

## NEWS HIGHLIGHTS

India ranks third in mobile VPN downloads

PayPal to acquire online coupon site Honey Science for \$4 billion

Want 30% pie beyond food delivery, says Swiggy

Flipkart puts \$4 million in EasyRewardz

Nazara plans 20 startup bets in 2020

## Today's View

### ePharmacy

The growth of the e-pharmacy market is attributed to a rise in the number of internet consumers, increased access to web-based and online services, and rising implementation of e-prescriptions in hospitals and other healthcare services.

According to Frost & Sullivan in a recent white paper on e-pharmacies in India - the market in India is estimated to be around \$512 million in 2018 and is estimated to grow at a CAGR of 63% to reach US \$3,657 million by 2022. The report further reveals that though the e-pharmacy segment is in a nascent stage in India, it has the potential to grow exponentially. ePharmacy could account for 15%-20% of the total pharma sales in India over the next 10 years.

According to EY, at present 35 per cent of domestic pharmaceutical market relates to chronic medications and the remaining 65 per cent to acute medicines. Out of this, e-pharmacies are expected to target 85 per cent of the chronic market and 40 per cent of the acute medicine market by 2023 (up from 25 per cent in 2019)," the report said.

Chennai-based **Netmeds** was founded in 2010 by Pradeep Dadha. This online start-up sells both prescription and non-prescription medicines. The firm also puts out the price of medicines and the manufacturer to give a clearer picture to the end consumer. It has cumulatively received funding of \$64 million.

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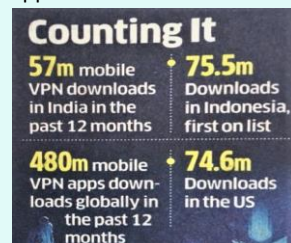
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### India ranks third in mobile VPN downloads: Report

India ranked third globally in downloading mobile VPN (virtual private network) apps, with over 57 million downloads in the last 12 months, according to a report by VPN review service Top10VPN. Indonesia topped.



Source – The Economic Times

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Date – 22<sup>nd</sup> Nov 19

Gurugram-based **1MG** was founded in 2012 by Prashant Tandon, Gaurav Agarwal and Vikas Chauhan. This Sequoia-backed start-up caters to prescription medicine. The start-up also provides for a wide range of healthcare services.

Bengaluru based **Medlife** was started by Tushkar Kumar and Prashant Singh in 2014. It has raised \$30 million from angel investors. To procure the medicines, the user has to upload the prescription digitally. The original document is then collected and the medicine delivered. It also offers services like doctor appointment, lab tests, etc.

**Myra** This Bengaluru-headquartered start-up was founded in 2014 by Faizan Aziz and Anirudh Coontoor. It follows an inventory-led model and has four main business categories – medicines, baby care, dental and hygiene products. It is backed by investors such as Matrix Partners, Times Internet and Tokyo based Dream Incubation. It is currently present in two cities – Mumbai and Bengaluru. Myra's USP is that it delivers medicines within an hour.

There has been a lot of discussion around online pharmacies in India in the recent past especially with regards to the policy and regulation governing online sale of Pharmaceutical products. Even though it's been 4 years since the advent of ePharmacy in India, the general public still do not have a clear understanding of what it is and how they operate and carry wrong perceptions around it.

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## Today's News

### PayPal to acquire online coupon site Honey Science for \$4 billion

PayPal Holdings Inc. will acquire Honey Science Corp. for about \$4 billion, its largest-ever acquisition, adding a start-up that amasses valuable data on consumer buying habits and doles out coupons for online bargains. About 17 million people use Honey apps or web browser extensions to find discounts at online shopping sites. The start-up was profitable in 2018, PayPal said in a statement. Shares of the payments giant were little changed in extended trading. Honey is valued at almost twice what PayPal paid for its next-largest deal, iZettle, the Swedish provider of small-business services it purchased in 2018, and marks the first major acquisition this year.

Source – Live Mint

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### Flipkart puts \$4 million in EasyRewardz

Flipkart has invested \$4 million (about Rs. 29 crore) in customer engagement and rewards platform EasyRewardz, as the Walmart-owned e-tailer makes a strong push into the offline-to-online segment, while also staving off potential rivals such as Reliance Industries. As part of the investment, both entities will enter into a partnership to offer customer engagement solutions to merchant sellers transacting on Flipkart's platforms.

Source – The Economic Times

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This News Letter has been prepared with the assistance of Preeti Patil and M. T. Rao

### Nazara plans 20 startup bets in 2020

Nazara Technologies is planning to invest \$20 million in gaming companies in the next year, its top executive said. It plans to shortlist 20 technology-based gaming companies in which it will acquire strategic stake. These companies will primarily be based in India, chief executive Manish Agarwal said.

Gaming has been in focus of late, especially after Mumbai-based fantasy gaming startup Dream11 became a unicorn (achieved a valuation of \$1 billion) after it raised a \$100 million round led by Steadview Capital. Before that, Bengaluru-based Mobile Premier League (MPL) raised \$35.5 million from Sequoia Capital, GoVentures and Times Internet.

Source – The Economic Times

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### Fintech's growth hinges on easier regulations

Technology will become increasingly important in the financial sector in the future amid rising demand for the inclusion of sustainability agendas. However, there is a need to address regulatory issues, which necessitates greater international cooperation. This was the view of financial experts at the fourth South Asian Diaspora Convention (SADC) on 16 November. Chief Fintech officer of the Monetary Authority of Singapore, Sopnendu Mohanty, noted that in the aftermath of the global financial crisis, banks were not widely seen to be serving their role of serving loans due to stricter loan regulations.

Source – Live Mint

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## "Epidermal VR" brings a new sense of touch to virtual reality

Developed by scientists at Illinois' Northwestern University and the City University of Hong Kong, the experimental technology incorporates a thin, soft, flexible and slightly-tacky elastomer patch that temporarily adheres to the user's skin.

Embedded within that patch is an array of wirelessly-powered, wirelessly-controlled, disc-shaped electronic actuators. A 15 by 15-cm (5.9-inch) prototype presently contains 32 of these devices, although it is hoped that as the actuators get smaller, it will be possible to pack more of them into a given area.

The idea is that when an epidermal VR patch is activated – such as by a VR game – some of the actuators will vibrate against the wearer's skin, stimulating that person's sense of touch in a specific area. Each of the actuators is designed to resonate most strongly at 200 cycles per second, the frequency at which human skin exhibits maximum sensitivity.

Source – *NewAtlas*

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## How Fintech Is Steadily Taking Over The Offline Channels

It is an undisputed fact that India is undergoing a massive fintech revolution at present, emerging as the world's second-biggest fintech hub after the US. The sector has witnessed a three-fold growth in the number of startups between 2015 and 2018, rising from a count of 737 in 2014 to over 2035 startups now, according to India Fintech Report 2019. Amidst this segment, spaces like payments, lending, insurance, and personal finance management hold the maximum share in terms of the number of startups that have emerged. It has been observed that around 70% of the fintech ecosystem in India is being dominated by financial lending firms, and rightfully so. Till a decade ago, securing a loan was a tedious and next to impossible task for a significant number of individuals as well as businesses.

Source – *Inc42*

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## Workspace provider myHQ raises \$1.5 million funding led by India Quotient

On-demand workspace provider myHQ has raised \$1.5 million in its pre-Series A round, led by India Quotient. The funding round also saw investments from Singapore-based family office RB Investments, Ashish Goenka from Suashish, angels from online platform LetsVenture and existing investors – Anupam Mittal and Nitish Mittersian among others. The Delhi-based start-up plans to utilise the funds to expand into new cities, introduce new product offerings and invest in technology infrastructure. Two IIT Delhi graduates - Utkarsh Kawatra and Vinayak Agrawal - founded the start-up in 2016. "Using existing excess real estate inventory available with third-parties not only reduces our financial risks, but also allows us to offer workspaces to our customers at an extremely affordable price and focus on building technology to provide a controlled work experience," said Kawatra.

Source – *The Economic Times*

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## Atul Nishar's online education firm Azent buys AdmissionTable

Azent Overseas Education Ltd, an online education startup founded by IT firm Hexaware Technologies Ltd founder Atul Nishar, Wednesday said it has acquired Bengaluru-based AdmissionTable.com, an artificial intelligence (AI) driven online platform for overseas university selection and admission counselling.

The deal is part of Azent's larger plan to invest ₹250 crore in technological capabilities, services, acquisitions and infrastructure. The company did not disclose the deal value.

Source – *Live Mint*

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## Want 30% pie beyond food delivery, says Swiggy

Swiggy is targeting to generate 30% of its overall revenue from beyond food delivery in a couple of years, as it diversifies into grocery delivery, concierge services and cloud kitchens, among a slew of new initiatives. These businesses, which contribute a small share to its current revenue, will help leverage the existing user base from Swiggy's food delivery platform to provide customers convenience in more forms than just food, said CEO Sriharsha Majety.

Majety, winner of the Entrepreneur of the Year at the Economic Times Awards for Corporate Excellence 2019, said while Swiggy will be measured about scaling these new businesses, it will continue to run experiments even as the market and investors turn cautious.

Source – *The Economic Times*

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