



## NEWS HIGHLIGHTS

Fintech platforms disrupting digital payment space with their product innovation

BharatPe launches instant liquidity facility for SME

The Minefield of Instant Loan Apps

Amazon Pay looks to become e-financial powerhouse in India

## Today's View

### Detoxification in Digital World

Netizens are increasingly becoming aware about the potential misuse of their digital personas with high profile data breaches based on our activities in digital world. Multitude of apps, search engines and social networks can glean hidden things about us that even our closest friends might have no idea about. Based on these developments, numerous users are increasingly looking at innovative ways like “Digital Detox” to regain control of their digital life.

Various firms have designed programmes for individuals to help them in this regard. For example, **Tactical Tech** has created the project “**The Glass Room**” in London that offers visitors a look at what happens to their data behind the scenes through technologies like facial recognition.

On the other hand, **Mozilla** has initiated 8-day cleansing program “**Data Detox**” which effectively removes any toxic data build up and detoxes our computer system accordingly. It gives practical advice so that users can discover the amount of data being shared across various digital domains. Interestingly, it can also impact their credit scores as credit rating agencies are increasingly using online data to arrive at alternate credit scores.

Variety of mobile apps have also been developed to achieve digital detox. For example, Digital Detox disables your phone for a length of time you specify, from as short as 30 minutes to as long as one month!

**Akhil Handa**  
+91 22 6759 2873

**Manish Kulkarni**  
Manish.Kulkarni@bankofbaroda.com

**GlowRoad's easy-to-use API is enabling popular apps to monetise e-commerce on their own platforms**

Founded in 2017, GlowRoad is a social commerce platform that lets users resell products directly from manufacturers and suppliers through WhatsApp and other social media apps. GlowRoad handles the entire process from managing suppliers, payment, shipment, returns, etc, letting users just share and earn.

Source – Your Story

[READ MORE](#)

5<sup>th</sup> April 2021

Similarly, **Moment** sets time limits for your daily usage of your phone or tablet and notifies you when you're near or over that limit. A paid upgrade lets you "force yourself" off your device so that when you're over your allotted time an annoying buzzer goes off telling you to put your phone down and look away.

Through **Offtime**, users can send out custom auto-replies to let others know when they will be back online. It also lets you restrict access to apps that distract you the most. Additionally, it also provides analytics of your phone and app usage to help you identify your habits.

We believe that detoxification is important, be it for our physical body or for our digital life. While the modern lifestyle has made it almost impossible for us to disconnect from the internet, innovative ways like "Digital Detox" has the potential to offer more control over our online personas.

---

## Today's News

### NPCI transfers automatic bill payments business to new subsidiary

The National Payments Corporation of India (NPCI) has transferred all its Bharat Bill Payment System (BBPS) transaction mandates to a new subsidiary called the NPCI Bharat BillPay Limited (NBBL), effectively hiving off its automated bill payment business. BBPS is an interoperable bill payments platform used by banks, fintech companies and biller merchants to automate bill collection and request solutions.

All licensed bill processors – banks and payment aggregators – on the platform received an email from NPCI on March 31, asking them to start accounting their billing transactions under NBBL from April 1. "As per the directive received by RBI, the Bharat Bill Payment Central Unit (BBPCU) business will be transferred from NPCI to NBBL – a wholly-owned subsidiary of NPCI – with effect from April 1," read the email, a copy of which has been reviewed by ET.

Source – *The Economic Times*

[READ MORE](#)

### RIL bets on global payments with NUE card

Reliance Industries has proposed to enter into global payments services as it readies for New Umbrella Entity (NUE) in association with Infibeam Avenue, Google, and Facebook. Reliance who also runs Jio Payments Bank. If it gets an operating license, it will compete against industry giants like Visa and Mastercard.

ET reported it will be jointly promoted by a RIL and Infibeam Avenue subsidiary So Hum Bharat along with global players – Facebook and Google. RIL is expected to have 40% of the equity share of total business and the rest will be divided into 20% each among others. With the association with global giant players like Facebook and Google, RIL is trying to pave its way into global markets. RIL applied for the license last week. If they get an NUE license, it will get them greater autonomy in processing digital payments in India. This eventually opens up various opportunities for the consortium in lending and insurance services.

Source – *The Economic Times*

[READ MORE](#)

### SBI Card sees over 50 percent of its transaction from online payments, says CEO

SBI Cards and Payment Services (SBI Card) has been seeing over 50 per cent of its transactions via online payments such as on groceries, utility bills, insurance premium, and hopes the trend to go up further as point of sale purchases are yet to pick up, top company executive said.

Keeping a watch on the recent coronavirus resurgence in the country across some key locations, SBI Card MD and CEO Rama Mohan Rao Amara said it would be too early to say whether it will have any bearing on people's purchasing behaviour.

Source – *The Times of India*

[READ MORE](#)

### Future of Digital Payments in India

On 31st March, 2021, Moneycontrol hosted a Clubhouse session with some of the biggest voices from India's FinTech space to understand the future of digital payments in India. According to a recent report by Credit Suisse, digital modes of payment in India have grown 10X over the last five years- and have a 30% share.

Over 200 million users in India are now active users of digital payments. UPI transactions, in fact, crossed 5 lakh crore in value for the Month of March 2021. The panel for the Clubhouse included NPCI CEO Dilip Asbe, PhonePe CEO Sameer Nigam, Razorpay CEO Harshil Mathur and Matrix India MD Vikram Vaidyanathan.

Source – *Money Control*

[READ MORE](#)

## Year-end pressure hits fund transfers via IMPS, UPI in millions

Several customers could not transfer funds instantly in the first two days of the new financial year as the core banking systems at some banks failed to process IMPS (Immediate Payment Service) or UPI (Unified Payment Interface) transactions. Bank systems were clogged due to year-end system maintenance. Transactions were delayed for more than 24 hours, which otherwise would have been possible in a few seconds. Customers of top banks with large retail interfaces are said to have suffered the most.

This triggered a flood of complaints on Twitter even as National Payments Corporation of India (NPCI), an umbrella organisation of retail payments and settlements, issued a clarification. The latest outage was restricted to a few large banks and highlights the risks of 24x7 payments systems with more transactions moving online. An estimated 4.5 lakh transactions have been affected, say market experts. "For both IMPS and UPI to function well, availability of the banks' Core Banking Systems is mandatory," said Dillip Asbe, MD and CEO at NPCI.

Source – *The Economic Times*

[READ MORE](#)

## Digital payments: India pips China, US, others in 2020; leads global tally with this many transactions

Amid Covid, India was home to the highest number of real-time online transactions in 2020 ahead of countries such as China and the US. 25.5 billion real-time payments transactions were processed in the country followed by 15.7 billion in China, 6 billion in South Korea, 5.2 billion in Thailand, and 2.8 billion in the UK. Among the top 10 countries, the US was ranked ninth with 1.2 billion transactions.

The transaction volume share for instant payments India, among real-time transactions, was 15.6 per cent and 22.9 per cent for other electronic payments in 2020, according to a report by the UK-based payments system company ACI Worldwide. Importantly, paper-based payments continued to have a considerable share of 61.4 percent in India. However, this is expected to change by 2025 as volume shares for instant payments and other electronic payments are likely to grow to 37.1 per cent and 34.6 per cent respectively.

Source – *Financial Express*

[READ MORE](#)

## UPI transactions touch new high, cross Rs 5 lakh crore in March

Unified Payments Interface (UPI) transactions, one of the most popular ways to make mobile payments, crossed the Rs 5 lakh crore mark in value in March, touching a new high as digital adoption continues to surge in India. According to data from NPCI, the payments processing body that operates the UPI payment rail, the month of March saw 2.73 billion UPI transactions, at a value of Rs 5,04,886 crore.

During the same period, its other payment system, IMPS (Immediate Payment Service), which allows fund transfer instantly between banks, clocked 363.14 million transactions, at a value of Rs 3,27,234. According to a recent report by Credit Suisse, digital modes of payment in India have grown 10X over the last five years - and have a 30 percent share, aggregating to \$450 Billion, with acceptance of over 30 million merchants compared to 5 million who have traditional POS terminals. Over 200 million users in India are now active users of digital payments.

Source – *Money Control*

[READ MORE](#)

## Can 30% market share cap on UPI ever be implemented?

Unified Payments Interface (UPI) has been one of the best success stories worldwide. A complex multi-bank interoperable payment system made it easier for millions of users to pay each other using any UPI app.

Rough estimates peg the number of unique UPI users to around 120 million. But this still leaves close to 450 million smartphone users who are yet to experience UPI.

Source – *Money Control*

[READ MORE](#)

## How local shops are adopting technology and the challenges they face

For decades, local shops have been at the centre of fulfilling the daily essentials and groceries needs. They would accept payments in cash, place an order for a particular item you that are looking for, and were the go-to neighbourhood place. Throughout the years, they managed to survive the constant onslaught of big retailers, supermarkets, and ecommerce giants.

Last year, a minuscule-sized virus confined us within our concrete boxes, and without these local shops, we would not have made it through the year. Over 10+ million local shops have played a significant role for decades, and this pandemic has nothing but reinforced their importance in our lives.

Source – *Your Story*

[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.