Pioneer in 2005, Market Leader Today!

The SatGuide Times

SatNav
An IT Products Company

SatGuide goes international
JV with leading Map maker, AND of Netherlands

To multiply channel presence
Partners with Ingram Micro, world's largest technology distributor

New range of products
Basic PND with 4.3" Touchscreen, Video & Audio

DELHI & NCR | MUMBAI | BANGALORE | CHENNAI | HYDERABAD | KOLKATA & 1000 other cities, 6 lakh villages

www.satguide.in www.sattracx.com www.satnavtech.com

June 2011 - Also refer Product Catalogue

Wide range of GPS Products

4.3" Navi with Video & Audio Player

SatGuide launches 4.3" Navi touch-screen Personal Navigation Device, digital entertainment features like video and audio player, Ebook and Photo Viewer, turn-by-turn voice directions and all accessories.

Price : Rs. 6490/-

4.7" Navi with Video & Handsfree Talking

SatGuide 4.7" touch-screen Personal Navigation Device with in-built Bluetooth and digital entertainment features like video and audio player, turn-by-turn voice directions make this multifunction gadget an ideal utility, navigation and entertainment accessory for your car.

Price : Rs. 9990/-

In-dash Navigation & Entertainment

Advanced 2 DIN (Double DIN) in Car entertainment system which includes GPS Navigation, central to this system is the Windows CE 6.0 platform.

Price : Rs. 24990/-

Connections include Car acoustics, GPS Antenna, DVB-T antenna, rear view camera, head rest monitors. Functions include, Navigation, DVD, AM/FM, Bluetooth, turn-by-turn GPS Navigation, DVD Player / MP3 / MP4 / MPEG4, FM Radio, Bluetooth handsfree talking with mobile, Windows compatible gaming, TV, SD card slot, USB, Mobile office, Ipod connecter and Internet.

GPS Navigation Box

GPS Navigation Box, is an excellent way of adding GPS navigation function to your existing 2 DIN entertainment System. The device fits inside the vehicle; hence no addition or alteration to your existing car decor. Compatible with Kenwood, JVC, Pioneer, Sony, Alpine and Philips in-car entertainment systems.

Price : Rs. 9990/-

Personal / Vehicle Tracker

- Ideal for Locating Kids/Elders/Cars/Field force
- Works indoors, even when GPS is not available
- Locate by Calling / Web
- Geo-fence set up with alert
- Magnetic surface for easy installation

Price : Rs. 7990/-

SatGuide Child Phone

- Talk to & Track your little ones
- Preset numbers dialing only
- Geofence setup & alerts
- Tracks even when switched off

Price : Rs. 4990/-

SatGuide Brand Ambassador

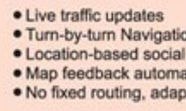
Install SatGuide Rear Mirror banner in your Car and jingle on phone, be a SatGuide Brand Ambassador, get free fuel for your vehicle! Visit SatGuide Dealer points at the start of your deal and a SatGuide Executive will do the needful for installation with a simple registration process. You will also be given welcome kit as confirmation of your registration !

SatGuide waze

FREE Turn-by-Turn Navigation with traffic updates !

- Live traffic updates
- Turn-by-turn Navigation
- Location-based social networking application
- Map feedback automated
- No fixed routing, adapt to your behaviour

Compatible with BlackBerry, android, Windows Mobile, symbian Smartphones



Alerts on accidents & traffic

Alternate routes

Worldwide Recognition

Continues winning awards, finalist for consumer service in 2010

Computer Society Award 2002 | Nasscom IT Innovation Showcase 2005 | Microsoft Innovation Award 2006 | Cool Companies in India 2006

Red Herring Asia's Top 100 2007 | Action King Dataquest 2008 | GIS Tech Innovator Award 2008 | India TodayTop 10 Gadgets 2009

Tech Gadgets Top 10 Valentine Gifts 2010 | ITsAP Award Showcase 2010 | Avaya Consumer Service finalist 2010 | Rising Stars of Andhra Pradesh 2011

SatNav to set up joint venture with AND of Netherlands

May 19, 2011

HYDERABAD: SatNav Technologies, India's pioneer in GPS products, and map maker AND of Netherlands, the only independent digital mapping company in the world, on Thursday announced plans to set up a joint venture based on shared vision and complementary business opportunities.

From an India perspective, the deal will give SatNav access to the best mapping technologies in the world and upgrade their Indian map IP in line with the standards followed worldwide. It will also give SatNav access to global markets and large clients that are already serviced by AND, since it was founded in 1984.

The deal also has ramifications from a global perspective, through the partnership SatNav will now have access to digital data of over 200 countries around the world that AND owns. Since digital map data is the first step for building all GPS products, SatNav views this partnership as a stepping stone to launch its SatGuide range of products in other countries beyond India.

SatNav
An IT Products Company

andhrabusiness.com
Saturday, May 21, 2011

AND is very familiar with India, having set up its first base in the country in 1999 in Pune. It has almost over 300 employees in a full-fledged development center there. This partnership will help AND in adding India data to their portfolio of global data and thereby take it to their global customers. The JV can also be used to do in-house, work that earlier used to be outsourced to other companies in the country.

SatNav's map data of India is exhaustive, covering over 1,000 cities and millions of point of interest apart from a comprehensive highway network. AND is also no stranger to SatNav, it's a sweet homecoming for one of its co-founders, Selvamuthiah Somasundaram, who was part of AND's initial team in India in 1999 for a couple of years before he moved to SatNav where he has been playing a key role for over a decade now.

Maarten Oldenhof, CEO, AND Data said: "India has always been of strategic interest to us, this JV now gives us the increased thrust in the region, give more value to our customers".

Amit Kishore Prasad, Founder MD & CEO, SatNav Technologies said: "This is a very strategic JV which will herald the beginning of SatNav's efforts at integrating with the global GPS markets."

SatNav to multiply channel presence with Ingram Micro

26th May 2011, Hyderabad - SatNav Technologies, the GPS Pioneer in India since 2005 and market leader today, and Ingram Micro a Fortune 100 company, the world's largest technology distributor, have announced a strategic alliance based on shared vision and complementary business opportunity that both parties see in the India market.

The symbiotic alliance will help SatNav Technologies to expand the presence of their products across the country while making Ingram Micro a part of the navigation boom that is poised to storm the nation. SatGuide's GPS Navigation and Tracking products increase efficiencies and improve productivity thereby offering value for money to both consumers and businesses alike.

By combining SatNav Technologies' pioneering and cutting edge technological products with Ingram Micro's renowned skill in distributing technology products, the alliance will accelerate the availability of navigation products and reach out throughout the country.

Amit Prasad, MD of SatNav Technologies said "Many sales channels and geographies in India have never been tapped for our range of products and those control more than 97% of all goods sold in the country. The tie up is a key step in building the GPS market in India."

Mr. Jaishankar Krishnan, VP & Managing Director, Ingram Micro said, "We always look for innovative products to take to market, through our extensive channel network in India. The product range of SatGuide and their market potential excites us as we believe these have tremendous utility for our customers and will help us serve new segments of the market."

SatNav, AND for joint venture

Staff Reporter

HYDERABAD: SatNav Technologies, a pioneer in GPS products, and a Netherland-based digital mapping company, AND, announced plans to set up a joint venture.

The deal will give SatNav access to the world's best mapping technologies; a chance to upgrade their Indian map IP in line with the international standards and access to global markets and large clients that are serviced by AND.

At the same, this partnership will help AND in adding India data to their portfolio of global data and thereby taking it to their global customers.

THE HINDU

SatGuide-Waze free smartphone Navi with Traffic crosses 15000 users

B KRISHNA MOHAN
Hyderabad

SATNAV Technologies, which is into providing GPS-based services, has launched of SatGuide-Waze, its smart phone app for live traffic updates.

After the beta launch earlier, it now has over 15,000 users who have logged in over 175,000 times offering co-commuters live information on traffic across India.

The app gives the traffic status of roads. Users have also reported 380 accident alerts, 1,400 hazard alerts, submitted 9,200 traffic reports, 1,460 police reports and 2,900 chit chats.

The free application can be installed on all iPhones, Windows, Symbian, Android and Blackberry phones, said Amit Prasad, SatNav Technologies founder and managing director.

krishnamohan@mydigitalfc.com

FINANCIAL Chronicle

SatTracx locator services for Smartphones

Lost Mobile Protection and Tracking feature on Windows, Symbian, Android & Blackberry

SatTracx Locator Services created a splash in Indian market earlier by providing cost-effective tracking solutions on mobile phones – a revolutionary concept.

Revolutionary, as it doesn't require additional equipment involving extra cost to customer. Services include "Lost Mobile Protection" and "Mobile Tracker" – that are loaded in smartphones to reap rich benefits thereafter.

"Lost Mobile Protection" is useful in Indian scenario as mobile thefts are not uncommon and misplaced mobiles are not even considered to be returned. In the event of losing your smartphone one can use SatTracx to locate it. Further you are alerted of SIM change too. "Mobile Tracker" on the other hand is to locate your friends/family/personnel. One can load SatTracx on smartphones of persons whom you wish to track and be informed of their whereabouts. This is especially useful for monitoring salesforce as the Sales Manager can replace unreliable conventional tracking methods with scientific and reliable system. Web based scheduler and map based tracking report supplement the offering.

Now SatTracx aims to serve you in your neighbourhood through a well-organised distribution channel network. In our efforts to improve our outreach, we have come up with a distribution strategy to reach you better and have ready access to your valuable feedback. Rush to your nearest authorized distributor and equip your smartphone with SatTracx.

SatNav among Rising Stars of Andhra Pradesh

Mapping geography, tracking history

DARE

Name of the Founder – **Amit Kishore Prasad**

Co-Founders – Ajay Prasad, Selvamuthiah.S, Arpitha Saineni, Rajendra Prasad

Education – B.E.,PG in Marketing Management, BA (Public Administration) PG Diploma in Computer Applications.

Company – SatNav Technologies Pvt Ltd

Year of Inception – 1999

Products/ Services – Sat Guide, GPS, GIS-based products, Sunshine preschools, PND, PDA, mobile software and laptop/desktop software, BTR trackers, child phone, traffic info, and loggers.

Key Clients – HP, Maruti Suzuki, Bennett, Coleman & Co, Croma, EZone, Autozone, Staples

Motto – Committed to excellence, the first time, on time all the time.

Vision – To emerge as a leading player in GPS and GIS-enable IT products.

Topline – Cannot disclose now

Bottomline – building of products is complete and business is in take-off stage.

YoY Growth – Rs 30-crore products added. Commercials to begin this year.

Investors – Sequoia Capital and BCCL

Expansion Plans – Tie-up with Sequoia will help in drawing a healthy bottom line this year.

Biggest Mistake – No regrettable mistakes

Milestones:
1) 2000-01 aSMax incubated by a leading IT Company to focus on GIS Services and products, building Intellectual Property (IP).
2) 2002-03 Emerges as leading GIS player.
3) 2004-05 SatNav as an independent entity
4) 2006-07 Launches India's first Navigation production starting with phone OEMs, expands into retail chains, Times Group.
5) Sequoia Capital invests in SatNav. Despite competitors SatNav emerges as teh largest GPS Navigation Company.
6) 2010-11 SatNav maintains its leadership in Market share, introduces SatTracx: Locator for Mobile Phones, Navigation boxes, Sat Guide Tracker and Satguide child phone.

Awards received:
1) Computer Society of India 2002
2) Nasscom Innovation Showcase 2005
3) Microsoft India Innovation Award 2006
4) Red Herring Top 100 in Asia 2007 Award
5) GIS Technology Innovator 2008 Award

Navigating the road less taken is a difficult task and taking such a tough decision that too when the going is easy when you are working with a top IT Company with all the comforts of the day mapping you as a successful person.

But Amit Kishore Prasad and four others were not easy going and took the tough decision of quitting their senior positions in the prestigious Satyam Computers in 1999 and starting their own venture, SatNav Technologies, with seed capital coming from family and friends to start SatNav Technologies and positioned themselves as the leader in GPS technologies.

Looking back at his career graph, Amit Prasad, who turns 38 this financial year, says the Indian IT field saw three phases–the early phase in 1995 when outsourcing was the buzzword in the marketplace, year 2000 dominated by the Y2K fear, and 2005 when the market was not wholly Indian.

Getting into services sector was the easy way to earn money but they took the tougher route of products that made all the difference. They have put knowledge over money.

The young team came out with the philosophy to indentify and launch products of their own in six years time and had to sacrifice many things of which a 30 per cent cut of their Satyam salary was the most daunting ones.

But they overcome all the hurdles and today have an edge over competitors and their strategic partnership with Sequoia was a difficult one to take as there was a very lucrative offer on hand at that time, but again the young turks took the road less travelled and today their association with Sequoia helped them to strengthen their knowledge bank.

It wasn't an easy decision to stick with Sequoia, but its professionalism made the deal clinch. Two years from now, SatNav radar has spotted technology tie-ups (for products), distribution tie-up (marketing channels) and new products (enter into joint ventures with market leaders).

SatNav has a Pan-India presence and a call centre to help customers to get feedback on products and upgrade them to suit the needs of the customers.

Turmoil all these years was essentially a challenge. The team enjoyed and lived with it. The very sight of a car screeching to a halt and trying to take a U turn breaking all traffic rules, or a driver rolling down the windows of his car to ask for directions is surely irritating.

SatNav's GPS-fitted cars don't need to do so. You don't need to worry about your toddler's movements while at school. The child phone of SatNav is an answer to all those worries. Major breakthrough is an investment of Rs. 10 crore and entering into the retail outlets for the sale of navigation products, he says.

The hardship he and his team underwent all these years would disappear in the thin air in the next couple of years when the company begins to see cash profits and gradually offsets debt. Eating the fruit from the tree he has sown and grown is a real pleasure.

Amit's wife Saloni works closely with Operations team of Marketing and Finance.

DARE.CO.IN | MARCH 2011

Child's Play

Parents always worry about the whereabouts of their kids, especially when it's a toddler who is incapable of being on his own. Be it a play school or park, leaving kids behind is always a cause of worry. Now here is a phone that lets you track your child; you can also use it to create an alarm system to send out a warning if the child goes beyond a safe perimeter. This and many other features make SatGuide's child phone a decent investment. The phone is small and green in colour, without any screen and any one can mistake it for a toy. This is a good thing if the child is in an adverse position, as no one would suspect it to actually be a phone.

It is ergonomically designed for small hands and the keys too are in tune with the toy like look of the phone. The left spine has the volume rocker, while the right one has the charging port and lock key. At the top lies the power key. It has an unconventional design and doesn't look like a phone, but still is pretty cute to look at.

Camera | No
Memory | No
Bluetooth/WiFi | No/No
Others | Ghost ppwer off mode, SMS alerts
Frequency | GSM 850/1800/1900
Size | 74.8 x 44.5 x 17 mm
Weight | 65 grams
Talktime/Standby (Upto, hrs) | 120 to 150 Hours
5 minutes' report : 50 to 60 Hours
10 minutes' report : 70 to 80 Hours
Battery | Li-ion, 850 mAh

60 | MYMOBILE MAR 15 to APR 14 2011

SatNav CEO speaks...

"The year ahead promises to be one of the most exciting in our decade long journey. SatNav Technologies has been at the forefront of developing GPS & GIS enabled IT products and has been revolutionizing the field through introduction of innovative products at extremely competitive prices. We take this opportunity to keep you posted on the recent progress we have made and thank our well-wishers for their constant support.

The "cheap and best" products are one of the most enduring benefits to Indian customers to come from our continuous efforts. In line with our philosophy of constant innovation we have again come up with a new range of SatGuide products in tune with latest technologies in the world and with extremely competitive prices that cannot be matched by competitors.

In a move that is bound to spread the outreach of GPS products in our country like never before, we have partnered with Ingram Micro, a Fortune 100 company, the world's largest technology distributor. By combining SatNav Technologies' pioneering and cutting edge technological products with Ingram Micro's renowned skill in distributing technology products, the alliance will accelerate the availability of navigation products and reach throughout the country.

Further, through a joint venture with AND of Netherlands, the only independent digital mapping company in the world, we have taken a step further to provide the existing customer base with better services while expanding our presence internationally. The deal will give SatNav access to the best mapping technologies in the world and upgrade our Indian map IP in line with the standards followed worldwide, besides giving us access to digital data of over 200 countries around the world that AND owns.

We are sure that these developments are but an indication of the huge GPS boom that's poised to storm India. As pioneers of this industry since 2005, these recent developments testify our commitment to bring the benefits of this technology to the masses. While what has been achieved is impressive, what remains to be achieved is challenging and exciting. We will strive to continue serving our customers well, delighting them with our products and customer service." - SatNav Founder, MD & CEO, Amit Prasad

How it helped me

Road or Rally, SatGuide is dependable so I take it wherever I go. Regular updates at reasonable cost is an icing on the cake.

- **Rishi Kapoor**
Technocrat, Rally Enthusiast

Join the SatGuide family of 125,000 + users ! **Call : 91 98494 60351** **Email : satguide@satnavtech.com**