



NEWS HIGHLIGHTS

Consumers using third-party payment apps much more than bank: Survey

Amazon starts closed user-group testing of UPI pay platform

Why telcos will soon be betting on AI to build their networks

BankBazaar expands credit card for self employed

Today's View

Tech Bedfellows

There is no doubt that sleep is incredibly important for health. It is as important as eating healthy and exercising. Unfortunately, the current lifestyle interferes with the natural sleeping pattern leading to less sleep and poor sleep quality.

According to **American Sleep Association (ASA)**, 50-70 million US adults have a sleep disorder and 48% adults report snoring. **Drowsy driving** is responsible for 1,550 fatalities and 40,000 nonfatal injuries annually in the United States, whereas **Insomnia** is the most common specific sleep disorder, with short-term issues reported by about 30% of adults and chronic insomnia by around 10%.

When it comes to India, a pressing sleep pattern statistic from **Fitbit** has revealed that Indians are one of the poorest sleepers in the world, clocking in an average 6.5 hours, which is far lower than the recommended 7-8 hours of sleep. The statistics are based on an aggregated Fitbit data from January to December 2016 that covered a total of 18 countries.

Although pharma companies have already stepped up to provide relief with sleep medications and various types of sleeping aids, it is about time that technology plays a larger role in the sleep industry. **SleepTech** includes a wide range of products like smart mattresses, smart pillows or wearables that focus on collecting data and analyzing sleep biometrics. Take for example, **Moona**

Akhil Handa

+91 22 6759 2873

akhilhand@bankofbaroda.com

Aparna Anand

+91 22 6759 2873

aparna.anand@bankofbaroda.com

Rs 120-cr WhatsApp message to fight fake news

WhatsApp has spent about Rs 120 crore on print, television and radio advertising in the past five months as it seeks to combat the circulation of fake news, according to top media buyers. Some messages shared on the platform have allegedly incited the lynching of people in various parts of the country, prompting the Facebook-owned unit to launch the advertising campaign in India.

Campaign Trail

WhatsApp worked closely with ad agency Thirstroot

Dentsu, filmmaker Shriram

Gupta and others for the campaign

Campaign has three

60-second films

covering four scenarios

about rumours that have

spread on WhatsApp

80%

of the amount is

being spent on

print advertising,

15%

on television ads

and the rest on

radio spots

Can has been under fire from the govt & others over fake news and false information being spread on the messaging platform To curb spread of misinformation, WhatsApp also began labelling fake news stories as 'unverified' In late Nov, it named Abhijit

Bose as its India head

Source – The Economic Times

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Date – 10th Jan 19

that creates a temperature regulating device for pillows which tracks and understands the user sleep pattern and then adjusts the right head temperature throughout the night, thus improving sleep quality.

Announced in August 2018, **Fitbit** is working on a sleep app called **Sleepscore** that will take monitoring your nightly rest to a whole new level. Last year, **Beddr's SleepTuner** became one of the few consumer sleep wearables to receive FDA approval. The SleepTuner is a small sensor-equipped patch that a user can place on their forehead while sleeping to track factors that change through the night, like heart rates and sleeping position.

On the other hands, Dreem headbands track sleep by recording and analyzing brain activity via EEG sensors, as well as heart rate and respiration. It has sounds to help you get deeper sleep and it gives you a comprehensive report of your sleeping patterns but for a better understanding.

While in theory, technology obviously would not be the right bedfellow for sleep, but these SleepTech products might really do the 'work' in the 'sleep'.

Today's News

Consumers using third-party payment apps much more than bank: Survey

It's a very sensitive battle, but by far technology companies seem to be having the upper hand over banks, going by the consumers' perception, according to a recent survey by Bain & Company. It's a different thing that banks, especially the new age ones, are trying to become technology heavy in order to justify their existence, but the consumer seems to have a different opinion. The survey found that consumers in China, India and Latin America are more open to banking with technology firms than others, while millennial in almost every country are open to this. Going by the trust factor, traditional banks seem to have already lost it, especially in Italy, China, India and the UAE. While firms such as PayPal and Amazon have been able to garner a level of trust almost as high as primary banks, it's just a matter of time before banks will start losing out customers to these insurgent competitors.

Source – Business Standard

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Amazon starts closed user-group testing of UPI pay platform

Amazon's efforts to issue its own Unified Payments Interface (UPI) handles in India has entered the closed-user-group stage, where the company is testing the payments product within a restricted user base, according to two bankers. The American ecommerce firm is working with private sector lender Axis Bank on the product, they said. Amazon's plans to enter UPI payments had hit the data localisation hurdle, since the Reserve Bank of India had stipulated that payments data should be stored in India only. UPI plans of WhatsApp are understood to have got stuck because of this hurdle. While Amazon already accepts UPI payments, it cannot issue its own handles.

Source – The Economic Times

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



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Baroda Sun Tower, Ground Floor, C-34, G-Block, BKC,
Bandra (E), Mumbai - 400 051, India. T: 022-6759 2873

OYO bulks up international leadership with key hires

OYO Hotels & Homes has made a slew of leadership appointments across three of its fast-growing international markets, as the SoftBank Vision Fund-backed hospitality chain looks to aggressively expand its presence across these geographies. The company is bringing on board Sam Shi as its chief operating officer (COO) for OYO Jiudian, its Chinese subsidiary, which over the last 12 months has emerged as its second home market after India.

Source – The Economic Times

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Twitter plans to test new conversation features

Twitter is planning to allow users to try out new features such as status updates to encourage conversations among its users, a media report said. In an interview to Engadget at Consumer Electronics Show (CES) 2019, a top Twitter executive said that the social media platform would try to involve its users in testing the features before formally rolling them out for all.

Source – News18

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Alibaba buys German data analysis startup Data Artisans

China's Alibaba Group Holding has acquired German data analysis firm Data Artisans, the Berlin-based startup said, in a deal reported to be worth around 90 million euros (\$103 million).

Source – The Economic Times

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LTI and ACORD to collaborate to drive digital adoption in insurance industry

Larsen & Toubro Infotech (LTI) and ACORD, the global data standards-setting body for the insurance industry, have expanded their alliance to develop a comprehensive set of digital standards & solutions for the insurance industry. These digital standards and reference architectures will enable micro-services-powered communication protocols, helping insurance companies quickly deploy standard digital technologies to transform operations, deliver better experiences, and improve business outcomes to compete in the digital world.

Source – *The Economic Times*

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Why telcos will soon be betting on AI to build their networks

As telecom companies are adopting technologies like virtualization, SDN-NFV, orchestration; AI is going to play a big role in smooth integration of these technologies and automating the networks. As explained by Counterpoint Research, AI application in mobile networks circles around three applications – Self Optimizing networks (SONs), Software defined networks (SDN) & Network Function Virtualization (NFV) and enablement of neural networks. Among these, we may see SONs at the earliest. SONs enable operators automatically to optimize the network quality based on traffic information by region and time zone based on various machine learning algorithms.

Source – *The Economic Times*

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Snag leaks tax info of Amazon India sellers

Amazon India said it had rectified a technical glitch, which exposed the tax reports of some sellers to others on its platform. On Wednesday, the company said the glitch affected a “minuscule number” of the 4,00,000 sellers on its platform had been rectified soon after sellers flagged it. Last Sunday, a merchant who sells smartphone accessories on Amazon logged onto the platform to download his tax report for December, and found that the inventory reflected in it did not tally with what he had sold. Upon closer inspection, he realised that the GST number on the report was not his, the person said.

Source – *The Economic Times*

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BankBazaar expands credit card for self employed

BankBazaar, an online marketplace for financial products, has announced the launch of business cards from Yes Bank on their platform. With this launch, BankBazaar expands its credit card category to include business cards tailored keeping in mind the specific needs of the self-employed customers, especially when it comes to managing business expenses better. To start with, BankBazaar is featuring two variants of business cards from Yes Bank. These are already integrated and live on the platform. Two more variants from other partner banks are expected to go live by the end of the month.

Source – *BusinessLine*

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Tencent unveils a Siri-Like digital assistant for WeChat

Tencent will introduce a Siri-like digital assistant for WeChat, helping the messaging service's billion-plus users with simple tasks such as playing music and hailing a ride. Dubbed "Xiaowei," the assistant will link to a plethora of Tencent's own services such as QQ Music. But it also hooks up with lite-apps run by third parties such as Meituan Dianping or Didi Chuxing that provide on-demand services from food delivery to ride-hailing. WeChat executive Zhou Jie told attendees at a company conference.

Source – *Bloomberg*

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Hero Electronix enters consumer products space with AI-powered devices

Hero Electronix on Wednesday said it is foraying in the consumer electronics space with a series of “Made-in-India” AI-powered connected devices. The company said it plans to launch more than 10 intelligent products across home automation, automotive, health and entertainment domains in the next five years.

Source – *BusinessLine*

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Silicon Valley Bank sets up delivery unit in Bengaluru, plans to hire 200 people

Silicon Valley Bank (SVB), part of the diversified financial services company SVB Financial Group, which focuses on funding start-ups and innovators, has set up a delivery Centre in Bengaluru to accelerate its digital transformation.

Source – *The Economic Times*

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