



NEWS HIGHLIGHTS

Fintech start-up Rubique in talks to raise up to \$25 million

Future Generali begins delivery of policies via WhatsApp

Govt slashes UPI cashback scheme limit to total of Rs 150 per person

Digital payments company MoneyOnMobile is putting its money on underserved rural India

Today's View

Blockchain in Advertising

With the introduction of EU's **General Data Protection Regulation (GDPR)**, which came into effect recently, the digital advertising industry will be undergoing a huge transformation. The GDPR requires advertisers and publishers to be fully transparent about their data collection and mining practices. But publishers often don't even have access to or control all the details of the information their website collects. Accountability and traceability are some of the challenges faced by the digital marketing and advertising industry, which is valued at over \$250 billion dollars in 2018, as per **Statista** report.

NYIAX (New York Interactive Advertising Exchange), the world's first advertising contract exchange, is using **NASDAQ's** blockchain technology to combine a financial matching engine and trading concepts with advertising technology. This makes the exchange a transparent marketplace for buying, selling, and re-trading of future premium advertising inventory as guaranteed contracts.

Similarly, The **MetaX** platform powered by **AdChain** offers end-to-end transparency for all data in the supply chain of digital advertising. The MetaX platform provides buyers with a scalable and trustworthy solution for tracking and verifying all advertising impressions. While **AdChain**, uses its own native token to establish a trusted ad space where users benefit from campaign

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Bike-sharing platform MobyCy in talks to raise \$3 million

Bike-sharing platform MobyCy is in talks to raise \$3 million with Venture Catalysts, IDG Ventures and Orios Venture Partners, said the company's chief executive Akash Gupta.



MobyCy plans to use the funds to foray into e-bikes and e-scooters on its platform, claiming to be the first one in the country to do so.

Source – *The Economic Times*

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Date – 13th July 18

auditing and cryptographically secure impression tracking. Basically, it means that companies can make sure they get the advertising they pay for.

Even BigTechs are banking on blockchain technology to offer digital advertising solutions. For example, **IBM iX** has partnered with software firm **Mediaocean** to launch a blockchain-powered tracker for digital media transactions. While, **Ubex** is focussed on mitigating frauds in advertising by applying blockchain technology and pay-per-action model to track down different actions starting from a website user registration, leaving contact information and even purchasing products.

Looking at its potential, Blockchain Technology can do wonders for the advertising industry. It can be the tech that will enable to create a better future for digital advertising. With so many features to offer, it will be wise for many industries including the advertisement industry to adopt it and reap its benefits.

Today's News

Fintech start-up Rubique in talks to raise up to \$25 million

Kalaari Capital-backed Rubique Technologies Pvt. Ltd, an online lending marketplace for financial products, is in talks to raise \$20-25 million in a round, which will see participation from both existing and new investors, said a senior company executive.

"Since 2015, we have raised \$10 million. We are now planning to raise more money for scaling up. We have initiated the process and we're currently in talks with four global players, two from China, one each from Japan and the US. We would take four to five months to complete the entire fund raising process," said Manav Jeet, founder, MD&CEO, Rubique Technologies.

Source – Mint

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Future Generali begins delivery of policies via WhatsApp

Future Generali India Insurance Company Ltd (FGII), a private general insurer, on Thursday said it has become the first insurance company to initiate delivery of policies via WhatsApp. This is an instant and an additional delivery option adopted by FGII to enhance convenience and ease for its customers.

FGII has already delivered more than 5,200 policies via WhatsApp Messenger, as part of the pilot run which started on June 15 this year. K.G Krishnamoorthy Rao, MD and CEO, Future Generali India Insurance Co. Ltd. said, "WhatsApp has wide acceptability and has grown to become a preferred mode of communication. It's convenient for customers as they get instant access to the policy document. It is an app that everyone can use with ease, be it a senior citizen, working professional or a young adult, both in rural and urban areas."

Source – BusinessLine

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This News Letter has been prepared with the assistance of G Balakrishna and Vikas Madaan

SEBI mulls 'Snapchat model' to facilitate listing of Indian startups

Market regulator Securities and Exchange Board of India (SEBI) is mulling over implementing a 'Snapchat model' for facilitating listing of Indian startups, Business Standard reported. During its initial public offering (IPO) last year, the multimedia messaging app offered shares without any voting rights. The move caught the market's attention as it allowed founders to tap the market without giving up the freedom on decision-making.

Source – Money Control

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Monexo Fintech gets RBI certification for P2P biz

Monexo Fintech (P) Ltd, on Thursday, said it has been granted the NBFC-P2P certification by the RBI for operations in India. The accreditation makes Monexo Fintech the third P2P platform in the sector to get the RBI certification, the company said in a press release, adding it is growing at a 300 per cent year-on-year rate.

Source – BusinessLine

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Mobikwik begins instant credit facility for customers and small merchants

After nine months of announcement to foray into fintech lending space, digital payments startup Mobikwik has finally launched an instant credit facility for customers and small businesses.

Source – Entrackr

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Govt slashes UPI cashback scheme limit to total of Rs 150 per person

In a bid to ensure that public money isn't wasted with people gaming the system, the government has decided to limit the incentives available to Unified Payments Interface from Rs 750 a month to just Rs 150 per person in the full life cycle, sources said.

A notification in this regard is set to come out in a couple of days which will make it clear that the Ministry of Electronics and Information Technology is looking to limit the outflow through this cashback scheme. It is important to note here that this scheme was amended only in April when it was extended to people transacting on other banks' UPI platforms as people were eligible to make up to Rs 750 by just transferring funds to unique users.

Source – Business Standard

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Digital payments company MoneyOnMobile is putting its money on underserved rural India

With a unique amalgamation of machine learning (ML), artificial intelligence (AI), Internet of Things (IoT), (BBPS), Aadhaar-enabled Payments Systems (AePS) and (UPI), digital payments, which were once limited to existing players like Visa and banks, have now caught the fancy of startups in India.

And, with good reason. According to a Credit Suisse report, the digital payments sector in India, which currently aggregates less than \$200 Bn, is poised to grow five-fold to \$1 Tn by 2023. The potential opportunity can also be understood by looking at the phenomenal growth of digital payments decacorn Paytm – a company founded in 2010 by infusing \$2 Mn is now valued over \$10 Bn in 2018.

Source – Inc42

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Airtel Payments Bank gets RBI nod to add new customers, can use e-KYC

After being mired in controversy for a long time after an RBI order that prevented it from onboarding new customers, Airtel Payments Bank received requisite approvals from the central bank to start signing up new accounts, the company stated on Thursday.

The payments bank was at loggerheads with the authorities after it was reported that it opened savings bank account for existing customers without seeking their express permissions. These accounts eventually led to rerouting of government subsidies for LPG to the tune of Rs 1.68 billion being transferred to Airtel Payments Bank accounts even as many of the customers weren't aware of the same.

Source – Business Standard

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Uber Adds 'Pay With Venmo,' Becoming Largest App to Adopt Tool

The battle to become the country's preeminent cashless mobile payment platform is heating up. Starting Thursday, Uber Technologies Inc. riders in the U.S. will see a "Pay with Venmo" option when selecting a payment method for their trips.

The feature will appear right next to Apple Pay, Apple Inc.'s competing mobile payment service.

Source – Bloomberg

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Consent above everything in new data sharing norms

The Justice BN Srikrishna committee, which is devising a framework for data protection in India, will recommend that companies be mandated to seek consent from users before sharing information provided by them, said a committee member.

There will also be provisions to impose penalties for violations of data privacy.

Source – The Economic Times

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Wishberry raises Rs 10 crore Series-A funding

Wishberry, a crowd funding platform for filmmakers & creative artist, has raised Rs 10 crores in Series-A funding led by Reliance Big Entertainment, Dr. Sunil Patil, Director on the Board of Scrabble Entertainment Ltd and 3one4 Capital.

Source – The Economic Times

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