



NEWS HIGHLIGHTS

Regulatory sandbox will help Fintech disrupt without fears

EBay close to investing \$160-\$170 million in Paytm Mall

Credit bureaus turn to data analytics to provide holistic credit scores

IndiaMart expects 29% CAGR revenue growth in next 2 years

Today's View

Workplace Wellness

The global wellness industry grew 12.8% in the last two years, from a \$3.7 trillion market in 2015 to \$4.2 trillion in 2017, according to an in-depth research report, **2018 Global Wellness Economy Monitor**, released by **Global Wellness Institute (GWI)**.

In this competitive work environment, where workplace-related stress and lifestyle illnesses have become commonplace, an immense focus is being put on workplace wellness programs. Although valued at around \$48 billion, the workplace wellness market remains very small in comparison to the massive economic burden and productivity losses (10-15% of global economic output) associated with an unwell and disengaged workforce. Only about 10% of world employees are covered by a workplace-wellness program, and programs are heavily concentrated in high-income countries in North America, Western Europe and Asia.

A great number of corporate wellness initiatives are on the rise which are flexible and suit the need of changing workforce. Recently, HR Technology Company **Justworks** and **ClassPass**, the fitness membership company have collaborated to take a tech-forward approach for delivering services through platforms for millennials in the workforce. The partnership integrates access to ClassPass' flexible fitness packages in Justworks, which will allow entrepreneurs and growing businesses to provide ClassPass to employees

Akhil Handa
+91 22 6759 2873

Aparna Anand
+91 22 6759 2873
aparna.anand@bankofbaroda.com

PhonePe, Paytm look to knock down the age barrier with new ad campaigns

In the first flush of growth, young Indians were the power beneath the wheels of the digital payments ecosystem. Now, with the market more cluttered and the need to expand the footprint more acute, digital wallets are focusing the lens on an older demographic say experts.



Source – Business Standard

[READ MORE](#)

Date – 22nd Apr 19

alongside supporting their benefits, payroll, HR, and compliance needs — all in one place.

Thrive, which calls itself as a ‘behaviour change’ start-up, helps businesses help their employees develop healthy relationships with technology and manage stress and burnout. It has recently partnered with **Zenefits**, the provider of software that helps small- and medium-sized business (SMBs) manage human resources. The partnership will make available to employees of the 11,000 businesses that use Zenefits use the Thrive app to track and measure employee well-being.

Apart from such HR Initiatives, some workplace stock only healthy and farm fresh food items for the consumption of their employees. Another trend making a foray is women-focused co-working spaces such as **The Wing** and **The Riveter** that are designed to promote well-being.

There is no doubt that workplace wellness is of utmost importance. **Health Canada** states people spend almost two-thirds of their waking hours at work, so the workplace has a significant impact on health. After all, an employee’s health impacts how they do their job and therefore affects workplace productivity.

Today’s News

Regulatory sandbox will help Fintech disrupt without fears

The draft guidelines on a ‘regulatory sandbox’ for the FinTech industry has the potential to usher in disruptions in sectors such as ‘challenger banks’ and ‘open banking’, and promote innovation within the industry, say entrepreneurs. A ‘sandbox’ environment allows disruptive technology to be used within a specified protected data set, where multiple innovations can be tested and failures analysed without causing any form of systemic risk. Financial services companies including in payments, lending, remote customer on-boarding and others hope to use this opportunity to test their products and scale up in a limited environment within the compliance framework set by the Reserve Bank of India, said Fintech industry insiders.

Source – *The Economic Times*

[READ MORE](#)

Credit bureaus turn to data analytics to provide holistic credit scores

With the growing demand for credit from new-to-credit (NTC) customers, credit bureaus are increasingly focusing on custom data analytics and alternative data partnerships with Fintech companies. The NTC customers entering the formal credit system broadly comprise two groups — the young, digitally native segment and the unorganised segment, including micro, small and medium enterprises (MSMEs), which is moving away from the informal credit sector. Credit information companies (CICs) are only authorised to collect credit data from banks in order to form the customer’s credit score. But the lack of credit history of the NTC segment makes it difficult for credit bureaus to score the borrowers.

Source – *Business Standard*

[READ MORE](#)

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

EBay close to investing \$160-\$170 million in Paytm Mall

US-based online marketplace giant EBay has begun talks to lead a \$160-\$170 million strategic investment in Paytm Mall, as it looks to explore an offline-to-online commerce and payments strategy in India, said two people aware of the deal. EBay will continue to run its independent online portal in India, these sources said.

Paytm founder Vijay Shekhar Sharma took board approval to bring in a new strategic investor in December, sensing that Alibaba and SoftBank would not be pumping in fresh capital into the e-commerce company. The eBay deal is likely to be announced next month, and would mark the US online retailer’s third bet, after Snapdeal and Flipkart, in an Indian e-commerce player.

Source – *The Economic Times*

[READ MORE](#)

Uber’s self-driving unit lands \$1 billion from SoftBank, Toyota

Uber’s autonomous vehicle unit has raised \$1 billion from a consortium of investors including SoftBank Group, giving the company a much-needed funding boost for its pricey self-driving ambitions on the eve of its public stock offering. Uber said that the investment values its Advanced Technologies Group, which works to develop autonomous driving technology, at \$7.25 billion. SoftBank will invest \$333 million from its \$100 billion Vision Fund, while Toyota and automotive parts supplier Denso will invest a combined \$667 million.

Source – *The Economic Times*

[READ MORE](#)

This entrepreneur duo wants every firm to become a Fintech

Don't mine gold when you can sell shovels, the famous saying goes. A new start-up called Setu, founded by 33-year-old Sahil Kini and 29-year-old Nikhil Kumar, aims to just do that. The two were a key part of the team which helped establish the pillars of the current financial technology revolution — Unified Payment Interface (UPI), Goods and Services Tax Network (GSTN) and Aadhaar.

Setu, a nine-month-old start-up, is working with large banks, mutual funds, insurance companies, payment services and billers to help any company start an integration with them and offer a more customised product suited to their customers and vendors. The objective here is to make offering financial services for any company as simple as plug-and-play, through application programming interfaces (APIs) that Setu is developing. "The banking systems were built in the mid-1990s and the technical infrastructure that runs our economy has not been upgraded much. We see ourselves as a network for financial products and services," says Setu CEO Kini.

Source – *The Economic Times*

[READ MORE](#)

Ola in talks with Audi, Merc, BMW for self-drive subscription service

Ride-hailing platform Ola is in discussions with luxury carmakers, including Audi, Mercedes and BMW, to launch a subscription-based service under its self-drive offering, according to sources. Ola has been running a small-scale pilot of the self-drive service in Bengaluru currently, and is expected to launch the offering in the next few weeks through Ola Fleet Technologies. The company is also believed to have earmarked an investment of up to USD 500 million (including debt) for the self-drive service.

According to sources privy to the development, the company is in talks with carmakers like Audi, Mercedes and BMW to bring to India a model where users can get access to luxury cars by paying a subscription fee. One of the persons said the format is available in developed markets like the US, but given the high cost of luxury vehicles in India, a direct-to-customer model may not be not feasible in the country.

Source – *Business Standard*

[READ MORE](#)

IndiaMart expects 29% CAGR revenue growth in next 2 years

E-commerce firm IndiaMart expects to maintain a compounded annual growth rate (CAGR) of 29% for the next two years, mainly on account of big brands joining the platform, a top company official said. The business-to-business (B2B) company, which is in the process of getting listed, posted revenue of Rs 429 crore in 2017-18 and operating profit of Rs 46 crore. "Last three years our revenue has grown at CAGR of 29 percent. Similar growth should be possible this year and next year also," IndiaMart co-founder and CEO Dinesh Agarwal told PTI. "We have been generating internal cash which we will deploy once we get listed. We have democratised information for around five crore products with 47 lakh suppliers through our platform.

Source – *Mint*

[READ MORE](#)

Blockchain to embrace the future of Homo-Robo Sapiens

Blockchain has a great potential to foster Peer to Peer (P2P) collaboration by digitizing the trust which was hitherto provided by intermediaries. This P2P Collaboration will usher in several new business models and benefits such as greater asset utilization.

Last year Tech Mahindra signed a MoU with The Telangana State Information Technology, Electronics and Communication department (ITE&C) to launch India's first Blockchain District, a Centre of Excellence for Blockchain, in Telangana. An incubator for technology and process development with infrastructure and facilities to foster growth of Indian Blockchain start-ups and companies.

Source – *The Economic Times*

[READ MORE](#)

Conversational AI goes mainstream now

2019 is on the path to be an inflection point for conversational Artificial Intelligence (AI) as the technology moves from being considered to be a futuristic novelty to a value-add for enterprise marketing. As businesses embrace real-world applications of AI-based chatbots and voice-powered assistants, investments and acquisition action in the space has seen an uptick this year. Data from Transaction shows 2019 has already clocked deals valued at over \$6mn in the segment till date, compared to \$13mn investments raised by startups in 2018, across 11 deals.

Source – *The Economic Times*

[READ MORE](#)

Disclaimer: The views expressed in this newsletter are personal views of the author and do not necessarily reflect the views of Bank of Baroda. Nothing contained in this publication shall constitute or be deemed to constitute an offer to sell/ purchase or as an invitation or solicitation to do so for any securities of any entity. Bank of Baroda and/ or its Affiliates and its subsidiaries make no representation as to the accuracy; completeness or reliability of any information contained herein or otherwise provided and hereby disclaim any liability with regard to the same. Bank of Baroda Group or its officers, employees, personnel, directors may be associated in a commercial or personal capacity or may have a commercial interest including as proprietary traders in or with the securities and/ or companies or issues or matters as contained in this publication and such commercial capacity or interest whether or not differing with or conflicting with this publication, shall not make or render Bank of Baroda Group liable in any manner whatsoever & Bank of Baroda Group or any of its officers, employees, personnel, directors shall not be liable for any loss, damage, liability whatsoever for any direct or indirect loss arising from the use or access of any information that may be displayed in this publication from time to time.