



**NEWS HIGHLIGHTS**

PhonePe, Paytm gear up for super-app play

Amazon enters Indian wealth management with bet on fintech platform Smallcase

Paytm, HDFC Bank in payments tie-up

Decimal Technologies partners with Ujjivan Small Finance Bank to digitise loan origination with Saarthi

**Today's View**

**Digital Biomarkers**

The surge in usage and attractiveness of connected digital devices and health-related mobile apps has created an innovative set of huge, varied and complex data sets known as “digital biomarkers.” These are defined as objective, reckonable, physiological and behavioural measures that are collected by sensors embedded in portable, wearable, implantable or ingestible devices.

According to the market intelligence study published by BIS Research titled Global Digital Biomarkers Market - Analysis and Forecast, 2019-2025, the **digital biomarker** market generated revenue of \$524.6 million in 2018 and is estimated to grow over \$5.64 billion by the end of 2025.

Innovative healthcare startups ushering in this new era in healthcare have a fundamental understanding of both the technical aspects of life sciences and emerging technologies. For instance, **FeetMe** has created smart inner insoles that provide gait analysis in real time. Some diabetic patients lose sensitivity and have ulcers that can lead to amputations. FeetMe insoles can help to monitor pressure to avoid ulcers.

**Mindstrong** Health is a healthcare company dedicated to transforming brain health through measurement science. By measuring brain function passively and continuously through individuals' interactions with smartphones, Mindstrong's platform helps individuals and health care providers detect brain health deterioration early and deliver pre-emptive care.

**Akhil Handa**  
+91 22 6759 2873

**Aparna Anand**  
Aparna.Anand@bankofbaroda.com

**How US payments groups ended up on the wrong side of India's plans**

In mid-2018, Mastercard's then-chief executive Ajay Banga enthusiastically defended Indian prime minister Narendra Modi's push to promote electronic payments in the country's cash-dominated economy.



Source—Financial Times

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**Machine Medicine** provides objective mobility metrics from video using extensive medical knowledge and state-of-the-art artificial intelligence. The system is able to track activities, walking patterns, detect falls and early signs of disease and alert health professionals when an intervention is needed.

There are roughly 300 biomarkers that can be detected in human breath. **Breathometer** has created a portable breath analysis platform by leveraging smartphones that are carried by every consumer. With a Breathometer and the mobile app, it enables convenient, non-invasive and cost effective detection and monitoring of several types of application ranging from alcohol, oral healthcare, hydration, fat burning, asthma, diabetes and even lung cancer.

In case of the current pandemic, Innovators and biopharmaceutical companies are looking at data from physiological sensors that offer RPM solutions for patients infected with Covid-19. Utilising data from these wearable sensors provides a measure of symptoms and identification of real-time digital biomarkers which are identified and reported through analytics, often powered by AI. Another important use case of digital bio markers includes pharmaceutical drug development by cheaply and efficiently allowing more people throughout the world to contribute their health data to virtual clinical trials. We truly believe that this new healthcare model would democratize, expedite and improve availability of cost effective healthcare for the masses.

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## Today's News

### PhonePe, Paytm gear up for super-app play

Fintech majors Paytm and PhonePe are joining a list of top conglomerates like Tata, Reliance and Adani to launch their respective super apps.

A super-app is one that offers a slew of services such as payments, messaging, online shopping, grocery delivery etc on one platform and at least two of these services are used frequently by the app users. Paytm plans to launch its super app by the end of this year and is expected to add 2,000-3,000 app developers to its mini-app store by then.

Source – *The Hindu Business Line*

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### Using Fintech to Create an Inclusive Digital Ecosystem for the Farmers of India

The novel coronavirus was a set-back for everyone, be it retail, travel, or even airlines due to lockdown and border closures. During the beginning of the pandemic, India's rising cases and death rates urged the governments to impose a lockdown that coincided with the farmers' harvesting season.

As soon as the lockdown was imposed, soon, the government declared agriculture as an essential sector that continued to provide supplies amidst the deadly virus. The lockdown resulted in a high drop rate in demand, leaving many farmers with high-value products no option but to use their final products as manure.

Source – *The Fintech Times*

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### Decimal Technologies partners with Ujjivan Small Finance Bank to digitise loan origination with Saarathi

Decimal Technologies, one of India's leading fintech firms and Ujjivan Small Finance Bank (USFB) Limited, a leading mass market bank entered into a partnership through which Ujjivan SFB and its channel partners will use Decimal's digital lending platform – Saarathi.

This collaboration will enable the Bank to digitize loan sourcing through its sales force as well as Direct Selling Agents (DSAs).

Source – *India Infoline*

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### Online shopping in India is booming: Facts & Figures

The online shopping industry has seen an incredible boom in the last decade. As a result, many people all over the world have changed the way they buy and sell items. Moreover, the rising popularity in India is understandable due to the trouble-free offers from simplistic and secure payment methods to convenient doorstep deliveries.

Given the boom in online shopping, there is a vast choice of sites to buy from. These range from clothing and homeware to groceries and health care items. Furthermore, the most popular webshops in India include Flipkart.com, Koovs.com HealthKart.com as well as PaytmMall.com.

Source – *Press Journal*

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## 5 FinTech companies from the Nordics making an impact

FinTech refers to software and other modern technologies used by businesses that provide automated and improved financial services. FinTech in our daily life is Mobile Payment apps, Cryptocurrency and Blockchain like Bitcoin and Gemini. In the future, the range of FinTech services is predicted to transform the market even more with Artificial Intelligence and Machine Learning. It will make FinTech products an integral part of our digitalized life.

The Nordic region, or Norden, may consist of the five sovereign states Denmark, Finland, Iceland, Norway and Sweden, plus the three autonomous territories connected to these states: the Faroe Islands and Greenland (Denmark) and Åland (Finland). One reason for the Nordics' FinTech growth is that residents and citizens of Norway, Sweden, Finland, Iceland and Denmark tend to be digitally savvy on the whole, with some of the highest percentages of new technology adoption and mobile banking usage in the world. The following are 5 FinTech companies from the Nordics making an impact.

Source – IBS Intelligence

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## Amazon enters Indian wealth management with bet on fintech platform Smallcase

Amazon.com Inc. has made its maiden investment in India's wealth management sector, participating in a \$40 million round by fintech startup Smallcase Technologies Pvt. The Bangalore-headquartered startup said the round was led by Faering Capital Pvt and also joined by another new investor PremjiInvest, the private investment office of technology billionaire Azim Premji. Existing backers including Sequoia Capital India and Blume Ventures also participated, bringing the total capital raised by the firm to over \$60 million.

Smallcase was founded in 2015 by three friends Vasanth Kamath, Anugrah Shrivastava and Rohan Gupta, all alumni of the premier Indian Institute of Technology in Kharagpur. It's riding an unprecedented pandemic-fueled retail investor boom in India's equity markets and its user base has doubled to more than 3 million users in the past year.

Source – Live Mint

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## Paytm, HDFC Bank in payments tie-up

Fintech major Paytm and the country's largest private bank HDFC Bank Ltd have entered into a strategic partnership for delivering financial solutions to end consumers and merchants across India. The fusion of HDFC Bank's network, products, and credit appraisal capabilities and Paytm's technological platform will accelerate digital transformation in semi urban and rural India, while bringing more people into formal banking channels, the two companies said.

The strategic partnership with the country's largest private bank comes ahead of the proposed initial public offering (IPO) of Paytm, through which the company plans to raise Rs.16,600 crore before the end of the calendar year. The strategic partnership will see the two institutions launch innovative products across digital payments, lending and point of sale (POS) solutions.

Source – Live Mint

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## The Buy Now Pay Later (BNPL) Phenomenon: What Is It?

Want to flaunt a voguish dress in your farewell, but cutting on a budget? Looking to buy the next greatest mobile set available in the market but the last days of the month are not letting you do so? Then, this article may be a help for you!

We all suffer from the last days of the month cash crunch or in fact, many are barely meeting ends, waiting for the next month to begin, so that the dark clouds fade. The list of buying a piece of furniture, washing machine, refrigerator, AC, vacuum cleaner and so on... still remain pending in the monthly to-buy list but just because we lack some cash, we delay the buy or wait for Sale.

Source –The Indian Wire

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## Mashreq Bank and NIPL to offer acceptance of UPI in the UAE

NPCI International Payments Ltd (NIPL), the International arm of National Payment Corporation of India has partnered with Mashreq, one of the leading financial institutions in the UAE, to offer acceptance of its mobile-based real-time payment system, Unified Payments Interface (UPI), in the UAE.

UPI is an instant real-time payment system developed by National Payments Corporation of India facilitating inter-bank transactions.

Source – IBS Intelligence

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