



## **SatNav launches free Store Locator service and maps of 810 cities**

**Hyderabad, India, 18<sup>th</sup> August 2010** — **SatNav Technologies**, pioneers of SatGuide GPS Navigation in India since 2005 and Market Leaders today, have now launched a free Store Locator service and detailed maps of 810 cities of India. This involves a tie up with retailers spread across the country to map their store locations both on their own company website and on SatNav's portal.

The offer to Retailers includes free maps as well as driving directions right up to their doorstep which will be displayed online across all 810 cities mapped by SatGuide and on all GPS devices that the company sells. This step is a major technological leap for retailers and consumers alike in India. Consumers can now easily search for their favorite brand store in an area in which they are in.

Amit Prasad CEO SatNav Technologies said, "Several international and national brands have already approached us for this tie up. Links to store locator maps will be available on websites of the retailer and our own websites. The user can download the map or just search online. Brand loyalty has developed a big way in India and people visiting other cities want to buy at their favorite outlets, we will help drive the footfall to those with our free store locator offering."

Outlets which are on highways or not within these 810 cities will be mapped as points since SatNav's maps also include detailed road network, classified under National Highways, Major & Minor Roads. The city road network seamlessly integrated with National Highways and State highway roads and District Roads. In addition, as reference points railways tracks are also covered for several hundred cities. All Major cities are constantly updated by taking information from physical surveyors, Citizen Mapper and customer feedback.

The points of interest are arranged in 42 different categories like Airlines, Airports, and ATMs etc for the convenience of the user, covering all states of India and the map is available on [www.satguide.in](http://www.satguide.in)

### **About SatNav Technologies**

Incorporated on January 9, 2004, SatNav Technologies is an ISO certified IT Products Company. SatNav is the pioneer of GPS Navigation in India since 2005 and a market leader today, SatGuide is SatNav's flagship best selling GPS product and available in many variants such as Personal Navigation Devices (PNDs), In-dash entertainment and Navigation devices, GPS receivers and Personal Trackers. Products are available at hundreds of stores all over the country including leading retailers like Croma, Ezone, Reliance, ABRL, Staples among others, helping consumers "Never Get Lost!". SatGuide's navigation and maps for Nokia phones can be downloaded free from the company's site too. Another fast growing concept from SatNav is SatTracx, a GPS and GSM enabled locator service operated via a call center reached by 1-800-103-5656, available all over the country and also offered as a short code by major telecom operators.

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