



## NEWS HIGHLIGHTS

Ola, Flipkart to launch credit cards, gain insights on spending patterns

Oyo spots a big room in student housing

Concor eyes e-commerce players in logistics push

E-invoicing may begin under GST

## Today's View

### For the love of Books

Though most of the book-lovers prefer reading a book in its 'original', non-digital form, it seems like there's always something new and exciting for book lovers to totally geek out over, when it comes to technology. From e-books to on-demand book printing, some of the tech-based innovations for book readers are almost as exciting as new books themselves.

India has around 9000 publishers and that over 70% of Indian publishers have digitised their content to produce the e-book versions. The Indian publishing industry has grown over time and its market size is estimated to be around US\$ 7 billion as of 2017, as per **Inside India's Book Business** report.

Some of the innovations are helping readers to stay true to their book reading hobby. For instance, Swedish company **Distec** has developed book vending machine 'GoLibrary' which is installed in various locations like Bay Area Rapid Transit system, Shopping centre in California as well as some local area libraries.

Similarly, multiple book publishers are collaborating with tech companies to develop products like Voice Book Storyteller which enables parents to pre-record themselves reading aloud any picture book so their children can listen to them when parents are away. This is perfect for parents who travel a lot and often miss out on bedtime stories. Parents can also insert their own

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### Amazon P2P pay rides on United Payments Interface

Amazon Pay, the digital payments arm of ecommerce major Amazon, is now foraying into peer-to-peer transactions through Unified Payments Interface, the real-time inter-bank settlement mechanism. Now with peer-to-peer payments, the company intends to offer the entire suite of payment products to its UPI users.

**Amazon went live on UPI with Axis Bank in February** ..... **Co claims to have a 2-3 percentage point higher payment success rate than industry standards**

Source – The Economic Times

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Date – 30<sup>th</sup> Apr 19

personal touches on the story like sound effects or other special messages to make the experience particularly meaningful.

While Argentine publisher Pequeño Editor has even developed a plant-able children's book. When the reader finishes reading the book, he can tuck the book underground and wait for it to grow into a tree! The book is hand-stitched and printed with eco-friendly ink on acid-free paper filled with jacaranda tree seeds.

Some tech-based tools like **Bookcrossing** provide a great way to keep track of the movement of the book, for those readers who donate the books and would like to check how many readers have read the book. Bookcrossing labels each title with a unique BookCrossing ID, and then leave the book somewhere for future readers to find. The ID label will encourage your book's new owner to help track the title on BookCrossing's site, before passing the book along as well, enabling the reader to follow the book around the world from reader to reader.

How about ordering the coffee along with ordering the book you wish to read? **Espresso Book Machine** prints books in minutes, and the best part is that one can watch the entire process from beginning to end.

Looking at such innovative applications of technology, we can look forward to dedicated technology organisations, working closely with book publishing eco-systems, to come up with more such tech-based products and services to complement the book-reading experience.

## Today's News

### Paytm launches recurring payments under its payment gateway offering

Digital payments major Paytm has launched a recurring payments offering for its merchants mainly aimed at allowing subscription based businesses to collect recurring payments from its users. Mainly targeted at multiple payment use cases like bill payments, content subscription, monthly grocery purchases, housing society payments and others Paytm will offer the recurring payment facility as an additional mode of transaction beyond cards, net banking and other Paytm proprietary instruments.

Source – *The Economic Times*

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### Ola, Flipkart to launch credit cards, gain insights on spending patterns

Ride-hailing startup Ola is set to launch a credit card, likely in partnership with State Bank of India (SBI), and begin pilots as early as next week, the persons cited earlier said, adding that the company plans to issue 1 million cards in the first year, leveraging its 150 million customer base.

Source – *The Economic Times*

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This News Letter has been prepared with the assistance of Pankaj Tadas and Manish Kulkarni

## Industrial IoT Startup Altizon Raises \$7 Mn From TVS Motors, Others

Pune-based industrial Internet of Things (IoT) company, Altizon has raised a Series A funding of \$7Mn from the Singapore-based subsidiary of automobile manufacturer TVS Motors. Other existing investors such as The Hive, Wipro Ventures, and Lumis Partners also participated in the round.

Altizon plans to use the funds to strengthen its international presence and continue its investments in intellectual property (IP) development. Altizon's Datonis Industrial IoT platform is used in a range of applications from intelligent edge computing to business applications for smart manufacturing.

Source – *Inc42*

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## Hour to enter shared living space, invest up to \$50 Mn over 18 months

Gurugram-based startup Hour, backed by leading real estate developers Abhishek Lodha and Pirojsha Godrej, is entering the growing shared-living space to target millennials in major Indian cities.

Started by real estate entrepreneurs Deepak Anand and Kalpesh Mehta, who had also founded Tribeca Developers that builds Trump Towers in India, Hour plans to spend \$40-50 million over the next 18 months to expand its business across the country.

Source – *Mint*

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## IIT Hyderabad-incubated startup PuREnergy launches electric two-wheelers Co-locates facility in the campus, aims at 10,000 EVs this fiscal

PuREnergy, an Indian Institute of Technology Hyderabad-incubated startup has launched its long-range, high-performance electric Pure EV two-wheelers designed for Indian conditions.

Launching four models-Egnite, Etrance, Epluto and Etron, the startup aims to deploy over 10,000 electric vehicles on road during 2019-20. It is developing a network of channel partners and plans to commercially launch across the country next month. The company has developed 18,000-sqft co-located facility with IIT Hyderabad for large scale production of electric vehicles and electric batteries.

Source – Business Line

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## E-invoicing may begin under GST

In what could radically transform the indirect tax administration system and the way business is conducted, India is looking at the possibility of introducing electronic invoicing under goods and services tax.

If the country adopts the system, businesses will likely have to issue invoices, or bills, directly via the GST Network, and the data will be available to the authorities right away. The GST Council has set up a committee to look into the feasibility of e-invoicing. It will also study the systems in place in other countries, such as South Korea and some from Latin America.

Source – The Economic Times

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## Oyo spots a big room in student housing

Oyo Hotels & Homes is entering the lucrative, yet untapped student housing market, as the SoftBank-backed hospitality chain continues to expand its suite of offerings to bring multiple real estate asset classes under its portfolio.

The Gurgaon-headquartered company expects to mark its entry into the sector by next quarter, through its long-term rental and managed residential business, Oyo Life, according to a senior executive in the company. According to a report published by real estate consultancy JLL, student housing as a concept is non-existent in India. While access to accommodation facilities within the campus is a preferred option for most students during their graduation period, the number of such hostels available often falls short of the total requirement.

Source – The Economic Times

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## Concor eyes e-commerce players in logistics push, lines up Rs 5,000 cr

In an effort to tap the booming e-commerce market in India, railways subsidiary Container Corporation of India (Concor) is set to come up with 20 logistics distribution centres across the country with an investment of around Rs 5,000 crore.

Concor is expecting major e-commerce players like Amazon, Flipkart, ShopClues, Paytm, Snapdeal, and e-bay to make use of these centres. A senior official said at least 50 million square feet of warehousing space will be available for these players in the next four years.

Source – Business Standard

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## New UK-India tech hub in London to nurture tech start-ups

A new UK-India tech hub was inaugurated in London on Monday to promote cross-border technology transfer in early stage businesses between the two countries.

The hub, described as a first-of-its-kind collaboration between a venture capital (VC) fund and a business district, has been set up by UK-based VC fund Pontaq at the new Royal Albert Dock business district in East London.

It aims at promoting bilateral investments in the field of financial technology (fintech), artificial intelligence (AI), blockchain and smart cities.

Source – Business Standard

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