

Daily Economic News Summary: 27 December 2016

1. Sonalika Tractors in talks to set up a plant in China

Source: Live Mint ([Link](#))

International Tractors Ltd, the makers of Sonalika brand of farm equipment and India's third largest tractor maker by volume, is in talks with a Chinese tractor maker to form a joint venture for a plant it is putting up in Shandong province, a top company official said. Work on the China unit has already started and it is expected to commence production in the first half of calendar year 2017, said Gaurav Saxena, head of international tractor business at Sonalika International. By 2020, the unit will have a capacity to make 5,000 tractors every year. The incremental volumes, he claimed, had come on the back of an "encouraging response" from niche markets in Europe and Asia. It has also got a boost from markets in Africa, where the governments are encouraging mechanization. The maker of Sonalika brand tractors will be the second tractor company after Mahindra and Mahindra Ltd to start manufacturing in China. In 2004, Mahindra China Tractor Co. Ltd, a joint venture with Jiangling Motor Co Group, opened shop. Five years later, it formed another joint venture with Jiangsu Yueda Yancheng Tractor Manufacturing Co. Ltd.

2. Nandan Nilekani invests \$5 million more in 10i Commerce

Source: Live Mint ([Link](#))

Infosys Ltd co-founder Nandan Nilekani has invested \$5 million more in Bengaluru-based e-commerce start-up 10i Commerce Services, according to regulatory documents and a person familiar with the matter. With the latest investment, the former chairman of the Unique Identification Authority of India (UIDAI) has so far invested about \$10 million in 10i Commerce in several tranches. 10i Commerce is the recipient of the biggest investment made by Nilekani, who pumped in about \$7.5 million (about Rs50 crore) into Mumbai-based auto parts technology start-up Sedemac Mechatronics last year, according to documents filed with the Registrar of Companies. 10i has built a technology platform called ShopX, which aims to help small brick-and-mortar retailers and neighborhood stores across the country compete better with large online retailers. 10i is also launching an open payments network next week that'll help customers transact digitally across any platform. "What we are talking about is a payments service -- and it's a service which sits on top of various kinds of infrastructure in the economy -- the infrastructure

can be IMPS (immediate payment services) or UPI (unified payment interface) or the card networks such as Visa and MasterCard. The stand that ShopX has taken is that, there's need for a payments service that utilizes existing infrastructure and provides a seamless experience to customers and retailers" said Sharma, who started 10i in 2015 with co-founder Apoorva Jois.

3. E-platform Dekkho gets \$1.2 million seed funding

Source: Live Mint ([Link](#))

Online video streaming platform Dekkho Monday said it has raised \$1.2 million in a seed round from seven angel investors before it goes live in mid-January. The company did not disclose the names of the investors. Dekkho is an over-the-top content provider similar to Netflix and Amazon Prime Video, except it does not charge its users and gives the audience additional capability to share, recommend and leave comments on the content. The company will use the proceeds from the funding round to invest in content licensing and scaling its technology infrastructure, Dekkho co-founder Tanay Desai said in a telephone interview. Dekkho has tie-ups with content providers including Sony Music, Miss Malini, Times Group, Scoop Whoop, AIB, and Culture Machine, and claims it has 12,000 hours of content already uploaded. The company plans to invest heavily in marketing and promotions over the next several months. As another way to boost user engagement, it has tied up with phone manufactures including Lava, LeEco and Micromax for native push notifications and video streaming capability in their phones, without having to download Dekkho app.

4. Modi govt launches digital lottery schemes in a bid to boost cashless transactions

Source: Live Mint ([Link](#))

With the aim of incentivizing digital payments, the government on Sunday launched digital lottery schemes—Lucky Grahak Yojana for consumers and Digi Dhan Vyapar Yojana for merchants. A total of 15,000 winners were announced after the first lucky draw, selected from 8 crore digital transactions made between 9 November and 21 December. Only transactions processed through RuPay cards, Unstructured Supplementary Service Data (USSD), Unified Payment Interface (UPI) and Aadhaar-Enabled Payment System (AEPS) are part of the schemes. The National Payments Corporation of India (NPCI) announced that the winners of the lucky draw will receive a message from their banks and the reward money will be credited into their bank accounts over the next 24 hours. Citizens may check if they have received the reward

by logging on to: www.digidhanlucky.mygov.in. The lottery schemes, conceptualized by NPCI on the request of think tank NITI Aayog, aim to provide incentives to the poor and lower middle class and small businesses to adopt digital modes of payments like UPI, USSD, RuPay and AEPS.

5. Snapdeal to deliver cash at home

Source: Live Mint ([Link](#))

E-commerce company Snapdeal announced the launch of a ‘Cash@Home’ service, which allows users to order Rs2,000 cash and get it delivered at their doorstep. “The launch of the cash on demand service is intended to further help our consumers tide over any cash crunch that they might face in addressing their daily needs,” Snapdeal co-founder Rohit Bansal said in a statement. Snapdeal will be using the cash that it receives through Cash on Delivery (CoD) to operate this facility. Snapdeal will charge a nominal amount of Rupee 1 as convenience fee, which will need to be paid through Free Charge or through a debit card at the time of booking the order.

By Shreya Chopra

