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Today's View

Mandarin Corner: Reverse Commerce

ReCommerce (also known as **Reverse Commerce** or **Reverse Marketplace**) is a business of selling online the old /unused, repairable or open box products from the e-commerce industry after refurbishing them. The fastest selling goods in this market is refurbished smartphones. As per **Deloitte**, the refurbished smartphone market grows five times faster than the overall smartphone market.

According to **CBNData**, at $60 billion, ReCommerce market size in China was nearly three times the size of the nation's ride-sharing economy. **The Fung Global Retail & Tech** study indicates that the ReCommerce field is expected to continue growing as China is home to a large quantity of pre-owned products. "Statusphere" – the feeling of status elevation by using a better product with better features at the same price is what is helping this market grow exponentially.

Two online ReCommerce platforms, **Zhuan Zhuan** and **Xianyu**, hold nearly 90 percent of the ReCommerce market share in China. Xianyu, which translates to "Idle Fish", is pre-owned goods marketplace run by **Alibaba**. It seeks to differentiate its positioning by introducing virtual communities, called 'fish ponds' that are based on common interests, tastes, or location to increase user engagement. Consumers create their own personal virtual shops, where they post, promote their pre-owned merchandise and conduct the whole

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After roping in Rajan Anandan, Sequoia eyes a $200-million Surge

Sequoia Capital India, which roped in Google India's Rajan Anandan to lead its Surge programme, is expected to raise a separate fund of $150-200 million, people aware of the plan said.

Source – The Economic Times

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Date – 3rd April 19

transaction online using **Alipay**, where the money is held in escrow until the buyer receives the item.

On the other hand, Tencent-backed Zhuan Zhuan has its own form of social consumerism – an 'acquaintance' system that lets users connect with their existing **WeChat** platform by importing their contacts. Not only providing a wider customer base but the WeChat integration also allows both buyers and sellers to establish trust. Further, both parties can check each other's credibility through a Sesame credit rating system.

With growing appetite for fashion, ReCommerce is driving the proliferation of new entrants into this field. For example, **Secoo** is a pre-owned luxury platform on which sellers can either complete the entire process online or visit their flagship stores, Secoo Club. Another luxury ReCommerce app, **91xinshang**, has a professional team of experts to provide authentication of the refurbished goods, while **GoShare2** is an exclusive women's ReCommerce platform that provides an end to end seller in processing sellers' items, ranging from cleaning the clothes, taking photographs, to displaying the items online and handling customer inquiries.

As these smaller players continue to gain market share, we believe that the field will further diversify adding business to the already growing ReCommerce Industry in China. The reselling of physical products is just the beginning. There are still a variety of categories that we have not yet seen being resold. After all, all products deserve a second chance.

Today's News

India's cloud market to hit $7B by 2022: Nasscom

With increased adoption of futuristic technologies such as Artificial Intelligence (AI) and Machine Learning (ML), the cloud market in India is poised to grow three-fold to $7.1 billion by 2022, according to a Nasscom report on Tuesday. In 2018, Cloud spending stood at approximately 6% of the total IT spending, according to the report prepared in collaboration with Google Cloud and Deloitte Touche Tohmatsu India LLP. Globally, the Cloud spending on IT is growing at 16.5% and is expected to touch $345 billion by 2022, said the report titled "Cloud -- Next Wave of Growth in India".

Source – The Economic Times   READ MORE

State-level nodal officers to help Election Commission battle fake information

The Election Commission of India has directed its state-level bodies to appoint nodal officers immediately to keep an eye on possible violations on platforms such as Facebook, Twitter and YouTube, as it takes another step to crack a whip on fake news, hate speech and other problematic content that violate the election model code of conduct.

Source – The Economic Times   READ MORE

This News Letter has been prepared with the assistance of Vikas Madaan and Hema Kumar

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Chinese fintech Unicorn WeCash walks out from India before launch

Chinese Internet companies turned towards India in pursuit of a greater scale. Several firms in content such as TikTok, Helo, Bigo, and Newsdog have been gaining quick grounds in India. Simultaneously, some others are struggling (like ClubFactory) and a few also winded up their operations.

Kwai had shut down Indian office while Shunwei-funded Coconut had ceased its operations early this year. Even before the launch, fintech firm WeCash has wrapped up its plans of launching a consumer-facing lending product in the country.

Source – Entrackr

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TeamViewer launches IoT kit for businesses

Remote connectivity solutions company TeamViewer on Tuesday launched the IoT (Internet of Things) starter kit for businesses, which can be set up immediately for implementing IoT-related use cases.

According to TeamViewer, any business can start using the IoT technology with this kit. "Just walk into your factory, building, or whatever you want to make 'smart' and place the gateway. The sensors will immediately start collecting data regarding pre-defined parameters, such as vibration, temperature or lighting condition," said Alfredo Patron, Executive Vice-President, Business Development, TeamViewer.

Source – BusinessLine

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Industry slams draft national e-commerce policy, calls it vague

The Department for Promotion of Industry and Internal Trade's proposed e-commerce policy has drawn flak from industry as well as civil society for being vague and heightening the uncertainty for the sector. Also, the draft policy has skirted many existing legal provisions, stakeholders have argued.

In a detailed submission on the proposed policy, the software services industry lobby National Association of Software and Services Companies (Nasscom) said the "policy should limit its scope to cover various e-commerce platforms dealing in sale of goods and services and the sellers on those platforms". In its current form, the draft policy includes buying, selling, marketing or distributing goods, including digital products and services, through the electronic network, as part of e-commerce.

Source – Business Standard

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100M people to make purchases using AR, VR by next year

By 2020, 100 million people would shop in-store and online using Augmented Reality (AR), enabling people to visualise products in different settings, market research firm Gartner said on Monday. Once technologies like AR and Virtual Reality (VR) get powered by 5G capabilities, it would lead to multiple uses like real-time rendering for immersive videos, shorter download and set-up times along with extension of brands and shopping experiences beyond stores.

"Retailers are under increasing pressure to explain the purpose of physical stores and take control of the fulfilment and return process for cross-channel execution, at the same time, consumers are progressively defining the value provided by the experiences they receive from retailers," said Hanna Karki, Principal Research Analyst at Gartner.

Source – The Economic Times

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NPCI run electronic toll collection processes more than 25% of the total toll collected

National Electronic Toll Collection (NETC) which is run by National Payments Corp of India (NPCI) now accounts for 25% of the total toll collected, said the retail payments body in a press release. NPCI developed NETC as a toll collection solution in partnership with National Highways Authority of India (NHAI) and Indian Highways Management Company (IHMCL) and had launched the programme in December 2016.

"The NETC program has gained tremendous traction in the last one year. From an average daily transaction of 30,000 in January 2017, we are currently processing 8.62 lakh transactions daily. This can be easily scaled up further, if State and City toll plazas start accepting," said Praveena Rai, chief operating officer, NPCI.

Source – The Economic Times

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ADVANCE.AI India launch, supports Local Fintech Development

Southeast Asia's leading AI technology company, ADVANCE.AI, has recently set up an office in Bangalore, India, hoping to promote the intelligent transformation of Indian enterprises through its advanced AI technology.

As the world's second-most populous nation with 1.34 billion inhabitants, India is the world's sixth largest economy with a Gross Domestic Product (GDP) of USD 2.52 trillion. The youthful age structure (over 65 percent are under 35), the rapidly expanding middle-class, the rising consumer beliefs in instant purchasing, the increasing smartphone usage and faster mobile networks have made India the best soil for the development of financial technology.

Source – Business Standard

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WhatsApp launches India tipline number for fake news

WhatsApp announced on Tuesday that people in India can send unverified information or rumours they receive on their phone to WhatsApp number +91-9643-000-888 to cross check the information.

However, with less than ten days to go for the first phase of polling for the general elections, not everyone is convinced about the efficacy of this new initiative.

Source – The Economic Times

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