



# Tech majors fall in line after CCI cracks whip

Companies are being careful with aspects like self-referencing, search bias

Pavan Burugula  
pavan.burugula@livemint.com  
NEW DELHI

India's technology majors are rectifying their anti-trust practices following the crackdown by Competition Commission of India (CCI). Market participants said these tech firms are exercising greater caution for arrangements that could be perceived as preferential treatment for specific entities, and addressing concerns related to self-referencing and search biases on their platforms.

Last year, CCI issued directives against half a dozen tech firms, including Google, Amazon and Make My Trip. Besides, it probed smartphone maker Apple and food delivery platforms Zomato and Swiggy, among others. Final verdicts on these matters are still pending.

A few companies were also expecting courts to reverse CCI's orders, said market participants. However, in most cases, the directives were not interfered with either by the National Company Law Appellate Tribunal (NCLAT) or the Supreme Court. This prompted companies to rectify the anti-trust issues highlighted by the CCI. Google recently started taking action to expand billing options for app developers, according to a statement, to address the concern raised by the CCI, to offer users more choices.

Also, online hotel aggregators have started accepting hotel listings from competitors. Likewise, Amazon has dissolved Cloudtail, its controversial joint venture with Infosys co-founder Narayana Murthy, which was accused of getting preferential treatment over other vendors on the Amazon site. Additionally, it modified its systems to ensure no search bias, and preferred vendors no longer receive disproportionate visibility compared with other vendors.

"The CCI orders against tech firms have sent across a clear message that companies



Amazon dissolved Cloudtail, its joint venture with Infosys co-founder Narayana Murthy, after it was accused of getting preference over other vendors on the Amazon site. REUTERS

cannot create entry barriers or adopt practices that are exploitative," said G.R. Bhatia, head of competition practice at Luthra & Luthra Law Offices. "After the regulatory action taken by CCI against certain technology companies, there is a greater realization among companies to respect anti-trust rules. As a result, their compliance with the competition rules is improving."

This compliance record of technology companies will only improve in due course as the government proposes steeper penalties for any violations, said legal experts.

The Centre has proposed that the fines on competition law violators be computed based on total turnover instead of relevant turnover which used to be the case until now. There are also ongoing discussions on the introduction of special provisions to regulate digital firms.

According to legal experts, CCI's action has had a deterrent effect among technol-

ogy companies. "Recent scrutiny by CCI has sent a clear message that it is now in sync with the anti-trust regulators across the globe to investigate practices such as self-referencing, search bias, restricting use of third-party applications on their platforms and anti-steering practices, etc.," said Vaibhav Choukse, head of competition law, JSA Law.

Even globally, there has been a crackdown against tech firms by anti-trust regulators. The EU has fined several companies for violating competition rules. The imposition of a €2.4 billion fine on Google last year for the alleged abuse of market dominance is an example. "Never in the history of competition law have so many competition authorities focused so intently on the big tech sector," Choukse added.

Regulators are also considering introducing ex-ante provisions for digital firms. Usually, regulators react to violations that have been committed, but ex-ante provisions are preventive measures to ensure violation do not take place. A similar proposal is under discussion in India as well.

**€2.4 bn**  
EU's fine on Google last year for market dominance

# Coursera spices up courses with gen AI

Leslie D'Monte  
leslie.d@livemint.com  
NEW DELHI

American edtech firm Coursera is intensifying its efforts to cater to the growing demand for artificial intelligence (AI) and generative AI courses in local languages, and aims to offer more personalized and interactive online courses by leveraging these tools, for global as well as Indian subscribers, said a senior company executive.

While Coursera expands its AI-focused offerings, with the inclusion of programmes like ChatGPT Teach-Out from the University of Michigan and AI for Good Specialization from DeepLearning.AI, it also plans to launch an AI-assisted course builder to help human authors develop new courses with just a few prompts, said Coursera's chief operating officer Shruvan Goli in an interview during his recent visit to India.

The course builder will use generative AI to auto-generate the course structure, descriptions, readings, assignments, tags, glossaries and recom-



Coursera's chief operating officer Shruvan Goli said it plans to launch an artificial intelligence-assisted course builder.

mendations for relevant public content, such as videos available on the Coursera platform. This entire process would be completed in just "about five minutes", he added. "You can even record your own video and upload it."

Goli said it will be launched as a pilot with select educator partners later this year.

The firm is also planning to launch a generative AI-powered virtual coach, which can answer questions and share a personalized feedback, as well as providing quick video lec-

ture summaries and resources such as recommended clip and eventually, support learners with career guidance or preparing for interviews, he said.

Furthermore, to help companies and educational institutions across smaller towns to access the courses in local languages, it plans to use machine learning-powered translation tools to introduce over 2,000 courses in seven languages in a few months.

"If we were to translate these courses using humans, it would have cost us

\$10,000-13,000 per course, but with AI-powered, cloud-based translation services, the cost is reduced to just \$25-30 per course," he said.

The firm reaped the rewards of a surge in online activities during the pandemic, capitalizing on the continued focus by corporates on digital transformation and automation, to facilitate learning opportunities and upskilling of employees. More than 21 million new learners joined the platform in 2022, propelling its revenue to \$523.8 million, up 26% from \$415.3 million a year ago.

During the announcement of its fourth quarter and 2022 financial results, chief executive officer Jeff Maggioncalda said it was important for every individual, in every profession, to keep learning to stay relevant. This includes educators who find themselves impacted by generative AI models and tools, Goli acknowledged said.

"Educators have to adapt to this shorter changing model of teaching and learning and leverage the technology (generative AI) to deliver a greater better experience."

# CPaaS firms combat AIT phishing attacks

Gulveen Aulakh  
gulveen.aulakh@livemint.com  
NEW DELHI

Enterprises are seeing a rise in cyber threats from SMS traffic pumping, or artificial inflated traffic (AIT), compelling them to pay up for unauthorized messages, or traffic generated by fraudsters via applications or bots, to infiltrate telecom networks via CPaaS or communication-platform-as-a-service providers.

Consequently, telcos seek payments from enterprises as the messages landing on their networks incur costs, despite failing to reach end consumers

due to the fraudulent system designed by scammers.

Industry experts estimate that AIT accounted for over 20% global traffic in 2022, and projections indicate a 40% rise in AIT-related incidents in 2023.

"It's challenging for the industry because there is loss of reputation at the enterprise level as they are generating so much of traffic, and they get a fat bill for which they have not received service or for which they have not got the number

of users that were supposed to sign up for subscription," said Nitin Singhal, chief executive, Sinch, a CPaaS provider.

In some instances, AIT may be used by certain apps to present inflated number of users, to inflate valuations of the business, but the veracity of the number of users becomes evident when conversion rates are monitored. "Enterprises can move to APIs or Whatsapp instead of traditional messages, so we are guiding the enterprise on safe-

guarding against AIT," he said.

Comviva, a CPaaS provider, is also building solutions to counter AIT. "We are building a solution to counter AIT and plan to take it to enterprises," said Manoranjan Mohapatra, chief executive, Comviva.

With 60-62 billion messages landing on mobile phones every month, the market is attractive for fraudsters.

It is a financial problem, said Singhal, highlighting Twitter's loss of \$60 million last year to AIT. Enterprises end up paying millions for fabricated traffic, but do not get actual users on their websites or apps, he added.

**Industry experts estimate that AIT accounted for over 20% global traffic in 2022. It is projected to rise by 40% in 2023**

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E-Tender Notice No.: NGP-ELECT-TRD-2023-24-04 Date: 23-06-2023

Name of Work: 25 KV, AC OHE work in connection with "Replacement of critical implantation and Umbrella masts for improving safety in Nagpur Division of Central Railway" Estimate Cost of Work: ₹4,97,57,547.18/- Earnest Money Deposit: ₹3,98,800/- Last Date & Time for Submission of Tender: 17.07.2023 at 15:00 Hrs. Details on Railway's website [www.ireps.gov.in](http://www.ireps.gov.in) Sr.D.E.E (TRD), Nagpur

SPAN-11/126 Download UTS APP for Tickets

**CENTRAL RAILWAY**  
Open Tender Notice No.: NGP-TDC-ELECT-2023-24/04 Date: 23.06.2023

Description: "Provision of 8.5 Ton & 5.5 Ton Duct able split AC in Relay room in newly constructed station building in NGP Division in connection with 3rd & 4th line work" Estimated Cost of the work: ₹3,11,82,115.32/- Cost of Tender Form: NIL Earnest Money Deposit: ₹3,05,900/- Completion Period: 18 Months Closing of Tender: On 17.07.2023 at 15:00 Hrs. Date and Time of Opening of Tender: On 17.07.2023 at 15:30 Hrs. Details on Railway's website [www.ireps.gov.in](http://www.ireps.gov.in) Dy.C.E.E. (Construction), Nagpur

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**CATTLE FEED PLANT PALI (RAJ)**  
(A UNIT OF RAJASTHAN CO-OPERATIVE DAIRY FEDERATION LTD., JAIPUR)  
No.: RCFP/PALI/2023-24/1058 - 1075 Date: 22/06/2023

**ई-निविदा सूचना**  
पशु आहार संयंत्र, पाली पर अनुमोदी व्यक्तियों/फर्मों से ई-निविदा के माध्यम से निम्नलिखित निविदाएं आमंत्रित की जाती हैं :-

S.No.	Name of Tender	Tender Value	UBN No.	Tender ID
01	कच्चा माल लोडिंग अनलोडिंग ड्रमिंग, बन्डल पैकिंग इत्यादि श्रम कार्य एवं पशु आहार (पक्का माल) बैगिंग, पैकिंग, स्टैकिंग एवं अन्य लोडिंग अनलोडिंग इत्यादि श्रम कार्य	02 करोड़	CDF2324SLRC00442	2023_RCFD_345985.1

निविदा डाउनलोड एवं अपलोड किये जाने व प्राप्ति करने की तारीख, निविदा शर्तें आदि सम्पूर्ण विवरण विभाग की वेबसाइट [www.sarasmilfed.rajasthan.gov.in](http://www.sarasmilfed.rajasthan.gov.in) SPP Portal एवं <http://eproc.rajasthan.gov.in> पर अध्याय संयंत्र कार्यालय से प्राप्त की जा सकती है।  
राज.संख/सी/23/4684

**JUBILANT FOODWORKS LIMITED**  
CIN: L74899UP1995PLC043677  
Regd. Office: Plot No. 1A, Sector -16A, Noida - 201 301, Uttar Pradesh  
Corporate Office: 15<sup>th</sup> Floor, Tower-E, SkyMark One, Plot No. H-10/A, Sector - 98, Noida - 201301, Uttar Pradesh  
Tel: +91-120-6927500; +91-120-6935400  
Website: [www.jubilantfoodworks.com](http://www.jubilantfoodworks.com), E-mail: [investor@jubfood.com](mailto:investor@jubfood.com)

**NOTICE TO THE SHAREHOLDERS**  
Transfer of equity shares to the Investor Education and Protection Fund ("IEPF") Authority

In terms of Section 124(5) of the Companies Act, 2013 ("Act"), any money transferred to the Unpaid Dividend Account of the Company, which remains unpaid or unclaimed for a period of seven (7) years from the date of such transfer shall be transferred to the IEPF, a fund established by Central Government under Section 125 of the Act. Further, pursuant to the provisions of Section 124(6) of the Act read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 ("IEPF Rules"), all shares in respect of which dividend remains unpaid or unclaimed for seven (7) consecutive years or more shall also be transferred by the Company to the Demat Account of IEPF Authority.

Individual communication has been sent to the registered address of all the shareholders whose dividends are lying unclaimed for seven consecutive years i.e. from FY 2015-16 till date and whose shares are liable to be transferred to the IEPF Authority under the IEPF Rules. The details of such shareholders have been uploaded on the website of the Company at <https://www.jubilantfoodworks.com/investors/shareholder-information/unclaimed-dividend-iefp>.

Shareholders are requested to forward the requisite documents as per above-mentioned communication, to the Company's Registrar and Share Transfer Agent, i.e. Link Intime India Private Limited to claim the unclaimed dividend for FY 2015-16 and onwards. In case the dividend(s) are not claimed by September 30, 2023, necessary steps will be initiated by the Company to transfer the unclaimed dividend along with the underlying shares to IEPF Authority, in the manner provided under IEPF Rules, without any further notice. Please note that no claim shall lie against the Company in respect of the shares so transferred to IEPF.

Please note that both the unclaimed dividend and the underlying shares including all benefits accruing on such shares, if any, once transferred to IEPF can be claimed back only from IEPF Authority by following the procedure prescribed in this regard on the website i.e. [www.iefp.gov.in](http://www.iefp.gov.in).

For any queries in respect of the above, shareholders may contact the Company at [investor@jubfood.com](mailto:investor@jubfood.com) or/Registrar and Share Transfer Agent, Link Intime India Private Limited at Noble Heights, 1<sup>st</sup> Floor, NH-2, C-1 Block, LSC, Near Savitri Market, Janakpuri, New Delhi - 110 058, Telephone: +91 11 49411000, E-mail: [delhi@linkintime.co.in](mailto:delhi@linkintime.co.in), Website: [www.linkintime.co.in](http://www.linkintime.co.in).

For Jubilant FoodWorks Limited  
Sd/-  
(Mona Aggarwal)  
Company Secretary  
Date: 27.06.2023  
Place : Noida

**New Okhla Industrial Development Authority**  
Administrative Building, Sector-6, Noida-201301(U.P.)  
Website : [www.noidaauthorityonline.in](http://www.noidaauthorityonline.in)

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E-Tenders are invited from firms/contractors registered with for the following jobs against which bids can be uploaded and same shall be opened / downloaded as per schedule mentioned. The details and conditions of all tenders are available on Noida Authority's official website: [www.noidaauthorityonline.in](http://www.noidaauthorityonline.in) & <https://tender.up.nic.in> Please ensure to see these websites for any changes/amendments & corrigendum etc.

S.No.	Job No./Work name	Amount (Rs. in Lacs)
1.	07(D)/H)/DGM(H)/DD(H)-II/2023-24, D/o Park Sector-53 Kanchanjanga appt. Sector-31, Sector-39 P.G. College, Sector-117 Samaj wadi Yojna & Village Challera (Open Gym) with five year Maintenance.	Rs. 139.23 Lacs
2.	19(D)/H)/DGM (H)/DD(H)-II/2023-24, D/o RSP (Beautification) with 01 year Maintenance Parthala Gol chakkart to Hindon Pusta Noida	Rs. 165.25 Lacs

Which can be uploaded by date 13.07.2023 upto 5.00 PM. Pre-qualification shall be opened/downloaded on date 14.07.2023 at 11.00 AM.  
Director (Hort.)  
Noida

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