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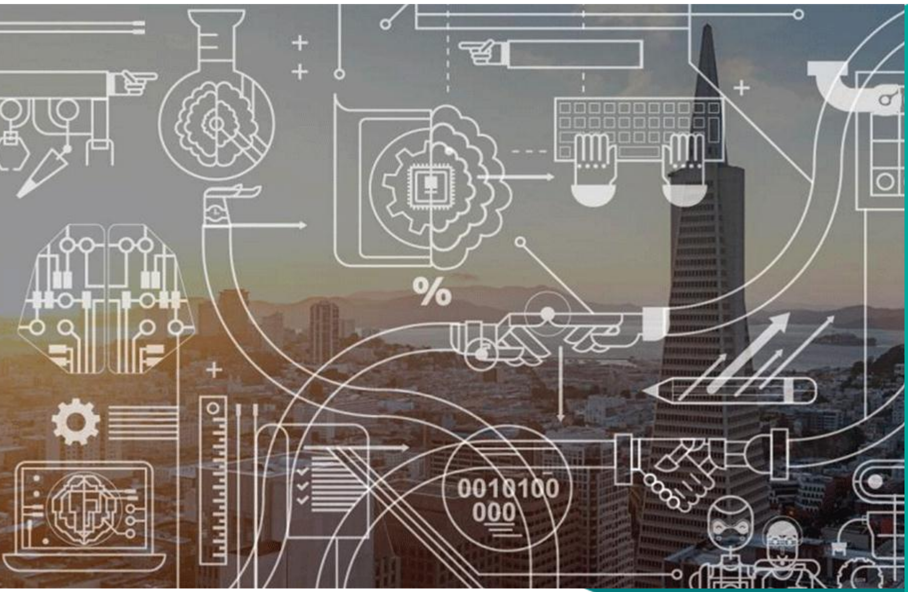

NEWS HIGHLIGHTS

Paytm Money gets Rs 29 crore from parent company

UPI clocks 674 million transactions in February, continues growth momentum

P2P lenders develop new ways to build trust

PM's Science and Tech council unveils 9 new missions

Today's View

Breathing Clean Air

Air pollution is a growing global health issue, one that accounts for millions of premature deaths every year. According to **WHO** Global Urban Ambient Air Pollution Database, in urban areas that monitor air pollution, more than 80% of people are exposed to air quality levels that exceed the WHO limits. Another 2017 report by WHO states that India was home to nine of the world's 10 most polluted cities, including the national capital New Delhi, based on the amount of the PM2.5 particles in the air.

As urban air quality declines, the risk of stroke, heart disease, lung cancer, and chronic and acute respiratory diseases increases. Technology start-ups both India and abroad are working towards making citizens mindful of the situation and improving air quality.

With a vision of clean air for all, Plume offers a free mobile app, **Plume Air Report** that uses advanced data sciences to forecast real-time air pollution levels around the world to help individuals improve their environmental health. Their new product, **Flow**, is a personal air quality tracker that maps air pollution variations around you in real time, so you can actively avoid polluted areas by street location.

US Based **Molekule** has created an air purifier that uses nanotechnology to break down pollutants. It actually destroys the pollutants to make the indoor air breathable. Harvard Start-up **AirCrew** is developing novel materials for

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Aadhaar-based e-KYC to boost user ads for telcos: Experts

A recent ordinance allowing voluntary Aadhaar-based digital verification is likely to speed up customer ads for the Big 3 Telco's, especially in the rural markets, and reduce user acquisition costs, analysts and industry executives said.

Source – The Economic Times

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Date – 7th Mar 19

catalytic decomposition of air pollutants in order to make clean air accessible and affordable globally.

In India a host of start-ups have come up with innovative ideas to tackle air pollution and offer solutions at various levels. **Shellios**, a Delhi-based start-up is testing a biker-friendly solution that will help combat air pollution. The company has designed a helmet weighing 1.6 kg with an in-built air purifier and is now testing the same. Another start-up, **Chakr** Innovation converts diesel soot from generators into inks and paints reducing air pollution.

Nanoclean, an IIT Delhi incubated start-up works on nanotechnology to develop air filtration devices, capable of stopping particulate matter. Their flagship product '**Nasofilters**' is a respiratory nasal filter that sticks to the nose and prevents the entry of harmful air pollutants. Another nasal wearable created by **PerSapiens** is a use-and-throw product and does not require cleaning, restricts entry of pollutants into the lungs and does not require any attachments.

Breathing polluted air not only affecting our present health but also the future. Our life expectancy and quality both are dependent on the air we breathe. Investing in cleaner air in the need of the hour.

Today's News

Paytm Money gets Rs 29 crore from parent company

Online platform for mutual fund investments Paytm Money has received Rs 28.8 crore in a fresh round of funding from its parent entity One97 Communications, according to filings with the registrar of companies (RoC). This round could be part of the overall $10 million that One97 Communication had committed to invest in the mutual funds platform in a span of 18 months. As per the filings, Paytm Money has raised close to Rs 55 crore between November last year and January 2019. This means its parent entity has fulfilled its initial commitment into the subsidiary. Further filings with RoC also show that the authorised capital of Paytm Money has been increased to Rs 200 crore, indicating that in the coming months, One97 Communications could infuse more funds into Paytm Money.

Source – The Economic Times

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What do angel investors look for in Fintech start-ups?

Angel Investment is the lifeblood for any start-up. This is the first step which helps them to scale up towards the growth with external validation of their execution and begin to head towards achieving the growth. The Fintech industry comes with a unique set of challenges for start-ups, as the market is complex. So far, the finance market has been largely closed to external innovations. Thus, for incumbents to break in the system, the start-up needs to find a great distribution strategy to win the market. Considering the battle between B2B vs B2C, I am likely to believe that the former will have an edge with limited funds.

Source – Money Control

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

PM's Science and Tech council unveils 9 new missions

The Prime Minister's Science, Technology and Innovation Advisory Council (PMSTIAC) has launched nine mission of national importance, including those on artificial intelligence, quantum computing, electric vehicles and deep ocean exploration.

The missions that would be led by a nodal ministry with collaborations from other ministries, research institutions and industry partners are expected to focus on complex problems faced in each of these chosen fields within a stipulated time-frame.

Source – BusinessLine

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Digital Federal Credit Union Partners with Payrailz to Offer Members Seamless, Unified Payment Experience

Payrailz, a digital payments company offering secure, smarter and more engaging payment experiences to banks and credit unions, announced that Digital Federal Credit Union, a top 20 credit union nationwide with over $8 billion in assets, will now offer its full suite and platform of payment services.

Through this partnership, Digital Federal Credit Union's more than 700,000 members throughout the United States will have access to a single platform that provides a seamless member experience for bill pay, bill negotiation, P2P and A2A services delivered seamlessly across all access points.

Source – Business Wire

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UPI clocks 674 million transactions in February, continues growth momentum

Unified Payments Interface, the instant inter-bank fund transfer mechanism has clocked 674 million transactions in the month of February, as per latest data released by the National Payments Corporation of India which runs the payment rails. This is a slight jump of 0.3% against January where the transactions stood at 672 million.

February with 28 days has still managed to report a more than 10.9% average daily transaction growth, said NPCI. Comparing year on year the jump stood at almost 300%, last year in February UPI had clocked 171 million transactions. In terms of value of transactions, February reported more than Rs 1 lakh crore worth of transactions. This is the third month in a row that NPCI has reported more than Rs 1 lakh crore of transactions on UPI.

Source – The Economic Times READ MORE

P2P lenders develop new ways to build trust

With peer-to-peer (P2P) lending not taking off the way microfinance and NBFC ventures have, many are coming up with innovative schemes to instill more trust in the system and attract a bigger audience. A big challenge for them is to convince normal middle-class households to lend to strangers. To help them overcome that, P2P platform MoneyClub enables people to lend to or borrow from only a trusted network of family, friends and colleagues. The company feels this would lower the chances of a default.

Monexo ensures less risk for lenders by keeping a lender's contribution to a loan to only Rs 1,000. So if a Monexo customer lends Rs 1 lakh on the platform, it gets split across 100 loans. Faircent also has a similar strategy. It does not allow lenders to lend more than 20% of a single borrower's requirement. So for an average loan of Rs 1 lakh, there will be on average 43 lenders funding that. They also advice lenders not to lend beyond Rs 5,000-7,000 for one loan. "This fractionalising of loans to lower risk has helped increase trust in the platform," said Rajat Gandhi, CEO and co-founder of Faircent.

Source – The Economic Times READ MORE

Online auto marketplace Droom targets $2-b gross merchandise value this year

Online automobile marketplace Droom is targeting a gross merchandise value (GMV) of $2 billion and a net revenue of $55 million by the end of this calendar year. It will also raise another round of capital this year, Sandeep Aggarwal, Founder and CEO of Droom, said. The company aims to grow its market share in India from 75 per cent to 85 per cent and is investing heavily in Artificial Intelligence, Internet of Things (IoT), and related products and services — for example, if you take a picture of a tyre, it (the technology) will tell you the size, type, and tread life.

Source – BusinessLine READ MORE

Yatra eyes over 20 pc growth in revenue over next 3 financial years

Online travel firm Yatra.com Wednesday said it is looking at over 20 per cent growth in revenue over the next three financial years as it strengthens presence across various verticals.

"We continue to look at an over 20 per cent growth. This year also, our guidance is for over 20 per cent growth and in the medium term, we should be able to maintain this type of growth rate," Yatra.com co-founder and Chief Executive Officer Dhruv Shringi said. This expected growth is for the medium term that is for three fiscal years, he added.

Source – The Economic Times

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BPM firms see nearly 50% revenue from outcome-based deals

Business process management (BPM) companies say as much as half their revenue is now coming from outcome-based deals, the share of which has increased sharply in recent years on the back of new business transformation contracts.

With an increasing number of their clients using digital technology-enabled solutions, such as chatbots, to interact with their own customers, BPM companies have seen a significant chunk of their revenue proceeds shifting towards business outcomes.

Source – The Economic Times

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