

Event : Hackstop 2021

Vehicle safety and Emergency Telematics



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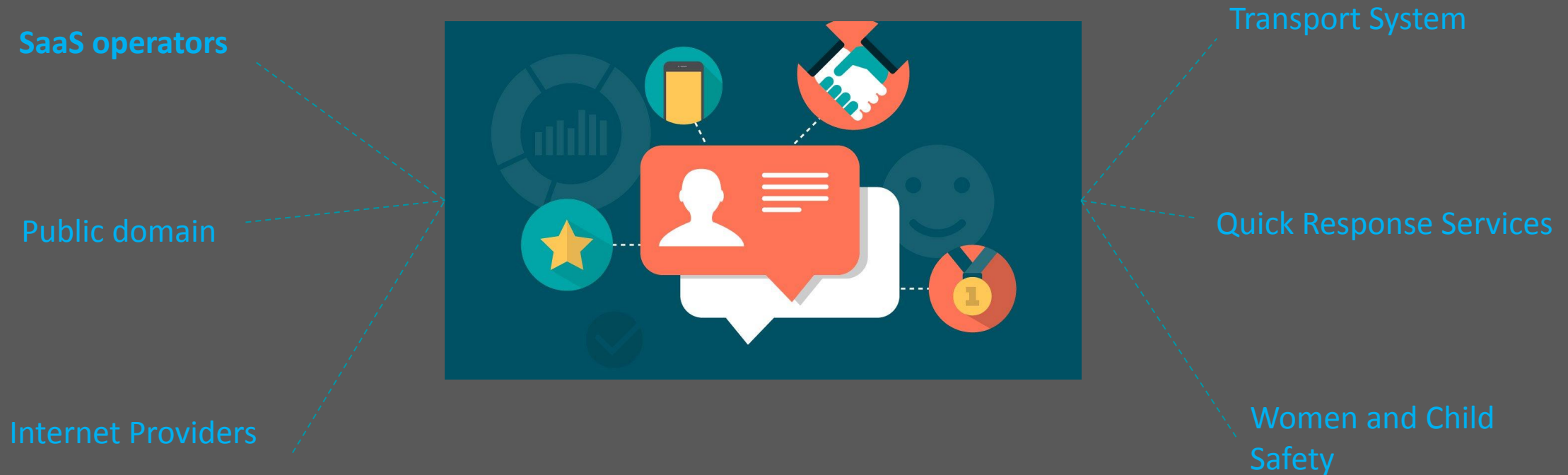
Amplifying India's Potential

Prodhyam



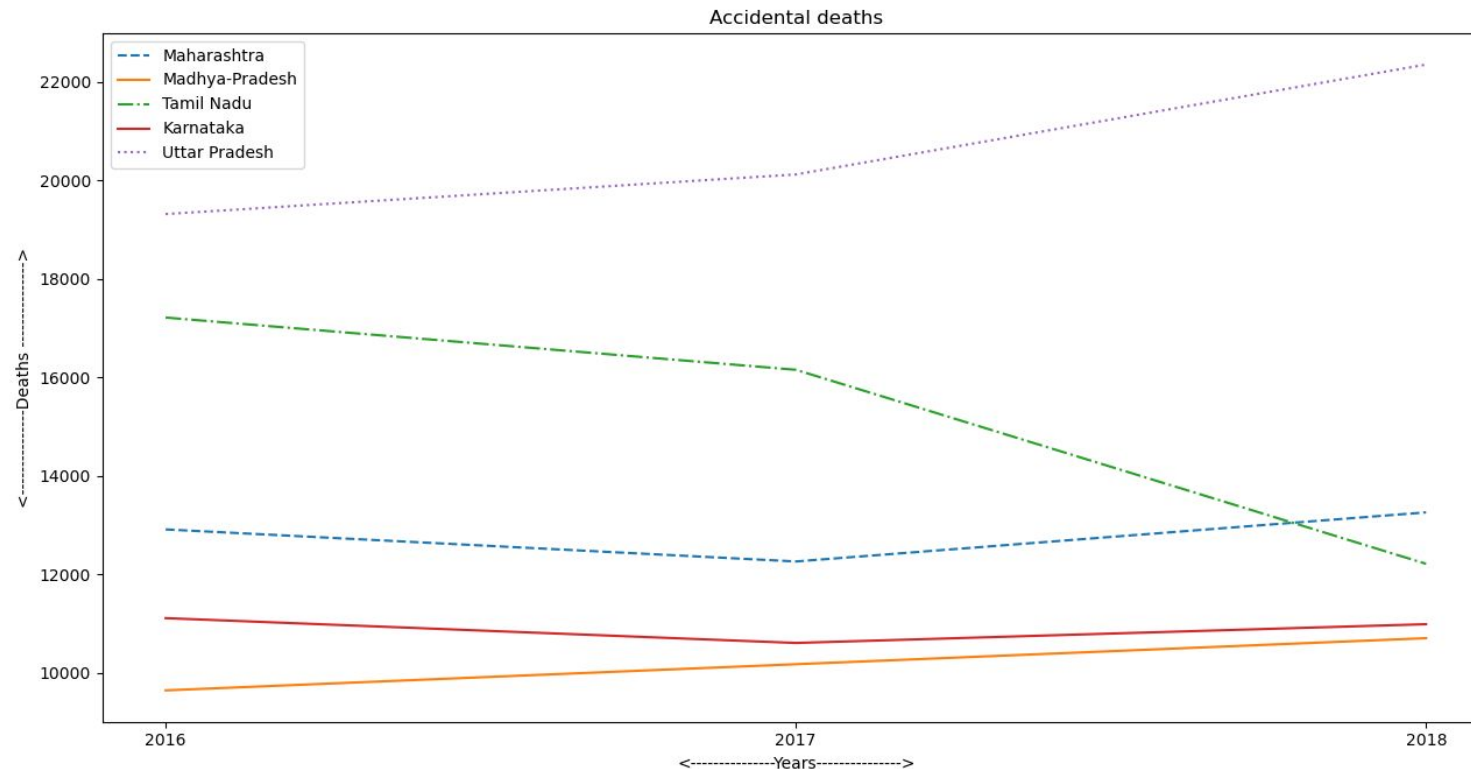
Problem Statement

I.T and advancements in safety technology for Vehicles



*Saas - Software as a service

Current Market Scenarios



- Source
- The times of India and W.H.O

Causes of road-accidents

RLY ACCIDENTS AMONG TOP 3 CAUSES

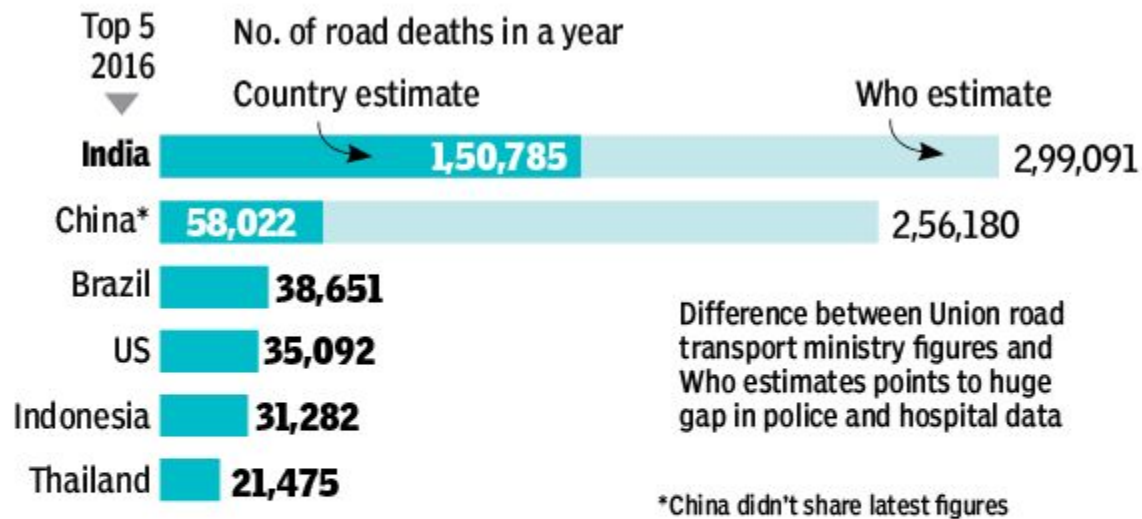
Top 5 causes of unnatural deaths (2004-2015)



A report in Hindustan Time states that, 39 Lakh deaths in span of 12 years could have been avoided

Certainly a mind Numbing figure

Road accidents **kill more people in India** than any other country...



...But India is not among **worst** countries in terms of **death rate**

Road accident deaths per lakh population (Who estimate)

Liberia	Saint Lucia	Zimbabwe	Burundi	Dominican Rep	India
35.9	35.4	34.7	34.7	34.6	22.6

Source

The times of India and W.H.O

<https://timesofindia.indiatimes.com/india/road-accidents-kill-more-kids-young-adults-globally-than-illness/articleshow/66995867.cms>

Lets have Some Market Stats

Automotive Telematics Market:
\$99 Bn Market by 2027

Sources

Markets & Markets

Venture Beat

CAGR

The global digital process automation market is projected to grow from USD 6.77 billion in 2018 to USD 12.61 billion by 2023, at a CAGR of 13.3% from 2018 to 2023.

What Can be Done ??



What Can be done :

>>> Speed Limiting

>>> Tracking

>>> Geofencing

>>> Monitoring



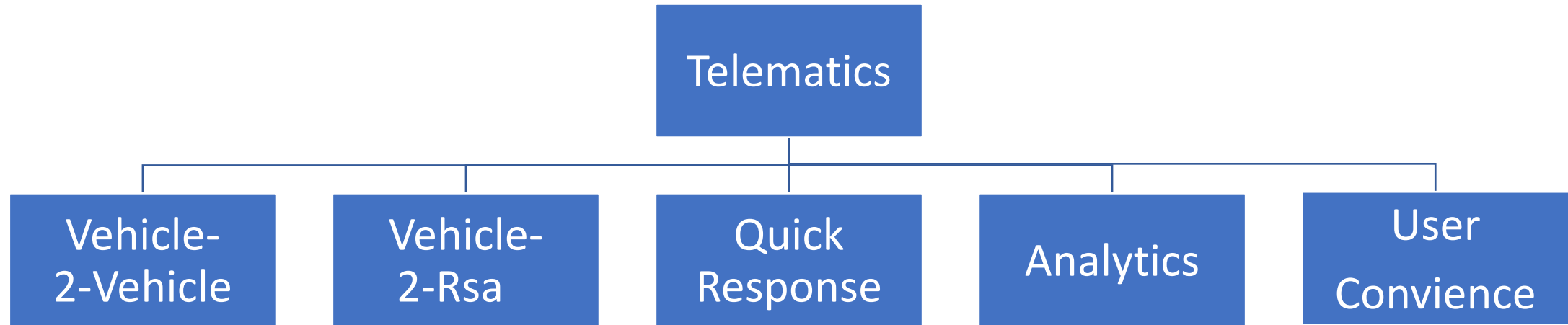
>>> Vehicle to Vehicle communication

>>> Quick Response

>>> Stats and Behaviour

>>> Analytics of Vehicle

FIELDS OF APPLICATIONS OF MODELS



*Rsa - Roadside assistance

Areas of Scalability :



Personal Cars

Outsourcing

Delivery Vehicles

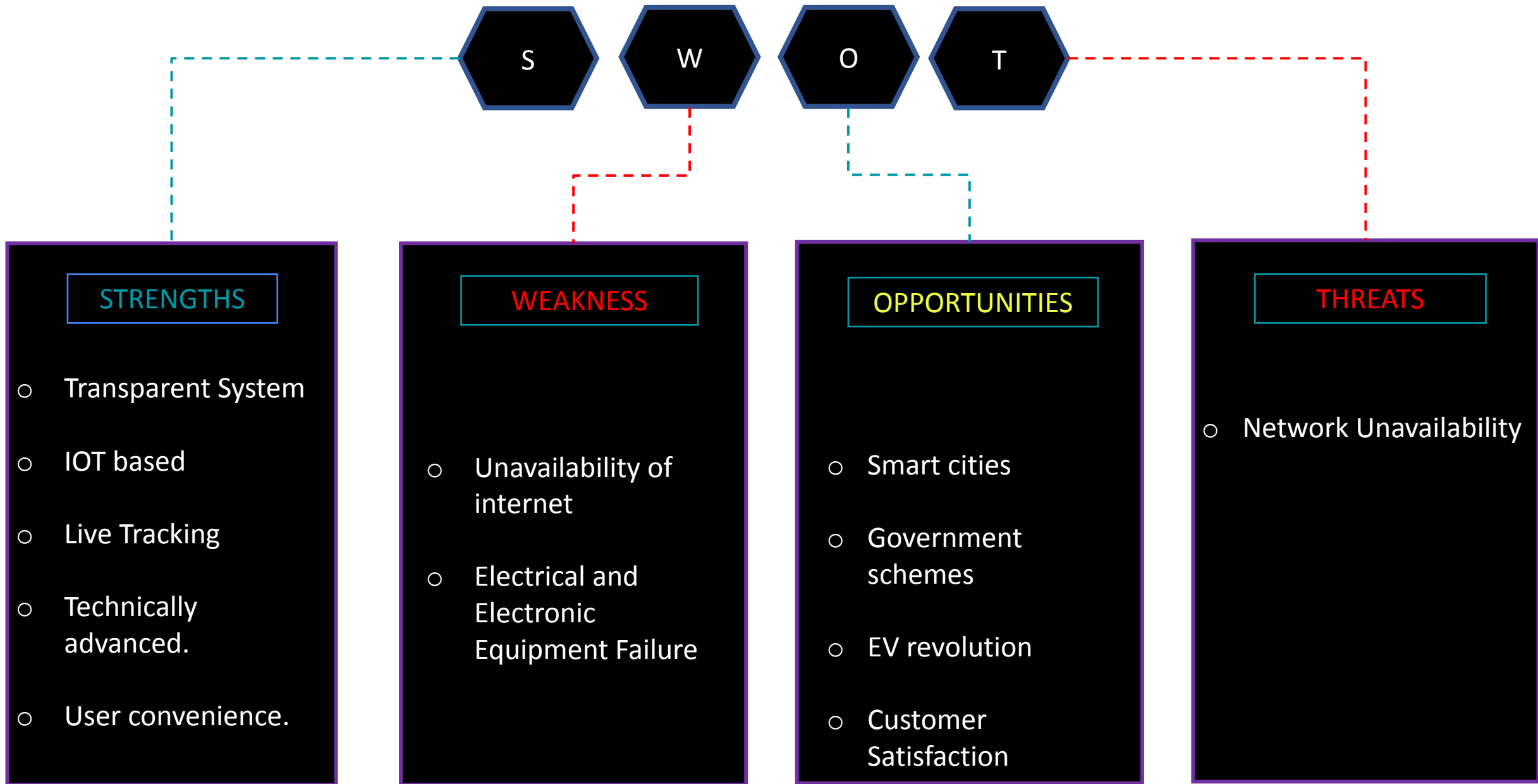
After Sales

Emergency Vehicles

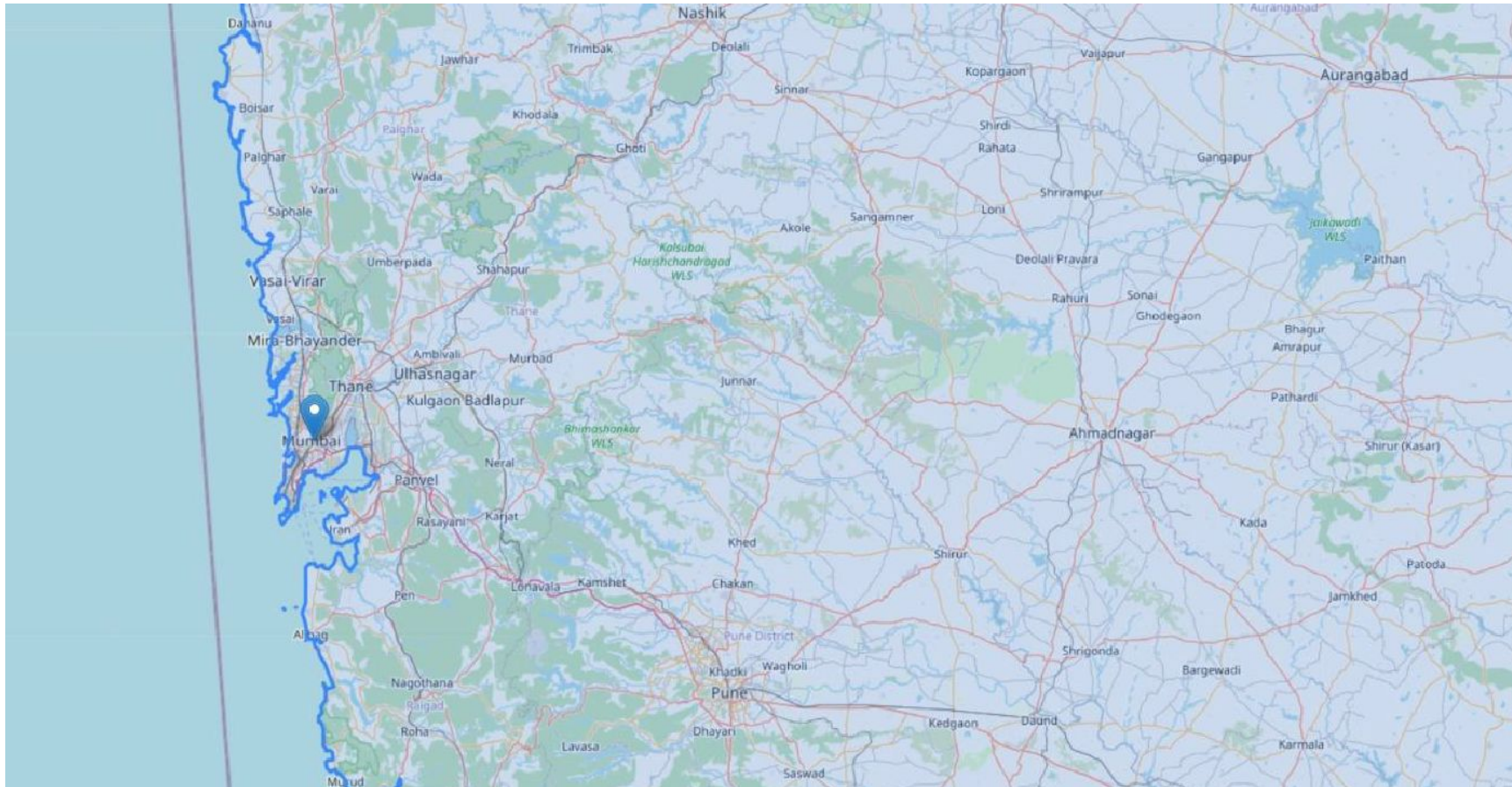
Car Rentals

Defence

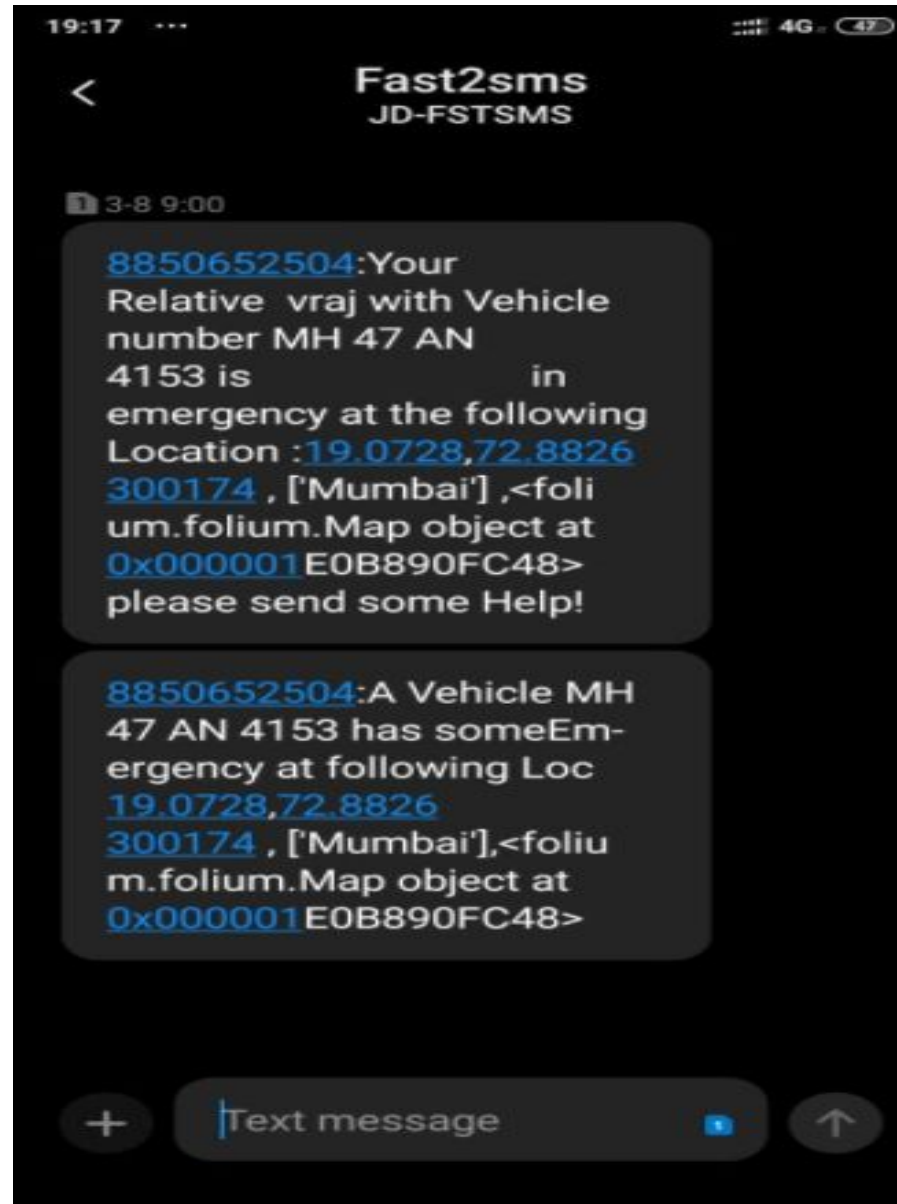
Women Safety



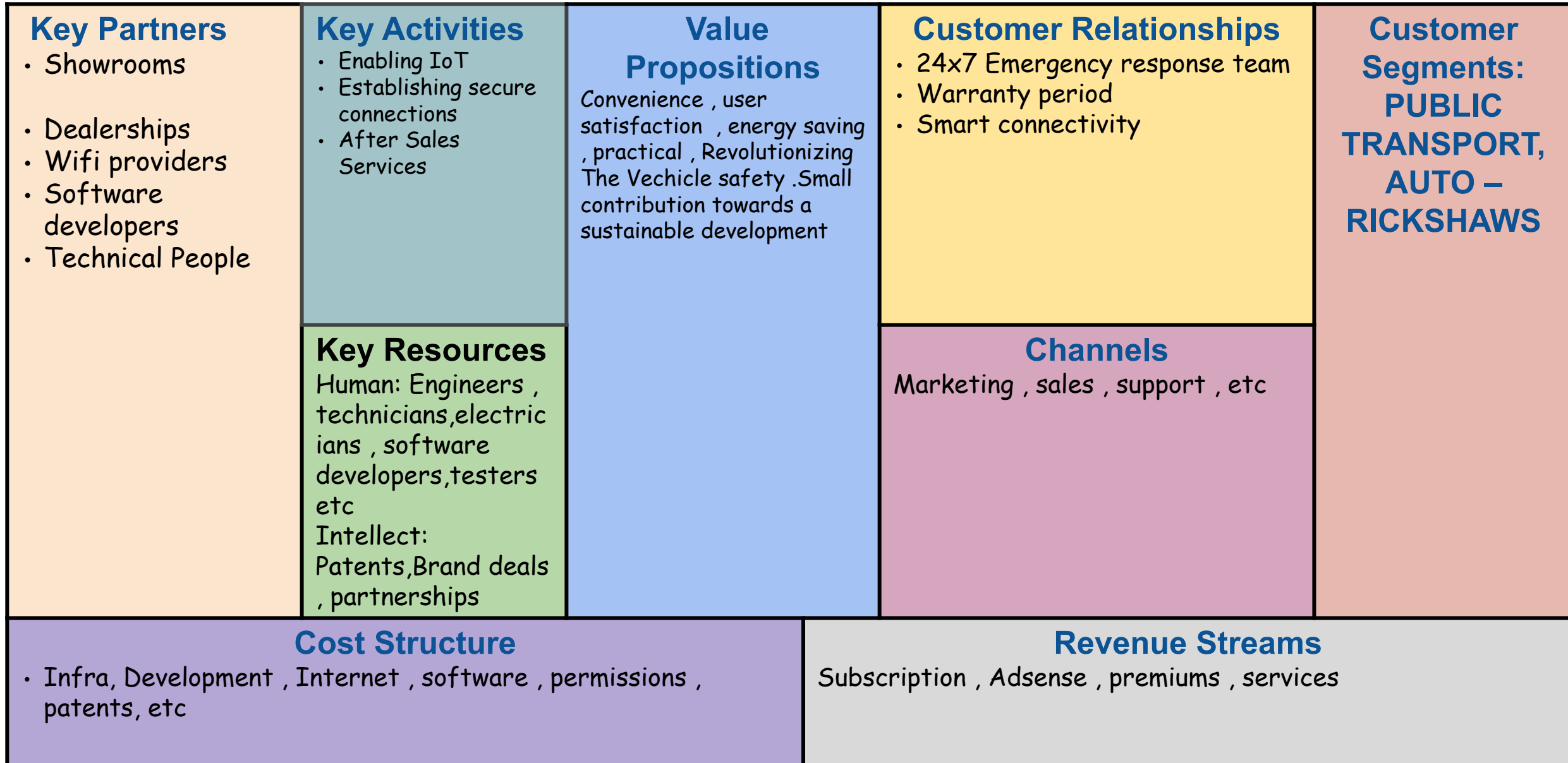
Some Glimpses of the idea



Sending Emergency Message to R.S.A



Business Model Canvas



Questions &
Suggestions??
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