



**NEWS HIGHLIGHTS**

India to seek more information on Facebook data breach

Digital transformation will add \$154 b to India's GDP: Microsoft study

Main-streaming blockchains in global trade

Orkut founder launches 'hello' social network app in India

**Today's View**

**In High Spirits**

There is no doubt that technology has touched each and every aspect of our lives and it is soon reaching our neighborhood bar too.

Vocktails, world's first virtual reality bar is opening soon in the UK. The bar tricks the drinker into thinking that he is drinking alcohol while gulping down water. A high-tech martini glass blasts scents into drinker's face and stimulates the taste buds with electric pulses on the tongue to mask the true smell and taste of whatever he's sipping. Drinkers have the option of changing the features using the mobile phone app, where one can create an imitation cocktail with the touch of a few buttons.

You can drink and get on a journey at the Magnificent Mile, a bar in Chicago. The "journey" part comes when you put on an Oculus virtual-reality headset that transports you to all the places involved in the spirits' making.

Back in India, The Bar Stock Exchange (TBSE) allows trading in alcohol whilst making sure you have a great exchange. Starting with a base price, the price of the drinks rise in direct proportion to its consumption over a period of time at the bar. Every increase in the number of pegs/ pints ordered by a patron also increases its value margin. On the other hand, the price comes down if time is on your side and if orders for the same drink decrease over a period of time.

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**Telcos question validity of Trai's MySpeed app mobile data results**

Phone companies have questioned the validity of results thrown up by the Telecom Regulatory Authority of India's MySpeed app, which measures mobile data speeds.



Source – The Economic Times

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Date – 12th Apr 18

And yes, Wine labels have gone high tech, too. Kuvée, is a startup making a wine bottle with a color touchscreen that connects to Wi-Fi but unfortunately had to shut down in March this year. The idea started out as a successful Indiegogo campaign that promised to create bottles to keep wine fresh for up to two months, as well as featuring a digital touchscreen that could tell the customer what to pair the wine with and other suggestions.

Coming to the vineyards, Japanese wines are now holding their own against inexpensive imports with the help of Big data increasingly being used in the field of viticulture. Okunota Winery in Japan is at the cutting edge, using information technology to manage grape-growing using sensors and wireless networks. These tech advances have brought the side benefit of dramatically reduced pesticide use and a delicious earthy wine!

Mixing Tech and booze seems to be a good idea after all!

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## Today's News

### India to seek more information on Facebook data breach

The information technology ministry plans to seek more information from Facebook and Cambridge Analytica on data pertaining to Indians before finalizing what action to take in the data breach case. The ministry will soon be sending out queries, a person familiar with the plans said.

“There are several issues which will have to be further addressed by both the companies so that the government can take its next line of action. For instance, we will be seeking clarity from Facebook on what kind of consent was taken from the users who installed the app which collected data for Cambridge Analytica,” the person said.

Source – Mint

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### Nine start-ups selected for Facebook cohort

Dimension NXG, GMETRI Studios and Highir Technologies are among the nine start-ups selected by social networking giant Facebook and incubator T-Hub for their maiden India Innovation Hub that the duo announced recently.

The other start-ups selected for the programme are Innov4Sight Health and Biomedical Systems, Loop Reality, Merxius Software, Parallel XR, Scapic Innovations and VadR.

Source – Business Line

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This News Letter has been prepared with the assistance of Manish Kulkarni & Vikas Madaan

### Amazon Pay to offer EMI on debit cards

Amazon India has announced EMI on Debit Cards in partnership with HDFC Bank. HDFC Bank customers can avail payments via EMI without the need to make upfront payment on purchases over Rs 10,000.

Source – Economic Times

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### Bayer to sell digital farming business

Germany's Bayer plans to sell its digital farming business to BASF as part of changes to concessions it has offered to win over antitrust regulators for its proposed takeover of Monsanto. Bayer, which had previously only agreed to grant a license to competitors, said on Wednesday that as part of the changes agreed with the European Commission it would retain a license to certain digital farming applications.

Source – Reuters

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### GoDaddy to step into tier-II cities for its next million users

After bagging one million users in India, cloud computing provider GoDaddy plans to go into tier II and smaller cities for the next million users.

The US-based company said that it took five years to get a million customers to use its products such as website creation, hosting, domain name registration and e-mail.

Source – Business Line

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## Digital transformation will add \$154 b to India's GDP: Microsoft study

Digital transformation will add an estimated \$154 billion to India's GDP, and increase the economy's growth rate by 1 per cent annually by 2020, says a study released on Wednesday.

According to the research, 'Unlocking the Economic Impact of Digital Transformation in Asia Pacific', by Microsoft, in partnership with IDC Asia-Pacific, organizations in the A-Pac region need to accelerate their digital transformation journey to reap the full benefits of their initiatives, and to address the invisible revolution brought about by the mass adoption of Artificial Intelligence.

Source – Business Line

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## Main-streaming blockchains in global trade

Distributed Ledger Technology (DLT), a concept of recording and sharing data across multiple data stores, or ledgers as they are popularly called, is an idea whose time has come. The concept of DLT was introduced through block chains in the famous paper by the elusive author known only as Satoshi Nakamoto in 2008.

While the initial application was limited to crypto currencies, it didn't take much time for the world to realise that the underlying technology of using distributed ledgers has multiple applications spanning various spheres.

Source – Business Line

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## Pay highway toll based on distance actually travelled

Each time a vehicle pays toll on a national highway, its movement may now be mapped for the distance it travels on that road. This will be done to charge toll in proportion to the road used by that vehicle.

A pilot run for such 'geo-fencing' on the Delhi-Mumbai highway is expected to begin in the next couple of weeks after the Ministry of Road Transport and Highways and the National Highways Authority of India (NHAI) finalise the proposal of charging toll based on the distance travelled.

Source – Business Standard

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## Orkut founder launches 'hello' social network app in India

As people vouch to delete Facebook in the wake of a massive data breach scandal, Orkut Buyukkokten -- a former Google employee who founded the trendsetter social networking website Orkut.com more than a decade ago, on Wednesday launched a new social network "hello" in India.

Source – Hindustan Times

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## ClearTax buys content aggregation app TOOTL

ClearTax, a fintech company that offers intelligent software solutions for compliance with direct and indirect taxes, has acquired Greeblu Enterprises, an app-based start-up.

TOOTL, an infotainment app developed by Greeblu, is a pocket-buddy that understands the reader's preferences and accordingly personalises relevant content the user would want to explore further.

Source – Business Line

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## Aadhaar cards have not been duplicated: Government

The government and the Unique Identification Authority of India (UIDAI) on Wednesday told the Supreme Court that no Aadhaar card has been duplicated. They claimed that these cards were the least invasive and most successful way of plugging leaks in the country's system which prevented government benefits from trickling down to the poor.

Source – Economic Times

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## New Uber app for drivers arrives in India

In a bid to smoothen the ride for its drivers, ride-hailing platform Uber on Wednesday launched a new app that will initially be available to select driver-partners in Kochi and courier partners in Chennai.

Source – Economic Times

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