

A teal circle is positioned on the left side of the slide, with a thin vertical line extending downwards from its center.

DRONA

LOSE YOUR WORRIES, NOT THE ROAD

DRONA - Asia's First Smart Helmet

- WHAT IS DRONA MARK-1?



A smart helmet that provides the rider with all the necessary information: Rear View, Live Stream, GPS Navigation and more.

● OUR MISSION

PROVIDING NECESSARY INFORMATION TO COMMUTERS IN A NON
INTRUSIVE WAY



● OUR PRODUCT

Drona Mark-1

The Drona Mark-1 will enable riders to answer calls, use GPS, record and stream videos of his/her bike journey. Our helmet strives to be one of the first Augmented Reality helmet in India.

Below are some of the key features of our helmet:

- Bluetooth enables to pick up calls
- 180 Degree rear view
- Stream and record bike journeys
- GPS navigation
- Traffic Warning system
- Impact sensor



● Features In-Depth



Heads Up Display

- Retinal Projection
- Always in Focus
- Transparent LCOS Display
- Augmented Reality



Awareness

- Ultra wide angle camera
- GPS Navigation
- Traffic Notification



Safety

- ISI Certified
- Fog and scratch resistant
- Fog Light



Connectivity

- Bluetooth Connection
- Software updates
- Radio & Music



Intelligent

- Hands Free calling
- Voice Recognition
- Impact Sensor



Design

- Lightweight & Aerodynamic
- Customisable pads
- Sleek variants

- Record your Journeys



- Google Maps Navigation on the HUD



- Rear Camera View on the HUD



● BUSINESS MODEL

DISTRIBUTION

- We'll roll out the helmet in dense two wheeler markets
 - Initial sales will be on a pre-order basis
 - Tie-ups with Biker Clubs and Communities
 - Tie-ups with major E-commerce platforms like Flipkart, Snapdeal & Amazon
 - Tie-ups with various State Police forces
- By 2016 Q4, start selling in other emerging countries in Asia
- Bangladesh, Malaysia, Indonesia and Sri Lanka are some of the countries we intend to introduce our product in the near future

● COMPETITION

AFFORDABLE



DRONA

BASIC FEATURES



FEATURE RICH

FORCITE
HELMET SYSTEMS

SKULLY

EXPENSIVE

● COMPETITIVE ADVANTAGES

- Premium features at an affordable price
- No competitor in this space in Asia, competitors are on only in the US
- First mover advantage
- Considering, the vast number of bikes in India and the population riding it, the potential is huge
- Augmented Reality Heads Up Display which is different from other competitors
- Better features like live streaming, Impact sensor etc. when compared to other competitors

● CURRENT STAGE

- Currently we have a fully functional crude prototype with all the features of the smart helmet



TEAM

BUSINESS



PRADYUMNA M

BUSINESS HEAD

Ex-KRDS

PRODUCT DEVELOPMENT



SAI C

PRODUCT LEAD

IIT MADRAS



JAYAKARTHIGEYAN P

**Chief Technical
Officer**

Anna University

Thanks!

ANY QUESTIONS?

Chaitanya Sai | gc.sai93@gmail.com

Pradyumna M | mahapatrapradyumna@yahoo.com