



Volume 13 | May 2023

Bangalore Chamber of Industry and Commerce e-Synergy



BCIC

Mission Vision &
Office Bearers - 2

Foreword

Welcome to New financial
year 2023-2024 - 3

Editorial

2020-2030: A decade of Opportunity
for Industry Transformation - 4

Article 1

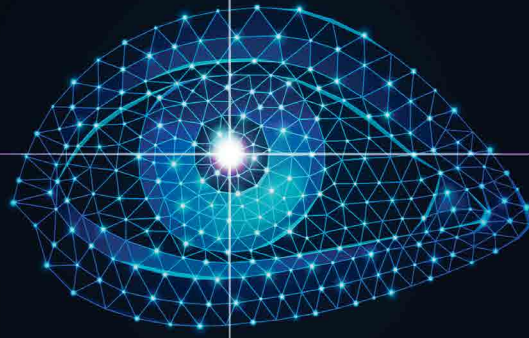
A Clone of the Section 45 of Insurance
Act for Individual Health Insurance - 5

Article 2

State of Startups:
Karnataka India - 2023 - 7

Article 3

Someone Stole
My Customer - 9



MISSION

Namma Karnataka-
Gateway to Future India

VISION

Look Beyond

Together We Should

BCIC Office Bearers

President



Dr. Ravindran L
Managing Director & CEO
Wealthmax Group of Companies

Senior Vice President



Dr. S Devarajan
Senior Vice President
TVS Motor Company Ltd

Vice President



Mr. Vineet Verma
Director
Brigade Hospitality Services Ltd.

Immediate Past President



Mr. K R Sekar
Partner
Deloitte Touche Tohmatsu India LLP

Leaders of Publications and Corporate Branding Expert Committee

Chairman



Mr. Rabindra Sah
Chief Engineer
Tata Technologies

Co-Chairperson



Ms. K S Harini
Corporate Communications
TVS Motor Co Ltd

Mentor



Mr. Raju Bhatnagar
Partner
ITI Consultants

Welcome to New financial year 2023-2024

March end is always a very hectic month for all industries and hope all of us had a good growth.

In today's highly competitive business world, it is essential for us to implement new policies for new financial year to stay ahead of competition. The first important step is to improve the Customer satisfaction. Today's Customer are always challenging and have a lot of choices to select from. Also in India, the young generation is key to make decision of selecting a product (even in any family). So the industries have to focus on the younger generation as their first touch point along with all other customer touch points for satisfaction.

The new policy deployment of year 2023 need to start with Customer satisfaction – existing and new products, Quality, Competitiveness, Sustainability and Competency building of the team. Japanese method of the policy deployment has both top-down and bottom up approach. The learnings of the previous years, challenges from any disruptions that can occur and new offerings to the customer. Plans are made. But the focus should be on the planning the means and measures to achieve the yearly plan.

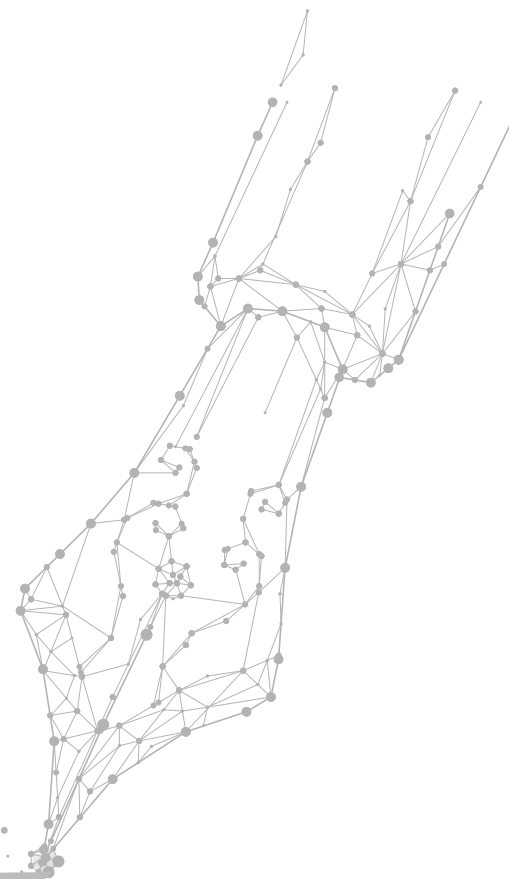
Quality and competitiveness is a continuous target. The means of achieving Quality and Cost targets keeps improving yearly based on the past experiences / learnings and application of new techniques like Quality Function deployment, Kaizens, VA/VE. The key for success of organisation is the transparency of data for which affordable IOT would be the need of the hour for all industries. The data capturing and analysis for action would ensure the results in all areas of Quality, Productivity and Cost. Quality at all Customer touch points of the customer. With changing Customer younger generation base, the product is sometimes becoming a service.

New requirements of BRSR (Business Responsibility and Sustainability Reporting) is coming to select industries this year and will apply to all industries in near future. This BRSR outlines the efforts taken by the company towards Environmental, Social and governance (ESG) issues. BRSR has three sections of reporting – Overall company details and Prioritisation of ESG issues, Management approach- Policies and measurements and Performance and Progress on meeting the commitments and plans for future.

Competence building is a continuous exercise in this VUCA world. BCIC expert committees have various seminars and learning sections in all the above areas for setting policies for the new year, BRSR reporting, Affordable IOT, Competence building etc. Request to make use of the expertise- Share, communicate and Integrate. Best wishes for great financial year.



Dr. S Devarajan
Senior Vice President
TVS Motor Company Ltd



2020-2030: A decade of Opportunity for Industry Transformation

We are living in the decade full of opportunities. Digital technologies which bring transformation in industry and business. Technologies are changing very fast and even day by day. Users need and their expectation & adoption are increasing in the same pace. It is not only providing ways for business growth but also solving social problem and challenges.

It is important to note that legacy domain and technologies remain base for growth of new technologies and domains. New age leads to creation of new job profile. It provides an individual to choose skill in which one wants to pursue his passion and interest. The three pillars of collaboration - Academia, Industry and government, are driving the transformation. Each pillar is investing in infrastructure, people and technologies to build skill which is need of decade and future. It starts a trend of acquiring a new skill and work for a period and then move on to acquire next skill. In other words, it is all about Skill- Reskill- Upskill. It is imperative for an individual to invest in yourself to develop new skills of industry need.

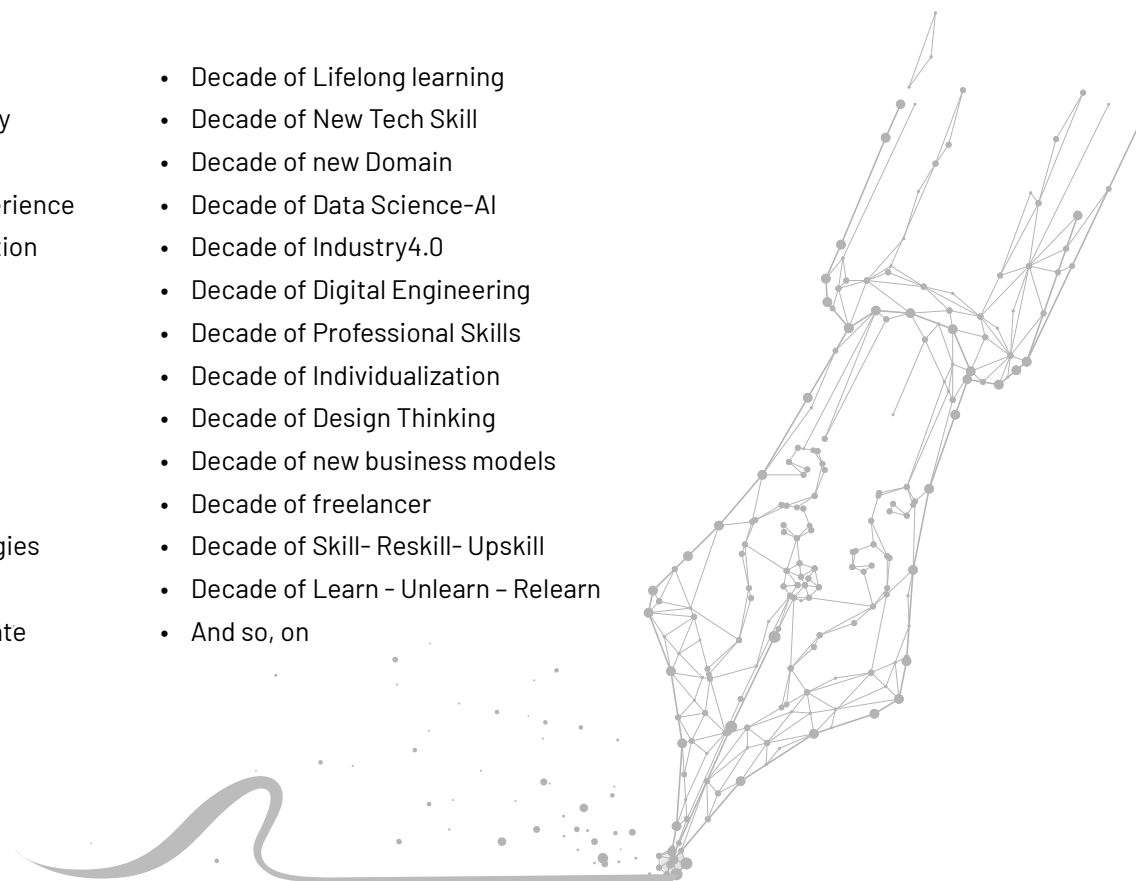
New skills links to business and operation excellence, development of new & improved products and services, new features and functionality, immersive experience for customers and users. It helps to connect for social collaboration and improves life of people.

To summarise, 2020-2030 is the decade of growth for every individual of the current century which will lead the future. Some of the key elements of growth as mentioned below:

- Decade of Opportunity
- Decade of Circular Economy
- Decade of your passion
- Decade of immersive Experience
- Decade of Social Collaboration
- Decade of Humanity
- Decade of Startup
- Decade of Collaboration & Partnership
- Decade of Innovation
- Decade of Fitness focused
- Decade of Digital Technologies
- Decade of Interdisciplinary
- Decade of Value Demonstrate
- Decade of Metaverse
- Decade of Lifelong learning
- Decade of New Tech Skill
- Decade of new Domain
- Decade of Data Science-AI
- Decade of Industry4.0
- Decade of Digital Engineering
- Decade of Professional Skills
- Decade of Individualization
- Decade of Design Thinking
- Decade of new business models
- Decade of freelancer
- Decade of Skill- Reskill- Upskill
- Decade of Learn - Unlearn - Relearn
- And so, on



Mr. Rabindra Sah
Chief Engineer
Tata Technologies



Needed for the protection of the ordinary Health Insurance Customer: A Clone of the Section 45 of Insurance Act for Individual Health Insurance

The insurance industry in India is governed by the provisions of the Insurance Act, 1938 as amended from time to time.

Insurance contracts are based on the concept of utmost good. This requires the insured to have disclosed all relevant facts material to the acceptance of the risk by the insurer. The proposer must disclose all those facts which would have impacted the judgement of the insurer to accept the risk at a particular price.

As a logical corollary, if at the time of a claim by the insured for any loss or damage under the insurance policy, the insurance company finds out that the insured had not disclosed or had misrepresented/suppressed the relevant material facts about the risk to be insured prior to taking the policy, then the insurer can refuse to pay the claim.

In the past, this had led to many insurance claims being rejected/repudiated by the insurance companies on account of alleged non-disclosure or misrepresentation of material facts by the insured. The problem became more pronounced in long term contracts like Life Insurance where after several years of policy being in force, when the Life Insured dies, the insurance company declines to pay the claim to the beneficiaries of the policy, citing some instance of non-disclosure or misrepresentation by the Life insured. This used to put the legal heirs of the deceased life insured in a very vulnerable position when their claims were not entertained for reasons of alleged non-disclosure

committed in the distant past when the policy was purchased.

Therefore, in order to protect the interests of the claimants against rampant & whimsical repudiation of the claims by the Life insurance companies, the insurance act contains a section 45 which according to the latest amendment in 2015, in simple terms, says that after a Life insurance policy completes 3 years from inception of the policy, if the insured person dies, a Life insurance company simply cannot repudiate the death claim for any reason including fraud.

As explained earlier this protection under Section 45 of Insurance Act, is applicable only to death claims under Life Insurance contracts. Such a protection does not exist for the purchasers (Customers) of other types of insurance contracts and this article argues the need for such a statutory protection for claims under Individual Health Insurance policies too.

What sets Health Insurance apart from other insurance products, is the fact that in addition to boosting the topline of the insurance companies, it also serves the noble purpose of ensuring continued health and well-being of our huge population. The profitable growth of our Hospital industry also depends on the growth and spread of Health Insurance.

Health insurance can be basically divided into three segments:

1. Government Sponsored Business
2. Group Health Insurance Business
3. Individual Health Business



Mr. K R Subramanian
Consultant
Life & Non-Life Insurance

Article 1

Out of India's total population of about 140 crores, the number of 'Lives' covered under Health Insurance amount to about 52 crores. It is interesting to note that out of these 52 crores of insured lives, only about 5.2 crores lives are covered under Individual Health Policies.

The more interesting fact is that while the number of lives covered under "Individual" business is just about **1%** of the total lives insured, the share of premium from the Individual business is **MORE THAN 40%** of the total Health Insurance Premiums. (Source: annual report of IRDA)

Another disturbing fact is that the **claims repudiated** in rupee terms, is as high as **10%** (9.69) of the money value of total claims processed and disposed. And if you take into account the amount of claims disallowed as per terms & conditions of policy, it jumps to a startling **26%** (25.6). Put

simply, **MORE THAN A QUARTER** of all Health Insurance Claim amounts preferred are simply **NOT PAID**. This obviously leads into tremendous amount of dissatisfaction amongst the insurance customers and resultant protracted litigation. **According to the Department of Consumer Affairs (DoCA) nearly one-third of the consumer complaints received by the department of consumer affairs are of insurance sector.**

While we should certainly not allow fraudulent and wilful misrepresentation by some unscrupulous individuals to defraud the insurance industry, the vast majority of ordinary retail customers should not be subjected to the possibility of denial of claim by the insurance companies based on some flimsy excuse. It is clear that insurance companies for their own Operational & Sales convenience are choosing to underwrite at the time of CLAIMS and not at the time of ONBOARDING/RISK

ACCEPTANCE. Insurance companies ought to invest time and effort in clearing all their doubts before issuing the policy and not resort to questioning & probing only at the time of claims.

To reinforce the confidence of the public about the intention of the Health Insurers to honour their promises completely, it is necessary to enact legislation on the lines of the existing Section 45 of Insurance Act, which currently protects only the Life Insurance Policy beneficiaries from death claims being repudiated, provided the policy has completed three years of existence.

Insurers should be clearly prohibited from repudiating any claim under "INDIVIDUAL HEALTH POLICY" which has been in force for 3 years. This customer protection legislation will have a truly transformational impact on the spread of Health Insurance.



State of Startups: Karnataka - India 2023

The Innovation and expansion of Startups in India is incredible. Karnataka and Bengaluru as the hub is in the limelight and NCR, Mumbai, Chennai, Hyderabad, Pune are taking giant strides in the creation of Employment, New Hubs and vibrant policies to fire the nation forward.

<https://startupstash.com/indian-startups/>

<https://www.failory.com/startups/india>

There are **99, 498** startups recognized by DPIIT. <https://www.startupindia.gov.in/>

Big Hubs:

<https://t-hub.co/startups> Telangana

<https://startupmission.kerala.gov.in/> Kerala

<https://ohub.org.in/> Odisha

Here's the full list of India's top start-ups 2022, according to LinkedIn:

- | | | |
|--|---|--------------------------------------|
| 25. Zypp Electric – Transportation and logistics | 18. DealShare – Internet | 10. luSmart – Automotive |
| 24. Pocket FM – Internet | 17. BlissClub – Retail and fashion | 9. GrowthSchool – E-learning |
| 23. Stanza Living – Hospitality | 16. Park+ – Internet | 8. The Good Glamm Group – Internet |
| 22. AgniKul Cosmos – Defence and space | 15. Classplus – E-Learning | 7. Spinny – Retail motor vehicles |
| 21. FamPay – Financial services | 14. Rapido – Transportation and logistics | 6. MBA Chai Wala – Food and beverage |
| 20. Living Food – Food and beverage | 13. Simpl – Consumer services | |
| 19. Ultrahuman – Wellness and fitness | 12. Ditto Insurance – Financial services | |
| | 11. Share Chat – Internet | |

Startup India is an initiative of the Government of India. The campaign was first announced by Indian Prime Minister, Narendra Modi during his speech on 15 August 2015. The action plan of this initiative is focussing on three areas: Simplification and Handholding. Funding Support and Incentives.

For startup awards: <https://www.startupindia.gov.in/content/sih/en/nsa2023.html>

Startup India is a flagship initiative launched by the Government of India on 16th January, 2016 to build a strong eco-system for nurturing innovation

and startups in the country which will drive economic growth and generate large scale employment opportunities.

Eligibility: The annual turnover of the company should be less than Rs 100 Crores. At any point in time if your company crosses this limit then you are not eligible to draw the benefits of the scheme. This limit at launch was kept as 25 Crores and has been increased to 100 Crores now. Any Indian citizen aged 18 or above can apply for the scheme. Original Entity – The Company or Entity should have been formed initially by the promoters and not by splitting up or reconstructing an existing business.

The Karnataka government approved a new start-up policy on December 22 and aims to add 10,000 more start-ups in the next five years. Already, Karnataka is home to 15,000+ start-ups.

Patent Policy for Startups in Karnataka: The applicant should be a Startup registered with the Karnataka Startup Cell with a valid Karnataka Startup Cell registration number

Only patents that have been filed by a startup within validity of this Policy will be eligible to claim this reimbursement

Patents that are created for a technology based service or product



Mr. Vijetha Shastry
Associate Director
Dexter Capital Advisors

Article 2

or uses technology 1 for enhancing functionality or reach of an existing product or service are eligible

The applicant should have already filed or been granted a patent with the concerned authority. The applicant should have paid the mandatory government fees/attorney fees in this regard

Recent Indian Govt recognition in 2022:

Best Performer: Gujarat.

Top Performers: Karnataka, Kerala, Odisha, and Rajasthan.

Leaders: Andhra Pradesh, Bihar, Chhattisgarh, Madhya Pradesh, and Telangana.

Aspiring Leaders: Haryana, Himachal Pradesh, Jharkhand, Uttar Pradesh, and West Bengal.

Some stats and Insights around #Startups in India -

Which city has the most unicorns in India? Yes- Its Namma Bengaluru.

It minted 24 new unicorns, and attracted venture capital of \$25 billion during the year. Bengaluru remains the largest unicorn hub in India, with 43 unicorns headquartered in the city. India became the world's third-largest start-up economy and also crossed the 100-unicorn mark in 2022.

Today's scenario in 2023 : India has 115 unicorns with a cumulative valuation of over \$350 billion

The country now ranks behind the US (661 unicorns) and China (312 unicorns). Despite the 'funding winter' Indian start-ups managed to raise \$25 billion in capital, which was 2.2X the money raised in 2020, according to 'The India Unicorns and Exits Tech Report 2022' by Orios Venture Partners.

However, compared to the highs of 2021, start-up funding declined by 30 per cent in 2022. Even start-up IPOs more than halved from 11 in 2021 to just four last year. The number of start-up acquisitions, meanwhile, fell from 250 to 229 last year. ShareChat-owned Moj acquiring MX Taka Tak for \$600 million was the largest M&A, followed by Zomato's \$568 million-Blinkit buyout, and Lenskart's \$400 million-Owndays acquisition.

These are the top 25 startups in India

- CRED
- Vernacular.ai
- PharmEasy
- Digit Insurance
- Meesho
- Groww
- Nykaa
- Udaan
- Dream11
- Swiggy
- Instamojo
- PostMan
- Delhivery
- Slice
- InMobi
- Practo
- Boat
- Skyroot Aerospace
- LivSpace
- Ather
- PhonePe
- Licious
- PolicyBazaar
- Razorpay
- Paytm

Some stories

<https://www.knowledgehut.com/blog/web-development/top-startups-in-india>

<https://www.startupindia.gov.in/content/sih/en/international/go-to-market-guide.html>

<https://www.ventureintelligence.com/Indian-Unicorn-Tracker.php>

Groww

Groww is a Bangalore-based startup founded in the year 2017 by Harsh Jain, Ishan Bansal, Lalit Keshre, and Neeraj Singh. The founders developed Groww for it to be used as both a mobile application and on the web. The idea

of the startup came after the founders found out how difficult it was to invest for a common man in India.

Udaan

Founded by Amod Malviya, Sujeet Kumar, and Vaibhav Gupta in the year 2016, Udaan is yet another Bangalore-based startup focusing on eCommerce, retail, business development, and, most importantly, the B2B Industries. It is a platform that connects businesses to make it easy for manufacturers, traders, retailers, and wholesalers and to establish collaboration and networking between them.

Udaan has signed up many major brands, including Boat Lifestyle and ITC. The startup currently has over 3 million users from 900 different cities all across India. It gained its unicorn status in the year 2018 within the shortest period, is worth over \$3.1 billion, and has very recently, with the help of its investors, raised over \$280 million.

Vijetha Shastry
vijetha.shastry@dextercapital.in

<https://www.linkedin.com/in/vijethashastry>

Someone Stole My Customer

As a business owner, there is nothing more frustrating than losing a customer. You may have worked hard to build a relationship with them, provided excellent service, and delivered on your promises. So, when a customer suddenly disappears, it can leave you feeling confused, angry, and helpless. In many cases, the reason for losing a customer is not always clear. However, some common factors that may contribute to losing a customer, such as poor customer service, lack of communication, and failure to meet expectations. If these are on one side in the current business environment, technology has become one of the main factors for losing your valued customers. Competitors are not always the reason for stealing your customer. You cannot attribute the loss to the competition if you are not examining within your own house.

Remember – The customer has many choices whereas for you the customer is your only choice.

This article partially explores the various reasons for the flight of the customers and what you can do to prevent it from happening in the future.

Poor Customer Service

One of the most common reasons why customers leave is poor customer service. If customers feel like they are not getting the attention and support they need, they will likely look for alternatives. Poor customer service can take many forms, such as unresponsive staff, slow response times, or unprofessional conduct. To prevent customers from leaving due to poor customer service, it is important to prioritize customer support and ensure that staff is properly trained to handle customer inquiries and complaints. Additionally, creating a culture of excellent customer service can go a long way in retaining customers.

Lack of Communication

Another reason why customers may leave is lack of communication. Customers want to feel like they are valued and that their needs are being heard. If they feel, like they are being ignored or neglected, they will likely look out for alternatives. It is important to establish clear channels of communication with customers and be responsive to their needs. Regularly checking with customers, sending updates, and providing personalized support can help prevent them from leaving.

Failure to Meet Expectations

Customers expect businesses to deliver on their promises. If a business fails to meet expectations, it can lead to dissatisfaction and ultimately, customer churn. This can take many forms, such as delayed shipments, low-quality products or services, or unfulfilled promises. To prevent customers from leaving due to unfulfilled expectations, it is important to set clear expectations from the outset and follow through on them. Additionally, being transparent about any issues or delays can help build trust with customers and prevent them from leaving.

Competitor Advantage

One of the most common reasons why customers leave is because a competitor has offered a better value proposition. This can take many forms, such as lower prices, better features, or more personalized support. To prevent customers from leaving for a competitor, it is important to regularly monitor the market and stay up-to-date with trends and competitors. Additionally, constantly improving your offerings, adding new features, and providing personalized support can help differentiate your business and prevent customers from leaving.



Dr. K Krishna Kumar N G Ph.D
Author, Coach,
Mentor & Trainer
Business Growth
Consultancy Services

Unknown Technology – is the new & important reason

Technology has drastically changed the way we live and do business. From online shopping to social media, technology has opened up a world of opportunities for businesses to connect with customers and expand their reach. However, while technology has brought many benefits, it has also created new challenges for businesses. One of the biggest challenges is the potential loss of customers due to technology.

Data

Traditional companies should urgently work on building business data. Senior people leaving the organisation depart with a huge information and data in their brains. This data is not captured in the organisation. There is no mechanism to capture their experience and their decision making criteria. Build it quickly. Have a brainstorming meeting and bring to the table all that information about the wins and losses. Get a system in place so that this data is properly captured and is available to take an informed decision when a customer has a new requirement. Data is highly useful to win the customer whether you want to select a new vendor, a new material, discussions with the union, a

new pricing strategy, a new marketing tool etc. Integrate AI with the data and you have a huge decision making advantage it could be fast and better.

Digital Presence

The current age demands that you have a digital presence. That too a good one. It encompasses the web, linked in, Facebook, Instagram, Twitter and what have you. Whether you are in the B2B space or B2C space or D2C space or B2G space. Many organisations are now waking up to the reality that customers are reading-through and verifying the vendors from their digital footprints and then deciding whether the vendor is genuine or not. Whether to work with a particular vendor or not. The rating agencies, the financial institutions, and the business suppliers all of them search the digital footprints, read them, learn about you, and then decide about you. If your competition has a better digital presence, and your customer favours them over you whose loss it is then?

Digitally linked

Technology has made it easier for businesses to enter new markets and expand their reach. The customer is able to place and track her order. Customer is able to know more about your organisation, your project

references, your services references, is able to communicate and get satisfactory responses to do business with you. Technology allows you to scale and reach more customers. However, Customers want to feel valued and understood, and if they feel like they are just another number, they are more likely to look for alternatives. Customers expect a seamless, easy-to-use, and great experience.

In conclusion, losing a customer is never easy, but it is important to understand why it happened and what you can do to prevent it from happening in the future. By prioritizing customer support, establishing clear channels of communication, following through on promises, and constantly improving your offerings, you can build trust with customers and prevent them from leaving.

Technology has brought many benefits for businesses, but it has also created new challenges. The potential loss of customers due to technology is a real concern for businesses. Just remember customers behaviours have changed, also the way they see, and understand the vendors has changed.

Who stole your customer then? Technology or your lack of preparedness to deal with it?





EMPOWER A WOMAN, EMPOWER
A COMMUNITY

WOMEN LEADERSHIP AWARDS-2023



**MS. PANKAJAM
SRIDEVI**

JURY CHAIR



**MS. AKILA
KRISHNAKUMAR**

JURY PANEL



**MR. RAJU
BHATNAGAR**

JURY PANEL



**MS. ANALA
PADMANABHA**

JURY PANEL



**MS. SARASWATHI
KASTURIRANGAN**

JURY PANEL



**DR. SUMA
KRISHNASWAMY**

JURY PANEL

SCAN & REGISTER



**REGISTRATION
CLOSES - MAY 30,
2023**

"RECOGNIZING AND HONORING THE
CONTRIBUTIONS OF WOMEN LEADERS
WHO INSPIRE, INNOVATE, AND MAKE A POSITIVE
IMPACT IN THEIR COMMUNITIES AND BEYOND."

☎ [080 25582232](tel:08025582232)

✉ admin@bcic.in



<https://bit.ly/43vHvbH>



Bangalore Chamber of Industry and Commerce

101, Midford House, 1, Midford Garden, MG Road, Bengaluru – 560 001

Tel: +91 80 25583325/26/27 | +91 80 25582232 | Fax: +91 80 25580062

Email: info@bcic.in

www.bcic.in

BCIC BRANCHES: Mysore and Dharwad

BCIC INTERNATIONAL OFFICE: Tokyo, Japan

MEDIATION CENTER: Tie-up with BIMACC, Bangalore

START-UP AND INCUBATION CENTER, MG Road, Bangalore

Disclaimer: This newsletter is published by an Editorial Desk on behalf of the President, Sr. Vice President and Vice President of BCIC. Best efforts have been made to ensure that errors and omissions are avoided. This newsletter is not intended to hurt any member or their families. If there is any mention of a character or a person it is purely coincidental and does not have any bearing on the resemblance or character of the person. Wherever, sources of data or information is used as an extract they are mentioned on the same page as a secondary data or information. None of the editorial desk members take any responsibility for the editorial content for its accuracy, completeness, reliability and disclaim any liability with regards to the same.