Financial Industry

The last decade has seen a rapid integration of technology across several industries, be it education, finance or consumer goods. In the BFSI sector, the financial technology revolution started in India with the introduction of digital wallets, and has only expanded since.

This has led to the expectation of leaner and faster financial procedures by both service providers & the end customer, especially at the initial onboarding stage. And with the RBI's guidelines for remote KYC onboarding coming in in Jan 2020, the stage could not have been better set for digitizing processes across the Financial industry.

Source – Businessworld

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## BC Web Wise wins digital AoR mandate for SBI Card

Digital marketing company, BC Web Wise has bagged the social agency of record (AoR) mandate for SBI Cards and Payment Services.

As per the mandate, the agency will be focusing on providing a fresh look to the social media presence of SBI Card. The agency will create social media content strategies, lead organic social media campaigns that are relatable and engaging for the target audience of SBI Card. This will take the digital community for the brand up a groove.

Source – Brand Equity

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