



PND emerging as hot gift choice

With the market awareness for GPS products reaching a new high, GPS devices are becoming a hot choice for organizations as a preferred gift option to give to Customers and Employees.

The trend is not only during festive periods but also during other times of the year when annual conferences, getaways and meets are organized by companies. Options today range from vanilla Car Navigation and Entertainment systems to higher end Navigation with Handsfree talking and rear view camera and also GPS Tracker phones for employees and family.

Prices start as low as Rs. 3999 which makes it highly affordable for companies of all sizes. Speaking about the trend SatNav's co-Founder & Head of Outbound Sales Arpitha Saineni said, "It has become a norm for us to get a call and sell a few hundred devices in a matter of minutes. We are now actively tapping companies across verticals."