



NEWS HIGHLIGHTS

PayU India revenue nearly doubles to Rs 588 Cr in FY18

IoT to unlock revenues worth \$11.1 billion by 2022: Study

Swiggy's \$1-billion funding proves investors are betting on India's rapid digitization

Facebook India's net profit rises 40% in FY 2017-18

Today's View

E-Commerce, made Social

Seth Godin, a famous American Author, has rightly said, "You can use social media to turn strangers into friends, friends into customers and customers into salespeople." With the introduction of social commerce, it has come to play a vital role in consumers' everyday spending choices.

In a survey of 5,500 consumers in the U.S., U.K., France, Germany and Australia commissioned by **Brightcove**, 74 per cent of respondents said there was a link between viewing a video on a social platform and making a purchasing decision. Similarly, as per **Internet Retail Social Media Report**, the rate of e-commerce growth from social shopping is exceeding the overall growth rate for e-commerce in the U.S. by about 10%.

Social E-commerce is adding a social layer to your business which adds a way for the consumers to have a social shopping experience. For example, you can browse and compare products on **Facebook** and then make the purchase on Facebook itself instead of going to the e-commerce company's site to make the purchase. Multiple companies are creating entire 'Shop Now' stores and even Messenger is being used by companies to interact with consumers.

Similarly, in a move that reflects the growing importance of social media in e-commerce, **Instagram** has launched its shopping feature, enabling brands to tag products within their organic posts and create more immersive experiences for consumers. And with the addition of its native payment

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India's big leap into the digital world

Evolving technologies are now integral to modern living and this digital transformation is altering the business environment. Businesses are adapting and evolving, putting technology to use to improve efficiencies, keep pace with consumer expectations and foster innovation.



Source – The Economic Times

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Date – 26th Dec 18

feature, Instagram will allow shoppers to buy items without even having to leave the platform.

On the other hand, **Twitter** has also enabled social commerce features on its platform. Essentially, any product that any user tweets will include a buy button, which means a user can buy directly without leaving Twitter. Like Facebook, Twitter stores common payment information so that it doesn't need to be entered repeatedly, making the mobile shopping experience smoother.

Back home, **Amazon** has launched a social commerce platform **Spark** to tap next-gen shoppers in India. Initially, it will be available to all Amazon Prime members in the country. The idea is to get the consumers more engaged instead of directly pushing sales. Since it is based on user interest, Spark will help one avoid hundreds of options that come with regular search. A user after feeding in his interest just has to tap on the product photo link to buy it.

Social commerce is changing the e-commerce industry because it's changing consumer behaviour on social platforms. It's now easier than ever to go from liking a bag on Instagram to buying a bag on Instagram. While this may be a scary prospect for customers' wallet, it's most definitely an opportunity for the business.

Today's News

PayU India revenue nearly doubles to Rs 588 Cr in FY18

PayU India's revenue nearly doubled in fiscal 2018 to Rs 588 crore from Rs 306 crore the year before, as per the company's regulatory filings sourced from Tofler. The Indian subsidiary of the Naspers-backed PayU accounted for more than half the overall business of the financial technology firm, based on Naspers' half-yearly report for fiscal 2019. PayU India is valued at more than \$2.5 billion, based on a September Citi report which had pegged Naspers' payments business at around \$5.2 billion. PayU India chief executive Amrish Rau said along with revenue for Citrus Payments, which PayU acquired in 2016 but is still a separate entity, the total revenue was about Rs 670 crore, meeting the \$100-million revenue target that the company had set for fiscal 2018.

Source – The Economic Times

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IoT to unlock revenues worth \$11.1 billion by 2022: Study

In a hyper-connected India, Internet of Things has the potential to reach an estimated 2 billion connections, unlocking revenues of USD 11.1 billion by 2022, according to a new report. "Fast forward to India 2022, 5 new mobile connections per second are estimated to join the power of internet. Nearly 50 per cent of the households are likely to be connected through fixed broadband," said the joint study by ASSOCHAM-EY.

Source – The Economic Times

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This News Letter has been prepared with the assistance of G Balakrishna and Manish Kulkarni

Facebook India's net profit rises 40% in FY 2017-18

Facebook India's profit jumped about 40% to Rs 57 crore in the year ended March 2018, reflecting the increasing adoption of social media in a country where data costs have reduced drastically. The company's total revenue in India surged 53%. The social media major in a financial statement said that the services it provided to the US parent company helped drive growth. Revenues also represent the money Facebook earned from WhatsApp, the messaging application.

Source – The Economic Times

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Grofers claims faster growth than BigBasket

Online grocery startup Grofers, which is in talks to raise as much as \$150 million from Japan's SoftBank Group Corp., claims that it is growing faster than larger rival BigBasket, with a 35% share of India's booming online grocery market. In an interview, Grofers co-founder and chief executive officer (CEO) Albinder Dhindsa said the startup had closed the gap with BigBasket and was set to grow even faster.

Source – Mint

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Bike tax service Baxi pivots to a hyperlocal delivery model

Gurgaon-based 74 BC Technologies, which owned and operated bike taxi service Baxi, has pivoted to a hyper-local delivery model, having tied up with two major FMCG brands.

Source – The Economic Times

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Will int.ai's machine learning background help Walmart strengthen its foothold in India?

Earlier this month Walmart India acquired Bengaluru-based artificial intelligence and data analytics start-up, int.AI with an aim to strengthen its India engineering team. The start-up, which was founded in 2016 by Vinay Kumar NP and Praneeth Doguparth, pioneered in building AI-powered personal data analyst for business executives.

As a part of the recent deal, Kumar and Doguparth are slated to join Walmart's health and wellness portfolio under Customer Technology at Walmart Labs, along with one another employee from the team. It is interesting to note that this is Walmart's second acquisition move after Appsfly, a start-up which Walmart had acquired three months ago. This deal too resulted in Appsfly team joining the Walmart Lab's customer experience engineering group.

Source – Analytics India

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Swiggy's \$1-billion funding proves investors are betting on India's rapid digitisation

The \$1-billion funding which Swiggy received from a clutch of investors including Naspers and Tencent last week shows that the food-delivery platform is playing the logistics game much better than its competitors. It also shows that the foreign venture funds are acknowledging the rapid digitisation among Indian consumers and the ability of Indian food-delivery platforms to adopt technology to run their start-ups efficiently which traditional businesses failed to do.

"These investors are doubling down on the bet about India's growing digitisation market. Rabindra Shrestha, Managing Partner for Prestellar Ventures said". He said while venture funds are pouring money into customer acquisition, growing digitisation among the youth is giving them more confidence, and food delivery is a huge part of the trend. Consumption, coupled with convenience, is going to be a huge topic for India, Shrestha said.

Source – BusinessLine

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Online investment firms banking on UPI payments on platforms

Technology start-ups offering investment platforms are queuing up to use National Payments Corporation of India's Unified Payments Interface (UPI) as a payment option on their platforms. They are integrating UPI as a mode of payment besides cards and net banking, mainly hoping to make transactions seamless and easy for their tech savvy millennial consumers. Latest to join the trend is Bengaluru based mutual fund investment platform Scripbox. It launched the UPI payment option on the platform on December 15 and expects half the customers to adopt it over other payment modes.

Source – The Economic Times

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15 start-ups 'interested to list' as SEBI relaxes norms

More than a dozen tech start-ups could go public in fiscal 2020, thanks to SEBI relaxing norms to help them tap the capital market. Listing also gives private equity investors an exit option. The market regulator is expected to issue the final and detailed guidelines on January 20, post which start-ups can begin the listing process.

Source – BusinessLine

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Quick Heal spots Fake Apps

Cyber security provider Quick Heal has spotted a few Fake Apps with more than 50,000 installations on the Google's Play Store. Quick Heal's Security Lab in a finding said that these applications appear to be genuine as a PDF reader, PDF Downloader, PDF Scanner etc., but don't have such functionality. The main purpose of these apps is to increase the download count of other applications and improve their ratings, the Lab said in its report.

Source – BusinessLine

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DaraPay aims to dominate mobile payment segment

After witnessing strong growth in its first year of operations, digital wallet and payment platform DaraPay is chalking a bigger strategy by rolling out more financial products to serve its customers next year. The company is bullish about the Kingdom's mobile payment sector and plans to expand further – from its current 2,600 agents nationwide and 1,600 merchants who accept digital payments.

Source – The Phnom Penh Post

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