



NEWS HIGHLIGHTS

What 2019 means for Fintech in 2020

Digital platforms trends 2018

Adobe bets on Sensei to drive the next major chapter in its journey

Top companies bank on cryptocurrency for internal use

OYO to add up to 500 Townhouse hotels across India in 2019

Today's View

Intuitive Office Spaces

An average employee spends 8 -10 hours at the workplace, sitting at one place with slight variations on the time spent and physical space. The new age technology is promising to change — the way users interact with their physical office space and how they go about their working hours.

According to a recent report by **Markets And Markets**, the size of the smart office market is steadily growing. It amounted to \$22.21 billion in 2017 and is forecasted to double by 2023, reaching \$46.11 billion. The energy management system segment is expected to witness the highest growth rate during the forecast period.

Comfortable room temperature is hard to define at an office as it may differ from person to person. Also, a meeting room is warmer with more people in it but the same settings are applied for cooling regardless of the occupancy. Intuitive workplaces have sensors that adjust aspects such as heating, cooling and lighting based on the occupancy of any office space. Companies such as **Envairo** work towards people-aware climate control. The technology uses sensors that take in data on factors like heat, carbon dioxide, and moisture to determine the number of people in a room and accordingly HVAC systems are adjusted to match occupancy.

For further personalization, **Greenme's cubes** which consist of small Internet-connected cubes with built-in sensors are placed on desktops measure 10

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Large online sellers pay lower online platform fee than small firms

Large online sellers who have affiliations or investments from e-tailers like Amazon and Flipkart are paying only about 5-11% of their revenue as marketplace fee, while regular third-party sellers typically pay at least 15% as platform fee.

WHO PAYS HOW MUCH					
	Cloudtail*			Aspario Retail	
AMAZON	Revenue	Platform fee	Revenue	Platform fee	
	FY18	7,149	315	759	15
	FY17	5,706	240		
FLIPKART	Revenue	Platform fee			
	FY17	2,485	274		
	FY16	1.3	0.3		
TECH-CONNECT	Amazon Seller Services			Flipkart Internet	
	FY18	2,958		524	892
	FY17	2,459			

*Tech-Connect Retail sells across Flipkart group platforms. Retailer, major seller on Flipkart, is owned by Tech-Connect

Over the years, Flipkart's erstwhile largest seller WS Retail reduced exposure on the platform and eventually stopped selling on Flipkart earlier last year

Platform fee includes various fees like commissions, shipping, return charges and payments collection

Source: IBC's All Figures in Rs Crores

Source – The Economic Times

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parameters related to health and comfort of employees (including temperature, air quality, humidity, noise, and lighting) and send the data to the central hub. From there, operators can come to a consensus on heating and cooling norms.

Many companies are crowdsourcing the information on control. For example, **CrowdComfort** allows occupants to send locations and images of issues detected at their workplace. They can also send in temperature control requests.

For good health, a combination of sitting, standing, and moving throughout the workday is recommended for sedentary office workers. Intuitive workstations such as **Loctek's** smart desks greatly intelligitize the sit-stand-move experience by adding a smart cloud-enabled, space-sensing operating system.

Loctek's V10 smart desk bike is an evolved app infotainment system that automatically records sit-stand-move data and doubles up as a personal fitness advisor who knows the person with the recorded data.

Apart from making the workspace comfortable, technology is enhancing efficiency with making collaboration easier. Voice-enabled offices would make conference rooms even smarter with employees connecting conference call by just a voice command. **Amazon's Alexa** for Business is making this scenario a reality.

It is only with time that companies will successfully be able to highlight how intuitive tech enables productivity across an organization.

Today's News

What 2019 means for Fintech in 2020

Fintech in India is still young — just five years old — yet it's a revolution which is changing consumer behaviour. In a short time, it has changed how common people look at money itself. Money used to be cash, then plastic and now a mobile device. In India, new payment solutions like UPI and Bharat QR have given a much-needed boost in shifting consumers from cash-based transactions to digital alternatives.

Source – *The Economic Times*

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Digital platforms trends 2018

Digital platforms, or the collection of cloud-based software and services businesses utilize, have continued to evolve over the past several years, with 2017 paving the way for more decentralized networks, even further digitalization and third-party partnerships within the enterprise. Companies across various industries started to shift even more focus, and investment, to the digital landscape, with PaaS, or platform-as-a-service, and IaaS, or infrastructure-as-a-service, giants like Amazon reaping the rewards.

Source – *G2 Crowd*

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This News Letter has been prepared with the assistance of **G Balakrishna** and **Aparna Anand**

Zomato hits 28 million order run rate per month

Restaurant discovery and food delivery firm Zomato claimed that it achieved a 28 million monthly order run rate in December, a significant bump up from the previously disclosed 21 million run rate for October.

It helps project future volume for the month and is calculated based on one week's volume (in this case, the highest week during December). Zomato declined to share its absolute numbers. Rival Swiggy continues to post 28 million monthly orders in absolute terms, said a person aware of the matter.

Source – *The Economic Times*

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OYO to add up to 500 Townhouse hotels across India in 2019

Hospitality firm OYO is looking to add up to 500 Townhouse hotels across India during 2019 as part of its expansion plan, a senior company official said. In all, the company has 68 Townhouse hotels in Delhi, Hyderabad, Bengaluru, Kolkata, Mumbai, Noida, Ghaziabad, Jaipur and Pune. "In 2019, OYO will be adding 400 to 500 Townhouse across key metros and leisure destinations in India," OYO Townhouse COO Ankit Tandon said.

OYO's Townhouse hotels enjoy over 90 per cent occupancy while witnessing a strong repeat from customers with nearly 50 per cent of them choosing to return to a Townhouse for their next trip, he added.

Source – *Mint*

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Top companies bank on cryptocurrency for internal use

Several top corporates and banks are experimenting with virtual currency as a more transparent treasury management tool for optimal utilisation of working capital, settlement among subsidiaries and paying vendors and suppliers while being cautious about regulatory compliance. Even as bitcoin loses sheen, some companies and banks are looking to use digital currency for their internal operations based on blockchain technology, said people with direct knowledge of the matter.

They said Hindustan Unilever Ltd (HUL), Reliance Industries Ltd (RIL), HDFC Bank and ABG Shipyard are among those running such pilots for internal treasury management, record keeping and trade finance functions. ET spoke to some of the people working directly on blockchain pilots.

Source – *The Economic Times*

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From Flipkart vs Amazon to Amazon Prime vs Netflix: 5 big internet battles to watch out for in 2019

Internet-driven companies are no longer just disrupting industries. They have become indispensable to our lives today, taking up much of our waking time and, in the process, generating vast troves of data about our tastes and preferences. Little wonder then that firms such as Amazon and Uber are among the planet's wealthiest today, mining such data to offer us what we want.

As these companies seek to consolidate their dominance and extend their empires, India, with its growing internet penetration, is increasingly becoming an important market. For the American tech giants, conquering the Indian market will not only require overcoming India's home-grown internet-driven start-ups, but will also mean taking on the might of Chinese tech firms that have invested in many of these start-ups.

Source – *Mint*

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Adobe bets on Sensei to drive the next major chapter in its journey

Adobe, which is best known for image editor Photoshop and Portable Document Format (PDF), is betting on its cloud AI and machine learning framework Adobe Sensei to drive the next major chapter in the company's journey. Introduced in 2016, Sensei currently powers all intelligent features across Adobe's products and the company has around 100 Sensei powered capabilities across its various cloud businesses at present.

"With Adobe Sensei, we are placing artificial intelligence at the centre of various customer experiences, helping our customers tackle complex experience challenges such as image matching across millions of images, understanding the meaning and sentiment of documents, and finely targeting important audience segments, among many others" said Shanmugh Natarajan, managing director and vice president – products, Adobe India.

Source – *The Economic Times*

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ZoloStays raises \$30 million in Series B funding

ZoloStays Property Solutions, a co-living and home rental start-up, has raised \$30 mn in a funding round led by existing investor Nexus Venture Partners to fuel its expansion plan. The Series-B round also saw participation from IDFC Alternatives and Mirae Asset, as it had reported last year. The transaction is estimated to have pushed up the company's valuation by more than \$100 mn.

Source – *The Economic Times*

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OLX Group acquires Aasaanjobs

Naspers-funded OLX Group has acquired Aasaanjobs for an undisclosed amount, a move aimed at strengthening the classified player's position in the online job search segment. With the acquisition of Aasaanjobs, a recruitment marketplace for blue and grey-collar jobs in India, OLX said.

Source – *The Economic Times*

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Flipspace raises \$3.5 mn from Carpediem Capital

Interior design & build start-up, Flipspace, has raised \$3.5 mn from Carpediem Capital. The fund will be deployed for enhancing technology and expanding its footprint in the market. "We shall be using the funds for enhancing our technology, increasing our market presence across multiple cities in India and further expanding the product database from organised & unorganised suppliers," said Kunal Sharma, Founder, and CEO, Flipspace.

Source – *The Economic Times*

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