

Data analytics company **Stesalit** integrates satellite, weather, and IoT analytics in the agriculture space. The data gathered provides timely crop intelligence to the farmers and accurate data for risk assessment to the micro insurance providers.

Apart from Banking and Healthcare, even the energy sector in rural India has found utility in IoT. Using IoT connected energy meters, Pune-based **Prayas Energy Group** has been able to connect over 100 villages with sustainable and affordable energy.

We believe the opportunity for IoT in rural India is immense. From rural transport to water management, it would be interesting to see Smart villages of the future emerge.

Today's News

Paytm, ICICI Bank Collaborate to Give Users Short Term Digital Credit

Paytm and ICICI Bank have collaborated for an all-new initiative where users can get interest-free short-term digital credit. Called Paytm-ICICI Bank Postpaid, the new offer will let Paytm customers get instant credit for various use-cases.

Customers can get digital credit account with instant activation without documentation or branch visit, and the activation will be online. Credit will be offered based on their credit-score and can be offered up to 45 days interest-free credit limit. The credit limit will range from Rs. 3,000 to Rs. 10,000 and will be extendable up to Rs. 20,000 based on the repayment history of the customer. It will have a quick checkout option for customers with the Paytm Passcode. It will be offered to select ICICI customers via the Paytm app. It will shortly be available to non-ICICI Bank customers using the Paytm app.

Source – NDTV

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RBI likely to issue clarifications on P2P lending norms soon

The RBI is soon likely to issue clarifications on the guidelines for P2P lending platforms relating to the lending limits, trusteeship and other operational norms. In October, the central bank had issued final guidelines to regulate the digital lending platforms as NBFCs and while the industry seems to be happy at being regulated to get more acceptance, there are certain doubts on the limit of the lenders on such platforms, the trusteeship and disclosure of personal identity of the participants.

Bhavin Patel, CEO of LenDenClub, said, "We required clarifications on a couple of points and they have given a satisfactory explanation. One was with respect to the Trust. They had said that the Trust has to be maintained by the bank. But now they will come out with clarifications or FAQs to clear doubts."

Source – Moneycontrol

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This News Letter has been prepared with the assistance of Sadhika Agarwal and Aparna Anand

Global investors heading to India are beginning to make a stopover at Bangladesh

Chaldal, an e-grocery company, is a part of Y Combinator and received an early-stage investment from 500 Startups.

Bangladesh's ecommerce market is nascent but growing. It's a good time for ecommerce players to enter. Even IFC has been tracking Bangladesh's tech ecosystem and has shortlisted and monitors 43 startups as potential investees.

Source – The Economic Times

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Reliance Retail is planning to disrupt India's ecommerce scenario

Reliance Retail has plans to compete with Amazon and Flipkart by offering a wide selection of products on same or next day delivery.

They will launch a web and mobile app, seed the app into Jio feature and smartphones.

Source – The Economic Times

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The 'Big Five' Could Destroy the Tech Ecosystem

The disruptive nature of the "big five" -- Apple, Alphabet, Microsoft, Facebook and Amazon raises questions about how much they can grow. Because, in a sense, at some point they'll only be able to grow by putting some of their customers out of business either directly or indirectly.

Source – Bloomberg

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Soon, non-smartphone users in India will also be able to book Uber

Uber is reportedly working on a new technology that will allow people in India without smartphones or in low bandwidth areas to book a ride. Daniel Graf, VP and Global Head of Product at Uber said they have several innovations lined up for India.

In other tech improvements, Uber will try making the arrival time for the cabs more accurate and enable a more stable pricing. They are also working on safety using technology which includes the sensing technology via the app.

Source – Moneycontrol

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This startup is selling tractors in rural Karnataka through a missed call

A unique experiment is underway in a handful of villages across districts of Karnataka. Every day, two vans snake across the districts, selling products ranging from mobile phones to washing machines. Neither of these vans carry [physical products; just VR headsets and mobile phones.

Bengaluru-based 1Bridge is spearheading this experiment. Once a consumer enters the VR mall, all he or she needs to do is gaze at any section, say mobiles or cars, that interests them, and options open up. They can then examine the products closely, check pricing, watch an ad, and get consumer reviews — and order the product.

Source – The Economic Times

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Nandan Nilekani joins Bill Gates-led philanthropic venture Co-Impact

To promote and enhance collaborative philanthropy and large-scale social impact, prominent philanthropists have come together to form a new model called 'Co-Impact', with Infosys' Nandan Nilekani, on board.

Co-Impact is going to invest \$500 million in 3 crucial areas — health, education, and employment opportunities. The EkStep Foundation, co-founded by Nilekani will serve as Co-Impact's technical partners.

Source – Yourstory

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Myntra leverages its network of kirana stores for last-mile deliveries

Myntra is leveraging its network of 'kirana' stores and other small shops to fulfil its last-mile deliveries. Its 'Mensa Network', comprises 2,000 kirana stores and small shops, now accounts for one in every five deliveries the company makes and on peak days, the orders through the network go up to about 34%.

Myntra launched the 'Mensa Network' in April this year. 40% of these are kirana shops, while the rest are various service providers such as mobile repair and recharge shops, stationery shops, tours and travel operators, courier booking shops and small apparel shops.

Source – The Economic Times

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How Zicom is using IoT and AI to bolster security

Zicom has set up an IoT platform for electronic surveillance to shift focus from a hardware company to offering services too.

It has connected the sensors installed at ATMs to their National Command Centre. This ensures that the electronic security system does not simply focus on recording a crime, but it also assists in preventing it.

Source – Livemint

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Retail digital payments: Most modes grew in volume during Aug-Sept period

Most modes of retail digital payments grew in volume from Aug - Sep, with credit and debit cards and wallets being the laggards.

UPI grew the fastest on a m-o-m basis in Sep in terms of volume of transactions. The volume rose 85.4% over August to 30.8 million.

Source – Financial Express

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Trends to look out for c2c e-commerce industry in 2018

C2C e-commerce to be the future of e-tail in India. It is revolutionizing the online shopping experience. It takes place on social media platforms like WhatsApp & Instagram with online marketplaces as the intermediaries between sellers and buyers.

Source – ET Retail

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