

# WEEKLY NEWS



## BluBank: Blu's accounts are completely secure

BluBank denied claims that its accounts were hacked. This neobank announced in a statement that its accounts are completely safe. The text of BluBank's public relations statement is as follows: Yesterday, a hacker group claimed to have hacked BluBank and to prove their claim, they published sample data attributed to 25,000 people.

## Seyyed Amir Sayyah became the head of economic and regulatory affairs of the National Cyberspace Center

the information base of the National Cyberspace Center, Seyyed Mohammad Amin Aghamiri, the secretary of the Supreme Council and the head of the National Center of Cyberspace, appointed Seyyed Amir Sayyah to the position of acting deputy economic and regulation of the National Center of Cyberspace.

Maximum utilization of the capacities of the Supreme Commission for the regulation of the country's cyber space and effective interaction with sector regulators for the growth and development of the cyber space ecosystem based on lawful governance are among the missions assigned to Sayyah.







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## IAI EVENT - ESFAHAN 2024 ABBASI - HOTEL

OCTOBER 22 - 25 IAI

IDEA AGENCY Interviews:



### Digikala will soon become an integrated shopping destination

Saeid Mohammadi, the co-founder of Digikala, at the Iran TechSummit event, said about the development strategies of Digikala that the company seeks to become a One Stop Shop or an integrated shopping destination, so that all the needs of users in various fields from consumer goods to supermarket products, food and Even provide audio and text content services.

### "Toman" announcement: the interruption of Toman service has affected 5 million users

according to the public relations report of "Toman", from 15:00 on Sunday, November 3, all the accesses of the Toman company "Elecom Development Amad" to the APIs of the banks were blocked without prior notice, causing widespread problems not only for the "Toman" company, but also for millions. It has created Snapp driver, Divar users, Alibaba, public transport passengers, etc., which use Tomen services and infrastructure for their financial transactions.

### Martech market size in Iran is estimated at \$46M

The report of Iran's marketing technologies shows that the market size of martech (marketing technologies) in 2023 was about \$46M, which has grown by 100% compared to last year.

Mohammadreza Azali, the founder of TechRasa Insight, presented data from the Iranian Marketing Technologies report at the Iran Marketing Technologies event and introduced the digital economy as one of the major factors affecting the growth of Iranian Marketing Technologies.

He explained about this: Martech is the same as marketing technologies and includes software and platforms that are used in the service of marketing, and this report includes a wide range of solutions that include marketing, advertising and sales.

#### NEWS REVIEW

## It's possible to buy third party insurance installments in DigiPay

DigiPay provides the possibility of buying third party insurance in installments in cooperation with online insurance brokers and users can choose the most suitable insurance according to DigiPay and pay their third party insurance in four installments without checks, promissory notes and fees.

with the possibility of buying third-party insurance on DigiPay as an online financial and credit services platform, users can view DigiPay's offer from insurance companies and choose their desired insurance after entering the DigiPay application and registering the car's details.

There is a long list of insurance companies for choosing third-party insurance in DigiPay, and users can choose the offer provided by DigiPay if they wish, and otherwise choose the best insurance for themselves by comparing prices and other insurances. Insurance companies include different rates and discounts based on their sales policies and under the supervision of Central Insurance, which causes the difference in prices.

After choosing the insurer, it is possible to pay the insurance fee in four installments, the first installment being received at the beginning and the other three installments in three months.

In this way, anywhere and at any hour of the day and night, you can register a request to purchase third-party insurance online through the DigiPay application in a few minutes.



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## The first all-electronic bank loan insurance system was unveiled

The first fully electronic bank loan insurance system was unveiled by Tejarat-E- no Insurance and Tejarat Bank on the sidelines of the KishInVex 2024 exhibition.

The unveiling of the first fully electronic system of bank mortgage insurance by Tejarat-E- no Insurance and Tejarat Bank, on Tuesday, November 5th, on the second day of the KishInVex 2024 exhibition, with the presence of Mr. Zomorodian, the Honorable Chairman of the Board of Directors, Mr. Dargahi, the Honorable Vice Chairman of the Board of Directors, and Mr. Rezvani The respected CEO of Tejarat-E- no Insurance Company was unveiled.

Mr. Ansari, Chairman of Insurance and Support Department, Mr. Ahangar, Provincial Affairs Manager of Tejarat Bank, and Mr. Sayyadi, CEO of Tejarat Farda Insurance Services Company, were also present at this event.

This system is the foundation of ease in the issue of bank loans and as a leading product in bank and insurance services in the country, it will advance the goals of insurance policyholders in obtaining bank facilities.

## Digikala and Digiexpress invested \$4.5M on "Miare"

"Miare", which operates in the field of logistics services, has announced that it has attracted \$4.5M from Digikala and Digiexpress and transferred 17% of its shares to Digikala and 17% to Digiexpress. This investment was a combination of capital increase and purchase of secondary shares from previous shareholders.

Now 15% of Miare shares are owned by the entrepreneurial team and 51% are owned by other privileged shareholders.

During this investment, Miare has been valued at \$16M.

Miare announced that after this investment, it will not make any changes in its management team and executive directors and will maintain its independence.

## The "Next Up" event is held with the aim of attracting fintech startups

The "NextUp" event is organized by the TrigUp Accelerator and DigiNext with the aim of supporting innovative ideas in the field of financial technologies, attracting fintech startups and investing in these businesses.

The deadline for registration in this event is on November 19, and the participants in the event will present their ideas to the judges and investors in a face-to-face event after registering and passing the mentioned steps.

In this way, expert and experienced mentors are next to the startups and give them the necessary training to be fully prepared for the presentation day.



## Divar unveiled a 24-hour smart support



Divar has made its support service 24 hours by introducing smart support. This smart assistant is an action from Divar to avoid long support queues by identifying problems and offering solutions. The results of using this tool show that users are twice as likely to use it as compared to phone calls.

by unveiling a smart assistant, Divar platform provided its support services 24 hours a day. Using artificial intelligence algorithms, this assistant is able to automatically identify users' problems and provide appropriate solutions. The results of using this tool show that users are twice as likely to use it as compared to phone calls.

The smart support of Divar is placed instead of the list of frequently asked questions and answers and has various features including chat-based interaction, step-by-step guidance, information exchange and providing additional information.

Divar's smart support is available to users from the "Support and Rules" section and can be used by users at any hour of the day or night. To access this 24/7 support, in the Divar app, go to "My Wall", go to "Support and Rules" and click on the bot icon.