



highway delite

#withyouonroads

An Introduction Deck

www.highwaydelite.com

ABOUT US



- India's largest digitally connected mobility and highway wayside amenities platform with over 1 million + customers, 3 Lakh + connected pit stops, and 1 lakh + KMs of verified highway routes
- We are offering connected mobility services in the areas of highway pitstops, EV Chargers, FASTag, GPS, Insurance, RSA (Roadside Assistance), Accident Emergency Assistance, and Washroom Scores.
- Targeting customers across Passenger Vehicles, Commercial Vehicles, OEMs, PSUs, and Government Institutions.
- Funded and Supported by Startup India, BPCL, Karnataka Government, IIM Bangalore (NSRCEL)
- Recipient of the National Startup Award, ET Tech Bootstrap Award, and Nasscom Connected Mobility Award



10L+

Connected Vehicles
Customers



5L+

Monthly Active
Users



3L+

Digital Connected
Pitstops



1L+

Verified Highway
Routes



AWARDS & RECOGNITION



Recognised & Funded by



Awards



OUR MISSION



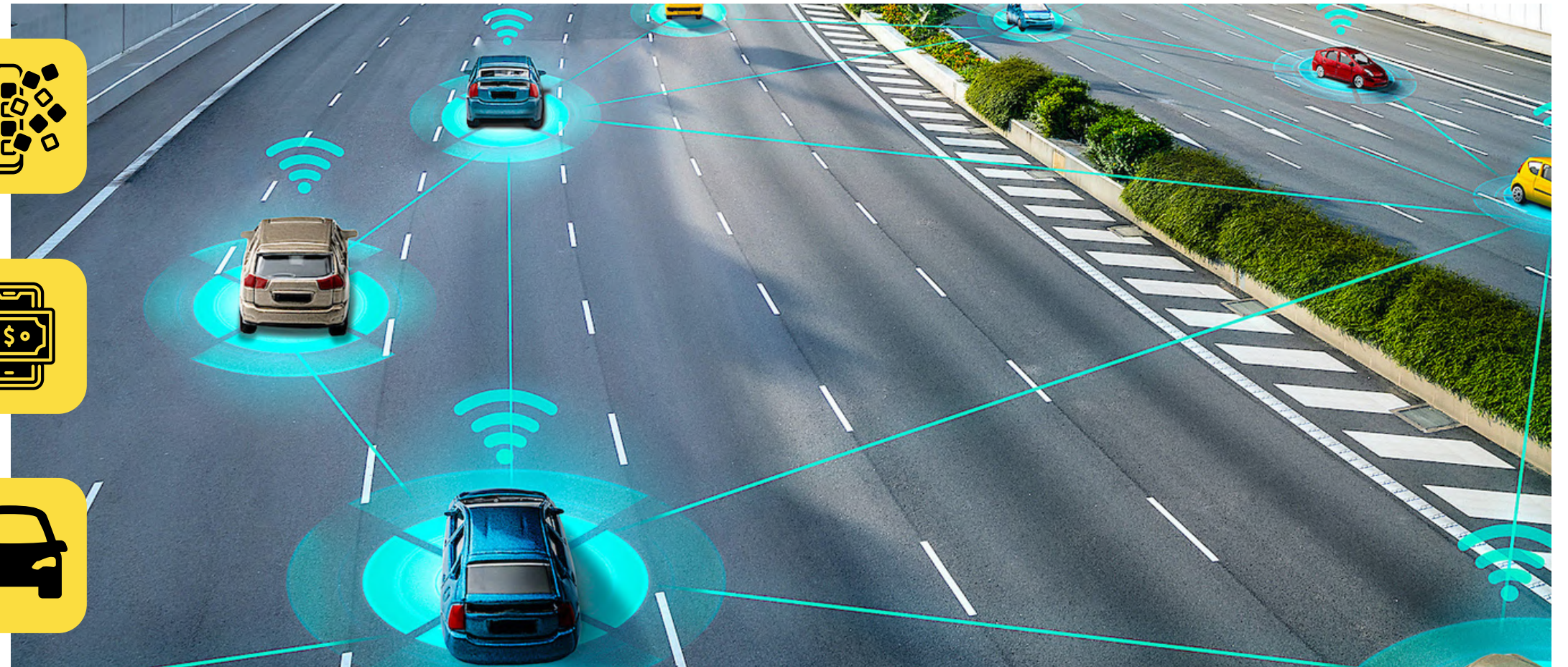
One stop mobility platform



*With digital connected services
and embedded finance solutions*



*For vehicles ownership across
segments*



MEET THE TEAM



Rajesh G
Founder

About Rajesh G

A mechanical engineer and MBA, Rajesh Ghatanatti comes from a defense family background and is a travel enthusiast and problem solver.

With 9+ years of experience in technology and mobility and a passion for travel, Rajesh is fully leveraging his knowledge and experience in building highway delite as a connected mobility platform.



BOSCH



TATA
CONSULTANCY
SERVICES



ICRA
A MOODY'S INVESTORS
SERVICE COMPANY

10+

Tech Team

15+

Ops Team

25+

Sales Team

2000+

Field Agent Team

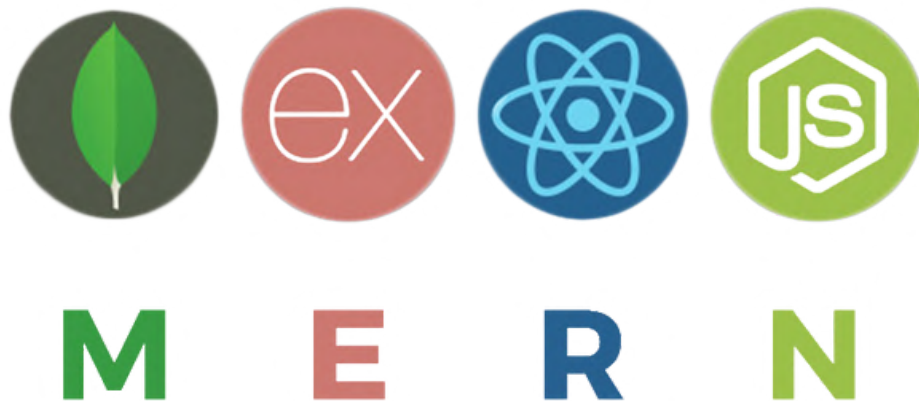
OUR TECHNOLOGY



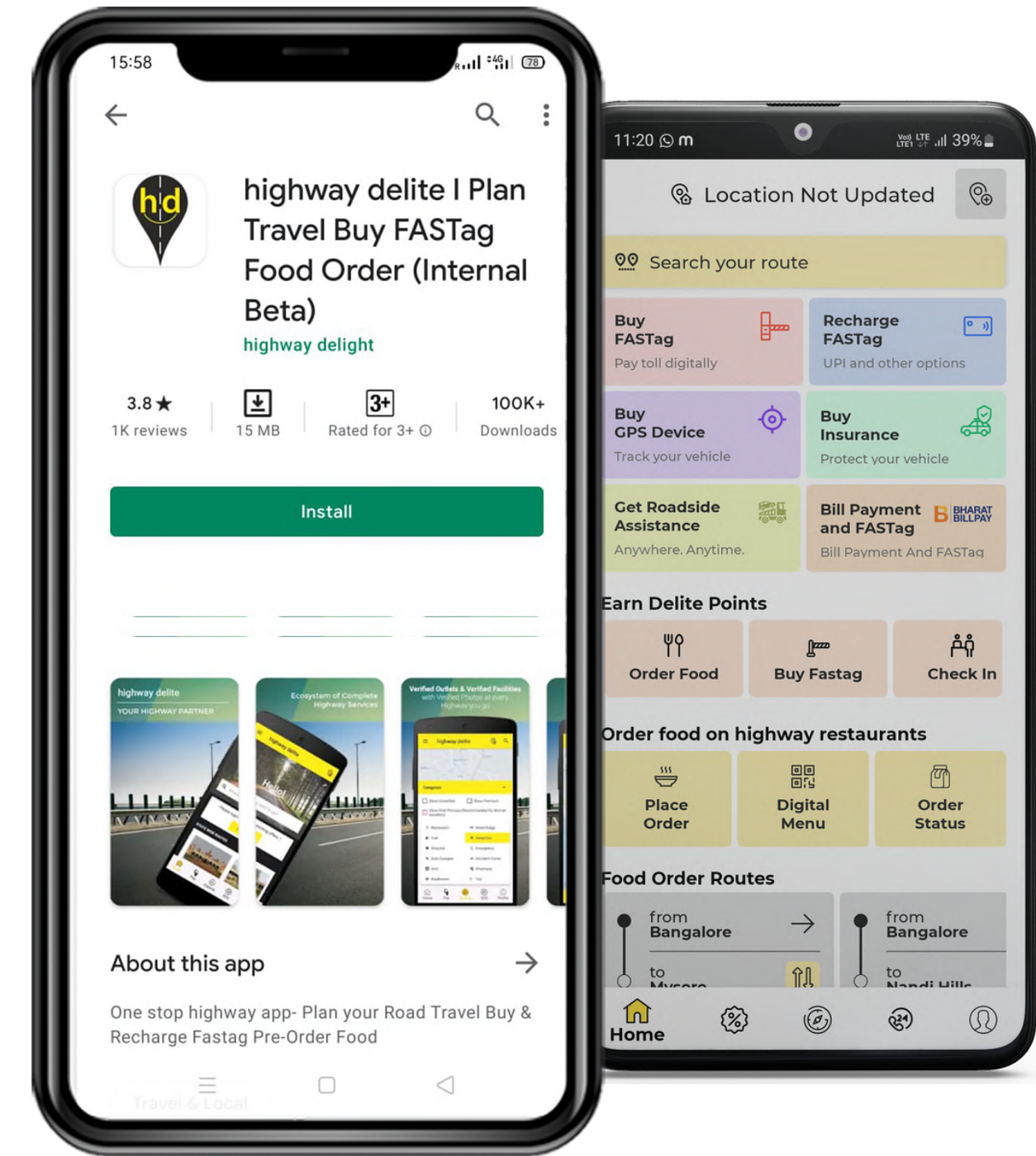
Interface - Web & Mobile



Techstack- mern



API Driven platform



OUR TIMELINE



FEB 2018

**Got grant of 30L from
BPCL startup india**

MAY 2015

Company Started

OCT 2022

Crossed 1M+ Customers

MAY 2015

**Crossed 1L+ Customers & Verified 1L+
KMs of NHs**

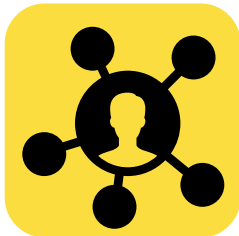
NOV 2016

**Got grant of 35 Lakh from Karnataka
Tourism Department**

OCT 2015

**Launched the app, Incubated in IIMB
& got funded**

OUR NETWORK



1.1M
Customer Base



1000+
Dealers



3000+
City Points



300k
Verified WSA



2000+
Field Agent Network



5000+
GPS Technicians



OUR PARTNERSHIP



Travel Platforms



Logistics



Insurance



Auto OEMs



OMC's



Bank



OUR SERVICES- SNAPSHOT



Wayside Services



Highway WSA

Verified highway pitstops of 3 lakh +
(Includes 10,000+ Puncture shops)

Motor Vehicle Services



GPS

Pan India service network with
5000+ technicians



EV

Partnered with Bolt to setup
3000+ charging points across
highways (Already live with 100+
locations)



FASTag

Pan India delivery network with
2000 + Field boys and 1000+ Car
dealerships



Insurance

Platform to compare and renew
insurance in 3 minutes for all type of
vehicles.



RSA

Partner with Ready Assist to
provide BDS pan India.

Our Initiatives



Raksha QR

Accident Emergency Assistance
initiative to save life and also act as
personal assistance in case of wrong
parking



SwacchScore

Washroom feedback initiative to
get real time scores of
washrooms pan India for highway
travelers

FASTAG SERVICE



Where we stand



1M+
Live Customers



3000+
Toll Agents



1000+
Dealers

What we offer?



It's Cheapest

In the market. We have just removed all unnecessary costs to provide cheapest FASTag



FASTag Online

It's available for purchase online with quick delivery



Multiple Use

It's valid across HAI tolls, select fuel pumps, parking lots, society & corporate gates



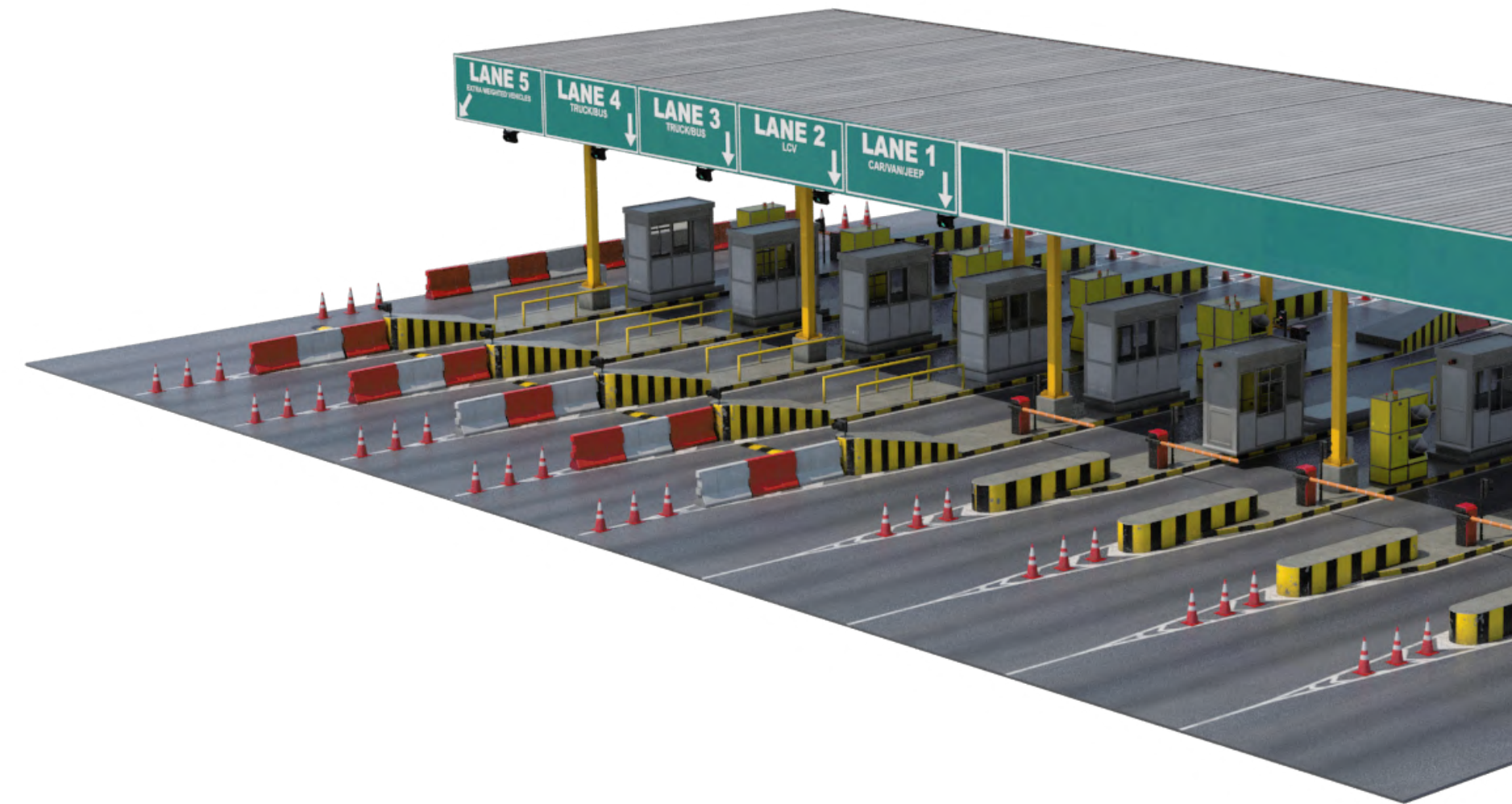
East Recharge

Use HD app to recharge your FASTag online and avail exciting cashback Tag



Cashless Parking

Use HD FASTag at select parking locations across country



Our Partnerships



GPS SERVICE



Tracking and Fleet Management Solutions



1 Million
Connected Vehicles



1000+
GPS technician network pan
India for Installation and service



Managing network of 10,000+
vehicles on our platform



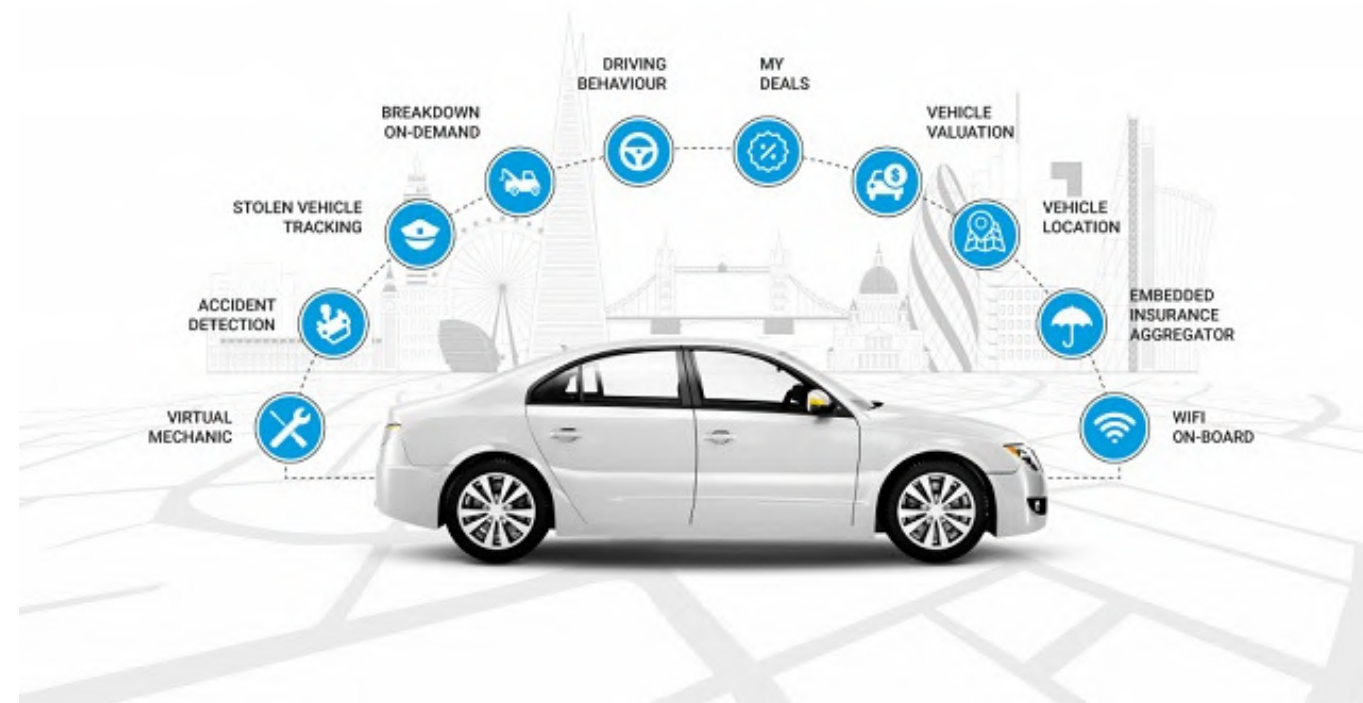
White label solutions
integration



All Range of Devices
available

Mobile Applications Functions

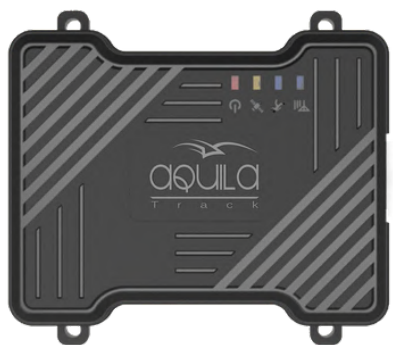
- Full visibility of complete fleet
- Get real time alerts
- Get fuel prices information
- Create your own geofences
- Video playback and complete history



GPS PRODUCT OFFERINGS



TS - 101 Basic - AIS 140



OBD



BHARAT 101 - 2G



Fuel Sensor



SIM Port



Concox V5



JC 400 pro



HD Dashcam & GPS Tracker



Portable Gps Tracker



EV CHARGING - CPO



100,000 Kms
verified Highway
route



3 Lakh +
Monthly Active Users



10 Lakh +
Total Users



2 Lakh +
connected Highway Pit
Stops

Mobile Applications Functions



Find nearby charging
spots



Reserve your time slot



Accurate charging session
time



Multiple payment options



Get Notified when charging
is completed



Offers and referrals



Nearby amenities



View booking and
charging history



PRODUCTS



Products (AC Chargers)



3.3 KW

- 3 Pin Charging port for 2/3/4 wheelers
- Max 3.3 kW capacity



7.4 KW

- 7.4 kW capacity for 4 wheelers
- Gun attached to device
- Takes about 4 hrs for full charge

(inclusive of all taxes, service charge and installation fees)

Products (DC Chargers)

30 KW

- 30 kW capacity
- Comes with single gun
- Can charge 1 vehicle at a time
- About 45-60 min to full charge

60 KW

- 60 kW capacity for 4 Wheelers
- 2 guns to charge 2 vehicles simultaneously
- About 30-45 min to full charge



Use Cases for AC & DC Chargers



Residential Areas



Parking Spaces



Hotels and Lodge



Malls



Corporate Offices



Highway Restaurants

RAKSHAQR INITIATIVE

Saving lives & Helping People with unattended Parking



CONVENIENT

You only need one phone number to receive all calls about your vehicle.



PRIVACY

The finder is not given your phone number.



SCAN QUICKLY

Apps for phone cameras and scanner are supported (IOS and Android)

SWACCH SCORE INITIATIVE

View live score before taking a washroom break on highway



SwacchScore



REVIEW RATING

See reviews of the washroom before entering it



RATE IT

Give Swacch score to help yourself & others



FIND RIGHT PITSTOP

View live score before taking a washroom break on highway

INSURANCE SERVICE



Marketplace for renew insurance for all your vehicle types.



**Engine
Coverage**



**Vehicle
Replacement**



**Zero depreciation
Cover**



**Personal Accident
Cover**

RSA SERVICE

Partner with Ready Assist to provide BDS pan India.



5000+
Service Partners



16650+
Pin Codes

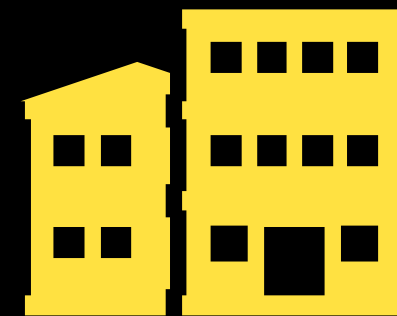


1000000+
Vehicles Mobilised



100000+
Subscribed Customers

CONTACT US



Address:

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KEONICS - K-WINGS/NASSCOM 10,000 Start-up
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HSR Layout (behind HSR Police Station),
Bengaluru 560 102

Stay Connected



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