



## NEWS HIGHLIGHTS

India jumps 30 spots to 100 in World Bank's ease of doing business rankings

Flipkart's PhonePe launches POS device to ramp up in-store digital payments play

HDFC Bank to expand SmartUp zones in Bengaluru

'In a few years, Uber may provide more jobs than Railways'

## Today's View

### Finance meets Marketing

In today's hyper-connected world where customers hold the privilege to choose from a plethora of products and services to fulfil a variety of needs, it becomes tricky for new-age Fintech players to differentiate themselves among competitors. For instance, as per the publication **Entrepreneur**, majority of over 8,000 Fintechs that exist today are specifically focused on the payments space.

So, how must such Fintechs differentiate themselves, especially when they offer not so differentiated products and services? Smart FinTechs are winning here by putting into practice a unique concept called 'Mark-Tech' (Marketing Technology). It combines the power of creativity with technology to generate brand recognition.

For example, **American Express** created an audio-visual called "Spent: Looking for Change" to underline the fact that one in four U.S. households that are not well served by the traditional banking system end up spending close to 10% of their income on 'other fees', which is equivalent to the amount a typical American family spends on groceries.

Other Fintechs are stepping beyond visuals. Swedish Fintech **iZettle** ran a high-tech pop-up store campaign where a variety of businesses could use iZettle's mPOS technology for transactions for 12 hours. On similar lines, payments platform **Instamojo** ran a quirky MarkTech campaign around 'Reasons Not to Choose This Free Payment Platform' to indirectly make participants realize the great value of the product.

## INTERESTING NEWS

### Xiaomi eyes outlets of The Mobile Store

Xiaomi and Bengaluru-based retailer Sangeetha Mobiles are in talks to acquire the 300-odd stores of Essar Group's cellphone retail venture The Mobile Store.

#### New Connections

Xiaomi would convert the acquired business into its exclusive outlets 'Mi Home'	Sangeetha will have a national presence as it has started expansion outside South
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#### 1,000 stores

Essar's The Mobile Store was once India's largest cellphone retailer

<b>Reliance Retail</b> has over <b>2,000 stores</b>	<b>Sangeetha Mobiles</b> has over <b>400 stores</b>
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Xiaomi plans to use a local partner to acquire the business and convert the stores into its exclusive 'Mi Home' outlets.

Source – The Economic Times

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Date – 01<sup>st</sup> Nov 17

Similarly, Canadian digital finance company **Mogo**, is targeting millennials in an astonishingly different manner; key campaign highlights include compelling financial literacy content, introduction of Financial Fitness Coaches, and the national Fintech event series. London-based **TransferWise** came up with a video ad depicting massively destroyed space after a big party at the Bank of Money; which by the way is more than that – it depicts the ability of the company to disrupt the traditional banking industry.

Even traditional financial institutions have realized the importance of MarkTech. **NAB Bank** implemented a social experiment in a shopping mall which shows that majority of the ordinary people, upon finding a pair of sunglasses that seem to have been ‘accidentally dropped’, actually return it. This helped NAB Bank convey the message of honesty while associating it with the brand.

There is no doubt that practicing MarkTech is a niche and tricky concept. Having said that, it certainly holds great potential to acquaint the outside world with subtle technological differences in the product relative to the competitors’ that are more established in the market for decades.

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## Today’s News

### India jumps 30 spots to 100 in World Bank's ease of doing business rankings

India has for the first time broken into the club of the 100 nations easiest to conduct business in, driven by ease of paying taxes, resolving the insolvency problem, access to credit, and protection of minority investors.

The World Bank’s ‘Doing Business 2018: Reforming to Create Jobs’ report, released on Tuesday, showed India’s rank in ease of doing business jumped 30 places to 100 among 190 countries. India’s rank was 130 a year ago.

The country improved its rankings in six of the 10 sub-categories used by the World Bank to judge the climate of business.

Source – *Business Standard*

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### Flipkart’s PhonePe launches POS device to ramp up in-store digital payments play

E-commerce major Flipkart’s digital payments arm PhonePe has launched its own point-of-sale device to boost its digital payments play. The POS device will be piloted across Bengaluru. The company will distribute 5,000 devices, and then devise a rollout strategy based on the response from the merchants.

The handheld device, which resembles a calculator with a few additional buttons, can be connected remotely to a mobile phone and the transaction can be initiated using an app.

Source – *VCCircle*

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This News Letter has been prepared with the assistance of **Sadhika A. and Manish Kulkarni**

### Kirana11 aims to take on BigBasket, Amazon and Flipkart in grocery

Kirana11 considered 14 categories and decided to launch ‘Kirana11’ in the grocery segment as the first step.

Primarily an O2O platform, Kirana11 follows a hybrid model of B2B2C and Hyperlocal. They aim to connect kirana stores to customers as well as distributors, and help small sellers digitize shop management.

Source – *Yourstory*

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### Amazon Echo, Echo Plus and Echo Dot are now shipping in India

Amazon’s devices, including the Echo, Echo Plus, and Echo Dot, were initially available through an invite-only program. Today, Amazon says those orders are now shipping to customers, and will arrive in November.

The move to bring Echo devices to India is the latest among several efforts to establish a larger presence here.

Source – *TechCrunch*

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### Paytm Mall claims 20% of Indian festive ecommerce

They claim a market share of 15-20% during the sales. The company claims to have achieved an annualized GMV run-rate of approximately \$4 billion, a target that was set for March 2018.

Source – *Tamebay*

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## HDFC Bank to expand SmartUp zones in Bengaluru

After a year of launching dedicated zones exclusively for startups in Bengaluru, HDFC Bank is expanding its SmartUp zones across niche branches. More than 35% of all the startup accounts opened after SmartUp launch and are based in Bengaluru.

It will also be launching the service in 65 branches across 30 cities. These zones will exclusively cater to startup requirements including legalities and other compliances and speed up the overall.

Source – *The Economic Times*

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## Potential merger of Zomato and Swiggy on the cards?

Food ordering and delivery platform Swiggy evaluated a potential stock-based merger with rival Zomato according to four people aware of the development.

The talks, between the management of the two companies, were held as recently as last week, but have failed to progress as differences in business alignment and expected valuations cropped up. While Zomato has proposed a stock-based merger, Swiggy is keen to acquire and operate Zomato.

Source – *The Economic Times*

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## ‘In a few years, Uber may provide more jobs than Railways’

Cab aggregator Uber has partnered with IT solutions provider Mphasis to launch two new services, uberACCESS and uberASSIST, in Bengaluru, to be rolled out pan India thereafter. Mphasis, as a part of its CSR initiative, has invested \$13.6 crore in 50 retrofitted vehicles, which will serve as forward-facing wheelchair accessible vehicles, and to train and certify 500 Uber driver-partners through the Diversity and Equal Opportunity Centre.

These drivers will steer a fleet of 500 vehicles designed to provide additional assistance to senior citizens and people with accessibility needs.

Source – *BusinessLine*

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## Tab Capital has raised Rs. 80 crore in debt financing from a clutch of banks

Pune based digital lending platform TAB Capital has raised Rs 80 crore in debt from Vijaya Bank, Bank of India, South Indian Bank and MAS Financial.

Registered with the RBI as a non-deposit taking NBFC, TAB Capital is set to utilize the debt funding to reach loan book of Rs 200 crore by March next year and subsequently Rs 500 crore by March, 2019.

Source – *The Economic Times*

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## Ebix to acquire online travel portal Via.com

Ebix a supplier of on-demand software and e-commerce services to the insurance, financial, e-governance and healthcare industries said one of its Singapore subsidiaries agreed to acquire Via.com, an online travel and assisted e-commerce exchange.

The acquisition of Via expands Ebix's distribution network to over 224,000 outlets in South-east Asia, besides offering significant cross-selling opportunities for Ebix's EbixCash (earlier ItzCash) Financial Exchange portfolio of products.

Source – *Livemint*

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## Google banks on artificial intelligence tools for its return to China

More than 7 years after exiting China, Google is coming back. And it's not with a search engine.

Instead, Google's ingress is centered on artificial intelligence. The internet giant is actively promoting TensorFlow, software that makes it easier to build AI systems, as a way to forge business ties in the world's largest online market, according to people familiar with the company's plans. At the same time, Google parent Alphabet Inc. is adding more personnel to scour Chinese companies for potential AI investments.

Source – *Livemint*

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