

## Daily Economic News Summary: 5 January 2017

### 1. Google's Sundar Pichai unveils Digital Unlocked for Indian small businesses

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

India has 51 million small and medium businesses (SMBs) today that contribute 37% to India's GDP. It is the balance 68% that Google India wants to digitally empower in 2017, according to global chief executive officer Sundar Pichai. Pichai said: "The internet and digital technology will be an engine of growth for the Indian economy. Today, anyone can become an entrepreneur, a developer, or a creator, but it is important that they have the right tools and skills to digitize. We believe it is important for us to invest in training and equipping these individuals and small businesses to accelerate their journey of growth." To address the offline 68% SMBs, Pichai announced the launch of Digital Unlocked, a training program for business owners in India that will empower them with essential digital skills to help them get online and start using the internet to grow their business. The programme is built across the different formats of online, offline and mobile. The offline training is being conducted in partnership with FICCI and over the next three years, 5,000 workshops will be held across 40 Indian cities. The online training comprises a set of 90 self-paced video tutorials, curated specifically for India and is available free of charge. The tutorials cover a comprehensive set of topics ranging from building a web presence and driving online growth to reaching customers over mobile and video. The trainings are certified by Google, Indian School of Business and FICCI. Pichai also announced a free tool that will be launched later this year. Called 'My Business Website', this will help SMBs create a free, mobile optimized website. This new feature will provide simple, templated, editable websites for small businesses created from their data and photos on Google Maps and will be available in 9 Indic languages.

### 2. BGR Energy enters water treatment biz

Source: Hindu Business Line ([Link](#))

BGR Energy Systems Ltd, an EPC (engineering procurement and construction) company, has announced its entry into large size water treatment business after securing contracts worth ₹ 650 crore. It has bagged a ₹209.5-crore contract for building a water treatment plant package for 3 x 800 MW Krishnapatnam APPDCL power project at Nellore in Andhra Pradesh. The aggregate treatment capacity will be more than 55 million litres per day (MLD) and these units will be completed over 23 months. The company will also carry out O&M of these units for 12 months, according to a statement. A second contract of ₹440 crore from the Chennai Metropolitan Water Supply & Sewerage Board is for a tertiary treatment reverse osmosis

(TTRO) plant of 45 MLD capacity at Kodungaiyur, Chennai. BGR will also take up O&M of the unit for 15 years.

### **3. PSA teams up with Ericsson, Orange for 5G connected car**

**Source: Hindu Business Line ([Link](#))**

PSA Group, Ericsson and Orange have signed a partnership agreement to conduct 5G technology pilot for automotive applications. 'Towards 5G' connected car partnership aims to leverage 4G to 5G technology evolution to address connected vehicle requirements such as intelligent transport system (ITS) to improve road safety, new automotive and in-car services. According to a press statement, the partnership is technically focused on Vehicle-to-Vehicle (V2V) and Vehicle-to-everything (V2X) architecture and real-time performances for the deployment of ITS and connected services in vehicles. Initial tests use end-to-end architecture system with LTE technology and will evolve to LTE-V and 5G technology. 'Towards 5G' connected car initiative is an important opportunity for the three partners to combine their expertise in connected vehicles to meet the challenges of new mobility services and of the Internet of Things (IoT).

### **4. Tata Elxsi, Irdeto ink pact for in-car display systems**

**Source: Hindu Business Line ([Link](#))**

Tata Group's product design arm Tata Elxsi today inked a pact with Netherlands-headquartered Irdeto to provide secure in-car display systems for auto mobiles. Irdeto, the world leader in digital platform security, has combined its security solution with Tata Elxsi's design and engineering expertise to offer secure, user interface solutions and connected cockpit solutions to automotive clients around the world, Tata Elxsi said in a regulatory filing. "By joining forces with Irdeto, we are addressing this challenge by providing a secure and intuitive solution that is a differentiator for today's OEMs, helping them achieve a competitive advantage while keeping drivers safe," Tony K John, Global Head of Marketing, Partnership & Alliance, Transportation Business Unit, Tata Elxsi said.

### **5. Lenskart plans satellite manufacturing units**

**Source: Hindu Business Line ([Link](#))**

Omnichannel eyewear vendor Lenskart plans to set up 8-10 satellite manufacturing units in the country. The eyewear company has evolved over the years from an online retailer to a chain of over 250 brick and mortar showrooms to become an omnichannel vendor. With funding of about ₹720 crore over the past five years, the company is embarking on a major expansion, which will see the doubling of its offline eyewear store from 250 to 500 by this year-end and commissioning of its \$10 million manufacturing base near Delhi. This will quadruple its manufacturing capability from 10,000 units to over 40,000 units per day. Amit Chaudhary, Co-Founder and Chief Operating Officer of Lenskart, said: “while the new manufacturing unit, which will go on stream by March this year will enable us to expand, the proposed satellite centres, which entail an outlay of about \$ 4 million, will cut short the delivery time.”

By Shreya Chopra

