MAKING INDIA FUTURE READY

ANNUAL REPORT
2017/18

IAMAI
Internet And Mobile Association Of India

www.iamai.in

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

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IAMAI

Internet And Mobile Association Of India

CHAIRMAN'S MESSAGE

Dear Friends,

It is about a year now since I took charge as the Chairman of IAMAI, for the second time. I am delighted that the association has chosen me to steer the industry, at a time when the industry is going through an exciting phase. It has been a fast-paced, crisp and action-packed year for us at the association and I am going to share some of the activities that have kept us on our toes for the last one year. As is the tradition at IAMAI, I shall restrict myself to the work of the association while in his role as the Vice-Chairman, Deep would apprise you of the progress of the industry in general.

As I mentioned in the beginning, these are exciting times for the industry. The number of people getting connected to the internet in India through smartphones is set to double to 600-650 million by 2020. More than 300 million people connect to the internet through their smartphones. And it will become 600-650 million by the year 2020. With these kind of scale, smartphones will become the access device through which a whole range of solutions can be delivered to address a broad range of real problems the consumers and businesses have in India.

Also, I foresee several technology start-ups from India going on to build big businesses on a global scale over the next five to ten years. Technology and the internet allow anyone to build a business from anywhere, with an addressable market size of 3.5 billion people (those connected to the internet globally). Apart from connected consumers, a big business opportunity also lies in catering to connected devices. And I am happy to mention here that IAMAI is well placed to drive and nurture the industry in such exciting times.

In addition to the substantial work that your 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) Digital Transformation; b) Start-ups and c) Enhancing IAMAI profile.

Digital Transformation

One of the unique capabilities of IAMAI has been to represent a sector even before it becomes big enough to be noticed. In 2005, we represented online publishers and agencies, in 2007 we represented mobile VAS companies, and in 2008 we represented the digital payments business. Likewise, last year, one of the top focus areas for us at IAMAI was horizontal expansion on emerging sectors like IOT, Edtech and Ayush and quite uniquely, we created a very active group of Chief Digital Officers under the leadership of Jaspreet Bindra, responsible for guiding the traditional manufacturing and services companies on the path to becoming digital! 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, and the association is well-placed to drive this initiative. Committees on IoT and Ayush have also been formed and work on those committees is on in full swing.

Start-ups

Secondly, I am happy to mention that during 2017/18, the Mobile10X programme under IAMAI Start-up Foundation, has increased its reach to three new cities to connect and serve the ever-growing start-up ecosystem in the country. The three new centres are: Gurugram, Kozhikode and Raipur. As you would be aware, the foundation was established with an aim to work for the start-ups in Mobile & Internet domain and to create an enabling environment to lead India towards the App Economy. The prime objective of the foundation is to work towards educating citizens of the country about Tech-Entrepreneurship and provide platforms to produce quality Apps.

Enhancing IAMAI Profile

Last but not the least, a word on our engagement with media. Our media outreach last year has been excellent. We had hired the services of a reputed public relations agency, and the results are there for all to see. To give you a sense of our engagement, just within the quarter of January-March 2018, the total number of coverage was 355; no mean achievement! Among the industry bodies, IAMAI and PCI together has 18% market share in terms of top industry body recall, just behind NASSCOMM, which has 19% share. IAMAI and PCI jointly have 70% of recall value when it comes to issues pertaining to internet, payments, fintech and start-ups. I am sure, going forward, with more intense engagement, we would be the numero uno for our media friends.

Now, let me highlight some of the key work that the association has undertaken in the past year.

Public Policy

As in previous years, IAMAI has been deeply involved with several public policy debates around legislations and policies that affect our industry directly or indirectly. Such legislations, I am sure, will not only determine the course of business and investment in India, but will also determine how the present technology is to be used and made available to the public at large.

IAMAI is focused on creating Internet Governance Principles as the way forward for the evolution of the Internet ecosystem. IAMAI has been actively engaged in identifying and highlighting the current issues related to internet. The association had interactive engagements with various branches of the Government, Civil Society, Industry and various international jurisdictions.

The issue of Privacy and Data Protection in the digital sector assumed great importance last year with the mandate of the Honourable Supreme Court for an Act. Even while the MeITY established an experts committee under Justice B. N. Sri Krishna to formulate a draft Act, multiple regulators have begun their own initiatives in their respective jurisdictions. The association has been actively engaged with various authorities on behalf of the industry to present the collective perspective of the sector.

Also, IAMAI continued with its engagement with TRAI on the issue of net neutrality, following the developments over the consultation paper issued by TRAI to which the association had responded earlier. IAMAI participated in OHDs organised by TRAI in Mumbai, Bengaluru and New Delhi, and actively engaged in the discussion process. TRAI finally came up with its Recommendations on Net Neutrality on November 2017. I am happy to state here that the recommendations reflect the position championed by IAMAI where it categorically states “Internet access services should be governed by a principle that restricts any form of discrimination or interference in the treatment of content, including practices like blocking, degrading, slowing down or granting preferential speeds or treatment to any content”.

Strategic Research

Research has been one of the key focus areas of work this year, as in previous years as well. Market and strategic industry research has always been a strong point of the association and this year we have tried to build further on that foundation. I am happy to report that last year our internet user numbers, mobile internet user numbers, e-commerce market size numbers, digital advertising market numbers among many others, have been used for policy making and seems to have found general acceptance for building business cases.

One of the key reports of IAMAI has been the Internet in

India Report. The report findings suggest that India is set to have around 500 million internet users by June 2018.

Another strategic and key report that IAMAI published in association with Enixta Innovations last year was a report titled: "Indian Mobile Phone Market: Emerging Opportunities for fulfilling India's Digital Economy Dream." This report studied the Indian mobile phone market from the consumer perspective to suggest an ideal configuration and minimum base price for such a handset. The report details that unless domestic manufacturing is encouraged in some of the key handset components, total domestic value addition will remain low despite scaling up of operations.

Also, IAMAI, in association with Nishith Desai and Associates (NDA) undertook a detailed study on the various direct and indirect taxes incident on internet services in India, their impact especially on the growing tech start-up ecosystem, and suggestive remedies to make the tax regime more conducive for ease of doing business in the digital services sector in India.

Business Development

While the association does not directly help in business development, however, for the last few years IAMAI has been at the forefront of category development through its now well-known roundtable discussions and workshops and international delegations.

The highlight, to my mind, was the initiative named Korero, which means conversation in 'Maori.' This exclusive, yet inclusive, residential programme saw digital founders from a range of technology-enabled sectors and at various stages of evolution – from start-ups to listed companies - come together to share their experiences and stories.

IAMAI also organised the 12th edition of its annual flagship event, India Digital Summit, in January, this year. The summit again proved to be the largest annual gathering of the Digital Industry in India with over 1600 delegates attending over two days of engaging, and stimulating keynotes, panel discussions, fireside chats and leadership talks.

This year saw more speakers from the corridors of power, including the Union Minister of Commerce and Industry, Shri Suresh Prabhu, Amitabh Kant, Chief Executive Officer, NITI Aayog; Aruna Sundararajan, Chairman TC & Secy (T) – Dept. of Telecommunication, Govt. of India, besides a host of other industry leaders. The highlight was Shri Prabhu's address, wherein he mentioned that the next stage of industrial revolution is digital and we should seize the opportunity in India. He mentioned that India as a country must have a clear-cut strategy, understanding and readiness to create business models that offer us avenues to access and make use of the available opportunities in this revolution.

This year, even the India Digital Awards was big, in comparison to previous years. With 956 entries being received for the 8th edition of India Digital Awards, the level of competition was higher than ever before. There were a total of 8 main categories and 52 sub-categories under which winners were chosen.

All in all, it was an eventful year. Before I sign off, I would like to thank the governing council for their advice and counsel and the secretariat for their proactive approach and to all members for their continued support to the association. I look forward to another great year ahead.

Sincerely,
Rajan

VICE-CHAIRMAN'S MESSAGE

Dear Fellow Members,

As we step forward to the new fiscal, I have the onerous task to comment on the annual state of the industry. However, I will try to make an honest and candid effort. To start with, I must admit that 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 maintains growth momentum. 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. For starters, number of internet users has grown significantly.

There are now more than 480 million internet users in India, second only to the US – a major landmark by any standard and will likely reach 500 million internet users by June 2018. Also, there are 456 million mobile internet users and it is estimated that India will have around 480 million mobile internet users by June 2018. No mean achievement by any stretch of imagination. 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.

With the numbers to back us, India is today at an inflection point when it comes to digital transformation. The internet has become an integral part of the growing urban Indian population - be it online bill payment, shopping, travel, doctor's appointment or sending gifts to loved ones, e-commerce forms the core of how urban Indians are buying products and services online. Thus, the ground is not just ripe but fertile for entrepreneurship. There is a never-before-seen appetite for taking risks and more people breaking away from typical career paths.

What is even more significant is that the rate of growth from smaller towns has been faster than the metros. What is encouraging is that the number of women and people from rural areas accessing internet is showing impressive growth. No matter the population segment, there are clear indications that internet usage is clearly shifting to mobile devices and demand is ever increasing. The research from IAMAI and other trusted organizations only reaffirm my faith and belief on the potential of the digital industry in India. Digital connectedness continues to be transformative for us.

Online travel like just any other vertical is getting completely turned on its head with the advancement in technology. It is totally different now than what it was used to be earlier, when I started MakeMyTrip. The reality is, we were in the dark ages, but today, the breakthrough in technology and high-speed internet has changed the game and mobile is one of the big winners.

The single biggest reason people are travelling more today not only in India, but all over the world is because of social media, especially over the last two years. Gone are the days where you would be reading travel magazines. Today, posting on FB, Instagram, and Twitter becomes so fascinating that people want to explore the same whether they are in Tier I or Tier II. All the possible information and advice are available at a click today. Customers are increasingly moving from offline to online, the penetration of online will be more in future as it provides much quicker travel booking experience. Digital Technology has changed the way we connect, creating a relationship of comfort with the customers.

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. e-Commerce has continued to grow and attract level headed entrepreneurs looking to solve problems for everyday people. Large scale consumer acceptance of online shopping has been key enablers of growth for the sector and there are still unexplored frontiers ahead. The other key enabler has been digital payments, and the government's push towards digital payments and a less cash economy has triggered mass scale adoption of digital payments instruments, which really is good news for the industry.

The digital sector today is considered to be an important platform that connects customers with product or service offerings and almost all industries are fast adopting digital platforms for their promotional activities. This trend is visible across industries like FMCG and Consumer Durable companies, e-Commerce firms, Automobile manufacturers, BFSI, Telecom, among many more. With mobile devices becoming a predominant platform of accessing the internet in India, this trend is expected to gain further momentum.

Besides, some of the budgetary announcements by Finance Minister Shri Arun Jaitley will act as a key enabler for the overall development of the internet ecosystem in India. I think we are rapidly moving towards a better regime for start-ups and the announcements are a point in case. Budget 2018 gives recognition to the emerging sectors like Edutech, Agritech, Healthtech in India and is an encouragement for Digital India. To my mind, 372 basic business reform actions identified for improving ease of doing business in India is a positive step.

However, for the industry to grow further and reach the pinnacle, I think there is an urgent need for the industry to come together and have a cohesive voice.

Finally, a word of thanks to Rajan, the governing council and the ever-enthusiastic staff of IAMAI. I thoroughly enjoying my stint as a Vice-Chair and I now look forward to another great year for the industry.

Best,
Deep

01 PUBLIC POLICY & PROMOTION OF INTERNET

- Policy Advocacy & Regulatory Interventions
- Promotional Activities
- Research

The association has over the year been actively involved in public policy, advocacy and business development activities covering the macro level issues and challenges affecting the digital sector. This holistic approach guided by the more generic Public Policy group that includes key members from the different sectoral committees, looks to promote better business environment for businesses, promote internet penetration and offtake by customers. The other important mandate of the association is adoption of Internet by the next 500 million. This is done through involvement in policy and projects that seek to get more women, economically backward people and Indic using people on the internet.

1.a Policy Advocacy & Regulatory Interventions

Advocacy, public policy and regulatory interventions have been and continue to be the key areas of work for IAMAI. Through active participation, consensus building and intervention, the association's intention has been to provide the conducive business environment for the industry to grow and thrive. This year, three key areas were: NTP, Privacy and GST. The details of these and other important areas of public policy are discussed in this chapter.

NTP 2018

The Department of Telecommunications announced the Consultancy Process on drafting the new National Telecommunication Policy (NTP) and IAMAI was invited in the initial meeting as a key stakeholder representing the internet businesses in India. The association undertook a series of Roundtable Discussions across Delhi, Mumbai and Bangalore to discuss with its member base for inputs. The association compiled a comprehensive submission based on inputs thus received which was presented to DoT.

The DoT has come out with a draft paper on NTP in January 2018, which reflected many of the key asks raised by IAMAI, such as:

- Focus on promoting telecommunication services as an enabler for internet and digital services
- Promoting adoption of new technologies to improve digitalisation by reducing entry barriers to promote R&D, innovation and start-ups
- By facilitating set-up of 'Special Technology Zones (STZs)' for experimental products to invite product and technology innovation and development in India

- Reviewing objectives of spectrum management for socio-economic gains
- Special focus on promoting new technologies like 5G, IoT, M2M.

The draft policy is positive since it focuses on access, emerging technologies and building a data driven economy. However, talk about regulating OTTs and raising the issue of data sovereignty may have negative connotations for the industry.

Privacy and Data Protection

The issue of Privacy and Data Protection in the digital sector assumed great importance last year. Even while the MeITY established an experts committee under Justice B. N. Sri Krishna to formulate a draft Act, multiple regulators have begun their own initiatives in their respective jurisdictions.

IAMAI has been actively engaged with various authorities on behalf of the industry to present the collective perspective of the sector.

Responding to TRAI Consultancy on Privacy

TRAI issued a consultancy paper titled 'Privacy, Security and Ownership of Data in the Telecom Sector' in August 2017.

The association, thus, engaged in sectoral consultancy with members from the industry, which also involved a Roundtable Discussion on 5 September 2017 at New Delhi. The inputs of the members were collated in the form of a basic outline for the proposed regulatory framework that suggested:

- The principle of prevention of harm
- Technology neutrality
- Principle based regulation
- Consent-cum-rights based approach
- Promote free-flow of information
- Different levels of accountability for service providers, differentiated on the level of risk

White paper of the Committee of Experts on a Data Protection Framework for India

The Experts Committee constituted by the Government of India came out with a white paper for stakeholders' consultations. The association organised an Open House Discussion (OHD) on the matter on 11 October in New Delhi, which had speakers from member companies, other associations and institutions working on the issue and subject matter experts.

The association also undertook multiple internal meetings of the Public Policy Committee to finally draft a comprehensive response to the white paper. The submission was widely popularised amongst the member companies and others to help build a larger consensus on the matter amongst the industry.

Some of the key highlights of the IAMAI response were:

- Technology agnosticism to allow flexibility for innovations, adoption of new technologies and emergence of newer categories of services.
- Holistic application across both Government and private sector and both online and offline counterparts for any category of service.
- Contesting the principle of data minimisation on grounds of promoting digital services in India.
- Structured enforcement via decentralised enforcement mechanisms with deterrent penalties that do not disincentivize innovation.

Net Neutrality

IAMAI continued its engagement with TRAI on the issue of net neutrality, following the developments over the consultation paper issued by TRAI to which the association had responded earlier.

IAMAI participated in Open House Discussion organised by TRAI in Mumbai, Bangalore and New Delhi, and actively engaged in the discussion process. The association also convened a closed-door meeting of members at New Delhi and submitted counter comments to some of the discussions taking place in the OHDs during the process of engagement.

TRAI finally came up with its Recommendations on Net Neutrality on November 2017. The recommendations reflect the position championed by IAMAI where it categorically states "***Internet access*** services should be ***governed by a principle*** that ***restricts any form of discrimination or interference*** in the treatment of content, ***including practices like blocking, degrading, slowing down or granting preferential speeds or treatment*** to any content" [emphasis added].

While this may be seen as a positive outcome following protracted engagements, the association would like to highlight that these are just recommendations (and not guidelines as was in the case of Differential Pricing) and therefore further action is required to ensure the TRAI recommendations translate into actual regulations before the sunset clause of Differential Pricing guidelines.

Indic

IAMAI has been actively engaged in various initiatives to promote internet in Indic languages. The association is a member of the Neo Brahmi Generation Panel (NBGP) an initiative under the UASG (Universal Acceptance Steering Group) of ICANN (the Internet Corporation for Assigned Names and Numbers).

In this regard, the association published a report on the usage of Indic internet in India titled ‘Internet in Indic 2017’, and participated in the various consultative meetings to digitise Indian scripts, and has been actively promoting the cause for internet in Indic. Going forward, the association is poised to undertake various activities to promote adoption of Indic for internet content and access in the coming days.


FINANCIAL EXPRESS

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Home / Industry / Technology / Offering Internet in Indian languages can add 205 million new users: IAMAI

Offering Internet in Indian languages can add 205 million new users: IAMAI

A potential 205 million non-users of Internet are expected to log on to the web if it was provided in a language of their choice, a report by IAMAI and Kantar IMRB said.

By: PTI | New Delhi | Published: March 22, 2018 5:39 PM

Internet penetration in India cannot gr
addressing the issue of the language of
internet services.

Taxation

IAMAI, in association with Nishith Desai and Associates (NDA), undertook a study on the taxation of digital businesses in India. The association undertook an OHD of member companies on 2 August in New Delhi with NDA representatives for drafting the study.

The launch event of the report titled “Taxation of the Digital Economy: Impact analysis for India” was undertaken in the form of a closed-door session where industry representatives shared their concerns with Sri Subhash Garg, Secretary, DEA, who launched the report.

GST

Following the developments on GST, IAMAI undertook multiple submissions to the various Special Working Groups (SWGs) set up by the government to address the sector specific challenges for member companies.

The association met with Shri R Sriram, Commissioner, CBEC and Shri Ritwik Pandey, CCT, Karnataka of the SWG on e-commerce in Bangalore and made sectoral submissions for the various e-commerce verticals.

Engagement with Global platforms

Over the year, IAMAI has engaged with several international institutions to help posit the Indian digital sector’s perspective at the global platforms.

IAMAI at GCCS 2017

The Global Conference on Cyberspace (GCCS) 2017 was hosted by MEITY in India in 2017. IAMAI, as a representative of the Indian internet and digital services ecosystem, was one of the key stakeholders invited to the event. A special article by Dr. Subho Ray, President, IAMAI, was published in the commemorative publication titled ‘The India Book’ for the special occasion.

Dr Ray was also invited as a speaker for the special session Cyber4Growth Session#1 on the topic “Relevance of Digital Points of Presence in Era of Mobile Governance”.

The association organised a parallel track on

"Proliferation of Indic for Growth of Internet in India" at the GCCS which was attended by Ms Swarn Lata (Senior Director, MEITY & HoD, TDIL), Prof. Uday Narayan Singh (Chair-Prof, Centre for Linguistic Studies, Amity University) Dr Ajay Data (Co-Chair, NBGP Panel, IDN program), Samiran Gupta (ICANN India) amongst others.

A third session on fintech security was also organized with the help of NPCI.

IAMAI at ICANN

IAMAI has been actively engaged in with ICANN as a member of the Neo Brahmi Generation Panel (NBGP) and actively participated in the global consultations. The association representatives were invited to attend ICANN60 at Abu Dhabi and were also present in the NGBP meetings at Kathmandu and Sri Lanka.

- *IAMAI Response to CWG-Internet: Online Open Consultation on Public Policy considerations for OTTs*

IAMAI made a submission to the Online Open Consultation by Council Working Group – ITU Council on public policy regulations of OTTs. The submission made by the association highlighted the Indian context and addressed the concerns of security, safety and privacy concerns raised in the consultancy paper by elucidating how the internet content services address these issues.

1.b Promotional Activities

Besides engaging in policy level interventions, the association also organized several promotional events for internet users as well as businesses.

#12IDS, 17-18 January, The Lalit, New Delhi

The 12th edition of the flagship event India Digital Summit (IDS) again proved to be the largest annual gathering of the Digital Industry in India. The theme of the Summit was Connecting the Next 500 million. The Summit had with five focus areas, 8 separate conferences, 50+ hrs of content, 1600+ delegates, 130+ speakers, 350+ companies participating and 75+ awards. Considering the vast gamut of the digital arena today,

the conference was grander than ever, and it suited the varied interests of attendees through 8 different stages over 2 days. The stages were:

1. Policy Matters!
2. LeaderCast
3. EntertainmentTech
4. AdTech
5. Crypto Conference
6. Design Matters!
7. Digital Transformation
8. Government CEO Conference

Besides, there were leadership talks, Keynote addresses, fireside chats and various other forms of engagement.

Shri Suresh Prabhu, Union Minister of Commerce and Industry discussed about the next stage of industrial revolution being digital and how we should seize the revolution in India. He mentioned that we, as a country, must have a clear-cut strategy, understanding and readiness to create business models that offer us avenues to access and make use of the available opportunities in this revolution.

Shri Amitabh Kant, CEO, NITI Aayog spoke about different facets of technology that will give India a trillion-dollar ecosystem. He also spoke about his vision of 20 unicorns in India by 2022.

Shri. Baijayant Panda, Member of Parliament [Lok Sabha] discussed at length about the Data Protection framework that the government is looking at introducing and for a balanced position on a complex nuanced issue like privacy and the need for large corporations and enterprises to provide transparency.

Ms. Aruna Sundararajan, Secretary Department of Telecommunications spoke to the audience about her vision for telecom in the next few years and covered various subjects including ease of doing business, net neutrality, FDI & make in India as well as plans for 5G.

Shri Sunil Bajpai, Principal Advisor, TRAI, went on to speak about how things changed in the matter of a few years to the first commercial flight and mentioned that the pace of transformation with the availability of data on our fingertips is much faster. He touched upon various topics including telecommunications, payments ecosystem, broadband speeds of the future with 5G and video.

M Sivasankar, OSD to the Chief Minister and Secretary IT, Kerala, addressed the audience about the outlook of the government bodies towards blockchain technology in India. He added that interface between government and citizen is a major opportunity for those working on blockchain technology.

Sanjeev Bikhchandani shared a valuable tip from his entrepreneurship experience: the customers' money is always much better than the investors' money. The viability of one's business is in the very aspect that one's customers keep coming back to you, which directly validates one's concept.

Dilip Asbe spoke about what NPCI has done in the past eight years and what to expect in the next couple of years. He stressed upon technology being the carrier

for success in the banking industry, collaboration being essential between fintech and banks and then went on to state that at least half the population should be able to execute digital transactions in the next 3 years.

Deep Kalra recounted his long entrepreneurial journey and emphasized on proper regulatory measures to safeguard the interests of Indian founders.

Vijay Shekhar Sharma began by speaking about his aspiration in 2011 to ride the smart phone tsunami that was incoming. He stated that the truest test of a business leader is when the industry is taking a turn.

At the Valedictory, Shri Vinay Sahasrabuddhe, Member of Parliament shared his wealth of knowledge contained in his new book 'The Innovation Republic'. He mentioned that there has been an improvement in the way of dealing with things in the recent past where innovation has helped expedite decision making in the government. He went on to end the session by stating that leaders must mentor the next generation to reach the ultimate goal of reaching a trillion-dollar economy by 2022.

India Digital Awards 2017

With 956 entries received for the 8th edition of India Digital Awards, the level of competition was higher than ever before. There was a total of 8 main categories and 52 sub-categories under which winners were chosen.

Ace cricketer Virendra Sehwag was the recipient for the 'Social Media Person of the year' and engaged in a fireside chat with Mannish Maheshwari, Chief Executive Officer, Digital, Network18 Media at the event.

Some of the key category winners were:

- Digital Start-up of the year: Unacademy
- Best Mobile App: Hello English - Intap Labs
- Best Consumer Mobile Service: HDFC BANK
- Best Digital Payment Facilitator: Razorpay
- Best Cybersecurity Product Service: Seclore
- Best Digital Brander Award: Reckitt Benckiser by Interactive Avenues
- Excellence in Digital Publishing Award for Marketing: Cipla
- Digital Agency of the Year: Interactive Avenues

1.c Research

As part of its policy and advocacy activities, the association like every year published various research papers that include vision documents, policy papers, market research etc.

Indian Mobile Phone Market: Emerging Opportunities for fulfilling India's Digital Economy Dream

IAMAI, in association with Enixta Innovations, launched this report which studied the Indian mobile phone market from the consumer perspective to suggest an ideal configuration and minimum base price for such a handset. The report details that unless domestic manufacturing is encouraged in some of the key handset components, total domestic value addition will remain low despite scaling up of operations.

Taxation of the Digital Economy: Impact analysis for India

IAMAI, in association with Nishith Desai and Associates (NDA) undertook a detailed study on the various direct and indirect taxes incident on internet services in India, their impact especially on the growing tech startup ecosystem, and suggestive remedies to make the tax regime more conducive for ease of doing business in the digital services sector in India.

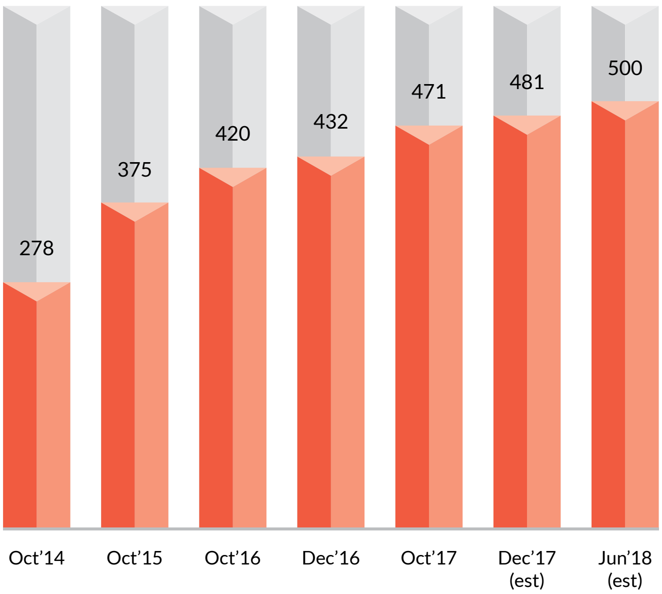
Also, following up on the annual joint exercise with KANTAR-IMRB through the i-cube survey exercise, IAMAI undertook a series of insight reports on the state of internet usage in India.

The i-cube 2017 has expanded in scope to cover over 170 Cities and now cover a much larger demography in both rural and Urban sectors in India.

Internet in India 2017

The report finds some estimated 481 million internet users in India, with expectations to reach 500 million by June 2018. With 60% penetration in Urban India, the next phase of growth is expected to come from rural India which has roughly 20% internet penetration till date.

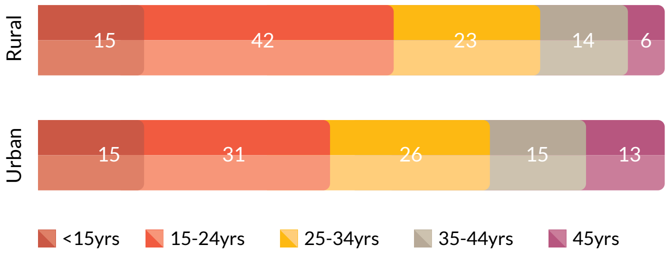
In terms of demographic and usage patterns, internet is still perceived as a medium of entertainment, appealing more to the youth with services like digital entertainment, social networking etc. Usage of services like e-commerce, digital payments etc is still limited in application.



Mobile Internet in India 2017

Approximately 90% of all Internet users (in both Rural and Urban regions) access the internet via mobile phones, making mobile internet the most important medium for internet penetration in India. Affordability of mobile data packages has been a key factor; with our survey revealing average mobile bill decreasing across demographics with the ratio of Data: Voice shifting from 45:55 as recently in 2013 to 84:16 by 2017.

User Demographics (in %)

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BUSINESS

Number of Indian internet users will reach 500 million by June 2018, IAMAI says

Ranjani Ayyar | Updated: Feb 20, 2018, 18:20 IST

CHENNAI: The number of internet users in India will reach 500 million by June 2018, a report by IAMAI and Kantar IMRB says. At the end of December 2017, India had 481 million users, growing 11.34% from 2016.

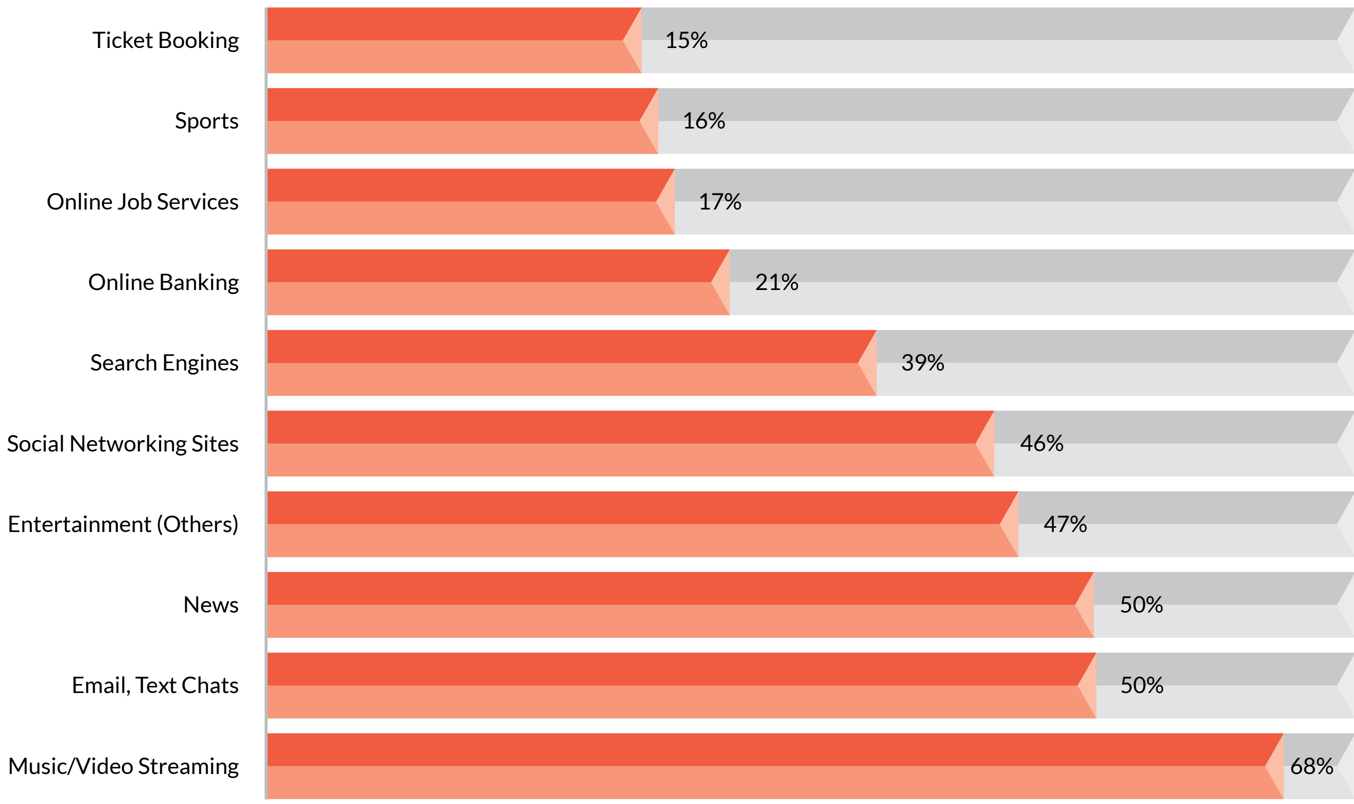
According to the findings of the report, urban India witnessed growth of 9.66% from December 2016 and is estimated to have around 295 million internet u on December 2017.

On the other hand, rural India witr growth of 14.11% from December 2016 and

Internet in Indic 2017

The report finds that While 335 million out of total 481 Mn internet users in India are non-unique users of Internet in Indian languages; the use cases are limited to entertainment, audio/video streaming services. The bulk of the internet is still in English that limits offtake. A potential 205 million non-users expressed interest to come on board if internet is made available in a language of their choice.

Indic Applications




ET tech From the newsroom of the Economic Times

Technology News / Latest Technology News / Mobile

Local assembling of smartphones in India to generate Rs 31,000 Cr by 2019: Report

India would increase its domestic localisation rate from 6.1% in 2016 to 25.8% in 2019 that will bring Rs 31,000 crore in value via local sourcing and assembly of smartphones and accessories

IANS | Updated: August 03, 2017, 18:14 IST

VIEW IN APP

India would increase its domestic localisation rate from 6.1% in 2016 to 25.8% in 2019 that will bring Rs 31,000 crore in value via local sourcing and assembly of smartphones and ac... new report said on Wednesday.

According to the report published join...

02 KEY SECTORS

- Payments Council of India
- Digital Advertising Council
- Digital Entertainment
- E-Commerce

Over the years, the association has built certain core sectoral committees that represent the key internet service categories in the country. Sectors like digital payments, digital advertising and more recently digital entertainment are not only the most prolific and thriving internet business in India; they also constitute the bulk of the association's membership with all major businesses in these sectors being members of the association and having a seat in the respective committees/councils.

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Business, Economy

PPI share in digital payments to rise to 30-40 per cent: PCI

PTI

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PPIs contribution to digital payments from current share of less than 10 per cent.

RBI came out with the third set of reforms

2.1 Payments Council of India (PCI)

PCI over the years has evolved as a single body representing digital payment companies in India. The strength, support of the members and continuous media interactions have paved the way for this evolution.

2.1.a Policy & Advocacy

PCI over the year has undertaken numerous initiatives towards ushering in a less cash economy post demonetisation. The Council has grown in strength with new members joining in the collective effort to resolve the various issues of digital payments services in the country. Some of the key activities of PCI over the year were:

Committee on Payments Banks, Bharat Bill Payment operators (BBPOU)

PCI had constituted a new committee on Payments

Banks and Bharat Bill Payment operators (BBPOU) to look into various issues within the broader payments landscape. The new committee has functioned in tandem with our previous committees on prepaid issuers, merchant acquirers and international remittances.

National Payment Corporation of India's (NPCI) steering committee and Innovation Council

NPCI has set up a board level innovations council comprising 14 members comprising leaders from Banks, Fintech sector and academicians. The council has chartered the innovation objectives, goals and road map for NPCI to identify right startups, Fintech companies that can be nurtured/invested/collaborated for creating the future products and services. PCI was invited to represent non- banking payment companies and be a part of the NPCI's steering committee on United Payment Interface (UPI) and also the Innovations Council.

Representation on RBI circular on Rationalisation of Debit Cards

PCI welcomed the RBI circular on Rationalisation of Debit Card Transactions and appreciated the revised differentiated MDR structure notified by the regulator. The industry requested RBI to ensure balanced distribution of the MDR between issuers and requested for an advalorem scheme fee for micro transactions. PCI in its meeting with the regulator shared the business concerns of acquirers and reiterated the balanced MDR distribution for the growth of acquiring in India. PCI also met the country managers of the leading card companies to recommend the distribution of MDR between issuers and acquirers.

Representation to CBDT to exclude Payment System Companies from the applicability of newly inserted Sec 269 ST of the Income Tax Act, 1961 through the Finance Act 2017

PCI along with its members, in response to the newly introduced Section269ST under the Finance Act 2017, requested Central board of direct taxes (CBDT) to specifically include Payment System Companies being Prepaid Payment Issuers including their agents and sub agents and Banking Correspondents into persons exempted from receiving cash payments of more than Rs. 2,00,000.

The Council met Rajesh Kumar Bhoot, Joint Secretary, Central Board of Direct Taxes, Government of India to address the issue; following which, CBDT issued the below exemption list:

a) Receipt by a business correspondent on behalf of a banking company or co-operative bank, in accordance with the guidelines issued by the Reserve Bank of India;

b) Receipt by a white label automated teller machine operator from retail outlet sources on behalf of a banking company or co-operative bank, in accordance with the authorisation issued by the Reserve Bank of India under the Payment and Settlement Systems Act, 2007 (51 of 2007);

c) Receipt from an agent by an issuer of pre-paid

payment instruments, in accordance with the authorisation issued by the Reserve Bank of India under the Payment and Settlement Systems Act, 2007 (51 of 2007);

d) Receipt by a company or institution issuing credit cards against bills raised in respect of one or more credit cards

Engagement with FIU on Anti-money laundering provisions

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 to the Financial Intelligence (FIU) Unit.

PCI was invited by FIU to represent the Prepaid Payment Issuers (PPIs) in the meeting arranged by them to identify, discuss and consolidate standardized Red flag indicators for generating alerts by PPIs.

Revised guidelines on Issuance and Operation of Prepaid Payment Issuers (PPI)

RBI released the Master Directions on Issuance and Operation of Prepaid Payment Issuers dated October 11, 2017. PCI collated a collective response from its members which was conveyed to numerous key officials like Shri B P Kanungo, Deputy Governor; Smt. Nanda Dave, Chief General Manager, Department of Payment and Settlement Systems; Shri Ganesh Kumar, Executive Director, RBI in which the Industry shared with RBI multiple representations on the modifications in the guidelines specifically on Full KYC requirements, Money Transfers, Interoperability and Timelines for compliance.

PCI also met Dr. Ajay Kumar, Additional Secretary, MeiTY and Shri Gopalakrishnan, Joint Secretary, MeitY, who addressed a letter to Shri Lok Ranjan, Joint Secretary, Department of Financial Services, Ministry of Finance to examine the Council's representation with RBI.

Suggestions for RBI's Vision 2021 document

RBI had invited suggestions on strengthening of four strategic pillars viz. regulation, infrastructure, supervision and customer through cybersecurity and fraud monitoring measures in form of vision document 2021.

PCI along with its members submitted their wish list for the vision document both for the short and medium-term period.

2.1.b Events

Besides engaging in policy level interventions, the Council also undertook events for business promotion and evangelising the digital payments sector.

Payments Regulation Roundtable, 20th September, 2017, Taj Lands End, Mumbai

Key Attendees: H.R. Khan, Former Deputy Governor, RBI; Bharat Panchal, SVP & Head- Risk Management, NPCI; Sriraman Jagannathan, Vice President, Amazon; Ajay Adiseshann, Co-Founder & CEO, Paymate; Navin Gupta, Country Head, Ripple; Nath Parameshwaran, Head Corporate Affairs, PayPal; Prashant Mara, Partner, BTG Legal; Bhavna Sawlane, Senior Legal Counsel, Amazon; Vikram Singh, Partner, BTG Legal

IAMAI, in association with BTG Legal, organised 'Payments Regulation Roundtable'. The fintech regulation space in India has been quite active over the past few years. The post-demonetization payments landscape, in particular, throws up both opportunities and challenges. As India leaps towards a digital economy, the adoption of digital payment platforms is on the rise, and regulators are helping make the transition seamless.

Key Discussion Points:

- Highlighted how regulation is transforming the Indian payments ecosystem
- Overview of recent regulations – Mobile Wallet, POS, Prepaid, Payments Banks etc.
- Payments regulation trouble-shooting

Digital Money 2017, Taj Land's End, Mumbai

Key Attendees: Dr. Ajay Kumar, Additional Secretary, MeitY; Prashant Singh, Assistant Director General, UIDAI; Shri. G Padmanabhan, Non-Executive Chairman, Bank of India; Naveen Surya, Chairman, PCI; Sriraman Jagannathan, Vice President, Amazon India; Vishwas Patel, CEO, CCAvenues; Srinivasu M.N, Co-Founder & Director, Billdesk; Deepak Sharma, Chief Digital Officer, Kotak Mahindra Bank; Adhil Shetty, CEO, Bankbazaar; Mario Mello, Vice President-Brazil and Latin America, PayPal; B. Karthikeyan, MD & CEO, Weizmann Forex;

Vikram Singh, Partner, BTG Legal

The Digital Money conference, over the years, has been the largest annual gathering of fintech and digital payment players, enablers and supportive financial institutions in India which was focused on the multi-channel approach & other emerging trends instigating unified and seamless customer experience in regards to Digital Payments.

The conference witnessed an apt platform for industry stalwarts to collaborate, regulators to lead initiatives & experts to provide insights that would drive the growth of the digital payment and Fintech industry.

Key discussions:

- An overview of 10 years of the Payments industry
- how to achieve 300 million consumers adopting to digital payments by the year 2020
- the state of digital transactions and acceptance infrastructure in the country to enable digital payments.
- Social media and ubiquitous payments data as a tool for assessing credit worthiness of consumers
- Potential partnerships with Banks and NBFCs and Product innovations in the space
- Shift from physical to digital, increasing multi-channel distribution options and how this can be the game changer in cross border remittances

2.2 Digital Advertising Council

The digital advertising committee is one of the biggest constituents of IAMAI and represents the entire sector of advertising over the digital platform.

Digital advertising spend in India was estimated to be around INR 9,266 crore by the end of 2017 growing at a rate of 27% over the year 2017. The growth in spend on digital advertising is expected to be at around 30% over the next year and the total spend is expected to touch INR 12,046 crore by end of 2018. IAMAI has been and will be a vital component of this growth with

its policy advocacy efforts, evangelism of effectiveness of digital advertising, platform for digital discourse and championing digital transformation of traditional companies.

2.2.a Credit Recovery

One of the major focuses of the Digital Advertising Committee is to ensure a timely payment to publishers through the agencies. As a part of this process, the committee has been successful to bring down the publisher monthly outstanding from INR 28 crores in April 2017 to INR 13 crores in December 2017. In the year 2017-18, the process was extended to work done between digital publishers directly with the clients.

More than 500 brands, 250 agencies and 100 publishers were connected and engaged with through the various conferences, offsites and roundtables organised by IAMAI.

2.2.b Events

The association undertook a number of business development activities for the digital advertisement sector over the year.

13th Marketing Conclave, 14 June 2017, Grand Hyatt, Mumbai

Key Attendees: Umang Bedi, Managing Director India & South Asia, Facebook; Mr. Ashish Bhasin, Chairman & CEO India & South Asia, Dentsu Aegis; Mannish Maheshwari, CEO, Network18 Digital; Vishal Sampat, CDO, Reliance Jio; Rajiv Dingra, Founder & CEO, WAT Consult; Shreyas Srinivasan, Director, OML; Karthi Marshan, Head Marketing, Kotak Mahindra Group; Sagar Boke, Head Marketing, Tata Chemicals; Sanchita Johri, Group Digital Marketing Lead, Johnson & Johnson; Akash Banerji, SVP Head of Marketing & Partnership, Voot; Puneet Gupt, COO, The Times of India (Digital); Boby Paul, GM Marketing, Manorama Online; Sukirti Gupta, CEO, Jagran New Media; Vikas Agnihotri, Industry Director, Google India; Uday Sodhi, EVP & Head Digital, Sony Pictures Network India; Deepali Naair, Chief Marketing & Digital Officer, IIFL; Pankaj Parihar, VP & Head Digital Marketing, Godrej Consumer Products, Ankit Desai, Head, Media & Digital Marketing, Marico; Prashant Challapalli, Chief Integration Officer, Leo Burnett; Ashish Khazanchi, Managing Partner, Enormous; Virat Tandon, CEO, Mullen Lintas; Rajiv Sabnis, Executive Director, DDB Mudra; Ketan Sabnis, Co-Founder & Product Head, Amura Marketing Technologies.

Some of the topics of discussions were: 'Content Marketing: Is it the future of brand building?', 'Does content in Indic languages connect more with audiences than languages like English?', 'Present-day trends in video consumption and how has the industry transformed?', 'Role of conventional creative agency play in a digital world'. A special session was held on 'Advertising Automation and Business Intelligence'.

Key insights from the event were:

- Content marketing could be best done by creators because it is authentic, beautiful, funny and inspiring. It need not compulsorily be a video/advertisement. It can also be a FAQ/Blog/Quote.
- 180+ crore is the amount of money spent on vernacular language advertisement and it will grow.
- 68 % of people feel content in local language is more reliable than English.
- Digital is an infrastructure and social is perhaps the new geography.

IAMAI- Digitirati Nights, 11 May 2017, Lima, BKC, Goregaon, Mumbai

Key Attendees: Prasad Shejale Co-founder & CEO, Logicserve Digital; Jaimit Doshi: CMO, Coverfox; Sujit Ganguly: Head, brand and Corporate Communications, ICICI Bank; Pawan Sarda, Group Head, Digital, Future group India

IAMAI organised an interactive roundtable discussion in association with Logicserve Digital on 11 May, 2017. Industry leaders participated in the discussion and the objective of the program was to discuss, recommend innovative practices, identify opportunities and needs created by other core market drivers. The main purpose of the discussion was deciphering new strategies in the digital world.

Key discussion points:

- Lack of synergy between fintech companies, insurance company banks & regulatory bodies as well as the constraints that are hampering the growth of Fintech Industry.
- Challenges in Insurance, as well as investment and money management in India
- Government's digital initiative such as Aadhar-based identification, eKYC, digital lockers, UPI, and more recently, the mandate for eInsurance account
- Effect of demonetization on digital lending startups, change in the mindset of people, small scale retailers accepting credit card and other options of payment
- Key concerns of the investors involved in the backend of fintech companies, which fill in gaps left by banks and hence create an ecosystem
- Data security and privacy for customers in fintech sector

CXO Powermeet, 21 June, 2017, Grand Hyatt, Mumbai

The one day event saw discussion by participants on the following topics:

- Changes in the industry in the past 2 years
- Consumers going digital
- E-Commerce companies have become loss leaders
- How does Data help in digital Marketing
- Challenge for the CDO

6th Digital Marketing Conversations, 6-9 July, Wildflower Hall, Shimla

Key Attendees: Salil Vaidya, DHFL Pramerica; Satya Upadhya, Fitbit; Tarun, Lakhanpal, Ginger Hotels; Advit Sahdev, Infibeam Inc; Jaimit Doshi, Coverfox; Shoumyan Biswas, Flipkart; Damandeep Singh Soni, MobiKwik; Pallavi Chopra, Redbus; Kanika Mittal, Reebok India;

Krishnan Chatterjee, SAP India; Jayraj Jadhav, TATA AIG; Ayushman Chiranewala, Titan; Rohan Padhye, Axis Mutual Fund; Uttio Majumdar, Exide; Latika Taneja, Mastercard; Lalatendu Panda, Reliance fresh; Anurag Gour, Spectranet; Giridhar Seetharam, Mahindra Holidays; Sanchita Johri, J&J; Indraneel Ganguli, Tech Mahindra; Sandeep Singh, Bira; Puneet Anand, Hyundai; Aman Satija, Lenskart; Madhu Dua, Reliance Jio

The 6th edition of the Conversations was organised in partnership with Moneycontrol.com, iProspect-Posterscope Scatter, Netcore and Vserv. Over these three eventful days in Shimla, the attendees experienced a number of engaging and edifying activities which included Presentations, Knowledge Sharing Sessions, Fun Sessions, Awards Night, Cocktails & Gala Dinner and much more.

Mobile marketing Essentials: Now and Beyond, the Big Pitcher, Bangalore

Key Attendees: Siddharth Dhabade, GM-India, Criteo; Hitesh Malhotra, CMO, Nykaa.com; Nikhil Parachure, Head Digital, Ajio; Sanjay Trisal, Country Manager, Appsflyer; Sneha Roy, Senior Manager – Marketing, Urban Ladder; Naman Gupta, Head - Digital Revenue & Retention, Zivame; Arif Ehsan, Associate Director - Digital Marketing, Shopclues

IAMAI in collaboration with Criteo organised a roundtable discussion titled 'Mobile Marketing Essentials: Now & Beyond'. With the massive shift in media consumption and mobile's unique opportunity to get online shopping closer to their consumers, any e-commerce player's measure of success must include a compelling and seamless mobile applications strategy.

The attendees discussed on the topic 'Mobile Marketing Essentials: Now and Beyond' at length about the present scenario in the field of mobile marketing and what is needed to scale up in the future.

3rd Digital Marketer's Awards, 13 December 2017, The Trident BKC, Mumbai

IAMAI along with Moneycontrol organised the 3rd edition of Digital Marketers' Awards where the best industry marketer, who have made outstanding contributions in the digital marketing arena where awarded.

With more than 100 entries being received for the 3rd edition of Digital Marketers' Awards, the level of competition was much higher. There was a total of 12 categories and 2 special awards under which winners were chosen.

Jury Panel: Ashish Bhasin, Chairman & CEO, S. Asia, Dentsu Aegis Network; Atul Hegde, Co-Founder, Rainmaker Ventures; Apala Lahiri Chavan, President – MIDAAAS, Human Factors International; Pritam Dutta, General Manager - Consumer & Employee Tech, HUL; Sanjay Tripathy, Co-Founder & CEO, Agilio; Satbir Singh, Founder & Chief Creative Officer, Thinkstr; Sourabh Gupta, Principal - Technology & Social Practice, TATA Strategic Management

Category	Winner
Automobile	Rahul Pansare, FCA
IT/ITES	Krishnan Chatterjee, SAP India
Healthcare	Arvind RP, Kaya Limited
Retail	Pawan Sarda, Future Group
FMCG & Consumer Durables	Alok Agarwal, GSK Consumer Healthcare
Digital Business	Kiran Viegas, Happiest Minds Technologies
Personal Finance & Investment	Srinivas Jain, SBI Funds Management
Travel	Anupama Jangid, AirAsia
Banking	Rajat Mehta, Yes Bank
Insurance	Darshana Shah, Aditya Birla Capital
General	Murugan Narayanswamy, Jubilant Foodworks
Most Popular CMO of the Year Award	Advit Sahdev, Infibeam
Most effective use of Digital Platform for a Social Cause	Priyanka Chopra

Mastercard Roundtable Discussion, 12 September 2017, Sofitel, Mumbai

Key Attendees: Mr. Raja Rajamannar, Chief Marketing & Communications Officer, Mastercard; Ms. Sheran Mehra, Head - Group Strategic Marketing & Communications, DBS Bank; Mr. Srinivas Jain, Executive & CMO, SBI Mutual Funds; Mr. Karthi Marshan, Head of Marketing, Kotak Mahindra Bank; Ms. Jasneet Bachal, Senior Vice President and Head Marketing, Kotak Life Insurance; Ms. Shabnam Panjwani, Head of Marketing, Edelweiss Capital; Ms. Deepali Naair, CMO & CDO, IIFL Wealth Management

In today's world of information blitzkrieg, where the consumer is continuously bombarded with messages, the role of marketing as a function needs to evolve in enabling a brand to stand out and break the clutter. IAMAI organised a roundtable in association with Mastercard where the discussion centred on how to help customers create their own experiences.

The discussion centred around Experiential Marketing, that directly engages consumers and invites and encourages them to participate in the evolution of a brand or a brand experience. Rather than looking at consumers as passive receivers of messages, engagement marketers believe that consumers should be actively involved in the production and co-creation of marketing programs, developing a relationship with the brand.

CMO Rendezvous 2018, Taj Village Resort, Goa

Key Attendees: Aashish Chopra, Ixigo.com; Abhijit Poddar, Mother Dairy; Ameya Dangi, Bajaj Corp; Amit Shah, Mondelez - Gum, Candy & Beverages; Anand Dubey, Mahindra & Mahindra Financial Services; Anirudh Dharmagadi, Hopscotch; Anirudh Pandharkar, VIP Industries; Anu Raj, IndusInd Bank; Anupama Jangid, AirAsia; Arpan Biswas, Arvind Lifestyle Brands(IW Division); Binda Dey, Red Chillies Entertainment;

Dinesh Kamble, Maharashtra Tourism; Himava Nath, Cipla Consumer Healthcare; Hitesh Malhotra, Nykaa; Makarand Kulkarni, Sanofi India; Nandakumar G, South Indian Bank; Sandipan Ghosh, Lactalis India; Shilpa Dureja Puri, Microsoft India; Stuti Srivastava, Airtel; Vishal Subharwal, HDFC Life

Carrying forward the success of the earlier editions, CMO Rendezvous 2018 was organised in Goa this year. Some of the topics of formal discussions were 'The Art of Digital Story Telling', 'ROI of Trust & Transparency', 'Content is King, Amplification is Queen and she wears the pants', 'How content marketing is helping brands meet marketing and business goals?'

India Affiliate Summit, 5-6 October, Lalit, New Delhi

Key Attendees: Parul Bhargava, Co-Founder & CEO, vCommission; Rubeena Singh, CEO, iProspect India; Anurag Gupta, CEO, SVG Media; Sajal Gupta, Lead Digital Performance, MediaCom; Mahip Dwivedi, Head Mobile App & Performance Marketing BigBasket.com; Neha Kulwal, CEO, Admitad; Neeraj Chaturvedi, Group CMO, Housing.com; PropTiger.com & Makaan.com; Siddharth Dabhade, GM – India, Criteo; Kunal Burman, Deputy VP & Head – Digital Maketing, SBI Card; Swati Bhargava, Co-Founder, Cashkaro.com; Damandeep Singh, Vice President for Growth, Mobikwik, Himanshu Periwal, Vice President, ixigo, Sai Narayan, Associate Director & Head of Marketing, Policybazaar.com & Paisabazaar.com; Stephen Rumbelow, Group CEO, Optimise; Kaveri Jain, Digital Marketing Lead, HT Media; Madhuri Krishnan, Director – Sales, Truecaller; Nidhi Hola, Sr. Director Marketing, GoDaddy; Pallavi Chopra, Head – Marketing, Redbus; Prasad Shejale, CEO, Logicserve Digital; Punit Modhgil, Co-Founder, Octane; Ashwiny Thapliyal, Regional Head of Sales India & Southeast Asia, TUNE; Saurabh Khemka, AVP & Head - Affiliate Business; Netcore, Srikrishna Swaminathan, General Manager, Inmobi; Vipul Kedia, Managing Partner, Global Delivery & Platforms, Affle; Pratham Hegde, Head of Marketing Science, Facebook; Tarang Bhargava, Founder, vCommission; Honey Singh, Co-Founder & CEO. #ARM Worldwide.

The third India Affiliate Summit by IAMAI in association with VCommission build upon the success of previous editions with over 2300 delegates attending the event over 2 days. India Affiliate Summit 2017 was designed to revolutionise the Affiliate marketplace in India.

The event started with Parul Bhargava giving the welcome address and talking about the present situation of the affiliate industry in India. She took the audience through a journey of how the affiliate ecosystem has changed from 2012 to 2017. Her talk was followed by that of Rubeena Singh, CEO, iProspect. She, with her immense experience in marketing, shared few examples and discussed how people trust and value branded content.

CMO Mobile Mornings

IAMAI organised 4 CMO Mobile Mornings in association with Vserv in Mumbai, Delhi and Bangalore. The CMO has become one of the most commonly talked about corporate designations in recent years. CMOs are being called upon not only to build brands and create compelling multi-channel communication strategies, but also to harness customer analytics, create intersections between physical and digital and help drive sustainable growth.

The topic for all 4 roundtables was ***'Finding your whales - People-based Marketing'***

CMO Morning, 9 August, Sofitel Mumbai

Key Attendees: Arvind R P, Head of Marketing, Kaya India; Jasneet Bachal, Senior Vice President and Head Marketing, Kotak Mahindra Life Insurance; Srinivas Jain, Executive Director and Chief Marketing Officer, SBI Mutual Fund; Suvodeep Das, VP – Marketing, Sodexo; Rajat Mehta, President & Country Head- Brand, Digital & Retail Marketing, Yes Bank; Sandeep Walunj, Marketing Head, Reliance Nippon Life AMC; Kewal Kotian, Head of Marketing - alternate channels, Ezeego1; Anuradha Bose, Head of Marketing, Shoppers Stop; Hanneli Slabber, South Africa Tourism Board; Harish Rao, General Manager Marketing, Go Air

CMO Morning, 14 September, The Leela Palace, Bangalore

Key Attendees: Anupama Jangid, Head of Marketing, AirAsia; Meera Iyer, Head of Marketing, Bigbasket; Mohit Goel, Director - Marketing, Digital and Direct Channel, Exide Life Insurance; Kavita Chaturvedi, Head of Marketing & Executive Committee Member,ITC Limited, Foods Division; Diptakirti Chaudhuri, Head of Marketing, Manipal University/Sikkim Manipal; Sunay Bhasin, CMO, MTR Foods; Deepika Tewari, Marketing Head, Tanishq; Bimalendu Tarafdar, Head Marketing, Wonderla; Harish Rawat, CMO, Zoomcar

CMO Morning, 15 September, the Oberoi, Gurgaon

Key Attendees: Gurpreet Kaur, Head of Marketing, Relaxo Footwear Ltd; Shubranshu Neogi, Director-Group Marketing & Brand, Religare; Shalabh Saxena, Chief Operating Officer, Canara HSBC Oriental Bank of Commerce Life Insurance; Gaurav Mehta, CMO, GirnarSoft (Cardekho, Gaadi.com, Zigwheels); Puneet Anand, CMO, Hyundai Motors; Dippak Khurana, Co-Founder & CEO, Vserv

CMO Morning, 11 January, Sofitel, Mumbai

Key Attendees: Shefali Khalsa, AVP - Marketing & Corporate Communication, HDFC ERGO General Insurance Company; Manish Dubey, Executive Vice President & Head -Digital business and Marketing, ICICI Prudential Life Insurance Company; Kaushik Chakraborty, SVP & Head - Online sales, Digital Marketing & Alternate Channel, UTI MF; Sachin Uppal, Chief Manager Marketing, Play Games24x7 Pvt. Ltd. Gaming; Amit Sawant, Head Of Marketing, Corporate Communication Strartegy, Phoenix; Alinio Mascarenhas, Vice President (Digital Marketing), State Bank of India; Sidharth Shakdher, Senior Vice President, Hotstar

Times Internet Roundtables

26 September, Trident, Mumbai

Key Attendees: Tarun Sinha, Head - Sales, Times Internet; Sanchita Johri, Group Digital Marketing Lead India and Digital Head of FemCare APAC, Johnson & Johnson; Jayraj Jadhav, Head e-business & Digital, Tata AIG; Ashish Sahni, Head – Digital Marketing, Tata Motors

IAMAI organised a Roundtable Discussion in association with Times Internet at The Trident, BKC, Mumbai on 26th September 2017. The event was attended by Brand Managers, Marketing Managers, Digital Heads and other influencers across Brands in Mumbai.

40 participants attended the roundtable from the various sectors of marketing ecosystem. Few of the Brands attended the session were Abbott Healthcare, Abhyudaya Bank, Angel Broking, Babychakra, Bestseller India, Birla Sunlife Insurance, Citrus, Emami, Godrej & Boyce, Godrej Interio, HDFC Securities, ICICI Bank, ICICI Securities, IDBI Federal Life Insurance, IIFL, Jack & Jones, Paypal, Piramal Enterprises, Reliance Mutual Fund, Tata AIG, Yes Bank and many more.

The points of discussion were:

- The challenges currently faced while measuring ROI?
- How do you define attributes in your organization?
- How important is third party validation?

30 January, 2018, Westin, Gurugram

Key Attendees: Prasanna Iyer, Programmatic and Indirect Revenue, Times Internet; Apurva Chamaria, Head Marketing, HCL Technologies; Nomit Joshi, Head Marketing, Gionee; Aman Satija, Head Marketing, Lenskart; Damandeep Singh Soni, VP Growth, MobiKwik; Nikhil Rastogi, Director Marketing, Citi Bank

The discussion was around the value of Premium Programmatic and its challenges. The issues discussed were:

- How does programmatic fit into your overall digital media strategy? Is it pure performance play or do you see a strong opportunity for branding as well considering that consumer attention share on digital media has seen explosive growth.
- How would you define Premium in the Programmatic Space? Is it the real estate and quality of inventory, publisher content and contextuality, quality and accuracy of audience data, viewability and brand safety measures? What is topmost priority for you as an advertiser
- Industry has seen some of the large Global Advertisers come down very heavily on blind trading practices, brand safety concerns and lack of control on UGC platforms. While the reported India numbers on ad fraud are much more on the higher side, have advertisers really taken corrective measures and put their media buyers on notice to demand more transparency? What is the role, according to you, that premium publishers have to play here?
- Some advertisers are leading the move to 100% programmatic buying for display and video and are now able to consolidate all media buys to a single view and measure brand lift using new tools and also use multi touch view through attribution. For eg. DBM allows brand lift studies and search lift impact as optional features on request. Do you see all standard display and video spends moving to 100% programmatic buying in the next few years?

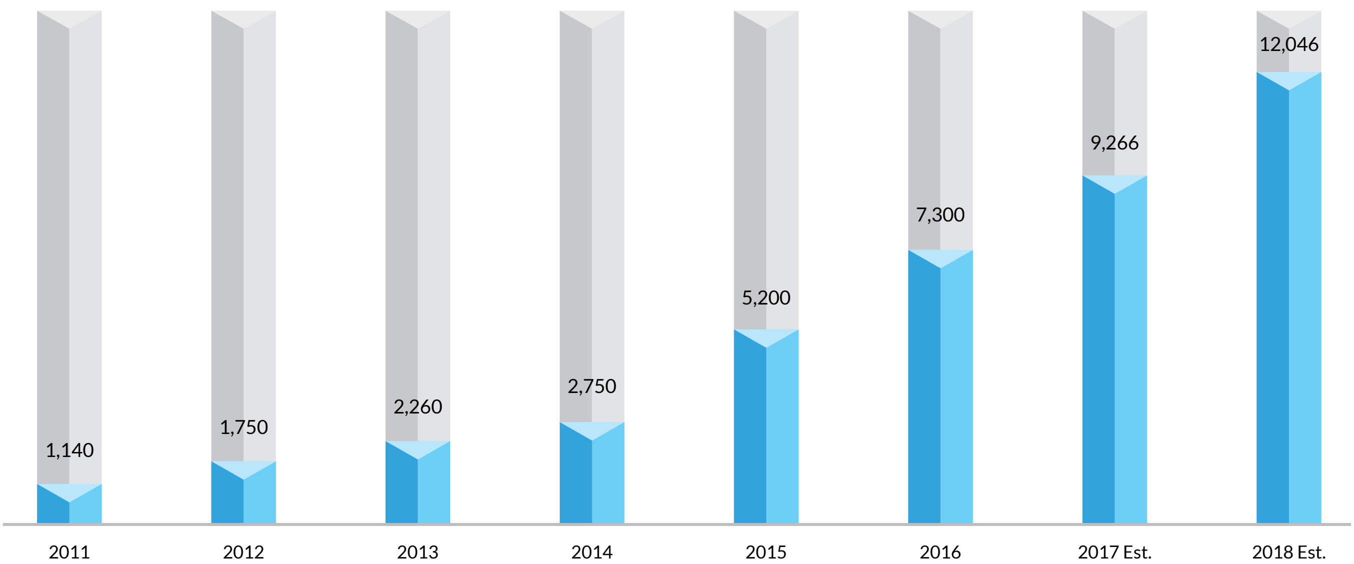
2.2.c Research

Digital Marketing Report 2017

IAMAI in association with KANTAR -IMRB, as part of our annual exercise of mapping the internet businesses ecosystem published the Digital marketing Report for the year 2017.

The digital advertising spend in India was estimated to be around INR 9,266 crore at the end of 2017, growing at a rate of 27% over 2015. The growth in spends on digital advertising is expected to continue at a CAGR of 30% to touch INR 12,046 crore by December 2018.

IAMAI observed that to connect with the consumers at an emotional level, Video ads are considered to be a great branding tool. They have an enormous power to connect with the consumers. In order to cater to the video ads platform, most of the companies are bringing in fundamental changes with adoption of programmatic advertising and advanced analytics to enhance the consumer experience.



Source: KANTAR IMRB Estimates, December 2017

2.3 Digital Entertainment

The committee on Digital Entertainment represents one of the most dynamic and fastest growing internet service sectors in India. Over the last two years, the association has managed to bring all major businesses into its fold to have a seat in the digital entertainment committee.

2.3.a Policy & Advocacy

The key areas of work last year were:

Self Regulation

The committee has been actively engaged in activities promoting self-regulation. Presently, the committee is engaged in developing best-practice guidelines for online content and online news services.

Piracy

The committee is engaged in the process of resolving copyright and piracy related issues pertaining to the online platforms for music and VOD services.

2.3.b Events

The committee developed a marquee annual event titled Pixels. Going forward this will be IAMAI's leading event for all digital entertainment businesses.

Pixel 2017, 2 July, Mumbai

Key Attendees: Uday Sodhi, EVP and Head - Digital Business, Sony Pictures Networks India; Ajit Mohan, CEO, Hotstar; Gaurav Gandhi, COO, Viacom18 Digital Ventures; Jai Maroo, Director, Shemaroo Entertainment; Kuek Yu-Chuang, Managing Director, APAC, Netflix; Vishal Maheshwari, Country Head - India, Vuclip India; Ajay Chacko, Co-Founder & CEO, Arre; Monika Shergill, Head - Content, Viacom18 Digital Ventures; Nikhil Taneja, Head-Development of Y-Films, Yash Raj Films; Saameer Mody, Managing Director, Pocket Films; Shravan Kumar, CEO, Children's Film Society India; Archana Anand, EVP & Head of Digital, Zee Digital; Dippak Khurana, Co-Founder & CEO, Vserv & VMAX TM; Mahesh Narayanan, Managing Director, India – Saavn; Partho Dasgupta, Chief Executive Officer, BARC India; Satya Raghavan, Entertainment Head, YouTube India; Neeraj Roy, MD & CEO, Hungama Digital Media Entertainment; Mukesh Saini, Head - IT Security, Essel Group; Anand Tiwari, Actor & Founder, Still and Still Media Collective; Prashant Panday, MD & CEO, Radio Mirchi.

The various sessions of discussions were "Future of Digital Entertainment", "Recent trends in Digital Content", "Digital Content Monetisation", "Tackling Content Piracy".

2.4 e- Commerce

With the evolution of e-commerce in India and the emergence of specialized vertical services, the e-commerce committee has paved the path for traveltech, tech mobility, healthtech and other such committees.

The association is presently giving a new shape to its activism for e-tail, with the establishment of an e-tail Council over this fiscal. The Council, which plans to bring both technology platform/marketplace aggregators along with on-boarded sellers/suppliers, seeks to emerge as a one point referral for all e-tail related business development activities and policy related actions.

2.4.a Public & Advocacy

Continuing from the previous year's activities, the association was deeply involved with addressing GST related challenges for e-commerce sector. The association made representations to the SWG on e-commerce under the GST Council on matter related to TCS provisions and e-waybill.

The association was particularly active in championing equal treatment for offline and online services under tax provisions; be it in terms of parity in tax rates or compliance burdens.

2.4.b Research

The association commissioned a widespread survey exercise to understand consumer perspective of the various e-commerce services and the factors determining their 'stickiness' or repeat purchase/ transaction from platforms of their choice. The report is presently under finalization and is expected to be released soon.

03 EMERGING SECTORS

- Online Gaming
- Traveltech
- Edutech
- Healthtech
- Fintech

Over the last year, IAMAI realigned its operations by focusing on a number of sectoral committees representing the key emerging sectors of internet services in India. As the industry matures from generic e-commerce into specialised sector specific verticals, the association too has been responding to this change by formulating different committees that can best address the unique needs of the members in each of these sectors.

3.1 Online Gaming Committee

IAMAI has formed an online gaming committee to promote the game of skill, which is currently being chaired by Pariekshit Maadishetti, Managing Director at Grid Logic Group and co-Chaired by Anuj Gupta, Founder & CEO at Gaussian Networks. However, keeping the larger picture in mind, IAMAI is also in the process of creating a council to address the challenges of India's gaming industry. As the gaming industry is growing quickly, there are many startups trying something new to develop these games. To fight international competition, Indian gaming startups 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.

3.1.a Policy & Advocacy

A game of skill is when the player invests his/her time in learning, practicing and honing a skill. The Supreme Court noted that games of skill would be where "success depends principally upon the superior knowledge, training, attention, experience and adroitness of the player". Most games can be a combination of skill and chance, but skill has to be the predominant factor in these games. A host of online games, including chess, Sudoku, poker, rummy, virtual sports like cricket, football and fantasy sports league games, are licensed and can be played. The contours of the law are simple—if it's an online game of skill, one can apply for a license and earn revenue from these games. Playing games of skill on Indian websites has been termed legal at several instances if it is operated in coherence with the Indian IT laws.

IAMAI thus has taken on the task of promoting this business and remove regulatory hurdles. The IAMAI Online Gaming committee is mandated to promote this industry to:

1. Build Positive Image
2. Develop startups
3. Promote legitimate contribution to the economy

3.1.b Event

In its effort to evangelise the gaming sector, the committee has decided to start a new series of event for the gaming sector which is expected to be an annual event in the days to come.

GATO 2017, 21 December, Leela Ambience, Gurgaon

Key Attendees: Pariekshit Maadishetti, Managing Director, Grid Logic Group & Founder, Taj Rummy; Arijit

Bhattacharya (Founder & CEO, Virtualinfocom); Mohit Ramani (Founder & CEO, Digital Agents Interactive); Mohan Sivam (CEO & Co-founder, Gamasome Interactive); Mr. Prosenjit Ghosh, Head Sales & Marketing, Play Station Division, Sony India; Lokesh Suji, Director, eSports Federation of India; Aneesh Madani, Head of sports partnerships, Asia Pacific, Twitter; Vidushpat Singhania, Managing partner, Krida Legal; Mohit Agarwal, co-founder, Adda52; Jatin Banga, Head of Operations, KhelPlay Rummy; Tarang Bhargava, Founder, vCommission Media Pvt Ltd; Viraj Sinh, Co-founder & Sales Director, Affle.

In December 2017, as a first step to augment the online gaming industry, IAMAI in association with Taj Rummy, organised GATO 2017, with the theme 'Gaming for Tomorrow.' Besides striving to promote skill-based gaming in India, GATO was organised to create a platform for augmenting business development for the gaming industry. Over 500 gamers, entrepreneurs and industry people attended the event.

The topics for the session were 'Integrating Emerging Gaming Technology', 'Innovating for a New Generation of Players', 'Virtual and Augmented Reality for Games and Entertainment', 'Decoding 'Game of Skill' & 'Business Opportunities.' 'How do you use mobile for gaming as a marketing channel?'.

Some of the key insights from the discussions were:

- Asian gaming market is growing at a rapid speed following the revenue sharing model. Lot of investment is required in the Indian gaming industry to join the bandwagon.
- There are countless ways for brands to use the gaming industry as a marketing channel beyond banner ads and pop-ups.
- The broader insight of shifting consumer preference and behaviour across generational lines represents a stark warning to innovate, or eventually evaporate in this sector.
- Understanding the difference between game of chance and game of skill is critical to promote the latter more effectively.

3.1.c Research

The committee has mandated IAMAI to initiate work on a vision document to map the skill gaming industry in particular and the overall gaming Industry in India. The document will chart the roadmap for the online gaming in India and will talk about how the sector is contributing to the trillion dollar digital economy. The research document is expected to be released by the end of August.

3.2 Traveltech Committee

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 traveltech 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 startups here, IAMAI has formed a committee in 2017. The committee is chaired by Manish Amin, co-founder and CIO of Yatra and co-chaired by Sanjay Mohan, Global CTO of MakeMyTrip.

3.2.a Policy & Advocacy

The aim of the committee is to identify the key issues and challenges and to understand what is happening around policy and where IAMAI as an industry body must intervene. The sector is afflicted with payment related issues; particularly with payment gateways. There are international payment issues and there is a lack of level playing field. IAMAI will arrange a meeting with the payments gateway and the banking group with PCI, the payments arm of IAMAI. The IAMAI secretariat will facilitate the meeting in Mumbai after finalising the dates with PCI and TravelTech committee members.

After the GST has kicked in, the businesses have been facing several teething problems, which go beyond being operational. As such, there is an urgent need to take up the issues with the right authorities. IAMAI has continued its engagement with the GSTN council and shared with the committee, the association's standpoint on GST. The committee will in turn share their individual feedback on the contentious issues for IAMAI to put forward to the council from time to time.

3.2.b Events

Incredible India 2.0, 13 March 2018, The Lalit, New Delhi

Key Attendees: Deep Kalra, Group Chairman and Group CEO, MakeMyTrip; Hari Nair, Founder & CEO, HolidayIQ; Nikhil Sahni, Group President - Government Banking & National Head - Branch Banking, Yes Bank; Kiran Jain, Commercial Director, AirAsia; Manish Amin, Co-Founder & CIO, Yatra; Rishi Kumar Shukla, DGP, Madhya Pradesh Police; Hari Thalapalli, CEO, CallHealth; Anirudh Gupta, Co- founder, Tripoto; Aloke Bajpai, Co-Founder & CEO, ixigo; Nikhil Ganju, Country Manager-India, TripAdvisor; Sesh Seshadri, Director &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Incredible India 2.0
The Next Trillion Dollar Opportunity
The Lalit, New Delhi
13th March 2018


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FINANCIAL EXPRESS

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Home / Lifestyle / Travel tourism / IAMAI's 'Incredible India 2.0' focuses on tech innovation in tourism

IAMAI's 'Incredible India 2.0' focuses on tech innovation in tourism

'Incredible India 2.0: The Next Trillion-Dollar Opportunity' was organised by Internet and Mobile Association of India (IAMAI) at The Lalit Hotel, New Delhi

By: FE Online | Published: March 14, 2018 5:17 PM

Deep Kalra, chairman & group CEO, makemytrip.com and vice-chairman, IAMAI

With an aim to chart the roadmap on how technology and its applications can be used to maximise the potential of travel and tourism industry, a conference on travel and tourism 'Incredible India 2.0: Trillion-Dollar Opportunity' was o by Internet and Mobile Associatio (IAMAI) at The Lalit Hotel, New Delhi on

General Manager, LonelyPlanet; Vinod Chandramouli, Head of Presales and Marketplace, FreshWorks.

Following the mandate of the committee, IAMAI organised a conference titled 'Incredible India 2.0: The Next Trillion Dollar Opportunity' to chart the roadmap on how tech can be used to maximise the potential of this sector. With keynotes from the industries' best and panel discussions from head-honchos, the discussion at the conference set a series of recommendations on policies and innovative measures that India needs to implement to develop a competitive and sustainable tourism sector making it a major contributor to strategies aimed towards an inclusive and sustainable growth. The conference saw more than 250+ brands present under one roof.

Key discussions in the Conference were:

- Digital can help address the shortfall in infrastructure by ensuring optimal use of limited resources.
- Impact of tourism on the need for development of transport network and what is required to set up more affordable hotels to promote tourism for all.
- Efforts needed to make tourism as India's key political and economic agenda by taking all union territory administrations, state governments and stakeholders on board and establish India as round the year tourist destination.
- Change in consumer behavior and the role of the technology to embrace the needs of ever-changing consumer expectations.

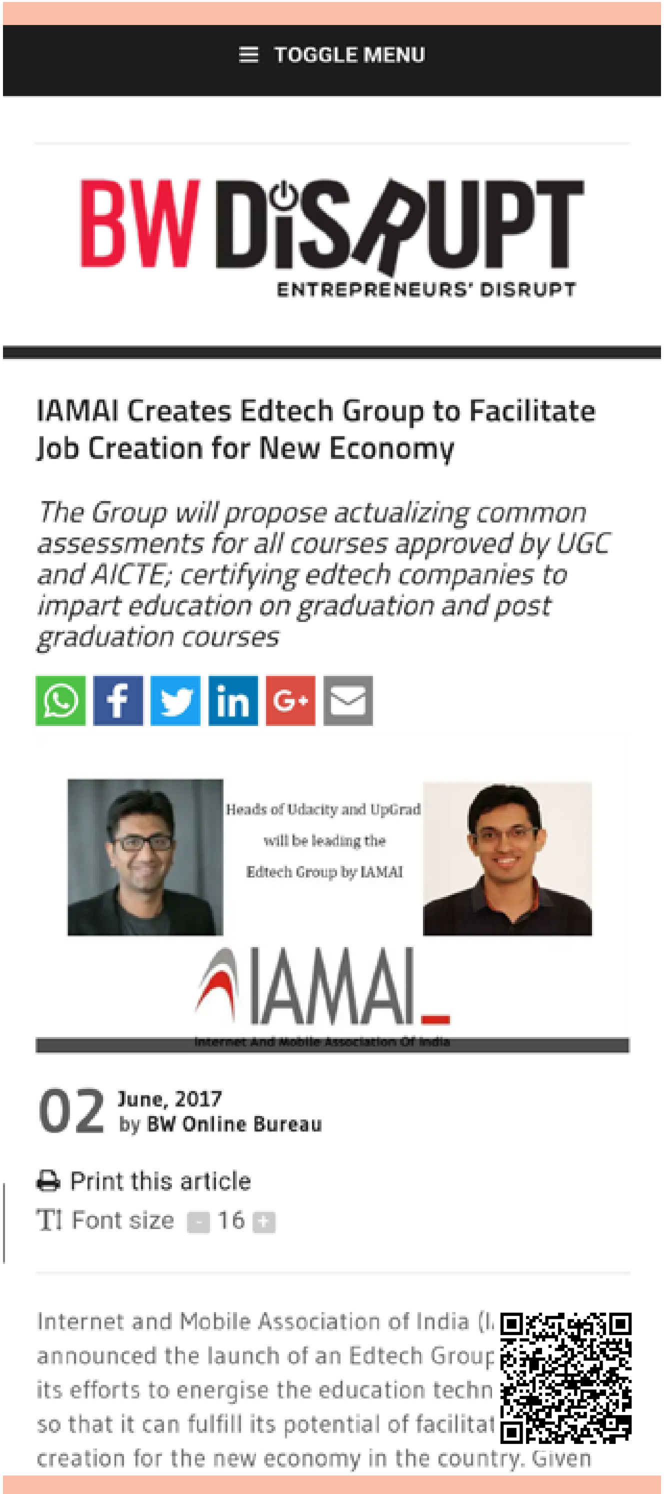
3.2.c Research

IAMAI is also initiating a vision document on Promoting Domestic Tourism by leveraging tech. The research document will lay threadbare a roadmap on how tech can be leveraged for promotion of domestic tourism in India.

3.3 Edutech Committee

IAMAI announced the launch of an EduTech group as part of its efforts to energise the education technology sector so that it can fulfil its potential of facilitating job creation for the new economy in the country. Given the dual dynamism of technology and nature of jobs, there is a dire need to transition to a skill based continuous education system and the need to bridge the divide between academia and industry. Therefore, the mandate of the Group is to identify opportunities and challenges and work with government, industry and job seekers to resolve them. The group will also work closely with various government bodies and programmes to explore possibilities for increased investment and promotion of skill-based education in the country.

The committee is chaired by Ishan Gupta, MD, Udacity India and co-chaired by Mayank Kumar, Co-founder & CEO, Upgrad. The group presently has 35 members.



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IAMAI Creates Edtech Group to Facilitate Job Creation for New Economy

The Group will propose actualizing common assessments for all courses approved by UGC and AICTE; certifying edtech companies to impart education on graduation and post graduation courses

02 June, 2017
by BW Online Bureau

Print this article
Font size 16

Internet and Mobile Association of India (I
announced the launch of an Edtech Group
its efforts to energise the education techn
so that it can fulfill its potential of facilitat
creation for the new economy in the country. Given

The group worked on the following agenda over the year

- building more credibility for acceptance of online courses and democratizing education across the country;
- engaging with business and industry to evangelise acceptance of students trained through ed-tech
- working with educational institutions to include online courses in their mainstream curriculum.

3.3.a Policy & Advocacy

On 18 August 2017, IAMAI with inputs from the group members made a submission to UGC on its draft regulations in online education. The submission asked for greater role of third party technology providers to help UGC recognised universities and colleges (Higher Education Institutions or HEIs) offer online certificate courses, given these HEIs are primarily educational institutions with limited resources for technology platforms.

3.3.b Events

Edtech 2017, 7 September, The Leela, Gurugram

Key Attendees: Dr. Manpreet Singh Manna, Director AICTE, Project In-charge SWAYAM; Pratik Mehta, Director - Education, Microsoft India; Nishant Rai, Asst. Director, Amity University; Raj Nehru, Vice Chancellor, Vishwakarma Skill Development University, Government of Haryana; Lovleen Bhatia, Co-Founder & CEO, Edureka; Vithal Madyalkar, Country Manager - IBM Innovation Center for Education, IBM India

IAMAI EdTech through a day-long conference explored how Edtech companies are driving development of data-driven education technologies, leading to fundamental changes in how school and college students are learning including professionals seeking upskilling for the digital age. The conference was attended by over 250 delegates and had over 30 speakers in 6 sessions.

The key sessions of discussion were “Building the Skill gap”, “Edtech and the Future of the Business of Education”, “Role of Tech & Education “, “Regulatory challenges in the Edtech Business “ “Leveraging Ed-tech for Jobs of Tomorrow”.

Key highlights:

- 74% of students, who can’t afford higher education, will benefit from technology.
- 17.5% of students, who go abroad for higher studies, do so not because of lack of colleges or institutions, but because of a lack of quality education, which meets the demands of the corporates.
- The gap between what is taught and the job requirements are huge and are leading to companies investing in development programs. Use of technology in education can help bridge skill gaps and boost employability.

- Online learning and training is increasingly disrupting conventional chalk-and-board delivery of educational content, the deeply fragmented education sector is showing signs of consolidation as well.
- As India becomes more internet-savvy and the penetration of internet increases across diverse geographies, edutech startups will be able to meet the demands of different education boards and different segments.

3.4 Healthtech Committee

The healthtech committee under IAMAI seeks to bring on to one platform the myriad health service providers utilising the digital medium for delivery of services. The committee covers online marketplaces for medicines, online medical consultancy services, wearables and health related smart device manufacturers, hospitals adopting technologies for better disbursement of health services, Services offering B2B digital services to offline health institutions etc.

3.4.a Policy & Advocacy

The committee is mandated to work on:

a) Regulatory frameworks: Self-regulation - set the guidelines for ethical practices, empanel auditors for third-party auditing

b) Interoperability: Needs to be standards for cloud software and devices for allowing interoperability. Open APIs and Universal login so fake prescriptions can be identified

c) Evangelising: Promote more users to accept and adopt e-health so there is a need to talk about benefits of e-health. Sensitisation of medical bodies about health tech - MCI, IMA about the importance of healthtech services

3.4.b Events

The committee organised two events over the year to evangelise the sector amongst stakeholders.

HealthCon 1, 20 April 2017, Bengaluru

Key Attendees: Dr. Shalini Rajneesh, Principal Secretary, Health & Family Welfare Services, Govt. of Karnataka; Mayank Bathwal, CEO, Aditya Birla Health Insurance; Tushar Vashisht, CEO, Healthifyme; Hari Thalapalli, CEO, CallHealth; Meena Ganesh, MD & CEO, Portea Medical; Michal Depa, Founder and CTO, Jana Care; Ravi Virmani,

Founder & MD, Credihealth.com; Saurabh Arora, Co-founder & CEO, Lybrate; Viren Shetty, Senior Vice President – Strategy & Planning, Narayana Health; Bruce Schwack, Director of Communications, Netmeds.

Some of the key sessions in the event were "Personal Health Management", "Telehealth and Telemedicine", "Road to Digital Success in Pharma industry", "Insurance And HealthTech", "The Interoperability Challenge", "Creating an Enabling Regulatory Environment for Digital Healthcare".

HealthCon 2, 26 October, The Lalit, New Delhi

Key Attendees: Dr.D.C. Katoch, Advisor (Ayurveda), Ministry of AYUSH, Government of India; Dr. Vanitha Muralikumar, President, Central Council of Indian Medicine; Dr.VK Singh, Managing Director, InnovatioCuris; Ram N Kumar, Founder & CEO, NirogStreet; Partha Dey, Healthcare Leader and SME, IBM India & South Asia; Vinita Sethi, Sr Vice President Corporate Affairs, Apollo Hospitals; Sandeep Singh, Head Digital, Dr. Lal Pathlabs; Rajesh Mundra, Founder & CEO, TruWorth; Vishal Gondal, Founder & CEO, GOQii; Ravi Virmani, Founder & MD, Credihealth; Vikram Thaploo, CEO - Telehealth, Apollo Hospitals

The focus of this second edition was on practical in-depth discussions that examine how healthtech startups and established healthcare players can work together to drive digital innovation and changes in our healthcare delivery system. The conference was attended by over 200 delegates and had over 20 speakers in 5 sessions.

The key sessions in the event were "Tech solutions for traditional medicine", "Hospital Management Solutions", "Developing the Healthtech ecosystem", "Promoting preventive healthcare: the new age solutions", "Tech Solutions For Healthcare Services".

Key takeways from the HealthCons:

- There are lucrative opportunities for various stakeholders of the industry and the amendments required in the current business strategy to reap benefit of tech platforms in the health sector in India.
- Connected devices in the hospital, monitoring wearables, robotic telemedicine, sensors; are some of the key technologies for development.
- Healthech innovations offer an open atmosphere for both health and tech professionals to meet, learn and explore the crossroads of Science, Technology and Business in Med-Tech.

3.5 Fintech Committee

The IAMAI fintech committee represents the new emerging digitalized financial services besides digital payment facilitators. The committee in a very short span of existence has garnered widespread popularity and is one of the most vibrant and active committees today.


ET tech From the newsroom of the Economic Times

Technology News / Latest Technology News / Internet

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

VIEW IN APP

Even as banks and fintech companies often find themselves in turf wars over offering digital services to customers, they have also evidently realised the advantages of collaborati...

As many as 60 banks and fintech com... have now come together under a new committee set up by the Internet and Mobile...

3.5.a Policy & Advocacy

Some of the key policy level interventions by the committee over the year were:

Committee formed on Blockchain and Cryptocurrency Committee (BACC) under IAMAI

Blockchain and Cryptocurrency Committee (BACC) were formed under IAMAI for digital financial innovation and to work with different stakeholders in the Government. Most of the leading cryptocurrency exchanges are members of it. BACC's mandate is to organize itself as a Self-Regulated Organisation (SRO) and promote best practices in transparency, customer education and protection.

Representations to Reserve Bank of India (RBI)

The committee made representations on 'Validity and enforceability of eSignature for customer onboarding for any financial transactions, Enhancing the Limits of Account based relationships including deposit and borrowal accounts using Aadhar authentication, Aadhar OTP onboarding for Credit Cards and Usage of eKYC over Central KYC 'to RBI.

Peer to Peer NBFC Master Directions

Following the release of Peer to Peer NBFC master direction by RBI, IAMAI's fintech committee called for industry feedback on the same. A representation listing concerns of the industry was shared with the Department of Non-Banking regulation at RBI. IAMAI along with some of its members of the P2P lending subcommittee met the C D Srinivasan, Chief General Manager, Department of Non-Banking Regulation on some of the concerns and clarifications required (Aggregate Thresholds defined for lenders, Mandatory Bank Promoted trustees and requirement of disclosing the personal identity of borrowers to the lenders) in the Master Directions.

Representation on Virtual Currencies Framework at MyGov.in

In response to suggestions invited on MyGov.in on the framework for Virtual Currencies in India, the committee voiced its views on the Virtual Currencies Framework through a submission that included the views of the members on legality, permitting use for legally permissibly and verifiable transactions, without outright regulation. It was also suggested that an Self-Regulatory Organization (SRO) - similar to the Payments Council of India for Payments Industry - would work best as a sunset move, ensuring risk management, consumer protection and industry growth, along with regulatory learning for regulation/alternate approach at a later point.

Intervention Application filed in Supreme Court on the Regulatory Stance on Cryptocurrencies in India

IAMAI has filed an application to intervene and make submissions for the writ petition in the matter of Dwaipayan Bhowmick. The writ petition by the petitioner has been filed to seek regulation of cryptocurrencies in India. The blockchain and cryptocurrency committee(BACC) being the only body representing the cryptocurrency exchanges is well placed to assist the court in formulating its view on the appropriate regulatory framework for cryptocurrencies in India.

Meeting with SEBI to be a part of the committee formed on Financial and Regulatory Technologies

IAMAI met Piyoosh Gupta, Chief General Manager and Smt. Harini Balaji, General Manager at SEBI to be part of the committee formed by SEBI on Financial and regulatory technologies, expressing the committee's willingness to contribute to this initiative for discussed at the meeting.

3.5.b Events

FintechX 2017, 8 June 2017, Taj Mahal Hotel, 2017

Key Attendees: Amitabh Kant, CEO, NitiAyog; Dr. Saurabh Garg, Joint Secretary, Department of Economic Affairs, Ministry of Finance; Sriraman Jagannathan, Vice President, Amazon India Group; S

Ravi, Independent Director, IDBI Bank; Smita Aggarwal, Director Investments, Omidyar Network; Srinivas Jain, Executive Director & CMO, SBI Mutual Fund; Rishikesh Utpat, VP-Digital Channels, Barclays; Navin Chandani, Chief Business Development Officer, Bankbazaar; Nihit Nirmal, SVP-Products, Lending kart; Raj Chowdhury, Head- Blockchain Innovations, ICICI bank; Deepak Sharma, Chief Digital Officer, Kotak Mahindra Bank; Bejul Somaia, Managing Director, Light Speed Ventures; Mr. Priyam Alok, Chief of Business Banking, AU Small Finance Bank; Dilip Kumar, Head Business & Partnerships, Signzy

The 2nd edition of FinTechX organised by IAMAI and was supported by Facebook.

3.5.c Research & Reports

The fintech committee in its short span of operations has already come out with two vision documents for the fintech sector in India.

Report on "FinTech in India - Ready for Breakout" in association with Deloitte

IAMAI launched a report on "FinTech in India - Ready for Breakout", focusing on the emerging Indian FinTech landscape developed jointly with Deloitte as knowledge partner in IAMAI's FinTech Committee. The report reflects insights on interactions with members in the context of IAMAI's FinTech Committee, and through Deloitte's knowledge network.

Report on "Road Ahead for FinTech in India" in collaboration with Pahle India Foundation

Pahle India Foundation worked with IAMAI to launch a report titled "Road Ahead for FinTech in India". The report was released by Dr. Ajay Kumar, Additional Secretary to Government of India Ministry of Electronics and IT, Govt. of India at the Digital Money Conference 2017. The report covers all the pillars of

FinTech industry - Payments, Lending, Personal Finance Management and Technology. The report also includes the traditional financial landscape that has been successfully disrupted by FinTech players & what lies ahead for these companies. With high service standards, lean operating structure and digital technology at the helm, these players are setting new benchmarks in customer acquisition and user experience. On one hand, banks have scale and risk management expertise while on the other hand, Fintech firms have innovation and disruptive thinking. Therefore, it is wiser for the two to collaborate than compete.

04 TECH SECTORS

- IoT
- Cyber Security
- IAMAI Forum of Chief Digital Officers

The association is at various stages of progress in developing certain technology specific committees, focused on certain technologies expected to redefine the internet services in the coming days. These committees allow IAMAI to be in the forefront of future developments and help shape the Indian ecosystem in these respective fields.

4.1 IoT:

The Internet of Things (IoT), digitising the physical world, is receiving enormous attention globally and presents tremendous opportunities for India. As such, IAMAI has set up a Committee on IoT with the objective of enabling and catalysing the IoT ecosystem in India. The Committee aims to bring together the IoT ecosystem comprising platform providers, hardware manufacturers, connectivity providers, software and application providers/developers, service providers and is focusing on (1) identifying and fast-tracking operationalisation of use cases with significant impact, (2) facilitating the IoT start-up ecosystem in the country, and (3) contributing to enabling public policy.

The committee has decided on a formation of a working Committee/Group for defining Standards and Best Practices. Each group would create their own 3 use cases/case studies and PoCs and the working group for each of the verticals will be led by relevant industry stakeholders. The sectors identified are: Transportation & Asset Tracking; Smartcities; Energy & Utilities;

Manufacturing; Industrial IoT. Each group will contribute to the vision document which would be on Demystifying IoT.

Bikram Bedi, Head, India Region at Amazon Internet Services is the chairman of the committee and Harmeen Mehta, Global CIO and Head of Digital, Airtel is the co-chairman of the committee. The first mega event of the IAMAI IOT Committee will be held in July 2018 in New Delhi.

4.2 Cyber Security:

India has experienced tremendous growth in Internet and Mobile penetration and this coinciding with the Digital Initiatives launched by the Government of India has the potential to transform India's economic landscape. These developments also put Cyber Security on top of the risk charts for a Mobile First country like India. In this regard, IAMAI after interacting with related Government departments and its members, decided to earmark resources and support the Indian Cyber Security Sector by setting up the IAMAI Cyber Security Council with the primary objective to help the Digital business grow unhindered. The council through Intervention in Policy Changes intends to serve all the sub sectors in this field i.e. Services, VAPT, Audit & Compliance, Training, Forensics, Consultancy etc. The Council presently has around 40 members and is chaired by Mr Samir Datt, Forensics Guru and co-chaired by Hiren Shah, President Net-Square Solutions.

4.2.a Activities:

Indian Cyber Security Delegation Visit to Finland & Estonia Nov-Dec 2017

Based on the delegation interaction with Cyber and Telecom security experts in Helsinki, a closed- door meeting on Telecom and Cyber Security was organised by IAMAI for CERT-India in MeiTy on 09 March 2018. All the stakeholders including TRAI, DOT, COAI were present for the meeting where IAMAI expert gave a presentation of Telecom Security in India.

The delegation had also visited NATO Cooperative Cyber Defence Centre of Excellence in Tallin, Estonia where it was briefed on their annually conducted international live-fire cyber defence exercise Locked Shields Exercise.

Roundtable on Telecom and Cyber Security in MeITy on 09 March 2018

Workshop on Mobile Security by Jap CERT:

Two experts from Japanese CERT had visited India to sensitise and train our start-ups on Mobile Security conducted the Workshop in Bangalore on 15th Feb.

4.3 IAMAI Forum of Chief Digital Officers (CDOs) for Digital Transformation

Last year, IAMAI had 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! This year, the group, under the leadership of Jaspreet Bindra, is on its way to form three separate industry groups comprising consumers and suppliers of these technologies. These committees will focus on the right policies for adoption and use and also work with the ecosystem players to develop products based on these technologies.


TOGGLE MENU

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DABFI Merges with IAMAI, to Represent Blockchain Startups in India

Association to work along with government in developing best regulatory practices for adoption of blockchain technologies

Photo Credit : Shutterstock,

09 November, 2017
by BW Online Bureau

Print this article

The group will focus on key areas such as: Blockchain, Artificial Intelligence, AR/VR.

IAMAI has identified these three key technologies, that will drive digitisation of traditional economy making Indian companies competitive and efficient; and will provide future employment in the tech sector and also bring in new and more secure ways of government to citizen services. These techs are Block Chain, AR and VR and AI.

4.3.a Events

CDO Summit 2017, 13 December 2017, The Trident BKC, Mumbai

Key Attendees: Jaspreet Bindra, SVP, Mahindra and Mahindra; Ms. Lula Mohanty, Managing Partner, IBM; Clifford Patrao, Director & Leader of the Digital Services, IBM Global Business Services, India & South Asia; Sarajit Jha, Chief Digital Value Acceleration, TATA Steel; Nachiket Sukhtankar, Senior Managing Director and Lead, Accenture Technology, Accenture India; Raghav Narsalay, Managing Director, Accenture India; Saugata Gupta, Managing Director & CEO, Marico; Harsha Subramaniam, Executive Producer, Head of India Media Group, Bloomberg; Rakesh Biyani, Joint MD, Future Retail; Kuruvilla Markose, Chief Digital Officer, Titan, Eric Schaffer, Founder & CEO, Human Factors International; Pankaj Bajaj, Enterprise Account Director, Salesforce.com; Anshu Kapoor, Head - Private Wealth Management, Edelweiss Financial Services; Sumit Agrawal, Chief Technology Officer, Findability Sciences; Pankaj Mishra, Editor in Chief & Co-Founder, FactorDaily; Mansi Tripathy, Managing Director & CMO, Shell Lubricants; Rajan Anandan, Chairman, IAMAI & Managing Director, Google India; Uma Talreja, CDO, Raymonds; Pritam Dutta, IT Business Partner – Consumer & Employee Tech, Unilever Global Services; Namrita Mahindro, Senior General Manager – Mahindra Group; Sanchita Johri, Group Digital Marketing Lead, Johnson & Johnson India; Manish Gupta, Director –

Digital Experience Transformation (B2C), MasterCard; Harsha Subramaniam, Executive Producer, Head of India Media Group, Bloomberg; Rajiv Sabharwal, Partner, True North; Sundeep Reddy Mallu, Head – Product Development Practice, Gramener; Jaspreet Bindra, SVP, Mahindra and Mahindra

The Chief Digital Officers' Summit was a full-day conference with discussions revolving around the central theme – 'Digitally Transforming Legacy Businesses'. Delegates deliberated on transforming business models, customer experience and people, technology enablers for digital transformation as well as the role of the Chief Digital Officers in their respective domains.

The event was marked by the launch of the CDO Report by IAMAI in association with Accenture.

During the sessions, the panelists discussed Technology Disruption, their fast pace and how it's creating a revolution in India. The discussion led to them talking about the ingredients for a successful Digital Transformation. Fireside chats and keynote sessions had experience-sharing by top brands in India on how they adopted the digital platform to further their businesses.

#BUSTINGDIGITALMYTHS, The Neemrana Fort, Jaipur

Key Attendees: Smita Divekar Shelly, Aditya Birla Bank; Shivanandan Pare, Aditya Birla Fashion & Retail; Eshita Jayaswal, Bacardi India; Harshit Shah, CEAT; Nikhil Rastogi, Citibank; Jahid Ahmed, HDFC Bank; Amit Deorukhkar, ICICI Bank; Sanchita Johri, Johnson & Johnson; Ankush Batra, Novartis; Vipin Guliani, Piramal Group; Abhishek Joshi, Sony Pictures Networks; Mohan Simham, Vodafone

#BUSTINGDIGITALMYTHS was a 3-day event where Chief Digital Officers of various digital companies got together with a common purpose. i.e. – to learn, unlearn and relearn. The participants were digital stalwarts from across various sectors and brands.

While the presentations and discussions brought forth some very great insights and perspectives from different presenters who talked about diverse topics pertinent to the digital ecosystem, its latest trends and the way ahead, fun activities got all attendees together to share some personal time and experiences with each other in an exciting and engaging fashion.

05 FUTURE SECTORS

- Agritech
- Ayush
- Tech Mobility

Over the last year, the association engaged in developing working committees on certain key sectors that are expected to emerge as key sectors for internet businesses. The committees being developed have received initial traction from the respective industries; and are expected to evolve into fully functional committees over the next fiscal.

5.1 Agritech

Agriculture as a sector is the largest employer in India, contributing 17% to the GDP. Yet it is considered one of the riskiest sectors to be employed in because of its dependency on uncontrollable factors such as weather, topographical conditions and constantly changing government policies. Therefore, it becomes imperative to embed technology in the complex and diverse agriculture sector, with a keen focus on simplifying agriculture and farmers' logistics—from production to distribution. IAMAI committee on Agritech will focus on improving the retailing value chain through policy and technology interventions to augment the Farm to Fork story.

Strategy:

- **Vision Document:** A vision document to map the sector and identify challenges and suggest recommendations. The paper to be prepared with inputs from Agri sector experts
- **Policy Interventions/Pro-active Engagement:** Identify policy and regulatory hurdles and work closely with the Agriculture Ministry and Ministry of Food Processing
- **Operationalise Food Retail:** Cold Chain, Logistics, Backend

Promote Startups: Engage with startups to promote the sector

The committee through technology will strive to address two main challenges.

- Providing correct information, techniques, and efficiencies to farmers - both for pre-harvest applications and post-harvest use cases.
- Removing the pilferage in the existing agriculture supply-chain using internet as a medium to connect various stakeholders—farmers and consumers—in the agriculture ecosystem.
- Traceability of Produce from Farm to Fork.

5.2 Ayush

Growing challenges in modern medicines to combat Non-Communicable Diseases (NCDs), Lifestyle disorders, long term diseases, multi drug resistant diseases is today bringing resurgence of interest on Aayush systems. The Government has also put its weight behind our ancient Aayush knowledge and upgraded the erstwhile Department of AYUSH as Ministry of AYUSH in 2014, but the market is much larger and still untapped and the true potential of this industry lies in large scale adoption by its citizens which can be done only by bridging the vast gap between existence of Knowledge / Talent and its effective commercialisation. IAMAI is in the process of creating the AYUSH Committee with the purpose to intervene and innovate by creating a platform for the AYUSH companies in India in order to help them effectively use the online medium and achieve their potential.

The first meeting of the committee has been held with the election of Chair and Co-Chair to lead the committee in the coming days.

5.3 Tech Mobility

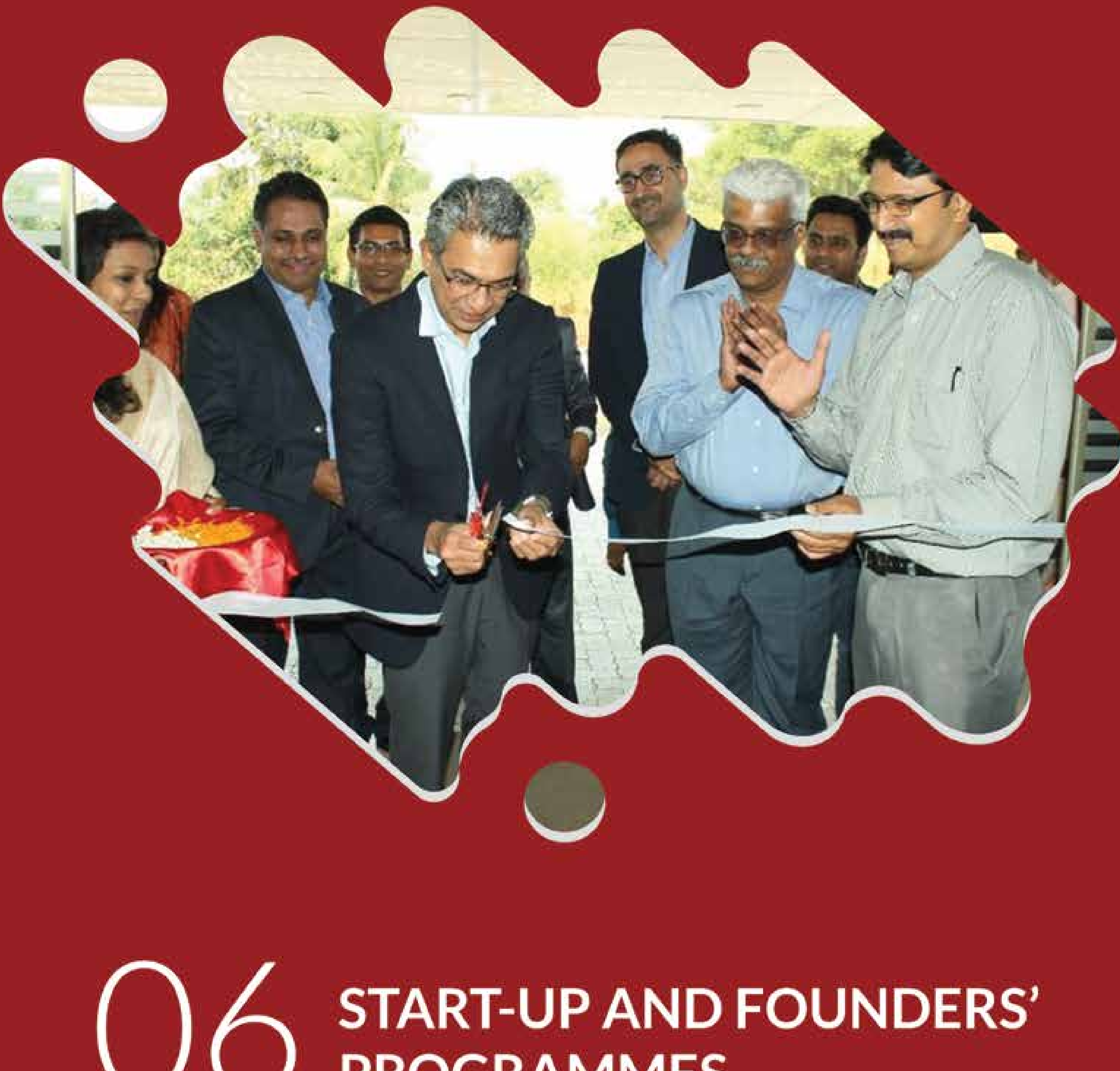
The role of transportation is rapidly changing in India, where transportation is playing a dual role in providing mobility solutions and creating jobs. With the increasing role of tech-based platforms to provide smart transportation, we are witnessing a confluence of Information Technology and Transportation.
With the addition of the use of technology for smart transportation, there is a sustained effort towards better vehicle asset utilisation, reduction in congestion and pollution.

In light of the above background, the primary objective of the Committee is to collate ideas and issues being faced by those engaged in the Tech-Mobility sphere and present these ideas to relevant stakeholders in a sustained manner. Further, this Committee will work towards supporting the government's commitment towards shared, electric and connected mobility by understanding challenges and developing cogent arguments before State and Union Governments for reforms.

The Committee will bring together all the relevant stakeholders including government officials, key policymakers, leading infrastructure developers, academicians, automobile companies and city planners among others.

Some of the foreseeable agenda for the committee are:

- Presenting a legal reform to the Central or State Governments that will encourage and bolster Tech-mobility;
- Help members collectively address different regulatory challenges posed by multiple regulators from a common platform.
- Commissioning a paper on the benefits of Tech-Mobility to evangelise the sector amongst policy makers and target customers.



06 START-UP AND FOUNDERS' PROGRAMMES

- IAMAI Start-up Foundation
- KORERO

As part of the mandate from the Governing Council, the association over the year has built several programs and initiatives for the founders' community in the tech sector in India. This is in continuation of the various start-up promotion initiatives the association has been engaged in over the last couple of years.

6.1 IAMAI Start-up Foundation

IAMAI Start-up Foundation, a registered body of IAMAI, which was established with an aim to work for the start-ups in Mobile & Internet domain and to create an enabling environment to lead India towards App Economy. The prime objectives of the foundation are to work towards educating citizens of the country about Tech-Entrepreneurship and provide platforms to produce quality Apps.

6.1.a Mobile 10X Incubation Programs

Mobile10X is an initiative of IAMAI Start-up Foundation, which was launched in 2015, is an Indian internet industry backed program to support App Developers/ App Entrepreneurs to bring about a significant change in the App Ecosystem.

Mobile10X Bengaluru Centre, is successfully running into the 3rd year of operations. The Bengaluru Centre is supported by Government of Karnataka, which runs one-year incubation programme for Mobile App-based start-ups and has incubated 58 start-ups till date.

Mobile10X Begaluru Centre | Key Highlights

The total Investments raised by the start-ups during the tenure at Mobile10X is INR 7 Crores. Some of the prominent start-ups at Mobile10X are:

* Highway Delite: 1.37 Cr from BPCL
* FABULYST : 2.05 Cr from iBhubs.co and Cartesian systems Inc.,
* Deepfence raised 1.5 Cr from Angel Investment
* Bykerr has joined with the State Transport Department to help the traffic management in Bangalore
* Omnify raised 97 lacs from Mr. Rajan Anandan

The one-year program encompasses mentorship, training, industry connects, investor connects, in-house lab facilities for testing and design. The centre has conducted more than 45 events in the 2017-18. Some of the prominent visitors to the hub include:

- Mr. Ajay Kumar Sawhney, IAS, Secretary, Ministry of Electronics and Information Technology, Govrnment of India, also visited hub and interacted with Start-ups.
- Mr. Rajan Anandan, Vice President, South East Asia and India, Google, was an inspiration and interacted with start-ups at the hub

- Mr. Pierre de Boer, Vice President, Truecaller (Stockholm)
- Dr Eric Schaffer, CEO, Human Factors International
- Mr. Rajeev Dhal, Head - Monetisation, Dailyhunt
- Mr. Akshay Bhushan, Partner, LightSpeed Ventures
- Mr. Vaitheeswaran K, Founder, Fabmall
- Dr. Devi Prasad Shetty, Founder, Narayana Hrudayalaya
- Mr. Rohan Dedhia, Investment Professional, Orios Venture Partner
- Mr. Atul Hegde, Co-founder, Rainmaker Ventures
- Mr. Masood Nasser, Vice President, Advanced User Experience, Human Factors International
- Mr. Raghavendra Prasad, Founder, Qikwell Technologies
- Mr. Anup Ostwal, Growth Strategist, Branch.io
- Mr. Pranay Jivrajka, CTO, Ola

There was international delegation visits from Oxford University-UK, Israel, Korea, US, Sweden, Denmark and European Union where our start-ups got a chance to collaborate with them.

Mobile 10X: New Expansions

During 2017-18, Mobile10X has increased its reach to three new cities to connect and serve ever- growing the start-up ecosystem in the country. The three new centres are:

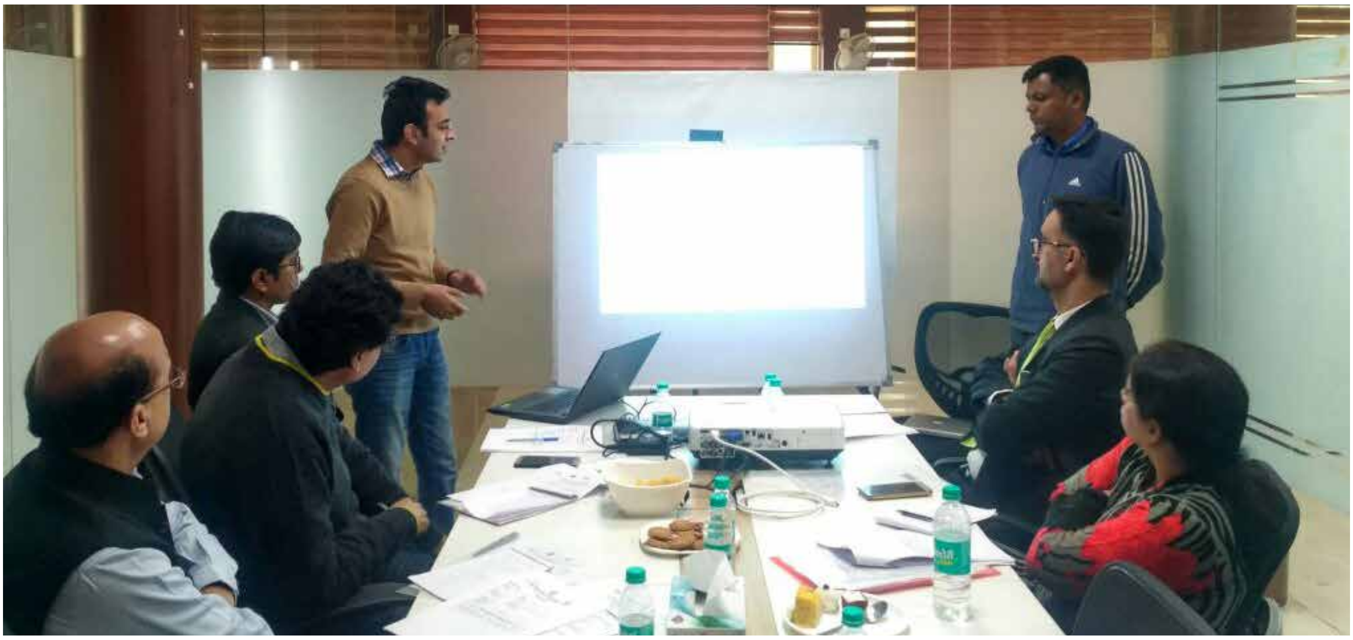
- **Mobile10X Gurugram Centre:** The centre started its operations in January 2018. The centre is supported by Government of Haryana and Hartron (Haryana State Electronics Development Corporation Limited, a State Government Undertaking). The centre caters to the basic needs of growing start-ups and is equipped with amenities which are required for the growth of the start-up ecosystem.

The Gurugram Centre is first such centre in the State of Haryana, which also work closely with the Haryana Vishwakarma Skill University (HVSU) and Haryana Knowledge Corporation Ltd (HKCL), for up-scaling the start-ups in the State.

The start-ups which were incubated in first phase are

- Billion Ables *(Social Empowerment)*
- SkillMap *(Recruitment automation)*
- MedTourEasy *(Online medical tourism marketplace)*
- Lamamia *(Job connect platform, specially for 2/3 tier applicants)*
- Voiasse Technologies *(AI powered conversational intelligence platform)*
- DataCultr *(Data analytics platform)*
- SolarAMC *(Enterprise SaaS Platform for Businesses)* and
- NotifyVisitors *(Marketing Automation)*

Mobile10X Kozhikode Centre: The incubation hub in Kozhikode has support from Government of Kerala. Kerala is one of the most pragmatic and progressive



state in the country and the start-up ecosystem in the state is growing very rapidly. Kerala Start-up Mission (KSUM), which is the implementing agency of Government of Kerala for entrepreneurship development and incubation activities in Kerala, has partnered with Mobile10X for operations of the Kozhikode Centre.

- The facility provides one-stop solutions to the start-ups in mobile and digital domain for leveraging their establishments and connects with the experts & leaders from the Industry. The centre was inaugurated on 7th April 2017 and will commence its operations by May 2018.
- **Mobile10X Raipur Centre:** The centre will soon start its operations at AIC@36inc Raipur, for which IAMAI Start-up Foundation has signed and exchanged a MoU with the 36inc to set up a Capability Building Centre for App Development. The MoU was signed between Mr Rajeev Roy, CEO, 36inc and Col. Jitender S Mihas, CEO, IAMAI Start-up Foundation, in presence of Mr Alex Paul Menon, Joint Secretary, Department of Information Technology and CEO, CHiPS, Government of Chhattisgarh.
- **36inc** is a State Government Incubator, chosen as one of the three new incubators in the non-academic category to be an ***Atal Innovation Centre***.

6.1.b Start-up and Developers' Connect Initiative

Over the year, the Start-up Foundation engaged in a numerous programs/ events to connect with the vibrant developer community and help evangelise their cause. In this regard, the Foundation has joined hands with different Governmental agencies to help promote the Government's digital initiatives amongst the developer community, while at the same time help the developer community reach out to governmental agencies for support.

Iot.in

IAMAI Start-up Foundation & Napino Auto and Electronics had joined hands for this programme, which

ET tech From the newsroom of the Economic Times

Technology News / Latest Technology News / Startups

IAMAI's incubator programme to nurture IoT-based startups

IAMAI's incubator programme will provide mentorship, investment and partnership opportunities to select IoT startups.

IANS | October 17, 2017, 09:20 IST

VIEW IN APP

With the aim to drive the Internet of Things (IoT)-based ecosystem in the country, the Internet and Mobile Association of India (IAMAI) on Monday launched a first of its kind initiative called "IoT.IN" that will help startup entrepreneurs.

The incubator programme will provide mentorship, investment and partnership opportunities to the select startups.

IAMAI has teamed up with Mobile10X and Napino Auto and Electronics Limited for the v

"I believe this joint effort will be a perf complement and give a fillip to nurtur

ET Telecom
From The Economic Times

Telecom News / Latest Telecom News / Enterprise / Enterprise IT

Kerela IT and Kelera Startup Mission tie up with IAMAI to set up incubation centre

Google India Managing Director and Vice-President(South East Asia), Rajan Anandan will inaugurate the Incubation Centre on February 7 in an area of 12,500 sq ft at the Cyberpark Centre building, a release from the Cyberpark said today.

PTI | February 06, 2018, 11:47 IST

VIEW IN APP

KOZHIKODE: Kerala IT and Kerala S
Mission have joined hands with the
and Mobile Association of India (IA

is aimed to drive the Internet of Things (IoT)-based ecosystem in the country. The incubator programme will provide mentorship, investment and partnership opportunities to the select start-ups.

In the first phase, 'iot.IN' invited nominations from IoT start-ups based in Delhi-NCR, Bengaluru and Mumbai, for which start-ups were required to provide technical, marketing and leadership skills along with financial support to build applications and businesses. Out of over 250 applications, 51 start-ups were called for the demo session at 'iot.IN' in respective cities.

After extensive rounds of scrutiny and evaluations, eight start-ups were shortlisted for final presentation at a national level event being organized by IAMAI Start-up Foundation.

#OpenGovDataHack

As part of the Start-up Eco-system Development program NIC, StartupIndia and IAMAI-Mobile10X, had collaborated to conduct 24 hrs Nation Wide Hackathons across seven cities of India and also an online event.

#OpenGovDataHack aimed to support and showcase potentially great ideas/talent from inner India which is done by reaching out in their own State/City, helping them making their ideas developed to Apps/Infographics primarily by use of Open Government Data around below themes:

THEMES |* **Drinking Water & Sanitation** * **Transport** * **Education** * **Crime** * **Health**

These Hackathons in seven cities (Bhubaneswar, Chennai, Hyderabad, Jaipur, Delhi (NCR), Patna, Surat), witnessed enormous energy and enthusiasm among the participants. At the end of city level hackathons, the #OpenGovDataHack team and Jury members shortlisted the local winners who were awarded cash prizes.

An online challenge was also organized after completion of city hackathons and a total of 43 winners were invited to compete for the next phase of the challenge. The winners were provided with mentoring support by the IAMAI-Mobile10X.

The next phase of the challenge will invite all the 43 winners to submit their updated and final Apps for a bigger round of evaluation at the national level. The top 10 shortlisted Apps will then be called for the Final Round of Demo Session at a national function in New Delhi.

#HACKforINDIA

Continuing on the series of events being organised for the last few years, the Mobile 10X programme organised #HACKforINDIA in 2017, which provided an opportunity to all App enthusiasts to come forward and develop for the nation.

These hackathons were structured to develop around the following themes: Healthtech; Fintech; Agritech; Edutech; Sanitation; Clean Water & Energy; e-Governance; Open Category

Participating teams worked mostly on Apps which were in the public interest and to solve social problems. The hackathon had very enthusiastic participation and revealed some very useful ideas.

6.2 KORERO, 24-26 November, The Westin Sohna Resort & Spa, Gurugram

Key Attendees: Sanjeev Bikhchandani, Info Edge; Dinesh Agarwal, Indiamart; Alok Mittal, Indifi; Rajesh Sawhney, GSF India; Vishwadeep Bajaj, Valuefirst; Sanjay Goyal, ACL Mobile; Naveen Surya, Founder, ITZ Cash; Abhinav Sinha, Eko; Abhishek Sinha, Eko; Ashok Reddy, Grabon; Prasad Shejale, Logicserve; Pariekshit Madishetty, Taj Rummy; Shantanu Sirohi, Interactive Avenues; Giri Devanathan, Enixta; Vivek Singh, ADBY Ventures; Saurav Patnaik, ADBY Ventures; Mahip Singh, Spiral Content; Puneet Chawla, Jaypore ; Sanjay Tripathy, Agilio; Rajat Gandhi, Faircent; Ronita Mitra, Brand Eagle Consulting; Jay Jain, Astute; Ajay Data, DataXgen; Shubham Aggarwal, CurrencyKart; Naveen Kukreja, Paisa Bazaar, Alok Arora, Nupay; Saurabh Moody, Realbox; Fahad Khan, Technology 9 Labs; Ram Kumar, Nirogstreet; Jignesh Shah, Investment Guru; Nirav Shah, Investment Guru

KORERO, inspired from the Maori word for conversations, is a founders' forum created by IAMAI. The forum was initiated in the form of a two-day residential event in the un-conference format with the participation of 30+ founders.

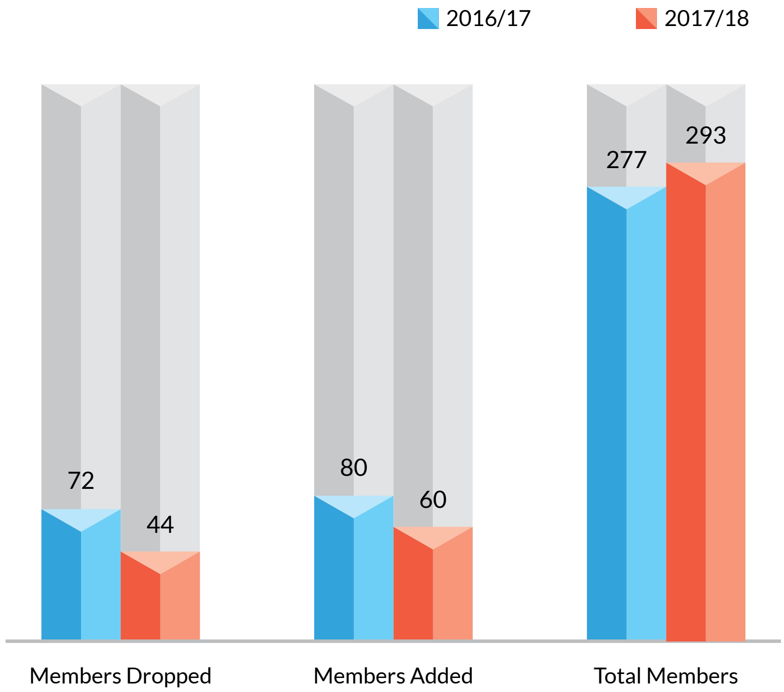
A much-looked-forward-to keynote address by Sanjeev Bikhchandani, Founder of Info Edge, set the tone for free-wheeling conversations based on both, broad and specific, issues relevant to founders.

The un-conferencing format with parallel sessions around pre-identified themes made Korero unique. The subjects of these sessions, in many cases, were proposed by the founders themselves who hosted these hour-long conversations with fellow founders attending them at their choice.

07 IAMAI MEMBERSHIP & GOVERNANCE

- Membership
- Governance

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 FY2017/18 stands at 293, which is higher than FY2016/17. Even though 44 members dropped out due to various reasons, we were able to add many 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

Rajan Anandan

Chairman, IAMAI and Vice President, South East Asia and India

Google

Deep Kalra

Vice-Chairman, IAMAI and Founder & Chief Executive Officer

make my trip

Manish Maheshwari

Treasurer, IAMAI CEO, Digital

Network 18

Subho Ray

President

IAMAI
Internet And Mobile Association Of India

GOVERNING COUNCIL

Amarjit Singh Batra	OLX	Ex- CEO
Ambareesh Murty	Pepperfry	Founder & CEO
Anupam Pahuja	Paypal	MD & Country Manager
Bhavik Vasa	Ebixcash	Chief Growth Officer
Bikram Bedi	Amazon	Head, India
Bipin Preet Singh	Mobikwik	Founder & CEO
Deep Kalra	MakemyTrip	Founder & CEO
Dhruv Shringi	Yatra	Founder & CEO
Dinesh Agrawal	Indiamart	Founder & CEO
Gaurav Gandhi	Viacom 18	Chief Operating Officer
Gurmit Singh	Yahoo	Managing Director, India
Laxmi Narasimhan	GroupM	National Director - Social Media & Insights
Mahesh Narayan	Saavn	Managing Director
Manish Maheshwari	Network18	CEO, Digital
Narendra Yadav	Paytm	General Manager
Neeraj Roy	Hungama	Managing Director & CEO
Prasun Basu	Nielson	President, South Asia
Rajan Anandan	Google	Vice President, South East Asia and India
Rohan Mishra	Mastercard	Vice President, Public Policy
Satyan Gajwani	Times Internet	Vice President
T R Ramachandran	Visa	Group Country Manager, India-South Asia
Vivek Bhargava	Dentsu Aegis Network	Managing Director
Yashish Dahiya	Policy Bazaar	Founder & CEO
Umang Bedi (May 2017 till Oct 2017)	Facebook	Ex-Managing Director- India
Subho Ray	IAMAI	President

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 14 years has come to effectively address the challenges facing the digital and online industry including online publishing, mobile advertising, online advertising, e-commerce, mobile content and services, mobile & digital payments, and emerging sectors such as fin-tech, edu-tech and health-tech, among others.

Fourteen years after its establishment, the association is still the only professional industry body representing the digital and mobile content industry in India. The association is registered under the Societies Act and is a recognized charity in Maharashtra. With a membership of over 270 Indian and MNC companies, and with offices in Delhi, Mumbai, Bengaluru and Kolkata, the association is well placed to work towards charting a growth path for the digital industry in India.

IAMAI
Internet And Mobile Association Of India

Internet and Mobile Association of India (IAMAI)

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