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## **"FINTECH STARTUPS STRIKE IT RICH, SELL 1,000 KG GOLD" INNOVATIONS, TECHNOLOGY AND REGULATION DRIVING THE TRANSFORMATION OF FINTECH**



By: M.S.Yatnatti: Editor and Video Journalist Bengaluru: Fintech startups have struck gold with Indians buying more than 1,000 kg of the yellow metal through mobile apps in the past year. Digital payment companies Paytm, PhonePe and tmw have seen a surge in customers buying gold on their platforms in recent months. PhonePe, which started selling gold in December, has sold more than 250kg of the precious metal and has a customer base of 4 million. Paytm — the largest player after it launched its gold offer in July — has sold 800kg to 1.5 million customers. It sources gold from a joint venture between Indian bullion importer MMTC and Swiss gold refiner PAMP. At tmw, customers can buy 24K gold for an amount that is as little as Re 1, or for about Rs 10,000, and they can store it in virtual vaults for up to five years without storage fees. Reportedly an expert in digital payments, who did not want to be named, said, "Gold is always a hot commodity, and fintech players would benefit from the rate fluctuation in gold, arbitrage and bullion trading. It can be used as an underlying asset to induce banks to sanction fresh loans. Also, there is the price point ,it's cheaper digitally. Companies needn't spend money on premium retail space like swanky showrooms or hire salespeople." He added, "Fintech players are following in the footsteps of banks, for whom gold sales was an innovative customer acquisition strategy a decade ago. It's interesting that digital players have convinced customers since gold is an emotional purchase with associations of trust and long-standing brand names."

[https://www.youtube.com/watch?v=yn5oODzf\\_JA&feature=youtu.be](https://www.youtube.com/watch?v=yn5oODzf_JA&feature=youtu.be) . Free online courses from University of Hong Kong.HKUx on edX is starting a course on Introduction to FinTech:Learn from leading academics and practitioners from around the world about the innovations, technology and regulation driving the transformation of finance. This course is available at [www.edx.org/course/introduction-to-fintech#what-you-will-learn](http://www.edx.org/course/introduction-to-fintech#what-you-will-learn).Over the past decade emerging technologies, paired with massive changes in regulations, have driven an unprecedented transformation of finance around the world. This process is happening more rapidly in China and Asia than anywhere else. This course is designed to explore FinTech fundamentals and help make sense of this wave of change as it happens. New players such as start-ups and technology firms are challenging traditional players in finance, bringing democratization, inclusion and disruption. Companies engaged in social media, e-commerce, and telecommunications, as well as, companies and start-ups with large customer data pools, creative energies, and technical capacities, have brought competition to the existing financial infrastructure and are remaking the industry. These transformations have not only created challenges but also unprecedented opportunities, building synergies with new business and regulatory models, particularly in emerging markets and developing countries. To meet these changes, 21st-century professionals and students must be equipped with up-to-date knowledge of the industry and its incredible evolution. This course – designed by HKU with the support of SuperCharger and the Centre for Finance, Technology and Education – is designed to enable learners with the necessary tools to understand the complex interaction of finance, technology and regulation. In this course, through a series of video lectures, case studies, and assessments you will explore the major areas of FinTech including, beginning with What is FinTech before turning to Money, Payment and Emerging Technologies, Digital Finance and Alternative Finance, FinTech Regulation and RegTech, Data and Security, and the Future of Data Driven Finance, as well as, the core technologies driving FinTech including Blockchain, AI and Big Data. These will set the stage for understanding the FinTech landscape and ecosystem and grappling with the potential direction of future change.

What you'll learn: The major areas in FinTech, including Money and Payment, Digital Finance and Alternative Finance.Major technological trends, including cryptocurrencies, Blockchain, AI and Big Data.FinTech Regulation and RegTech.The fundamental role of Data and Security in data-driven finance .Business and regulatory implications of technology for the financial industry.How regulations and RegTech are applied.Ways to analyse and evaluate what is driving technology innovation in Finance .How new technology impacts economies, markets, companies, and individuals. Take this course for free on [edx.org](http://edx.org).Established in 1911, the [University of Hong Kong \(HKU\)](http://University of Hong Kong (HKU)) is the territory's oldest institute of higher learning. For more than a century, the University has committed itself to creating knowledge, providing education, and serving society. It has grown with Hong Kong and generations of our graduates have helped shape the city from which the university takes its name. Today, HKU is internationally renowned as a research-led comprehensive university, with frontier research endeavours and scholarly achievements that have won it worldwide acclaim.As a leading international institution of higher learning in Asia, HKU strives to attract and nurture outstanding scholars from around the world through its excellence and innovation in teaching and learning, research and knowledge exchange, and its contributions to the advancement of society and the development of leaders through global presence, regional significance and engagement with the rest of China.University of Hong Kong MOOCs: Browse free online courses in a variety of subjects. University of Hong Kong courses found below can be audited free or students can choose to receive a verified certificate for a small fee. Select a course to learn more. [www.edx.org/school/hkux](http://www.edx.org/school/hkux).The BSE Institute hosted a national conference titled 'Fintech and the Future of Money' to discuss a disruptive development in the field of finance. The conference was organised in order to explore the impact, range, and nature of changes that the Fintech (financial technology) revolution is likely to bring about.The aim of the conference was to bring together industry experts and share insights into the sector and tackle some of the trends and topics in the Fintech industry. It was the first in a series of discussions by the BSE Institute among experts from the public, private sectors and academia on FinTech and its impact on financial services industry. One major FinTech development we've been keeping our eye on, and will almost certainly rewrite the Financial Services rulebook, is "block chain". And although it sounds like a defensive move in a sports game, blockchain is, in fact, a distributed database of computers that maintains records and manages transactions. So forget disruption as an end goal – it's just a buzzword. Re-imagine and transform your business, products, services and industry by focusing on solving the problems of your customers better. If what you've done is worthy, disruption will follow naturally.

US retailer Walmart has the option to get additional \$3 billion investments into Flipkart within a year of completing about \$16 billion deal and may get India's largest online retailer listed in as early as four years, as per a regulatory filing.Walmart, in a US Securities and Exchange Commission (SEC) filing, gave details of its agreement to take about 77% stake in Flipkart through infusing \$2 billion cash in the company and buying some of Flipkart investors' stake for \$14 billion. Internet has penetrated in India very fast. Data charges are most affordable. Era of disruptions or get disrupted. E Commerce is evolving in India. Era of disruptions or get disrupted started . It is evident that the Walmart- Flipkart deal will re-energize the startup ecosystem in India even as global investors will likely gain confidence after seeing the first such liquidity event take place locally. Investors who have ploughed billions of dollars in local startups, especially post 2014, but haven't witnessed many exits, will now want to take new bets, several local startups are reportedly coming with new disruptive business models whvh will take on Amazon and Walmart in E-Commerce Platform . Elaborating on what the Walmart partnership offers Flipkart, reportedly Binny said the company will take more long term decisions that weren't possible to take as a VC-driven company. Flipkart will make more and bigger acquisitions in future, especially those that add to the capabilities that the company wants to build to grow. Kalyan Krishnamurthy, CEO of Flipkart, said the company will look to correct the 'bias' in the ecommerce growth in India which has been primarily driven by electronics and fashion. He expects groceries and furniture to be among the new growth drivers for Flipkart. Binny emphasised the importance of the Walmart deal for India's startup ecosystem. "It's a huge win for the ecosystem. Flipkart had the best of VCs and private equity; now we have the best partner. The deal will act like a flywheel for the country's startup environment," he said.

According to financial experts the possibility of a capital gains tax of 40% can dampen any investor's enthusiasm to sell. If SoftBank were to sell its 22.3% stake in Flipkart Singapore to Walmart now or any time before August 2019 (at the earliest), it may have to hand over a massive \$600 million to the Indian taxman out of its profit of \$1.5 billion. Reportedly financial and tax experts cited the adverse tax implication of a stake sale as a possible reason for Flipkart's largest shareholder taking a closer look at exiting India's most valuable startup at this juncture. (This was based on conversations with people close to the deal.) It was nine months ago, in August 2017, that SoftBank announced its investment of \$2.5 billion in Flipkart Singapore via SVF Holdings (Jersey) LP, an entity in Jersey. More than 500 funds have been set up in this jurisdiction thanks to a favourable investment ecosystem. The fact that Singapore and Jersey have a tax treaty may have also been a factor in SoftBank's decision to invest in Flipkart Singapore via Jersey. Incidentally, India does not have a tax treaty with Jersey.According to SoftBank's founder and CEO Masayoshi Son, the Japanese telecom and internet company's stake is now worth \$4 billion, representing a capital gain of \$1.5 billion. In this mega deal, the shares of a foreign company (Flipkart Singapore) are to be sold by a foreign entity (SVF, the Jersey-based investment arm of SoftBank) to another foreign company (Walmart).But since Flipkart Singapore holds a significant stake in the operating company Flipkart India, a substantial value of the Singapore entity's shares is considered to be derived from assets in India and sale of Flipkart Singapore shares would be treated as sale of shares of a capital asset in India, This would trigger the provisions for tax on capital gains on indirect transfer of shares (a provision notorious for its retrospective introduction dating back to April 1, 1962 and the prolonged litigation in Vodafone's case). It would result in a huge tax liability in India on shareholders who sell their stakes — including on SVF Holdings.There is a higher tax on capital gains arising on sale of listed shares, if it is within a year of allotment this is referred to as short-term capital gains. The rate of tax is at the slab rate, which for non-resident entities would be as high as 40% (in the absence of any favourable treaty provisions).Long-term capital gains is much lower at 10% (without indexation benefits) on listed shares held for over a year. But unlisted shares have to be held for 24 months before they are entitled to the 10% rate.)

Buoyed by investments in fintech and B2C (business-to-consumer) operations, reportedly April was a bumper month for startups in India with 50 deals valued at \$766 million — more than six times what was recorded in April 2017, which saw 31deals closed for \$121million.A sizable portion of the investments last month were grabbed by Paytm Mall (\$445 million). Varthana, which offers financial support to affordable private schools, raised \$54 million from a group of investors including ChrysCapital, Omidiyar Network and others.According to reports Beauty retailer Nykaa raised its fourth round of funds. Existing investors Sunil Munjal's family office, consumer goods maker Marico's Mariwala family office and others — led the round along with existing and new high net worth individuals.It is seen that investors flock towards B2B (business-to-business) or SaaS startups. This time close to 60% investments have gone towards B2C businesses. This is an area that is generally capital intensive," since several prominent names in the last few months had raised money for lesser valuations, it may have had a positive impact. For instance, Grofers raised \$62 million with a 20% drop in valuation. "This reset in valuation is facilitating many deals to go through,"Several new funds have raised money and that these are ready to be deployed in the market like WaterBridge Ventures, which raised \$30 million in March, and Omnivore Partners that raised \$46 million in February. The fintech space saw 10 deals in April, including CapitalFloat, which raised \$22 million from Amazon.

Financing a business depends on a host of factors including the type of business, economic scenario, the stage of the business, and the risk appetite of the promoters. The situation has improved in both debt and equity market Many Corporates Failed in Getting FDI/ECB International Finance for their Dream Projects or Ideas? Many Dream Projects or Ideas failed for want of finance just in time. Beware of Bogus Lenders!!! Or Vulture capitalists!!! Now or never companies must change today to win the battle for getting FDI/ECB the International Loans and equity.

Turn your good ideas and projects with cheaper loans and equity finance into money spinning businesses and bring idea to market place by making every employee and person in the organisation a business person and turning them as Money makers. Project reports and loan applications need to be based on banking and securities acts and terms and conditions. However the loan amount, tenure of the loan, interest rate, promoters contribution, debt equity ratio, repayment terms, and conditions of the loan will vary from bank to bank and will depend the internal policies or each member lending institution (MLI) . When Many Indian Corporates are availing FDI & ECBs why not your company explore the possibilities? Sky is the limit in International Loan Market. Only Solvent Borrowers or Viable Project with good team of Management is Pre-Requisite.Mobilisation of foreign currency finances and management of funds raised by tapping various sources are two important tasks facing finance managers today. External financial markets, euro markets and national markets offer a menu of products and currencies, and financial packaging is undertaken by the banks or merchant banks engaged in external financing. International financing



is best with risks and uncertainties, apart from elaborate documentation and administrative formalities, practices in external markets keep changing and finance managers have to understand the dynamics of these markets in order to operate effectively. Moreover, with the removal of restrictions on funds flows, arbitrage opportunities have opened up and these have to be understood in order to benefit from them.

Deciding on the source of capital to start or expand your business is a major challenge. All businesses—whether they are small, medium or large, face different issues relating to financing. Major issues are control, cost of financing, optimal ratio of debt-equity, history of business, market conditions and future prospects of the business. There are three main routes to finance a business—debt, equity and internally-generated funds (like profits)Expansion and generation of capital for smaller but aggressive companies can be realised through use of world banking practices that legally circumvent the web of securities regulations. These regulations were initiated ostensibly to discourage fraud in securities and exchange transactions. One cannot at this point determine to what degree those lobbying for such legislation may have had the interests of the smaller businesses in mind. In any case, the result is a regulatory nightmare that would discourage even the most stout-hearted. The current system succeeds magnificently in keeping small business just that small. Fittest will forge ahead and the industry leaders who have capabilities beyond difficult times and are geared up with skills and options like e-powered empowerment and proved turn around strategies and they don't fear the risk and change, they embrace it to take the world head on , can never be behind in the progress of the rare order .

You are aware; the liberalisation process in India has entered into a global stage. Economic reforms are now increasingly creating a performance – oriented scenario. The Government of India with her open-door policies have paved the way for more and more Long Term External Commercial Borrowing for new enterprise or the expansion of an existing one. Recently, considerable relaxation and modifications in the existing guidelines have been effected and the Indian Corporates started accessing to the long term International Loan Market.For setting up new industrial units of medium or large size, borrowing has more or less become necessary, because the capital cost of the projects, is very often beyond the resources of the promoters. Besides, borrowing is an attractive option for trade and industry because;

1. Borrowed capital is cheaper as the interest rate is low; also because the interest can be deducted from taxable income of the business organization as compared to the owner's funds. i.e., equity capital, as the dividend paid to equity shareholders is not deductible from taxable income. Earnings on borrowed money substantially exceed the net cost of borrowing. This, the benefit of the low cost of borrowed capital is ultimately shared by equity holders in terms of higher dividend and appreciation in market and book value of equity.Funds available with major, international, private institutional investors, commercial banks, investment banks, insurance companies and State or centrally sponsored financial institutions, multilateral institutions. i.e., IFC etc., can be approached easily for loans.Both the borrower and the lender benefit by borrowing. The lender gets the prevailing market rate or return by way of interest while the borrower enjoys advantage in terms of tax savings.Borrowed money normally does not bestow any voting power to appoint a nominee Director on the borrowing organisation's Board to ensure proper utilisation of money, and to safeguard their own interest. There is little interference from the lenders in the conduct of the organisation's day-to-day business unless abnormal developments take place threatening the interests of the lenders or challenging the public policy tied by the lending institutions/banks.
2. The borrowed capital causes no dilution of equity as lenders, or bond-holders, are only entitled to a specified rate of interest and the repayment of the principal sum over a specified period.
3. The Indian companies have many opportunities to raise funds in international equity markets for the right kind of usage. There are various types of instruments in the international markets like : yankee bonds Samurai bonds , Bulldog bonds ,Euro bonds ,etc as well as ADR/GDR/IDRs for equity issues.The major players in the international markets are: borrowers /issuers, Lenders/investors and intermediaries .The institutional investors can be classified as : market specific investors ,time specific investors and industry specific investors.Intermediaries are mainly ; lead and co-managers , underwriters ,agents and trustees ,lawyers and auditors ,listing agents and stock exchanges ,depository banks , custodians and lastly printers.
4. Resource mobilisation depends on the following factors: currency requirements ,pricing of the issue ,investment ,depth of market ,international positioning ,regulatory aspects, discloser requirements and investment climate.The issuance of GDRs require the following steps : approval of the share holders, appointment of lead manager, finalisation of structure ,documentation(prospectus, depository agreement ,underwriting agreement ,subscription agreement ,custodian agreement ,trust deed ,paying and conversion agreement ,listing agreement ) the launching of the GDR ,marketing and road shows ,pricing and finally closing.Eurodollars are liabilities denominated in US dollars ,but not subject to US banking regulations .Mostly banks located outside the US issue Eurodollars deposits.There are various advantages of Eurodollar deposits ,the main being ,lesser regulatory impediments ,lower cost of deposit intermediation and less intense supervisory by the authorities.
5. The main instruments in Eurodollar markets are : Certificates of Deposits (CDs) Eurodollar Floating Rate CDs (FRCs) ,Eurodollar Floating Rate Notes(FRN) Note issuance Facilities (NIFs) and Euro commercial Papers(CPs) .Most of the Euro loans are today sourced through a syndicate of banks or lenders. The process is almost similar to the process of syndication of loans from internal resources.The advantages of syndicated loans are : size of loan, speed and certainty of funds, maturity profile of the loan, flexibility in repayment, lower cost of funds, diversity of currency, simple banking relationships and possibility of renegotiation.

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