



PwC's FinTech Insights

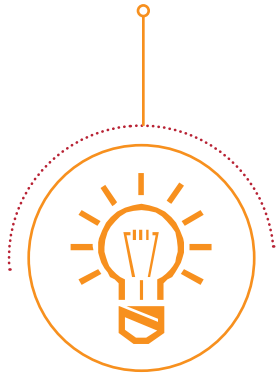
November 2017





PwC's FinTech Insights

Our insights



From around the web



FinTech tales



Start-up spotlight



Recent events



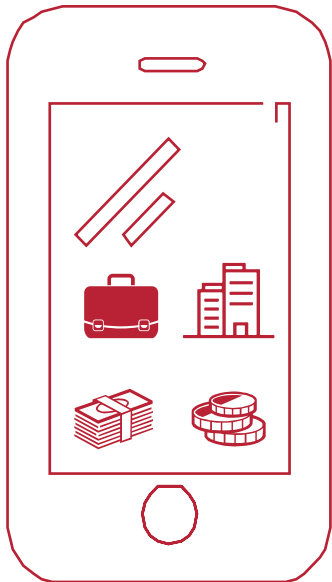
Contacts





An exclusive look at the latest developments and evolving technologies in the FinTech space

Demonetisation effect: Digital payments gain new momentum



Over the past twelve months, demonetisation has attracted mixed reviews, depending on the analyst's lens. While a few businesses may have been impacted in the short to medium term, digital payments companies stand out as one of the most significant beneficiaries of the move. Post demonetisation, there has been a marked reduction in the resistance towards digital payments, and this medium should continue to see sustained adoption going forward.



[Read more.](#)

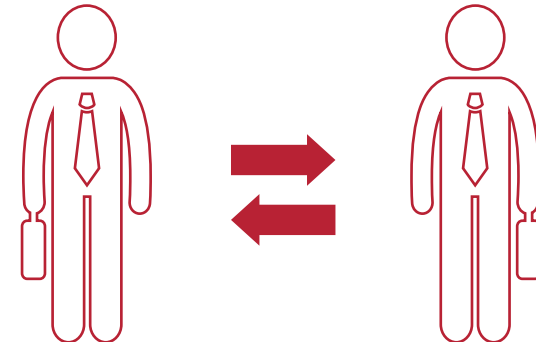
P2P lending guidelines

On 4 October 2017, the Reserve Bank of India (RBI) issued directions for compliance by every company that carries on or intends to carry on the business of a peer-to-peer (P2P) lending platform.

PwC discusses the key inferences and way forward for P2P lending business in India.



[Read more.](#)





Global insights handpicked by PwC

After e-commerce, can alternative lending be India's next unicorn?

The online lending platform is scalable and thus promises reach to the under-banked and unbanked businesses and individuals in every nook and corner of the country



[Read more.](#)

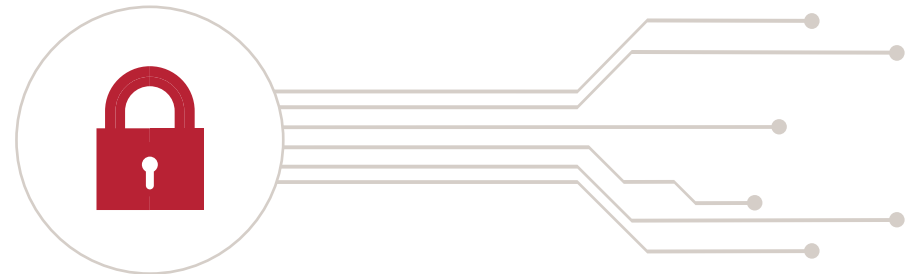


Blockchain has potential to re-engineer cybersecurity

Companies that have not started digital investments yet in technologies like Blockchain, artificial intelligence, machine learning robotics and virtual and augmented reality are at high risk of being disrupted, new research predicted on Tuesday.



[Read more.](#)





RBI's P2P lending norms: A step backward or forward?

Just when peer-to-peer lending in India was gaining traction, the Reserve Bank of India's directions to govern the workings of non-banking financial companies engaged in marketplace lending could throw the spanner in the works.



[Read more.](#)



How the Internet of things is disrupting insurance

New technologies are influencing the shape of the insurance sector. This ranges from smart burglar alarms to big data analytics to offer 'micro-insurance' solutions. Another area is with connected devices.



[Read more.](#)





Why chatbot platforms and messenger apps are quickly expanding their bot inventory?

Popular chatbots commonly used today, such as Siri and Amazon Alexa, are examples of how far automated assistants have come. But they also show how far they still have to go.



[Read more.](#)





News on recent investments and partnerships in FinTech in India

Investments

	Company	Active.Ai
	Sector	Internet of things (IoT), artificial intelligence (AI)
	Ticket size	8.25 million USD
	Investor(s)	Led by Vertex Ventures –series A funding
	Company overview	Active.Ai is a service platform that connects consumers with their banks via micro conversations. It is envisaged to become the AI SaaS platform for financial services, with the use of mobiles, chat or voice-enabled IoT devices.

	Company	Amazon Pay
	Sector	Payments
	Ticket size	40 million USD
	Investor(s)	Amazon Pay
	Company overview	Launched in 2017, Amazon Pay is an online payments processing service that is owned by Amazon.com. Amazon Pay uses the consumer base of Amazon.com and focuses on giving users the option to pay with their Amazon account on external merchant websites.



Source: <https://www.vccircle.com/fin-tech-startup-active-ai-gets-series-a-funding-from-vertex-ventures-others/>



Source: <https://yourstory.com/2017/10/amazon-pumps-rs-260cr-payments-arm-amazon-pay/>



News on recent investments and partnerships in FinTech in India

Investments

	Company	Fisdom
	Sector	Wealth management
	Ticket size	3.8 million USD
	Investor(s)	Quona Capital and Saama Capital
	Company overview	Fisdom allows its users to make smart investments by following simple steps.

	Company	Kissht
	Sector	Lending
	Ticket size	10 million USD
	Investor(s)	Fosun
	Company overview	Kissht is a credit-led payments solution company that provides consumers seamless and easy-to-access credit for purchases across online and offline channels.



Source: <https://inc42.com/buzz/fisdom-quona-saama-capital-wealth-management>



Source: <http://www.moneycontrol.com/news/business/startup/mumbai-based-lending-platform-kissht-raises-10-mn-led-by-fosun-2434285.html>



News on recent investments and partnerships in FinTech in India

Investments

	Company	Ziploan
	Sector	Lending
	Ticket size	3 million USD
	Investor(s)	Matrix Partners
	Company overview	Ziploan provides unsecured business loans to small businesses.

	Company	CreditMate
	Sector	Lending
	Ticket size	Undisclosed
	Investor(s)	Paytm
	Company overview	CreditMate is a Mumbai-based start-up in the lending space which focuses on enabling its dealer partners to distribute two-wheeler loans to customers with no formal credit history.



Source: <http://www.moneycontrol.com/news/business/startup/matrix-partners-india-invests-in-fintech-startup-ziploan-2419697.html>



Source: <https://www.telegraphindia.com/business/paytm-cash-in-fintech-start-up-187867>



News on recent investments and partnerships in FinTech in India

Partnerships

	Start-up	MobiKwik
	Partnered with	IDFC
	Sector	Payments
	Purpose	To launch a co-branded virtual prepaid card on the Visa platform to customers of MobiKwik.
	Source: https://retail.economictimes.indiatimes.com/news/e-commerce/e-tailing/idfc-bank-mobikwik-partner-to-launch-a-virtual-prepaid-card/61588998	

	Start-up	Amazon Pay
	Partnered with	BookMyShow
	Sector	Payments
	Purpose	To allow customers to use their Amazon Pay balance account for booking tickets for movies, plays, events, concerts on BookMyShow.
	Source: http://www.india.com/business/amazon-pay-partners-with-bookmyshow-to-give-customers-uninterrupted-online-ticket-booking-experience-2540891/#disqusbox	





News on recent investments and partnerships in FinTech in India

Partnerships

	Start-up	Paytm
	Partnered with	ICICI Bank
	Sector	Lending
	Purpose	ICICI Bank is going to offer short-term interest-free loans to its customers under its 'buy now pay later' scheme.
	Source: https://inc42.com/buzz/paytm-icici-bank-loans/	

	Start-up	Auxledger
	Partnered with	Cashaa
	Sector	Blockchain
	Purpose	To revolutionise a series of public and private sector use cases in India, including identity management, remittance, asset management, supply chain, wearables in defence, healthtech, education and finance.
	Source: https://www.prnewswire.com/news-releases/indias-largest-blockchain-network-auxledger-to-back-cashaa-for-its-india-operations-300553773.html	



News on recent investments and partnerships in FinTech in India

Partnerships



Start-up

State Bank of India (SBI)



Partnered with

BankChain and Intel



Sector

Blockchain



Purpose

As part of a partnership with BankChain and Intel, SBI will adopt the blockchain technology to manage the mandatory know your customer (KYC) details in its system.



Source: <https://cio.economictimes.indiatimes.com/news/corporate-news/state-bank-of-india-partners-with-bankchain-and-intel-to-deploy-blockchain-solutions/61396719>





Company name

Senseforth Technologies Pvt. Ltd.



Founders

Shridhar Marri, CEO and Co-Founder
Krishna Kadiri, Chief Innovation Officer and Co-Founder
Ritesh Radhakrishnan, CTO and Co-Founder



Brief description about your company

Senseforth is a human-like conversation platform built on cutting-edge AI technology, which offers intelligent business bots to enterprises. Senseforth is the most comprehensive bot platform today with the widest range of intelligent bots in its bot store. Several marquee brands trust Senseforth for its high accuracy and engaging user experience. Senseforth has filed patents in India and the US and has also won several significant awards for its technology.

Please describe your product/solution

Senseforth's intelligent enterprise bots automate several human-intensive processes. They address queries, resolve issues, perform tasks, make product recommendations and even provide meaningful insights. They also dramatically increase operational efficiency and reduce manpower costs.

What is the problem that you are solving?

Human-intensive processes in enterprises are slow, expensive, inconsistent, non-scalable and provide no meaningful insights. Senseforth solves this problem by automating these processes and creating conversational user experiences between enterprises and people.

What is your USP?

Senseforth's proprietary AI platform A.Ware mimics human cognitive abilities in reading, comprehending, interpreting and actionising user intent. The platform is highly flexible, customisable to varied enterprise needs and also deployable on-premise or on the cloud.



Company name

Senseforth Technologies Pvt. Ltd.



Founders

Shridhar Marri, CEO and Co-Founder
Krishna Kadiri, Chief Innovation Officer and Co-Founder
Ritesh Radhakrishnan, CTO and Co-Founder



Please describe your product roadmap for the next five years

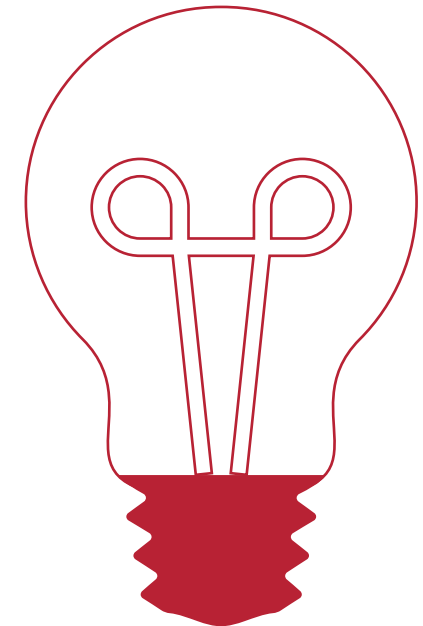
Our product roadmap includes developing multi-lingual capabilities for major languages around the world, and expanding into all enterprise verticals and their processes. Our platform roadmap includes developing proprietary speech, image, gesture and video recognition capabilities.

What are the top three FinTech trends you see?

- Complete cashless society around the world
- Financial inclusivity for all strata of society
- Disappearance of all intermediaries like banks, investment banks, advisories

What keeps you awake at night?

New ideas always make us sleepless. The enormous possibilities of new ideas and the adrenaline rush they bring keep us awake and highly energised. At the same time, we are also constantly edgy about how to create and grow teams with the smartest brains and how to build a work environment that is conducive to innovation and excellence. We are striving to create a culture where people's imagination takes a giant leap and helps them solve big problems. We also stay awake thinking about how to build world-class products that our customers would love to buy and how we can create a business which is globally viable.





Nomura Voyager Demo Day on 15 November 2017

Date: 15 November 2017

Nomura, Asia's global investment bank, hosted a demo day for start-ups chosen as part of the Voyager - Nomura FinTech Partnership programme on 15 November 2017 in India. The programme was launched earlier this year with the aim of building innovative solutions to help transform Nomura and the capital markets and investment banking (CMIB) industry.

Out of the over 150 global applications, eight start-ups were selected and collaborated with Nomura over a 10-week period to develop proofs of concepts, addressing a wide range of banking solutions and leveraging emerging technologies. PwC was a strategic programme partner and played a vital role in fostering FinTech innovation at Nomura through innovation workshops and the launch of the FinTech partnership programme.



Source: https://twitter.com/PwC_IN/status/930685097795256326



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