



NEWS HIGHLIGHTS

Amazon India looks to expand private label business

Government likely to make GPS mandatory in feature phones

Centrum fund invests \$3 million in ed-tech start-up Littlemore

There's a gaping hole in India's e-security

Citi India bans use of debit and credit cards to buy bitcoins

Today's View

Pet Humanization

Pet lovers around the world have always considered pets a part of their families. In the U.S., according to a study conducted by **American Pet products Association (APPA)**, almost 85 million families (around 68% of the population) own a pet and 95 % of them believe their pets to be family.

Undoubtedly technology has enabled us to stay connected with our loved ones even while we are not around. Extensive use of IoT and AI in this field is fostering Pet Humanization, or is enabling pet owners to stay connected with their pets — even when the owners are not at home to feed or play with them.

Take for instance, **Petcube**, a company that helps in remote pet care. Petcube's products include devices such as wifi-enabled digital camera integrated with a two-way audio system allowing the pet owner to monitor their pets through hearing them and talking to them as and when required. The device also includes a remote controlled laser pointer that can be used by the pet owner to stimulate movement in their pets. Another device **Petcube's Bite** is a HD pet camera that monitors and flings treats at pets. The device can dispense treats remotely, allowing owners to "fling" treats toward their pet via petcube apps on performing a trick or obeying a command.

Making the lives of pet owners a little easier are the new age food dispenser devices. **Catspad**, a solution displayed at CES in Las Vegas, is an app-connected food and water dispenser that allows you to program exactly when — and how much — to feed your cat. It can even differentiate between multiple

Akhil Handa

+91 22 6759 2873
akhilhanda@bankofbaroda.com

Aparna Anand

+91 22 6759 2873
aparna.anand@bankofbaroda.com

Ad spending in India to grow at 13% in 2018

Advertising expenditure in India is expected to grow at 13% to touch Rs.69,346 crore in 2018 over 2017.

AD SPENDING SEEN RISING 13% IN 2018

India's advertising expenditure is estimated to grow 13% to Rs69,347 crore in 2018, according to a report released on Tuesday by WPP-owned media company GroupM. In terms of media channel growth, digital will be the fastest, rising 30% to reach Rs12,337 crore. The report says ad spending in 2018 will be driven by fast-moving consumer goods, auto, telecom and e-commerce, along with political parties as the 2019 general elections approach.

(in Rs. crore)	2017*	2018*	Change (in %)
TV	27,961	31,596	13%
Print	17,779	18,427	4%
Digital	9,490	12,337	30%
OOH	2,942	3,389	15%
Radio	2,419	2,782	15%
Cinema	672	806	20%
All media	61,263	69,347	13%

*Forecast OOH: Out of home Source: GroupM

It will be driven by recovery in consumer demand and private investment.

Source — Livemint

[READ MORE](#)

Date — 14th Feb 18

pets, and track their diet to provide your vet with the most accurate information.

Even the use of wearables on pets or the pet trackers are offering many-notches-higher convenience to pet owners through a pet collar and a mobile app. The collars are often lightweight, stylish and available in multiple colors. The mobile app functions as the user interface for the pet owner. Some of these pet trackers initiate an alert when the pet leaves a pre-determined area (geo-fence). Some sensor devices even monitor a range of other activities like sleeping, walking, running, or eating besides monitoring general health of the pet.

We believe this innovation in owner-pet relationship dynamics brought in by these new tech devices is making owning a pet a lot more hassle-free and an enjoyable experience.

Today's News

Amazon India looks to expand private label business

Amazon India is looking to rapidly scale up and expand its private label business by launching brands in new categories this year. Amazon India VP Manish Tiwary said the company would look to aggressively expand its private label this year, with potential new category launches.

“We have selection gaps in every category...our large vendors on the private labels side, we'll keep on filling the gaps using them,” said Tiwary. Amazon India may follow Flipkart's playbook and launch a separate private label brand for certain large appliances as well as smaller appliances. Both, Amazon and Flipkart, recently launched private label brands for the key smartphone business, which generates well over 60% of overall e-commerce sales in India.

Source – Livemint

[READ MORE](#)

Government likely to make GPS mandatory in feature phones

The government is likely to make GPS mandatory in feature phones by withdrawing an exemption it granted earlier, according to official sources. The move will enable the government to roll out panic button facility on mobile phones, aimed at helping women in distress.

The government ordered all mobile manufacturers in 2016 to mandatorily provide panic button and Global Positioning System (GPS) facility on cell phones to help women in distress, but feature and non-smart phones were given exemption in November last year after manufacturers said it would raise the cost. While GPS could raise the cost of a phone by Rs 200, people will be willing to pay extra in the interest of safety of people.

Source – The Economic Times

[READ MORE](#)

This News Letter has been prepared with the assistance of Sadhika Agarwal and Aparna Anand

Zicom in talks with car insurers to sell connected security gadget

Electronic security system provider Zicom is in talks with insurance firms to offer its IoT-based Vehicle Passenger Safety Solution.

Street Smart is a gadget that can provide several preventive safety updates as well as alerts in case of an accident.

Source – BusinessLine

[READ MORE](#)

India mobile phone shipments reached 288 mn in 2017

The shipments of mobile phones in India reached 288 million in 2017, registering annual growth of close to 16%.

The total shipments of feature phones were 164 million. Which leads to total mobile phone shipments to 288 million units in the calendar year 2017. Samsung led overall market with 24.7% share in smartphone category.

Source – Business Standard

[READ MORE](#)

IT raid cases not to be processed under e-assessment: CBDT

The to-be rolled out pan India e-assessment for scrutiny cases of taxpayers will not be applicable to instances where a raid has been conducted against an assessee by the I-T dept. The current system of manual assessment will continue in those cases.

Source – News18

[READ MORE](#)

Centrum fund invests \$3 million in ed-tech start-up Littlemore

Littlemore Innovation Labs Pvt. Ltd, a Singapore-based education technology company, has raised \$3 million from Kalpavriksh, a PE fund of Centrum Group.

Littlemore Innovation Labs, founded in 2010 by Srikanth Ganesan, Tathagata Guha Roy and Anand Padmanabhan, provides digital and scalable solutions for conducting paperless descriptive exams online. The company plans to utilize the funds for further research and development and filing patents and copyrights in Singapore and to expand its presence in Southeast Asia and the Middle East. The company also plans to tie up with private universities in India.

Source – Livemint

[READ MORE](#)

There's a gaping hole in India's e-security

As many as 15 crore of the 230 crore e-transactions carried out just last week, including financial and other transactions, were compromised. That's a breach of one in every 15 transactions.

"The maximum number of breaches happen on Gmail accounts, as the maximum number of Internet users have smartphones that are based on Android and apps running on them," an official said. Minister of Elec. and IT Ravi Shankar Prasad asked the IT secretaries of the States to monitor the traffic on websites and said every State should set up a sufficiently strong security system and data centers.

Source – BusinessLine

[READ MORE](#)

Citi India bans use of debit and credit cards to buy bitcoins

Citi India banned use of its debit and credit cards for purchase of bitcoins and other cryptos following concerns expressed by the RBI over virtual currencies. "Citi India has decided to not permit usage of its credit and debit cards towards purchase or trading of cryptocurrencies," the message read.

The decision, comes following concerns, both globally and locally including from the RBI, cautioning the public regarding the potential economic, financial, operational, legal, customer protection and security related risks associated in dealing with bitcoins, cryptocurrencies and virtual currencies.

Source – The Economic Times

[READ MORE](#)

IBM partners Govt to roll out re-skilling programme

IBM India in partnership with the Indian government is planning to design and introduce courses that will define the future of jobs. IBM's Chairman and CEO Ginni Rometty at an event, Think Forum, said that the company in collaboration with the Ministry of Skill Development will be launching two diploma courses to make the next generation skilled enough to take up future jobs that will be dominated by augmented intelligence, cognitive intelligence, cloud computing and blockchain.

Source – BusinessLine

[READ MORE](#)

News of Amazon layoffs in US create ripples in India

Amazon's move of laying off employees in its headquarters and global operations is likely to have an impact on the India business too.

Amazon confirmed it was making headcount adjustments. There has been some restructuring in the India business in the last few months. Several employees have been let go from their teams and have been moved to other open roles or put on performance improvement plans.

Source – The Economic Times

[READ MORE](#)

HUL to cut online ads if toxic content not weeded out

HUL will reduce its spend on online and social media platforms if they don't filter out content which is divisive or promotes gender stereotypes and hatred. HUL's annual ad spends are estimated at over Rs.3,000 cr, of which 15-20% is spent on digital media.

Source – The Economic Times

[READ MORE](#)

eTrio gears up to roll out two EVs

eTrio, focused on the emerging electric vehicles space, has been testing prototypes of 2 EVs, a hatch and a sedan, for launch, over the next few months. The co. has already set up an electric-car assembly unit on a six-acre site at Bolarum, which will have a capacity to roll out 1,500 cars a month.

Source – BusinessLine

[READ MORE](#)

Disclaimer: The views expressed in this newsletter are personal views of the author and do not necessarily reflect the views of Bank of Baroda. Nothing contained in this publication shall constitute or be deemed to constitute an offer to sell/ purchase or as an invitation or solicitation to do so for any securities of any entity. Bank of Baroda and/ or its Affiliates and its subsidiaries make no representation as to the accuracy; completeness or reliability of any information contained herein or otherwise provided and hereby disclaim any liability with regard to the same. Bank of Baroda Group or its officers, employees, personnel, directors may be associated in a commercial or personal capacity or may have a commercial interest including as proprietary traders in or with the securities and/ or companies or issues or matters as contained in this publication and such commercial capacity or interest whether or not differing with or conflicting with this publication, shall not make or render Bank of Baroda Group liable in any manner whatsoever & Bank of Baroda Group or any of its officers, employees, personnel, directors shall not be liable for any loss, damage, liability whatsoever for any direct or indirect loss arising from the use or access of any information that may be displayed in this publication from time to time.