



NEWS HIGHLIGHTS

Paytm launches subscription-based loyalty programme to boost customer retention

Fintech companies remain watchful on voluntary use of Aadhaar for KYC

Rubique ties up with banks, NBFCs for co-lending

PayMate joins Visa to start operations in Middle East, Africa & Europe

Today's View

Intelligent Music

Today with the swipe of a finger, music lovers have access to a wide range and genre of music. The music industry has traditionally been a keen adopter of technology, from multi-track recording to loop pedals to digital production software. And with the introduction of AI in the music industry, significant business model changes are expected. According to a **Goldman Sachs** report, streaming services will drive over \$34 billion dollars' worth of total revenue in the music business by 2030.

Various music streaming platforms are making the use of algorithm-based AI engines and machine learning to create a seamless experience for the users. The introduction of AI is enabling players to reimagine the creative process, target new fans, and identify the next set of musical stars with greater accuracy and precision than previously imaginable.

Several new companies are using AI to reshape the music industry. For instance, Brisbane based **SuperRes** uses AI to separate, classify, and up-res audio for the purpose of audio search, discovery, recommendation, personalization, and quality enhancement. Likewise, California based music start-up **WaveAI** enables song writing to the masses with their app **Alysia**. The app acts as a musical collaborator that guides its user through the process of producing their own music; generating beats, melodies, and even helping write lyrics which users can then share with their social networks.

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Online sales back on track after FDI shock

Web-focused smartphone and electronic brands said business on online marketplaces has returned to normal levels after New Delhi's changes to overseas ownership rules disrupted sales early February at the two biggest industry platforms, Walmart-owned Flipkart and Amazon.



Source – *The Economic Times*

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Moreover, in order to facilitate enterprise content creators and developers, **Amper Music** has developed **Amper Score**, end-to-end AI music composition platform. Using the Amper Score platform, content teams can create and edit music to accompany videos, podcasts, and many other types of content.

Creating music using AI is now the next step in this transformational journey. For instance, legendary musician David Bowie collaborated with Ty Roberts, technological innovator to create a tool known as the **Verbalizer**. Bowie was able to input up to 25 sentences and word groups into the tool to create potentially significant lyrical combinations.

The big tech companies appear to be converging around the concept of AI-generated music. For instance, **Google** has already shown a deep commitment to AI music, with its **Magenta project** which has already produced songs written and performed by AI. Likewise, labels like **Sony** created an AI system called **FlowMachine**, which released an AI-created song called "Daddy's Car".

Creativity and technology are already working hand in hand in many industries. Although AI serves as a tool to help humans to create music today, the possibility of AI competing with humans in music creation capabilities may also be on the horizon.

Today's News

Fintech cos remain watchful on voluntary use of Aadhaar for KYC

While the government's move to bring in an ordinance to allow voluntary use of Aadhaar for KYC has come as a relief to the banking and telecom sectors, Fintech companies are unsure if the step will benefit them. Even after multiple representations, non-banking payment companies appear to have been excluded from the ordinance for Aadhaar-based customer authentication, said industry executives. "Section 25 of the ordinance makes it clear that authentication under Aadhaar or eKYC is only allowed for banking companies," said Sunil Kulkarni, joint managing director of Oxigen Services India.

Source – *The Economic Times*

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Rubique ties up with banks, NBFCs for co-lending

Rubique, a digital lending platform, has forayed into co-lending of personal and business loans and has tied up with a few banks and NBFCs for this purpose, said its MD and CEO, Manav Jeet. The four-year-old Fintech start-up, which is now focussed on personal loans, business loans and credit cards, sees co-lending providing better margins, when compared to the revenue stream from being a marketplace for lending products. "Co-lending will be nothing but a private label product for our platform. While we will bring technology, data and distribution for the co-lending, banks are giving us the credit line. With co-lending, we are having skin in the game. Co-lending will also help us cater to segments that are not currently available," said Jeet.

Source – *BusinessLine*

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This News Letter has been prepared with the assistance of G Balakrishna and Pankaj Tadas

Germany's Delivery Hero acquires Zomato's UAE biz, invests in India ops

Zomato Media, which owns and operates the eponymous online food delivery and restaurant discovery platform, has sold its United Arab Emirates delivery business to the Berlin-based Delivery Hero for \$172 million. The Gurgaon-based company, which is fighting a bruising battle with its cash-rich rival Swiggy, has also raised \$105 million in its latest funding tranche with Naspers' backed delivery Hero also participating in the fundraising. The \$315 million round, which has been ongoing since last year values the company at \$2 billion. Zomato's UAE business, which was operated by its subsidiary Talabat Middle East, will continue to own and run its allied businesses, which include Zomato Gold and ad sales, among others.

Source – *The Economic Times*

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Accenture, Tech Mahindra among others in race to acquire media solutions firm BORN

A clutch of global and Indian Information Technology Enabled Services (ITeS) majors Accenture, Cognizant, IBM and Tech Mahindra is in race to acquire BORN (formerly Group FMG), a global marketing & media solutions agency operating in the US, Europe and Asia, two persons aware of the matter said. BORN, owned by private equity funds True North Capital and Neeraj Bhargava's Zodiak Capital, is expected to be valued at \$120-150 million (Rs 1,000 crore), said one of the persons quoted earlier.

Source – *The Economic Times*

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Paytm launches subscription-based loyalty programme to boost customer retention

Paytm is launching a subscription-based rewards and loyalty programme-- Paytm First-- which bundles up offers from top internet companies including annual memberships for Zomato Gold, Gaana, Sony LIV, Viu Premium, Eros Now and Uber as it looks to increase customer retention in a competitive and hotly contested digital payments ecosystem.

The primary motive behind this loyalty programme is to retain customers by rewarding them for their repeat purchase behaviour - a critical metric for a digital payments company. The move also helps these partner companies across video and music streaming, food and travel, shopping and lifestyle to expand their customer base and reach without spending marketing dollars.

Source – *The Economic Times*

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PayMate joins Visa to start operations in Middle East, Africa & Europe

Mumbai-based Pay-Mate, which digitises business payments for enterprises, is set to begin operations in the Middle East, Africa, and central and Eastern Europe in collaboration with global card payment scheme Visa. This is an extension of the company's partnership with Visa in the Indian market which started in 2018. PayMate offers cloud-based payment solutions for enterprises to manage the entire procurement and payment cycle.

“We have already incorporated an entity in the United Arab Emirates and will roll out our products over May and June. Our target clients will continue to be enterprise and small businesses,” said Ajay Adishesan, CEO of PayMate. The firm is in the process of scaling up for data localisation, sales, support and compliance activities. While the financial planning is still in progress, Adishesan said he is looking at investing \$2-3 million over the next couple of years in these markets.

Source – *The Economic Times*

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PSU banks' loan portal off to a flying start

PSBLoansin59minutes.com, an online loan approval platform connecting public sector banks with small and medium enterprises (SMEs), has become the largest “online lending platform” in the country within three months of its launch, according to a Credit Suisse report. That surge comes as state-run banks continue to struggle with low profits and bad loans.

The platform has “approved” loans worth more than Rs 30,000 crore since the November launch, according to the March 1 report. More than Rs 6,400 crore is estimated to have been “sanctioned” through the platform to an estimated 24,000 SMEs, the report said. About 40,000 enterprises have received in-principle approval from banks, according to it.

Source – *The Economic Times*

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Frontier technologies for greater good

Digitization has touched every aspect of human life. It is also altering how organizations look at business sectors, markets, service their customers and ideate new businesses. Traditionally, governments have been slow to modernize, but today they view digitization as a panacea that can save time and expenses, while enhancing their extent and effectiveness.

The three-fold transformation of consumers, government and industry are far reaching economic consequences. The number of technologies coming into the fore, be it Internet of Things (IoT), Artificial Intelligence (AI), Robotics and so on, are touching every sector, reimagining how goods and services are delivered, impacting lives they reach and heralding what is now being termed as Industry 4.0.

Source – *Mint*

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Razorpay in talks with Sequoia, others for \$75M

Online payments startup Razorpay is in advanced talks with marquee venture capital firm Sequoia Capital and others for raising about \$75-100 million (Rs 525-700 crore), two people aware of the development said.

Sequoia is expected to lead the fund-raise that could value the five-year-old Bengaluru-based startup at about \$425-\$450 million even as it looks to get one more new investor on board.

Source – *The Economic Times*

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