



NEWS HIGHLIGHTS

PM to launch distribution of e-property cards under SWAMITVA scheme on Apr 24.

Snapmint integrates with Google Pay to lend to GenZ customers

ICICI Bank's digital outreach nets 15 lakh users from other banks

Paytm's new video-based 'Community' to tap young users

Today's View

Technology for Seniors

Currently, there is an unprecedented demographic challenge across the world. The major challenge is due to an increase in the elderly population which is becoming a concern. As a result, people are looking for ways to develop respectful and economically sustainable solutions that provide care for the elderly people.

In 2015, in the European Union alone, the so-called "silver economy" was estimated to be worth €3.7 trillion, and is projected to reach €5.7 trillion in 2025. It is no wonder that the tech world is taking notice and age tech, the emerging sub-sector of health tech focusing on technology and innovation to improve the lives of the elderly, is poised to grow very fast. Several startups are already leading the pack in the age tech revolution.

cettefamille which translates to "this family", is an affordable alternative to retirement homes in France. Founded in 2016 and based out of Normandy in Northern France, **cettefamille** is a network of professionals and accredited families all throughout France that matches the elderly with welcoming homes. It offers a comfortable, personalized alternative to group living in nursing homes and retirement communities. The receiving family is trained in elder care by professionals, and accredited by the government. The cost per month is also two to three times lower than traditional retirement home options. In addition to connecting elderly folk in need of homes and receiving families, **cettefamille** also provides bespoke solutions for organizations and companies dealing with the elderly and those with reduced autonomy.

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This startup is eliminating FMCG distribution problem and digitising kiranas, smaller brands

This led them to start Creando in 2014 in Delhi-NCR. The startup connects brands with retailers, and empowers them through technology. It provides consulting to kiranas, smaller brands, and FMCG brands in the area of business strategies, sales, and marketing.



Source – Your Story

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27th April 2021

Founded in 2014, London-based **SuperCarers** is an online platform helping families find experienced and fully vetted carers in their area. SuperCarers differentiates itself from care agencies by identifying qualified carers, personalizing matches and giving users the tools to coordinate care directly with each carer. It provides different types of home care: day/night, live-in, and respite with the flexibility of having carers at home whenever they are needed and for as long as they are needed. Specialist home care for specific health conditions such as arthritis, cancer, dementia, Alzheimer's, autism, low mobility, neurological conditions and even palliative care are also offered.

Whatsapp, Facebook and the omnipresent Google are very much the post 2000's. Our respectable senior citizens find it difficult to understand them. Empowerji focuses on helping the elderly to get comfortable with technology so that they are able to live independently in this digital world. They enable senior citizens to become digital savvy, through online workshops. **Empowerji** app also acts as a sort of virtual concierge to help seniors take care of their daily needs.

The revenue potential of this sector is evident from the huge and increasing target customer segment. Also, the benefits of having care and help available at the click of a button is far reaching.

Today's News

Snapmint integrates with Google Pay to lend to GenZ customers

Snapmint, financial services platform addressing lifestyle purchase needs of youngsters has been integrated by Google Pay into its Spot platform for businesses. The integration of the new age fintech lender on the Spot platform addresses and simplifies the end-to-end lifestyle purchasing needs of this audience on Google Pay.

They will now be able to utilise Google Pay to buy electronics and fashion products. Completing KYC norms, checking eligibility for credit limit and availing EMI offers around Rs 3000 will be possible within seconds. Abhineet Sawa, Co-Founder and Chief Revenue Officer said, "A Gen Z customer typically makes close to 6-15 fashion and lifestyle purchases per year. These include headphones, smartwatches, shoes, clothes, sunglasses, backpacks and fitness bands. The existing credit options have ignored these purchase categories.

Source – *The Economic Times*

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ICICI Bank's digital outreach nets 15 lakh users from other banks

India's second largest private bank, ICICI Bank's iMobile Pay has onboarded 15 lakh users who are non-ICICI Bank customers since the launch in December 2020 and has seen high customer engagement through repeat usage of features like Pay2Contact, scan to pay and among other options.

Apart from this it has also invested in expanding its merchant ecosystem and has put in place a payment stack. The transactions with Eazypay have increased four times between June 2020 to March 2021. On FASTag it also partnered with PhonePe to issue FASTag using UPI on PhonePe's application.

Source – *The Economic Times*

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PM to launch distribution of e-property cards under SWAMITVA scheme on Apr 24

Prime Minister Narendra Modi will launch the distribution of e-property cards under the 'SWAMITVA scheme' on Saturday, according to a statement from the Prime Minister's Office (PMO).

As many as 4.09 lakh property owners will be given their e-property cards on National Panchayati Raj Day (April 24), which will also mark the rolling out of the SWAMITVA scheme for implementation across the country.

Source – *The Economic Times*

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What is open banking opportunities and its risks

Your personal information is creating a revolution. It is perhaps making a whole new world. Open banking is where banks and other financial institutions involve third parties to use transactional, operational or personal data to create innovative solutions. That is done by plugging in the application programming interfaces (APIs) of third-party providers.

CRED, a fintech company, allows you to pay their credit card bills by offering other freebies or short-term credit. It caters to customers with good credit scores. Then, there are disruptive businesses like

Source – *The New Indian Express*

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Mahindra Financial to separate FinTech biz, eyes Rs 25K cr biz in two years

Mahindra & Mahindra Financial Services plans to carve out a special business unit (SBU) for its FinTech vertical. The unit, to be called Digital Finco, will be run like a separate independent company. Mahindra Financial will allot Rs 250-Rs 300 crore in capital to the new company, which will focus on small-ticket loans particularly in the two-wheeler space. Currently, Mahindra Financial does not have a presence in two-wheeler financing. Digital Finco will also enter personal and consumer durables financing segments both in urban and rural markets.

Mahindra Financial is looking at a loan book of around Rs 5,000-Rs 7,000 crore in the first year and wants to scale it up to Rs 25,000 crore by 2023. The company is also readying its rural housing finance subsidiary — Mahindra Rural Housing Finance — for an IPO in 2-3 years. The company plans to build Mahindra Rural Housing Finance to Rs 50,000 crore entity before the listing from Rs 8,000 crore now.

Source – The Economic Times

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Paytm's new video-based 'Community' to tap young users

Paytm is launching Paytm Wealth Community, a video-based feature as part of its digital wealth management platform in a bid to tap young users interested in investing in capital markets. The community will showcase videos from experts and content creators on a variety of financial subjects in multiple languages. In its first phase, it would feature sessions by 40 financial experts including William O'Neil, Quantech Capital and Skillspire.

The beta phase of the community will run on Paytm Money, the digital wealth management platform which allows users to invest in mutual funds, equity, IPOs, ETFs, futures & options, digital gold and the National Pension Scheme. "The Paytm Wealth Community is the single most important change that we're bringing to the equity investing and trading platform, so to speak," Varun Sridhar, CEO of Paytm Money, told ET. "The single biggest problem with investments is users don't know what to do and after they know what to do, they're not confident enough."

Source – The Economic Times

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HDFC Bank deploys mobile ATMs across India

Mumbai, HDFC Bank on Saturday said it has deployed mobile ATMs across India to assist customers during the lockdown. "At restricted, sealed areas, the 'Mobile ATMs' will eliminate the need for general public to move out of their locality to withdraw cash," the bank said in a statement. "During the lockdown last year, HDFC Bank successfully deployed mobile ATMs in over 50 cities and facilitated lakhs of customers in availing cash to meet their exigencies."

Accordingly, customers can conduct over 15 types of transactions using the 'Mobile ATM', which will be operational at each location for a specific period. The 'Mobile ATM' will cover 3-4 stops in a day. "We hope our mobile ATM will provide a great support for people who want to avail basic financial services without having to venture far from their neighbourhood," said S. Sampathkumar, Group Head - Liability Products, Third Party Products and Non-Resident Business at HDFC Bank. "This service will also be of great help to all the healthcare workers, and other essential service providers who have been working tirelessly to combat the pandemic."

Source – The Economic Times

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CarDekho Group plans expansion across Southeast Asia in next two years

Automotive platform CarDekho Group is pressing ahead with its international expansion plans with an aim to be present across South-East Asia in the next two years, according to a top company official. The company, which is currently in the process of deploying \$25 million for the expansion programme, will enter Malaysia this year followed by Thailand and Vietnam next year.

"The idea very clearly is that we will be a pan South-East Asia (player) and all other major markets with our new auto business within the next two years. On the auto finance side, we will probably see enter about three-odd markets," CarDekho Group cofounder and president Umang Kumar said.

Source – The Economic Times

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Using the power of networking, this Delhi-based platform is helping SMBs scale and grow

For decades now, networking has been an essential part of growing a career or even a business. It was the impact of this power that Jaspreet Dhingra, a Chartered Accountant by profession, realised while working with HSBC Bank in the UK around 2010.

"In the UK, there is a culture of going to a bar and having a beer after work. This concept really fascinated me," he says.

Source – Your Story

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