



NEWS HIGHLIGHTS

Amazon India, Flipkart ready to tap Rs 35,000-crore online insurance market

Airbnb is reportedly in talks to invest in OYO

Hyundai & KIA Motors invest \$300 million into Ola

Mastercard concerned India data rules may hinder fraud detection

Today's View

Content Writing with AI

Content writing is constantly evolving as an effective technique to mark one's online presence. Since the demand for content is on rise, apparently everyone is looking to build great content in a short span of time. The power of artificial intelligence (AI) is changing the content writing landscape. According to a recent **Oxford** and **Yale University survey**, AI will write a best-seller by 2049.

Writing quality content is one of the most effective and easiest methods to keep the website informative and updated as compared to any other online tool. It has been observed that websites with quality content generate more traffic. Providing relevant content to readers on a consistent basis is one way of building a strong online presence and consumer relationship with the target market.

Considering the demand for content writing, several AI tools have been developed to sharpen content creation. For instance, **Crayon** helps writers to identify fascinating topics to write about. It uses AI to help a writer establish what competitors are doing online. The tool analyses an array of data and uses this information to show the essential insights from competitor's activities. Likewise, **Uberflip** uses AI to keep an inventory of the topics written and then suggests the content to blog readers based on what they've read on the site. This helps to engage the readers more by giving them a personalized experience.

Akhil Handa
+91 22 6759 2873

Pankaj Tadas
+91 22 6759 2880
pankaj.tadas@bankofbaroda.com

Edtech companies Byju's, Talent-edge spread wings at home & abroad

Flush with funds, Indian education technology companies such as Byju's, Talent-edge, Simpli-learn and Toppr are not only trying to grab a larger market share—both at home and abroad—but are also chasing talent to drive their growth plans.

| | |
|--|---|
| Simplilearn is growing at 40% year-on-year | Toppr with about 7 million registered users is aiming at a total of 30 m students over next 2 years |
| Talentedge is looking to grow 50% year-on-year, targeting a total of 150,000 customers over next year | Byju's is spread over 40 locations with annual user base of 2.2 million |
| Brainly has seen a 5 million increase in its monthly user base in India over last 3 months | |

Source – *The Economic Times*

[READ MORE](#)

Date – 19th Mar 19

Some of the platforms use AI to maximize the impact of the content to the consumers. In order to find the hidden potential of the data, **Narrative Science** has created NLG software called **Quill**. It can generate news stories, industry reports, and even headlines without human intervention. Similarly, **Acrolinx** evaluates text against the required standards for grammar, spelling, style, tone and search engine optimization to improve enterprise content creation.

Today, numerous AI writing software's are assisting major publications in their content creation process. For example, **Wordsmith** is an AI-powered tool that produces written analytics by transforming the given data. Equally, **Word AI** has the ability to convert the list of words into meaningful sentences. It can rewrite entire sentence from the scratch.

The potential scope of the quality content writing is immense and it is being considered as one of the most effective techniques to generate viewership. It will be interesting to see how emerging technologies like AI can complement seemingly complex activity of generating quality content.

Today's News

Amazon India, Flipkart ready to tap Rs 35,000-crore online insurance market

After fashion, electronics and groceries, India's two biggest e-commerce players Amazon India and Flipkart are ready to tap the Rs 35,000-crore online insurance market for the next level of growth. The online insurance market is so promising that Flipkart's co-founder Binny Bansal and Amazon have made mega investments in the same firm in this space. The two companies have been perfecting their game plans and scouting for partners for tie-ups. From general, life, auto, and travel to mobile phone safety insurance, both companies aim at getting the lion's share in online insurance pie. The firms are also bringing senior hands in the insurance space to understand the sector and ready their plan. By the year-end, this could be the biggest vertical for these firms outside of shopping.

Source – Business Standard

[READ MORE](#)

Airbnb is reportedly in talks to invest in OYO

Home-renting giant Airbnb is in talks to invest about \$100-\$200 million in hospitality chain Oyo Hotels & Homes, amid a growing focus on hotel-booking business, reports The Information (subscription needed). This move comes weeks after Airbnb acquired the last-minute hotel-booking app HotelTonight for \$400 million, ahead of a much anticipated initial public offering. If the deal reaches fruition, Airbnb will be joining a clutch of high-profile investors in OYO like SoftBank, Sequoia Capital, Didi Chuxing and Grab who recently invested \$1 billion into the Gurugram-based firm at a valuation of \$5 billion. Once direct rivals, both OYO and Airbnb have acknowledged each other as partners in recent months, after the former shifted its model from being a pure hotel aggregator to a hospitality player.

Source – The Economic Times

[READ MORE](#)

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

Hyundai & KIA Motors invest \$300 million into Ola

South Korean automaker Hyundai along with its affiliate Kia Motors is investing \$300 million in home-grown ride-hailing giant Ola. The deal is part of Ola's ongoing Series J round of funding, which is estimated at \$1 billion, and has already seen the company raise a substantial sum of capital from a clutch of mostly new investors.

In February, Ola had confirmed Rs 650 crore funding from Flipkart co-founder Sachin Bansal. Among other investors include existing investor Steadview Capital and a cohort of US-based investors like Raymond S Cahnman, Chairman of Transmarket Group, philanthropists Tina and Steven Price, J3T Ventures and Lyon Assets.

Source – The Economic Times

[READ MORE](#)

Twitter testing 'subscribe to conversation' feature

Micro-blogging site Twitter is testing a "subscribe to conversation" feature that would notify user's every time a tweet is added to the conversation in order to keep up with it, without actually becoming a part of the thread. The prototype feature, that comes as a bell icon above conversation threads was spotted by reverse engineer Jane Manchun in the app's Android version. "This is part of our work to make Twitter more conversational," the micro-blogging site said on Friday. Lately, Twitter has been exploring new ways of protecting its users from hate, abusive content and fake news.

Source – Business Standard

[READ MORE](#)

Mastercard concerned India data rules may hinder fraud detection

Mastercard Inc. is concerned that India's strict data localization rules could compromise its ability to detect frauds and money laundering in the domestic payments system. Storing customer data exclusively in India without creating mirror sites overseas is risky because "it takes away the capability to see the broader world," said Mastercard's Chief Product Officer Michael Miebach. However, he said the U.S. firm intends to comply with the new rules despite missing last year's deadline to localize all its Indian data.

"As an industry, we need to respect the reality, and the reality is that's where the country is going," Miebach said in a recent interview. In April, the Reserve Bank of India asked payment firms to ensure their data are stored exclusively on local servers, setting a tight six month deadline for compliance. India, China and Russia have some of the strictest data localization rules.

Source – *The Economic Times*

[READ MORE](#)

Telcos prefer QR code verification, say Aadhaar eKYC costly

Telecom operators may opt to continue verifying new customers using the QR code system instead of Aadhaar numbers, which was allowed recently on a voluntary basis, because cross-checking information based on the 12-digit identity code - while handy - is turning out to be more expensive.

"They prefer to use the existing method of electronic verification, which includes using an Aadhaar-generated QR code by the customer as one of the documents that may be used for verification," said Rajan Mathews, director general of the Cellular Operators Association of India, which represents the three private telecom operators. The current procedure of customer verification requires telcos to physically validate their details. ID proofs that have QR codes, including Aadhaar cards, can be scanned to avoid filling up forms manually.

Source – *The Economic Times*

[READ MORE](#)

Nazara, Delta Corp invest Rs 40 crore in fantasy sports start-up Halaplay

Mobile gaming start-up Nazara Technologies along with listed casino gaming company Delta Corp, have together invested Rs 40 crore in fantasy sports player, Halaplay Technologies. This is the start-up's Series-A round of funding. Nazara is an existing backer of the Mumbai-based company which also counts Kae Capital as a seed stage investor.

The gaming start-up was founded by Swapnil Saurav, Prateek Anand, Ananya Singhal and Aman Kesari in January 2017, and has since raised an estimated Rs 7-8 crore till date. With the newly raised funds, Halaplay will push its marketing, product development and expand the team. The company saw 10x user growth in the last one year and looks to grow with over 1 crore active players in the upcoming cricket season, said the company in a statement.

Source – *The Economic Times*

[READ MORE](#)

US-based online learning company Udemy enters India

Udemy, the global marketplace for learning and teaching online with over 30 million students and 42,000 instructors worldwide, has announced the expansion of their operations in India with an employee hub in Gurgaon, said company in a statement.

India is one of the company's fastest growing markets, with revenue and students doubling year-over-year. A local presence will enable Udemy to continue enhancing and localizing the student and instructor experience. Founded in 2010, Udemy is an online learning destination that helps individuals, companies, and governments gain the skills they need to compete in today's global economy.

Source – *The Economic Times*

[READ MORE](#)

Karix Mobile bags Yes Bank deal to deliver app-less banking

Leading solution providers of unified communications, Karix Mobile, has announced their association with Yes Bank to power the Bank's recent app-less banking roll-out. This platform allows Yes Bank to deliver a suite of services to its customers over the mobile browser using progressive web-app technology.

The challenge for Yes Bank and the banking industry today is to get their customers to download their various apps for internet banking.

Source – *The Economic Times*

[READ MORE](#)

Disclaimer: The views expressed in this newsletter are personal views of the author and do not necessarily reflect the views of Bank of Baroda. Nothing contained in this publication shall constitute or be deemed to constitute an offer to sell/ purchase or as an invitation or solicitation to do so for any securities of any entity. Bank of Baroda and/ or its Affiliates and its subsidiaries make no representation as to the accuracy; completeness or reliability of any information contained herein or otherwise provided and hereby disclaim any liability with regard to the same. Bank of Baroda Group or its officers, employees, personnel, directors may be associated in a commercial or personal capacity or may have a commercial interest including as proprietary traders in or with the securities and/ or companies or issues or matters as contained in this publication and such commercial capacity or interest whether or not differing with or conflicting with this publication, shall not make or render Bank of Baroda Group liable in any manner whatsoever & Bank of Baroda Group or any of its officers, employees, personnel, directors shall not be liable for any loss, damage, liability whatsoever for any direct or indirect loss arising from the use or access of any information that may be displayed in this publication from time to time.