

Focus

able, in-car GPS navigation device, functional pan-India. Says Rohan Verma: "This product is targeted at those who want GPS navigation while driving or traveling in their car. These kinds of PNDs (portable navigation devices) offer a much richer user experience with their large screens, dedicated navigation features, and sleek color touch screens with the added benefit of in-car entertainment by playing movies and music."

MapmyIndia also has the iNav series GPS navigation software for mobile phones. This product is targeted at those who do not want to invest in another GPS device, but have GPS navigation on their mobile phones. According to company sources, iNav allows Indian consumers to experience high quality GPS navigation with minimal investment and ease of use. In addition, MapmyIndia.com offers free Internet maps, directions and local search portal, allowing anyone with Internet access to freely search



for maps, directions and tourist and business places anywhere in India.

### Growth Outlook

According to experts, because the GPS market is on the verge of stagnation in the West, vendors are developing GPS-based services for emerging geographies like India. Tracking and navigation are the two leading apps that will gain further credence in India. Vehicle-tracking systems are poised to grow at a rapid pace, with aggressive deployment by logistics companies. Take the case of Gati, one of India's leading logistics players, which already has more than hundred intercity trucks enabled with GPS, and plans are on the anvil to equip around 1,000 intercity fleet with GPS.

Says GS Ravikumar, CIO, Gati: "The deployment of GPS in our operations has given us a distinct edge in proactively managing our fleet. The benefits are tremendous." Clearly, Gati is one of the few logistics companies known for proactively deploying IT in their operations. While Gati is the only Indian logistics company to have deployed GPS, many companies are expected to follow suit, as it has huge benefits.

But despite the benefits of GPS, in an India context, there are certain inhibitors that might slow down the adoption. Primarily, there is a lack of awareness and the cost of GPS devices is high. Hence, mostly consumer-driven GPS through mobile phones rather than pure GPS navigation devices are popular. Says Amit Prasad of SatNav: "The biggest inhibitor is the general mindset of the people, but it's rapidly changing. Yet another major deterrent is the import duty imposed on these devices. It is about 34%. If the duty is reduced, we will see a major reduction in price."

GPS in India is still in a nascent stage. Many experts believe that the coming two years are promising for the market with cellular handset players like Nokia, Asus, HTC, service providers like Airtel, GPS device players like Gramin, and solution providers like SatNav and MapmyIndia eyeing the Indian GPS market more aggressively. What this means is that more apps are on the anvil leading to more people buying GPS devices and using services. The outlook for GPS looks promising.

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### What GPS Can Do

#### Navigation

- Tells where the person is currently and where he is headed
- Provides real-time turn-by-turn guidance via visual map and voice instructions such as "Turn left in 100 mt"
- Can do automatic re-routing in case the suggested turn is missed

#### Tracking

- Tells where a person/asset is currently and where he is headed
- Alerts if breached a geo-fence (an area inside which one should be staying)
- Alerts when one is near you're his destination
- The benefits of tracking are numerous. Vehicles, deliveries, and people can be tracked. In many countries, children and older people are given a tracking device and are tracked

#### Location-based Services (LBS)

- Information on nearby ATMs, hospitals, etc in the vicinity and their location