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Today's View

The changing face of Beauty

Beauty is only skin deep yet the Cosmetics market shows a positive growth year on year. According to a report by Allied Market research, **Global cosmetics market** is expected to garner $429.8 billion by 2022 with Skincare and Haircare being the leading categories. For both Skincare and Haircare, there are hosts of new at-home beauty devices hitting the market that are capturing users' interest.

Last year, **Samsung**, known for home electronics, released two new beauty concepts—the **S-Skin** and **Lumini** devices. The S-Skin is a handheld device comprising of LED light and microneedle patch that analyses skin characteristics. The LED light delivers a customized anti-aging treatment, and the microneedle patch delivers skin care ingredients deeper into the skin, where the user needs it the most. The Lumini device, identifies issues under the skin's surface. The device also recommends cosmetic products to treat underlying skin issues.

For Haircare, **L'O'real** has introduced new Kérastase Hair Coach which is a smart hairbrush that scores the quality of hair, monitors different hair care routines, and provides insights and product recommendations on how to better treat consumers' hair.

Swedish company **Foreo's** silicone facial brush – the Luna Fofo uses machine-learning AI for offering a skin-care routine to users that will evolve over time.

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BigBasket records sales of over Rs 2,000 crore

BigBasket, said it crossed Rs 2,000 crore in sales and almost doubled the number of customers in the year ended March, indicating a growing preference for online grocery-shopping in the country. It had previously raised funds from investors such as Sands Capital, International Finance Corp. and Dubai-based private equity investor Abraaj Capital.

Source – The Economic Times

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Device sensors monitor the moisture level of a user's skin, plus it takes into account personal data around skin type and texture that users enter in an accompanying app called **Foreo for You**.

The **HiMirror**, launched in 2016 by the New Kinpo Group, offers an Amazon Alexa voice-controlled smart mirror that offers beauty advice for users. It integrates AI to offer a daily skin analysis and personalized recommendations as well as augmented reality allowing users to virtually try on makeup.

Beauty-focused devices are making homes more relaxed for its inhabitants. For example, **Moodo** introduced a home IoT scent-diffusing machine that uses WiFi and Alexa integration to activate scent pods for keeping the home smelling good.

Smart Toothbrush are also part of the new trend with companies like **Bleepbleeps** introducing **Benjamin Brush**, a smart music toothbrush that connects with the Bleepbleep app on the smartphone. The toothbrush also uses **Sonic Vibe technology**, a high-speed motor pulses for the two minute time period and prevents plaque, tartar and cavities. Another company **Kolibree** has announced a smart toothbrush that uses AR to make brushing teeth fun for kids.

We expect more and more beauty brands turning to technology for capturing consumers' interest. A beauty device that beams the perfect make-up on the push of a button is something to look forward to.

Today's News

DMG MORI acquires 30% stake in INTECH

DMG MORI announced that it has acquired a 30% stake in INTECH, a developer of software for additive manufacturing, machine learning and AI. INTECH is among the pioneers in metal 3D printing in India and already supplies software solutions for DMG's selective laser melting machines, among others. The terms of the deal were not disclosed. INTECH also supplies additively manufactured prototypes into the aerospace, medical, automotive and tool making sectors, as well as mechanical engineering. Last year, it was in helped in developing India's first indigenous jet engines.

Source – The Economic Times   READ MORE

Visa's B2B Electronic Payments initiative is a strong growth catalyst

Visa's (V) new collaboration with Billtrust for a business to business [B2B] electronic payments system is likely to be a positive growth catalyst. Currently over half of all B2B payments are still paid by paper checks. These efforts should help boost Visa's growth over multiple years. Billtrust has a Business Payments Network [BPN] which improves electronic B2B payments delivery to suppliers. BPN provides a registry of suppliers that accept digital payments. This allows purchasers and financial institutions the ability to automate payments. This streamlines the process which is more complex without this system.

Source – Seeking Alpha   READ MORE

This News Letter has been prepared with the assistance of G Balakrishna and Aparna Anand

Mobile app pays refugees to boost artificial intelligence

Companies could help refugees rebuild their lives by paying them to boost artificial intelligence (AI) using their phones and giving those digital skills, a tech non-profit said. REFUNITE has developed an app, LevelApp, which is being piloted in Uganda to allow people who have been uprooted by conflict to earn instant money by "training" algorithms for AI.

Source – The Economic Times

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'Google has strongest brand advocacy in India'

Search engine giant Google continues to remain the most recommended brand by consumers in India, for second time in a row. WhatsApp and MakeMyTrip remain the second and third most endorsed brands this year as well, according to the Brand Advocacy Rankings produced by YouGov's brand tracking tool BrandIndex.

Source – BusinessLine

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Instagram's New Feature Will Track Users' Time Spent on the App

Facebook-owned photo-messaging app Instagram is now rolling out its own "Your Activity" feature that would track how much time users spend on the app. The feature, which lies inside the "hamburger" icon on the upper right corner of your profile page, includes tools for setting daily time limits and the option to temporarily mute push notifications.

Source – The Quint

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Haptik, Leena AI sign a strategic partnership for enterprise bot solutions

Conversational artificial intelligence (AI) firm Haptik has entered into a strategic partnership with Y Combinator backed Leena AI to offer enterprises a one stop shop for all types of bot solutions. The two conversational AI platforms will aim at leveraging each other's strengths to offer a holistic chatbot solution that can efficiently handle various operational needs of enterprises. While Leena AI's solutions are focused on offering bot-based HR, IT and amin solutions for employees, Haptik is more focused on consumer use cases. Both companies will offer each other's product offerings in collaboration to help enterprises make a seamless transition to automated operations.

Source – The Economic Times

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FICCI, NITI Aayog launch Workshop on 'Online Course on Digital Payments'

A workshop on the "Online Course on Digital Payments" was organised by FICCI and NITI Aayog on 12th November 2018 under the Chairmanship of Shri Ratan P Watal, Principal Advisor, NITI Aayog and Member Secretary to EAC-PM. The course covered various aspects related to Digital Payments such as standards, interoperability, security issues, futuristic trends like distributed ledger technologies, etc. and was divided into three modules. Over 80 participants from various Government Departments / Training Institutions / Academia registered in this programme.

Source – Devdiscourse

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Digital disruption to add 1.4 million new IT jobs in India by 2027

India is likely to add over 1.4 million new IT jobs by 2027 finds a joint study by Cisco and International Data Corporation (IDC). This represents a 46% growth in jobs primarily driven by emerging technologies like cybersecurity, Internet of things (IoT) and Big Data, which are the digital transformation skills that organizations are seeking. According to IDC InfoBrief, "The 20 Most Significant IT Roles You Should Consider in India" job roles like social media administrator, machine learning designer, and IoT designer are among the most in-demand job roles in the coming years.

Source – The Economic Times

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Jabong to start layoffs as part of restructuring at Flipkart group

Online fashion retailer Jabong is expected to lay off a significant portion of its workforce in Gurgaon as part of a restructuring at Flipkart Group, according to three sources familiar with the development. In all, Jabong, which was acquired by Flipkart's fashion unit Myntra in 2016, could lay off 40-50% of its 400-strong workforce. US retail giant Walmart, which owns a majority stake in Flipkart, is looking to drive more synergies between Myntra and Jabong with that of Flipkart's fashion business.

Source – The Economic Times

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Sportido raises pre-series-A funding from IPV

Sportido, a Delhi-based sports social network and marketplace, has secured an undisclosed pre-Series-A round funding from Inflection Point Ventures (IPV), an early stage investment group. The funds, company said, will fuel product development and expansion of Sportido to major Indian cities.

Source – The Economic Times

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Reverie Language Tech to raise $12 m

Bengaluru-based Reverie Language Technologies, whose vision is to create language equality on the Internet, is in the market to raise Series B funding of $12 million for its next phase of growth, a top executive said. The start-up has already raised $4 million in Series-A funding from Aspada and Qualcomm Ventures in mid-2015 and counts Ola, Practo, BHIM, Vijaya Bank, Government eMarketplace, Reliance Jio and eNAM as its customers.

Source – BusinessLine

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Uber drivers may earn Rs 2,200 more monthly with new fare plan

Uber has claimed that its fuel price-linked fare mechanism will increase gross earnings of its drivers by Re 1 per km, which on a monthly basis will lead to a net additional earning of up to Rs 2,200 for an 8-hours driving. The announcement came days before the strike threat on Nov 18 & 19 that the drivers had given to the management after their 12-day strike last month.

Source – Mint

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