

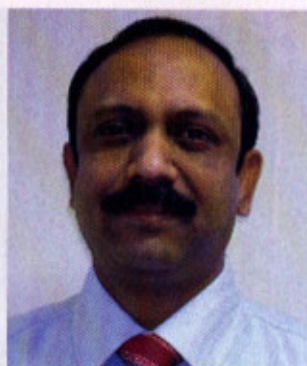
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MOBILITY



"GPS navigation as a market has been around in India but couldn't take-off because of sub-par products powered by poor quality maps"

—Rohan Verma, head, Engineering and Marketing director, MapmyIndia.com



"The deployment of GPS in our operations has given us a distinct edge in proactively managing our fleet. The benefits are tremendous"

—GS Ravikumar, CIO, Gati



"We took the early lead in GPS and are pioneers in this space in India"

—Amit Prasad, managing director & founder CEO, SatNav Technologies

With MapmyIndia providing store locator services (the nearest store, and how to get services) to leading banks and car companies such as ICICI, HDFC, Hyundai, etc, digital maps are becoming a high utility tool, as consumers can locate their nearest service center/dealer/ATM and save time also.

Reflecting on this, Rohan Verma, head, Engineering, and director, Marketing, MapmyIndia.com, says, "GPS navigation as a market has been around in India for a couple of years now, but started taking off last year. The reason for this was that sub-par products were introduced in the market, powered by poor quality maps."

In the last one year, the GPS market has seen some positive moves. For instance, Airtel's launch of GPS navigation on Blackberry in June 2007, powered by MapmyIndia.com, and the launch of MapmyIndia Navigator, an in-car GPS navigation device

for all over India, has helped improve customer perception of the quality and benefits of these kinds of products. According to market intelligence reports, the vehicle-tracking segment alone is forecast to reach Rs 140 to Rs 200 crore in the next two years.

Big Guys in the Game

There are a couple of prominent players in the GPS arena in India. Hyderabad-based SatNav Technologies has got an early mover advantage by virtue of a slew of GPS solutions. Says Amit Prasad, managing director and founder CEO, SatNav Technologies, "SatNav Technologies took an early lead, and indeed we are the pioneers of GPS technology in India. We were the first to provide the consumer with maps in 1999, when there were no proper maps in the country and GPS was unheard of. We launched our first product in 2005, and all our services have been very well received since then."

Recently, SatNav has also launched SatGuide turn-by-turn navigation and planning solution for laptops and desktops targeted at the corporates. The company is positioning SatGuide as a first of its kind efficiency enhancement and planning tool in the country. The application includes turn-by-turn navigation and routing software bundled with 'One India' map of SatGuide that covers all major cities of India along with a detailed national/state highway network; all included in a single map. Sitting in the luxury of one's office, it is now possible to feed-in a start-point and an end-point, and get details like distance, time to travel, etc.

For hardware, SatGuide has partnered with one of the world's leading hardware manufacturer of GPS devices, Mio Technologies. In addition, SatGuide works on any Windows OS mobile phones, laptops and PDAs.

Meanwhile, MapmyIndia is another leading GPS player in the country. It offers GPS services for both in-car and mobile phones. The company's Navigator is an award-winning port-