



### Intro note on Mr. Amit Prasad

Amit is Founder and MD of the SatNav Group with business interests in a wide range of IT Products and in Preschool Education. Amit's flagship business is SatNav Technologies, a pioneer in India in GPS, FMS & LBS Technologies. SatNav is an IT Products Company focusing on Cloud Based Map Data Products which enhance organization efficiency. The product suite includes **SatTracx** 'in-the-field' Location Based Solutions which has processed over 91.9 million transactions and **a-mantra** 'in-the-office' Facilities Management Solutions with over 620,000 daily users. The products are now being taken to global markets, currently present in 10 countries with 8 partners. His second venture Sunshine Preschools has a network of 24+ branches in Hyderabad and brings international standards to the Preschool & Daycare business in India with many innovative activities as part of curriculum. Over 10,000 children have graduated from Sunshine since inception.

### Detailed Profile of Mr. Amit Prasad Founder MD & CEO, SatNav Group

#### Awards and Recognition:

Computer Society of India Award 2002, Nasscom Innovation Showcase 2005, Microsoft India Innovation Award 2006, Red Herring Top 100 in Asia Award 2007, Tech Innovator Award by EMRI in 2008, Top 10 Gadgets award by India Today in 2009, Avaya Consumer Connect Award Shortlist 2010, Rising Stars of Andhra Pradesh 2011, Top 20 Enterprise Software Company 2012

#### Positions Held Currently:

Founder, MD & CEO, SatNav Technologies ([www.satnavtech.com](http://www.satnavtech.com))  
Founder, Vice Chairman & MD, Sunshine Preschools ([www.satnavpreschools.com](http://www.satnavpreschools.com))  
Executive Committee, Sri Gowtham Academy ([www.gowthammodelschools.com](http://www.gowthammodelschools.com))  
President, Vasavi College of Engineering Alumni Association ([www.vce.ac.in](http://www.vce.ac.in))  
Board Member at TIE Hyderabad ([www.hyderabad.tie.org](http://www.hyderabad.tie.org))

Amit has a dynamic career running his entrepreneurial venture SatNav Technologies which was India's first GPS navigation firm and a pioneer in India. Bringing this technology to India was a passion of Amit's when he stumbled on the idea of implementing GPS navigation while traveling in the US. The business idea was approved as an Entrepreneur incubation program in 1999 and later set up as a separate unit in 2004 after he successfully exited the services business by selling it to the parent and decided to focus on Products.

He and his team identified early-on that services business would suffer from low margins in future years and identified the Products space to work on. SatNav is an IT Products Company focusing on Cloud Based Products which enhance organization efficiency. The product suite **SatTracx** includes 'in-the-field' products like Digital Map Data, GPS Devices for Navigation & Tracking, Phone Apps, Field Force routing, Sales & Delivery Routing. The 'in-your-office' product suite **a-mantra** for Facilities Management including Property, Space, Asset, Maintenance, Employee Service Portal, Strategic Reporting etc. SatNav was seed funded in 2004 by highly qualified professionals and secured Series A funding from Global VC Sequoia Capital and India's largest media house, The Times Group in 2008. SatNav is currently scaling international operations with an ambitious target to be in 20 countries through 50 partners by December 2015, in the process have 10 million active users for a-mantra and process 1 Billion Transactions on SatTracx. Amit's vision is to build an organization that has entrepreneurship and performance recognition as core values, which he aims to inculcate across all levels in the company.

He completed his Engineering from Osmania University in 1995 after which he pursued Post Graduation in Marketing Management (Specialization in International Marketing), from IGNOU. Amit has also done his Bachelor of Arts (Specialization in Public Administration and History), completing it in 1996, then acquired a Post Graduate Diploma in Computer Applications from a leading computer institute thus acquiring 4 degrees in his quest for learning.

He spends part of his time on the Sunshine Preschool and Daycare where his role is focused on Marketing and Strategy while his wife Saloni works with the Operations team which has a joint venture tie up with leading education specialists from UK. Over 10,000 children and parents have benefited from Sunshine's unique preschool cum daycare model and Sunshine's proprietary curriculum and processes, it is a leading provider of services in its space.

He likes reading biographies of leading business leaders, watching TV, playing golf, analyzing the stock markets in India / USA and contributing to social causes. He is involved with leading NGOs in Hyderabad from time to time. He loves to spend time with his family, which comprises of his wife Saloni, daughter Ishita, son Ishaan and his mother, Rani. For more information on his current initiatives visit [www.satnavtechnologies.com](http://www.satnavtechnologies.com)