



## NEWS HIGHLIGHTS

**Facebook chooses London as base for WhatsApp payments**

**PayPal India introduces 'OneTouch' to enhance user experience**

**Insurers want 100% stake in insurtech startups**

**IIFL launches AAA - Advisor Anytime Anywhere with an objective to create a million new job-givers**

## Today's View

### Smart Stadiums

The ancient Greeks built the world's first known stadium at Olympia during the 8th century BC. It consisted of a simple track surrounded by mud-formed to observe the games. Much has changed in the years since, such as the expansion of seating capacity and most importantly, the introduction of technology, right from drone delivery and real-time crowd sentiment analysis to live event holograms, in order to completely transform the stadium-going experience.

As per **MarketsAndMarkets** report, the global smart stadium market size is estimated to be around US\$ 5 Billion in 2018 and is expected to reach around US\$ 13 Billion by 2023, at a CAGR of 22% during the forecast period.

Start-ups are rising to the occasion with novel stadium-tech ranging from blockchain and computer vision for ticketing and security, payments using biometric identifiers, to AI for analysing crowd emotions.

For instance, some of the start-ups have developed behaviour analytics solutions to track and analyse stadium attendee behaviour. For example, **PlaceIQ** offers a location-based audience platform that provides consumer analytics and media targeting. It has also developed foot traffic measurement technology, which provides access to granular data about the fans' entire stadium experience. While Virginia-based start-up **Gravy Analytics** has been working on advancing consumer behaviour analytics for large audiences. Its

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### Debit cards still the most preferred payment mode for online shoppers

Debit cards continued to be the most preferred payment instrument for shoppers on e-commerce websites, according to a report by payment technology and transaction processing company Financial Software and Systems (FSS).



Source – The Economic Times

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Date – 9<sup>th</sup> May 19

**AdmitOne** location data processing platform uses proprietary algorithms and machine learning to filter and categorize location signals, verify the place and event attendances, and determine consumer intent.

On the other hand, some organisations track attendees' emotions in real time to understand how much they enjoyed an event. **SightCorp** has developed face analysis, mood measurement, and audience analytics for stadiums. While **CrowdOptic** monitors and tracks what crowds look at, capture the images and share the same during live events.

Some other firms are leveraging live event holograms for building the foundations for players to be digitally rendered in stadiums as holographic projections. One such start-up **8i**, uses HD video from multiple cameras to create human holograms for augmented, mixed, and virtual reality.

Similarly, **Vevo** offers cameraman-less recording technology so that any soccer club, regardless of its size, can record, edit, and live stream its matches. Its AI-powered detectors independently track the ball and the players.

Apart from these innovations, stadium-tech is being further improved via real-time player insights, seamless payments, blockchain-based ticketing etc. More on this in our next article!

## Today's News

### Facebook chooses London as base for WhatsApp payments

Facebook has chosen London as the centre for the global roll-out of WhatsApp pay, before the social media giant launches its digital payments service on the mobile messaging platform in India, according to a media report. WhatsApp, which has 1.5 billion users globally, would hire nearly 100 people in London to focus on the digital payments service and additional operations staff would be hired in Dublin, the Financial Times reported. Facebook said it chose the UK, where WhatsApp is far more popular than the US, because it attracts a multicultural workforce from many of the countries where WhatsApp is widely used, such as India, the report said.

Source – *The Economic Times*

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### IIFL launches AAA - Advisor Anytime Anywhere with an objective to create a million new job-givers

IIFL Group, one of India's largest and most respected financial services groups, launched its new product Advisor Anytime Anywhere (AAA). It is a proprietary hardware device, a tablet, with pre-loaded software and data card, giving you real-time access to stock markets, mutual funds, news, views and expert recommendations. The software will have a 360 degree view of any client's portfolio and advisor's overall commission, performance, etc. The tablet also has a 'Learn module' for budding advisors to learn the concepts and practice for NISM exams. The advisor is connected to IIFL's research team, 24x7 service cell and product experts on chat with the facility to call and speak.

Source – *IndiaInfoline*

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### PayPal India introduces 'OneTouch' to enhance user experience

PayPal India has introduced 'OneTouch' feature using Google Smart Lock for its users in India that will allow them to stay logged onto the digital payments platform in a secure manner. India is the first market where the feature will be integrated with Google Smart Lock, PayPal India said in a statement.

Users can register their Android device with PayPal and stay logged into the platform for all subsequent PayPal purchases on that device. This removes the hassle of repeatedly needing to log in and thereby, offering a frictionless payments experience, it added.

Source – *Mint*

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### Insurers want 100% stake in insurtech startups

Fintech, long a buzzword in banking, has reached the shores of insurance companies who are lobbying the regulator to have a bigger say in stake holding. Insurance companies want to own and nurture startups with 100% stake from the current 10% cap the regulator has put on holding.

"We want to buy all 100% in InsurTech companies, which align with our business," said Prashant Tripathy, CEO, and Max Life Insurance. "We, as an industry, have made a presentation to IRDAI to allow us to own 100% in these companies." Many insurance companies still rely on legacy software.

Source – *The Economic Times*

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

## Indian origin cybersecurity start-ups seek Singapore funding

Two Indian-origin cybersecurity start-ups are planning to expand their base to Singapore and are in talks for funding with investors in the city-state for their concepts on preventing cyber-attacks. Seconize, which was formed in Bengaluru in 2017, recently set up its office in Singapore for expansion across Asia Pacific and has already secured support from Singapore telecom giant Singtel and National University of Singapore (NUS) Enterprise.

The start-up enables enterprises to manage their cyber risks through its continuous predictive risk intelligence product. Damages to businesses by each cyber-attack could be as high as USD 4 million, Chetan Anand, CEO, and Co-Founder of Seconize, said. The company's proof of concept has been tried out by a large Indian enterprise, said Anand, who pitched for investment at the Innovation Cybersecurity Ecosystem in Singapore.

Source – *The Economic Times*

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## Startups have an up-skill task to build & retain talent

Start-ups have begun up-skilling employees to retain key talent, reduce expensive hires and increase the output of average performers. This trend, earlier visible among large IT firms struggling to keep senior workforce up to date with newer technologies, has caught on with both unicorns and early-stage start-ups in metros as well as smaller towns. The key areas where such up-skilling is taking place are machine learning, artificial intelligence, full stack, Internet of Things, blockchain and data science, with start-ups teaming up with education technology firms like Udacity, Coursera and Great Learning to train staff.

Ecommerce leaders Myntra and Flipkart have tied up with ed-tech firm Udacity to up-skill a combined 1,000 employees over a period of one year, while Fintech Company Bank-Bazaar has teamed up with Coursera to train 400 of its workforce. "The attitude among employees is changing, and going forward, up-skilling will primarily be driven by employees who want to stay relevant," said Sriram V, chief human resource officer of BankBazaar, adding that the average age of employees undergoing up-skilling was 25.

Source – *The Economic Times*

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## Snapdeal focuses on Tier-II, III user base

E-commerce major Snapdeal Thursday said it focussed on reaching out to customers in tier-II and III cities by offering appropriate products and pricing. Snapdeal Senior Vice-President (Corporate Affairs and Communications) Rajnish Wahi said currently the company added about 50,000 sellers to its platform last fiscal and now has a seller base of about five lakh across the country. "We are putting together merchandise that is relevant for those consumers (in tier II and III). Those customers were looking at certain price range. If customers find what they want and if they find ample choice they will from tier-II and III and beyond. So we are expanding the relevant selection for them by getting a lot more sellers who understand that," he said. According to him, Delhi and Gujarat are among the places which have the largest seller base for the e-commerce company.

Source – *The Economic Times*

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## TVS Motor invests \$3.85M in TagBox as part of Series-A funding

TVS Motor Company has invested \$3.85 Million in Bengaluru based-TagBox, a supply chain industrial internet of things (IIoT) and machine learning platform company as part of its Series A funding round. The round was entirely led by TVS Motor Company and its Singapore based Subsidiary, TVS Motor (Singapore) Pte.

TagBox plans to use the funds for product innovation and R&D and to expand its global footprint. The startup will also invest in its BoxLens and AssetLens platforms and in developing more predictive analytics and automation solutions.

Source – *The Economic Times*

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## Kinara Capital raises Rs 100 crore in fresh funding

Small business lender Kinara Capital has raised Rs 100 crore from private equity and impact investors — Gaja Capital, GAWA Capital, Michael, and Susan Dell Foundation and Patamar Capital. Armed with the fresh funds, the company intends to invest in technology to improve its customers' experience while applying through them and help process applications faster.

Kinara Capital provides fast and flexible loans in the range of Rs 2 to 25 lakh without taking property collateral from small business entrepreneurs. The company claims to disburse loans within five to seven days of receiving the application which is received through a completely digital process.

Source – *The Economic Times*

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