

TRAFFIC COMPLIANCE INTELLIGENCE

Challan Free

Proactive alerts for informed driving.

Partner and investor overview

AUTOMOTIVE • NAVIGATION • FLEETS



THE PROBLEM – TRAFFIC CHALLANS IN INDIA



India's roads are home to over **354 million registered vehicles**, making traffic regulation a crucial aspect of road safety.



However, a lack of awareness regarding **speed limits, high-beam usage, and toll regulations** contributes significantly to the rising number of challans issued each year.



Problem Statement

Traffic Challans in India



SC orders nationwide roll out of **electronic challan system**.



Helps state governments ensure **road discipline** is rigorously maintained.



Aims to improve compliance and **reduce traffic violations**.



Marks a major step towards a **smarter and more transparent system**.



E-challan system to be rolled out across India

Hindustan Times

Sep 03, 2024 | 08:30 AM IST

SC bench said Section 136A is an **"innovative provision"** designed to help state governments ensure that road discipline is rigorously maintained.



Source: <https://www.hindustantimes.com/india-news/sc-orders-nationwide-roll-out-of-electronic-challan-system-101725303898789.html>

Problem Statement:

Traffic Challans in India



Over **33,400 drivers** were penalised in Ambala since April 2022 for not following lane driving rules on National Highway-44.



Despite challans, heavy-vehicle drivers continue to flout rules and are seen moving in other lanes.



This highlights the ongoing need for greater awareness and stricter compliance with lane driving rules in India.

The Tribune

Despite challans, vehicles continue to flout rules on NH

Over 33,400 drivers penalised in Ambala since April '22

TRIBUNE NEWS SERVICE

AMBALA, JUNE 26

The Ambala police have issued over 33,400 challans to the heavy-vehicle drivers since April 2022 for not following lane driving on National Highway-44.

However, despite this, the heavy-vehicle drivers continue to flout the rules and they can be seen moving in other lanes. The Ambala police had launched a campaign on April 25, 2022 to educate drivers and ensure road safety.



A cop issues challan to a driver for violating norms in Ambala.

Key Traffic Challan Statistics



Challans Issued
Annually

4.73 crore
(47.3 million)



Total Fine Collected

**₹7,563.60
crore**



Percentage of Vehicle
Owners Receiving
Challans

13.4%
every year



Average Fine per
Challan

₹1,599



Average Fine for the
Top 5 Challans in India

₹20,000



With over **₹7,500+**
crore in fines collected
every year, the need for a
preventive solution is urgent!



SOLUTION

Key Features to Prevent Traffic Challans

Real-time alerts and guidance to help you follow traffic rules and drive safely.

1



Over Speed Warning

Get real-time alerts when you exceed speed limits.

2



High Beam Warning in City Areas

Receive alerts to switch off high beams in restricted zones.

3



Advisory at Toll Plazas & Charges

Get advance information about upcoming toll plazas and charges.

4



Blind Zone & Narrow Road Alerts

Receive alerts for blind spots, narrow roads and other risky areas.



A smarter solution to help you
avoid traffic challans!

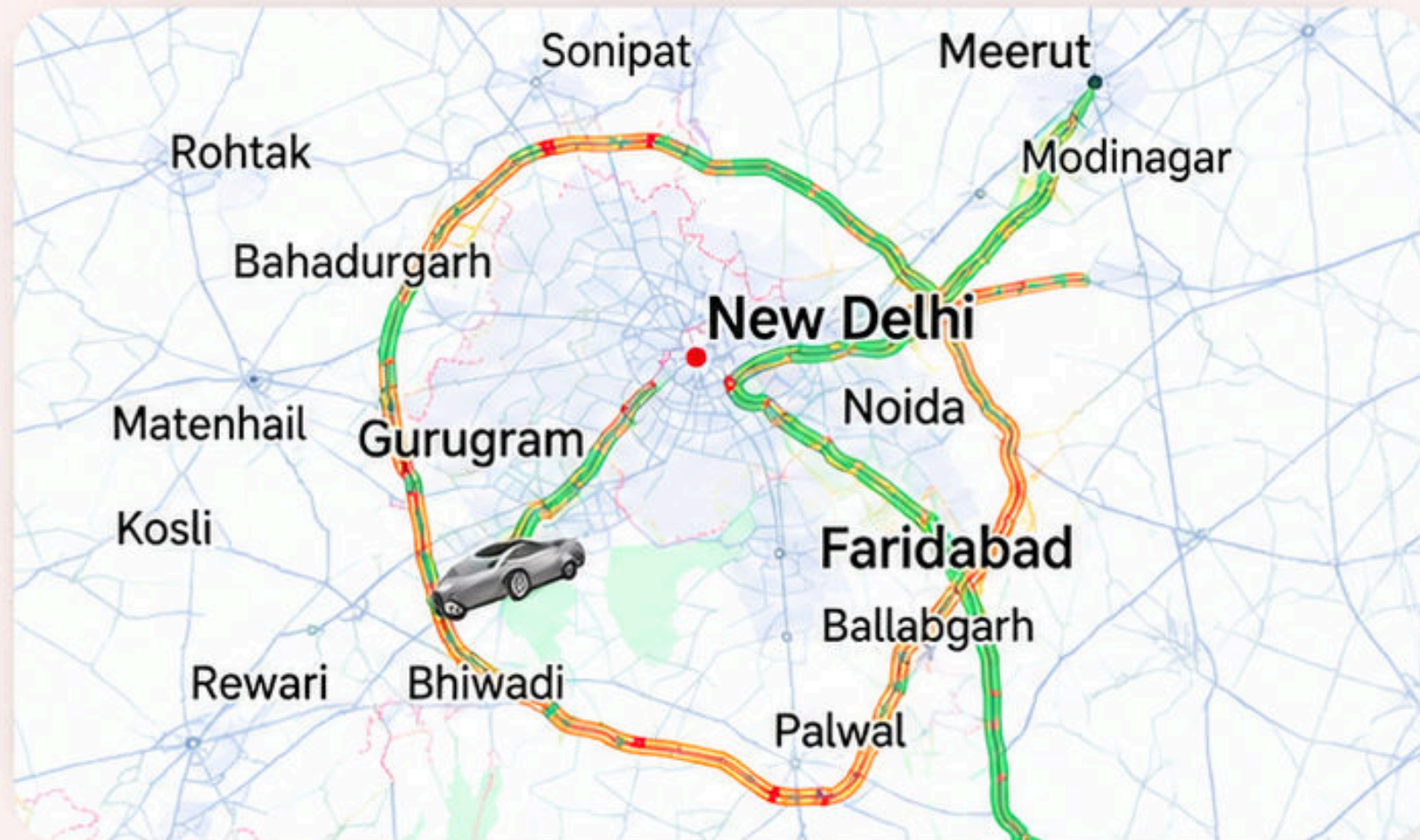


Product Experience: Smarter Alerts, Safer Journeys

Challan Free gives advance alerts so you can take action before committing an offence.

Present Map Solution

Reactive



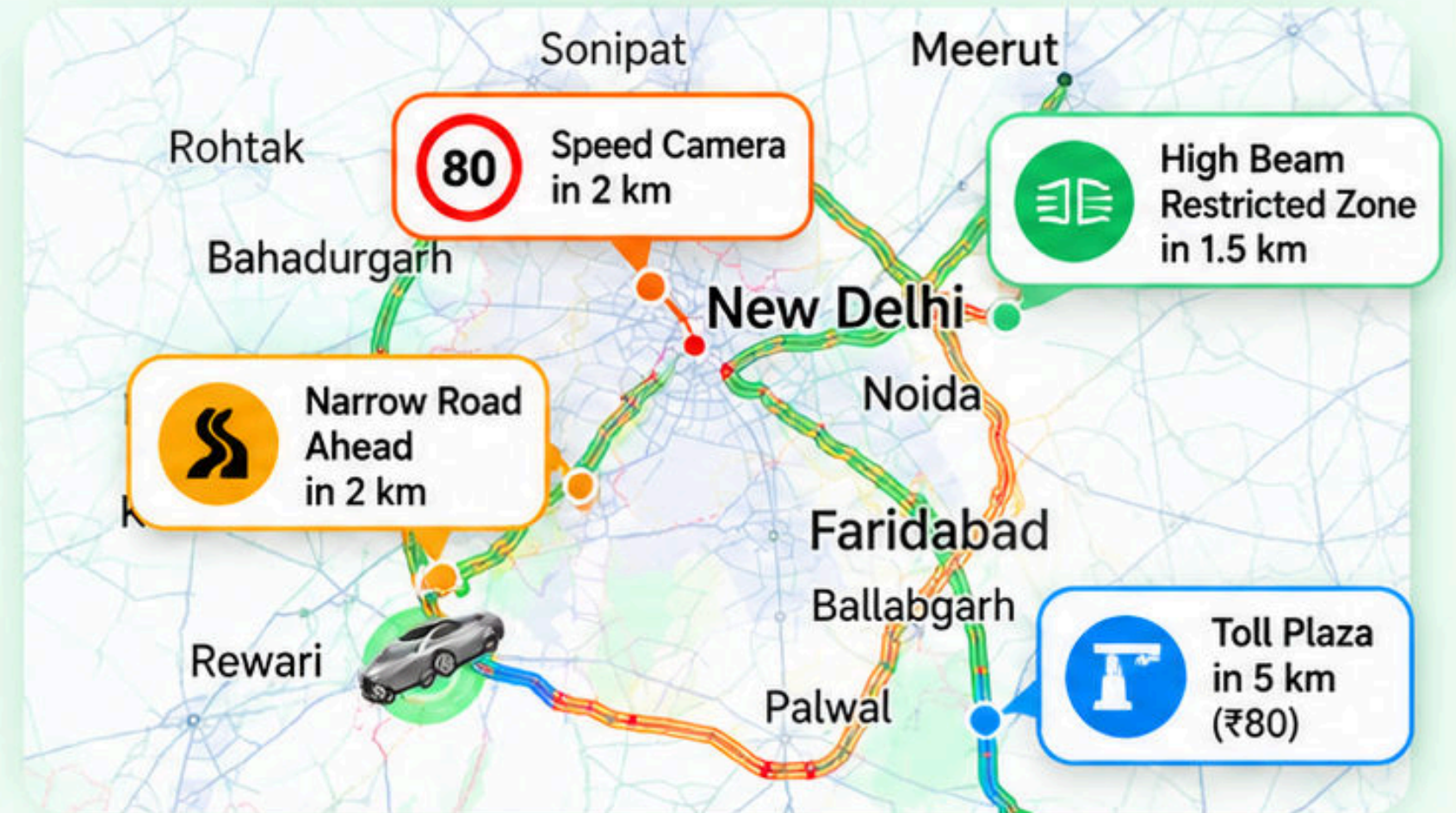
Information given **after** user has committed the offence.

No prior alerts. Higher chance of receiving a challan.



Challan Free

Proactive



Information given **2 km before** user has committed the offence.

Advance alerts and guidance. Lower chance of receiving a challan.

USER EXPERIENCE – A GLIMPSE

Real-time information to help you stay within limits and avoid challans.



Speed limits & alerts shown

Get real-time speed limit information on your route.



Car highlighted based on speed

Red colour indicates overspeed, green colour indicates safe speed.



Advance notification

Get alerts 2 km before the speed camera or restricted zone.



Information given **2 km before** user has committed the offence.



COMPARING CHALLAN FREE VS **GOOGLE MAPS** VS **RADAR APPS**



Google Maps



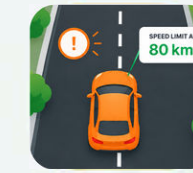
Shows speed limit but **no alerts before** speed camera zones.



Radar Apps



Only detect **existing speed cameras**.



Challan Free



Preventive, real-time alerts and guidance to keep you challan free.



Challan Free is a step ahead of the competition!

REAL-LIFE EXAMPLE OF A DRIVER **GETTING CHALLANED**

- 1** Driving from
Bathinda to Chandigarh



- 2** Speed limit in
Rampura = **40 km/h**



- 3** Driver unaware and
crosses the limit



- 4** Receives challan
of **₹500 – ₹1,000**



ONE MISTAKE, AND YOU PAY THE FINE!

CURRENT ENFORCEMENT TRENDS – E-CHALLANS ARE RISING



Example:

Ludhiana has implemented automated e-challans.



Trend:

Smart city projects are deploying speed cameras at an increasing rate.



The shift to automation means enforcement will only get stricter
and e-challans are expected to increase further.



PATENT PROTECTION – UNIQUE INNOVATION

1



Patent Granted in India and USA
(2017) – SSR Innovation Labs.

2



No similar solution available
worldwide.

3



Other Maps does not
provide this feature.

4



A first-of-its-kind
preventive solution!



A unique and patented solution
to help drivers stay challan free.

Intellectual Property India logo and Government of India emblem.

भारत सरकार
GOVERNMENT OF INDIA
पेटेंट कार्यालय
THE PATENT OFFICE
पेटेंट प्रमाणपत्र
PATENT CERTIFICATE
(Rule 74 Of The Patents Rules)

अनुक्रमांक : 011108264
SL No :

पेटेंट सं. / Patent No. : 300311
आवेदन सं. / Application No. : 201711029230
दाखल करने की तारीख / Date of Filing : 17/08/2017
पेटेंटर / Patentee : Saint Sita Ram Innovation Lab Pvt Ltd

यहाँ घोषणा किया जाता है कि पेटेंटर को यहाँ घोषित आविष्कार के अन्तर्गत A SYSTEM FOR CONTROLLING HEADLAMP BEAM OF A VEHICLE AND A METHOD THEREOF नामक आविष्कार हेतु तारीख 17th day of August 2017 से बीस वर्ष के अवधि के लिए पेटेंट प्रदान किया गया है।

It is hereby certified that a patent has been granted to the patentee for an invention entitled A SYSTEM FOR CONTROLLING HEADLAMP BEAM OF A VEHICLE AND A METHOD THEREOF as disclosed in the above mentioned application for the term of 20 years from the 17th day of August 2017 in accordance with the provisions of the Patents Act, 1970.

INTELLECTUAL
PROPERTY INDIA
PATENTS | DESIGNS | TRADE MARKS
GEOGRAPHICAL INDICATIONS

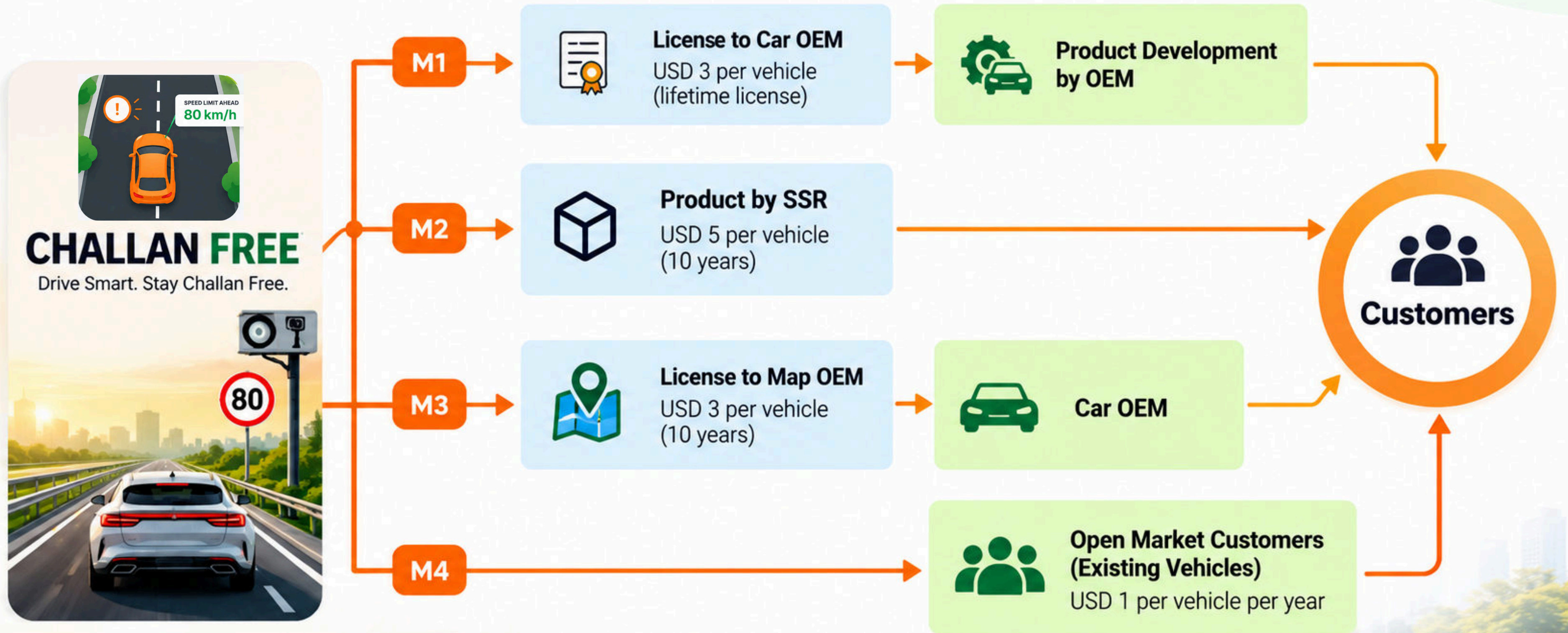
THE PATENT OFFICE
GOVT OF INDIA

Date of Grant : 27/08/2018

नियंत्रक पेटेंट
Controller of Patent

Note. - The fees for renewal of this patent, if it is to be maintained will fall / has fallen due on 17th day of August 2019 and on the same day in every year thereafter.

BUSINESS MODEL



BUSINESS PARTNERSHIPS & COLLABORATIONS



Automotive Companies

Integrate Challan Free into new vehicles for safer and smarter driving.



Fleet Management Firms

Help fleet operators reduce challans, improve compliance and lower operating costs.



Smart City & Traffic Departments

Collaborate for safer roads, better compliance and smarter city infrastructure.



Strategic collaborations for widespread adoption!

MASSIVE MARKET POTENTIAL



30 crore
vehicles in India.



3 crore
new vehicles added
each year.



Every driver
is a potential user.



**A market ripe
for disruption!**

WHY NOW?

GROWING GOVERNMENT FOCUS ON **TRAFFIC LAWS**



SMART TRAFFIC SYSTEMS

More cameras, automated enforcement and advanced monitoring across cities.



RISING FINES & STRICTER ENFORCEMENT

Higher penalties and stricter implementation across India.

Win-Win for all



Customer

Safer & stress-free driving



Vehicle Owners

Fewer challans and lower costs



Government

Better compliance & safer roads



Fleet Operators

More informed drivers

Thank You



www.ssrinnovationlab.com



info@ssrinnovationlab.com

lalit@ssrinnovationlab.com



+91 95309-66789

+91 78145-32488