



SatNav's Products shine worldwide in just 12 months of BD 100mn Transactions, 620k Users, 10 Countries, 8 Partners

In less than 12 months of Business Development efforts and with limited resources, SatNav has already made significant strides during the financial year ending March 2014. It was around Feb 2013 that the company started implementing a sales strategy to take its 2 efficiency enhancement product platforms SatTrackx and a-mantra to various global markets. The SatTrackx Location Based Solutions Platform has till date processed in excess of 100 million transactions for customers across various industry segments. A-mantra Facilities Management Solutions platform is now used by over 620,000 active daily users in various blue chip companies in different geographies.

Based on initial success in APAC and Singapore markets early last year the company had launched an ambitious Partner program and started scouting for sales partners who could help expand sales worldwide. By the year end SatNav has now reached 10 countries and has partners who are actively pitching the products to their customer base. This does not include Large IT and Complementary Product companies who have presence in dozens of countries worldwide and who will identify opportunities anywhere in the world as and when it comes to their notice. In summary, SatNav is well on course emerging as an IT Products company with products having a huge future potential.

Q4 Progress

SatNav selected for Prestigious "InTech50" Listing
SatNav has recently been selected for the prestigious InTech50 listing of Leading IT Product companies from India that hold a great potential in the global markets. CIOs of global corporations were part of the screening committee.

InTech50 provides these entrepreneurs with a platform to showcase their innovations to folks who are visionaries in their own way and have the knack of seeing possibilities very quickly. The platform will create possibilities that we can think of but more importantly it will create a network that will evolve in ways that we cannot predict in any way!

a-mantra – 'In the Office' Efficiency enhancement product is used by blue chip companies like Capgemini, ICICI Bank, Axis Bank, Wipro, ISB, Ericsson, UHC etc in improving their space, asset and maintenance management activities with better efficiency and transparency. With over 620,000 daily users today, our vision is to significantly expand the user base to atleast 10 million users by end 2015.



SatNav joining hands with IT majors

SatNav is working with a couple of leading Indian IT services majors in providing Map based solutions for their customers. Such an alliance helps those companies concentrate on their existing service offerings and the map based content is served by SatNav's APIs. Both partners are seeking long term partnerships in working together on synergistic opportunities worldwide, joint bids have been initiated in some regions.



Leading Media House - Star India implementing a-mantra

Leading Media house - Star India has chosen a-mantra as their facilities management product to have better control on their space, asset and its better utilization and tracking. a-mantra will help achieve their objectives for their new state-of-the-art facility in Mumbai

Synergy IT Group- Australia

SatNav & Synergy IT Group have entered in to a strategic partnership to sell SatNav's IT product SatTrackx and a-mantra in the Australia / New Zealand market. Synergy IT Solutions is providing shore/offshore software development, systems integration and solution delivery services for small to large enterprises. Headquartered in Sydney, Australia, having ODC's (Offshore Development Centers) based in Philippines, Pakistan, and China. This partnership will help SatNav to tap both Synergy IT's existing and new customers.



Q3 Progress

- SatNav now signing up Sales Partners Worldwide
- New Partner Sign up : Bartinet to target sales in APAC
- Global Telecommunication Equipment & Services Giant Ericsson to implement a-mantra
- FMCG Fortune 100 company P&G's India arm expands usage of SatTrackx

Q2 Progress

- Dubai IT Solutions Company picks up 1% stake ! Partner to also spearhead company's foray into the MEA market
- SatNav partners Global Corporation Microsoft in long term deal
- Bagged Overseas Assignment - A leading University of PNG
- Forged strategic alliance to take products international - Talisma

Q1 Progress

- Slew of new deals at SatNav ! Forays into international markets, seeking partnerships
- SatTrackx Field Force Efficiency now in Europe
- a-mantra Facilities Management now in Singapore

From the CEO...

Signing up 50 Sales Partners in 20+ countries

Founder CEO outlines his vision for the company

On the back of a promising first year of sales for its enterprise efficiency enhancement products, SatNav's CEO Amit Prasad has now outlined an aggressive vision for the company's way forward. Speaking about the goals for the next 2 years he said, "We are targeting 1 Billion Transactions on SatTrackx and 10 million active daily users for a-mantra by December 2015. I know that's sounds like a very ambitious target but considering the huge opportunity that exists in the worldwide markets, these numbers are easily doable as we increase our customer base. Also, we are now targeting a very extensive sales partner network of 50 Partners in 20+ countries."

