

Tata DoCoMo, SatNav tie up for tracking services

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New Delhi, Dec 21: SatNav Technologies, a major GPS navigation services and products provider, has forged a partnership with new GSM telecom service provider Tata DoCoMo to offer round-the-clock tracking service through the mobile phone. It will be one of its kinds to be offered over the mobile phone, Amit Prasad, managing director and CEO of SatNav Technologies *told FE*, adding that the company will set up a call centre where subscribers of the service can call up to track the whereabouts of the device and the person.

“So far such kind of tracking could only be done through a separate device that had to be carried all the time. However, our service will be offered through an application that users can subscribe and install on their phones,” he said. Initially

SatNav will set up a call centre where subscribers of the service can call up to track the whereabouts of the device and the person. It will essentially be useful for companies that have a high number of on-field personnel who need to be tracked

priced at 10 paise per second or Rs 6 per minute, Prasad said the service will essentially be useful for companies which have a high number of on-field personnel who need to be tracked from time to time. “The service has multi-usage but will come in handy especially for parents,” he said.

SatNav was earlier part of Satyam Computer Services (now Mahindra Satyam) and was spun off into a separate entity in the year 2004. Prasad said the company will soon offer the service with service providers too, which includes the Airtel, Reliance and Idea. However, one factor which could limit the spread of the usage is the fact that the service will only be offered on phone that have Windows Mobile or Android software. “We are working towards making the service available on other phones as well,” he said.