





# Shree Cement starts world's largest kiln in UAE, pips ACC

AVISHEK RAKSHIT  
Kolkata, 27 February

Shree Cement has surpassed ACC to come up with the world's largest cement kiln at Ras Al Khaimah in the UAE. "We have operationalised the plant and now it is the world's largest cement kiln with a capacity to produce 14,500 tonne per day (tpd)," H M Bangur, managing director, Shree Cement told *Business Standard*.

It is 2,000 tpd higher than ACC's Wadi II Plant in Karnataka. ACC said one of its lines in its Wadi II plant has the company's largest kiln with a capacity of 12,500 tpd. Industry officials noted that ACC's Wadi II plant had held the distinction of being the largest cement kiln in the world, which now has been overtaken by Shree Cement.

Against ACC's total installed capacity of 33.41 mtpa, Shree Cement's current installed capacity stands at 41.90 mtpa.

Kiln volume is essentially a plant's capacity to produce portland and other types of cement. A kiln is used for pyro-processing stage in the manufacturing process where calcium carbonate is reacted with silica-bearing minerals to form a mixture of calcium silicates.

Shree Cement has invited Sheikh Saud Bin Saqr Al Qasimi, ruler of Ras Al Khaimah, to Kolkata as well.

"I had invited Qasimi to come to Kolkata and he has responded to my request. We met over lunch at our home today (Thursday) and discussed various things including the state of the economy," Bangur said.

In January 2018, Shree Cement had acquired 93 per cent stake in the 4-mtpa Union Cement Company at an enterprise value of \$305.24



## STRONG HOLD

- Shree Cement acquired Union Cement in 2018 at an enterprise value of \$305.24 mn
- Of four, only one kiln line is active in Union Cement
- Union Cement kiln can produce 14,500 tpd, making it the largest kiln in the world
- In 2018-19, Union Cement made a net profit of \$9.79 mn, with a turnover of \$114.6 mn

million, which is the largest and most profitable cement company in the UAE.

At the time of acquisition, Bangur had said since Union Cement was 40 years old, two of the kilns were discarded and another kiln was shut that left Shree Cement with only one kiln, which was set up in 2006. However, the plant is located within 1 km of Saqr Port in the UAE that gives it access to key export destinations like Gulf Cooperation Countries, Africa and South Asia.

Sources said feasibility study had also been undertaken to revive the third closed kiln as well. Though analysts remained sceptical about Shree Cement's foray into the UAE, they argue that a low return on equity is possible.

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# Hindustan Oil to start production from Mumbai block by December

SHINE JACOB  
New Delhi, 27 February

Chennai-based Hindustan Oil Exploration Company (HOEC) will start commercial production from its discovered small field (DSF) block in Mumbai by December. The company successfully drilled its first well in the block earlier this month and will become the first to start production of crude oil under the DSF auction rounds.

"Our focus is on monetising the discovered resources. We expect to start production in B-80 (the block) by December. The overall production is expected to double once discovered field production starts," said P Elango, managing director of the company. Drilling of a second well is expected to be completed by April. The production from discovered field comes at a time when several blocks under the first and second rounds of DSF are stuck. The field development plan for B-80 consists of drilling two wells to produce oil and gas. HOEC bagged the block under the DSF Bid Round 2016, when 22 firms were given 31 contract areas. It



The output from discovered field comes at a time when several blocks under the first and second rounds of DSF are stuck

saw 15 entrants in the sector.

Earlier, HOEC was reported to have been in talks with Oil and Natural Gas Corporation (ONGC) for sharing the state-run major's pipeline infrastructure for evacuation of oil and gas from the block. The plan was to transport gas to ONGC's Hazira plant and oil to its Uran plant. HOEC holds 50 per cent participating interest in the block, along with Adbhoot Estates. The companies had reportedly lined up an investment of \$60 million for the block. DSF auctions were done under the Hydrocarbon Exploration & Licensing Policy (HELP)

regime that replaced the New Exploration and Licensing Policy. During the second round of DSF, 25 contract areas were awarded. The firm is targeting a doubling of its net production to around 5,000 barrels of oil equivalent per day (boepd) by the second half of 2020, from 3,233 boepd reported at the end of the third quarter of the current financial year.

The production from its Dirok field in Assam was curtailed last year because of agitations and partial shutdown of major consumers like Brahmaputra Valley Fertilizer Corporation.

# Sequoia India leads \$16-mn funding round in Qure.ai

Sequoia India has led a \$16-million funding round in AI-based health care start-up Qure.ai. MassMutual Ventures Southeast Asia also participated in the round. Qure.ai will use the capital to drive

geographical expansion, expand product portfolio in two more areas and support regulatory clearances.

"The sophistication of Qure.ai's algorithms and predictive analytics tools, cou-

pled with their expert team of data scientists and physicians positions them very well versus their global competitors," said Anjana Sasidharan, principal at Sequoia Capital India.

SAMREEN AHMAD



# Tyagi stands out for his balanced views

SHRIMI CHOUDHARY  
New Delhi, 27 February

Securities and Exchange Board of India (Sebi) Chairman Ajay Tyagi, whose three-year tenure ends this week, will be remembered for his balanced approach.

Tyagi, who joined the Indian Administrative Service (IAS) in 1984, largely shied away from doing anything disruptive but at the same time didn't hesitate to take action against large entities such as Reliance Industries, the National Stock Exchange (NSE), and PwC.

During his tenure, Sebi overhauled key regulations in areas such as corporate governance, foreign portfolio investors (FPIs), insider trading, mutual funds, and credit-rating agencies. Most of them largely saw smooth implementation.

Recently, when Tyagi was asked how he would rate his Sebi stint, he said "it was quite a good experience". He said he believed in public consultation and tried to work in a transparent manner.

People in the know said Tyagi worked with the right intentions. However, he often had to make adjustments to accommodate the views of key stakeholders. Some of these instances include the last-minute withdrawal of a circular asking companies to disclose bank-loan defaults

## THE HITS

- Orders in RIL, PwC, and NSE co-location case
- New corporate governance code
- Ensures autonomy and independence of Sebi
- Action against CARE, ICRA, and Ind-RA in IL&FS matter

- Bars P-note investors from taking naked positions in derivatives
- Postpones Budget proposal of increasing 35% public float



## CONTROVERSIES

- Postpones mandate of splitting posts of CEO, MD, and chairman
- Bars Karvy Stock broking from acquiring new clients
- Implementation of extended trading hours
- Reclassification of mid-cap and small-cap MF schemes
- Pending action in ICICI Bank-Chanda Kochhar quid pro case
- Suspends trading of 331 shell firms

within 24 hours, or the deferment of the deadline meant for companies to separate the posts of chairman and managing director.

Tyagi also had to struggle to preserve the autonomy of the market regulator.

In July, Tyagi, who is usually calm and composed, appeared agitated in North Block. The Budget 2019-20 had amended the Sebi Act, 1992, to ensure that the market regulator's three-fourth of surplus funds were transferred to the government. Tyagi tried to oppose the move and argued how the move was anti-investor and -market.

Previously, also Tyagi had friction with the government to the extent that then Department of Economic Affairs (DEA) secretary Subhash Garg exited the Sebi board and appointed an officer

of lower rank in his place.

Since then, there has been a finance ministry representative on most of the Sebi committees, which some saw as an attempt to reduce the stature of the regulator.

Things improved between Sebi and the government after DEA Secretary Atanu Chakraborty joined the board. Sources say they share a good bonding and have a consultative approach.

Often Tyagi's "balanced approach" was put to the test. For instance, the market regulator ended up hurting lenders when it ordered depository participants return the client securities wrongfully pledged by Karvy Stock Broking. Also, Sebi had to abruptly tag over 300 listed firms as "suspected shell companies".

Under Tyagi, Sebi probed the red

flag against large companies such as Infosys, Sun Pharmaceuticals, and ICICI Bank, and there were allegations against Tata group firms during the Ratan Tata-Cyrus Mistry feud. Also, the regulator showed its heavy hand in matters such as the Religare fund diversion and fraud at Gautam Thapar-led CG Power & Industrial Solutions.

Market watchers said Tyagi, whose tenure was cut short from five years to three, had made his intentions clear when within a month of taking charge he passed an order in the long-pending case against Reliance Industries, asking the firm to disgorge over ₹1,000 crore.

During his tenure, Sebi issued orders against the NSE, asking the exchange to stump up more than ₹1,000 crore for lapses at its co-location facility. The regulator also banned global accounting

firm PwC for its role in the Satyam scandal. Sebi's move raised questions over its jurisdiction over accounting firms. Tyagi held his ground, making it clear that Sebi had powers in regulating entities that could have a bearing on the interests of investors.

Most market observers Business Standard spoke to praised Tyagi and said he deserved a longer tenure.

Prithvi Haldea, founder of Prime Database, said: "Tyagi has been an outstanding regulator, tough yet pleasant, willing to hear and learn, with zero arrogance, and very consultative in decision making, always focused on the greater good."

Amit Tandon, founder and managing director, IIAS, a proxy firm, said under Tyagi, Sebi had a consultative approach and took consensus-driven decisions. He said Tyagi deserved more time at Sebi because "he now understands the nuances and the market dynamics".

J N Gupta, former Sebi official, said: "I am surprised that he was not given a five-year tenure."

Sandeep Parekh, founder, Finsec Law firm, said: "As his term comes to an end, it is time to rethink some big changes to the regulatory architecture. The next 10 years should be focused on simplified regulations and harsher penalties. At the same time, mistakes and minor violations should meet with simple warning letters."

# Onion price up 30% after govt lifts export ban

DILIP KUMAR JHA  
Mumbai, 27 February

The price of onion jumped 30 per cent on Thursday to hit a two-week high because of a sharp increase in demand following the government's decision to lift a six-month-old ban on exports.

At the benchmark Lasalgaon Agricultural Produce Market Committee (APMC) mandi, the model onion price shot up to ₹21.50 a kg on Thursday, as against ₹16.50 a kg on Wednesday. This was the highest since February 11.

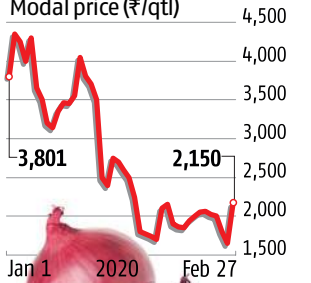
Exporters resumed their business immediately after Union Food Minister Ram Vilas Paswan tweeted about the withdrawal of the onion export ban on Wednesday evening. However, the decision would be effective only after notification in this regard by the Directorate General of Foreign Trade (DGFT).

"Since the price of onion has stabilised and there is bumper onion crop, the government has decided to lift the ban on the export of onions. Expected monthly harvest in March is over 4 million tonnes (mt), compared to 2.84 mt in the corresponding month last year," Paswan had tweeted.

Trade sources believe the decision to lift the export ban was taken after a high-level meeting of a Group of Ministers on Wednesday which also discussed reducing the minimum export price (MEP) of ₹850 a tonne.

Both decisions (export ban and MEP) were taken about six months back when the onion price shot up to ₹80 a kg in wholesale and ₹140-160 a kg in retail. The vegetable had become costlier because of damage to kharif crop following floods in major onion growing

## PRICE MOVEMENT



Source: NHRDF  
Compiled by BS Research Bureau

states of Maharashtra, Gujarat, Andhra Pradesh, Karnataka, and Madhya Pradesh.

"Exporters have started booking onion in large quantity for future shipments. Despite huge arrivals, the onion price shot up today as there was an increased demand from exporters," said Narendra Savaliram Wadhavane, secretary, Lasalgaon APMC, Asia's largest onion wholesale mandi.

Onion arrivals at the mandi were reported at 1,500 tonnes on Thursday, as against 1,000 tonnes on Wednesday.

Wadhavane said this increase in the price of onion was un-sustainable. "Currently, onion arriving at the mandi is of late kharif season and has a short shelf life. Hence, traders need to sell it within a couple of days of its purchase," he added.

Meanwhile, the stock limit imposed by the Maharashtra government irked traders and stockists. In December 2019, the state government had halved the stock limit to 5 tonnes for retailers and 25 tonnes for stockists.

# IBA, unions to meet tomorrow to close wage pact

RAGHU MOHAN  
Mumbai, 27 February

The Indian Banks' Association (IBA) and United Forum of Bank Unions (UBFU) will meet on Saturday to close the eleventh bipartite settlement. Among the key discussion points are an 18-20 per cent raise in wages and a five-day work week.

The tenth settlement elapsed in October 2017, and a deal was reached with IBA that a new pact will be effective from November 2017. The finance ministry, too, had instructed that negotiations begin six months earlier from the date of

expiry of the last settlement.

Pressure is mounting on the both the IBA and UBFU as the three-day bank strike called from March 11 will see banks remain shut for six days in that week—March 10 is a holiday on account of Holi, and March 15 is a second Saturday. Bank unions have also threatened an indefinite strike from April if the wage pact is not closed.

"The meeting of UBFU held at Mumbai on (February) 13... came to the unanimous and inescapable conclusion that intensified (agitation has) to be resorted to press our demands for reasonable resolution and

## TALKING POINTS

- Wage hike of 20%
- Five-day work week
- Merger of special allowance with basic pay
- Scrapping of new pension scheme
- Updation of pension
- Improvement in family pension
- Allocation to staff welfare fund based on banks'

satisfactory settlement," said a bank union office-bearer. The talks come just ahead of

operating profits

- Exemption from income tax on retiral benefits sans ceiling
- Uniform definition of business hours
- Introduction of 'leave bank' for officers
- Defined working hours for officers
- Equal wage for equal work for both contract employees and business correspondents

the mergers of four sets of state-run banks, effective from April 1. The mergers are of Punjab

National Bank, Oriental Bank of Commerce and United Bank of India; Canara Bank and Syndicate Bank; Union Bank of India, Andhra Bank and Corporation Bank; and Indian Bank and Allahabad Bank.

"Wage issues will have a bearing on the merging banks in a big way. So, we want this to be settled ahead of fiscal year end," said a bank official. Mergers in the recent past — be it the State Bank of India's merger of its five associate banks with itself, or that of Bank of Baroda, Dena Bank and Vijaya Bank — had come well within the indicated time frame for hammer-

ing out the wage settlement.

The IBA has so far refused to entertain UBFU's demand for a 20 per cent wage hike, and has insisted that it will be 10 per cent at best, refusing even the 15 per cent that the unions had asked for in the earlier round of talks.

UBFU's revised demand was on the grounds that the gap between what bank employees earn when compared to those in the government's equivalent grade has widened. And even after a 20 per cent pay hike, this difference will stand reduced only at the beginning of the scale, but will still be at about half of the same at the end of it.











# 'No major impact of tax change'

Six top life insurance executives brainstorm on the impact of tax-exemption removal and the upcoming IPO of Life Insurance Corporation. Edited Excerpts:

**Given that individual taxpayers have got the option to do away with tax incentives and pay a lower flat rate, what will be the impact for the life insurance industry?**

**Yashish Dahiya:** I don't think the protection segment will be much impacted. But one of the reasons for buying an investment product was tax incentive. From the consumer perspective, some attractiveness will go away in the future years, not this year, and there'll be some continuity for a few years. It is both an opportunity for the industry to look more at innovation, look more at protection, but it's a challenge from a lot of investment points.

**R M Vishakha:** Tax incentive was actually some kind of a motivation to individuals to be more careful and to be more risk-aware and to protect their families. I think this is a disservice to customers at large. As a country, we're not very risk-aware, and if we take away even the incentives, I am worried about how we are going to create that entire risk management awareness to a customer. From an insurance company's point of view, we will find another way obviously, we will find different ways. We will figure out how to sell better.

**Suresh Badami:** The reason for which the Indian customer is buying life insurance is not tax saving. It could be in terms of planning for exigencies, improving the quality of life, or for child education. There's been a lot of innovation which has happened in terms of savings. Clearly on the annuity and the protection side there are a lot of products which people do go back and buy.

**Abhijit Gulanikar:** We have not received any pushback from our sales team or heard that tax is the first thing that gets pitched now, when insurance is getting sold.

**NS Kannan:** I actually don't see any impact whatsoever because of this change. In the short term, I think it makes sense for the bulk of the customers to continue with the exemption regime. The issue will only arise when we are forced to shift to a new regime of no exemptions at all. The protection product will have no impact, because it is always sold on the basis of need and not on a tax platform.

**Raj Kumar:** With 55 million income-tax payers and every year 30 million policies being sold, tax becomes irrelevant. High-net-worth individuals (HNIs) are not bothered about this. Then there are rural customers who are not supposed to file an income-tax return. Then there is the middle segment, which I believe has already been tapped and only the newcomers may be interested in these exemptions. In the long term, we have



**NS KANNAN**  
MD & CEO, ICICI Prudential Life

"IN THE SHORT TERM, IT MAKES SENSE FOR THE BULK OF CUSTOMERS TO CONTINUE WITH THE EXEMPTION REGIME. THE ISSUE WILL ONLY ARISE WHEN WE ARE FORCED TO SHIFT TO A NEW REGIME OF NO EXEMPTIONS AT ALL"

to educate the customers that life insurance is for protection, not for the tax savings and the saving part was an added benefit.

**Only in the insurance industry has the FDI limit been capped at 49%. Do you think it should be relaxed?**

**Kannan:** Increasing 49 per cent to a higher percentage is a reform that has happened in other sectors. The insurance industry will continue to consume capital. So if you can attract large pools of capital from abroad, it's a good thing for the industry as a whole. If you look at the three-four listed players here in life insurance industry, we have all grown anything between 40 and 60 per cent. It is good for us as a country to take advantage of this situation and attract foreign capital.

**Gulanikar:** It is better to have an open economy with more competition coming. We need to cross the bridge



**RAJ KUMAR**  
MD, Life Insurance Corporation

"THERE IS A PERCEPTION THAT OUR INVESTMENTS ARE DETERMINED BY THE GOVERNMENT OF INDIA. NO, IT'S NOT LIKE THAT. THEY ARE DETERMINED BY THE LIC ACT AND IRDAI REGULATIONS"

when it comes. But if 20 per cent plus needs to be divested, and not enough time is given, I don't know who has that much money to invest.

**Vishakha:** It is very important, especially for companies which are not yet listed. When they go in for listing, and if the FDI limit is capped at 49 per cent, they may not attract any FIIs.

**Badami:** Life insurance as a long-term savings product leads to a huge corpus, which the government can tap for infrastructure and many other such areas. I would think that, yes, if you are able to open the sector to 74%, like maybe some of the other sectors, it will add a lot of value. And maybe foreign players who come in will bring with them their core strengths, and it will add a lot more value in terms of what we can do in the industry.

**Dahiya:** If you don't run a business well, and you lose out because of that, that's one issue. But if it's because of just



**SURESH BADAMI**  
Executive Director, HDFC Life

"LIFE INSURANCE AS A LONG-TERM SAVING PRODUCT LEADS TO A HUGE CORPUS WHICH THE GOVERNMENT CAN TAP. IF YOU ARE ABLE TO OPEN THE SECTOR TO A 74% FOREIGN INVESTMENT, IT WILL ADD A LOT OF VALUE"

access to capital, I think that's a pretty sad situation. FDI has benefited every sector. So what's the big issue?

**How will the LIC IPO impact the industry?**

**Kumar:** Discussions were on for the last four-five years. But it was not known when the announcement will come. So, it was a bit of surprise because now the government has announced that it is going to divest between 5 and 10 per cent.

**Is it easy for you to go for an initial public offering (IPO)?**

**Kumar:** There is a perception that our investments are determined by the Government of India. No, it's not like that. Investments are determined by the LIC Act and Insurance Regulatory and Development Authority of India (Irda) regulations.

Till now we have not received any for-



**ABHIJIT GULANIKAR**  
President, SBI Life Insurance

"IT IS BETTER TO HAVE AN OPEN ECONOMY WITH MORE COMPETITION COMING IF PROMOTERS NEED TO DIVEST 20%, AND NOT ENOUGH TIME IS GIVEN, I DON'T KNOW WHO HAS THAT MUCH MONEY TO INVEST"

mal kind of communication from the government, but I believe that they have started some exercise at the ministerial level. The government has very clearly said that "we would like it to happen in the second half of the next financial year".

For the first time LIC is doing an IPO and we don't have any expertise and experience of how the IPO works; probably so we have to get some information from the industry or the other segments of the market from where IPOs have happened. We have never calculated embedded value because we were not required to. It came on February 1 and we are on the job of managing internal perception. We have to talk to 1.2 million agents and 110,000 employees. On February 2 itself, the finance minister has gone on record saying that sovereign guarantee will not be affected.

**How does the LIC IPO change the rules**



**R M VISHAKHA**  
MD & CEO, IndiaFirst Life Insurance

"AS A COUNTRY, WE'RE NOT VERY RISK-AWARE, AND IF WE TAKE AWAY EVEN THE INCENTIVES, I AM WORRIED ABOUT HOW ARE WE GOING TO BE CREATING THAT ENTIRE RISK MANAGEMENT AWARENESS"



**YASHISH DAHIYA**  
Group CEO & Co-founder, PolicyBazaar

"ONE OF THE REASONS FOR BUYING AN INVESTMENT PRODUCT WAS TAX INCENTIVE. FROM THE CONSUMER PERSPECTIVE, SOME ATTRACTIVENESS WILL GO AWAY IN THE FUTURE YEARS, NOT THIS YEAR"

**of the game?**

**Dahiya:** LIC is a fairly competitive, very competent, very high-technology investment organisation. Usually, an IPO makes entities more competent.

**Badami:** Frankly, any listing will bring forward more disclosure and bigger transparency. Whenever an outfit like LIC lists, it will bring in a lot of innovation and dynamism in the market, because there will be a lot of push and pull.

**Kannan:** I feel that IPO or no IPO LIC is one of the toughest competitors in the industry. After about 20 years of liberalisation, even now, if you look at the receipt premium on a first-year basis, they have a 70 per cent market share. It is a behemoth and it's probably the best-known retail financial services brand in the country. We are minnows and they have done a fantastic job. So, I think the industry will be competitive and LIC will be a very, very significant player, IPO or not.

## Sandbox opens up avenues for bundling services and newer ways of distribution

A power-packed panel said AI is the game changer in the non-life insurance business and underlined the need to generate underwriting profits and rely less on investment gains

**The insurance industry has been asked by the regulator to focus on the insurance business and get some money out of it. Your views**

**Bhargav Dasgupta:** Pricing (for the industry) was freed up in 2008. We have grown well at a time when pricing has collapsed in a few segments, particularly in the corporate line. So one way to look at it is that underwriting losses was made up by investment income. But while the top line has grown at a compound annual growth rate of 17 per cent, the bottom line, which is profit after tax, has reduced by 12 per cent compounded. In the long term you have to focus on underwriting profits because that's the core of your business. If you earn a premium of ₹100, you must make at least ₹1 as profit, which means your combined ratio (for measuring profitability in the insurance business) must be 99 per cent, but the industry is operating at about 118 per cent (and running at a loss). Unfortunately, it does not leave enough capital to scale up, invest, and add new innovative products. Companies that keep on losing money will gradually become less and less relevant. The industry has to focus on underwriting profit. This will benefit not only the companies but also policyholders.

**Will predatory pricing kill marginal smaller players?**

**Dasgupta:** Yes.

**Anup Rau:** When you are fighting for your market share I think the laziest thing to do is to compete on pricing or to compete on commissions. At some level it also displays lack of imagination, innovation and customer focus. Unless you actually revisit the way we look at customers, this will continue to be a challenge. Unless you stay focused on having innovative products and processes and give the



**BHARGAV DASGUPTA**  
MD & CEO, ICICI Lombard

"COMPANIES WHICH KEEP ON LOSING MONEY WILL GRADUALLY BECOME LESS AND LESS RELEVANT AND THE INDUSTRY WILL GET MORE CONCENTRATED"

customers a better claims experience, this problem will persist.

**What is your outlook on the industry?**

**Sanjay Kedia:** There are always two sides to the story and what the policyholder says it wants is innovation. The regulator has allowed freedom in coverage to the insurance market, but the market is yet to take up this opportunity and offer tailor-made coverage for different industries and customers. Corporate India tremendously benefited after de-tariffing from 2008. The premium rates drastically fell. But what has happened in the last couple of months is a very big shock. They are going through a downturn and there has been a



**ANUJ GULATI**  
MD & CEO, Religare Health Insurance

"AS OUR SHARE OF THE HOSPITAL'S REVENUE INCREASES, OUR ABILITY TO WORK WITH THEM AND OFFER MORE STANDARDISED FARE SERVICES IMPROVES"

change in terms of GIC-led reinsurance (rates), which has made property insurance more expensive — from two times to 10 times. Corporate India is saying that the regulator allows competition, but this takes away competition completely from the insurance market. Also the challenge for customers is that there is no competition and no coverage improvement, and the complaint that claim settlement speed isn't good enough. So with this, mistrust in the insurance sector has increased in last three months.

**How do you see the regulatory sandbox, which IRDAI is experimenting with, pan it now?**

**Anuj Gulati:** From time to time the regulator has allowed for



**ANUP RAU**  
MD & CEO, Future Generali

"UNLESS YOU STAY FOCUSED ON INNOVATIVE PRODUCTS AND PROCESSES AND GIVE A BETTER CLAIMS EXPERIENCE, THE PROBLEM (PREDATORY PRICING) WILL PERSIST"

some product innovation, but I don't think we have been able to take a big-bang approach. That's where sandbox becomes interesting. It opens up avenues for bundling a whole bunch of services and newer ways of distribution with insurance companies. With new-age technology being available, it will also open up new distribution avenues.

**Rau:** At Future Retail's Big Bazaar and other retail formats, customers can buy insurance at the billing counter. Somebody who is shopping can buy a product to protect himself or herself from mosquito-borne diseases. We call that a vector product. There's baggage insurance, where everything in the bag is covered. Innovation

has been happening with respect to channels of distribution, more than for products.

**Dasgupta:** One of the products that we've got approval for is a motor insurance one, where you pay your premium based on the quality of your driving. It's not just about how long you drive or the number of kilometres but also the quality of your driving. And over the years, we've been experimenting with devices to figure out the quality of driving and correlate that with risk, in terms of claims.

**Why is there mistrust when it comes to health insurance?**

**Gulati:** Earlier when you went to a hospital to a TPA desk and said, I'm from insurance, typically the



**SANJAY KEDIA**  
Country Head and CEO, Marsh India

"CYBER RISK IS THE FASTEST-GROWING INSURANCE LINE ACROSS THE GLOBE. INDIA WILL CATCH UP. THE NEW DATA PRIVACY LAW WILL CREATE A DIFFERENT LEVEL OF DEMAND"

**From the distributors' point of view, what are the risks?**

**Kedia:** Property risks (are high) because of poor fire safety. But business interruption losses are going up. As a thumb rule, I can say in the last 10 years, two-thirds of the loss of the insurance market, for corporate consumers, come because of the business interruption losses, not because of the property damage. The need of the consumer is increasing on non-damage risk issues. Coronavirus is an example of a pandemic risk. Also, customers are concerned about supply-chain risk issues. When there is a risk in Japan (for example), businesses in India, in spite of having carried out supply-chain risk analysis, say if this issue continues they will run out of critical supply parts. Many businesses are on the verge of this supply-chain risk. This is a big opportunity for the insurance market. Cyber risk is the fastest-growing insurance line across the globe. India will catch up. The new data privacy law will create a very different level of demand. In the insurance market we will have certain areas of risk going away, but there are new areas coming up, particularly from the sectors such as technology, litigation, and (simply because of living in an) interconnected world.

**What innovations do we need to ensure that we don't lose insurance in the country?**

**Rau:** When it comes to any product or service, you're talking about the proposition which is very important. The second thing is, the buying or selling process has to be frictionless. Now, whether it's through technology or without technology, online, offline or using AI or not, it doesn't matter. For example, health insurance isn't really attractive for the younger age group because the proposition is weak. Secondly, certain kinds of products are just not accessible easily. We did a survey on our customers using some health products on why they bought the product. The answer was because nobody else came to us, which is not a great place to be in. It means, we have a problem with the delivery of the distribution channel. So the conduit is the issue.

# LaLiga talks cricket in a football field



The Spanish football league turns to Rohit Sharma to kick one into the net for the brand, build its appeal among fans and young footballers

TE NARASIMHAN  
Chennai, 27 February

For the first time ever in the history of the league, the Spanish born and bred LaLiga has turned to someone outside the game to further its brand. Where it has always had an iconic footballer as its face, a cricketer will now spread the word about the league and the game. In its first India-specific campaign since it set up office here almost four years ago, Rohit Sharma is drumming up the buzz around the league, its mentorship programme in local schools and, its new broadcast destination, Facebook.

Sharma's large fan base and social media following are expected to bring visibility and recall. José Antonio Cachaza, managing director, LaLiga India said they chose Sharma because he stands for excellence, teamwork, authenticity, respect, commitment and passion, as does the league.

It helps that Sharma is a football fan. Speaking at the launch of the campaign he said, "Football in India, is in its global growth trajectory and it is heartening to see that it is no more considered as the

'sleeping giant'."

Sharma will help drive LaLiga's on-the-ground branding initiatives too. "We constantly organise events or launch different kinds of projects, so this (the digital campaign) is just another step in our strategy," Cachaza said.

He is referring to LaLiga Football Schools, a key component of the brand's expansion strategy across the globe. In many nations, the programme has helped nurture young footballers, who have later emerged as stars for the league.

Sharma's involvement, the LaLiga team hopes, will help find more schools ready to welcome them into their fold.

The choice of an endorser from outside the game is not an easy one for a football league, especially one that has had some of the best names on its list. But the truth is that all sports clubs, leagues and teams need stars, their heft on and off the field rests on the shoulders of the titans of the game. And in this context, the Indian market presented a dilemma. While

there is a legion of football fans in the country, there is no international star that could become the face of the league. Hence, the need to ride on the coattails of a popular figure from a more popular sport, said several experts.

Ashish Mishra, CEO, Interbrand India, said, "(Internationally) it lost its sheen post Ronaldo's departure and of

late, Messi has been out of form too. The India push is an attempt to shore things up, this is a good market and growing too. And (Sharma as ambassador) that's confirmation of the market's potential."

Sharma's choice was further clinched by his wide appeal on social media. The media-shy batsman has been a keen participant on several social platforms in recent years and that has helped him find favour with many brands. He also endorses Adidas, Hublot watches, Rasna, Dream 11 among many others.

The campaign has been launched digitally at present and plans are to roll it out across media platforms and other cricket playing countries such

as UK, South Africa, Australia and New Zealand. The league has Santander (Spanish bank) as its title sponsor and among its global partners are Puma, Rexona and Budweiser.

LaLiga has adopted an aggressive digital marketing strategy, especially since its partnership with Facebook. It is offering all matches free for its Indian audiences, bringing a top European club, Girona FC to India for the first time and says it has many more plans up its sleeve. According to the league's spokespersons, audience data has been hugely satisfactory and there is a high level of engagement with fans during Facebook broadcasts.

In four years, LaLiga's social media following has exploded too. From under 500,000 followers to almost five million, the company said. "LaLiga has 10 million followers in the Indian subcontinent (India, Bangladesh, Nepal, Sri Lanka, Bhutan and Maldives), which is equivalent of 10 per cent of its followers worldwide" and Cachaza adds that by roping in Sharma, "The message is clear; no matter how much you love cricket, you can love football and LaLiga."

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## Temasek eyes...

In FY19, it posted a net profit of ₹14.5 crore and its capital adequacy stood at 19.69 per cent. In December 2018, its parent company, DBS Holdings, infused ₹1,300 crore of capital. DBS Bank India's advances and deposits stood at ₹18,108 crore and ₹33,828 crore, respectively, in FY19. In May 2016, the RBI allowed foreign banks to buy 10 per cent in Indian private banks. The circular allows foreign banks to take a higher stake in private banks in the case of restructuring of a weak bank or in the interest of consolidation in the banking sector, though subject to certain conditions.

It is learnt that DBS Bank India, which has operations across 12 cities, is exploring this regulatory leeway to acquire the stake in LVB and thereby expand its presence in the country. Apart from Temasek, Tilden Park, a US based fixed-income fund, is learnt to have shown an interest in taking a majority stake in LVB. The deal to acquire a controlling stake in LVB is learnt to conclude by June or July. Meanwhile, to augment its capital, LVB is also looking into the process of raising ₹500-600 crore of interim capital from smaller private equity funds, which, according to a person closely working on the deal, may come through in a month. "As a matter of policy, Temasek does not comment on market speculation and rumours," it replied by email. DBS Bank India did not want to comment on the development, while Tilden Park did not respond to emails sent, till the time of going to press.

## China virus...

It is learnt that the scheme will encompass

multiple proposals that will require Cabinet approval, mostly from the Ministry of Electronics and Information Technology (MEITY).

"The proposals have to be sent to the Cabinet and may be approved in a few weeks. Because of the coronavirus situation, they might look at the proposals more favourably," said a MEITY official. "Because of the coronavirus, there is an overlap and some proposals are being discussed with the finance ministry," the person added.

Some details, like the outlay, are still being worked out, officials said. It is likely that the outlay of the new scheme will slightly exceed the allocations for those it will replace. In MEITY's budget, the three programmes have been allocated ₹980 crore for 2020-21, compared with the 2019-20 revised estimates of ₹690 crore and budgeted estimates of ₹986 crore.

"I propose a scheme focused on encouraging the manufacture of mobile phones, electronic equipment, and semi-conductor packaging. The details would be announced later," Sitharaman had said in the Budget.

In their meetings with Sitharaman last week, representatives of a number of sectors spoke about the need for India to build manufacturing capacity long-term for goods, raw materials, components and active pharmaceutical ingredients, for which they now have a huge dependence on China.

Earlier this month, at a post-Budget media interaction, Sitharaman had said 10-12 companies, among those searching for alternatives to China, had spoken to the government. "I feel their expectations from us are quite realistic and reasonable," she had said. It is learnt that these talks are being held by multiple government departments, including the finance ministry, commerce ministry, NITI Aayog and MEITY.

The MSIPS ran between 2012 and 2018, and promised multiple incentives for 10 years, including a capital subsidy of 20 per cent in special economic zones (SEZs) and 25 per cent in non-SEZs, and reimbursements of countervailing duty or excise on capital equipment for non-SEZ units. For some high-capital projects, it also offered reimbursements of central taxes and duties. Industry has been asking for an extension of the scheme.

The EDF was set up as a fund of funds to encourage research and development in areas like electronics, IT and nano-electronics to promote a component manufacturing ecosystem in the country that will go beyond making mobile phones.

The Electronics Manufacturing Clusters (EMC) scheme was notified in 2012 to provide support for creating infrastructure to attract investment in the Electronics Systems Design and Manufacturing (ESDM) sector.

The new scheme is expected to include features and sops from the schemes it will replace. MEITY Minister Ravi Shankar Prasad has said time and again a big focus of

the government is to make India a big export hub for electronics.

The National Policy on Electronics, approved by the Cabinet last February, had a provision for "attractive package of incentives for promoting export of electronics goods, thereby empowering the exporters by facilitating global market access".

(With Inputs by Subhayan Chakraborty)

## Individuals lead...

These families joined Giving Pledge, a commitment made by billionaires globally to donate a major part of their wealth to philanthropic causes. Individual giving has also become participative, through the Daan Utsav or the Joy of Giving Week, held in October every year, which engages 7 million Indians in philanthropy, the report states.

Dinkar Ayilavarapu, partner Bain & Company, says, "There has been a quantum growth in domestic philanthropic funding, with private giving leading the way. Yet there is a wide spectrum of vulnerabilities left unaddressed, driven in good measure by the systematic inequities and aggregation of problems that keep India's most vulnerable outside the mainstream development."

The report highlights certain areas of concern. One, the geographical concentration of philanthropic funding is not linked to poverty incidence or other indicators of vulnerability. For instance, Maharashtra has grabbed 34 per cent of the state-wise share of philanthropic investment even though its poverty rate is 17.35 per cent. In striking contrast, Jharkhand gets less than 1 per cent share of philanthropic investment though its poverty rate is 36.96 per cent.

Two, there seems to be no correlation between the use of funds and high-need investment areas. For instance, health and education account for 55 per cent of domestic Corporate Social Responsibility (CSR) funding. Yet gender equality gets a mere 1 per cent of the total funds — despite the fact that the country scores very low on gender equality. Similarly, education gets one-third of the resources despite the country's strong score in quality education in the sustainable development goal. The report also points out that an immediate investment of ₹11,000 crore is needed to enable India's 120 million adolescent girls to complete their secondary education.

Three, the philanthropic contribution from companies has seen a substantial slowdown. In 2018, for instance, they contributed only ₹12,000 crore, growing at a CAGR of 12 per cent from 2010, which is much lower than the overall growth of philanthropic funding (15 per cent) and individual contribution, which has grown by 21 per cent.

Deval Sanghavi, co-founder of Dasra, a strategic philanthropic organisation which worked on the report with Bain, says: "While the media has put a greater focus on CSR, one must recognise that this will remain at only 2 per cent of profits, whereas individual giving can be up to 99 per cent of someone's net worth. For example, Azim Premji has committed \$21 billion to philanthropy, which will be far greater than what Wipro can donate to the sector."



## DELHI RIOTS

# Investor sentiment intact: FM



People leaving their houses following clashes over the new citizenship law, in Brij Puri area of north-east Delhi PHOTO: PTI

PRESS TRUST OF INDIA  
New Delhi, 27 February

Union Finance Minister Nirmala Sitharaman on Thursday said that investor sentiment has not dampened after the anti-CAA protests and the recent Delhi violence. Addressing a press conference, she said the investors she met in her recent visit to Saudi Arabia expressed willingness to invest more in the country. When asked about the Delhi violence and anti-CAA protests, Sitharaman said: "The sentiments of foreign investors have not been dampened."

Sporadic violence was reported from riot-hit areas in north-east Delhi, even as an eerie calm prevailed across the neighbourhoods in Jafrabad, Maujpur, Chand Bagh, Gokulpuri and surrounding areas, with the death toll reaching 38 on Thursday.

Two Special Investigation Teams have been formed to investigate the rampant violence in parts of Delhi over the contentious citizenship law since Sunday.

A High Court Bench granted four weeks to the Centre and the police to file replies to the PIL seeking lodging of FIRs against alleged hate speeches by three BJP leaders.

In the meantime, Delhi HC Judge S Muralidhar was transferred to the Punjab and Haryana High Court. The judge was hearing the Delhi violence case. Law Minister Ravi Shankar Prasad on Thursday said the judge was transferred following the recommendation of the Supreme Court collegium. An FIR was registered on Thursday against AAP councillor Tahir Hussain for allegedly being involved in the killing of Intelligence Bureau staffer Ankit Sharma, police said. He has been suspended from the party.

## Brookfield-RIL InvIT may raise more debt to woo investors

DEV CHATTERJEE  
Mumbai, 27 February

With the Budget 2020-21 levying dividend distribution tax (DDT) in the hands of recipients, the Reliance Industries-Brookfield infrastructure investment trust, Tower Infrastructure Trust, is looking at the option of raising more debt from foreign and ultra-high net-worth investors and offer attractive interest to them.

These investors will be able to save on tax by investing via jurisdictions which have lower withholding tax rates on debt instruments. While some tax-treaty countries, such as Singapore, have a withholding tax rate of 15 per cent, there are a few

jurisdictions where the withholding tax rate on a debt instrument is as low as 7.5 per cent. Therefore, investments via debt instrument may help save tax, said a source close to the development.

"After the Budget, the trust is looking at all options, and offering more debt with interest is one of those," said the source. ICICI Securities is the lead manager to the issue.

The change of plan was necessitated to attract investors to the fund, which has been planning to raise ₹25,000 crore from them as soon as the Securities and Exchange Board of India cleared its draft prospectus. The final prospectus will highlight the change in tax laws.

The Budget had made infrastruc-

### CHANGING STRATEGY

- Brookfield-RIL InvIT looks to raise ₹25,000 crore
- The Budget makes dividend unattractive for equity investors
- Investors may look at jurisdictions levying lower withholding tax on debt
- Investments via debt instruments, will not offer valuation gains

ture investment trusts (InvITs) and REITs (real estate investment trusts) unattractive for equity investors, thus affecting the plans of these trusts to raise money.

Tower Infrastructure Trust, set up by Brookfield and RIL, had filed its

prospectus just a few days before the Budget was announced. The trust currently holds 51 per cent of the equity shareholding in Reliance Jio's tower assets and plans to buy the rest from RIL using part of the issue proceeds. The plan is to list the units on stock exchanges.

Apart from repaying bank loans, part of the trust loan of around ₹13,171 crore will be used by the tower company to prepay and repay, in part or in full, certain borrowings and interest obligations of the tower company towards RIL.

InvITs are akin to mutual funds. They pool money from several investors for putting it in assets (infrastructure projects) which give cash flow over a period of time.

According to the Budget, dividends will now be directly taxed in the hands of shareholders/unit holders and the company/mutual fund/InvITs would be required to withhold applicable tax on the same — proposed at 10 per cent for residents and 20 per cent for non-residents.

This made prospective investors jittery and not many were attracted towards the units already sold to investors as equity. REITs and InvITs are considered as tax-efficient vehicles as they distribute 90 per cent of profits as dividends to their unit holders. This can be changed by raising funds as debt, rather than equity, though valuation gains will not be available to the investors if they invest in debt instruments.