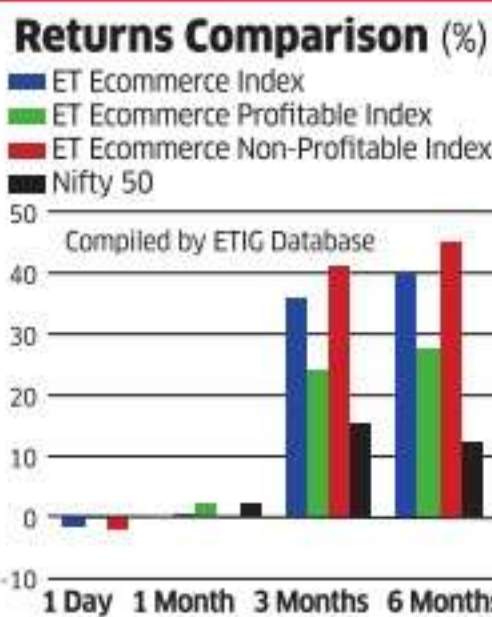


ET tech

For comprehensive and insightful stories about all things startups and technology, log on to www.etttech.com

ET Ecommerce Tracker



Tweet OF THE DAY



BRIAN FEROLDI
@BRIAN FEROLDI
The ultimate investing goal is to live a good life and be happy. Never lose sight of this

Tech Buzz
'Galaxy Z Fold Special Edn to Support S Pen'



WASHINGTON: Samsung's highly anticipated Galaxy Z Fold Special Edition, which was previously speculated to be known as the Galaxy Z Fold Slim or Galaxy Z Fold Ultra, is now expected to include support for the S Pen. This new development contradicts earlier reports suggesting that the foldable device would not accommodate Samsung's stylus, according to GSM Arena. According to reports, Galaxy Z Fold Special Edition will indeed support the S Pen, though official announcements for confirmation are awaited, as per GSM Arena. If the reports prove true, the addition of S Pen support will not come with a dedicated internal slot for the stylus. —Agencies

95% mobile subscribers receiving pesky calls every day. —Localcircles survey

New Play Store Update Solves Installation Issue



WASHINGTON: In a significant update to its app management capabilities, Google Play Store has now introduced the ability to install or update up to three apps or games simultaneously. As per GSM Arena, the feature, which has begun rolling out in select regions, marks a notable improvement over previous system where users could only handle one app update or installation at a time. Previously, Android users faced delays as they had to wait for the Play Store to finish processing each app or game individually. This limitation often led to longer wait times, especially for users managing multiple updates or installations. Starting in April, Google first enabled users to handle two apps simultaneously, and the new update extends this to three, enhancing convenience and efficiency. When users opt for the "Update all" feature, the Play Store now processes the updates for three apps or games concurrently. —Agencies

Payment Apps Open Pilots to Cash in on NPCI's New UPI Circle

Delegated payments set to be the next big thing on UPI platform with major use cases emerging for cos

Pratik Bhakta

Bengaluru: Delegated payments on Unified Payments Interface (UPI) — where a user can allow his/her children or others to undertake transactions from his/her UPI-linked account — is the next big bet for all the major payment applications that are looking to attract new users.

Amazon Pay, Google Pay and National Payments Corporation of India (NPCI)-run Bharat Interface for Money (Bhim) are testing the feature, UPI Circle, in a closed user group and are expected to go live in the coming months.

PhonePe, the largest third-party application on UPI, is also testing the product, ET has learnt.

NPCI officially launched UPI Circle last week at the Global Fintech Fest in Mumbai.

UPI Circle is a delegated payment method where the primary user can give permission to a secondary user to undertake transactions. The primary user can either authenticate each transaction or set a limit of up to ₹15,000 within which any transaction can go through without any explicit nod. "This feature can be used extensively by senior citizens, children especially in households where there is one bank account... It will be enabled within a trusted network," said Vikas Bansal, chief executive officer of Amazon Pay.

A whole lot of new users will get activated on UPI, he said.

Some possible use cases listed on NPCI site include junior college students making cash-free payments using their parents' UPI accounts, housemaids shopping on behalf of their employers and drivers filling fuel on behalf of car owners.

"Given the frauds happening on digital payments and the vulnerability of children and elderly members of the family, UPI Circle will keep the control over the product in the hands of the primary account holder," a top executive at a Bengaluru-based

VIKAS BANSAL
CEO, Amazon Pay



This feature can be used extensively in households where there is one bank account... It will be enabled within a trusted network

payments major said on condition of anonymity.

Industry insiders said the feature where the primary user will have to authenticate each transaction done by the secondary user is expected to show wider adoption.

The executive quoted above said NPCI has been trying to grow the base of users active on UPI, and young consumers and the elderly have been on their radar for some time. The thinking is to get the user base on UPI beyond the 300 million number and get more active users onto the platform. In a blog post published on August 30, Google said UPI Circle will help take one step further in the direction of a more inclusive and convenient financial ecosystem.

Licence to Pay

UPI Circle is a delegated payment method where the primary user can give permission to a secondary user to undertake transactions

The primary user can either authenticate each transaction or set a limit of up to ₹15,000 within which any transaction can go through without any explicit nod

NPCI officially launched UPI Circle last week at the Global Fintech Fest in Mumbai

SIDDHARTH

Tech Trotter

Meanwhile in tech...

BigEndian Raises \$3 million from Vertex, Others

NEW DELHI: BigEndian Semiconductor, a fabless-semiconductor design startup, raised \$3 million in a funding round led by Vertex Ventures SEA & India. The funds will be used to expand the company's engineering team, enhance research and development capabilities, and scale operations.

"Our idea is to tap into local consumption and take advantage of various opportunities, such as government schemes, venture capital funding, and the current global geopolitical mood, where we could position ourselves as a good alternative for producing quality semiconductor solutions for the world," chief executive Sunil Kumar told ET.

"We are targeting initial headways into creating a Make in India lion symbol chipset — manufactured in India. That's the trajectory. 2026 is when we'll actually clock in the real type of revenues," Kumar said. —Our Bureau



Mohit Rajani is Meesho's Chief Product Officer

NEW DELHI: Ecommerce platform Meesho on Monday named Mohit Rajani as the Chief Product Officer (CPO). Rajani, who took charge with immediate effect, will lead Meesho's product organisation, overseeing the product management, design, and analytics teams, according to a release. He is talking over from Kirti Varun Avasara, who stepped down in January 2024.



A product and technology expert, Mohit joins Meesho with a track record of building high-impact products at tech companies such as Meta, Google and Carta. "Mohit's leadership will be instrumental in driving product innovation, enhancing customer experience and building a world-class product organisation as we continue to scale our platform," Meesho Founder and CEO Vinit Aatrey said. —PTI

WazirX Operator Seeks White Knight for Funds and Crypto Partnerships

Our Bureau

Mumbai: Singapore's Zettai Pte Ltd, which runs the cryptocurrency platform WazirX that recently suffered a serious cyberattack, is in discussion with 11 crypto exchanges and trading businesses that could provide rescue financing or form partnerships with it to help recovering ₹235 million stolen from the exchange during the hack in July.

"There are several ideas from 'white knights' to collaborate... there are creative ways to do this rather than acquiring the platform (by a third party), which is not possible in this case because the ownership is disputed," WazirX cofounder and CEO Nischal Shetty said in a townhall on Monday.

NISCHAL SHETTY
CEO, WazirX



There are several ideas from white knights to collaborate

Zettai was owned by global cryptocurrency exchange Binance until January 2023, when the latter announced its intention to cease its services globally. However, Zettai still holds that Binance had no basis to terminate this arrangement. The company is exploring revenue-generating products and profit-sharing mechanisms, assistance for the recovery of stolen assets through forensic analysis and litigation support.

India should Adapt AI and Make it Work for its Unique Context

Top technology executives weigh in on promise and perils of the emerging AI future

Team ET

When it comes to artificial intelligence (AI), India needs to play to its strengths by adapting and making technology work for its unique context while democratising access, top technology executives said.

"One of our biggest superpowers is the ability to take technology and adapt it to what we need it to be. We've done it with mobile telephony, we've done it with digital payments," said Ipsita Dasgupta, managing director, HP India, at the ET World Leaders Forum on Saturday.

The age of AI is the age of the under-represented, she said. The technology can improve the professional life of women, who may be working from home, with the ability to cut out background noise. It will empower capable people who may not speak English, or a gig worker who can do more without having to hire another person, she said during a panel discussion on AI Power: Unlocking the Potential, Overcoming Hurdles.

The focus for the workforce of the future should be on productivity and wellbeing, Dasgupta said, particularly as India has a young and highly talented population. AI can take over mundane tasks, drive complex analysis and provide people with an iterative companion.

"Now, we're moving from the industrial revolution to the intelligence revolution, and the good news is that India has got access to this technology on day one," said Puneet Chandok, president, Microsoft India and South Asia.

While India is just getting started, there's a lot to be done with AI in sectors such as pharmaceuticals, manufacturing, banking, fin-



Vikram Kolar with Rohan Verma, Ipsita Dasgupta, CP Gurnani and Puneet Chandok



tech and others, Chandok said.

AI could give everyone a personalised doctor or tutor. It cuts the cord between knowledge and agency, he said. For instance, it can give first-year doctors access to the knowledge, expertise, judgement and ideas of those with decades of experience, enabling them to meet the same patients and potentially handle the same procedures. "We're reducing the cost of intelli-

gence, but very soon you'll see agency when these copilots and these agents start acting on your behalf, and that's when I think a lot of magic will happen," Chandok said.

India's own Open AI is a critical need, said CP Gurnani, former CEO and managing director of TechMahindra, and cofounder of AlonOS. AI and quantum computing need to be married, without waiting for government policy to take shape, he said. "For the compute power, it is not 10,000 GPUs (graphics processing units) that will come through some government tender, but it is going to be more of GPUs plus quantum computing, to allow the compute for everyone," Gurnani said.

TechMahindra, which launched India's large language model Project Indus, has experimented with bringing the two together and will launch its commercial model in the next few weeks. The company is in active discussions with a large chip manufacturer, Gurnani added.

Moderating the discussion, MapmyIndia CEO Rohan Verma said AI requires responsible enterprises and entrepreneurs to be the flag bearers, failing which there would be disappointments, setting back industry and India.

Panelists said neither the government nor citizens can remain aloof from understanding the risks of AI and industry should foster awareness. With data and AI, the old adage "garbage in, garbage out" has been replaced with "bias in, bias out," said Vikram Kolar, senior vice president, data and AI platform technology, Visa. AI can have discriminatory real-world impact and there is a need for safeguards and measures such as anonymisation and limited use with user consent. "You have to continuously assess your model to ensure that no single demographic is getting disproportionately affected by the predictions from the AI system. We could also conduct regular audits checks," Kolar said.

Infosys Mails Joining Dates to April 2022 Freshers After 2 Yrs

1k+ grads awaiting onboarding get emails confirming Oct 7 joining date

Beena Parmar

Bengaluru: After a wait of over two years, more than 1,000 engineering graduates awaiting onboarding have received emails from Infosys on Monday confirming the joining date as October 7.

"Your scheduled date of joining the employment of the company will be October 07, 2024. Your location for employment is MYSORE, India," Infosys talent acquisition team emailed some of the students. The email was reviewed by ET.

The move comes days after ET reported that about 1,500 students from the April 2022 batch having offer letters seeking clarity on the job prospects after appearing for two rounds of pre-training in July and August.

"I am thrilled to announce that after relentless efforts and a formal

HARPREET SINGH SALUJA
president, NITES

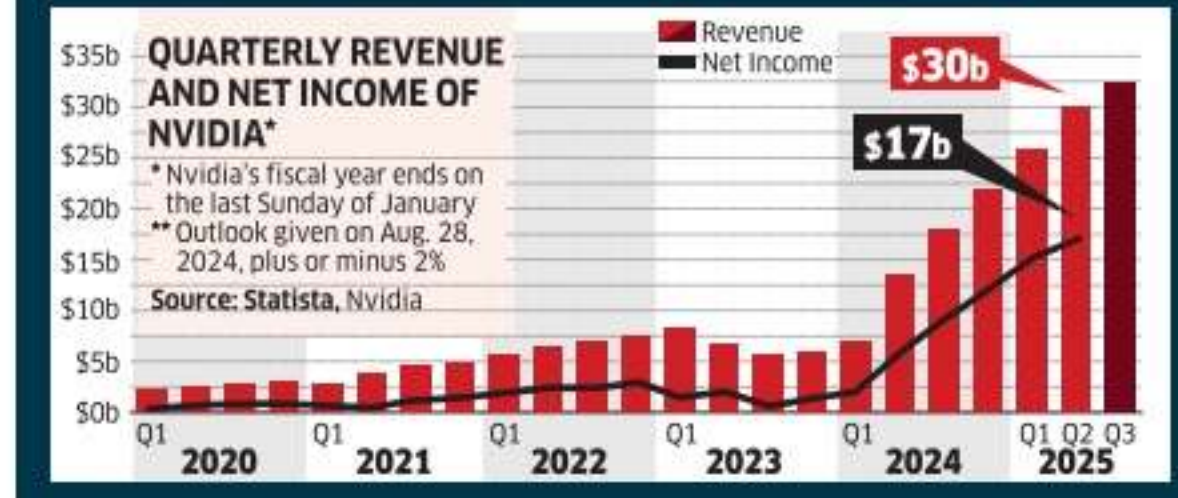


This is a huge win for NITES and all the students who stood strong in the face of uncertainty and delay



complaint by Nasant Information Technology Employees Senate (NITES), Infosys has finally issued appointment letters to more than 1,000 (still counting) campus hires today. These young engineers, who have been waiting for nearly two years, now have a confirmed joining date of October 7, 2024. This is a huge win for NITES and all the students who stood strong in the face of uncertainty and delay," said Harpreet Singh Saluja, president at the IT employee union NITES.

Nvidia Beats the Forecasts Again, Even as Growth Inevitably Slows



Harman's Predictive Analytics Platform ForecastGPT is Live

Platform to help cos forecast sales, plan finances

Suraksha P

Bengaluru: Samsung Electronics' wholly owned subsidiary, Harman's Digital Transformation Solutions (DTS) business unit, has launched ForecastGPT, a predictive analytics platform that allows organisations to forecast sales, supply chain and financial planning across industries such as retail, manufacturing, healthcare, hospitality, and communications.

"In financial planning sce-

NICK PARROTTA
president, digital transformation solutions, Harman

In financial planning scenarios, analysts can forecast revenue from multiple streams with precision, identify anomalies

enarios, analysts can forecast revenue from multiple streams with precision, identify anomalies and generate detailed commentary to explain the trends in the data," Nick Parrotta, president, digital transformation solutions and chief digital and information officer at Harman told ET.



Gemini Code Assist to Supercharge Developer Productivity: Monroy

ON THE JOB Google Cloud VP says the firm is seeing 30-50% jump in productivity gains

Swathi Moorthy

Bengaluru: Gemini Code Assist, which was launched in December 2023, is Google's answer to coding assistants, one the search giant is excited about.

Gabe Monroy, vice president - Developer Experience at Google Cloud, told ET that it is adopted by large enterprises like Capgemini, Accenture and companies across sectors that are seeing improvement in productivity.

Coding assistants in recent times have seen significant rise in adoption. According to Monroy, the tech giant uses generative artificial intelligence throughout the software development lifecycle and has seen customers doing so lately.

Monroy, who was in Bengaluru recently for Google's Gen AI Exchange Developer Day, did not disclose the scale of adoption for Gemini Code Assist, but said they are seeing 30-50% in productivity gains. The areas that could be the most impacted include code generation

and test automation, he added. "Around 20-30% of what a software developer will do is centred on those two pieces and are resulting in meaningful time savings across entire projects," he said.

But this does not mean that the developers can be replaced by coding assistants, "You can think of it as that 20-30% gets supercharged with GenAI," he pointed out. For instance, if test automation can be done with say, 90% effectiveness with an LLM (large language model), a developer can use this time to focus on other projects.

According to him, there are more applications that need to be created than there is a supply of developers to create them and use of tools will help in rapid innovation. "That is what we are trying to address with Gemini Code Assist," he added. Given that India has one of the largest developer bases, it is a key focus area for the company.

