



NEWS HIGHLIGHTS

Public cloud deployment could add \$100 bn to India GDP by 2023 and create 2.4L jobs: Study

Fintech loan startups innovate to improve collections as NBFC stress piles up

Shunwei Capital, Xiaomi bet big on Indian startups

Leap India raises Rs. 164 crore in Series B funding

Today's View

Dark Tech

The dark web is a part of the internet that isn't indexed by search engines. As such they are untraceable and undetectable. This nature of the dark web makes it dangerous with various types of ransomware, viruses and other harmful material available on it.

Researchers **Daniel Moore** and **Thomas Rid of King's College in London** classified the contents of 2,723 live dark web sites over a five-week period in 2015 and found that 57% host illegal material. A 2019 study conducted by **Dr. Michael McGuires at the University of Surrey** shows the number of dark web listings that could harm an enterprise has risen by 20% since 2016.

Enterprises handling valuable customer information are always at a risk of being attacked from dark web elements. The cost of such attacks could be catastrophic. Over the past five years stolen credit card details from data breaches at companies like **Target, Walmart, Saks, Lord & Taylor, and British Airways** have been released in the dark web.

Start ups are deploying technology to protect companies from such breaches. New York city based **Flashpoint** employs data, tools and expertise to obtain actionable intelligence from the deep & dark web to protect enterprise from loss of sensitive data. Platform aggregates the data collected via tools and then curates to highlight threatening actors, relationships and behaviors to

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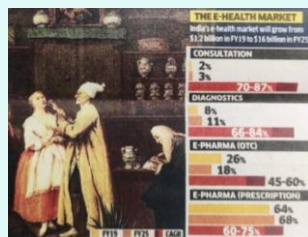
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Online pharmacies to lead eHealth market to touch \$16 B in five years: Report

India's eHealth market, led by the online pharmacy category, is pegged to touch \$16 billion over the next five years, from its current market size of \$1.2 billion, according to market watcher Red-Seer Consulting.



Source – The Economic Times

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6th February 2020

gain critical awareness of threats and malicious activity before enterprise's sensitive information surfaces from the deep & dark web.

4iQ utilizes **big data analytics** and **machine learning** based threat intelligence platform. They monitor open, social, deep and dark web sources to detect stolen credentials and data breaches. Additionally they also provide services like investigating adversaries, assessing threat levels and conducting due diligence.

SpyCloud is a **cloud-based** breach detection platform to the enterprise that scans the dark web for the occurrence of data breaches or leaks.

Dark WebID provides breached data alerting, ratings, reporting by continuously monitoring botnets, criminal chat rooms, peer-to-peer networks, forums, blogs, websites, bulletin boards, private networks, and illegal black market sites over darknet.

Predicting an attack is tough but taking pre-emptive measures is possible. Organization globally are getting aware and collaborating with start ups to protect and prevent dark web attacks.

Today's News

Public cloud deployment could add \$100 bn to India GDP by 2023 and create 2.4L jobs: Study

Google Cloud and Boston Consulting Group (BCG) in a joint study released on Wednesday said that India continues to show potential for rapid growth in public cloud. Projected to grow at a CAGR of 25% from US\$3 billion in 2018 to US\$8 billion in 2023, public cloud deployments in India have the potential to contribute approximately US\$100 billion in GDP cumulatively from 2019 to 2023 according to the study. The study added, when annualized, this is equivalent to 0.6% of GDP and 15% of the GDP impact of the IT industry and 25% of the textile industry in India - which are both key industries in India.

Source – *The Economic Times*

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Fintech loan startups innovate to improve collections as NBFC stress piles up

Digital lenders are wising up and changing. The loan startups that were chasing growth by lending aggressively are now focussing on the other important aspect of the game: collections. And are relying on technology to ensure that borrowers pay back the money. While some lenders such as Capital Float and Loantap are investing in building their collection engines, others are partnering with startups that use technology to help lenders. "Going forward, collection teams are going to be as important as loan-origination teams for players like us," said a founder of a lending startup. The financial year 2019, which was difficult for the non-banking finance space, has made these startups realise that growing the loan book without a smart collection system can be disastrous.

Source – *First Post*

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This News Letter has been prepared with the assistance of Prithwijiit Ghosh and Preeti Patil

How co-bots help Flipkart achieve flexibility, mobility in sorting houses

Started in 2007 with an initial focus on selling books, Flipkart today sells over 150 million products across 80+ categories, servicing all 20,000+ pin codes in India. The company claims innovation and technology as the levers for its growth in the e-commerce industry. In a candid conversation with ETCIO, Pranav Saxena, Head of Robotics and Automation, Flipkart, shares how self-guided co-bots working side-by-side with employees have helped speed-up and add efficiency to the sortation processes. Flipkart has invested in fulfillment technology as a core focus area right from its inception.

Source – *The Economic Times*

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Ecomm predatory pricing complaints being examined: Piyush Goyal

Commerce and industry minister Piyush Goyal on Wednesday said the government is examining representations regarding allegations about some ecommerce companies engaging in predatory pricing and excessive discounts.

"Representations have been received in this department (DPIIT) alleging that some ecommerce platforms are engaged in predatory pricing and are providing excessive discounts. These representations are under examination," Goyal said in reply to a question in the Lok Sabha.

Source – *The Economic Times*

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Shunwei Capital, Xiaomi bet big on Indian startups

Two well-entrenched Chinese investors — Xiaomi and Shunwei Capital, which also share deep linkages — have struck their first deals in the new calendar year in the Indian startup ecosystem, as they look to add to their portfolios in Asia's third-largest economy. Shunwei Capital, which manages assets of about \$3 billion and founded by Xiaomi founders Lei Jun and Koh Tuck Lye, has co-led a \$5.5 million (about Rs 40 crore) investment round in regional language podcast app Kuku FM. This is latest deal struck by the Chinese investment firm, which has emerged as one of the most active dealmakers in India's startup ecosystem. The deal will also see the entry of Vertex Ventures, the venture capital arm of Temasek, the investment company backed by the government of Singapore, into Kuku FM's cap table. The Mumbai-based company will use the proceeds from the Series A investment to expand its content repository, and to increase the number of languages available on its platform.

Source – *The Economic Times*

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Instamojo acquires Times Internet's GetMeAShop to serve more small businesses in India

Instamojo, a Bangalore-based startup that helps merchants and small businesses accept digital payments and sell on the web, has acquired Gurgaon-based startup GetMeAShop. The deal is worth \$5 million and includes conglomerate Times Internet making an investment in Instamojo, Sampad Swain, co-founder and chief executive of the Bangalore-based startup, told TechCrunch in an interview. Hundreds of millions of people have come online in India in the last decade thanks to proliferation of low-cost Android smartphones and availability to some of the world's cheapest mobile data plans. But most small businesses, especially neighborhood stores and merchants, remain offline. A wave of startups in the country today are trying to make it easier for these merchants and businesses to come online.

Source – *Yahoo*

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Leap India raises Rs. 164 crore in Series B funding

Agricultural warehousing and logistics firm Leap India Food and Logistics Pvt Ltd on Wednesday said it has raised Rs. 164 crore in Series B funding from the Danish SDG Investment fund and Neev Fund. The Danish SDG Investment fund is a fund managed by Investment Fund for Developing Countries (IFU), Leap India said in a statement. With a twofold mission to connect the grain supply chain from farm to business and to transform itself into a robust Agri-Silos and Logistics platform, Leap India will utilise these funds towards tangible future growth, it added. "SDG Fund's investment, along with round two of investment from the Neev Fund, backed by the UK Government - Department for International Development (DFID) and State Bank of India, will allow us to expand and reach a critical size, while, at the same time, team up with strong, foreign institutional investors," Leap India promoters said. At Leap, the aim is to build a large platform of grain storage sites, which can help FCI and the private sector to make grain storage more efficient.

Source – *The Economic Times*

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How this first-time entrepreneur from Pune started and grew her online jewellery business

After toiling for 10 years in the IT industry, Prachi Patwardhan began to feel that her work-life balance was beginning to be skewed. "My job started to take a toll -- heading to work every day no longer brought me the joy or satisfaction I felt during the early days of my career," shares Prachi. It was during this time, she began to contemplate becoming an entrepreneur.

"The idea occurred several times. But I was hesitant. I knew setting up one's own business is not a cakewalk." However, seeing how unhappy she was with the regular grind of an IT job, her husband who was then a business head in Flipkart encouraged her to start her own online business.

Source – *Your Story*

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Ahmedabad-based Hidaa Lifesciences is delivering vegan vitamins at your doorstep

In 2015, Menka Gurnani (32) was diagnosed with vitamin D deficiency. The doctor prescribed her few medicines, but she found it a bit uncomfortable to consume the medicines and found it inconvenient to go out in the sun.

To understand the problem in depth, she started reading up and came across a report by world health organisation (WHO), which said a majority of Indian population is vitamin D deficient.

Source – *Your Story*

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