



**NEWS HIGHLIGHTS**

RBI puts a stop to Fino Payments Bank's account opening operations

UPI transactions fall 4% on round tripping curbs, PhonePe takes the top spot from Paytm

WhatsApp launches APIs for businesses to integrate and interact seamlessly with customers

Wipro lighting launches IoT enabled solutions

**Today's View**

**Tracking Emotions**

The facial recognition technology, a category of biometric technology that maps an individual's facial features mathematically and stores the data as a faceprint has become well known **with Apple's iPhone X**. It includes Face ID technology that lets users unlock their phones with a faceprint mapped by the phone's camera.

According to a 2016 report published by Allied Market Research, titled, World Facial Recognition Market - Opportunities and Forecasts, 2015 - 2022, the global facial recognition market is expected to generate revenue of \$9.6 billion by 2022, growing at a CAGR of 21.3% from 2016 to 2022.

Not only for identification and authentication, the technology is now being used to read your emotions as well! Although, the emotion recognition technology is in its infancy, it seems to have the ability to transform many industries. There is no doubt that this technology could be used to create more personalized user experiences.

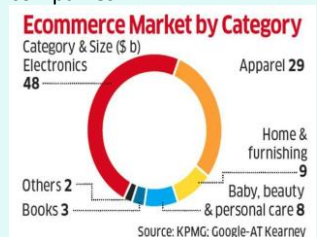
Bengaluru based **Entropik** Tech uses artificial intelligence to understand consumer preferences based on their emotional responses. They not only measure user's facial expression, brainwaves, and eye movements to track their subconscious states for the same. **Entropik's platform—Affect Lab**—enables brands and publishers to understand the consumer's reaction to a particular product, content or service. This includes advertisements, movie

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**It's Amazon, Walmart-Flipkart vs rest of India in draft ecommerce policy**

The core of the draft ecommerce policy released by the commerce ministry on Monday is seeking to champion make in India and create a level playing field for homegrown companies.



Source – The Economic Times

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Date – 02<sup>nd</sup> Aug 18

trailers or even promotional videos. Another app called **Truthify** tries to read the user's face, while watching a video, and senses the emotion that the user feels.

Apart from tracking consumer emotions, the technology is being used in recruitment too. London-based Human, is a start-up that analyses video-based job applications. The company claims it can spot the emotional expressions of prospective candidates and match them with personality traits according to the information its algorithms collect by deciphering subliminal facial expressions when the applicant answers question.

**Affectiva** has launched its Automotive AI service that lets creators of autonomous vehicles and other transportation systems track users' emotional response. The solution uses AI models to identify drowsiness, yawning, and other signs of driver fatigue. At a later stage, the solution would also encompass the use of facial recognition to determine whether a driver is under the influence of drugs or alcohol etc.

In the gaming industry, the video game **Nevermind**, for example, uses emotion-based biofeedback technology from Affectiva to detect a player's mood and adjusts game levels and difficulty accordingly. The more frightened the player, the harder the game becomes. Conversely, the more relaxed a player, the more forgiving the game.

In the healthcare arena, **emotion-sensing AI solutions** could potentially monitor the mental health of patients round the clock, and alert doctors and caregivers whenever required.

While, reading emotions is not easy as each individual has their own way of expressing them but we feel that the only way to train the AI would be to place them as close to humans as possible to get a diverse data-set to learn from. After all, machines have to learn to listen with their eyes for feelings.

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## Today's News

### RBI puts a stop to Fino Payments Bank's account opening operations

The Reserve Bank of India (RBI) has directed Mumbai-based Fino Payments Bank to halt account opening functions till it modifies its processes to adhere to the regulator's rules on deposit limit. The banking regulator mandates payments banks to restrict deposits to Rs 1 lakh. "It was observed that a few Fino Payments Bank accounts had deposits in excess of Rs 1 lakh, which is the stipulated amount. In this context, the RBI directed Fino Payments Bank to put in place appropriate process to address the operating guidelines on deposit limits in customer accounts," said a Fino Payments Bank spokesperson in a response to ET queries.

Source – The Economic Times

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This News Letter has been prepared with the assistance of Vikas Madaan and Aparna Anand

## Wipro lighting launches IoT enabled solutions

Wipro Lighting unveiled its Internet of Lighting (IoL)TM solutions for Smart & Connected indoor & outdoor lighting at the Light Show today. The IoLTM solution will usher in a new revolution in office, institutions and outdoor lighting sectors. Emergence of IoT and Big Data have made smart and connected digital lighting solutions a reality. These solutions bring in both intelligence and functionality into lighting systems.

Source – The Economic Times

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## Cyber security service providers investing in new technologies to predict, prevent attacks

With cyber threats rising rapidly, security service providers see an increase in demand for their products, prompting them to invest in latest technologies such as machine learning to predict and prevent attacks. Paladion.

Source – BusinessLine

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## Airtel launches 'Bandwidth on Demand' platform

Airtel on Wednesday launched its Bandwidth on Demand platform globally to enable businesses manage bandwidth requirements on a real-time basis. The platform offers quick activation to access, configure and monitor bandwidth requirements and gives full control to the users to provision bandwidth whenever and wherever they need it.

Source – NDTV

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## UPI transactions fall 4% on round tripping curbs, PhonePe takes the top spot from Paytm

Unified Payments Interface (UPI), the country's revolutionary peer-to-peer digital payments mechanism has reported 235.6 million transactions in July against 246 million in June, said the National Payments Corporation of India (NPCI).

While the headline figures might show a 4% fall in transactions, sources pointed out that these numbers are without the single account transactions that were happening on UPI. "As per our understanding single account transactions were as high as 15 to 20% of total UPI payments and NPCI has cleared out all those numbers while reporting the July figure," said a senior banker in the know of the matter.

Source – *The Economic Times*

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## Machine learning-based tool to protect against malware attacks launched

FireEye, a Nasdaq-listed security solutions company, has introduced a machine learning-based detection and prevention solution to block advanced cyber threats, protecting customer information, sensitive data, and intellectual property.

The firm has integrated the new solution, MalwareGuard, to its endpoint security solution and is available to current subscribers at no additional cost. "The new solution is the result of two years of research. Machine learning techniques integrated in the solution would make it easy to classify malware on its own, without any human involvement," a FireEye executive said.

Source – *BusinessLine*

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## WhatsApp launches APIs for businesses to integrate and interact seamlessly with customers

Next time you book flight tickets online, you may get the confirmation message on WhatsApp. And if that flight is delayed, the airline could send you a WhatsApp message with the new timing. WhatsApp is launching its first revenue-generating product in India for enterprises to interact directly with customers using the instant messaging platform.

WhatsApp for Business APIs (application programming interface) will debut with MakeMyTrip, India's largest online travel agent, customer service software provider Zendesk and Gurugram-based pharma delivery startup 1mg, which uses Zendesk in India.

Source – *The Economic Times*

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## Industry seeks a secure code in data localisation norms

India's data localisation framework should look to ensure strong security and protection of citizen's data without impacting the growth of digital economy, say industry players.

Source – *The Economic Times*

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## Facebook Unveils Tools to Tell Users When to Stop Scrolling

Facebook, during all its years of expansion, has been focused on one thing above all else: getting people to spend more time on its social network. Now, as tech giants face increasing criticism over the addictive nature of their products, the company is releasing features that do the opposite.

Source – *Bloomberg*

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## Google 'working on censored search engine' for China

Google has been condemned for supporting state censorship following reports that the company is working on a mobile search app that would block certain search terms and allow it to reenter the Chinese market. The California-based internet company has engineers designing search software that would leave out content blacklisted by the Chinese government, according to a New York Times report citing two unnamed people familiar with the effort.

Source – *The Guardian*

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