



order to maximize yields and manage labor. Seven of the country's top ten wineries use AgCode's technology. The AgCode software helps to increase productivity and efficiency by capturing crop conditions, estimates, and maturity information in the field and schedule work orders immediately.

**AGERpoint** is a nut and citrus orchard management software that uses satellite data to provide information management solutions to growers of tree and vine based crops. It offers technologies that redefine data acquisition, analysis, and translation.

An ag-analytics company **CropX** provides a cloud based software solutions integrated with wireless sensors and aims to boost crop yields by focusing on saving water and energy. With in-field sensors, the system automatically delivers the correct amount of water to each plant instead of watering a whole field at a time.

By combining the benefits of the best local farms with advanced technology, the techy farms create the ideal conditions to grow. As forecasted by statista.com, the compound annual growth rate (CAGR) of the precision farming worldwide between 2014 and 2020 will reach 21%. Thus, a fine integration of agriculture with software and hardware is the future of food industry globally.

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## Today's News

### PM Modi launches Indian payment apps in Singapore

PM Modi launched three digital payment schemes, including the international debut of Bharat Interface for Money (BHIM) and RuPay in Singapore as well as the State Bank of India's online international Rupee remittance app. The launch marks the collaboration of National Payments Corporation of India (NPCI) and Network for Electronic Transfers (NETS) of Singapore in launching a cross-border digital payment system between the two nations. "RuPay, BHIM and UPI; it is natural for these to be launched in Singapore. Together, we can build a great economic partnership of the new age," Modi said.

Source – India Today

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### UIDAI extends deadline to deploy Virtual ID system to July 1

UIDAI has extended by one month to July 1 the deadline for service providers and agencies like banks and telecom companies to fully deploy Virtual ID system and accept these IDs in lieu of Aadhaar number. The Virtual ID (VID) feature is aimed at giving users the option of not sharing their Aadhaar number at the time of authentication. UIDAI had earlier said it will be compulsory for all agencies that undertake authentication to accept VID from their users from June 1, 2018.

Source – The Indian Express

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This News Letter has been prepared with the assistance of Vikas Madaan and Aparna Anand

### Swiggy pilots WhatsApp solution to send real-time updates to users

Food delivery company Swiggy today said it is testing WhatsApp enterprise solution that will allow it to provide consumers with updates for their orders through the popular messaging platform. "Swiggy will appear in WhatsApp chat interfaces on consumers' smartphones and will keep them abreast of their order status in real-time, providing a more seamless communications system," the company said in a statement.

Source – Financial Express

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### FreeCharge co-founder Kunal Shah raises \$30 million, to launch new venture

Payments company FreeCharge co-founder Kunal Shah has raised \$30 million for his upcoming venture from a clutch of investors led by venture capital investor Sequoia Capital, said two people familiar with the development.

Source – Mint

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### CEO says Uber in partnership talks with Waymo for self-driving technology

It wasn't all that long ago that Google's Waymo self-driving car division and Uber were in a legal dispute over intellectual rights. Now, however, Uber CEO Dara Khosrowshahi claims Uber and Waymo are discussing a partnership, Reuters reports.

Source – Digital Trends

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## Flipkart's digital payments arm PhonePe crosses 100-million user mark

Digital payments firm PhonePe now has almost half as many users as its rival Paytm's mobile wallet service, with the Flipkart-owned firm announcing on Wednesday that it had crossed the 100 million users. The firm also said it had hit an annualized total payment value run rate of \$20 billion in the month of May, staking claim to the largest payments player in the country in terms of transaction value.

"It's a very proud day for us. We have crossed the 100 million user mark in just 21 months. This is the fastest that any Indian start-up has achieved this landmark. We are both humbled by the trust that Indian consumers have placed in us till now, and excited about what the future holds for us," said Sameer Nigam, co-founder and chief executive officer of PhonePe.

Source – Business Standard

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## SBI may join WhatsApp Pay by August

State Bank of India (SBI), one of the four large Indian banks with which Facebook-owned WhatsApp, has been working to launch a full-fledged payments service, will join the platform by August, according to sources.

Earlier this week, Bloomberg had reported that the messaging app may launch its payments service next week with its other partners — HDFC Bank, ICICI Bank and Axis Bank — without waiting for SBI to come on board. FE was unable to independently verify the timeline of the launch of WhatsApp's payments feature. What is delaying the tie-up between SBI and WhatsApp are contractual nitty-gritties, such as questions of dispute resolution and redressal mechanisms in instances of payment failure. Firming up such terms may take another six to eight weeks, a source said.

Source – Financial Express

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## Patanjali's Kimbho swiftly retreats over security scare, ripped on Twitter

The fate of Patanjali's "swadeshi" instant messaging app Kimbho was sealed in the span of just a few hours, thanks to viral messages being shared on Facebook-owned WhatsApp, the app that the Baba Ramdev-promoted company was trying to combat.

Patanjali on Thursday launched Kimbho with the sole intent of checking the rise of messaging giant WhatsApp in India. However, after Kimbho's various data vulnerabilities were exposed by the security expert and whistleblower who goes by the pseudonym Elliot Alderson on Twitter, the app made a quiet exit from Google's Play Store. Jokes surrounding the app's quick retreat spread like wildfire on rival platform WhatsApp. It was perhaps the quickest rise and fall in the popularity of a mobile application.

Source – Business Standard

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## Online lending marketplace CoinTribe secures \$10 Mn Series B

MSMEs-focused credit based lending marketplace CoinTribe has raised \$10 million equity capital in Series-B round led by Sabre Partners along with participation from existing investor, Puneet Dalmia. With this round of funding, total equity capital raised by CoinTribe has increased to over \$15 million.

Source – Entracker

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## BSNL ties up to create mobile advertising ecosystem

Bharat Sanchar Nigam Ltd (BSNL) and Call2Action Communication India on Thursday partnered to create a mobile advertising ecosystem through promotions, designed specifically for mobile network operators. Called Infomo, the platform will be available through the 'MyBSNL' app and the company will provide advertising and promotion content to users during routine everyday interactions such as calls, SMS, alerts, notifications.

Source – BusinessLine

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## Fintech Startup CredRight Raises Rs 9 Cr in pre-Series A

Accion Venture Lab, YourNest & few prominent angels have jointly invested Rs 9 crore in the fintech startup CredRight, a data driven platform that provides credit to unserved & underserved MSMEs leveraging ROSCAs/Chit Funds in India.

Source – Business World

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