



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 says "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.

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About SatNav Technologies

Incorporated on January 9, 2004, SatNav Technologies is a pioneer in GPS Navigation since 2005, Market leader today. SatNav's products include an immensely popular GPS Navigation Product SatGuide available at hundreds of stores all over the country including leading retailers like Croma, EZone, Reliance, ABRL, Staples among others - that is helping customers "Never Get Lost!". Variants include Navigation solutions for dedicated navigation devices, PDAs, Phones, Laptops, Desktops, SatGuide Logger among others. Also in SatNav portfolio are unique products; a Business Infrastructure Management System, a-mantra; and an online directions portal Roadsofindia.com, SatTracx Locator for mobiles, Child Phone as well as Personal Trackers and now Live Traffic Info.