

NEWS HIGHLIGHTS

Soon a text message will be enough to spot fake medicines

Australian Government Backs Fintech HashChing with \$700,000 Loan from Jobs NSW

Chinese fintech firms eye India, TCS top bosses earnings double

Artificial Intelligence — The salesman's next best friend

Today's View

Smart Sport Wears

The way we exercise and maintain a healthy lifestyle is changing with off-the-pitch technology like Internet-of-Things (IoT). Activity trackers and fitness applications are becoming our personal coaches, helping us thoroughly with both instruction and motivation. Put on the **Smart Sport Wear**. It can be embedded with sensors and connected to smartphones that can communicate with our devices.

Gartner has projected that shipments of smart garment will touch 26 million by 2020. Smart sportswear allows us to transcribe body data into training advice, and all kinds of sports equipment are increasingly capable of measuring our performance and reporting it to our smartphones.

Several players are paving the way in this space to gain from this revolution. For instance, **Kaa** offers better apps for fitness trackers, smart sports wears and connected sports equipment. It offers end-to-end training solution for the customer through its IoT Platform which enables to collect data from virtually any sensors, fitness trackers and smart sporting wear, then analyze and visualize it on equipment and mobile devices.

Likewise, **Under Armour's** running kicks track every single stride and second during the working out — and then it syncs the data with the **UA MapMyRun app**. It captures player's information, time, cadence, duration, distance and splits. It has also developed the technology called **HealthBox**, through which they can capture key performance statistics and health

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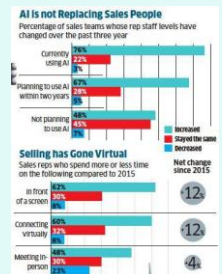
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Artificial Intelligence — The salesman's next best friend

Contrary to popular perception, artificial intelligence is not making sales people redundant but assisting them in honing their skills with data insights.



Source—The Economic Times

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information and fitness levels from the sensors in tops and shoes of the customer.

Considering security traits, **Shockbox** has designed football helmet sensor which provide immediate transmission to an app that keeps track of hit count and force of impact, so it is easy to know when a player experiences a head impact that can result in a concussion. Thus, it helps to determine when to take a player off the field and seek medical advice.

Since a large part of the injuries in the professional sport environment is attributed to a lack of muscle warming or overstraining, the accurate measurements of body activity during a workout allow recognition of these dangers at an early stage and allow players to take pro-active actions. For example, **Athos** has built clothing items filled with sensors, which measure heart rate, breathing rate and muscle activity, providing accurate workout analytics.

Smart sport clothing is so promising in sports that it is being seen as a major disruptive force in the industry in coming years. Professional athletes are already taking advantage of these type of garments. On the other side, they are expensive and remain out of reach of common people. Hence more research is needed in this space for the production of more affordable sport wear so that the common man can also benefit from the advancement in technology.

Today's News

Soon a text message will be enough to spot fake medicines

Patients will soon be able to check whether the pill or syrup they've bought is genuine with just a WhatsApp message, as pharmaceutical companies are expected to print unique codes on their bestselling products in the next three months. The move is supposed to help weed out counterfeits of the top 300 drug brands from the Indian market, a senior government official told ET on condition of anonymity.

Source – *The Economic Times*

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EY Americas Tax Innovative Foundry Set to Host FinTech Pitch Day in Boston

On Wednesday, the EY Americas Tax Innovation Foundry announced plans to host a FinTech Pitch Day on June 28th at District Hall in Boston. EY reported it is inviting fintech startups from around the globe to pitch disruptive technology solutions. Twelve applicants will be selected to present to EY leaders.

Source – *Crowd Fund Insider*

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This News Letter has been prepared with the assistance of Preeti Patil and Pankaj Tadas.

India's finance ministry ties up with e-commerce firms to give loans under PMMY

India's finance ministry has joined hands with over two dozen e-commerce firms, including major players like Amazon, Flipkart, Ola, and Uber, to provide easy finance to small entrepreneurs under the Pradhan Mantri Mudra Yojana (PMMY).

Source – *The Economic Times*

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IIT-Madras, AAI in pact for research on navigation systems

IIT-Madras has joined hands with the Airports Authority of India (AAI) for a collaborative research on Air Navigation Systems (ANS). This will support the AAI in addressing aviation infrastructure and air traffic management challenges to benefit all the 125 airports in the country.

Source – *The Hindu Business Line*

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Chinese fintech firms explore investment & partnerships with Indian firms

Chinese lending companies are looking to set shop in the country. At least half a dozen Chinese financial-technology companies have held multiple meetings with the founders of digital lending startups in India for investment as well as partnership opportunities.

Source – *The Economic Times*

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Chinese fintech firms eye India, TCS top bosses earnings double

At least half a dozen Chinese financial-technology companies have held multiple meetings with the founders of digital lending startups in India for investment as well as partnership opportunities in recent months.

India's rapidly growing fintech sector and the regulatory clampdown back home is bringing many Chinese lending companies to Indian shores to set up shop here. This could mean several investments or products from these Chinese companies such as WeCash, FinUp, CashBus, APUSetc in India. Domestic firms stand to benefit from their Chinese counterparts' ability to innovate and robust business models.

Source – *The Economic Times*

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Australian Government Backs Fintech HashChing with \$700,000 Loan from Jobs NSW

HashChing, a Sydney-based home loan marketplace, has just announced a \$700,000 loan from Jobs NSW. Deputy Premier and Minister for Small Business John Barilaro said the NSW Government had backed the Fintech which is expected to create 46 jobs over the next five years.

"Jobs for NSW is helping some of our brightest business people overcome barriers to finance – it's about making smart investments that allow good business ideas and businesses to grow," said Barilaro. "The Jobs for NSW Strategic Growth Loan will allow the company to hire software developers, product developers, a data scientist and sales and marketing staff to support HashChing's continued growth."

Source – *Crowd Fund Insider*

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Fintech leaders address adoption and integration

That increase in spending brings an enhanced concern that field advisers and support staff are fully utilizing the technology. Adoption continues to be a leading challenge in realizing a return on technology investment, and nobody wants to move on to "the next big thing" when they aren't getting the most out of their last purchase.

The issue was a key discussion point raised by industry leaders who gathered at InvestmentNews' New York headquarters this week for the annual Fintech Think Tank. In a series of discussions over two days, representatives from a diverse array of wealth management firms and technology providers discussed the biggest obstacles to technology adoption and they suggested possible fixes.

Source – *Investment News*

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Inside the economy of fake views on YouTube and the role of click farms

At a time when reaching a million views is considered the gold standard of online success, Kochi-based social media marketing firm Socioblend has orders pouring in from singers and production houses who want to boost views on songs, teasers and trailers on YouTube.

"That is our biggest market right now," said old cofounder Rahul Maheshwari, who services both foreign and Indian clients.

Source – *The Economic Times*

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ICO Shareholder Suits Booming, Says SEC Fintech Leader

There are a lot of class action shareholder suits against initial coin offering issuers alleging fraud and claiming the offerings were not registered with regulators, Securities and Exchange Commission Distributed Ledger Technology Working Group Chief Valerie Szczepanik said Monday.

Source – *Forbes*

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Major Japanese Fintech Company Reveals Plans to Launch Crypto Exchange This Year

Money Forward Inc., the operator of one of Japan's most popular personal budgeting apps, has announced its plans to launch a crypto asset exchange this year, in a company press release Wednesday, May 23.

Source – *Coin Telegraph*

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