DIGITISING INDIA

Energising the Nation
Enabling Businesses
Empowering Citizens

IAMAI
Internet And Mobile Association Of India

ANNUAL REPORT 2016/17

About IAMAI

The Internet and Mobile Association of India (IAMAI) is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers but, in the last 13 years, has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.

Thirteen years after its establishment, the association is still the only professional industry body representing the online industry. The association is registered under the Societies Act and is a recognised charity in Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Mumbai, Delhi, Bengaluru and Kolkata, the association is well placed to work towards charting a growth path for the digital industry in India.

www.iamai.in

Printed and published by Dr. Subho Ray on behalf of Internet and Mobile Association of India.

CONTENTS

CHAIRMAN'S MESSAGE

Dear Friends,

Although, talks have been on for a couple of years, it was only in the past one year that IAMAI has seriously undertaken the task of scaling up to meet the ambitions of a rapidly growing industry. In my view, the successes and shortcomings that you see this year and probably continue to see for the next couple of years are connected to the pleasures and pains of scaling up. This might be the right year to formally announce that IAMAI is no longer a start-up!

The collective contribution to this effort by the entire Governing Council has been to redirect focus and resources rightly so that the scaling up happens without much friction and pain.

In addition to the substantial work that the association has been doing for the past many years, the following areas were especially called out for sustained attention, not only this year but for the short to medium term. These areas were:

a. Start-ups

b. Founders

c. B2B credit and payment related issues

d. Inclusiveness

e. Horizontal expansion

f. Improved branding and communications

Collectively and over a period of time, these additional areas would ensure expansion and future growth of the association in the coming years.

In addition to the narrow but very important Mobile 10x programme, the general focus this year was to engage with start-ups especially in smaller towns and cities with a view to connect them to the large start-up ecosystem. We have managed to connect with nearly 3,000 start-ups this year alone and the distilled feedback from them has been that the need for funding and human resources are the biggest challenges going forward. IAMAI is also finishing the creation of a P2P platform for start-ups that is likely to be launched by the end of June. We shall continue to focus on solving problems for start-ups.

IAMAI believes that founders need to continuously learn from each other and also from experiences outside India. It is therefore a key requirement of the sector that founders are socially and professionally connected in their quest for new ideas and strategies. Getting eagles to fly in formation has always been a tough ask. However, this year we managed to take 25 founders and CEOs to a learning trip to China. Many of the founders also interacted with start-ups at the five start-up meets organised in five cities.

Towards the closing quarter of the year, all of us were made aware through one case how distortion of laws could lead to a company liability coming personally on to a founder. We realised that it was not an isolated case. A solution to this problem could come only from extending substantial support to a founder in need. Towards this, IAMAI Board has decided to set up an annual corpus. The first contribution of Rs. 25 lakhs has been made by the association itself. We hope to build this corpus so that it can provide personal legal protection to a founder if the need arises.

Recovery of legitimate credit and dues has been a long running concern at the association. Over the last few years, we have built up a well-oiled system of recovering advertising dues from advertisers and agencies. We have found the problem of payment in general extends to many other B2B relations such as tech services. For long-term sustainability of the industry, we need to build more such platforms and make payment recovery a key focus area of our work.

IAMAI now has roughly 300 members representing many more sub-sectors of the digital economy than ever before. In order to make the organisation more inclusive and representative, we have decided to extend the number of Governing Council members to 24 from the existing 14. In the same vein, since the industry has grown larger and we have bigger and bigger firms, the membership fee for certain categories of membership have been increased. These were housekeeping changes that were due for some time.

One of the key specialties of IAMAI has been to represent a sector even before it becomes big enough to be noticed. Thus in 2005, we represented online publishers and agencies, in 2007 we represented mobile VAS companies, in 2008 we were in the digital payments business. This urge to take on the cause of an emerging sector seemed to have been blunted a bit in the last couple of years. But this year one of the top agenda items was horizontal expansion on emerging sectors. We have already been active in new areas such as FinTech and HealthTech. And, quite uniquely, created a very active group of Chief Digital Officers who are responsible for guiding traditional manufacturing and services companies on the path to becoming digital! Internally, infrastructure has been built and resources allocated for expansion into 10 more segments including AgriTech.

Finally, a word on branding and communications. It seems that not much money and energy have been spent on these for many years to the extent that even needle-moving work is not amplified! But I am sure you would have seen some visible change in this area this year. Also, there has been a visible change in our management of social media. A new more interactive website has been due for the last five years. I am told that it is definitely going to be up and running by June 2017!

I would end by thanking all my colleagues at the Governing Council for their commitment to the association, to all members for supporting us and believing in us and to the secretariat who always put their best foot forward.

Sincerely,
Kunal Shah

VICE-CHAIRMAN'S MESSAGE

VICE-CHAIRMAN'S MESSAGE

Dear Fellow Members,

It was one exciting ride last year, to say the least.

Important developments, both from the industry and regulatory sides, have ensured that the digital industry continues with its record-breaking growth. Technological advances and expansion into new businesses have put the Indian digital industry on a fast and sustainable track and the stats are here to prove it. In spending most of my time in the US, we are able to experience what's possible with technology, and India is evolving in its own unique way. The business cycles are turning at a faster pace. The global ambitions of Silicon Valley based companies, the open nature of business in India, and the melting pot of skills, culture and competitive drive for success have set the stage for exciting times ahead.

There are now more than 430 million Internet users in India, second only to the US. The increasing number of users on well-known applications like Zomato, Flipkart Group, Facebook, Freecharge, Google, YouTube, Saavn, WhatsApp, Amazon, Practo, Snapdeal, Ola, Daily Hunt, Quikr, Wynk, OLX, Paytm, Hotstar, Uber, the various Times Internet properties and many other daily used services are well over 100 million people per day. For a country like India, that has been grappling with low Internet broadband penetration and challenges in scaling wireless telecom infrastructure, the figures from the annual 'Internet in India Report' by IAMAI and IMRB comes as a great ray of hope for the industry.

This past year, the rate of growth from smaller towns has been faster than the metros. The number of women and people from rural areas accessing the Internet is also showing impressive growth. No matter the population segment, there are clear indications that Internet usage is clearly shifting to mobile devices and becoming a greater part of our daily lives in each passing year. The MMA and Kantar Research found that the average Indian is now spending 229 minutes per day on their smartphones, up 30% vs. last year and surpassing, for the first time, the average daily time spent watching television. We have objectively reached an inflection point.

The research from IAMAI and other trusted organisations only reaffirms my faith and belief that digital connectedness continues to be transformative for India. One of the most encouraging aspects is the rise of the digital advertising market in the country. The growth in spend on digital advertising on mobile devices and desktop is expected to continue at a CAGR of 35% and, importantly, now reached a substantial 12% share of the overall advertising spend in India. In fact, the digital sector is expanding the overall advertising pie, especially as a percentage of GDP in the country. More and more marketers are looking to the Internet to drive growth and develop their brands using display, audio, video and other native units. Growth in Internet advertising is being fuelled by the rising number of Internet users, including those using the Internet via mobile phones and from shared access locations. This is particularly true in rural and semi-urban areas, where Community Service Centres and Internet cafés have become a crucial means for users to get online. However, there are still major barriers to Internet usage in terms of literacy and a shortage of premium content in local languages other than in English.

The other key trend that we have witnessed has been the all-round growth of various segments that constitute the digital industry. Of course, e-Commerce has led the charge. While consolidation has grabbed the news headlines, the sector continues to grow and solve problems for everyday people with true convenience and incredible choice. Flipkart Group companies, Amazon and PayTM's marketplace have emerged to become the biggest players. While large-scale consumer acceptance of online shopping has been among the key enablers of growth, there are still many unexplored frontiers ahead. The other key enabler for e-Commerce has been the Government's push towards a cashless economy, which has accelerated mass-scale adoption of digital payment instruments.

Digital media, too, has also made significant strides. India is truly a mobile-first market with an insatiable appetite for content. Over-The-Top (OTT) video service providers have emerged in the past two years filling those needs. According to Frost & Sullivan, the OTT video market was nearly USD $210 million in 2016, driven predominantly by advertising and is likely to grow at a CAGR of over 80% through 2020. The last year got more active with the entry of global players like Amazon Prime Video India and Netflix. Leading incumbent, Hotstar, has reported advertising revenue more than Rs 130 crore since its launch in January 2015. With a projected 500 million smartphones in use by 2020 combined with falling data tariffs, 4G rollout and improvement in payment gateways, the OTT video market is poised for explosive growth.

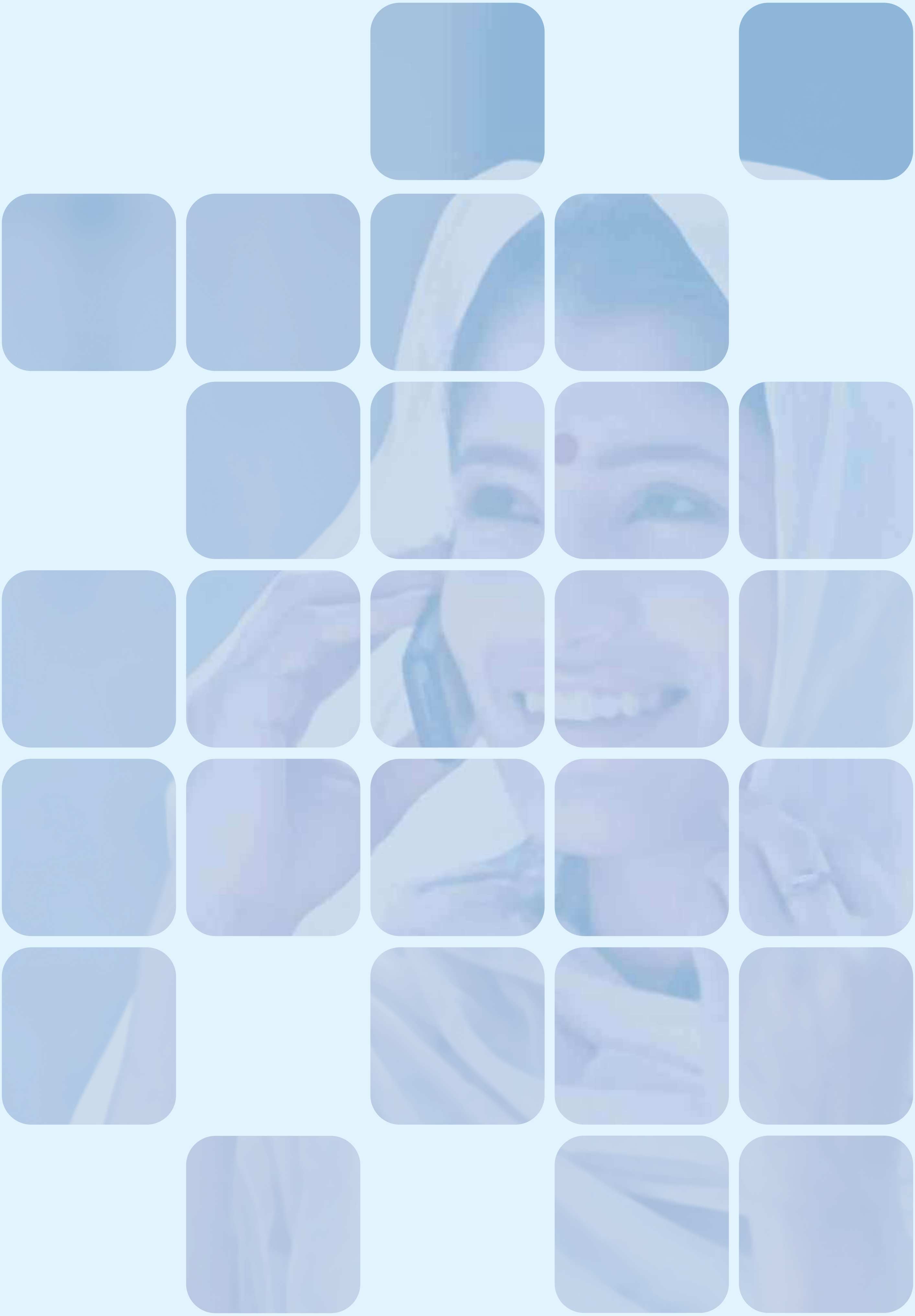
The current scenario in the Indian music streaming industry also looks promising. While India remains the largest market for daily active consumption of music across all media, it still remains among the most pirated free and paid markets in the world as well. This will change. In the US market, according to Nielsen, the consumption of legitimate on-demand music audio (252 billion streams) exceeded on-demand music video (180 billion streams) for the first time in 2016. The growth rate for music audio consumption from the prior year was a staggering 82% (vs. 8% for music video). We can expect simlar trends to follow in India. IAMAI indicates that there will be 273 million streaming service users by 2020 considering the parallel development in Internet infrastructure and a rapid increase in the number of smartphone users. On top of music, pureplay audio services like Saavn have launched original audio programming, providing a stage for under-served artistry, and also servicing the gap left by under-penetrated terrestrial FM radio. The price of data plans in India has been coming down by 15% every year. While 3G still only covers a third of the country, new 4G services from Reliance Jio are fuelling stronger growth in the current year. As players like Saavn continue to innovate locally, international platforms like Apple Music are attempting to gain adoption for their services. The combined activities of all players - Apple Music, Saavn, Google Music, Gaana, Wynk and Hungama - will most certainly increase the size of the free and paid user base of music listeners in the country.

Last, but not least, the recent budgetary announcements by Finance Minister Shri Arun Jaitley will prove to be a key enabler for the overall development of the Internet ecosystem in India. I think we are briskly moving towards a better regime for start-ups and these initiatives will move the entire industry forward. The proposal to amend the Payments and Settlements Act 2017 and setting up of a payments regulator following recommendations of the Watal Committee report is a step in the right direction. The policy level proposals to mandate all government receipts through digital means and the proposal to bar cash transactions above Rs. 3 lakh will usher in much-needed accountability and transparency in the system. I also commend the Finance Minister's initiative to strengthen the digital infrastructure by increasing the allocation for the Bharat Net project to Rs. 10,000 crore in 2017/18 and the 'Digi Gaon' initiative to provide tele-medicine, education and skills through digital technology. These will provide the necessary boost to mobilising broadband and Digital India for people living in rural areas in terms of greater access, thereby reducing the digital divide. The other critical development has been the passage of the GST Bill, which has been a long-standing demand of the industry. The smooth passage of the GST bill is crucial for the success of mega economic and social projects, especially Digital India and Start-up India.

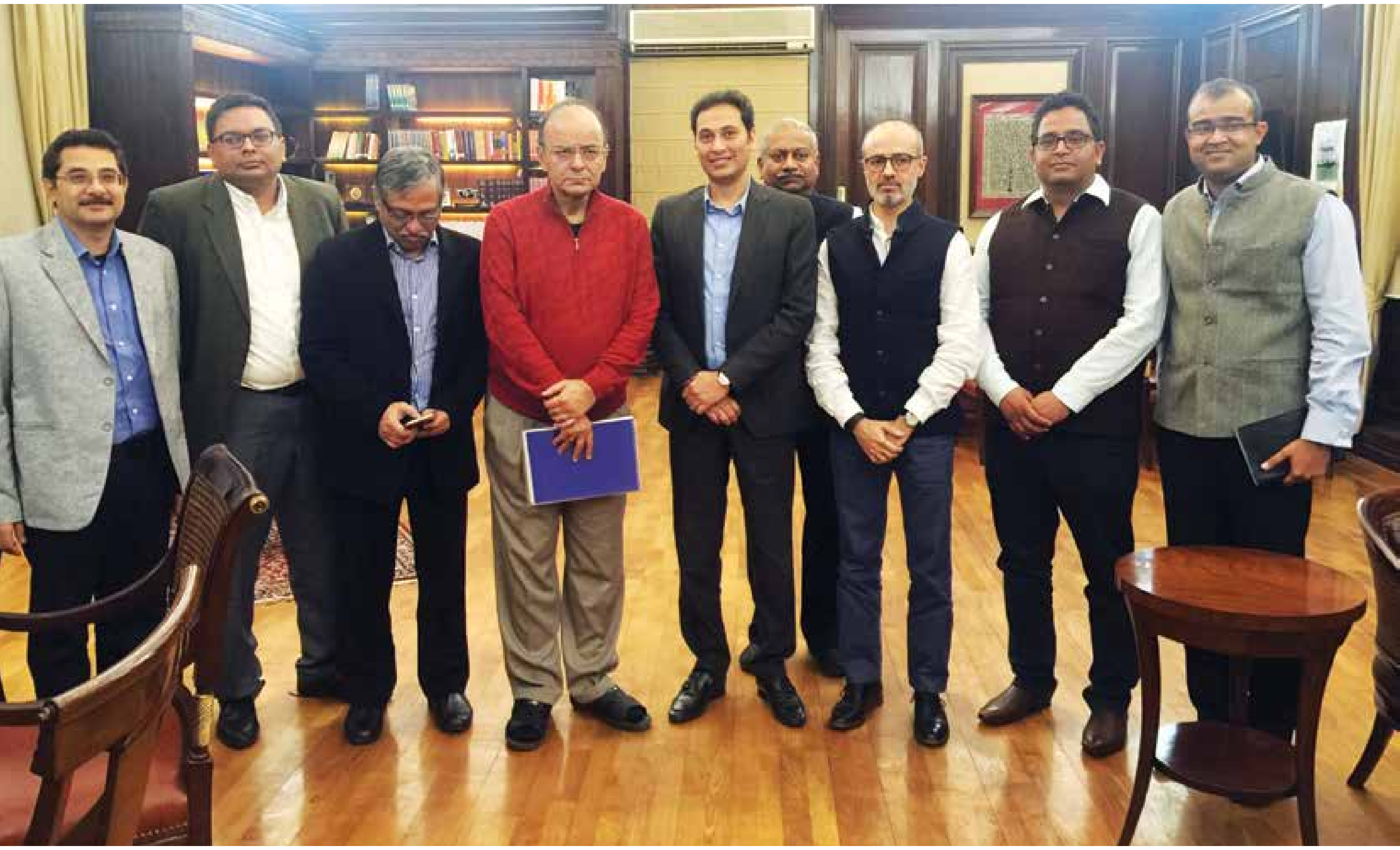
As IAMAI members, we are all so fortunate to be at the forefront of consumer innovation in India. It is clear our work is improving the lives of every day people. While we all aspire to great heights and create lasting companies, we must also recognise our responsibility and obligation to help all people across the country and dedicate our time, resources and energy to help build a good society.

Finally, a word of thanks to Kunal, Vishwas, the entire Governing Council, and the ever-present and enthusiastic staff of IAMAI. I thoroughly enjoyed my stint as a Vice-Chairman, and I now look forward to another great year for the industry.

Best,
Vinodh



PUBLIC POLICY



Advocacy, public policy and regulations are key areas of work for IAMAI. Through participation, consensus building and intervention, our intention has been to provide the correct business environment for Internet companies to grow and thrive. This year, three key areas were: movement towards less cash and demonetisation, GST and ensuring intermediary rights. The details of these and other important areas of public policy are discussed in this chapter.

1. Better Taxation

The year 2016/17 witnessed major tax-related challenges for the sector. On one hand, there is GST, which completely revamps the entire indirect tax landscape in India; on the other, there are efforts by the direct and indirect tax authorities to impose additional tax levies on the Internet industry, which in their view is to "widen the tax net". The association engaged with the regulators and policy makers on these matters. Details are enumerated below:

1.1 The Goods & Services Tax (GST)

After the Draft GST Bill was made public, IAMAI identified six broad challenges for the Internet and digital sector in India. IAMAI undertook aggressive advocacy and engagement with public officials on GST throughout the process. IAMAI has been engaged with GST since the last fiscal, when PWC was commissioned to do a study on the impact of GST on e-Commerce, and a white paper on the challenges of registration for Internet companies under GST. The association met with the Chief Economic Advisor in May 2016 to discuss the challenges arising out of GST.

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Straitjacketing ecommerce in new GST Bill will kill innovation: Industry

By Neha Alawadhi & Shambhavi Anand, ET Bureau |
Updated: Jun 30, 2016, 09.20 AM IST

With the rapidly changing models of carrying out business online, grouping existing companies in straitjacketed definitions might be a difficult task.

NEW DELHI: The technology indust[...] taken a strong stand against the pr[...] in the new draft of the Goods and [...] Tax Bill, which could have an impact on the

The challenges are:

1. **Internet companies are not telecommunication services:** The Internet/digital sector is a major economic sector in its own right and deserves due recognition in accordance with other regulatory provisions of the country.
2. **Current definitions fail to do justice to the Internet industry:** Definitions of 'intermediary', 'aggregator' or 'e-Commerce operator' contradict existing policy and legal provisions and fail to recognise the industry in its relevant category.
3. **'Services without Consideration' and 'Actionable Claims' are now 'taxable supplies' under GST:** The expanded definition of 'Supply' brings business

promotional tools like freebies, coupons under taxation, leading to unrealistic operation and compliance issues.

4. **Registration challenges for Internet companies:** Failure to recognise the nature of centralised Internet service provision leads to the potential challenge of multiple registration across states for such companies, leading to unnecessary compliance burdens.
5. **Definition of money does not include PPIs:** Presently, the GST definition of money does not include Prepaid instruments (PPI), because of which, shifting money to PPIs may incur taxes even though 'money' and other forms of payment instruments are principally non-taxable under GST.
6. **The challenge of TCS and compulsory registration for online suppliers:** Tax Collected at Source and compulsory registration mandates on e-Commerce, and the absence of concurrent impositions on offline platforms, create an uneven playing field for the former and impossible for smaller players to implement.

Four out of the six points have been accepted by the GST Council. TCS and Registration remain unresolved. Submissions were made to every state finance minister, relevant CBEC officials and Tax Research Unit members. The new Draft GST Bill released in November 2016 had addressed four out of the six asks raised by IAMAI.

1.2 Equalisation Levy

Equalisation Levy was introduced in the Budget 2016 on Internet Service providers not having a PE in India. The levy, though seeking to tax such MNCs currently not paying taxes in India, is levied in the form of an indirect tax on Indian companies. This adversely affects ease of doing business for small Indian SMEs/start-ups, by adding a substantial fiscal and compliance burden on them. IAMAI, over the past year, has engaged with different authorities on the matter. The association engaged PWC to prepare a white paper which was submitted to the MoS Finance in April 2016. IAMAI also engaged Nishith Desai Associates to prepare a detailed submission which was used for a media campaign and industry reach-out.

To follow up on the representations, IAMAI met Sri Akhilesh Ranjan, Joint Secretary [FT&TR-I], CBDT; Dept. of Revenue, who was the Chairman of the e-Commerce Committee under CBDT that proposed the Equalisation Levy, and highlighted the challenges faced under Equalisation Levy. While the industry was worried that


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Startups
Proposed 6% equalisation levy will harm startups: IAMAI
By Neha Alawadhi, ET Bureau | Apr 29, 2016, 01.54 AM IST
"The tech startups are already paying 14.
tax to use these ad platforms which amo

the Levy would be expanded in scope under Budget 2017, IAMAI advocacy succeeded in preventing a rise in rates in Equalisation Levy and also extension of the Levy to other forms of services.

1.3 OIDAR (Service Tax)

In November 2016, the CBEC announced amendments in the Service Tax Rules to introduce taxes on Online Information and Database Access or Retrieval (OIDAR) services that forces MNCs offering OIDAR services in India to pay Service Taxes.

IAMAI prepared a submission in association with BMR and Associates and met Sri Amitabh Kumar, Jt. Secretary, TRU (II) on the matter along with industry representatives on November 2016. The association raised the ask that the time period for conforming (21 days) was unrealistic and the companies would need more time to adjust to this provision.

The CBEC issued a circular in December 2016 that allowed companies to submit tax under OIDAR on gross basis; allowing them time to adjust their billing process for submitting OIDAR at individual transaction basis.

2. Improved Access:

IAMAI has been involved in various initiatives towards creating a conducive environment for better access to consumers. Towards this, our initiatives have been extensive interactions with the Government and regulators:

2.1 Unstructured Supplementary Service Data (USSD) communication channels:

IAMAI made a submission on "Unstructured Supplementary Service Data (USSD) communication channels in October 2016 where the association highlighted the following points:

- Servicing JAM [Jan Dhan, Aadhaar and Mobile] Accounts
- Catering to the needs of feature phone users
- Providing financial services to bottom-of-the-pyramid users
- Defeating poverty premium

2.2 Model for Nation-wide Interoperable and Scalable Public Wi-Fi Networks:

IAMAI made a submission on Consultation Paper of Model for Nation-wide Interoperable and Scalable Public Wi-Fi Networks on November 2016 in which the association argued that adoption of any form of public Wi-Fi models should be left to the businesses and other stakeholders. Monetisation and revenue aspects of the models should be left to free market economics.

2.3 Spectrum, Roaming and QoS related requirements in Machine-to-Machine (M2M) Communications:

IAMAI made a submission on Consultation on "Spectrum, Roaming and QoS related requirements in M2M Communications" on December 2016, in which it argued that the sector needs to be kept out of any form of hard regulations and licensing norms. A flexible and adaptable framework for uniform approach and standardisation is required so that it can respond appropriately to the fast-evolving landscape.

2.4 Inputs on BRICS ICT Developmental Agenda to DoT:

IAMAI gave inputs on BRICS ICT Developmental Agenda and Action Plan for 2nd BRICS Communications Ministers Meeting in June 2016.

2.5 DIPP:

IAMAI submitted inputs on Discussion paper on SEPs and their availability on FRAND terms in May 2016 to DIPP.

2.6 Copyright & Statutory Licensing:

IAMAI attended the meeting with DIPP in October 2016 and has made its submission on Copyright and related matters. This was pertaining to Copyright and Statutory Licensing related to the Music Broadcasting Industry.

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Internet and Mobile Association of India sets up committee to work on fighting online piracy

By PTI | Updated: Dec 09, 2016, 07.38 PM IST

2.7 Geospatial Information Bill (2016):

The Ministry of Home Affairs released the Geospatial Information Bill (2016) in May, which restricted usage of GPS and other map related services provided by various Internet service companies. An IAMAI submission highlighting the specific challenges that Internet companies would face in this regard was submitted to the Ministry in May 2016. The Bill has been put on hold and has not been notified.

3. Ensuring Intermediary Rights

The IT Act, as always, has been the focus of attention. During the last fiscal, the association was deeply involved in court cases defending the rights of digital business.

3.1 High Court of Uttarakhand:

The association represented the industry's interest in the High Court of Uttarakhand in the AIFMRA vs Union of India and others. The grievance of the petitioners


MEDIANAMA

Menu

Home » ECommerce, Government, Internet, Mobile, Online Vs Offline, Policy, Uttarakhand

Uttarakhand consumers should not be punished for buying online: IAMAI

By Sneha Johari (@thejunebug) on January 19, 2016

[retailers] was that though Foreign Direct Investment (FDI) is prohibited in retail, the entities retailing goods through the Internet are not being restrained from accepting foreign investment and hence the policy is being violated. The correct facts/issues concerning the treatment of the Subject Entities by the Union of India/State Governments vis-à-vis taxation had to be presented to the Court. Similarly, the correct facts concerning the business model of the Subject Entities being "marketplaces" had to be presented before the Court. IAMAI therefore impleaded itself to represent the industry before the High Court of Delhi. The matter is sub-judice.

3.2 Submission on Sec 67C:

IAMAI made a submission on Section 67C of the IT Act [Data Retention Law] to MeitY. The main points addressed in the paper were: Bulk Data should not be retained; Standards for types of data that need retention should be specified clearly by the Expert Committee keeping in mind that different platforms collect different types of information given in their policy. Rules must not impose unnecessary burden upon users; Rights Roles and Liabilities should be defined 1) for clarity and 2) to avoid misuse of powers.

3.3 Encryption Policy:

IAMAI drafted a discussion paper on Encryption policy

to initiate a discussion around the nuances of a sound policy framework. The paper proposed some of the key elements important to form an ideal encryption policy to secure the digital ecosystem of India. The report urges the regulators to design a consumer-friendly encryption policy that allows the users confidence, trust and convenience to use the Internet. Any such policy must protect the users; safeguard the interest of Internet companies, start-ups, encryption providers keeping a balance between the civil liberties, cyber law, national security, intelligence agencies and requirements of law enforcement agencies. The discussion paper was well received by the policymakers and officials.

4. Promoting New Businesses:

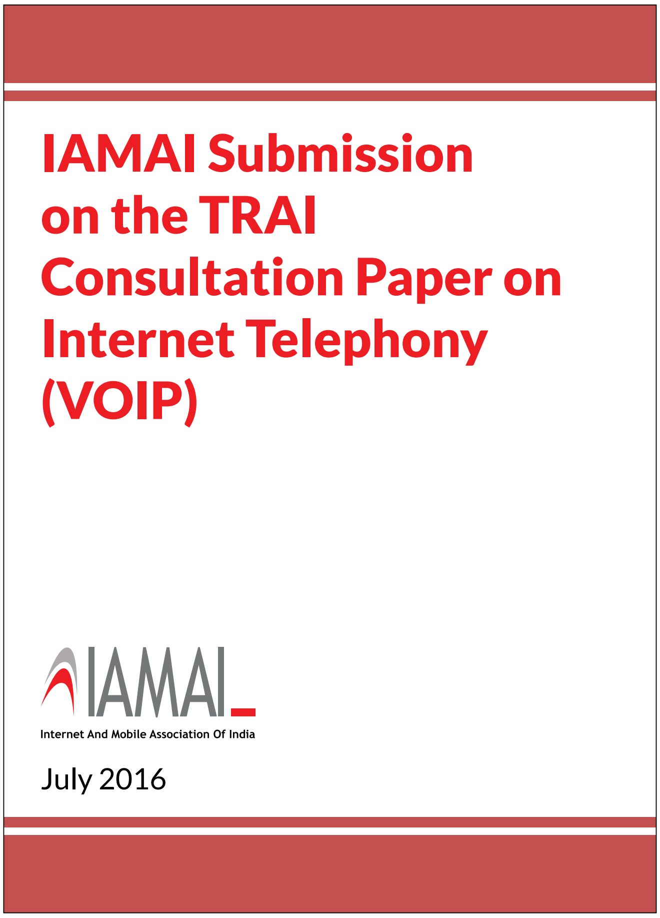
To help new business segments grow and to support the vision of Digital India, IAMAI has made submissions to various regulators:

4.1 Cloud Telephony:

IAMAI made a representation to TRAI in October 2016 on Cloud Telephony along with an industry delegation. The association submitted that Cloud Telephony be allowed with soft touch regulation. A detailed submission on this was made again in February 2017 to TRAI where it was explained why considering Indian Cloud Telephony services as 'audio text messaging services' was erroneous.

4.2 Internet Telephony (VOiP):

The association has been very proactive in supporting new technologies for growth of businesses. On VoiP, IAMAI has done extensive work by way of holding seminars. The inputs from the seminar were taken to create a white paper and the same was widely evangelised within the industry and also circulated to the relevant Govt authorities. IAMAI also submitted comments to the TRAI consultation paper on VoiP. Submission stressed upon (i) light-touch, (ii) limited only to those types of VoIP services that are intended to be a replacement for traditional Public Switched Telephone Network (PSTN) voice services.



IAMAI Submission on the TRAI Consultation Paper on Internet Telephony (VOIP)

IAMAI

Internet And Mobile Association Of India

July 2016

4.3 Cloud Computing:

IAMAI submitted that no licensing was required as the cloud platforms are already governed by the IT Act 2000. Any migration and deployment from one cloud to another is between the CSP and the user. The terms and conditions of the migration path may be left to industry best practices.

5. Establishing Net Neutrality

The association has always propagated and supported a strong and open Internet in India which would require that all Internet users be treated equally, without discriminating or charging differentially by user, content, site, platform, application, type of equipment, or mode of communication. Our various submissions to the Regulator in this regard have been well accepted.

5.1 Define Net Neutrality:

IAMAI made a submission to another TRAI Pre-Consultation paper on Net Neutrality to 'Define Net Neutrality' in March 2016 where the association responded to specific questions raised by TRAI on defining TMP, special treatments to IoT, CDNs, etc. were answered.

5.2 Discriminatory commission offered by telecom operators to various online entities:

IAMAI submitted its feedback to TRAI on discriminatory commission offered by telecom operators to various online entities in April 2016, in which the association stated its position against any form of such practices and to allow ease of doing business and level playing field.

5.3 Free Data:

Submission of a Consultation Paper on Free Data was made in June 2016 in response to TRAI seeking opinion on three models to offer free data without contravening the Differential Tariff Regulation. The submission stated that any model that is based on the principles of open, transparent and equal access to all consumers should be adopted.

6. Empowering Women Online and Children's Online Safety

IAMAI has, in the past, been very prolific in its endeavour towards safety for women and children online; towards this, we have worked through the year with the concerned ministries.

6.1 Mandatory Panic Button:

IAMAI responded to the DoT proposal for mandatory panic button in mobile phones in July 2016. The association stated that the Government needs to ensure that the backend system is robust. There is an urgent need to enhance the existing law enforcement initiatives

The Economic Times

Panic button will not solve issue of women safety: IAMAI

NEW DELHI: Introducing hardware and software tweaks in smartphones and feature phones will not solve the issue of safety and security of women in India, the Internet and Mobile Association of India (IAMAI) said on Wednesday.

Several emergency numbers and safety apps that have been launched in the past have not been effective due to a lack of an effective response management system with the local police and law enforcement agencies and poor back-end infrastructure, the industry body said.

The Department of Telecom (DoT) in April necessitated all new feature phones and smartphones sold in the country fron 2017 to have a panic button feature t allow women in distress to seek help mandated all new phones from Janu

and sensitise the agencies to handle emergency situations rather than mandate conditions such as Panic Button that are deemed to fail from its inception.

6.2 WCD:

IAMAI made a submission to the Ministry of Women & Child Development (WCD) on the Guidelines to Check the Harassment of Women on Matrimonial Sites in India in April 2016. IAMAI stated that sharing a government ID to resolve this issue will not solve the problem and it has potential for other consequential damages.

7. Spreading Indic for Internet

To connect over a billion Indians, it is important to be able to reach out to them in a language of their choice. Without using the local language, the dream of a connected India will remain a pipe dream. As has been apparent in the past few years, digital business in India will take its next leap riding on the local language. At IAMAI we have been working tirelessly over the past few years towards this goal. During the ICANN57 meet held in Hyderabad in November 2016, the association held a Seminar on 'Proliferation of Indic Computing' to address the critical issue of Universal Acceptance [UA], which is the concept of removing all technical barriers that might hinder a user from accessing any name in any TLD from any web browser, email client, or other Internet application on any computer or electronic device.

The seminar was attended by the international community working on various languages and also

ET tech From the newsroom of the Economic Times

Technology News / Latest Technology News / Internet

IAMAI, Indian govt step up to boost multilingual Internet

IAMAI said that the association would step up efforts to bring more people on the same platform to speed up efforts in the field of Indic language computing

Neha Alawadhi | ET Bureau | Updated: November 09, 2016, 16:26 IST

While the Indian government and industry has been keen to develop standards and rules for Indian languages on the Internet, the problem is far from becoming a reality any time soon, mainly because there consolidated platform for all stakeh work together.

attended by the Joint Secretary, Government of India, C-DACC, ICANN, UA Steering Group, TDIL, Indic Publishers such as Times Internet and Dainik Bhaskar, Indic tech companies such as Reverie and global companies like Google. IAMAI will be taking future initiatives in the field of Universal Access of Indic languages on the Internet following the positive responses to the session. Going forward, we plan to hold pan-India road shows to evangelise the need for businesses to go 'local' for growth.

8. Advocating Less Cash/ Demonetisation:

IAMAI's digital payments arm, the Payments Council of India, leads one of the most important initiatives of the year – drive towards less cash/ demonetisation this year.

8.1 Committee formed to review the payments framework in India

As a part of the implementation of the mid-term recommendations in the Union Cabinet note released by Ministry of Finance to strengthen the digital payment ecosystem, a committee was formed to review the digital payments framework in the country. The committee was chaired by Shri Ratan Watal, Principal Advisor, NITI Aayog and former Finance Secretary. The mandate of the committee was to identify and recommend appropriate measures required to grow electronic payments in India. PCI Chairman, Naveen Surya, and IAMAI President, Dr. Subho Ray, were selected to be members of this committee, among other dignitaries. Some of the key recommendations of the committee were:

- Make regulation of payments independent from the function of central banking
- Update the current Payments and Settlement Systems Act, 2007
- Promote digital payments and receipts within the Government
- Create a fund proposed as DIPAYAN from savings generated from cash-less transactions
- Create a ranking and reward framework to encourage and recognise government departments, state governments, districts and panchayats and other market participants who lead the efforts on enabling digital payments

Committee on Digital Payments

Medium Term Recommendations to Strengthen Digital Payments Ecosystem

Report
December 2016

Constituted by
MINISTRY OF FINANCE
Government of India

- Enable payments to be inter-operable between bank and non-banks as well as within non-banks.
- Allow non-bank PSPs to directly access payment systems

8.2 Positive Measures Post-Demonetisation:

To ease the pressure of demonetisation and to accelerate the adoption of digital payments, PCI made representations to, and scheduled meetings with, the Ministry of Finance and the Reserve Bank of India. Some of the positive outcomes were:

I. **Enhancement in Issuance limits for Pre-Paid Payment Instruments (PPIs) in India:** The monthly limit of semi-closed Prepaid Payment Instrument (PPI) that can be issued under Para 7.2 (i) of the Master Circular on issuance and operations of PPIs in India i.e. PPIs within minimum details was now enhanced from Rs. 10,000 to Rs. 20,000.

II. **Special Measures for Merchants:** As a special dispensation for small merchants, PPIs could be issued to merchants immediately on giving a self-declaration in respect of their merchant status and after verifying their bank account details. Transfer of funds by merchant in such PPIs to the merchant's own linked bank account up to an amount of Rs. 50,000 per month, without any limit per transaction was allowed.

III. **Rationalisation of Merchant Discount Rate (MDR) for Transactions up to Rs. 2000:** In order to facilitate wider acceptance of card payments, the following MDR changes for debit card transactions (including for payments made to Government), were introduced: For transactions up to Rs. 1000, MDR was capped at 0.25% of the transaction value. For transactions above Rs. 1000 and up to Rs. 2000, MDR was capped at 0.5% of the transaction value.

IV. **Rationalisation of Customer Charges for Immediate Payment Service (IMPS), Unified Payment Interface (UPI) & Unstructured Supplementary Service Data (USSD):** All participating banks and Prepaid Payment Instrument (PPI) issuers waived charges to customers for transactions up to Rs. 1000 settled on the Immediate Payment Service (IMPS), USSD-based *99# and Unified Payment Interface (UPI) systems.

V. **Awards for Paying Digitally:** In a move to promote digital payments, the Government of India initiated the #LuckyGrahakYojna, under which digital payments through RuPay cards, UPI, AEPS and USSD between Rs. 50 and Rs. 3,000 were eligible for awards. Under the Lucky Grahak Yojna, 15,000 winners were eligible daily for a prize worth Rs. 1,000 each for 100 days starting December 25, 2016. A weekly award for around 7,000 consumers eligible for a maximum prize of Rs. 1 lakh was also announced. Under the Digi-Dhan Vyaapari Yojna, every week, more than 7,000 merchants were eligible for a prize of Rs. 50,000.

VI. **Incentives to Encourage Digital Payments:** One month after the Government announced demonetisation of high-value currency notes, the following measures were announced to encourage digital payments: 0.75% discount on fuel; POS machines in villages; RuPay Kisan Cards for farmers; buying railway tickets online; free accidental insurance; incentives for railway passengers; discount on policies sold online; no transaction fee on digital payments; benefits for merchants and traders; no cess on cashless payment less than Rs. 2000; 10% discount on card payments.

8.3 PCI Feedback & Representations

During the Financial Year 2016/17, PCI made the following submissions to the respective authorities:

1. **Feedback on Draft Master Directions for Issuance and Operations of Prepaid Payment Issuers:** RBI had released the 'Master Directions on Issuance and Operation of Prepaid Payment Instruments in India' for feedback. PCI arranged for a workshop with the Department of Payment and Settlement System team at RBI for its members to discuss in detail the concerns and feedback on the master directions. Post the workshop, PCI submitted a consolidated industry feedback with RBI.

2. **Feedback on Draft Guidelines on Security of Prepaid Payment Issuers:** With the growing use of digital payments in the country, the rules defining their security by the Ministry of Electronics and IT was a timely initiative. PCI welcomed the 'Draft Information Technology (Security of Prepaid Payment Instruments) Rules 2017' released by MeitY in this direction and shared feedback and specific comments on the draft rules.

3. **Feedback on Consultation Paper of Telecom Regulatory Authority of India (TRAI) on the review of regulatory framework for the use of USSD for Mobile Financial Service:** TRAI released

a consultation paper on 'Review of Regulatory Framework for the use of USSD for Mobile Financial Services' for stakeholders' comments. PCI's feedback on inclusion of PPIs on the USSD platform and rationalisation of pricing structure were taken into consideration by TRAI and a notification was issued to that effect.

4. **Submission on Regulatory Reporting Framework for Payments Banks:** Some of the members were keen to have clarity on the kind of reports that are expected from payments banks to be submitted to RBI once they go live. As per the interaction with Reserve Bank of India, they requested PCI to coordinate and propose the type, frequency and form factor of reports feasible to be shared by the payments banks. PCI, along with its members, identified and shared with RBI the regulatory reporting framework for payments banks.

5. **Feedback on Consultation Paper on Card Acceptance Infrastructure:** RBI released a 'Concept paper on Card Acceptance Infrastructure' for seeking public comments. The paper dealt with two objectives: enhancing growth in card acceptance infrastructure and rationalisation of Merchant Discount Rate (MDR) for debit card transactions and offered multi-pronged strategies to make this possible. One of the most important feedbacks shared by PCI on the paper was to have a balanced economic distribution of MDR between the players in the payment ecosystem.

6. **Feedback on paper on 'Rationalisation of MDR for Debit card transactions:** RBI invited comments on the circular on 'Rationalisation of Merchant Discount Rate for Debit Cards'. The members of PCI, in their feedback, shared their concerns with regards to regulation of MDR which puts the long-term viability of the entire industry at stake.

8.4 Meetings and Interactions

1. **Meeting with Shri Arun Jaitley, Union Minister of Finance, Government of India:** PCI, along with some of its Executive Council members, met Shri Arun Jaitley with suggestions on measures that can be adopted by digital payment companies to support the Government of India in its demonetisation objective.

2. **Meetings with Shri Neeraj Gupta, Chairman, National Task Force & Secretary, Department of Investment and Public Asset Management (DIPAM), Ministry of Finance (MOF):** PCI shared its feedback on the short-term and mid-term recommendations to promote digital payments mentioned in the Union Cabinet Note. PCI was a part of multiple meetings with Shri Neeraj Gupta to discuss the implementation of the short-term measures.

9. Policy Roundtables

As a part of our efforts to raise the level of IAMAI's public policy interventions and with a view to raise general awareness about issues that impact the Internet economy, we organise public policy roundtables and seminars. The policy roundtables are meant to discuss,

deliberate and hammer out issues pertaining to Internet governance, technology and regulation, which have a bearing on all concerned. This year, as in previous years, IAMAI organised several policy roundtables to discuss and deliberate pertinent issues. These include:

9.1 Roundtable on Free Public Internet via Wi-Fi:

In May 2016, a roundtable seminar on offering free public Internet via wi-fi was held. The inputs from the discussion were used to create a working paper which was submitted to TRAI and populated amongst relevant stakeholders.

9.2 Session on Data Centre Localisation:

In May 2016, a session on promoting data centre localisation in India was organised with Shri Amitabh Kant, CEO, NITI Ayog along with the launch of a report by IAMAI on the topic.

9.3 Roundtable on MVNO:

In June 2016, a roundtable on MVNO was organised and the inputs received were used to draft a working paper that is awaiting soft launch.

9.4 Roundtable on GST:

In August 2016, a roundtable on GST was organised with Shri Arvind Gupta of the BJP IT Cell to place before him the exact challenges faced by the sector.

9.5 Roundtable on Sharing Economy:

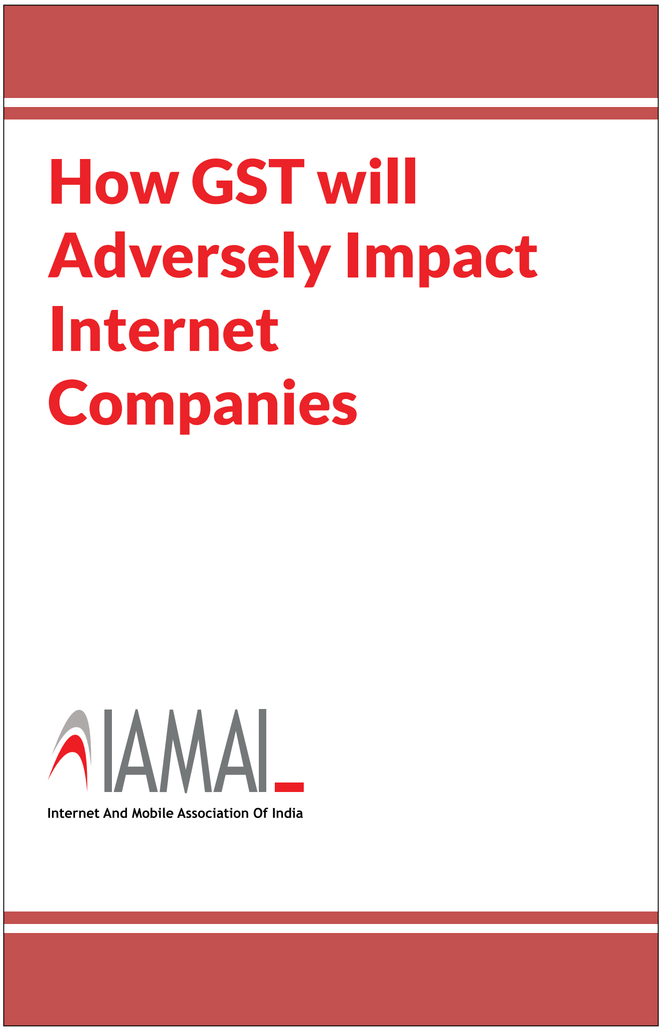
In November 2016, a roundtable on the sharing economy was organised with representatives from this newly-emerging sector. Shri Arvind Gupta from the BJP IT Cell was also present in the meeting.

10. Policy Papers:

The association undertook the initiative to prepare and release several policy papers and white papers pertaining to the burning issues of the industry. These are listed below and the more important ones are discussed in detail in the chapter on Research.

a. Paper on Impact of GST on E-Commerce - in association with PWC: This paper was used to discuss the challenges faced by e-Commerce companies with relevant authorities.

b. How GST will adversely impact Internet Companies: The association recognised six major challenges for digital/Internet companies in India from the draft GST and lobbied extensively on behalf of the industry.



c. White paper on Equalisation Levy introduced by the Finance Bill, 2016 – in association with PWC: The paper was circulated extensively in the Finance Ministry and was submitted to the Union Minister of State, Ministry of Finance.

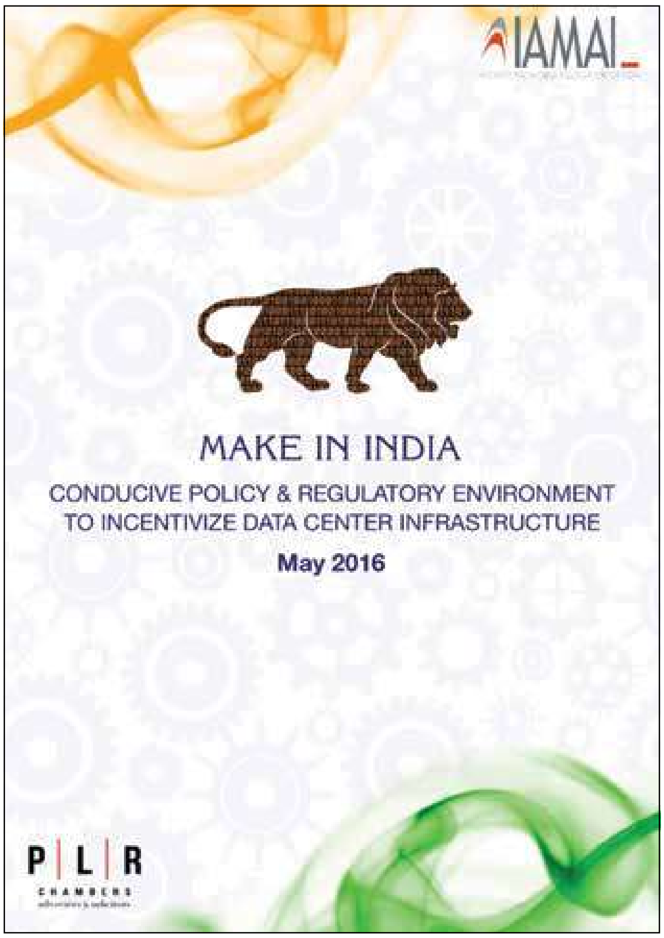
d. Equalisation Levy: An Indirect Tax on Indian Companies – in association with Nishith Desai Associates: The policy paper was widely circulated amongst CBDT officials and Finance Ministry officials to highlight the challenges EL created for Indian start-ups.

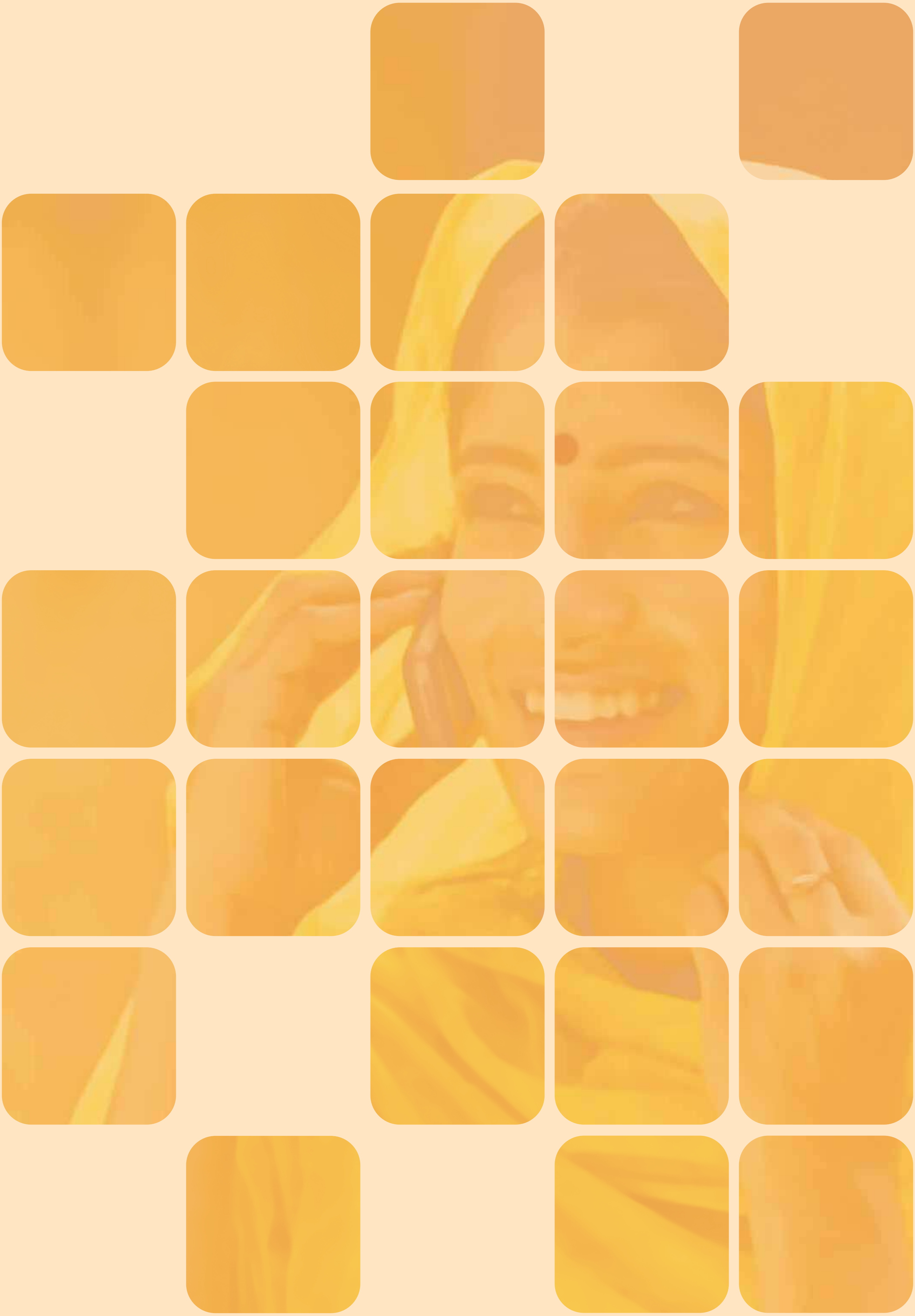
e. Issues and Recommendations in Relation to OIDAR-related Amendments – in association with BMR and Associates LLP: This document was submitted before Tax Research Unit, Ministry of Finance in the presence of an industry delegation; and further circulated to all relevant authorities.

f. White Paper on Wi-Fi as Last Mile Connectivity:
The paper drafted from the inputs of the roundtable was extensively circulated and well received by relevant authorities.

g. White Paper on VOIP - A Killer App:
The white paper on VOIP was well received by both government officials and industry representatives, alike.

h. Make in India: Conducive Policy & Regulatory Environment to Incentivise Data Centre Infrastructure, in association with PLR: The report was launched by Amitabh Kant, CEO, NITI Aayog and was well received by policymakers.





STRATEGIC SECTORS

This year there was more depth in the existing sectors, and the spread of the sectors also grew more than two-fold. Some of the key sectors of the digital economy that IAMAI strongly represents and gives direction to, are discussed in this section.

1. Digital Advertising

One of the largest groups within IAMAI, the mandate of the group is the growth of the sector. The other focus area of the committee is to have a timely payment mechanism for the industry and to set up an industry inventory exchange.

1.1 Measurement: Alignment of Industry Numbers

The Digital Advertising Council, in its endeavour to align the industry numbers of the digital media industry arranged a joint meeting with measurement agencies such as IMRB, ComScore and Nielsen. As a result of the discussions, IMRB and Comscore agreed to consider 'iCube' as a base for the universe of Internet users in India.

2. Payments

After Prime Minister Narendra Modi announced the 'demonetisation of currency' on November 8, 2016, the current Union Budget further aimed to strengthen the country's cashless economy. Finance Minister, Shri Arun Jaitley made a large number of announcements to push the digital economy of the country in his Budget 2017 speech. Measures like exemption of import duty on all types of PoS devices, additional 10 and 20 lakh POS terminals, no service charges on IRCTC bookings and incentivisation schemes on digital payments for merchants, along with a ban on cash transactions above Rs. 3 lakh would provide a huge boost to the country's digital payment revolution.

IAMAI through its payments arm, the Payments Council of India (PCI), has undertaken several initiatives to promote less cash and to boost digital payments in the country.

2.1 Launch of Toll-Free Number to Promote the use of Digital Payments

For furthering the digitisation objectives of the Government of India and to educate the Indian public about the modalities for accessing and using digital modes for payments post-demonetisation, PCI launched a toll-free helpline no., 1800 315 8888, in Hindi and English. The helpline provided information to consumers and merchants on the various digital payment options and took their requests for adoption of specific digital payment options which were served by the multiple PCI members. In phase 2 of the project, the Government of India short-code, 1444, was synced with the existing PCI toll-free infrastructure. Phase 2 of the helpline involved a human call centre which was implemented in collaboration with NASSCOM, six Business Process Management (BPM) firms, and Deloitte. It was launched in six languages.


ET tech From the newsroom of the Economic Times

Technology News / Latest Technology News / Internet

IAMAI & PCI welcome the demonetisation of higher value currency notes

According to PCI, this will move will lead to huge reduction in Cash on Delivery transactions and will definitely provide boost to Internet commerce and payments

Neha Alawadhi | ET Bureau | November
16:20 IST


TOI GET APP

BUSINESS

Call special helpline - 1800 315 7777 - for digital instruments

TNN | Updated: Dec 16, 2016, 01.50PM IST

2.2 Print Campaign to Spread Awareness of Digital Payments

In its endeavour to lend support to demonetisation, PCI undertook a print campaign highlighting the vast reach of non-bank PCI members. The campaign promoted digital instruments as an option to do daily transactions across multiple touch points in tier-2, tier-3 cities and rural areas. An awareness campaign promoted the digital payments toll-free helpline and the various options for merchants and consumers to adopt digital payments.

2.3 Identification of Red Flag Indicators for Prepaid Payment Issuers

As a part of the anti-money laundering (AML) and Counter Financing of Terrorism (CFT) compliance, it is the responsibility of the regulated entities to monitor and identify transactions, evaluate them in real time, and flag the ones that are suspicious. A Suspicious Transaction Report (STR) needs to be filed with the Financial Intelligence Unit (FIU). PCI was invited by FIU to represent the Prepaid Payment Issuers (PPIs) in the meeting arranged by them to identify, discuss and consolidate standardised red flag indicators for generating alerts by PPIs.

3. E-Commerce

The association has been actively working on tax and other regulatory challenges faced by the sector for a long time. e-Commerce in India has evolved and now there are niche players specialising in product verticals. Keeping in mind this evolution, and given the stage of maturity of this sector, from 2017 onwards, e-Commerce has been further disaggregated and, from now on, this committee will focus on the e-Tailing sector only. One key development this year, was the opening of the food retail sector. This sector is expected to see significant activities in the next year and IAMAI is well prepared to represent the industry.

The broad mandate of this group is to evangelise ease of doing business for e-Commerce businesses in India; streamlining B2B issues; commercial arrangements between sellers and online platforms; identifying current and emerging regulatory policy challenges for various verticals of the e-Commerce sector and specifically address business issues of e-Commerce verticals.

4. HealthTech

The convergence of healthcare with upcoming technologies such as cloud computing and wireless technologies will play a key role in improving accessibility and affordable healthcare in India. The coming years are expected to witness a greater deployment of tools such as tele-medicine, tele-radiology, Hospital Information Systems (HIS)/Hospital Management Information Systems (HMIS), online or Electronic Medical Records (EMR), etc.

Given the importance of this sector, and the role it will play to provide affordable and accessible healthcare in India, IAMAI has formed a committee to address regulatory hurdles for focus areas like tele-medicine and online medicine ordering. The focus is also on setting standards for cloud software and devices to ensure interoperability and facilitate payment options between sector and payment gateways and also payment arrangements with app stores. The committee also aims to evangelise the sector amongst customers and policy makers to promote health-tech. The members of the committee are also trying to draft self-regulatory guidelines for the industry.

5. IoT

India, in recent few years, has been moving towards becoming a digital economy. The digital space in India has seen a lot of transformation and Internet of Things (IoT) is a recent phenomenon. Hence the Department of Electronics and Information Technology (DeitY) has drafted India's first 'Internet of Things Policy'. This policy has been developed with an aim to make the IoT industry in India reach $15 billion by 2020, by increasing the number of connected devices in Indian from the current 200 million to 2.7 billion by 2020.

Globally, while China takes a lead in manufacturing for IoT, India is a potential leader in the software development with apps and business models for IoT. The future of IoT in India will be driven by the four pillars: Mobility, Social Business, Big Data Analytics and Cloud Computing. Presently, the IoT market is supply driven with innovative products driving sales. The market will turn demand driven at a critical stage when larger projects like smart cities, etc., really take off in India. IAMAI is constantly trying to realign to the demands of new technologies and industry. As such, this year, IAMAI set up a new result-oriented committee on IoT.

The first meeting of the IoT committee was convened in New Delhi to identify the key sectors, understand the existing policies around IoT and where IAMAI, as an industry body, must intervene. Also, the committee discussed how to fast track adoption of IoT in certain sectors and what is required to close the value chain of IoT in public and private sectors. IoT has much to contribute to National Projects such as: a) Clean Ganga, b) Digital India, c) Clean Energy, etc. IAMAI will prepare white papers around energy conservation, smart cities, etc, and will work with the Government and other agencies to tap the potential of IoT towards envisioning the Digital India mission.

6. FinTech

This year, leading BFSI and FinTech companies collaborated to form the largest FinTech Group at IAMAI. The purpose of the group is to encourage collaboration, seek complementarities and build synergy between leading BFSI companies and the emerging FinTech start-ups. The group comprises 60 members from leading banks and technology start-ups including SBI, HDFC, ICICI Bank, IndusInd Bank, Kotak Mahindra Bank, BankBazaar, PolicyBazaar, i-Lend, Faircent, LendingKart, PNB Metlife, ClearTax, CoverFox, Scripbox, Indifi Technologies, Capital Float, Bill Desk, Itz Cash, PayPal, Chillar, Avenues India, MSwipe, among others. It is being chaired by Mrutyunjay Mahapatra, Dy. MD and CIO of State Bank of India and Co-Chaired by Adhil Shetty, CEO of Bank Bazaar.

The mandate of the group is to reach out to the last person and bring him into the structure of the entire financial system and create trust and safety, by leveraging technology. This group represents the following segments: Credit, Payments, P2P Lending, Personal Finance and Technology. These segments have been carefully chosen to bring about collaboration leading to trust and safety, which is the key to financial inclusiveness.

IAMAI FinTech Committee is a unique and important coming together of leading financial institutions, innovative fin-tech companies, information security companies, and leading policy organisations.


ET tech From the newsroom of the Economic Times

Banks and fintech cos to collaborate under IAMAI

As many as 60 banks and fintech companies have now come together under a new committee set up by the Internet and Mobile Association of India

Mugdha Variyar | ET Bureau | March 20, 2017, 07:55 IST

Even as banks and fintech companies often

7. Digital Transformation

A path-breaking initiative at IAMAI this year has been the formation of the Digital Transformation group. The mandate of the group is to help transform India's top 100 companies' move to the digital way of thinking and conducting business in the next five years. Two meetings have already been conducted with leading Chief Digital Officers of various legacy companies, and a task-oriented sub-committee has been formed. The need for this group arises from the fact that digital technologies are fundamentally transforming every business from auto manufacturing to financial services. Traditional companies, therefore, need to understand, sift through, adopt and implement these technologies to grow and transform themselves.

A white paper is being prepared to map a CDO's role in the present content. Also, a major event has been planned in the later part of the year.

Besides these existing bodies of work, we are going to expand and include some new sectors within IAMAI. These are connected with the Digital India mission and the transformative agenda of the Government will be realised through these sectors. These sectors are listed below:

8. EduTech

The education sector in India is poised to witness major growth in the years to come, as India will have the world's largest tertiary-age population and second-largest graduate talent pipeline globally by the end of 2020. This is where Indian EduTech start-ups are making their mark. India is becoming one of the largest markets for e-Learning after the US. Around 125 start-ups were funded between 2014 and 2016, with a total investment of US$256 million.

With an average year-on-year growth of 49% in deals and 149% in total funding, EduTech is one of the sectors that made it big in 2016. Online platforms, mobile applications and new learning formats have massively improved access to education, as well as enhancing the learning process itself, while online and cloud technologies bring with them exciting standardisation possibilities for content.

IAMAI aims to act as a catalyst for existing education technology players to grow and scale. The association will intervene for conducive policy formation, if required, for removal of any regulatory hurdles.

9. Shared Economy

Improved technologies like smartphones, Internet penetration, lean logistics, simple payment systems etc., have eased peer-to-peer sharing. Most of the hindrance that was present in enabling the sharing economy has been successfully tackled with the help of technology. The sharing economy, or collaborative consumption, is growing rapidly in India. Global companies such as Airbnb and Uber are prioritising India as a key market, amid a rise in smartphone and Internet use in the country, and because of other factors, such as a large youth population and the limited purchasing power of many Indians. The number of Internet users in India is estimated to reach around 450 million by June 2017 and the demographics are also favourable, with more than half of India's population under the age of 25. Now is the time when the sharing economy movement can soar high with community effort. Keeping in mind the changing dynamics and the need for a concerted effort to help grow this sector, IAMAI is forming a new result -oriented committee in 2017, to spearhead the transformation.

Besides working towards removing regulatory hurdles that prevent expansion of the sharing economy in India, the mandate of the group would be to help promote Indian start-ups in this sector for India-specific solutions. As a step forward, a roundtable meeting with industry representatives was held to identify the challenges faced by the sector.

10. TravelTech

The travel technology market in India is now big and growing fast. With initiatives like 'Digital India', the Government of India is indeed working on ways and means to promote technology in all sectors. This is also the reason why the travel-tech market is growing at a faster clip. We are now witness to some major changes in the travel industry, so much so that these changes will completely revolutionise the way we travel in India in years to come. The new trends in travelling in India include everything from virtual reality tours and drone photography to cloud passports and artificial intelligence. To address the challenges of this fast-growing sector, and to promote start-ups here, IAMAI is in the process of forming a committee in 2017.

11. Artificial Intelligence

Recent advances in artificial intelligence (AI) are a wake-up call to policymakers in India, with every one of Prime Minister Narendra Modi's flagship programmes likely to be directly affected within the next few years. With China making rapid progress in AI-based research, it is imperative that India views AI as a critical element of national security strategy. Spurring AI-based innovation and establishing AI-ready infrastructure are thus necessary to prepare India's jobs and skills markets for an AI-based future and to secure its strategic interests.

For India to maximally benefit from the AI revolution, it must adopt a deliberate policy to drive AI innovation, adaptation, and proliferation in sectors beyond consumer goods and information technology services. From NATGRID to Aadhaar, machine intelligence-powered platforms can become a strategic instrument of governance in India across a wide range of public services. These platforms are not without their challenges: a machine intelligence-powered approach to governance will require robust digital privacy laws and a code of ethics on limits to using AI. However, the range of AI's possibilities is so vast that the full spectrum of its opportunities is difficult to fully comprehend.

Through this result-oriented committee which will be set up in 2017, IAMAI would push to make AI a critical component of the Prime Minister's flagship Make in India, Skill India, and Digital India programmes. The effort would be to work with the Government and the industry to create regional innovation clusters for manufacturing automation and robotics in partnership with universities and start-ups, incorporating market-based mechanisms for identifying the kind of skills that employers will value in the future, and promoting cloud infrastructure capacity building inside India.

12. Gaming

India's mobile gaming market is projected to top US$400 million by 2022, driven by the growing adoption of freemium and virtual reality games in the coming years. As the gaming industry is growing quickly, there are many start-ups trying something new to develop these games. To fight international competition, Indian gaming start-ups are diversifying the different genres of gaming through unique storylines, bold innovations, and inventive design skills. The mobile gaming industry is among the bright spots for investors focusing on India, where the youth-dominated population has a major role in making mobile games popular. However, funding and monetisation process are the two biggest challenges for the industry.

In order to discuss and address the challenges and to propel the growth trajectory of this emerging sector, IAMAI will form a new committee on Gaming, in 2017.

13. Listings/Classifieds

The Indian digital classifieds industry is projected to grow three times to US$1.2 billion by 2020. The next phase of growth of such ads will be driven by the rapid growth of e-services, real estate and automobiles. However, horizontal classifieds will still continue to lead with about 30% market share of total digital classifieds in 2020. Real estate and e-services are expected to increase by 4x and 7x, respectively, by 2020. Within the e-services classifieds vertical, dining, auto rentals, relocation services and home services like beauty services, repair, tutoring, personal trainers are the most popular. The online job-search market is set to double by 2020 with 63% consumers accessing e-classifieds.

The ecosystem is ripe for the emergence of digital classifieds. Spurred by increasing smartphone penetration, online users are expected to grow to a whopping 650 million by 2020; and with every second consumer willing to pay for value-added services; the digital classified segment is expected to grow. However, as the digital classified segment undergoes a rapid transformation it is facing a few challenges like unverified listings and low customer loyalty. However, it is expected that there will be convergence of online businesses since the end customer is the same, thus a high possibility of e-tailing, e-services and digital classifieds coming together as a strong one-stop value proposition in the coming years. This would further enhance revenue streams, monetising possibilities and reduce overall cost of customer acquisition.
The new committee within IAMAI will address the specific challenges faced by this sector and would look to create an enabling an ecosystem for further business development.

14. AgriTech

Agriculture technology is emerging as one of the hottest sectors for investors this year, primarily for the mountains of data these start-ups are able to harvest. While the contribution of agriculture to GDP has been steadily declining and currently stands at 15%, this state of affairs has triggered action from entrepreneurs and start-ups who are introducing technology to farming in new ways. The agri-tech sector in India includes all the technology, modern products, and services used in agriculture to increase yield, efficiency, and profitability. This concentrated focus, scientific research, and industrial application collectively provide fertile ground to entrepreneurial ventures. The growth prospects are further boosted by the increase in smartphone penetration and Internet connectivity as well as the Government's Digital India push. To evangelise this emerging sector, and to address the challenges, IAMAI will form a committee in 2017.

IAMAI
Internet And Mobile Association Of India

BUSINESS DEVELOPMENT

Through a series of B2B and trade events, promotional activities, workshops and conferences, IAMAI has been indirectly working on business development of key Internet sectors since its inception. This year, too, was no exception. Here are the details of business development activities undertaken in 2016/17.

1. Roundtables

IAMAI organises industry roundtables for members and non-members as part of its effort to promote the segment. These roundtables are usually sponsored and the discussions pertain to various trends related to the industry. These roundtables have a select and focussed audience, involving mostly CXOs, CMOs, and CTOs. This year, we organised two such roundtables.

1.1 Discussion on the 'Evolving Nature and Challenges of Ad Delivery'

IAMAI organised a roundtable discussion in association with Akamai in Gurgaon on 26 August, 2016. The event was attended by industry leaders in the ad networks division from various sectors. Looking at the progressing nature and challenges faced by ad networks in delivering their product to customers, this roundtable aimed to highlight the opportunity and challenges faced by the industry, performance bottlenecks and its impact on user experience, revenue and upcoming disruptive technologies. The session was moderated by Deepali Nair, Advisor, IAMAI & Sidharth Pisharoti, Regional Vice President, AKAMAI.

1.2 Roundtable on 'Exploring the Digital Customer Journey': Bengaluru & Gurgaon

IAMAI and Criteo organised a roundtable on 10 May, 2016 in Bengaluru. The roundtable focused on the key trends and innovation in travel, retail and digital media and the attributions that are transforming e-Commerce. The session highlighted the marketing needs of personalisation and cross-device matching as most marketers are adopting this strategy to satisfy customer experience. Ajeet Kandachar, MD, Criteo India started the session with a brief introduction of the company and its role in the ad-tech sector. He spoke about performance marketing, traffic generated on advertisers' websites and how they engage users by retargeting.

IAMAI and Criteo also organised a similar roundtable on 12 May, 2016 in Gurgaon on the same topic.

1.3 Discussion on 'How Content Creation will help to win the Battle of Marketing': Bengaluru & Mumbai

IAMAI organised a roundtable discussion in association with Times Internet in Bengaluru on 20 October, 2016. The roundtable was attended by brand managers, digital heads, media planners and other influencers across brands and agencies in Bengaluru. Content has an emotional effect on readers, and in the business world where conviction is currency, brands can harness their content as a powerful sales force. Hence, the panel discussion was organised to learn about the impact of content and other attributes that are driving revenue in today's digital marketing.

The topic for the plenary session was 'How Content Creation will help to win the Battle of Marketing'. It was moderated by Gulshan Verma, Chief Revenue Officer, Times Internet while the speakers on the panel were: Anshul Chaturvedi, Head of Marketing,

Aditya Birla Fashion & Retail; Bhaskar Choudhuri, Marketing Director, Lenovo; Deepak Srikumar, Director Marketing, Myntra; Suraj Nambiar, General Manager, Maxus Global; Ritu Sahu, Head of Marketing, People, Madura Fashion & Lifestyle; Sushant Sreeram, India Head Marketing, Xiaomi.

A similar roundtable discussion was organised in Mumbai on 19, January, 2017. Besides Gulshan Verma, other speakers included: Siddharth Bhatia, Head of Marketing & Human Resources, The Wadhwa Group; Rohan Padhye, Vice President Marketing, Axis Mutual Fund; Rubeena Singh, Chief Executive Officer, iProspect India; Salil Vaidya, Director & Chief Marketing Officer, DHFL Pramerica; Amitabh Tapadar, Brand Group & Consumer Insights Head, Bajaj Electricals Ltd.

1.4 TechProcess Roundtable Discussion:

IAMAI organised a roundtable discussion in association with TechProcess in Bengaluru on 19 May, 2016. The event was attended by marketing heads of various sectors. The purpose of the discussion was to address key driving forces and challenges for these companies. The topic for the plenary session was 'e-Commerce in India: Drivers and Challenges'. It was moderated by Milind Kamat, EVP Sales, TechProcess Payments, while the speakers on the panel were: Himanshu Verma, Chief Technology Officer, Yatra; Kartheeswaran, Co-founder & CTO, Ninjacart; Advit Sahdev, Head of Marketing, Infibeam; Sreevathsav Reddy, Head Product, Voonik; Piyush Bhargav, Vice President, Reliance Retail and Sudhakar Pandey, Vice President-Product, Myntra.

Some of the key points discussed by the panellists were: Lower transaction cost v\s higher success rate; Is refunds management putting a load on customer service? And finally they discussed the trends in COD and views on Electronic-Payments on Delivery.

1.5 Cracking the Code of Marketing Automation

IAMAI organised a roundtable discussion in association with Netcore Solutions in Mumbai on 2 February, 2017. The event was attended by CMOs, CEOs, founders, AVPs, VPs, marketing heads, brand managers and marketing managers in Mumbai. The topic for the roundtable was 'The Future of Marketing Automation in India - Infinite Customer Experiences'. Abithab Bhaskar, Senior Vice President - Global Enterprise Sales, Netcore Solutions made a presentation.

A panel discussion was moderated by Deepali Naair, Chief Marketing & Digital Officer, IIFL Wealth Management Ltd while the speakers on the panel were: Abhishek Joshi, Head - Marketing & Analytics, Digital Business, Sony Pictures; Aditya Save, Chief Marketing Officer, Shaadi.com; Jaimit Doshi, Marketing & Sales Head, Coverfox and Veer Chand Bothra, Chief Innovation Officer, Netcore Solutions.

2. Offsites

The purpose of the annual offsites is to kick-start our next generation work on digital marketing which comprises audience measurement, mobile marketing and content-driven marketing. IAMAI offsites have become a much-awaited event among marketers.

2.1 5th Digital Marketing Conversations, Srinagar

IAMAI organised the 5th Digital Marketing Conversations on 9 June, 2016 in Srinagar, continuing the grand success of its earlier editions. The Conversation, as always, was an all-expense paid offsite only for Chief Marketing Officers and marketing heads. This is an exclusive format for networking and engaging CMOs and the digital industry with the sole purpose of understanding how to create opportunities for innovation and growth in digital marketing. Over three eventful days in Srinagar, the participants engaged in a number of engaging activities viz. presentations, knowledge sharing sessions. Formal sessions were matched with informal interaction over fun activities. This unique format allows participants to build professional and personal liaisons and has proved to be immensely popular over the years. The CMOs who attended the 5th edition were: Abhishek Rathi, PNB Met Life; Amit Sawant, Phoenix Mills; Aniruddha Haldar, TVS Motors; Avinash Shroff, Transamerica; Bal Krishna Kini, AMFI; Bhaskar Choudhuri, Lenovo; Dhruv Chopra, Carwale; Gagan Singla, Angel Broking, Gaurav Hazrati, IndusInd Bank; Jiten Mahendra, Max Fashion; Lakshmikant Gupta, Girnar Soft (Car Dekho); Molly Kapoor, Birla MF; Namita Pant, Trent India; Nikhil Rungta, Housing.com; Nishant Kashikar, Tourism Australia; Nitin Agarwal, Shopclues; Pawan Sarda, TATA Value Homes; Priya Mathias, Kalpataru Rajiv Prahakar, Sharekhan; Sandeep Walunj, Reliance Mutual Fund;

Sapna Desai, Cigna TTK; Shabnam Panjwani, Edelweiss; Shailesh Chaturvedi, Tommy Hilfiger; Sidddharth Bhatia, Wadhwa Group; Sunil Raina, XOLO; Vani Gupta, PepsiCo; Vineet Khanna, Accenture and Vippin Nadakkal, Geojit PNB Paribas.

2.2 Digital Dussehra: Learning Trip for Chief Digital Marketing Officers, Jaipur

Digital Dussehra was organised by IAMAI, only for Chief Digital Officers and digital marketers of various brands. It is a special format for networking and engaging CDOs and the digital industry in order to understand how to create innovation and growth opportunities in digital marketing. The USP of this meet was its exclusivity which was attained by restricting it to digital heads only and the splendid experience of being at The Fairmont Hotel, Jaipur.

While the presentations and discussions brought forth some very key insights and perspectives from the different presenters who talked about various topics pertinent to digital media, its latest trends and the way ahead, the fun activities got all the attendees together to share some personal time and experiences with each other in an exciting and engaging fashion. Digital heads who participated in the first-ever Digital Dussehra were: Ranjit Behera, ABOF; Balaji Viswanath, American Express; Abhilash Premanand, Bankbazaar.com; Bhavya

Sadrani, Bisleri International; Kiran Pai, Cipla; Archan Banerjee, Dabur; Salil Vaidya, DHFL Pramerica; Jitendra Singh, Emami; Zulfiqar Khan, Eros Now; Manmeet Singh, Flipkart; Pawan Sarda, Future Group India; Anand Ramakrishnan, HCL Technologies; Boniface Noronha, HDFC Life; Sumit Bedi, IndiaMart; Manish Agarwal, Kotak Bank; Harish Aswani, Lava International; Ankit Desai, Marico; Sumanta Sengupta, OYO Rooms; Indranil Lahiri, Pidilite; Abhishek Rathi, PNB MetLife; Uma Talreja, Raymond; Ashish Verma, Swiggy; Savita U, TVS; Kaushik Chakraborty, UTI Mutual Funds and Bhavin Desai, Volkswagen.

2.3. CMO Rendezvous, Kumarakom

CMO Rendezvous 2017 was a 3-day learning trip in the scenic beauty of Kumarakom Lake Resort, Kerala. The participants were marketing heads from across

sectors and brands. CMO Rendezvous 2017 was an all-expense paid learning trip organised by the IAMAI, only for Chief Marketing Officers and marketing heads. It is an exclusive format for networking and engaging the CMOs and the Digital Industry with the sole purpose of understanding how to create opportunities for innovation and growth in digital marketing. CMOs who participated in the inaugural CMO Rendezvous were: Sumanth Sudarshan, Acer; Vishwajeet Parashar, Bajaj Capital; Rajesh Nambiar, Birla Sun Life Insurance; Shalabh Saxena, Canara HSBC Oriental Bank of Commerce Life Insurance; Sudhir Rao, Cholamandalam Investment and Finance; Nikhil Rastogi, Citi Bank; Mohit Goel, Exide Life; Apurva Chamaria, HCL Technologies; Sanjay Tripathy, HDFC Life; Vandana Chamaria, Hero MotoCorp; Puneet Anand, Hyundai Motor India; Vasantha Kumar, IBM; Deepali Naair, IIFL; Pronob Mukerji, Jockey India; Manisha Rana, Koovs.com; Jasneet Bachal, Kotak Mahindra Life Insurance; Lijo Isac, Practo; Subhrangshu Neogi, Religare; Srinivas Jain, SBI Mutual Fund; Suvodeep Das, Sodexo; Nupur Sharma, Symantec; Rajeeb Kumar Dash, Tata Housing; Jos Babu, UAE Exchange; Mitika Kulshreshtha, Verisign India; Kousik Bhattacharya, Via.com and Rajat Mehta, Yes Bank.

3. India Affiliate Summit

Today, affiliate marketing is one of the important ways to generate revenue for bloggers and other website owners. Companies engaged in this are improving on

transparency in business deals. In order to promote this key component of digital advertising, IAMAI, for the second time running, organised a mega India Affiliate Summit in 2016. The association organised this event to bring affiliate aka the performance marketing industry together. The event focused on providing educational

sessions on the latest industry issues along with networking opportunities for affiliate marketers.

Spread across two days of networking and innovation, the Summit was segregated to provide opportunities to fraternise with fellow affiliates and brands alike, with the Affiliate Street being the main attraction. It was the perfect setup to discuss innovations and dissect the implications of Affiliate Marketing. The summit comprised the Keynote Address, Plenary Sessions, Workshops and Lead Talks by stalwarts of the Industry. Key speakers at the event included: Parul Bhargava, Co-Founder & CEO, vCommission Media; Stephanie Swan, Director- Client Operations, CAKE; Pariekshit Maadishetti, Founder, Taj Rummy; Ashwiny Thapliyal, Head Consultant for India, Tune; Milind Pathak, Chief Operating Officer, Madhouse India; Harsh Agrawal, Founder, ShoutMeLoud, amongst many others.

4. Credit Recovery for Publishers and Agencies

It has been two years since IAMAI has been involved in streamlining the billing and payment process between IAMAI member publishers and agencies who are members of IAMAI & AAAI. Under this programme, annually, approximately a sum of Rs 225 crore worth of payment recovery was managed by IAMAI in FY 2016/17. Currently, the following publisher and agency members are a part of this programme: Times Internet, Rediff, Dainik Bhaskar, HT Media, SVG Media, Affinity, Affle, Malayala Manorama, Dainik Jagran, BBC, NDTV, Fork Media, Httpool, Network 18, Star, Viacom 18, Vcommission. Vserv, Netcore Solutions, Zirca Digital, Sony Pictures, Beehive, Graphene Media, Big Trunk Communications, Interactive Avenues, Reprise Media, Xebec Media, Propaganda India, Virtual Snipers, Kratos Ads, Interaction One and Grapes Digital. A total of 28 meetings were held since inception till March 2017.

In the coming year, IAMAI is extending its mandate to work on payment recovery from non-member agencies and direct clients. A code of conduct has already been adopted by all members. The process will begin from May 2017.

5. Overseas Connect

IAMAI's reach today spans across the world, whether it be setting up an Indian presence at the Mobile World Congress in Spain and/or organising CEOs' learning trips.

5.1 Mobile World Congress, Barcelona

At the MWC 2017, held from 27 February -2 March 2017, a dedicated India Pavilion was set up by IAMAI in which a number of Indian companies showcased their products and services to a large audience of international business representatives. Top representatives from sectors such as enterprise mobile solutions providers, digital communication solutions, mobile payments and more were part of the IAMAI delegation at the Mobile World Congress. The India Pavilion was set up at Hall 8.1 – App Planet which had the maximum footfall and provided the expected visibility to all participating exhibitors.

5.2 Mobile World Congress, Shanghai

IAMAI participated in the Mobile World Congress, Shanghai, which was held from 29 June - 1 July, 2016. IAMAI had taken up a space at the exhibition area to facilitate meetings for Indian delegates visiting the exhibition. One of the major focuses of MWC Shanghai 2016 was AR/VR, Gaming and Apps.

6. Conferences

IAMAI has been organising pioneering industry conferences for several years now. This year, too, was no exception. The association organised large conferences covering digital marketing, financial inclusion and digital payments. The highlight of the year was the India Digital Summit which was attended by over 1500 delegates. Shri R S Sharma, Chairman TRAI and Shri Subramaniam Swamy, Member of Parliament, Rajya Sabha, were special guests at the Summit.

6.1. Marketing Conclave 2016

The 12th edition of the popular Marketing Conclave series was organised by IAMAI on 25 & 26 May, 2016 in Mumbai. The inaugural session started with a welcome address by Tushar Vyas, Managing Partner - South Asia for GroupM. He started with a very interesting topic i.e. 'Role of Data in Technology-marketing and the way

it helps in understanding Consumer Behaviour'. It was followed by a 'Special Address on doubts people have on Mobile and Internet Marketing' by D. Shivakumar, Chairman & CEO, Pepsico India. The highlights of the event were the fireside chats with Virginia Sharma, Director - Marketing Solutions, LinkedIn India in conversation with Sameer Desai, Head of Consumer Healthcare -Mundi Pharma & VP Asia Pacific - World Federation of Advertisers. They discussed how Mundi Pharma took a different route towards growth and expansion. The second fireside chat session saw Tushar Vyas in conversation with Prashant Peres, Director - Marketing (Chocolates), Mondelez India. It started with a rapid-fire round where Tushar asked humorous question comparing the old ad vs new advertising. They spoke about how a new-age brand's marketing techniques are different from old-age brands and vice-versa.

The other highlights were the leadership talks by Saurabh Varma, Chief Executive Officer - South Asia, Leo Burnett Group, on Combining Art of Storytelling with Digital Marketing. He talked about the three ways of doing it right: play with content, a campaign should lead to buying, and content by its design needs to have sharing ability. The other leadership address was by Henry Stokes, Vice President of Client Development, APAC, Xaxis on Programmatic Marketing.

6.2 Digital Money 2016

Held on 6 & 7 October in Mumbai, the ninth edition of the Digital Money Conference aimed at decoding technologies that are transforming the payments and fin-tech space and exploring the rewards of payments and financial services convergence. The conference has been the largest annual gathering of fin-tech and digital payment players, enablers and supportive financial institutions.

The Digital Money Conference began with an Inaugural session where Naveen Surya, Chairman, PCI and Managing Director, Itz Cash Card shared his views on financial convergence. This was followed by a special address by G. Padmanabhan, Non-Executive Chairman, Bank of India and an address by the Guest of Honour, Smt. Nanda Dave, Chief General Manager, Department of Payments & Settlement Systems, the Reserve Bank of India for the conference. The inaugural session concluded with Vishwas Patel, Vice Chairman, PCI and Founder, Avenues India delivering a special address.

Murali Nair, Senior Vice President, Market Development, MasterCard, delivered the keynote address and talked about how consumers are connected to wearables devices and how major changes have happened in the payment space. Shanti Ekambaram, President - Consumer Banking, Kotak Mahindra Bank, also delivered a keynote on emerging payment scenario in India.

The first plenary session was on 'Financial Inclusion is Important, Channels are not: Convergence is the Key', which was moderated by H Srikrishnan, Chief Executive Officer, Payments Bank, Reliance Industries. The panelists were: Shinjini Kumar, Chief Executive Officer, PayTM Payments Bank; Priyam Alok, Chief of Business Banking, Au Financiers; Rakesh Singh, Chief Executive Officer, Aditya Birla Finance; Dhiraj Relli, Managing Director & CEO, HDFC Securities; Anshul Kheterpal, Chief Financial Officer, FreeCharge. The second plenary session was on 'Uses and Business Case for Faster Corporate Payments' which was moderated by Amitabh Sinha, Vice President - Strategy & Corporate Affairs, Sodexo. The third plenary session – 'Redefining Acceptance of Electronic Transactions' – was moderated by Amitabh Tewary, Vice President - Market Development, MasterCard. The fourth plenary session, 'What does Indian Bill Payments Market Look Like?' was moderated by Srinivasu MN, Co-Founder & Director, Billdesk.

The conference concluded with an interaction with Dr. A.K. Manocha, Chairman & Managing Director, IRCTC.

6.3 FinTechX 2016

FinTechX, held on 23 August, 2016 at New Delhi, was a conference-cum-exhibition, organised by IAMAI to bring the fin-tech industry players together to discuss the paradigm shift in financial services. Industry leaders and start-ups, together discussed the disruption in financial technologies. This was the first edition of the event, where some of the topics covered were FinTech and Collaboration, P2P Lending, Fintech and G2P and P2G, Fintech and Payments, Blockchain and Fintech and Regulatory Speed-breakers, and many more.

Naveen Surya, Chairman of Payments Council of India and Managing Director of Itz Cash Card delivered the welcome address and discussed how technology has been the key enabler for the financial sector, albeit the banks or the payments or the stocks markets or the mutual funds or any other financial service. His address was followed by keynotes by Dr. Rajiv Kumar, Pahle India and Raman Khanduja, Visa India.

Some other speakers at the event were: Aditya Menon, MD, Global Digital Strategy for CitiBank; Ritesh Pai, Senior President and Country Head, Digital Banking at Yes Bank; Anupam Bagchi, Head Cards & Unsecured Lending, Standard Chartered Bank; Mrinal Sinha, Chief Operating Officer, MobiKwik; Ranjan Talwar, CFO & Operations Head, MMP Mobil Wallet Payment Systems; Praveen Dhabhai, CEO, Payworld; Ravi Rajagopalan, MD & CEO, Empays Payments Systems; Vibhu Arya, Head of Strategic Partnerships and FinTech, FreeCharge; Sujatha Mohan, Head - BSG, Technology/Business Solutions Group, RBL Bank; Deepak Sharma, Chief Digital Officer at Kotak Mahindra Bank; Rishikesh Utpat, VP, Digital Channels, Barclays and Naveen Kukreja, Co-Founder and CEO, Paisabazaar.com and CMO, Policybazaar.com.

The conference also featured a start-up pitch, where some of the start-ups in the fin-tech space demonstrated their products and services to delegates at the event. Each start-up was given a 10-minute time slot to highlight and distinguish themselves from the other upcoming industry players. Some of the start-ups which were given an opportunity to present in the start-up pitch were – Knodues, i-lend.in and Bharosa club.

6.4 Do the Mobile, 2016

IAMAI organised this summit on 15 December, 2016 in Mumbai. The event was attended by CMOs, CEOs, Founders, VPs, Head Marketers, Brand Managers & Marketing Managers in Mumbai and included over 300 C-level mobile marketing executives from the most influential consumer facing brands, alongside major agencies and device players in the heart of mobile ecosystem. It proved to be a summit where people met the gurus in various streams of the mobile ecosystem from a wide range of B2C brands and companies. The summit comprised keynotes, plenary sessions, case studies, presentations and discussions covering the entire ecosystem of mobile. It also gave the attendees an opportunity to share and explore her mobile experience and marketing learnings.

Dippak Khurana, Co-Founder & CEO, VMAX and Vserv delivered the keynote address on the topic 'Unbundling Mobile India'. He spoke about how to unbundle opportunities which have been provided to entrepreneurs and marketing professionals. Other speakers included Lavin Punjabi, President & CEO,

mCanvas; Kiran Karthikeyan, VP - Product Development, KeyPoint Technologies; Neeraj Bansal, Country Head, AdParlor; Vishal Sampat, CDO, Reliance Jio; Deepak Sharma, CDO, Kotak Mahindra Bank; Aakrit Vaish, Co-Founder & CEO, Haptik, besides others.

6.5 India Digital Summit

IAMAI organised the 11th edition of its annual flagship event, India Digital Summit, in New Delhi on 8 & 9 February, 2017. The India Digital Summit again proved to be the largest annual gathering of the digital industry in India with over 1500 delegates attending the event over the two days. Considering the vast gamut of the digital arena today, the conference-cum-exhibition was a grand affair and more customised to suit the varied interests of the attendees through different stages.

Moreover, the CXOs' Dinner Meet and the 7th India Digital Awards were also hosted by IAMAI to add to the charm of the India Digital Summit.

Industry leaders, speaking at the summit were unanimous in their view that accepting constant change and innovations will be key for survival in the digital ecosystem. The highlight of the summit was the address by Shri R.S Sharma, Chairman, TRAI, who underlined the importance of data and the growth of Internet economy. He said, "Today, data is new digital currency. And in this world of digital currency, network neutrality is key to the success of digitisation." Shri Sharma also underlined the importance of "Affordable, ubiquitous broadband Internet as key for overall success of digital India.

Speaking at the India Digital Summit, Sachin Bansal, Co-Founder, Flipkart, said, "With anti or rather select globalisation, there should be level playing field for home-grown start-ups in the Internet space." He further added, "Internet exists to drive the service sector and we are making a huge mistake by not recognising it as a key growth sector." The future of the Internet economy in India will be driven by data and by the ability to identify and use big data. According to Hitesh Oberoi, Co-Promoter, MD & CEO, Info Edge India, "The Internet economy is set to grow manifold. Companies will have to navigate through challenges of huge shift and advancement of technology."

In his leadership talk, Sandeep Aggarwal, Founder, Shopclues & Droom talked about 'Serial Entrepreneur, how to create a Unicorn, Pitfalls and Successes in creating large-scale Start-ups'. To have a successful business, Sandeep mentioned a few important points like having a product and performance focused service for customers, followed by a low customer acquisition

cost, a catalogue that competitors cannot match, advertising and marketing that is ROI-based, efficient use of technology to have an upper hand in the sector, understanding the need of the audience one is catering to so that one can act flexibly and offer personalised service.

In his leadership talk, Mahesh Murthy, Founder, Pinstorm talked about Indian entrepreneurship and its future in the digital space. Vijay Shekhar Sharma, Founder, PayTM in one of the most highly anticipated addresses, stated that we are in a phase where all big brands from the East and West want to enter the Indian market and invest in Indian brands. Speaking on demonetisation, he mentioned that 10 million Indians downloaded and logged into payment wallet apps in a day due to the changes in Government policy. Speaking on his company he mentioned, PayTM is focused on getting all Indians on board which will eventually make them open a bank account and add them in the list of digital users. He predicted that the fin-tech sector will see a boom in the next five years as RBI has authorised many players for payment, P2P lending and insurance.

Amitabh Kant, CEO, NITI Ayog, delivered the valedictory address. He shared how India is an oasis of growth amidst a very barren economic landscape across the world and what the challenges are for India to grow at higher rates of 9-10% compared to the current growth rate of 7.6% per annum. He also spoke on the demographic transformation India is going through and the need for innovation across different platforms and sectors.

Dr. Subramanian Swamy, Member of Parliament, Rajya Sabha, in his special address, spoke about the different dimensions, objectives, priorities and strategies of the digital scheme. He highlighted the importance of bringing the entire digital infrastructure platform to broadband where speed of data transmission is multiplied several times, and reachability of high speed public wi-fi Internet connectivity also to rural sections of the country.

7. Awards

The association aims to felicitate the achievement and efforts of all those individuals and companies who have contributed towards the development and enhancement of online and mobile value-added services in India. The India Digital Awards and the Digital Marketers' Awards are a step in that direction.

7.1 India Digital Awards

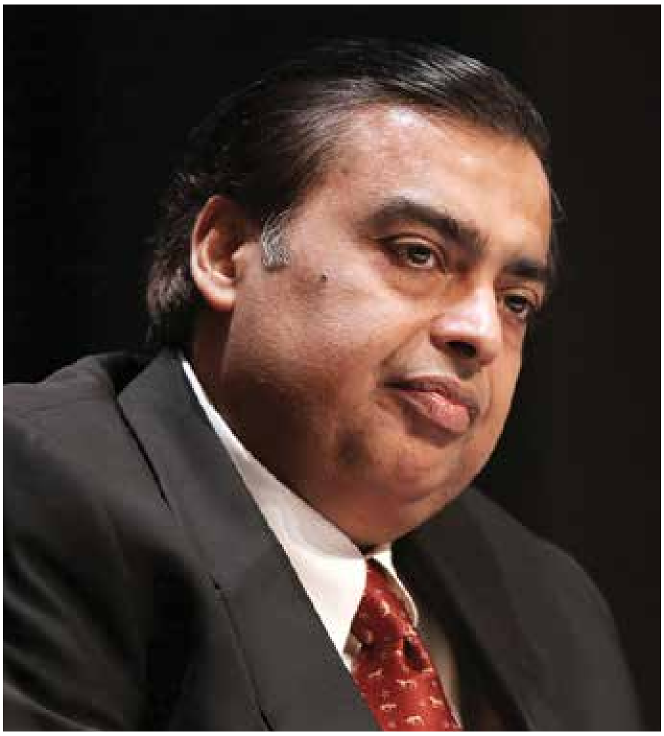
IAMAI hosted the 7th edition of India Digital Awards on 9 February, 2017 in New Delhi. The event was primarily organised to acknowledge and appreciate the efforts of organisations and professionals who have achieved new benchmarks in connecting brands and consumers on the digital front. The India Digital Awards was organised as part of the 11th India Digital Summit to add to its scope and charm.

This year the India Digital Awards had seven main categories and a total of 37 sub-categories. The winners of the awards were selected by members of the jury from the best work entered through the call for entries. The jury members independently inspected each entry and rated them based on their respective judging criteria. Each entry was evaluated by more than one jury member. Entries rated best through this process were selected as shortlisted for the respective category and were further evaluated by the team to select the winners. The digital ecosystem has increased vastly, and the consumption has been equally enormous. Consequently, there were 676 entries sent for the awards each category. Mukesh Ambani was adjudged as the Digital Person of the Year and Social Media Person of the Year award went to Dr Subramanian Swamy. Perfomics' 'Bharti Airtel' campaign won the Advertising/Marketing Award on Mobile, while Interactive Avenues won the coveted Digital Agency of the Year award.

7.2 Digital Marketers' Awards

IAMAI hosted the Digital Marketers' Awards on 15 December, 2016 in Mumbai. This award is a premium forum to reward excellence in branding and marketing by bringing elite marketers, brand custodians, advertising and creative honchos under one roof. This year, the award show had 11 categories to honour CMOs and Marketing Heads of the digital world, who have amused, appealed and attracted the consumer on digital front. The categories that were awarded were Banking, Insurance, Personal Finance & Investments, Healthcare, Automobile, Real Estate, IT & ITes, Travel, Digital Businesses and Consumer Durables/FMCG.

The Jury Members were: Tushar Vyas, Chief Strategy Officer, GroupM South Asia; Atit Mehta, VP & Head of Media, Sequoia Capital; Deepali Naair, Chief Marketing & Digital Officer, IIFL Wealth & Asset Management; Aditya Rath, Partner, KPMG; Manish Vij, Founder, SVG Media; Anita Nayyar, CEO India & South Asia, Havas Media and Vivek Bhargava, CEO, iprospectCommunicate2.

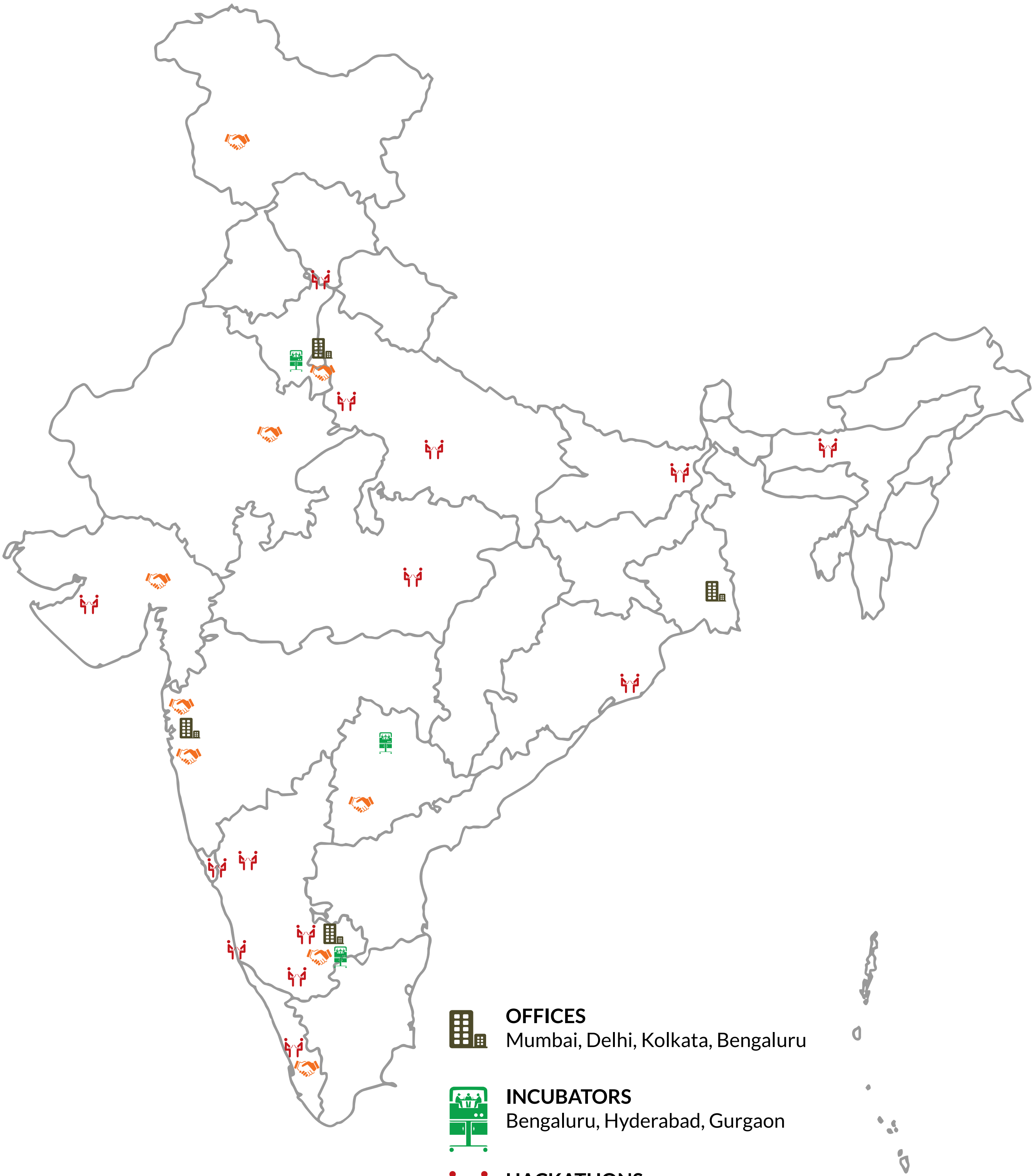


Kartik Jain, CMO, HDFC Bank, was the winner in the Banking category while Sanjeev Handa, VP-Marketing, Maruti Suzuki, was the winner in the Automobile segment. Other winners included Adhil Shetty, CEO - BankBazaar for Digital Business; Swati Rathi, Marketing Head & Senior General Manager - Godrej & Boyce in FMCG & Consumer Durables; Mohan Menon, GM & Head Marketing, Max Healthcare Winner for Healthcare; Jaimit Doshi, Sales and Marketing Head, Coverfox, for Insurance; Apurva Chamaria, Vice President & Global Head - Corporate Marketing, HCL Technologies for IT & ITeS; Rohan Padhye, Vice President Marketing, Axis Mutual Fund for Personal Finance & Investments; Vishal Gonsalves, Sr General Manager - Marketing & Sales, Godrej Properties for Real Estate; Gunjan Soni, CMO & Head - International Brands Business, Myntra for Retail and Shubham Khurana, Director, Marketing, Treebo Hotels for Travel.

8. Digital Marketing Course

Last year, among other courses that are certified by IAMAI, we also co-certified a new programme with Ronnie Screwvala's 'UpGrad'. In the last six months, IAMAI has certified a total of 211 students with UpGrad.

IAMAI: Growing Presence



OFFICES
Mumbai, Delhi, Kolkata, Bengaluru

INCUBATORS
Bengaluru, Hyderabad, Gurgaon

HACKATHONS
Patna, Goa, Rajkot, Mathura, Kanpur, Jabalpur, Bhubaneshwar, Guwahati, Mysuru, Kochi, Tumkur, Patiala, Dharwad, Mangalore

Business Meetings
Srinagar, Jaipur, Kumarakom, Delhi, Mumbai, Hyderabad, Bengaluru, Ahmedabad, Pune

IAMAI
Internet And Mobile Association Of India

APPS ECONOMY

IAMAI realised three years ago that the digital economy is rapidly moving towards the app ecosystem and that India needed to take advantage of it. More recently, the Prime Minister announced the landmark JAM programme which intends to reach app-based government services to every citizen. The Government is also working on an Open Data programme through which key government data would be available through APIs for app developers to build services.

IAMAI's app economy initiatives are organised under the Mobile 10x programme launched last year with the support of app ecosystem leaders such as PayTM, VMAX, Google India and Facebook India. The programme plans to have five app incubators, 5,000 app entrepreneurs, 50,000 ace app developers and 5 million app developers by 2020. The substantive part of the programme includes training app entrepreneurs in choice of technology, monetisation and designing of apps, connecting them with industry and investors; training and certification of app developers.

The following are the highlights of the Mobile 10x programme undertaken in 2016/17:

1. Training & Community Connect (Hackathon)

Mobile10X conducted Hackathon in 25 cities with 1600 developers over a period of one year. Also, it reached out to 32 cities and interacted with 5400 developers.

Through partnerships with IMAD, Mobile10X reached out to another 58,000 developers and trained around 4000 of them in app development.

To provide an opportunity to potential app developers and a chance to reveal their prowess, IAMAI, in association with Department of Science & Technology (DST), Govt. of India, launched #HackForIndia v2, to provide a platform to budding app developers to build world-class apps. Spread over 120 days, across 14 cities, #HackForIndia v2 focused on apps developed in the following categories: HealthTech FinTech AgriTech EduTech Sanitation Clean Energy Governance and Open Category.

Apart from the prize money, app developers also got a chance to have leading Internet companies as mentors. During #HackForIndia v1, some of the app developers received mentorship with companies like Facebook, Microsoft, HelpChat and VMAX. IAMAI conducted #HackForIndiav2 in Patna, Ranchi, Patiala, Mysore, Kanpur, Guwahati, Bhubaneshwar, Jabalpur, Coimbatore, Cochin, Visakhapatnam and Goa.

2. Incubation

Incubation centres have been set up in Bengaluru and Hyderabad, with support from the respective state governments. In each incubator, two batches have been incubated in the previous year through five selection days. Currently, 22 start-ups are incubated in the centres. The start-ups currently being incubated are: Zoodify; Chikitsak LifeSciences Pvt Ltd; NayaGaadi; Omnify; SpotPlay; Highway Delite; Adcamie; mTatva; Zoyo; Myofficecab; Fastah; iCommute; Townista; Seller Prime; Cureplus; Adview Technologies; Gifto; Bykerr; Deepfence; FOOM; LetsDoc; Artiana Mobility.

3. Industry Connect

To connect with the industry for business development, Mobile10X conducted Appfest in Bengaluru, where 700 developers took part. Through this programme, it enabled participation of 160 Developers in the Google I/O, and facilitated the visit of three start-ups to Facebook's headquarter in the US.

4. Investor Connect

A total of five investor meets were organised in Bengaluru and New Delhi and 185 entrepreneurs/ developers were connected. Six start-ups incubated at Mobile10X have cumulatively raised Rs. 9 crore in seed funding over the past 10 months. The six start-ups are: Highway Delite; Zoyo; SpotPlay; Townista; MyOffficeCab and Adcamie.

Besides, IAMAI in association with Onionfans, a tech media and investment company organised an event called 'Date with Chinese Investors' in Bengaluru from


live mint

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Last Modified: Tue, Jan 24 2017. 12 27 AM IST

Six mobile app start-ups raise funds

The mobile apps, incubated at Bangalore-based Mobile10X Apps Hub, that raised funding include Zoyo, SpotPlay, Townista, Highway Delite, MyOfficeCab and AdCamie

Arushi Chopra

The Economic Times

ET Home › Small Biz › Startups

50 Startups to watch out for in 2017 SmallBiz

Startup summit: Chinese investors show interest in Indian startups

BENGALURU: Mobile10X, a programme initiated by the Internet and Mobile Association of India (IAMAI) along with OnionFans, a Singapore-based tech media and venture fund, organised a two-day startup summit, where over 150 early-stage startups to 15 Chinese investors.

OnionFans, which consists mostly o founders, is focused on bringing investors to

1-3 May, 2016. This startup-investor connect event, specially designed for Indian start-up companies and Chinese investors, had many incubators and co-working spaces across India participating as well as by leading Chinese companies in both venture capital and media industry, such as Yeahmobi, China Renaissance, B12 and ACN.

The event was aimed to show the landscape of Chinese and Indian venture and investment, and to facilitate innovation and communication between the two countries.

5. Mentorship

A total 61 start-ups/developers received mentoring in the hubs/hackathon/start-up meets.

6. AppFest 2016

Mobile 10X organised the third edition of The AppFest on 15 & 16 July, 2016 in Bengaluru. It was an intensive, power-packed two-day event featuring opportunities for all developers to gain exposure in development of successful apps and next-generation technologies. The AppFest included plenary sessions and talks on topics like marketing and monetisation of apps, programming languages, software issues while developing an app, topics on engagement, analytics, UI/UX Designs and workshops for mobile app Developers. This programme was supported by Govt. of Karnataka, Google, PayTM and VMAX. The inaugural session was addressed by Shri Ashay Padwal, Co-Founder and Chief Product Officer, VMAX.

At the end of the first round of #AppFest 2016, apart from prizes worth Rs. 5 lakh, funding, mentorship offers and goodies from prominent industry members rained down upon the winning app based start-ups. Traveljar, a story-telling mobile app was offered seed funding and mentorship by Adatha, a Chennai-based global mobile advertising platform. Ankur Singla, CEO Helpchat volunteered to mentor Tippe, another winning app from the competition. In addition, two augmented reality based apps LiveReal & Travel AR secured mentorship from VMAX and Microsoft, respectively. Facebook stepped up and declared free membership of its flagship start-up programme called FBStart for the winners.

These awards were given away at the two-day final ceremony of AppFest2016, which was attended by more than 700 app developers from the city and surrounding areas. There were over 20 speakers representing brands like Google, VMAX, Facebook, Amazon, IBM, Microsoft, InMobi, NewsHunt etc, sharing their expertise and insights with the developers.

AppFest 2016 was the culmination of a three-month long app developers' competition in 11 cities. 50 apps at the conceptual level were selected from among 600 apps to be completed and presented at #AppFest2016 in Bengaluru.

The finalists were selected by a jury covering a cross-section of the industry and they were invited to showcase their app during Appfest2016 with the condition that the idea/prototype had to be developed into a fully functional app uploaded on the App Store/ Playstore before the event.

7. CEOs' Interaction Series in Incubators

7.1 Going Domestic – Marketing to your Local Customers:

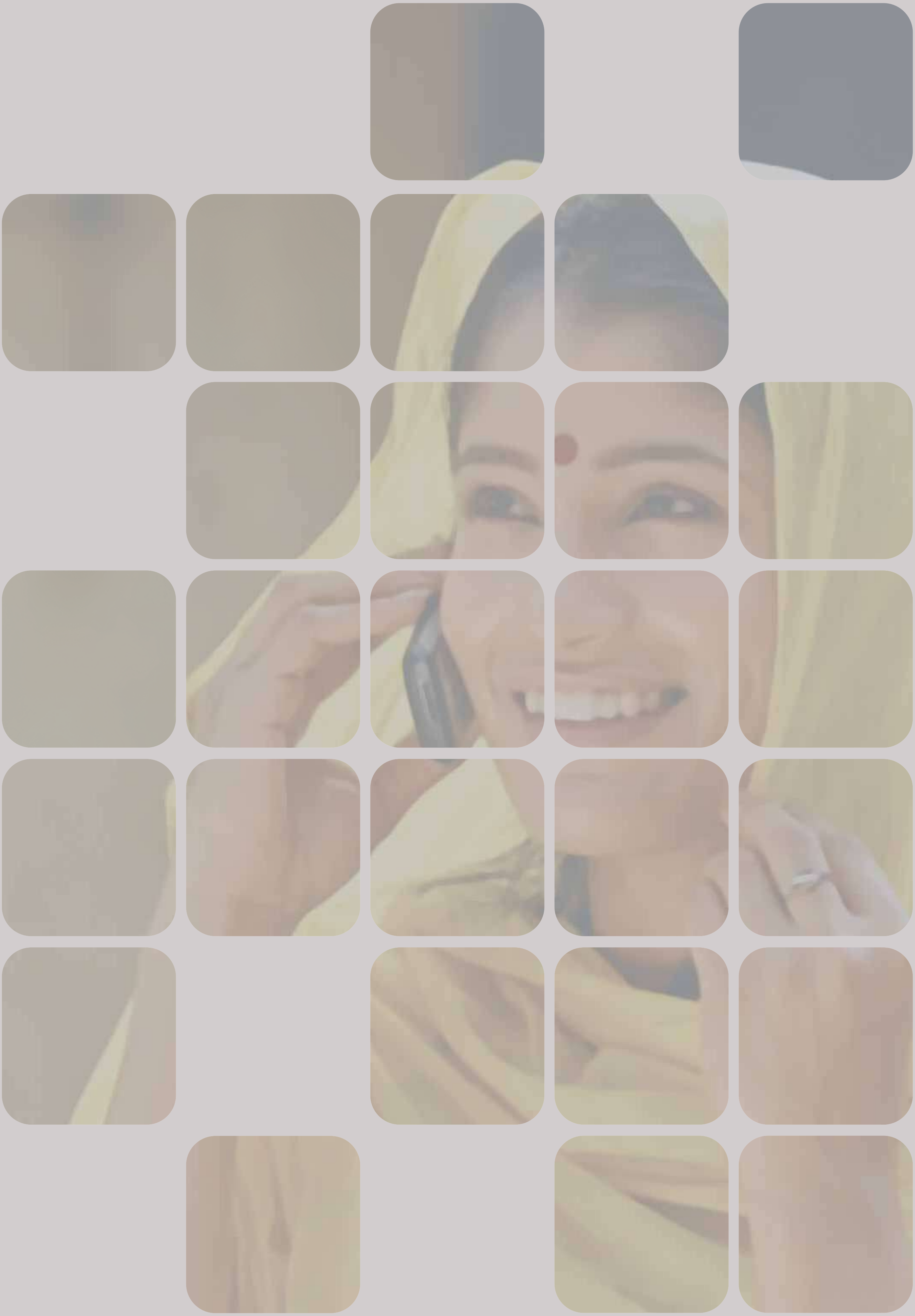
IAMAI organised a start-up meet in Bengaluru on 27 April, 2016. The speakers for this meet were Manjunath Talwar, Founder & CEO of Hiree.com and Abhijit Khasnis, Co-Founder & COO of Hiree.com. Around 50 start-ups attended the event. The programme helped participants understand strategies to adopt for the local market.

7.2 Analytics – the single biggest Competitive Advantage Companies have but not many leverage:

This meet was held on 31 May, 2016 in Bengaluru. The speaker was Raghunandan G, Co-Founder and CEO of TaxiForSure, who talked about the importance of analytics and how start-ups can leverage the power of analytics.

7.3 The Product-Market Fit – Getting it Right:

This event was organised on 26 August in Bengaluru. The speaker for this start-up meet was Vamsi Krishna, CEO and Co-Founder of Vedantu. There were about 40 participants in the event.



IAMAI

Internet And Mobile Association Of India

START-UP CONNECT

IAMAI Start–up Connect programme aims to reach out to digital start-ups in tier-2 cities across the country, resolve their problems and connect with the larger start-up ecosystem. The aim of the programme is to reach out to creators of the app economy in smaller towns and cities in the country. IAMAI believes that for the start-up ecosystem to be sustainable and deliver its potential benefits, it is important that smaller towns and cities become the hub of innovation. The various activities under the start-up connect programme are detailed in the following pages.

1. Start-up Meet

IAMAI and Google India Start-up series was organised in Hyderabad, Ahmedabad, Pune and Delhi with the aim of providing an unique platform to digital start-ups in India to connect with peers, mentors, angels, specialists and other stakeholders of the ecosystem.

During this start-up series and the consequent outreach campaign, IAMAI was able to connect with 3000+ start-ups. 1200+ start-ups attended the summit in four cities.

The highlights of the summits were the leadership talk by founders who shared their entrepreneurial journey and inspired young budding start-ups with their stories of building start-ups, facing challenges and sustaining growth. Speakers shared the challenges they faced during their entrepreneurial journey and the tough decisions they took in order to sustain their start-up. The summits also addressed issues related to marketing, technology, policy and funding.

Some of the key speakers at the summits were: Vishwanath Alluri, Founder, IMImobile; Dinesh Agarwal, Founder and CEO of Indiamart InterMESH Ltd; Sukirti Gupta, CEO, MMI Online; Harish Bahl, Founder & Chairman, Smile Group; Alok Mittal, Co-founder and CEO of Indifi; Rajesh Sawhney, Co-Founder, InnerChef & Founder, GSF Accelerator; Dev Khare, Managing Director, Lightspeed; Vivek Bhargava, CEO, iProspect; Abhay Deshpande, Founder, MartJack; Sumir Verma, Founder, Merisis; Kriti Baveja, Co-Founder, Momzjoy, Sakshi Vij, Founder & CEO, Myles; Mohit Dubey, Co-founder & CEO, Carwale; Rajan Srinivasan, Founder & CEO, Spiral Content Solutions; Rahul Narvekar, Founder, IndianRoots; Virat Khutal, Founder, Twist Mobile; Venkatesh CR, Founder, Adatha; Vineeta Dixit. Public Policy, Google among others.

Jayesh Ranjan, Secretary, Information Technology, Electronics & Communications Department, Government of Telangana was the Chief Guest at the Hyderabad edition of the summit; Dhananjay Dwivedi, Secretary, Information Technology, Science & Technology, Services, Government of Gujarat was the chief guest at the Ahmedabad leg and Dr. Ajay Kumar, Additional Secretary, Ministry of Electronics & Information Technology, Government of India was the chief guest for the Delhi edition.

1.1 Hyderabad

The Hyderabad edition of the Start-up meet was organised on 8 April, 2016. The summit was inaugurated by Jayesh Ranjan, Secretary, Information Technology, Electronics & Communications Department, Govt, of Telangana. Addressing the participants, he said that mobile apps are the future and has huge potential. He also shared some of initiatives by the Telangana Government to support the start-up ecosystem. Vishwanath Alluri, Founder of IMImobile, while sharing his entrepreneurial Journey, delivered an encouraging and thought provoking address and requested start-ups to provide solution based approach to grow.

A session on 'Decision Making: Tough Decisions in Critical Times', was one of the highlights as this session was addressed by three women entrepreneurs:. Damini Mahajan (Founder, WeMakeScholars), Sakshi Vij (Founder & CEO, Myles) and. Vaishali Neotia (Co-founder, Merxius). During the course of discussion, members of the panel discussed and shared the challenges, which they faced during their entrepreneurial journey and the tough decisions they had to take in order to sustain their start-up. The summit was attended by 300+ delegates.

1.2 Ahmedabad

The Ahmedabad edition was held on 27 April, 2016. Dhananjay Dwivedi, Secretary, Information Technology, Science & Technology, Services, Govt. of Gujarat inaugurated the meet and informed the participants about the Gujarat Government's ambitious targets to augment the state as a start-up hub in the country. He also emphasised that the Government is planning to support more than 2,000 entrepreneurs in the next five years that have crossed the first stage of venture capital funding which the Government can identify and support. An important session was on 'Women Entrepreneurs: Pushing Boundaries in Digital & Mobile Space'. Speakers at the session were Ruzan Khambatta, Founder, Wizz O Tech, Kiran Bhat, Managing Director, Xebec Communications, Krutika Katrat, Co-founder, OoWomaniya and Aarti Nair, Co-founder, Collegebol.

Vishal Mehta, Founder & CEO, Infibeam, delivered the Leadership Talk at the Summit, in which he deliberated

upon his entrepreneurial journey and shared his insights on 'Evolution to Valuation'.

One of the key highlights of the meet was a Leadership Talk on 'How to Start, How to Stand?', which was delivered by Rahul Narvekar, Founder, IndianRoots. In

his talk, he shared the experiences of his entrepreneurial journey and various ventures which he started in the past. During the session on 'Mobilising the Future through Mobile', participants had the chance of hearing and interacting with Virat Khutal, Founder, Twist Mobile, Ritam Bhatnagar, Founder, wWhere, Mukul Sachan, COO & Co-Founder, Lendingkart and Pratik Machchar, Founder, Vyaap Technologies. The session was focused to understand the importance of mobile as an important tool for future growth of the ecosystem. This edition was attended by over 400 delegates.

1.3 Pune

The Pune edition was organised on 19 August, 2016.

There was an impressive line-up of speakers at the event starting with Vineeta Dixit of Google India who spoke about the GST Law, how it impacts us, and the businesses in the country. Aseem Srivastav, Member, Pune Angels also delivered an inspiring talk and stressed on the fact that we should be sincere in creating a business for profit rather than for funding. "Don't have a shallow mindset," he cautioned young entrepreneurs. The opening session was then followed by a talk by M S Ananth, Head - Regulatory, Nishith Desai Associates, on Awareness Session on 'GST and its impact on Start-up Businesses'. Another important discussion of the day was on 'Tech Start-ups: Challenges and the Future', led by Anurav Rane, Founder and CEO, PlanMyMedicalTrip.com and Abhimanyu Bhosale Co-Founder and CEO, Livehealth. Vivek Bhargava, CEO, iProspect, also delivered a leadership talk.

1.4 New Delhi

The Delhi edition was held on 21 December, 2016. Here, several topics of interest to start-ups, were discussed. The highlight of the meet was the leadership talk by founders who shared their entrepreneurial journey and inspired young, budding entrepreneurs with their stories of building start-ups, facing challenges and sustaining the growth. Speakers shared the challenges, which they

faced during their entrepreneurial journey and the tough decisions they took in order to sustain their start-ups. The meet was inaugurated by Dr Ajay Kumar, Additional Secretary, Ministry of Electronics and Information Technology. The summit was attended by over 400 delegates.

2. Roundtables

IAMAI organised three focused start-up roundtables to discuss key issues faced by digital start-ups in order to upscale and grow. The roundtables were organised in Jaipur, Bengaluru and Hyderabad.

2.1 Jaipur:

The discussion in Jaipur held on 5 August, 2016, was focused on various issues pertaining to GST, GIS, IPR, Funding and Valuation, and how to augment growth in tier-2 tier-3 cities.

2.2 Hyderabad:

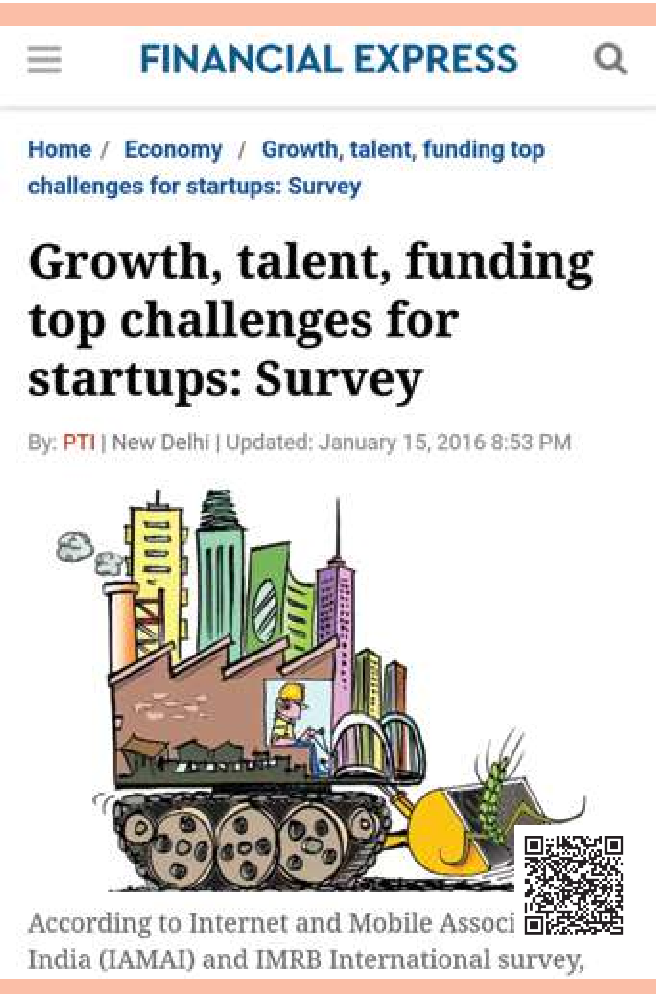
The Hyderabad leg was held on 7 December, 2016 to discuss issues such as Local Language Support, Solutions for 2G (including OEMs and developers). Discussions were around Local Language Enabled Devices, Understanding the need of Masses, viz-a-viz Feature Phones vs Smart Phones, Apps orientation & Interface, Iconography, Translation for Voice-based Interface, Region-specific Interface, Standardisation of Devices, Social & Cultural Aspects.

2.3 Bengaluru:

Held on 16 December, 2016, the third roundtable focussed on various policy, market, network and technology issues, such as opening up APIs for the developers, Security, App Marketing and Promotion.

3. Start-up Survey

A dipstick survey of bootstrapped 2,925 Internet start-ups was conducted across five cities - Jaipur, Hyderabad, Ahmedabad, Pune and New Delhi by IAMAI. The survey finds that 74% of the respondents are leveraging mobile technologies to scale up their business. Interestingly, 12% of the respondents also mentioned that their product is completely mobile based. Given that many of the respondents were still in the process of developing their product, they plan to leverage the mobile platform in future when they actually launch their products. Probably, in the next couple of years, most of these start-ups will become mobile only start-ups.


FINANCIAL EXPRESS

Home / Economy / Growth, talent, funding top challenges for startups: Survey

Growth, talent, funding top challenges for startups: Survey

By: PTI | New Delhi | Updated: January 15, 2016 8:53 PM

According to Internet and Mobile Associ
India (IAMAI) and IMRB International survey,

The survey finds that mobile is the key platform for new business generation (customer acquisition) and customer retention and transaction completion, in terms of finalising the deal. Digital payment is another major factor for going mobile. Many start-ups are in the field of mobile-specific services or into IoT-based products like wearables and other gadgets, and hence completely based on the mobile platform for their products.

Not surprisingly, over 70% have mobile-friendly websites, while 50% have their own apps to tap the mobile platform. There is a clear preference for bespoke apps for indigenous products being developed by these start-ups. This is indicative of the fact that we are rapidly moving towards an app economy and app entrepreneurship. In the next two years, India will probably be an app-dominated ecosystem and therefore, we need to build for it.

4. Demo Sessions

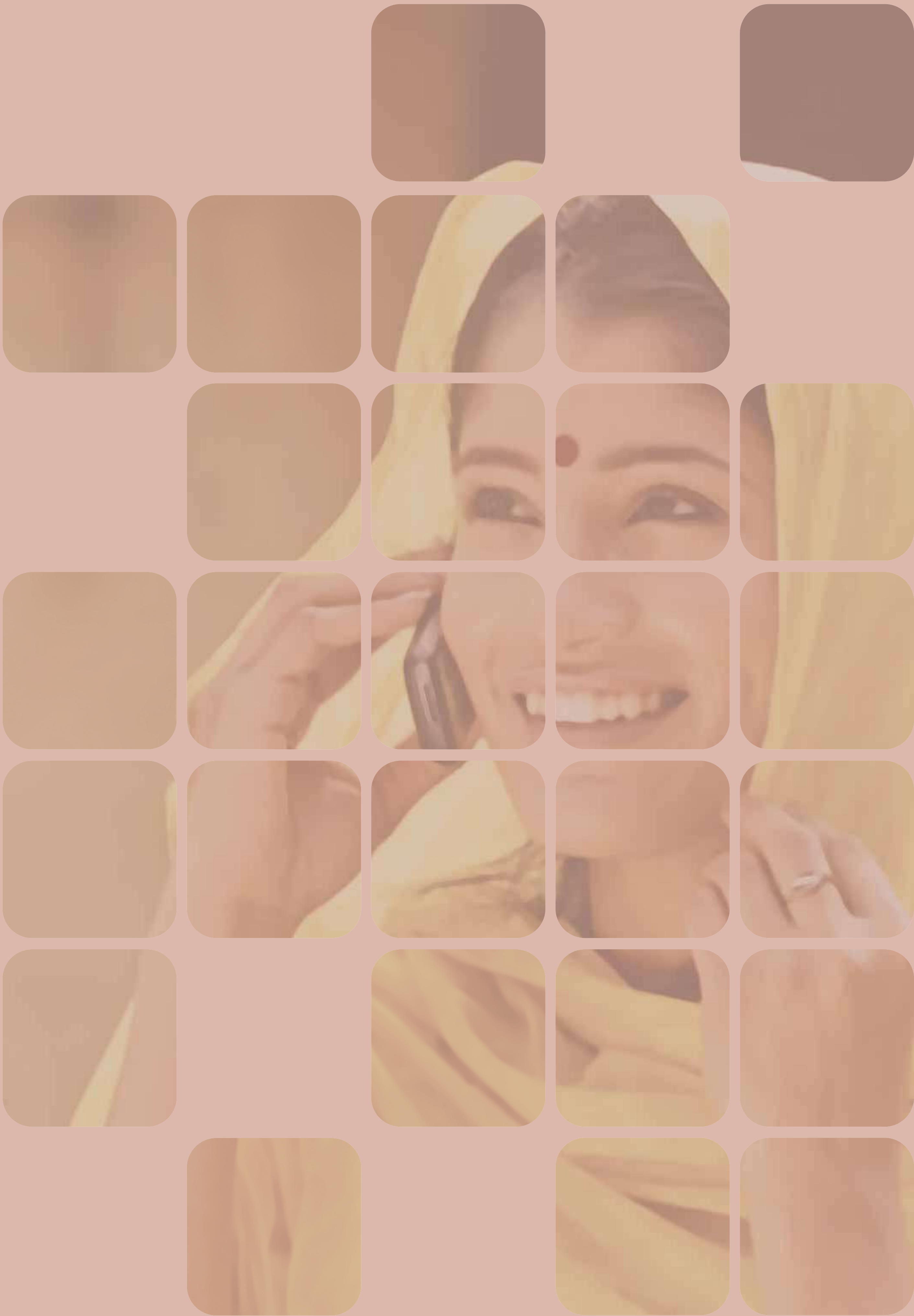
The IAMAI Start-up platform also provided an opportunity to start-ups of the local ecosystem, to present their start-up journeys and concepts. Demo sessions with theme 'Ideas by Innovative Minds', especially mobile-based start-ups, was a great opportunity to showcase their products/services to investors, peers and industry patrons. 24 curated start-ups were given an opportunity to showcase their products in Ahmedabad, Hyderabad, Pune, Delhi. The start-ups which were selected to present in these cities were: DineSmart; Hackmania; Nischint; RTC Bus App; StoreONGO; Zolo; AskMonk; SmartCity 311; MyToolBag; Rakth-Save Lives; Matrubharti; Appsay; Datakatalyst Solutions Pvt Ltd; GoPlayr; PodPitara; StomatoBot Technologies Pvt Ltd, to name a few.

5. Exhibition

IAMAI, under the aegis of Vibrant Gujarat Start-up Summit, had organised the Vibrant Gujarat Start-up Exhibition on 21 & 22 October 2016 in Gandhinagar. The Start-up Exhibition was one of the biggest exhibitions being organised in conjunction with the grand Vibrant Gujarat Start-up Summit. The exhibition had provided a unique platform to participants to showcase and display their capabilities, strengths and get their efforts highlighted in presence of key stakeholders of the Start-up ecosystem. The start-ups from digital and mobile sectors, manufacturing, technology and other growing areas, had participated in this exhibition and presented their contributions in developing a strong start-up ecosystem. The exhibition was inaugurated by the Chief Minister of Gujarat, Shri Vijay Rupani, and showcased over 125 start-ups. It was visited by over 5000 dignitaries and guests.

Some of the exhibitors were: Any Time Doctor, Avenir, Campusyaari.com by Psynox Ventures, Crawded Education Network, Dhundhoo, e-Chai, Express StartUp, FICCI Ladies Organisation, FlockStation, Futurz Xplored, Fxchng.com, Giftxoxo.com, Godoctr.com, HRiS 365, Hubilo, JOJO BUS, Karconnect, KutchKart.com, LegalWiz.in, MakeMyLens.in, mBono, Myschool.guru, Phonon.in, QuickTruck, SharkID ~ Smartphonebook, SkyQuestt, Smart Logic, Smart Parking, Start-n-Excel, Twist Mobile, Virtual Reality on Cloud, etc.

Additionally, a few nodal Institutions of the Gujarat Government also participated in the exhibition, viz. DA-IICT Centre for Entrepreneurship and Incubation (DCEI), Entrepreneurship Development Institute of India, GLS University Incubator / LEAF, GSBTM-Savli Bio-Incubator, Gujarat Technological University, Innovation & Incubation Centre - PDPU, National Design Business Incubator, RK University, Sarva Vidyalaya Kelavani Mandal, Kadi (S V Innovation Foundation) and VentureStudio.



IAMAI
Internet And Mobile Association Of India

RESEARCH

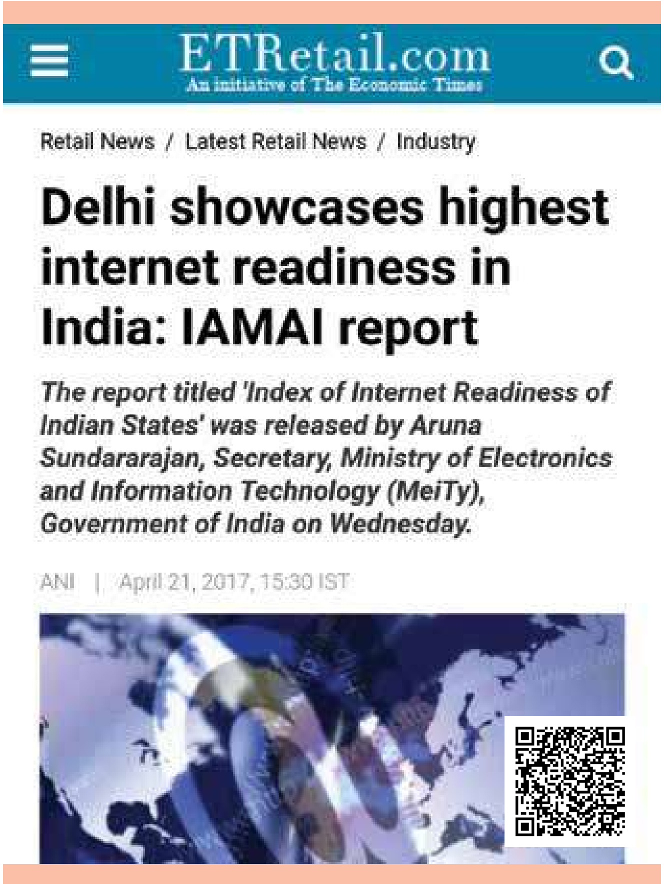
One of the vital components of the association's work is the various market research studies it undertakes every year on key aspects pertaining to the industry. IAMAI's researches continue to be the strongpoint and decision-determinant since they started way back in 2004. The research activities at IAMAI can be clubbed under three heads: Strategic, Market and White Papers.

1. Strategic Research

IAMAI undertakes various strategic research studies from time to time to understand the impediments of a growing sector and also to lay a roadmap in terms of policy formulation, which would enable a particular sector to grow. As in previous years, this year too, we have undertaken several path-breaking strategic research reports in association with our research partners. Some of these are listed below:

1.1 Index of Internet Readiness of ndian States:

Internet readiness index is a composite benchmark of four components, i.e., e-Infrastructure index, e-Participation index, IT-Environment and Government e-Services index. All four components have equal weightage in this model. Separately, a fifth Index (named the Core Internet Index) has been created this year, consisting of select variables already used in constructing the above indices. The purpose of the index is to give a sharper perspective for digital industries looking to expand their business in Indian States. This report is jointly published by IAMAI and Nielsen. According to the report, Delhi has emerged



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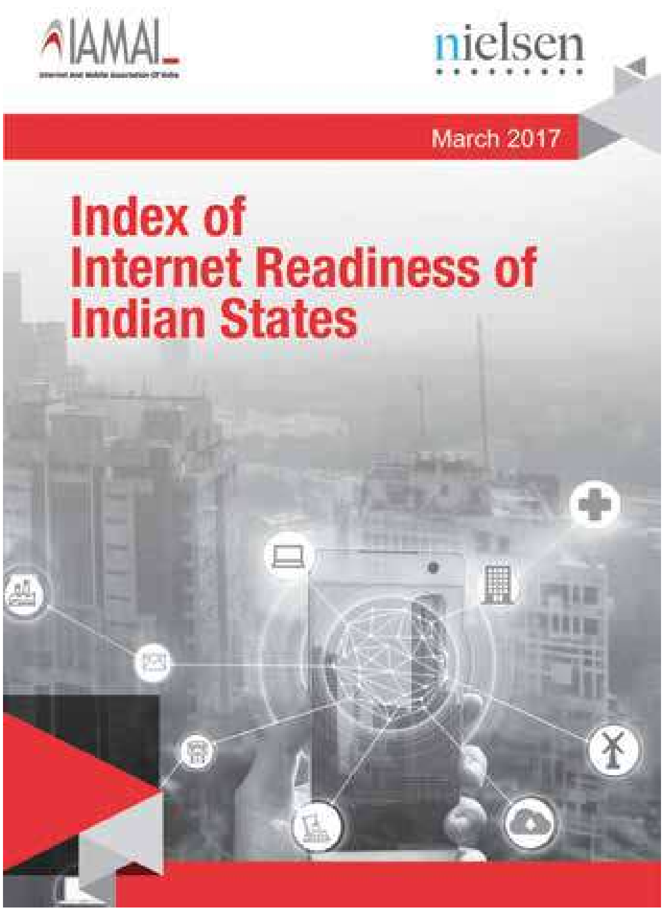
Delhi showcases highest internet readiness in India: IAMAI report

The report titled 'Index of Internet Readiness of Indian States' was released by Aruna Sundararajan, Secretary, Ministry of Electronics and Information Technology (MeiTy), Government of India on Wednesday.

ANI | April 21, 2017, 15:30 IST

as the top-ranked state in terms of overall Internet readiness, overtaking last year's winner, Maharashtra. Delhi takes the first slot not only amongst small states and Union Territories but also when all states are taken together. The capital city-state is followed by Karnataka, Maharashtra, Kerala and Tamil Nadu.



1.2 Affiliate Marketing - What's the Big Deal?:

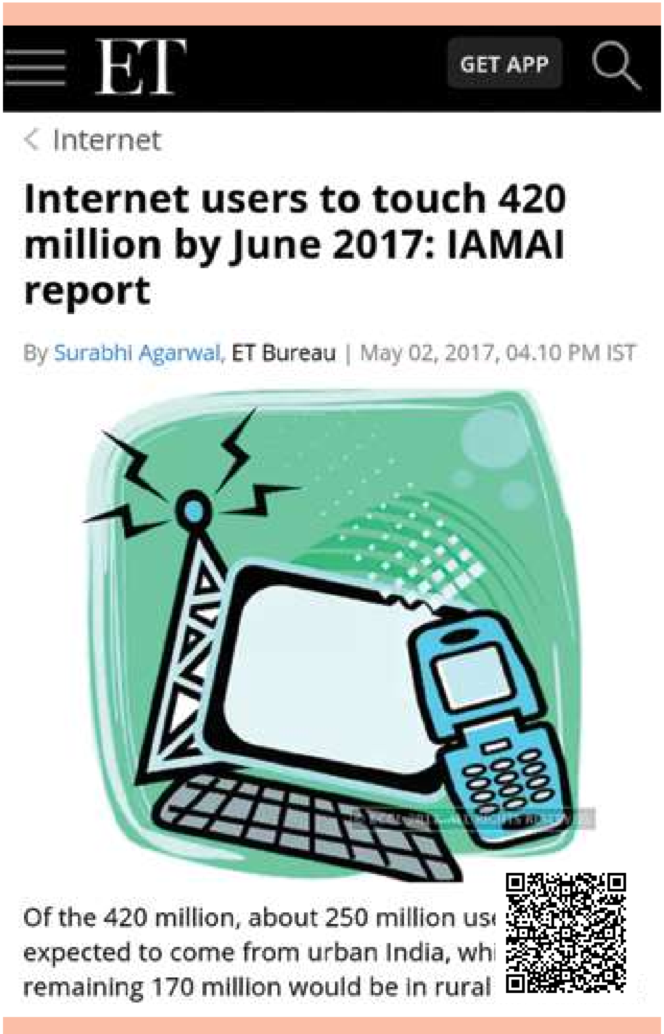
According to this paper, released by IAMAI in association with Tata Strategic Management Group (TSMG) on the side-lines of the India Affiliate Summit, affiliate marketing is growing over eight times and is expected to touch US$ 835 million by 2025 from US$ 96 million presently. The market, almost unheard of in India, is steadily growing momentum and accounts for 10% of digital marketing spend, against 15% in some matured markets. With brands raising their digital marketing spends, affiliate marketing is gradually gaining momentum and marketers are also looking at it as an imperative marketing tool. According to the report, not only e-Commerce, but a wide range of sectors such as BFSI, FMCG, Entertainment, among others, are adopting affiliate marketing today. In fact, affiliates are also expanding their presence offline and studying consumers' behaviour.

2. Market Research

IAMAI has been pioneering market research covering Internet and mobile content and services in India. Over the years, the association has done seminal research on topics such as mobile value-added services, e-Commerce, digital advertising, Internet penetration; and our data has become a benchmark for the industry and the Government. Market research is meant to take stock of the situation in terms of market size, growth and the estimated potential, thereby assisting decision-makers to take a holistic view of their respective verticals. As in previous years, last year, too, IAMAI published a number of market research reports, some of which are listed below:

2.1 Internet in India 2016:

The number of Internet users in India was estimated to be 432 million in December 2016, according to a report 'Internet in India 2016', jointly published by IAMAI and IMRB. The number of Internet users is expected to reach between 450-465 million by June 2017.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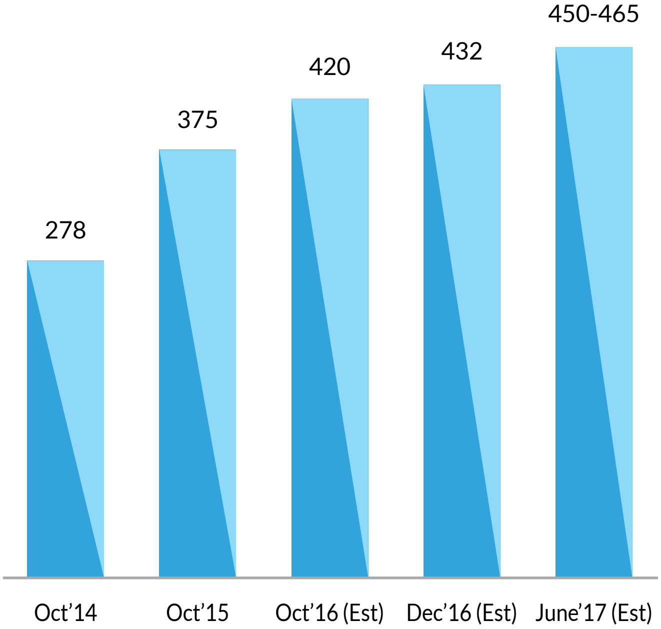
Internet users to touch 420 million by June 2017: IAMAI report

By Surabhi Agarwal, ET Bureau | May 02, 2017, 04.10 PM IST

Of the 420 million, about 250 million us
expected to come from urban India, wh
remaining 170 million would be in rural

Internet in India

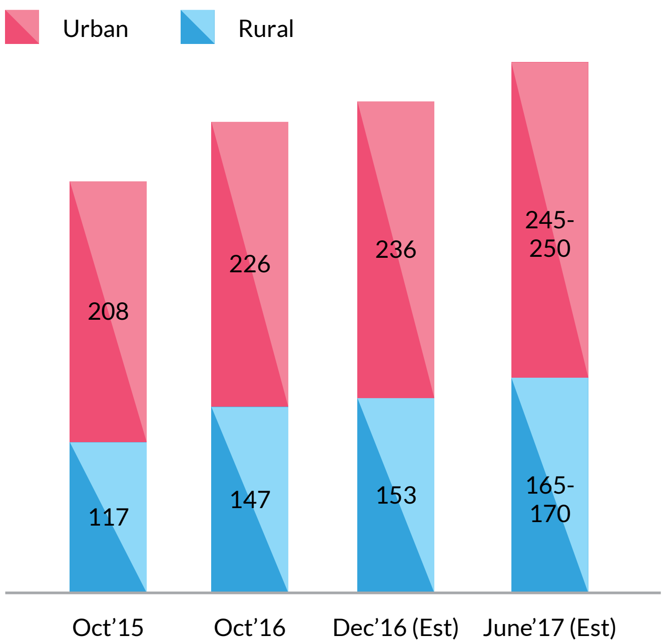


2.2 Mobile Internet in India 2016:

The number of mobile Internet users in India is estimated to reach 420 million by June 2017 with rural India growing at a much higher rate than urban markets. In December 2016, it was estimated that there were 389 million mobile Internet users, according to the research.

The report finds that there has been a growth of 15% from October 2015 to October 2016, with urban India witnessing an increase of around 9%. Rural India, on the other hand, witnessed around 26% growth. Urban

Mobile Internet Users in Millions

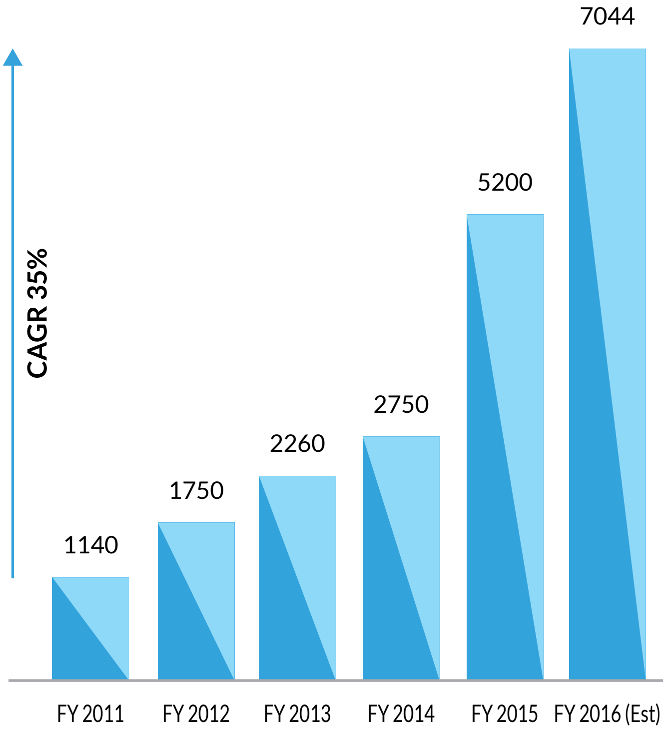


India, with 51% penetration is fast reaching saturation point while rural India with 16% is the future market of growth. According to the report, average monthly bill estimates for urban India reveals that the usage of mobile data as a proportion of the total monthly mobile bill has increased considerably to surpass the component of voice services. In just over five years, data component has risen from 45% of the total bill to 65%.

2.3 Digital Advertising Report:

The digital advertising market in India was projected to reach Rs. 7,044 crore by December 2016 at a CAGR of 35%. It was pegged at Rs. 5200 crore by the end of December 2015. These were the findings of the 'Digital Advertising in India' report, jointly published by IAMAI and IMRB.

The report finds that the digital advertising spend is about 12% of the total advertising spends in the country. In terms of volume, e-Commerce leads digital ad spends with Rs. 1040 crore, followed by Telecom and BFSI. However, a comparison of these verticals in terms of share of spends on Traditional vs Digital show that BFSI organisations incurred the highest share on digital advertising spends. 40% of their overall advertising spends was on Digital followed by e-Commerce, Telecom and Travel.

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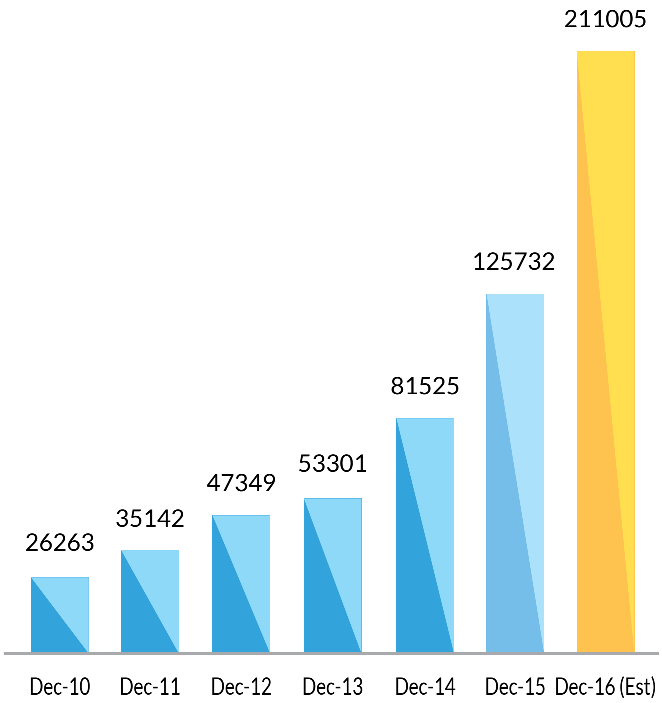
Last Modified: Wed, Jul 06 2016. 11 21 PM IST

Digital advertising to touch Rs7,044 crore by December 2016: report

A report by the IAMAI and IMRB International says digital ad spending will account for 12% of the total advertising spend in India

2.4 Digital Commerce Report:

The Digital Commerce Market has grown at a CAGR of 30%, between December 2011 and December 2015 and was valued at Rs. 125,732 crore by the end of December



2015. It was estimated to reach Rs. 211,005 crore by December 2016, according to the Digital commerce report, published by the IAMAI and IMRB. The report finds that online travel industry continues to grow strongly with 61% share while the share of online non-travel has improved over the previous year to reach 39%. In December 2015 share of e-Tail was 29%. Mobile Phones & Accessories, PCs and Apparel & Footwear continue to be the dominant categories that are selling within the e-Tail segment.

live mint

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Last Modified: Wed, Jun 08 2016. 09 17 AM IST

E-commerce, a Rs2.1 trillion business by December 2016

Between December 2011 and December 2015, the market has grown at a compound annual growth rate of 30%

Ashna Ambre

E-tailing will grow 57% over 2015 to become a Rs72,639 crore business this year, the report said. Photo: Bloomberg

Mumbai: The e-commerce market that was valued at Rs.1.2 trillion at the end of December 2015 will touch Rs.2.1 trillion by December 2016, according to the Digital Commerce Report 2015, by the Internet and Mobile Association of India (IAMAI) IMRB International.

ET tech From the newsroom of the Economic Times

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India e-commerce market expected to cross Rs 2 lakh crore in 2016: IAMAI

The market grew 30% between December 2011 and December 2015 and was valued at Rs 1,25,732 crore by the end of December 2015

Neha Alawadhi | ET Bureau | Updated: June 08, 2016, 11:07 IST

The e-commerce market in India is expected to nearly double to Rs 2,11,005 crore by December, according to industry body Internet and Mobile Association of India (IAMAI) and IMRB.

The market grew 30% between December 2011 and December 2015 and was valued at Rs 1,25,732 crore by the end of December 2015, led by the online travel industry which accounted for 63% of the overall share, the report said.

3. Policy White Papers

3.1 Paper on Encryption Policy: Encryption is a fundamental and necessary tool to safeguard the digital communication infrastructure. The interests of Internet users should be foremost in framing any encryption policy, according to a discussion paper released by the Internet and Mobile Association of India. The association had published this paper with the view to encourage discussions and debates around the issue, and has suggested that a broad-based public consultation with all stakeholders including user groups should precede the making of an encryption policy.

According to the paper, the foundation of a user-centric Encryption Policy consists of: Freedom of Encryption, Strong Encryption Base Standard, No Plaintext Storage and Mandatory Legal Monitoring or No Backdoor Entry.

3.2 Paper on Equalisation Levy:

IAMAI in association with law firm, Nishith Desai Associates, published a whitepaper which stated that Equalisation Levy would hurt Indian start-ups. The levy, dubbed 'Google Tax', applies to online advertising services that are availed from entities which do not have a permanent establishment in India. Recent reports suggest that the levy, which came into effect on June 1, 2016, has earned the exchequer Rs. 146.5 crore.

According to the paper, start-ups spend almost 40% of their budget on online ads. The paper further stated that there were fears that with the arrival of the Goods and Services Tax (GST) regime and an expanded Equalisation Levy, the tax burden could go up to 38 percent.
The only way start-ups can talk to the world is through online media.

3.3 How GST will adversely impact Internet Companies:

In light of the fact that digital/Internet is one of the fastest growing sectors fuelling growth of the Indian economy, IAMAI highlighted the issues arising out of GST. The paper pointed out that service sectors like IT/ITES, ICT and the Internet economy have been fuelling India's growth over the last few decades and have helped India attain a global identity. Disruptive innovations will lead to newer service categories like SAAS and IoT to evolve, and Digital India or Start-up India are initiatives to ensure that the country stays ahead of the curve in the global market. To achieve all this, Government support is critical by way of light-touch regulations that encourage permission-less innovation. GST, in its present form, is a restrictive proposal that can derail aspirations of the digital industry in India.

3.4 Make in India: Conducive Policy & Regulatory Environment to Incentivise Data Centre Infrastructure:

This report highlights the opportunities for India to become a leading player in the global data centre market, if conducive policy and regulatory frameworks are adopted. The paper highlights key measures to increase innovation and stimulate innovation in what is widely considered to be one of the fastest growing technology segments today. The paper calls for the Government to facilitate data centre operations in India through clear policies to facilitate trans-border flow of data and tax SOP/incentives to woo foreign players. At the same time, the paper warns against the dangers of forced localisation of data, adding that the same would reduce competitiveness, harm GDP and harm India's fledgling reputation as an emerging data centre hub.


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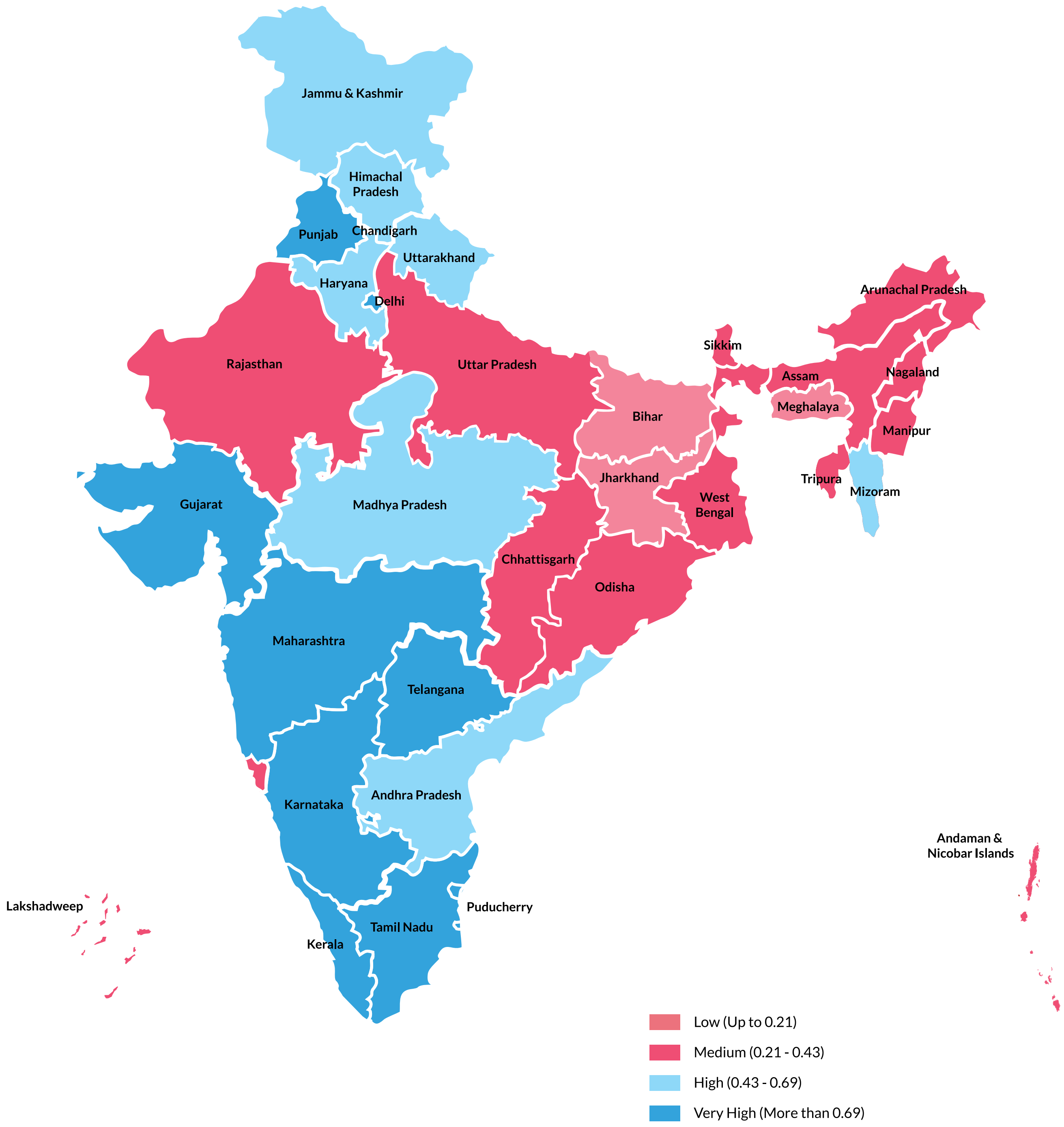
Policy

Setting up of data centres should not be mandatory: Amitabh Kant

By ET Bureau | Updated: May 25, 2016, 11.20 AM IST

A decision to set up data centres in the
cannot be mandatory and it will be not
conducive for the eco-system, Niti Aayo
Amitabh Kant said on Tuesday.

State-wise Usage of Internet Services



Top 5 Large States	Top 3 Small States / UTs	Top 3 North-Eastern States
1. Kerala	1. Delhi	1. Mizoram
2. Telangana	2. Chandigarh	2. Sikkim
3. Gujarat	3. Daman & Diu	3. Manipur
4. Karnataka		
5. Maharashtra		

Source: Estimates of Nielsen (India)

IAMAI
Internet And Mobile Association Of India

FOUNDERS’ CIRCLE

One of the key focus areas of IAMAI’s work this year was to expose Indian founders and co-founders to international best practices in scaling up, designing and building for a billion people. For the founders, there were peer-to-peer interactions through both, formal and informal platforms. This initiative was kicked off with one programme but, given the high level of interest and the learnings from this activity, several more similar programmes are being planned in 2017/18.

Founders'/CEOs' Trip to China

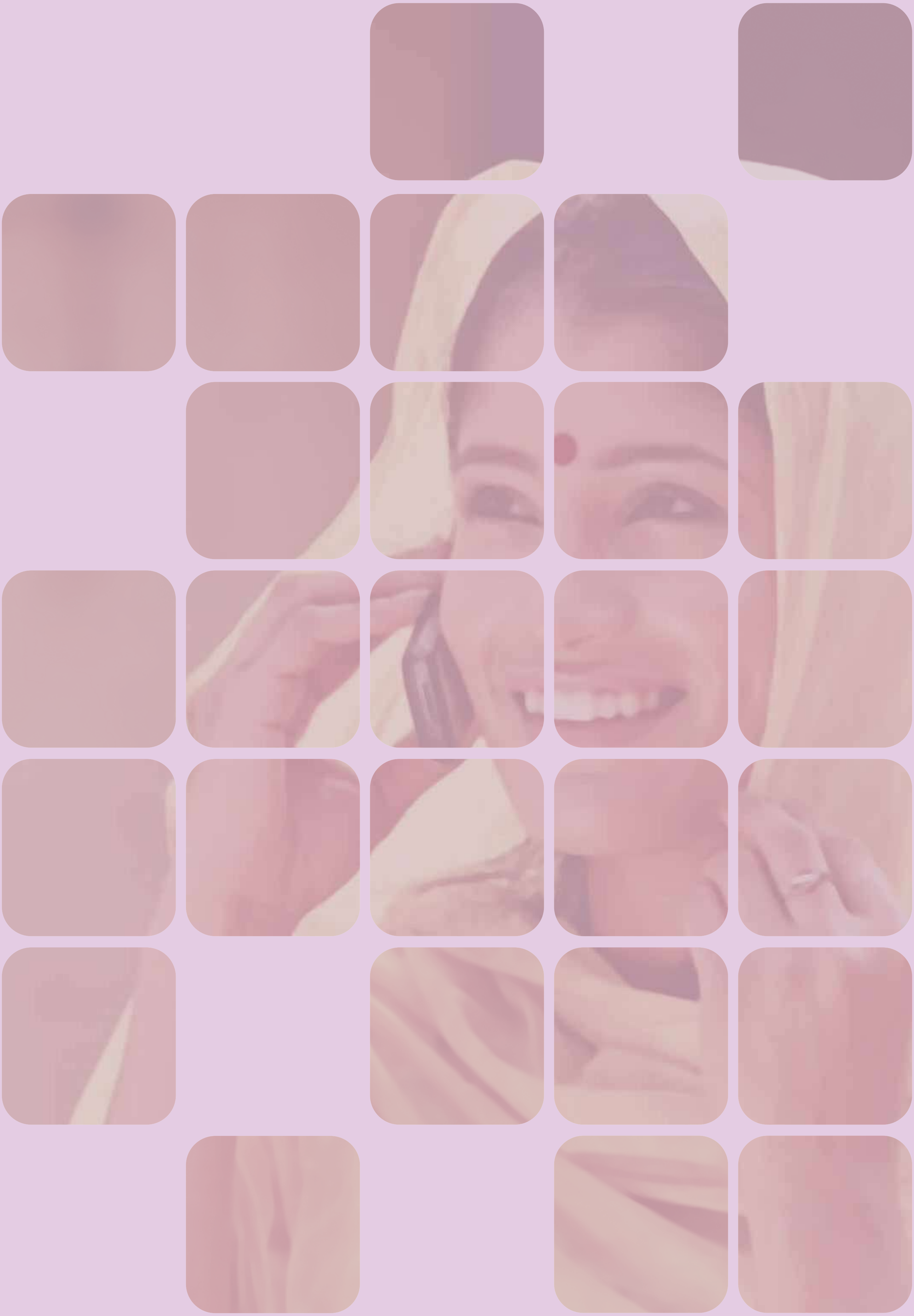
IAMAI Chairman, Kunal Shah, led a team of 25 founders and CEOs for a week-long trip to China from 24 June - 1 July, 2016. The focus of the trip was to invite Chinese companies to set up business in India; invest in Indian start-ups; gain ideas for new businesses and exchange insights for scaling-up.

The delegation met with senior officials from Alibaba, Baidu, Ctrip, Cheetah Mobile, Ant Financials, UC Web and Xiaomi in Beijing and Shanghai. The team also met with investors like Hill House and Start up Street.

Sharing his thoughts on the highly successful trip, Kunal Shah said: "For Indian founders, the trip to China was a real eye-opener in terms of scale of ideas, planning and execution. I am sure we would think and act differently post the trip. The icing on the cake of the trip for the 25 founders was the cross-pollination of ideas among themselves and developing a collective vision for Indian Internet." There are many more such lessons to be had

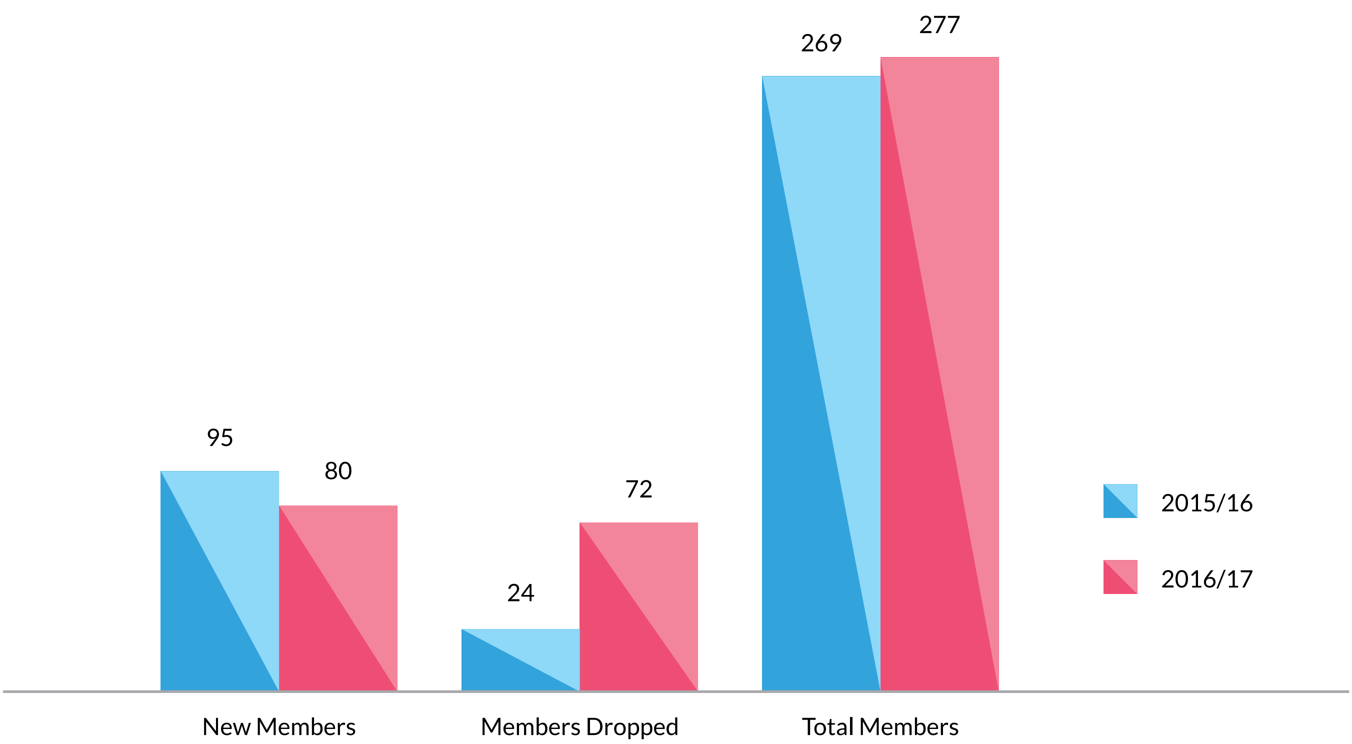
from different parts of the world. IAMAI would act as a window for such learning trips," Kunal said, and added, "It is time to look East for ideas, planning and execution in scale. China was just the beginning and a mind-blowing beginning, and we intend to make many more such learning trips in the near future."

Other members of the team included: J Murugavel, Founder & CEO, Bharat Matrimony; Amarjit Batra, CEO, OLX India; Pawan Gadia, CEO Retail & Online, FernsnPetals; Ms Neelu Singh, CEO, Ezeego1; George Antony, MD, UAE Exchange; Dippak Khurana, Founder & CEO, Vserv & Vmax; Ankur Singla, Founder & CEO, Helpchat; Vivek Pani, Co-founder & CTO, Reverie; JRK Rao, Founder & MD, Rage Communications; Badri Sanjeevi, CEO, Mauj Mobile; Manish Chopra, Co-founder & CEO, Zovi; Mohit Dubey, Founder, Carwale; Sahil Chalana, Founder, College Dunia; Gourav Rakshit, CEO, Shaadi.com; amongst others. The CEOs team also paid a short visit to Mobile World Congress in Shanghai, where IAMAI had put an India Pavilion to promote Indian companies.



GOVERNANCE AND MEMBERSHIP

During the financial year, there was a conscious effort from the Secretariat to increase the membership base of the association and include both large and small players in the ecosystem to represent the industry better. We are happy to state here that the continued efforts have paid dividends and the total membership base in FY2016/17 stands at 277, which is higher than FY2015/16. Even though 72 members dropped out due to various reasons, we were able to add new members. This year, too, there will be a renewed effort to increase the membership base and scale it up to more than 300 members.



EXECUTIVE COUNCIL

Kunal Shah

Co-Founder & CEO, FreeCharge

Vinodh Bhat

Co-founder, President & Chief Strategy Officer, Saavn

Vishwas Patel

CEO, CCAvenue

Subho Ray

President, IAMAI

GOVERNING COUNCIL

Bikram Bedi
Head, India & SAARC, Amazon

Dinesh Agarwal
Founder & CEO, IndiaMART

Umang Bedi
Managing Director - India & South Asia, Facebook India

Kunal Shah
Co-Founder & CEO, FreeCharge

Rajan Anandan
Managing Director, Google India

Tushar Vyas
Chief Strategy Officer, South Asia, GroupM

Mariam Mathew

COO, Manorama Online

manoramaonline

Sachin Bansal

Co-Founder & CEO, Flipkart

Flipkart

Vishwas Patel

CEO, CCAvenue

CCAvenue® Payment Module

Neeraj Roy

Managing Director & CEO, Hungama

hungama

Vinodh Bhat

Co-founder, President & Chief Strategy Officer, Saavn

saavn

Subho Ray

President, IAMAI

IAMAI Internet And Mobile Association Of India

Rajesh Magow

Co-Founder & CEO, MakeMyTrip

make my trip

Satyan Gajwani

CEO, Times Internet

TIMESINTERNET

COMMITTEES

Public Policy

Chairman: Ankhi Das (Facebook India)
Co-Chairman: S. Chandrashekhar (Microsoft)

Digital Commerce

Chairman: Amit Agarwal (Amazon India)
Co-Chairman: Salil Kumar (Bagittoday)

Mobile Internet Content & Services

Chairman: Jagdish Mitra (CanvasM)
Co-Chairman: Ravi Sundararajan (Webaroo)

Digital Advertising Council

Chairperson: Mariam Mathew (Manorama Online)
Co-Chairman: Tushar Vyas (GroupM)

Payments Council of India (PCI)

Chairman: NaveenSurya (ItzCash)
Co-Chairman: Vishwas Patel (CCAvenues)

HealthTech

Chairman: Shashank ND (Practo)
Co-Chairman: Pradeep Dadha (Nedmeds)

Digital Transformation

Convener: Jaspreet Bindra (Mahindra & Mahindra)

FinTech

Chairman: Mrutyunjay Mahapatra (State Bank of India)
Co-Chairman: Adhil Shetty (BankBazaar)

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