

# Together

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**Innovations for 2020**  
*Spf. Issue*

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## THIS ISSUE

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**'CREATIVITY IS THINKING UP NEW THINGS.  
INNOVATION IS DOING NEW THINGS.'**

— THEODORE LEVITT



## **Vision 2020:** **Corporate Innovation Trends**

*2020 is shaping up to be a truly generation-defining year across the spectrum – from politics to science & beyond. We have a world where self-driving cars have drastically reduced road accidents, uninterrupted teleconferences & downloading of a whole series on Netflix in a couple of seconds. After years of analysing the importance of improving the customer experience in availing services, there will be an increased emphasis on technology driven results in 2020 & beyond. A useful combination of data, analytics & digital channels will become a powerful formula for success in business.*

*Over the past decade, the businesses have moved from art to science, with a foundation of new technologies powered by Artificial Intelligence (AI) & Internet of Things (IoT). With 5G technology set to ramp up in 2020, there are limitless innovation & collaboration opportunities for companies worldwide in the future. Although many cities are struggling to make the transition to using ‘smart’ technologies, the 5G revolution is set to become the catalyst which will define the 21<sup>st</sup> century’s smart city paradigm. Due to increased internet speed & coverage density offered by 5G, the practical applications of IoT technologies will broaden world-wide. Governments will therefore need to find increasingly innovative ways to harness 5G to support infrastructural projects & enhance customer engagement.*

*As could be expected, all such massive innovative business trends are predicted to shape 2020 in a big way. Today’s most successful marketers have started using AI-powered automation through a number of channels to reach consumers with personalized content in real time, at all stages of the customer journey. Innovations in real-time two-way communication, from AI-supported live chat to dynamic chatbots, will transform consumers’ brand interactions for the better. Brands will have all the tools they need to deliver truly personalized customer experiences at every touch point. The businesses that improve contextualized communication & engagement will be the most successful ones. The positive impact on customer retention, customer advocacy & up-selling, epitomize why companies should always ensure that big ideas are given room to grow.*

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## MANAGEMENT

### QUIZ- 37

## MAGANAGEMENT QUIZ NO. - 37 Task Ahead



1. With which Indian group is the world's largest convenience retail chain, 7 – Eleven, signed a master franchise agreement to launch their stores in India?
2. Which fruit juice brand has entered the health drink segment with Honeyvita?
3. Raghuram Rajan's new book is called 'The Third Pillar'. What is the third pillar as per this book?
4. What was invented by pharmacist Stewart Adams while working for Boots in UK? He wanted a medicine that would cure his own vodka induced hangover.
5. Amazon has announced an online Karaoke competition with a prize money. Which platform conducted this?
6. With which tech firm would you associate India born tech billionaire Jay Chaudhri?
7. The HR 90 is a car launched by Volvo in Brussels 2018 Auto Show for promoting the features of S90 another car. What is unique about H R 90?
8. Sonia Syngal the CEO of a division of GAP Inc. Her division is a separate publicly traded company. It may find a place in Fortune 500 because of its 8 Bn \$ revenue. Name the division/brand.
9. Avanse is the education loans subsidiary of which company?
10. Why have McDonalds discontinued their spoon shaped coffee stirrers?

### **Answers to Management Quiz No.36 (Together, Sept. - Oct. 2019, Vol.8, No. 96)**

1. Make medals for Olympic and Paralympic Games Tokyo 2020
2. Hisense
3. B-Tex
4. Grow by Facebook
5. Milo
6. Ritukumar
7. Named after Mukesh Ambani younger son Anant. Reliance has a stake in Oberoi Group & this hotel is coming up in a Reliance property
8. Dindigul
9. Indian Oil Corporation
10. Nestle India

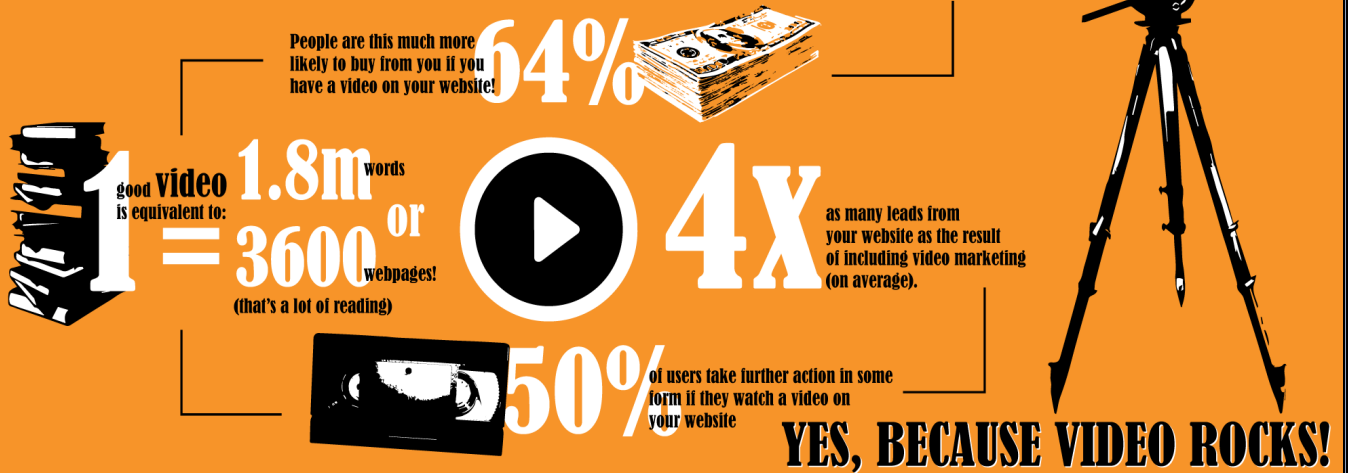
**Students are required to send answers of Management Quiz No. 37, to the Email: [usha@imis.ac.in](mailto:usha@imis.ac.in) latest by 10<sup>th</sup> Jan. 2020, to win prizes for all correct answers.**

Technology is driving the innovation. Technology is driving the creativity. Technology and the use of that is going to determine our workers' ability to compete in the 21st century global marketplace.



# Marketing Innovation

should you even bother with **VIDEO MARKETING?**



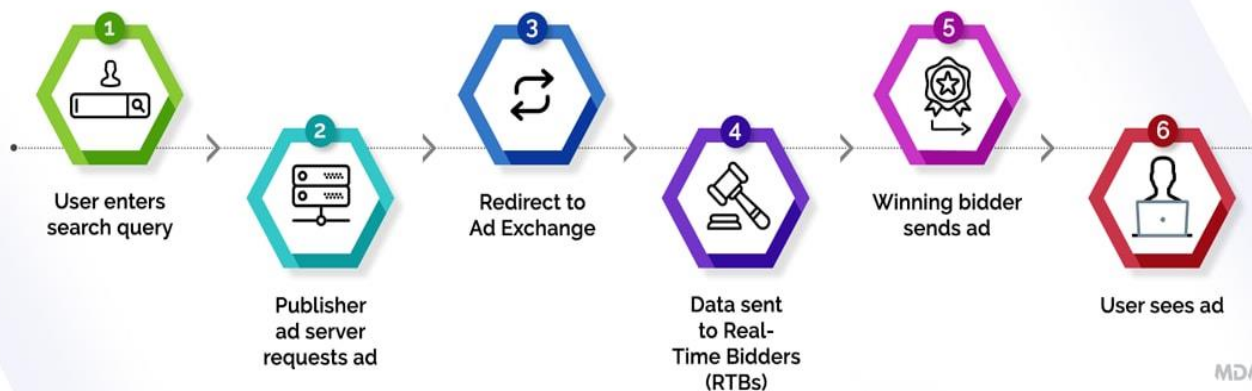
## ARTIFICIAL INTELLIGENCE MARKETING (AI MARKETING)

is a method of leveraging customer data and AI concepts like machine learning to anticipate your customer's next move and improve the customer journey.

**Example:** Ecommerce sites that use dynamic pricing.

# PROGRAMMATIC ADVERTISING

## PROGRAMMATIC ADVERTISING SIMPLIFIED



**Programmatic advertising**, also known as programmatic marketing, automates online ad management. Instead of manually managing ad sales and purchases, programmatic ad buying uses artificial intelligence (AI) to automate and expedite the ad buying and selling process.



## Did You Know?



**70%** of website visitors retargeted with display ads are **more likely to convert** on your website.

– CMO.com



**20%** of users exposed to display advertising **conduct related searches** for advertised brands.

– Online Publishers Association



**3 out of 5** online buyers said they **notice ads** for products they looked up on other sites.

– CMO.com



**60%** of respondents that used traditional display advertising use **Search Retargeting to conquest customers** from competitors.

– Kapost



# CHATBOTS

A Chatbot is an artificial intelligence (AI) software that can simulate a conversation (or a chat) with a user in natural language through messaging applications, websites, mobile apps or through the telephone.

A chatbot is often described as one of the most advanced and promising expressions of interaction between humans and machines.

Example- Various fast food giants like KFC and Pizza Hut have invested in Chatbots that enable customers to place their orders through conversations. Taco Bell went a step further to improve the conversational experience by giving their Chatbot named TacoBot some personality. It cracks jokes, uses emojis, answers trivia questions, and will even add a cup of water to an order if the customer mentions being hungover.

## TRADITIONAL

The good, old-fashioned bricks and mortar store



## E-COMMERCE

Online shopping has skyrocketed in recent years



## MULTICHANNEL

Various, disconnected channels for customers to use independently



## OMNICHANNEL

AN integrated, seamless experience across multiple, devices and touchpoints



# The Potential of Blockchain in Agriculture

**Blockchain** is a ledger system that allows multiple parties to **securely track actions** and movements of **assets**.



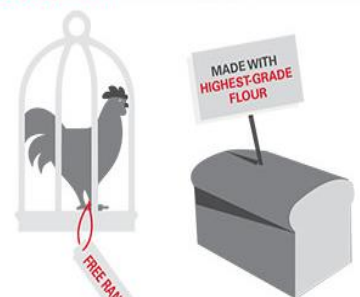
Improved data sharing can help **reduce** the **\$1 trillion** problem of **food waste**.



**Blockchain's** promise of **increased traceability** could assist in preventing the spread of **food-borne pathogens** that **cost consumers \$55.5 billion** per year in the US.



**Blockchain** can also stem **food fraud**



which **costs** the global industry an estimated **\$30-\$40 billion** annually.



# INNOVATIONS IN FINANCE







## BANKING

As a digitized, secure, and tamper-proof ledger, blockchain could serve the same function, injecting enhanced accuracy and information-sharing into the financial services ecosystem.



## The future is digital

Digital payments market in India is currently pegged at \$200 billion, but is expected to touch the \$1 trillion mark by 2023, says a Credit Suisse report.

	 paytm	 G Pay	 MobiKwik	 PhonePe
<b>User base</b>	<b>350 million</b> (total active users)	<b>25 million</b> (monthly active users)	<b>107 million</b> (total active users)	<b>118 million</b> (total users)
<b>Modes of payment</b>	UPI, Wallet, Payments bank	UPI	Wallet, UPI	Wallet, UPI
<b>What all you can do with it</b>	UPI payments, mobile, DTH, flight, train, movie tickets	UPI payments, DTH, flight, movie ticket booking, food	UPI payments, wallet, mobile, DTH, electricity, gas, insurance	UPI payments, wallet, mobile, electricity, water, insurance
<b>Number of offline merchants</b>	<b>9.5 million</b>	<b>1.2 million</b>	<b>143,332</b>	<b>300,000</b>
<b>Transaction</b>	Over <b>1.5 billion</b> transactions in a quarter	<b>860 million</b> transactions in 2017-18	<b>\$3 billion</b> gross transaction value in FY 2017-18	<b>\$110 million</b> transaction value in August



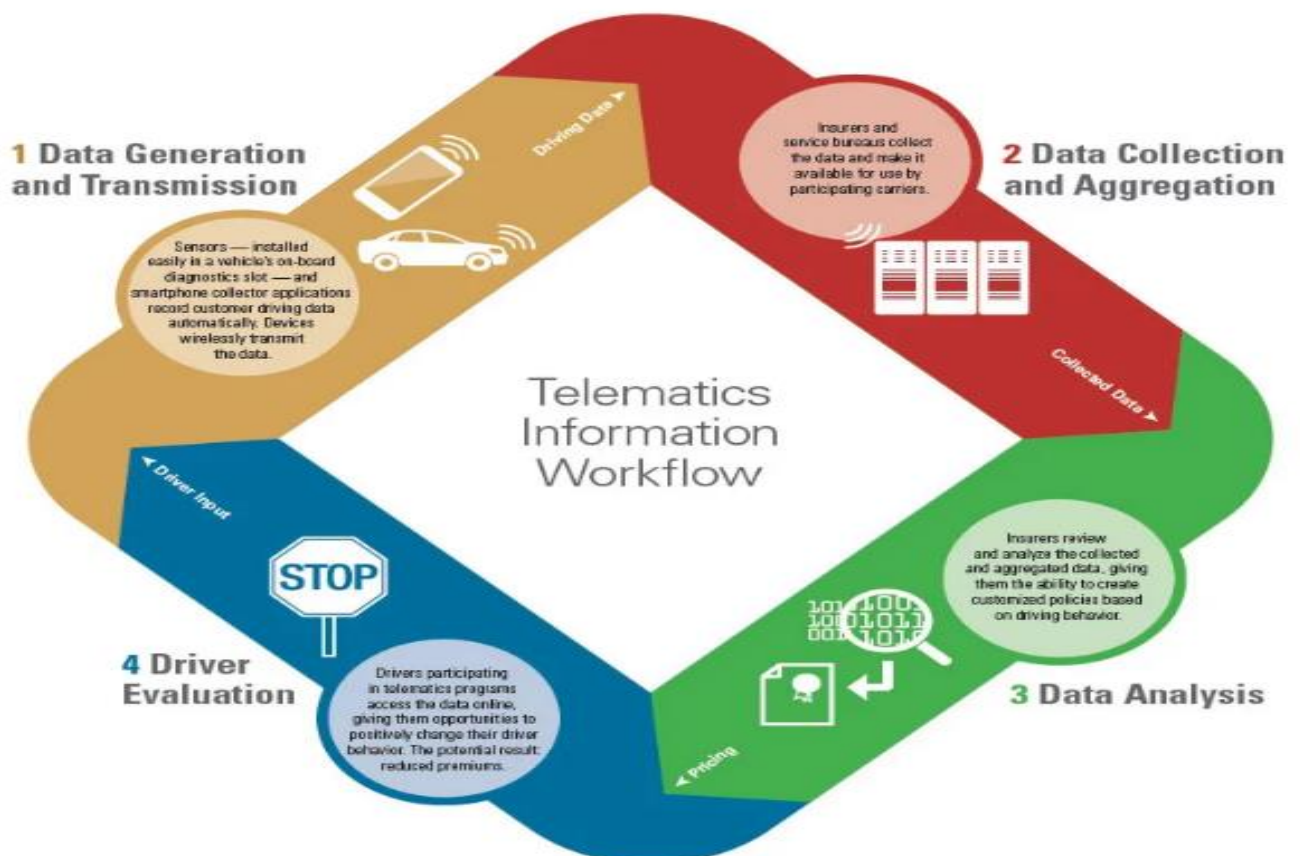
Payment in WhatsApp is not officially available in India yet. It is currently in beta.





## CO BRANDED CREDIT CARD

- A co-branded credit card is sponsored by two parties—typically, a retailer and a card issuer or card network—and usually bears the logo of both.
- Co-branded cards can be used anywhere the credit card (like a Visa or MasterCard) is accepted.
- Airlines were the earliest adopters of co-branded cards.
- Many retail stores offer co-branded cards in addition to their own proprietary cards.





# Key Benefits of Blockchain Technology in Trade Finance



TRADEIX

www.tradeix.com



## Blockchain advantages to the insurance industry

**01** Improved efficiency through process simplification

**02** Reduced turnaround time for claim payouts

**03** Greatly improved risk management

**04** Reduced premiums

**05** Better claims experiences

**06** Enhanced trust

**07** Fraud prevention

**08** Improved 'Know Your Customer' (KYC) compliance

# Blockchain Applications



## WHAT IS BLOCKCHAIN TECHNOLOGY?



A digital ledger that keeps a record of all transactions taking place on a peer-to-peer network



All information transferred via blockchain is encrypted and every occurrence recorded, meaning it cannot be altered



It is decentralised, so there's no need for any central, certifying authority



It can be used for much more than the transfer of currency; contracts, records and other kinds of data can be shared



Encrypted information can be shared across multiple providers without risk of a privacy breach

1

A wants to send money to user B.



2

The transaction is initiated as a 'Block'.



3

The block is shared between all parties in the network.



4

The parties in the network approve the transaction, and render it as valid.



5

The block is then added to the chain in the system, creating a transparent and unalterable record of transactions in the network.



6

The ownership of money is transferred from user A to user B.



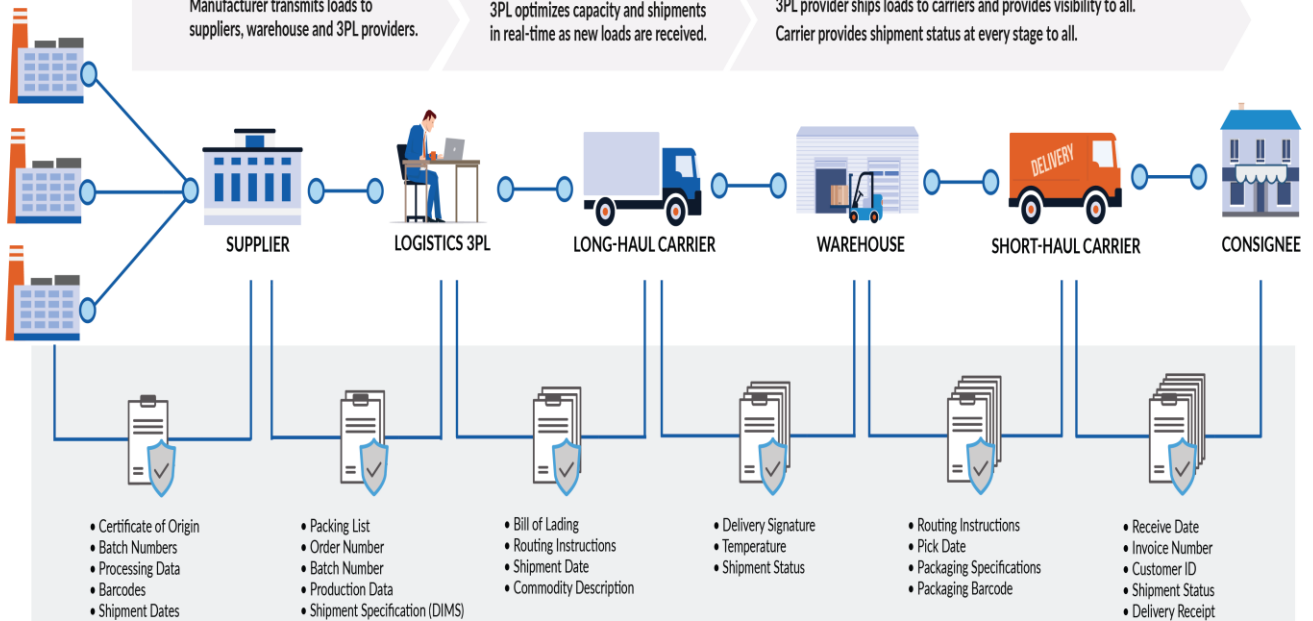


**MANUFACTURER**

Manufacturer transmits loads to suppliers, warehouse and 3PL providers.

3PL optimizes capacity and shipments in real-time as new loads are received.

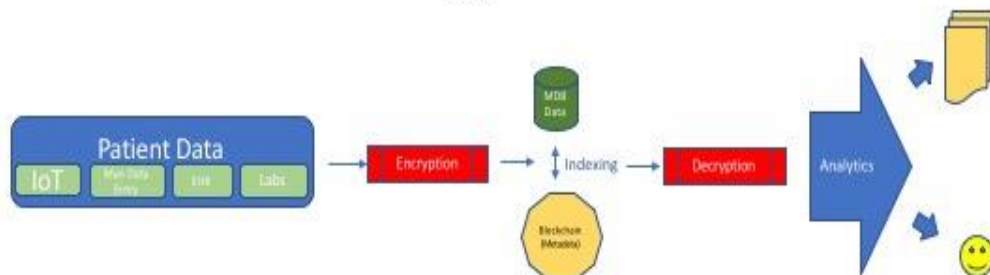
3PL provider ships loads to carriers and provides visibility to all. Carrier provides shipment status at every stage to all.



**LOGISTICS BLOCKCHAIN CONSORTIUM**

- Identical encrypted distributed ledger via the Internet
- Smart Contracts orchestrating shipment transaction flow based on codified parameters, process triggers and algorithms.

# Blockchain Technology – Healthcare Use Case



**Patient Data**

consists of:

- Manually Entered Data
- IoT
- EMR / HER
- Diff health tracking Apps
- Lab reports
- Pharmacies

**Blockchain layer**

After Encryption, using Blockchain technology, this data has been indexed with Patient UI (unique identifier) and time stamped with the entry time. Each UI is hashed with the Patient Data File, stored in the Database (since Blockchain has a very limited storage space by design). Patient has control on whom to share this data with

**MongoDB**

Different type of health data, such as Demographics, Dx, FU's, Tx information, as well as images, lab reports etc. has been stored in MongoDB database, allowing to accept structured and unstructured data

**Technology**

Health providers, researches, doctors etc. use web enabled desktop and mobile application to access data, that has been regulated by predefined Blockchain smart contracts and patient's permission



### **FM holds meet on GST simplification**

*Business standard, 17 Nov 2019*

Finance Minister Nirmala Sitharaman on Saturday held meeting with chartered accountants, traders and other stakeholders as part of efforts to further simplify Goods and Services Tax (GST) forms and make the filling process more user friendly.

### **NCAER cuts Q2 GDP growth forecast to 4.9%**

*Business standard, 17 Nov 2019*

The country's GDP growth is likely to decline to 4.9 per cent in the second quarter of this fiscal due to sustained slowdown in virtually all the sectors, economic think-tank National Council of Applied Economic Research (NCAER) said on Saturday. India's economy grew at 5 per cent in the first quarter of 2019-20 — the slowest pace in over six years.

### **India has potential for very rapid economic growth: Bill Gates**

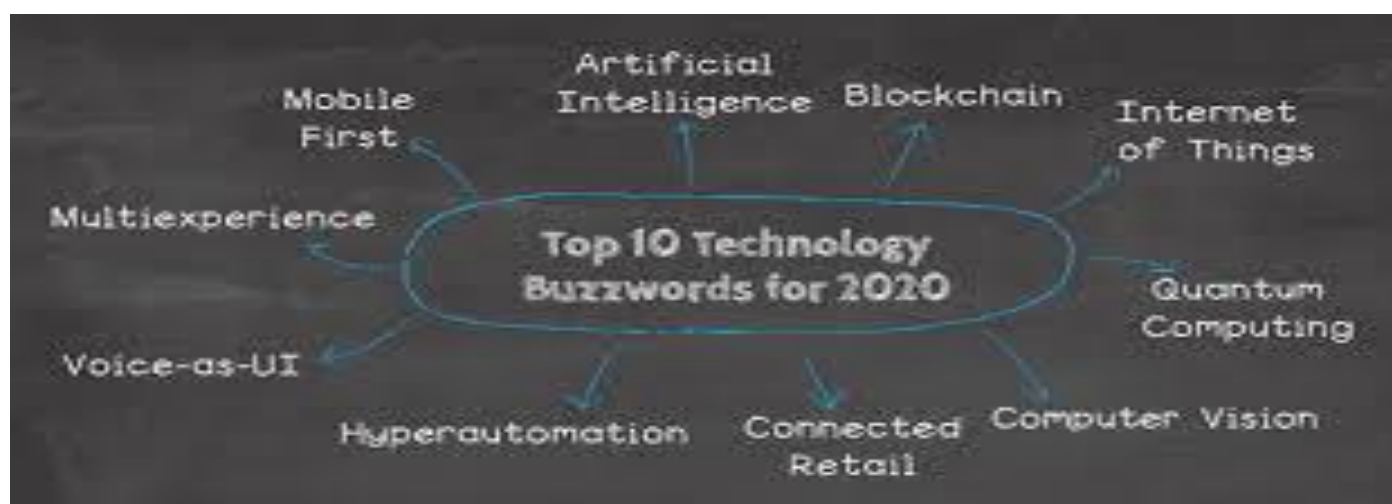
*Economic times, 18 Nov 2019*

India has the potential for “very rapid” economic growth over the next decade which will lift people out of poverty and allow the government to invest in health and education priorities in an “exciting way”, billionaire philanthropist and Microsoft co-founder Bill Gates has said.

### **Yes Bank posts lower net profit for FY19 due to NPA divergence**

*Business standard, 20 Nov 2019*

Yes Bank on Tuesday reported a lower net profit of Rs 1,084.03 crore for 2018-19 compared to Rs 1,720.28 crore announced earlier due to higher non-performing assets assessed by the Reserve Bank. The divergence in net non-performing assets (NPAs) of the bank — the difference in bad loans reported by the bank and the assessment done by the RBI — stood at Rs 2,299 crore for 2018-19, Yes Bank said in a regulatory filing.





## Yes Bank sells over 13 lakh shares of Reliance Capital

*Economic times, 22 Nov 2019*

Yes Bank on Friday sold more than 13 lakh shares of Reliance Capital for over Rs 2 crore through an open market transaction. According to bulk deal data available with the National Stock Exchange (NSE), the private sector lender sold 13,21,166 shares at an average price of Rs 16.39 apiece, valuing the transaction at Rs 2.16 crore.

## Tata Motors, Yes Bank to move out of Sensex from Dec 23

*PTI, 23 Nov 2019*

Tata Motors, Tata Motors with differential voting right (DVR), Yes Bank and Vedanta will be dropped from the BSE's benchmark Sensex from December 23. In their places, UltraTech Cement, Titan Co Ltd and Nestle India will be added in the index, Asia Index, a joint venture between S&P Dow Jones Indices and the BSE, said in a statement on Friday. Besides, UPL Ltd and Dabur India will find a place in the S&P BSE Sensex 50, replacing Indiabulls Housing Finance and Yes Bank.

## India GDP growth in Q2 at 4.7%; FY20 forecast at 5.6%: Ind-Ra

*PTI, 27 Nov 2019*

Indian economy may have slowed for the sixth consecutive quarter in July-September to 4.7 per cent, Fitch group firm India Ratings and Research said on Tuesday, as it lowered GDP growth forecast for current fiscal for the fourth time. The Indian economy expanded 5 per cent in April-June, its slowest annual pace since 2013. The 4.7 per cent projection for the second quarter of the current fiscal would mark six consecutive quarters of slowing growth, a first since 2012. This comes despite a recent series of fiscal stimulus, including reduction in corporate tax rates.

## Public sector banks disburse Rs 4.91 lakh cr loan during Oct-Nov

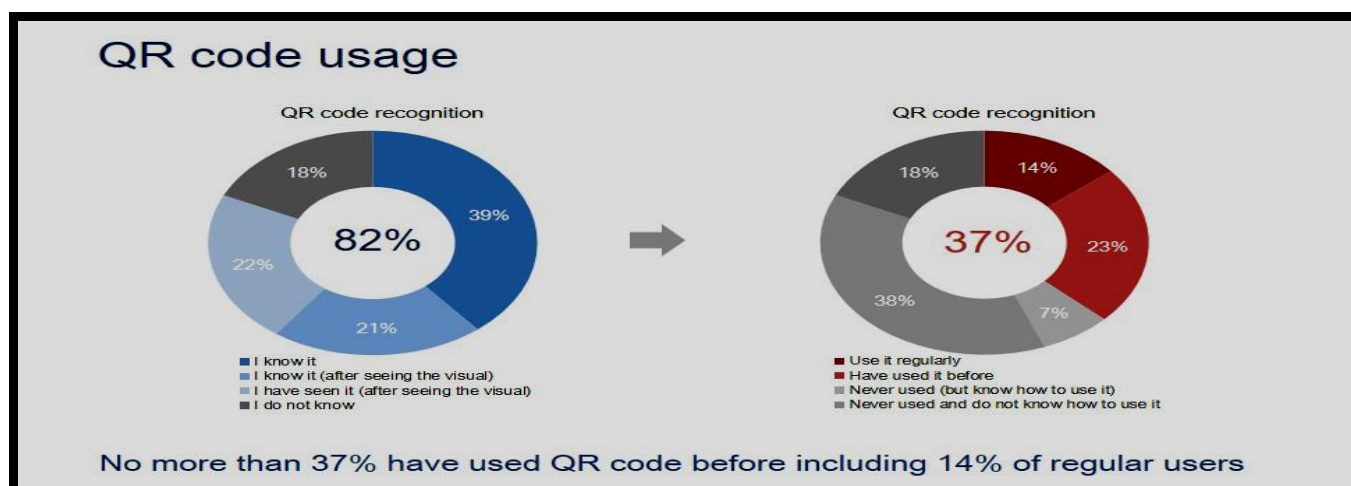
*PTI, 04 Dec 2019*

As part of a Government-mandated outreach programme, public sector banks have disbursed a record Rs 4.91 lakh crore of loans during October-November, the finance ministry said on Tuesday. To boost consumption and revive the economy, Finance Minister Nirmala Sitharaman had in September asked banks to reach out to customers and signal their willingness to lend following all prudential norms.

## Onion prices could hold the key to RBI's next monetary policy move

*Business standard, 10 Dec 2019*

Days after the Reserve Bank stunned the market with a status quo on the policy rates, an American brokerage has said onion\_prices hold the key to the next rate cut. Onion prices, considered politically sensitive, have been spiralling for the last few weeks and have breached the Rs 200-mark in some markets.



## SBI under-reported its FY19 NPAs by Rs 11,932 crore, find RBI auditors

*Business standard, 11 Dec. 2019*

Reserve Bank of India (RBI) auditors have found that the country's largest bank, State Bank of India (SBI), under-reported its non-performing assets (NPAs) for 2018-19 by Rs 11,932 crore, and made Rs 12,036 crore less provisions. As a result, the bank's reported profit of Rs 862 crore for the fiscal year now stands at a loss of Rs 6,968 crore.

## Banks' retail credit growth rose due to securitization by NBFCs: Report

*Business standard, 11 Dec. 2019*

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## Fiscal deficit may slip to 3.5-3.8% in FY20; govt set to miss 3.3% target

*Business standard, 11 Dec. 2019*

The government is likely to miss its fiscal deficit target for 2019-20 (FY20) and the actual number could be anywhere between 3.5 per cent and 3.8 per cent of gross domestic product (GDP), as against the budgeted 3.3 per cent, top government officials told Business Standard.

## Banks' FY19 retail loan growth slipped to 12%, slowest in 5 years: CRISIL

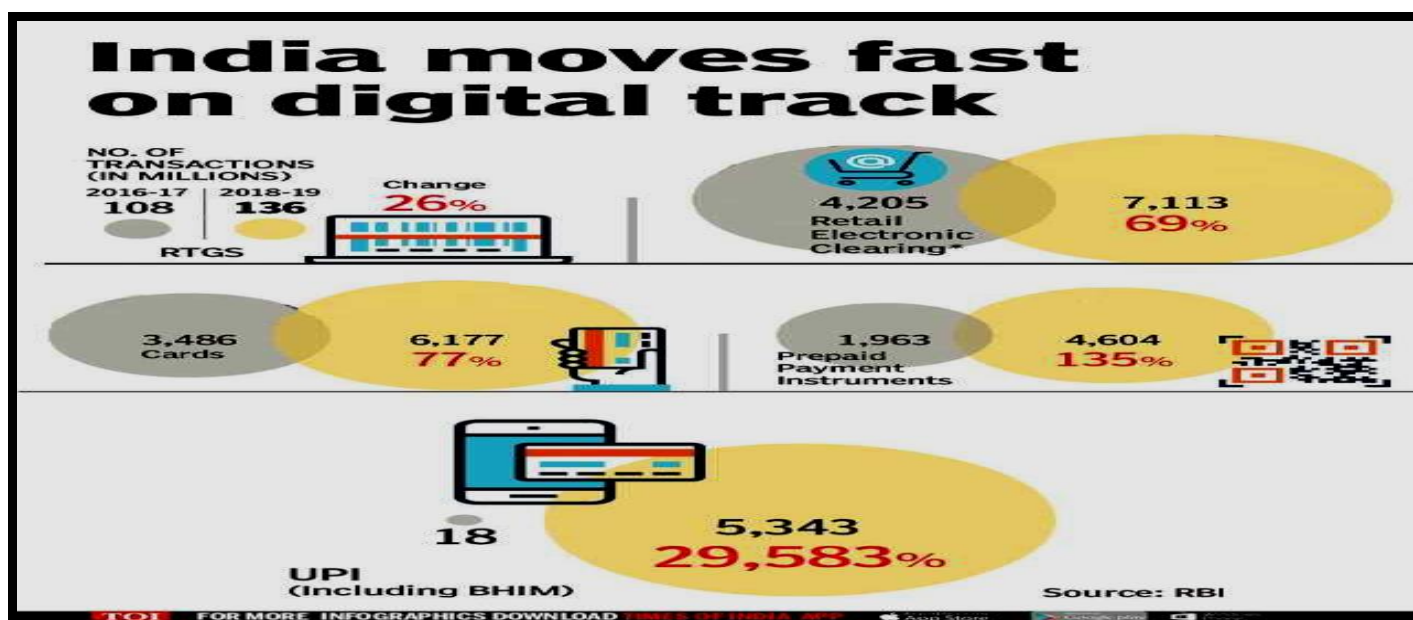
*Business standard, 11 Dec. 2019*

While private consumption decelerated to 4.1 per cent in the first half (H1FY20), the data suggests that retail lending of banks grew 16.6 per cent, which is twice the rate at which overall bank credit is growing. However, there's a catch.

## Bank of Baroda and HDFC Bank cut MCLR by 5 bps and 15 bps respectively

*Business standard, 11 Dec. 2019*

Bank of Baroda, the country's second largest public sector bank, has reduced its benchmark lending rates, or the marginal cost of funds-based lending rates (MCLR) across various tenures. Its one-year MCLR will be 8.25 per cent, 5 bps below the existing level. The latest interest rate cut will be effective December 12. HDFC Bank has also reduced its loan rates across tenures by up to 15 basis points (bps).







## MARKETS AND COMMODITIES

### **Vedanta Q2 net rises 44% on one-time deferred tax cost**

*ECONOMIC TIMES, 15<sup>TH</sup> NOV 2019*

Vedanta NSE 3.53 % Thursday maintained its Rs 8,500-crore annual capex guidance for the commodity businesses even as it lowered output forecast in a difficult year for global trade. Second-quarter profit at India's leading pure-play resources and extraction conglomerate surged 44 per cent as the company benefited from corporate tax cuts.

### **Amazon appeals \$10-billion Pentagon contract won by Microsoft**

*ECONOMIC TIMES, 15<sup>TH</sup> NOV 2019*

Amazon is protesting the Pentagon's decision to award a \$10-billion cloud-computing contract to Microsoft, citing "unmistakable bias" in the process. Amazon's competitive bid for the "war cloud" project drew criticism from President Donald Trump and its business rivals. The project, formally called the Joint Enterprise Defense Infrastructure, or JEDI, pitted leading tech titans Microsoft, Amazon, Oracle and IBM against one another.

### **Uber Eats focuses on aggressive expansion in India**

*ECONOMIC TIMES, 16<sup>TH</sup> NOV 2019*

Uber Eats, the food delivery unit of Uber, on Friday said it is focussing aggressively on expanding its presence in India, a market that is expected to become a USD 15 billion opportunity over the next few years. The company, which competes with the likes of Zomato and Swiggy in India, said it has added thousands of restaurant partners across the 44 cities it operates in here.

### **Gold prices dip on optimism over US-China trade deal**

*ECONOMIC TIMES, 18<sup>TH</sup> NOV 2019*

Gold prices edged down on Monday as optimism grew about US-China trade ties following a report of "constructive talks" over the weekend, while losses were capped by a softer dollar. Spot gold was down about 0.3 per cent to \$1,463.40 per ounce at 0732 GMT, while US gold futures were 0.4 per cent lower at \$1,462.90.

**CONTENT MARKETING**  
is the practice of creating,  
publishing, and sharing  
content with the goal of  
building the reputation and  
visibility of your brand.



## Tesla plans to invest \$4.4 B in Berlin factory

*ECONOMIC TIMES, 18<sup>TH</sup> NOV 2019*

Tesla Inc plans to invest 4 billion (\$4.4 billion) in its newly announced factory in Berlin that will produce up to 150,000 cars annually. The first production line at Tesla's Berlin factory, unveiled by founder and Chief Executive Officer Elon Musk earlier this week, will manufacture the company's SUV Model Y, which could be produced as early as 2021, according to the newspaper.

## New York-based Synchro reaches out to NTT, Cognizant for takeover

*ECONOMIC TIMES, 19<sup>TH</sup> NOV 2019*

Bootstrapped Synchro Technologies is on the block, with Cognizant and NTT among the global companies approached for a takeover, multiple people aware of the development told ET. The founders are reportedly exiting, they said. The financial services-focused IT Company based in New York is valued \$1.2-1.3 billion, bankers aware of the exercise said. Morgan Stanley has been mandated as an adviser.

## Japan's yen gains, yuan down on trade woes, Hong Kong strife

*ECONOMIC TIMES, 21<sup>ST</sup> NOV 2019*

The Japanese yen firmed against the dollar NSE 3.72 % on Thursday after sources close to the White House told Reuters that a U.S.-China trade deal is unlikely this year, shattering investor hopes of a partial agreement soon and boosting safe-haven assets. The Chinese yuan fell to a three-week low in onshore trade on concern that a failure to reach a deal to roll back U.S. tariffs could deal a fresh blow to China's stuttering economy.

## Base Metals: Aluminium, lead, copper fall in futures trade amid weak demand

*ECONOMIC TIMES, 21<sup>ST</sup> NOV 2019*

Nickel prices on Thursday rose Rs 5.60 to Rs 1,073.30 per kg in futures market as speculators raised bets driven by pickup in demand from consuming industries in spot market. Aluminium prices on Thursday fell 20 paise to Rs 130.65 per kg in futures market as participants trimmed their positions amid a weak trend at spot market. Lead prices on Thursday drifted 0.39 per cent lower to Rs 153.85 per kg in futures market as



speculators cut bets on low demand.



## Hyundai set to export Venue to Latin America, Africa

*ECONOMIC TIMES, 30<sup>TH</sup> NOV 2019*

Hyundai Motor India on Saturday said it is gearing up to export its compact SUV Venue to various markets including Africa and Latin America. The left hand drive (LHD) version of Venue is under development and is planned to be exported to the Gulf, Africa and Latin America, Hyundai Motor India Ltd (HMIL) said in a statement.

## After WeWork debacle, founders forced to chase profit, not just funds

*ECONOMIC TIMES, 02<sup>ND</sup> DEC 2019*

Startups are rethinking their business models with an increased focus on profitability, as investors turn cautious amid a wider slowdown in the economy, said founders and investors who attended the Economic Times Awards for Corporate Excellence, 2019, in Mumbai over the weekend. The conversation change comes amid an Initial Public Offering debacle at office sharing startup We-Work, which is backed by Japan's SoftBank, and Uber Inc's underperformance after it tapped the public markets earlier this year.

## Maruti raises production by 4% in Nov after 9 straight months of output cut

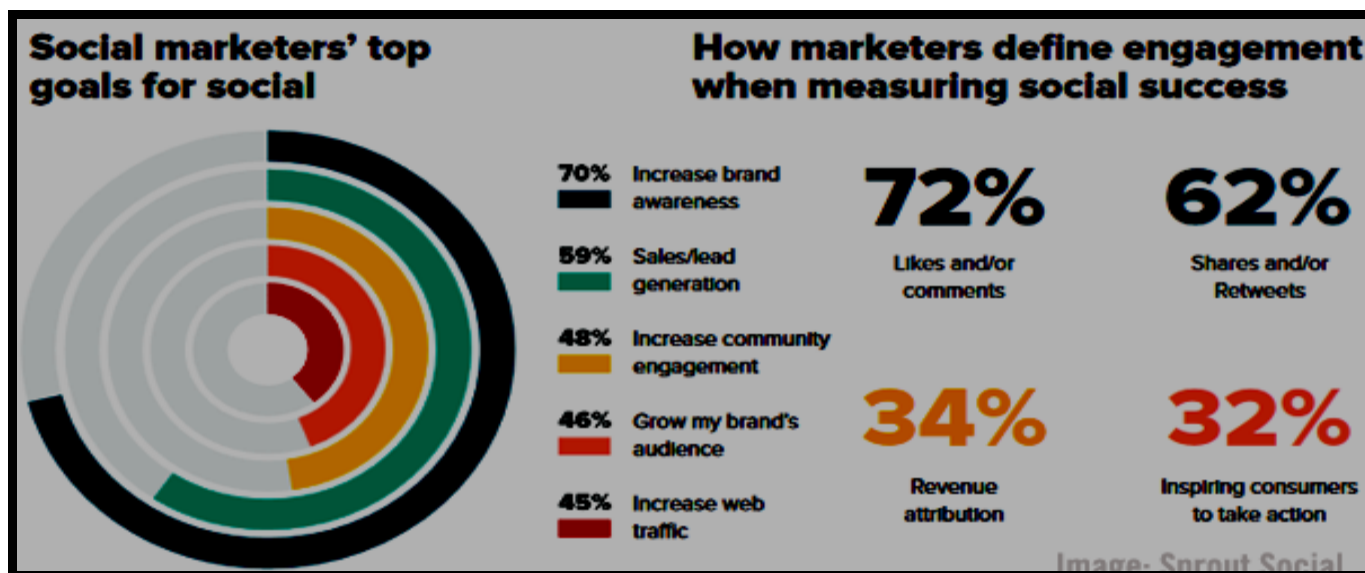
*ECONOMIC TIMES, 08<sup>TH</sup> DEC 2019*

Maruti Suzuki India (MSI) increased its production in November by 4.33 per cent, after having reduced output for nine straight months due to lower demand. The company produced a total of 1,41,834 units in November as against 1,35,946 units in the year-ago month, MSI said in a regulatory filing.

## China clampdown on illegal meat puts \$2 bn trade at risk

*ECONOMIC TIMES, 09<sup>TH</sup> DEC 2019*

China's crackdown on illegal meat imports has left India, one of the biggest exporters of buffalo meat, scrambling for a new buyer. China has adopted stricter border controls due to African swine fever, meaning Indian buffalo meat exports into China that usually flow through Vietnam has all but stopped. Indian exporters are now hoping Indonesia can more than triple its meat imports from the South Asian nation to make up for the heavy losses this year.



## Bharti Airtel poised to be biggest gainer if Voda Idea decides to shut shop

*BUSINESS STANDARD, 11<sup>TH</sup> DEC 2019*

Bharti Airtel could be the biggest gainer among telcos, in case Vodafone Idea decides to shut shop in the country. Last week, Kumar Mangalam Birla publicly stated that it would have to close down operations of Vodafone Idea, a joint venture between Idea and Vodafone, if there was no relief from the government following the Supreme Court ruling requiring it to fork out over Rs 44,150 crore in three months.

## Wholesale inflation rises to 0.58% in Nov on costlier vegetables, pulses

*BUSINESS STANDARD, 16<sup>TH</sup> DEC 2019*

Wholesale prices based inflation rose to 0.58 per cent in November, as against 0.16 per cent in October due to increase in prices of food articles. The annual inflation, based on monthly wholesale price index (WPI), was at 4.47 per cent during the same month a year ago (November 2018).

## Not only onions, other veggies selling at 50% higher rates than last winter

*BUSINESS STANDARD, 16<sup>TH</sup> DEC 2019*

Not just onion, retail prices of potato and other vegetables have also shot up in the national capital on Monday as recent winter rainfall has damaged some of the crops, according to traders. At the Azadpur wholesale mandi here, prices of main vegetables, especially onion, are ruling high in the range of Rs 70-90/kg, potato at Rs 22/kg, tomato at Rs 18/kg.

## Post GST, FMCG firms top in consumer complaints for over-charging customers

*BUSINESS STANDARD, 16<sup>TH</sup> DEC 2019*

Fast-moving consumer goods (FMCG) firms have topped the list of over-charging customers ever since the Goods and Service Tax (GST) was rolled out on July 1, 2017. Restaurateurs came second in the chart followed by entertainment and media firms.

