



SatNav in Top 20 Enterprise Software Product Listing

In partnership discussions with Leading IT Companies

Hyderabad, India – 2nd May 2013 - SatNav Technologies, India's Pioneer in Spatial Cloud based IT Products, was selected among the Top 20 Enterprise Software Product Listing by Silicon India Magazine. They recognized the potential of SatNav's various products that focus on efficiency enhancement in customer organizations. Silicon India, having offices in India and US, selects innovative companies in the technology domain for this listing.

According to a study by Constellation Research, Current business model of IT Services companies have maxed out and clients are seeking companies who offer business solutions rather than technology services. Indian IT companies need to invest or partner in IP areas for continued growth to sustain margins and also get recurring revenues. SatNav offers exactly this and is now in partnership discussions with leading IT companies for selling our suite of products.

Amit Kishore Prasad, Founder & CEO of SatNav says *"SI listing is the 13th such recognition received by our products. As the IT industry increases focus on IP offerings with greater margins, we help them by offering our products to customers in global markets"*.

SatNav's product suite, available on cloud hosting model too, comprises three major focus areas; "In-the-Field" Efficiency Enhancement product suite **SatGuide** for any organization with people working in the field; Tracking Platform **SatTracx** to locate Smartphones, Senior Citizens, Children, Assets & Vehicle Tracker for both indoors and open to sky; "In-the-Office" Efficiency Enhancement product suite **a-mantra** for Assets and Office Infrastructure.

About SatNav: Incorporated after incubation by Satyam Computers, a leading IT Services company, SatNav secured subsequent funding from Global VC Sequoia Capital. SatNav steadfastly stuck to its focus on IT Products, invested over 60 crores (about 12mn US\$) in building them. During the development phase itself Blue Chip Companies have chosen to implement SatNav's products for improving operational efficiency, increasing top-line and enhancing bottom-line by up to 20%.

SatNav's Intellectual Property (IP) includes Spatial Databases, Routing and Navigation algorithms with multiple variables, Geocoding & Reverse Geocoding tool, Tracking Platform, multiple infrastructure management products for Property, Space, Asset, Maintenance, Conference Rooms, Employee Services and others. These products can be deployed anywhere in the world.

SatNav today has a growing customer base of blue chip companies. "In-the-field" product suite customers include a leading FMCG major, Micromax Mobiles, Adani Group, Suzlon Group, Monginis Bakery, AO Smith and Swastik Masala. "In-the-office" product suite customers include CapGemini, Wipro, Axis Bank, UBS, HSBC, Indian School of Business, all Group Companies of ICICI and many others.

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