



NEWS HIGHLIGHTS

Subex bets on IoT security products to chart its rebound

Nutanix extends its product 'Beam' to the enterprise private cloud

Digital ad rates shoot up as Indians get hooked on Internet

Bangladesh-based Fintech gets \$1.62m from Omidyar Network

Today's View

Aviation on Wings of Blockchain

Continuing our previous article (link [here](#)), we have seen how multiple airports and aviation platforms all over the world are looking at blockchain technology to improve various processes.

Aircraft maintenance is a vital part of making sure that planes are safe to operate, and blockchain-based records could help airlines make sure there weren't any oversights that are potentially dangerous. Blockchain can be used to track everything that happens to major parts of an aircraft, like the engine, so that any problems have a better chance of being detected.

To implement some of these applications, **Lufthansa Industry Solutions** have come up with **Blockchain for Aviation (BC4A)** initiative. Compiling potential applications of Blockchain in aviation and creating common parameters of use is the prime objective of this initiative. **Lufthansa** has also partnered with software giant SAP to launch a blockchain competition aimed to boost blockchain adoption in the airline industry. Lufthansa has been exploring how to put reservations and traveller itinerary information on a distributed network through a partnership with an ethereum blockchain start-up.

Similarly, **Accenture** working with aerospace company Thales to develop a blockchain-based system to track aircraft parts and materials. It plans to use blockchain in order to create a secure record of every part that is used in an aircraft's construction. While **Gazpromneft-Aero**, which operates aviation

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Dunzo is in talks to raise Rs 183 crore from Google and others

On-demand task management app Dunzo is in advanced discussions to raise \$25 million from investors including Google, according to two people briefed on the matter. The funding round, which is likely to be part of an extended capital-raising initiative, is expected to value the 3 year-old startup at about \$100 mn.

Task at Hand

1 million - Monthly transactions Dunzo was expecting to handle as of end-October

MONTHLY TRANSACTIONS TARGET

Dec 2018	2.5m
Dec 2019	20m

Source – The Economic Times

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Date – 13th Nov 18

refuelling business, is working with **S7 Airlines and Siberia Airlines** to use a blockchain-based smart-contract system for aviation fuel payments.

On the other hand, **Singapore Airlines** has introduced a miles-based blockchain based digital wallet called **KrisPay**, developed in collaboration with **Microsoft** and **KPMG**. Using KrisPay, travellers can convert air miles into cryptocurrency to pay for goods and services.

SITA, a technology company owned by more than 400 airlines, has launched the 'Aviation Blockchain Sandbox', to explore the potential applications of blockchain in aviation. This project follows on from its **FlightChain** initiative, working with selected major airports to demonstrate the safe use of blockchain technology for managing real-time flight data.

Blockchain appears to be a better system for numerous applications in aviation, which offers significant improvements over existing technologies. Even though the blockchain is still at a stage of infancy, with more and more companies are relying on it, the technology is about to take off in the aviation sector.

Today's News

Subex bets on IoT security products to chart its rebound

Telecom analytics firm Subex says it is looking at a rebound by betting on security products for internet of things after it cleared most of its debt that had dragged the company's growth over the past five years. "(Historically) revenue optimisation for telecom segment has been our core competence. For the next phase of growth, we want to play in IoT security, digital trust and deep learning-based anomaly detection," said Vinod Kumar, CEO of Subex.

Subex has products in fraud management, revenue assurance and partner billing for telecom businesses. The firm, which rode on the global demand for its software, went on an acquisition spree — seven in seven years, including Syndesis, a Canadian firm for \$175 million. In the process, it acquired a lot of debt that it struggled to service. In the process, it saw its founder Subash Menon exit unceremoniously five years ago.

Source – *The Economic Times*

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Nutanix extends its product 'Beam' to the enterprise private cloud

Nutanix, Inc, a cloud computing company, said new updates to Beam, its multi-cloud optimization service, will extend its cost visibility and optimization capabilities into on-premise deployments. With these new updates, Nutanix customers can get full visibility and insight into the entirety of their infrastructure environment, including public and private clouds, so they can choose the right cloud for every application, the company said in a statement.

Source – *The Economic Times*

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This News Letter has been prepared with the assistance of **G Balakrishna and Manish Kulkarni**

Bangladesh-based Fintech gets \$1.62m from Omidyar Network

Bangladesh fintech startup ShopUp has raised US\$1.62 million in seed funding from Omidyar Network, an impact investment firm established by eBay founder Pierre Omidyar. Angel investors from Facebook, Google, Amazon, Grab, and global banks also participated in the round.

Source – *Technasia*

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BengaluruOne, KarnatakaOne to accept payments through Paytm

Digital payments company Paytm announced that it is partnering with the Directorate of Electronic Delivery of Citizen Services (EDCS), DPAR (e-Governance) to enable digital payments for BengaluruOne and KarnatakaOne customers. As a launch offer to drive user adoption, Paytm will extend a cash-back of 10% for up to a maximum of Rs. 20 per user on a minimum transaction amount of Rs. 200 for payments.

Source – *The Economic Times*

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Fake news: No perfect solution, says Twitter CEO

"There is no perfect solution when it comes to suppressing misleading tweets," said Twitter CEO Jack Dorsey, who is on a maiden visit to India. Addressing a town hall event at the IIT Delhi, Dorsey said. "In a number of conversations, it has become more important that we scope the problem as tightly as possible because fake news, or misinformation, as a category, is way too big."

Source – *BusinessLine*

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Apple to tighten e-commerce play post Amazon deal

Apple is going to tighten its e-commerce play in India after brick-and-mortar retail by enabling the just signed global association with Amazon in the Indian market so that the maker of iPhones and iPads will have a direct relationship with the two largest marketplaces – Flipkart and Amazon.

The relationship with Amazon means only Apple-authorized resellers will now be allowed to sell its products on the marketplace. "And not all authorised resellers can sell since Apple will enter into a new agreement to allow them to sell online," one industry executive said. He said similar process is already happening at Flipkart as well for a year now since the time Flipkart and Apple entered into a business relationship.

Source – *The Economic Times*

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Focus on B2B pushes Amazon Wholesale's revenue up 73%

Amazon Wholesale's revenue jumped 73% to Rs 12,224 crore in fiscal year 2017-18, as Amazon India increased focus on supplying to sellers on its consumer marketplace through its business-to-business platform. After regulatory changes in early 2016, which limited sales from a single seller to 25% of the total GMV of a marketplace, the company saw a huge rise in revenue to Rs 7,047 crore in FY17 from only Rs 2.6 crore in FY16.

The wholesale entity of Walmart-owned ecommerce giant Flipkart, registered a 40% increase in revenue to Rs 21,000 crore in FY18. Both Flipkart and Amazon India use their wholesale units as distribution channels that source products from brands directly and then supply these to third-party vendors to sell on their online marketplaces.

Source – *The Economic Times*

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Digital ad rates shoot up as Indians get hooked on Internet

Starting January 2019, YouTube, the video-sharing platform owned by Alphabet (earlier Google), is once again doubling the rate of its high-impact fixed homepage advertisement — from Rs 70 lakh a day at present to Rs 1.4 crore, according to a letter YouTube sent to various media agencies. Even as media experts debate on the return on investment (ROI) on digital spends, several media agencies said that the trend of digital platforms like Facebook, Twitter, and Instagram, raising rates between 20-30% annually will continue in 2019, too, as time spent by users and engagement levels increase.

The media agencies have been projecting a higher – over 30% — growth rate for digital media for the last three years. Ad spends on the digital medium touched Rs 11,000 crore last year, and is expected to reach Rs 14,500 crore by end of 2018. Agency leaders say digital is now becoming an important part of the media mix and given the rate of digital penetration and adoption, the players are bound to jack up prices.

Source – *The Economic Times*

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EPS to enter new business lines in digital banking

EPS, a retail banking technology service provider, is diversifying its business by entering the fraud and risk management and transaction processing and enterprise reconciliation markets. It has partnered with Morocco-based m2m and Ascent Business Group to use their products for these segments, said Thyagarajan Seshadri, president, banking relations at EPS.

Source – *The Economic Times*

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UAE to develop laws to govern self-driving cars and Artificial Intelligence

The UAE will begin developing laws governing self-driving cars and AI to prepare the country to embrace the technologies of the future. Mohammad Gergawi, Minister of Cabinet Affairs, set out details of the plan at the opening of the World Economic Forum's (WEF) Global Future Councils in Dubai.

Source – *The National*

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Accenture buys US-based Intrigo Systems

Accenture said it acquired US-based Intrigo Systems, which offers SAP-based supply chain solutions. "Bringing Intrigo Systems onto our team will provide Accenture with more resources in innovation, development and delivery to help our clients turn their supply chain into a competitive, growth-driving differentiator that shapes a digital, intelligent enterprise," Bhaskar Ghosh, group CEO Accenture Technology Service, said.

Source – *The Economic Times*

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