

# BIZTECH

## MAGAZINE



**Swiggy Webinar**  
*The story of the company  
from pillar to dollar.*

4

Pop Culture  
Marketing

5

Smart  
Highways

6

Facebook shuts  
down facial rec-  
ognition system

7

# TABLE OF CONTENTS

SWIGGY WEBINAR	PG4
POP CULTURE MARKETING	PG5
SMART HIGHWAYS	PG6
FACEBOOK SHUTS DOWN ITS FACIAL RECOGNITION SYSTEM	PG7
PAYTM JOINING THE BITCOIN PARTY	PG8
AI & ROBOTICS PROJECT EXPO AT WOXSEN UNIVERSITY	PG9
NEWFANGLED CONVEYANCE'S AMELIORATION OF INDIAN ECONOMY	PG10
NANOTECHNOLOGY & START-UPS	PG11
HYDROGEN BASED FUEL CELL ELECTRIC VEHICLES	PG12

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# Swiggy Webinar

*The story of the company from pillar to dollar.*



Swiggy, the online food delivery platform which changed the course of logistics in the food delivery sector to a point where the only left option was to upgradation for other platforms. Woxsen University had the privilege to host one of its founders, Mr. Nandan Reddy in the campus as a kick-start to the 'My first Billion ' by Trade Tower (TT).

Mr. Nandan Reddy along with his 2 friends had started Swiggy in the year 2014. The company focused mainly on the logistics part of the business as it is the key part. Mr. Reddy narrated the story of the company from the scratch to becoming an unicorn. He also spoke about the cost leadership, repeated retention curve, core metrics, product market fit, etc., which gave insights into the company's growth.

Mr. Nandan described how the delivery in the initial days was bad which impacted the customer experience leading to shut down of business for a couple of days and later handed smart phones to the delivery guys which picked up the business. The company had received its first funding in 2015. He explained the two challenges faced by the company in the initial days: maintaining a culture in the team to carry the core values and preconceived notion of 10 city plan v/s 500 cities. The market share of the company went from 50,000 to 12 L orders quickly. Mr. Reddy told how the covid had helped the business to get better and how paranoid they got, further explaining that paranoia is healthy at times.

Mr. Reddy also answered questions like 'How to face investors?', 'How can we make customers' life better?', etc., which enlightened the students and other viewers with great information. He also quoted that the burn should happen in right direction and ended on a high note by suggesting everyone to find their own tribe.

Interactions with such great personalities who have done great in business, channel the motivation for entrepreneurship in young individuals and answering the questions which pop up in the young minds nourish them towards their bright future.

- Meghana C

# Pop Culture Marketing

*Product placements are an ongoing trend in marketing but brands jumping onto TV series trends is what pop culture marketing is all about.*

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We all know "Squid Game" has been a rage in the TV Series audience, it's not only winning audience hearts but well-known brands have also been jumping into the bandwagon. Squid Game became the most popular Netflix programme in 90 countries in its first week, including the United States. It achieved this without any advertising in the United States, depending only on word of mouth and social media. Netflix also aided in the recognition of the necessity for localisation. They developed subtitles in 37 different languages and dubbing in 34 other languages. This enabled Netflix reach a worldwide audience something the company excels at. Vans did not pay for product promotion but had a 7800 percent boost in sales in the week after the show's premiere.

With a 97 percent spike in searches for 'white slip-on,' even regular white slip-on shoes are partaking in the boom. The 'baddies' in the series wear red boiler suits, and searches for that trendy item have increased by 62 percent. People who are shopping for Halloween costumes aren't the only ones inspired by the Squid Game. It aids the promotion of the Korean brand. In the United Kingdom, Duolingo, the language app, observed a 76 percent surge in new users wanting to learn Korean, while Americans saw a 40 percent increase. Even the Oxford English Dictionary has jumped on the Korean bandwagon, introducing 26 new Korean-derived terms to its most recent edition. Walmart and Netflix collaborated on this project. Walmart has built a separate digital storefront for Netflix because both companies recognise the retail product potential for popular streaming series. The store sells a variety of Netflix products, including the Squid Game, of course. Netflix is making a smart marketing approach by developing brand advocates who are willing to pay for the opportunity. Brands are also taking advantage of the marketing opportunity by utilising their social media profiles.

The first to employ Squid Game logo in their social media postings were the beer firms. Because the majority of the firms mentioned above did not pay to be a part, whatever sales or traction they receive is a bonus. If the buzz fades fast, though, they will have benefited from a brief and unexpected surge in sales. Netflix, on the other hand, will almost certainly push for a second season. Both in terms of viewership and, perhaps more crucially, in terms of continued merchandise prospects. And if they succeed, they may receive additional Green Lights.

- Sai Deepak Konreddy

Source: <https://marqueex.com/why-and-how-are-brands-leveraging-success-of-squid-game>



# Smart Highways

## “Smart Highways, Smart Cities.”

Source: <https://www.truckstopsrouting.com/five-best-smart-highway-features/>

With the United Nations forecasting that 66 percent of the world's population would live in cities by 2050, smart highway technology will be a vital component in metropolitan areas to relieve infrastructure strain and improve road safety by reducing traffic congestion. Furthermore, while autonomous vehicles and Smart Cities dominate conversations about the next generation of urban infrastructure and transportation, instances of innovative smart roads can already be seen in the United Kingdom, France, and the Netherlands.

Smart highways have the potential to be the third link in the chain in the fight against rising traffic congestion and carbon emissions, assisting in the smooth flow of traffic, reducing accidents, and, in some situations, serving as viable renewable energy sources in and of themselves.

The following are the Smart Highway technologies that are projected to gain traction in the coming decade:

### Smart Lighting

Sensor-based lighting is used on a Smart Highway, and it is only turned on when movement is detected. Smart streetlamps are proving to be extremely popular with European local governments, with claims that they can save up to 70% on the cost of public lighting.

### Variable Speed Limits

Variable speed limits are used to control traffic flow on UK highways such as the M1 and M25 to balance out traffic density and improve safety. If sensors on the side of the road detect that a section of the highway is becoming congested, central control can respond by lowering speed restrictions to keep the street moving freely.

### Solar energy

Photovoltaic pavements and roads are still in their early stages of development. In 2016, a town in Normandy presented the world's first solar-panelled road, which cost £4.2 million. One kilometre of the panelled highway is predicted to generate 280 MWh of electricity each year, enough to power the entire village's street lights.

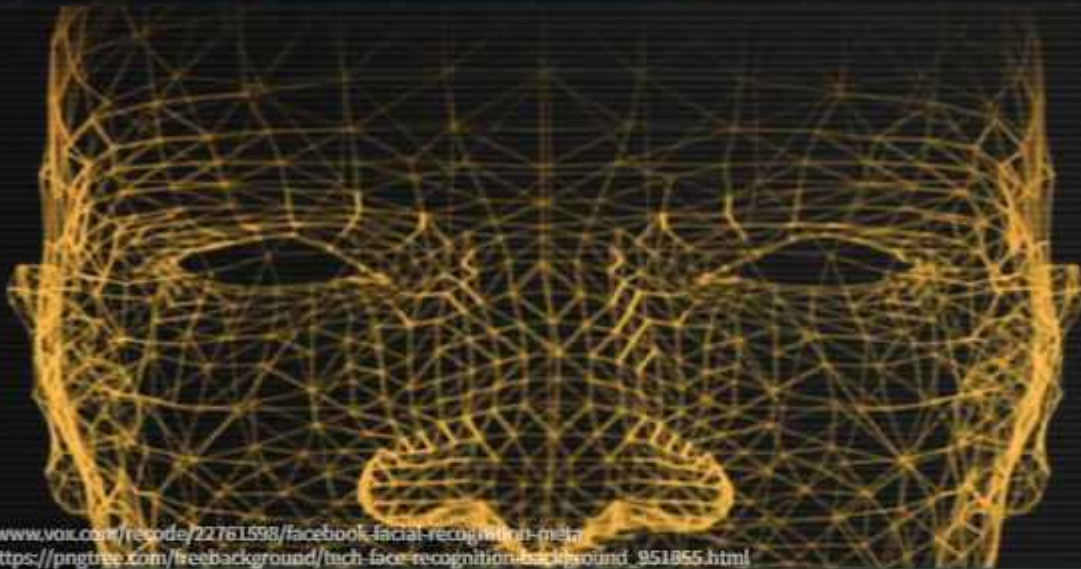
- Gaddam Shashank

Image Source: <https://techcrunch.com/wp-content/uploads/2016/08/gettyimages-477033015.jpg>



# FACEBOOK SHUTS DOWN FACIAL RECOGNITION SYSTEM

The social network will destroy the face scan data of over one billion members, citing societal concerns and a desire to strike the correct technological balance.



Source: <https://www.vox.com/22761598/facebook-facial-recognition-meta>  
Image Source: [https://pngtree.com/freebackground/tech-face-recognition-background\\_951855.html](https://pngtree.com/freebackground/tech-face-recognition-background_951855.html)

This month, Facebook intends to shut down its decade-old facial recognition system, wiping the face scan data including over one billion users and effectively ending a feature that has sparked privacy concerns, government probes, a class-action lawsuit, and regulatory issues.

The decision brings to an end a function that was launched in December 2010 to help Facebook users save time. The facial-recognition software recognised individuals in users' digital picture albums and suggested that they "tag" them all with a single click, tying their accounts to the images. Largely thanks to this software, Facebook has grown to become one of the world's largest collections of digital images.

Facebook didn't even sell its facial-recognition software to third parties and solely utilised it on its own site. Despite this, the function turned into a privacy and regulatory nightmare for the corporation. Privacy advocates questioned how much face data Facebook had acquired and what the firm could really do on many occasions. Start-ups and other entities can utilise images of faces obtained on social media to train facial-recognition software.

According to Facebook, the move impacts more than a third of its daily users who have face recognition enabled on their profiles. As a result, they were notified whenever new images or videos of them were published to the social media platform. The capability was also put into software that explained photographs to blind users and was used to alert accounts that could be masquerading someone else.

Although Facebook expects to destroy over one billion facial recognition templates by December, the software that controls the system, a sophisticated algorithm dubbed DeepFace, will remain. In addition, the corporation hasn't ruled out the possibility of putting face recognition technology into future goods.

Meta has spoken about making a future product with facial recognition characteristics. According to witnesses at an internal meeting in February, an employee questioned if future operations of a proposed smart glasses gadget with facial recognition technology would allow individuals to "label their faces as inaccessible."

● ● ● - Sai Deepak Konreddy



## Paytm joining the Bitcoin party

What is stopping it?

**India** is ranked sixth in the world in terms of crypto ownership at 7.30 per cent. Ukraine was the highest, with 12.73 per cent of the people holding cryptocurrency, followed by Russia (11.91 per cent), Kenya (8.52 per cent), and the United States (8.52 per cent) (8.31 per cent). Cryptocurrencies are a digital alternative to fiat money that is simple to use. Cryptocurrencies offer numerous advantages in frictionless transactions and inflation control, but many investors add them to their varied portfolios as assets.

While the legality of cryptocurrencies in India is still in question, people may invest in it and benefit. Regulators have finally opened the door for businesses to launch their initiatives, resulting in various cryptocurrencies trading applications in recent years.

In a recent interview, a top Paytm executive hinted at the possibility. According to a Paytm spokesman, the uncertainties around cryptocurrencies are a big reason the firm is yet to enter the market. Paytm may contemplate expanding its services to the crypto industry if India's regulatory organisations develop a clear stance on the subject.

Paytm Chief Financial Officer Madhur Deora stated in an interview with Bloomberg TV that the regulations surrounding cryptocurrencies in India are still a "grey area," even if there is no explicit prohibition on crypto trading. He clarified that for Paytm to explore Bitcoin as a market for new services, the cryptocurrency must be fully legal in India.

In India, there are already several companies in the bitcoin market, including several cryptocurrency exchanges. Paytm's arrival into the business, as the most significant player in India's digital banking space, would undoubtedly have a substantial influence on the broader acceptability of Bitcoin and other cryptocurrencies.

Several companies are already heavily involved in the field. Paytm, on the other hand, has all of the necessary resources to compete in the bitcoin market. Its services might range from accepting Bitcoin or other cryptocurrencies as payment to launching a new trading platform for crypto investors. As a result, Paytm's present perspective on bitcoin is simple to comprehend.

- R Varshitha Reddy



# AI & Robotics Project Expo at Woxsen University

*Knowledge exhibition by students at Woxsen*



AI and robotics are the current innovative emerging technologies that help humans create comfortable automatic-driven devices or applications. These technologies are embedded in human consciousness, where people started living with AI and robots. This field has many imaginative ideologies where students can show their skill developments to create new innovative projects. In this phase of AI, education systems are developed, and universities are elated to build creative innovations. Education has changed, and education embeds different domains like data science, robotics, big data, AI, cyber security. In the education line, Woxsen university devised clever and knowledgeable courses like bachelor's in data science, robotics, Masters in Artificial Intelligence, and Machine Learning.

Students' impressive and imaginative ideas create exciting projects. In an encouragement line-up, the AI & Robotics Club, in School of Business and School of technology, organized the AI & Robotics Project Expo at Woxsen University on 29th October. With the help of Professors - Pro Vice-Chancellor and Dean

School of Business – Dr Raul V. Rodriguez, Dean School of technology Dr Kiran, Dr Hemachandran K, Dr P. Sairam, and other faculty helped students in creating these exciting projects. The Expo was divided into two parts -

1. AI Expo
2. Robotics Expo

AI Expo involved projects like Covid – 19 detection using deep learning. This project detects Covid - 19 using chest x-ray images, Stock market predictions, market basket analysis, facial recognition using deep learning, cassava plat leaf detection, finance projects, brain tumour detection, diabetics prediction, etc. which enriches people's knowledge and gives a small glimpse of how AI is changing the world.

Robotics Expo also involved projects like autonomous robot car, brain controller which helps control things through the brain, drones that are self-driven and manually-driven and automatic gender detection system-where the system recognizes a person's gender and wish accordingly.

- Pranay Kumar Pokala



# Newfangled Conveyance's Amelioration of Indian Economy

*As coronavirus alleviates its constraints, electric automobiles observe a surge in sales midyear.*

The widespread implementation of electrified automobiles would have a tremendous influence on civilization, not just with regards to the technology individuals employ for domestic mobility, but equally in terms of shifting our currencies away from fuel and reducing transportation's ecological imprint.

Over this same predictive timespan, the industry is anticipated to expand due to strictly enforced legislation being authored by the administrative body of India as a result of increasing thresholds of exhaust carbon output as well as the rising numbers of environmentally cordial automobiles. The administration's attempts to establish a long-term charging ecosystem in India are also encouraging for the industry's progress.

In relation to products, the Battery electric vehicles category spurred the sector in 2020, and therefore by 2030, it is forecasted to be worth \$116.80 billion. This could be attributable to customers' growing predilection for EVs above internal combustion engine vehicles, as well as regulations limiting the carbon emitted. Throughout the projection term, the commuter vehicle market is predicted to grow at a compound annual growth rate of roughly 107%. The increase may be ascribed to the state's increased expenditures in Electrical transport facilities, but also to customer taxation incentives. The enhanced appeal of electrical automobiles is encouraging major automakers to introduce electrical cars, which would be expected to boost the nation's economic standing.

Conversely, there remain certain occasions wherein choosing between electrical and a petroleum alternative is appropriate, such as electrified automobiles as against a gasoline-powered internal ignition transport. Although there is no emissions penalty on currently, an Electric vehicle now competes well to a gasoline-powered automobile in regards to expense per kilometer of operation. Setting emissions tariffs within the transportation industry might be a beneficial strategy to encourage consumers to switch to further fuel-efficient vehicles. The extra pollution-priced policy included in this proposal might boost business opportunities and accelerate the implementation of battery technology, assisting in stimulating the economy.



Source: <https://bit.ly/3rdkcTh>

- Deepshika Yadugiri

Source: <https://www.financialexpress.com/auto/industry/electric-vehicle-industry-indian-economy-revival-2021-budget-electric-bikes-electric-scooters-cars/2186914/>

# NANOTECHNOLOGY

&

# START-UPS

## TINIEST OF THE TINY PARTICLES FOR TREATMENT

### When

pharma and technology work hand in hand, it leads wonders like nanotechnology advancements. The pace with which nanotechnology has picked up has given rise to innumerable startups all over the world by incubating ideas, innovation, and technology to its best. Ranging from diagnosis to the drug delivery and precision medicine, nanotechnology has it all. The start-ups all over the world have worked towards creating wonders using the technology in hand for more sophistication and effective medicine.

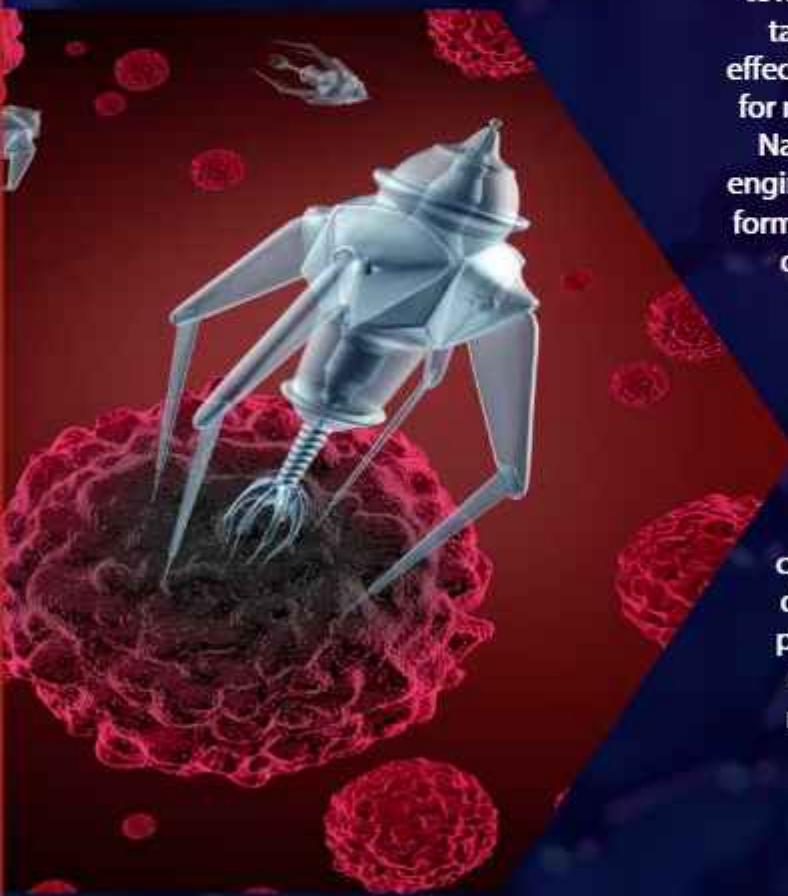
### Start-ups

like RS Research (nanomedicine), ARIZ (precision medicine) and Cello therapeutics (cancer drug delivery) have been on the move with their solutions to cancers with different approaches towards nanotechnology. The drug delivery is targeted and is seen that there are no side effects. ARIZ also offers personalized medication for neurodegenerative disorders. Start-ups like Nanoform and Nanostics offer drug particle engineering and diagnostics respectively. Nanoform also has a patent on Controlled Expansion of Supercritical Solutions (CESS) which is used for easy synthesis of nanoparticles.

### Nanoparticles

can pass even the tiniest of the cells, hence, they are best for treatment of diseases with the least of side effects and producing wonderful results. Exploitation of such methods and methodologies is much needed in today's era as there are new diseases popping up each day.

- Meghana C



# HYDROGEN BASED FUEL CELL ELECTRIC VEHICLES

## Future of Automobiles

We have seen a wide range of companies working on fuel cell-based electric vehicles in the production forms for decades as it would be an alternative power source for the automobiles running on fossil fuels and electric vehicles too, as electric vehicles are also indirectly depending on fossil fuels for the source of electricity. Few automobile companies are working on these technologies but could not achieve any car production using this latest technology. Hyundai and Toyota are still working on Fuel cell electric vehicles (FCEV) in Hyundai Nexa Crossover and Toyota Mirai, with the Honda coming up into FCEV. In this, we will be using Hydrogen to power the fuel, which produces the electrical power by performing a few chemical reactions used to propel the vehicle using an electrical motor.

Successfully developing Hydrogen-based Fuel Cells or Internal Combustion engines would be an excellent replacement

for traditionally powered fossil fuel-based Internal combustion engines. It can be obtained by replacing a few engine components such as fuel delivery system and spark plug and using hydrogen fuel instead of petrol or diesel. The main target of the Fuel cell Powered engines is to reduce emissions and find an alternative for fossil fuels. We would reduce carbon, nitrogen, and sulphur emissions by replacing the traditional IC engines with Fuel Cell powered engines.

Developing fuel cell-based vehicles would bring a great revolution in the automobile industry and would be able to recover from many economic crises obtained in automobiles in the past decades. Nevertheless, it would be having a major challenge, such as establishing green hydrogen filling stations and developing the hydrogen fuel tanks in vehicles with larger capacities as the density of hydrogen is very low compared with petrol and diesel.

- Rohith Goud

