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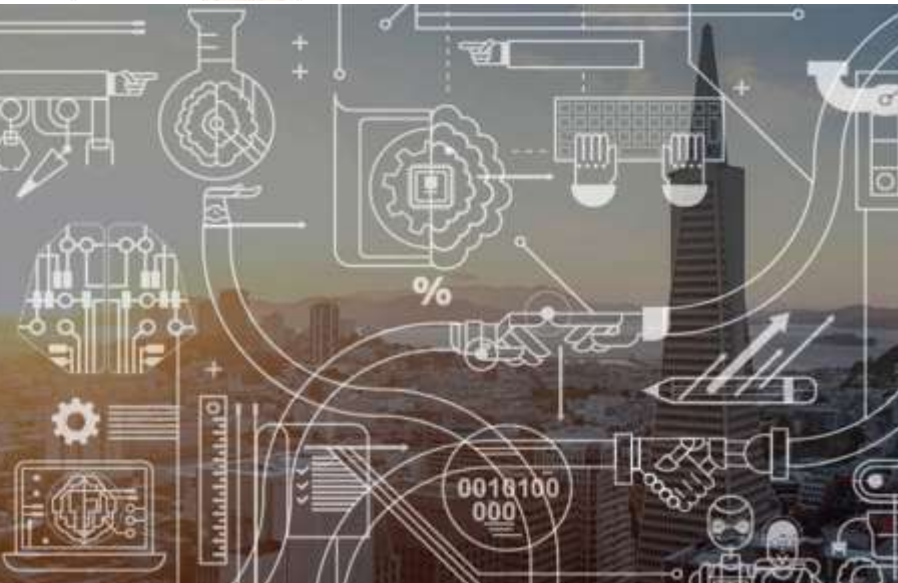

NEWS HIGHLIGHTS

Oyo targets Europe with €369 million @Leisure acquisition

Flipkart in talks to buy Namdhari's Fresh

MobiKwik keen to ramp up digital lending

Harsha Bhogle invests in Fintech start-up ChqBook

Today's View

Cybersecurity through Gamification

The last few years have witnessed several high-profile cyber-attacks, globally. While some companies have learnt their lesson, others still lag in implementing cybersecurity frameworks in their organizations. The latest example that can be quoted in India is that of Just Dial's data leak, where reports state that the data of 100 million Indian user accounts was leaked. Some researchers suggest that the major reason behind the breach is old APIs that were connected to the Just Dial's current database, that were not updated since 2015.

Cybersecurity Ventures predicts that cybercrime damages will cost the world $6 trillion annually by 2021 – exponentially more than the damage inflicted from natural disasters in a year, and more profitable for scamstars than the global trade of all major illegal drugs combined. Cybercrime is expected to triple the number of job openings to 3.5 million unfilled cybersecurity positions by 2021 - which is up from 1 million in 2014 - and the cybersecurity unemployment rate will remain at zero percent.

One of the growing trends in cybersecurity is the use of gaming software to help find security holes, educate about cybersecurity issues and recruit talent to plug the skills gap that are riddling the industry.

For cybersecurity professionals, there are various kinds of free training resources available online for information. There are start-ups such as **Cybrary** have an impressive set of cybersecurity courses. All courses are

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Ola parent wants to up share capital to mop up $300 million

ANI Technologies, which owns and operates home-grown ride-hailing platform Ola, has proposed increasing its authorized share capital to include an additional number of Series-J shares, indicating a further issuance to mop up $300 million, even as it closes a strategic investment by global auto majors Hyundai and Kia Motors.

Source – The Economic Times

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Date – 2nd May 19

delivered online, and include lectures, interactive lab demonstrations and study guides.

Then there is the **Information Assurance Support Environment (IASE)** that offers a bevy of interactive web-based training courses that cover cybersecurity awareness, cybersecurity for senior leaders, professionals and technical professionals, cyber law, NetOps and DoD cyber tools. IASE also offers CyberProtect, a DoD game-like simulator that puts you in charge of security for an entire IT infrastructure. **Secure Code Warrior** is a gamified teaching system for helping coders write more secure code. **Cyber Security Challenge**, a U.K.-based organization uses **CyPhinx**, a gaming environment designed to find, test and recruit cyber talent.

For organizational training, **Digital Guardian**, a cybersecurity firm offers **Data Defender** that is a cost-free gaming system helping company's turn their average employees — arguably one of the greatest risks to the protection of data — into their greatest security assets.

PwC, a global consulting firm, remedies this situation by teaching cybersecurity through its game, **Game of Threats**, which allows senior executives and board members to deal with real-world cybersecurity situations by competing against each other, playing as either the attackers or defenders.

We believe, gamification has a tremendous opportunity to revolutionize the speed, efficacy and relevance of training in the quickly-evolving landscape of the Cybersecurity sector and Gamification would play a key role in recruiting cyber talent in this extremely competitive market.

Today's News

Oyo targets Europe with €369 million @Leisure acquisition

Oyo, India's biggest hotel startup, has agreed to buy Amsterdam-based vacation rental company @Leisure Group for an estimated €369 million in its biggest-ever acquisition. SoftBank Group Corp. and Airbnb-backed Oyo (Oravel Stays Pvt. Ltd) will buy @Leisure Group from German media firm Axel Springer SE, the companies said in a joint statement. The deal will help the hospitality startup deepen its presence in Europe and bolster its international expansion plans. It is currently present only in the UK with 30 hotels under its flagship brands, Oyo Hotels and Oyo Townhouse.

Source – Mint

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Now, educators can access SAS' Viya software for free

Software company SAS has made its software suite — SAS Viya for Learners — accessible to educators and learners free of cost. SAS Viya for Learners is a suite of cloud-based software that supports the full analytics life cycle — data, discovery, and deployment — and lets users access SAS artificial intelligence (AI) and machine learning (ML) analytics tools.

Source – BusinessLine

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

Flipkart in talks to buy Namdhari's Fresh

Flipkart is in talks to buy Indian grocery chain Namdhari's Fresh, people familiar with the deal said, as the home-grown etailer majority-owned by Walmart seeks to expand its food and grocery segment. "This business may be of interest to Walmart's agri supply chain," said a person aware of the talks, adding that "the transaction isn't done yet." The grocery store chain is a retailer of fruits, vegetables and staples, with a bulk of its vegetables and fruits exported to Europe, Australia and the Middle East. Namdhari Seeds, the company's other business, is one of the largest distributors of vegetable seeds in the country and exports to Europe, Japan, the US, Western Asia and Southeast Asia.

Source – The Economic Times

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Harsha Bhogle invests in Fintech start-up ChqBook

Noted cricket commentator Harsha Bhogle has invested in Fintech start-up ChqBook.com, a curated marketplace for AI-based personalized financial services. Speaking about his association with ChqBook, Bhogle said: "ChqBook is on a mission to make India financially fitter. With 40% of the population having no association with any bank and more than 80% of the transactions carried out through cash, financial services are largely under-penetrated in India. This under-penetration, combined with the rapidly growing youth demographics and rising adoption of smartphones, present a huge opportunity for ChqBook."

Source – BusinessLine

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India's e-commerce potential greater than China's, says retail expert

India has more market potential for the e-commerce industry than China has, according to renowned retail futurist and author Doug Stephens. As global retail and e-commerce giants Walmart and Amazon fight it out in the country, India is becoming the primary battleground, elaborated Stephens, adding that if companies own India and China markets, then markets like the US don't matter.

"The middle class explosion in India is going to be nothing like we have ever seen before," said Stephens. Amazon is reported significant losses in India for FY 2017-18, but Stephens felt that the company will continue to battle in the Indian market. "I don't expect to see Amazon give up on India any time soon," he added. According to Stephens, Amazon is keen on the grocery delivery business as a customer's grocery shopping and requirements can provide data and insights on their food, dietary, and health habits, family status, and other such preferences.

Source – BusinessLine

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Digital lending startup Happy raises $20 million, plans to reach 1 million new borrowers

Mumbai-based digital lending start-up Happy has raised $20 million in fresh capital to grow its artificial intelligence (AI) powered lend-tech model to provide flexible digital loans to micro and small business in over 500 locations across India. With its new funding, the start-up will also grow its loan portfolio multiple-fold disbursing over 1 million loans over the next fiscal and will reduce loan fulfilment times to below one minute.

The funding includes a mix of equity from Indian and US strategic investors, and financing lines from institutions including DMI, an Indian non-bank finance company. Founded in 2016 by Manish Khera, Gautam Ivatury, and Shweta Aprameya, Happy has disbursed over $20 million (Rs 140 crore) through over 32,000 loans to more than 80 different kinds of businesses in its first two years of operations. With access to 2.5 million micro enterprises across 20 business partners, Happy is now ready to make an orbit shift with digital lending in India.

Source – Your Story

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Bike-sharing platforms bring last-mile connectivity to India

A revolution is brewing in India's micro-mobility space, especially in last-mile commuting, and it is being driven by a new breed of tech companies. Currently confined mainly to Bengaluru and Hyderabad, it is just a matter of time before the transformation spreads to the whole country. Cab-hailing was revolutionised by innovations made by companies such as Uber, Grab, Didi Chuxing (formerly Didi Kuaidi) and even India's home-grown Ola. Now Indian firms such as Bounce, Vogo, Drivezy, Rentongo, Ontrack and a few others are using emerging technologies such as artificial intelligence (AI), machine learning, Big Data and analytics to come up with dockless bike-sharing platforms in order to make last-mile connectivity — always a huge challenge in India — seamless and hassle-free.

Source – Business Standard

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MobiKwik keen to ramp up digital lending

MobiKwik, a leading Fintech, hopes to lend at least 70,000 digital loans in May. If the fintech achieves this target, it would be a big jump over the 55,000 loans given in April 2019. Upasana Taku, Co-Founder and Chief Operating Officer, MobiKwik, said: "Digital lending has been our top performing line of business since its roll-out in March 2018 and is the largest contributor to our growth story. With our simple products, easy user journeys, and robust payments ecosystem, we have made it possible for lakhs of Indians to get access to digital credit in their mobile app in 90 seconds. This is rewarding and motivating for us. We hope to impact millions of lives in a similar fashion with our innovative loan, insurance, and investment products in the coming years."

Source – BusinessLine

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Lending startups see up to 30% jump in user acquisition costs

Online lending startups have seen a 20-30% jump in user acquisition costs over the last few months, multiple industry executives told, as both banks and Fintech companies aggressively chase consumers through social media channels. The cost of acquiring customers, or the price platforms pay to on-board consumers, has increased significantly also due to higher borrowing costs. That has made Fintech lending startups risk-averse, forcing them to be selective about their customer base.

Source – The Economic Times

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