

SatNav unveils new brand mascot for its range of GPS products



Navigational services provider, SatNav Technologies has embarked upon a new branding initiative, 'SatGuide' which will serve as its mascot for all GPS-based services and products.

SatNav says that the mascot will help in creating an image for SatNav and will ultimately help in establishing a strong connection with the target audiences.

"India has a potential to become the leading destination for multinational GPS companies in Asia, but there is clearly a lack of awareness about the technology and this is proving to be a deterrent. We believe that the SatGuide mascot is an initiative that will provide a greater connect with our consumers with better awareness about GPS technology and its applications," says Amit Prasad, Founder and CEO, SatNav Technologies.