



CHALLAN FREE

AVOID DATING THE TRAFFIC COP



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.

REAL-LIFE EXAMPLE OF A DRIVER GETTING CHALLANED



**Driving from
Bathinda to Chandigarh**



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

**Driver unaware
→ Fined ₹500-1000**



**ONE MISTAKE, AND
YOU PAY THE PRICE!**

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!

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!



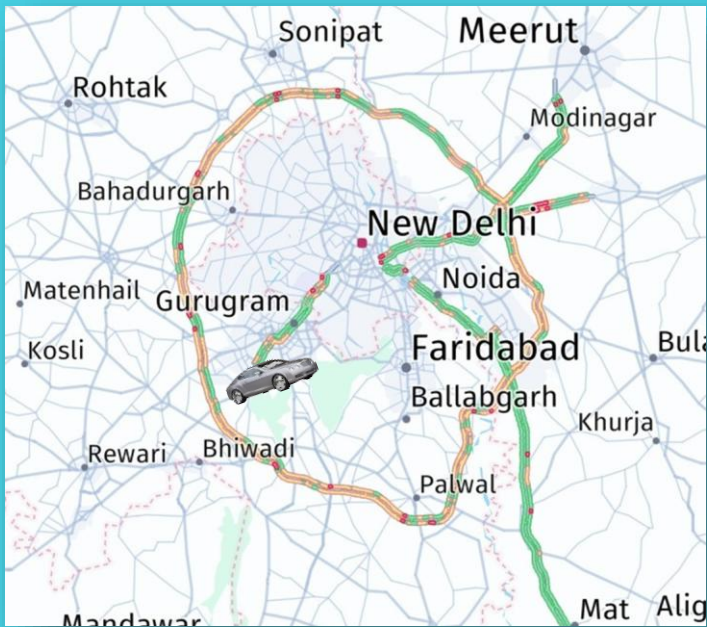
ENFORCEMENT WILL ONLY GET STRICTER!

KEY FEATURES

1.  **Over Speed Warning**
2.  **High Beam Warning in City Areas**
3.  **Advisory at Toll Plazas & Charges**
4.  **Blind Zone & Narrow Road Alerts**

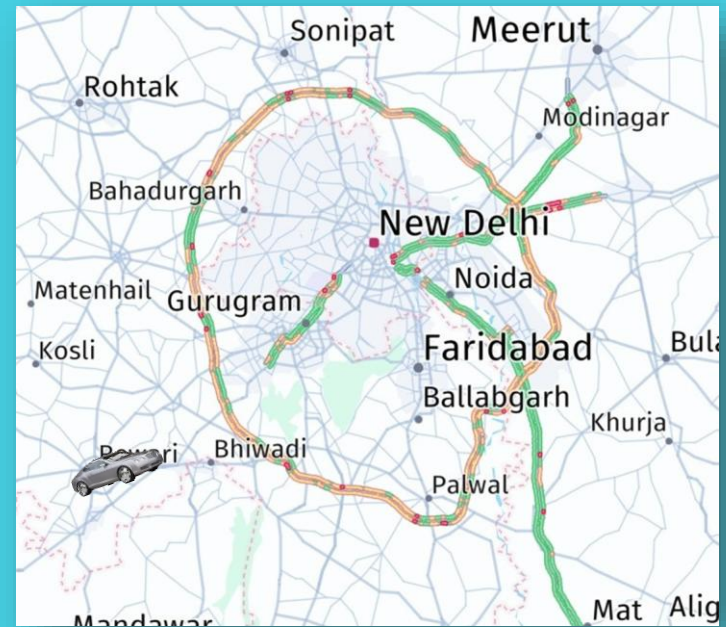
Smart and always keeping you ahead of traffic rules!

Present Map Solution



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

Challan Free

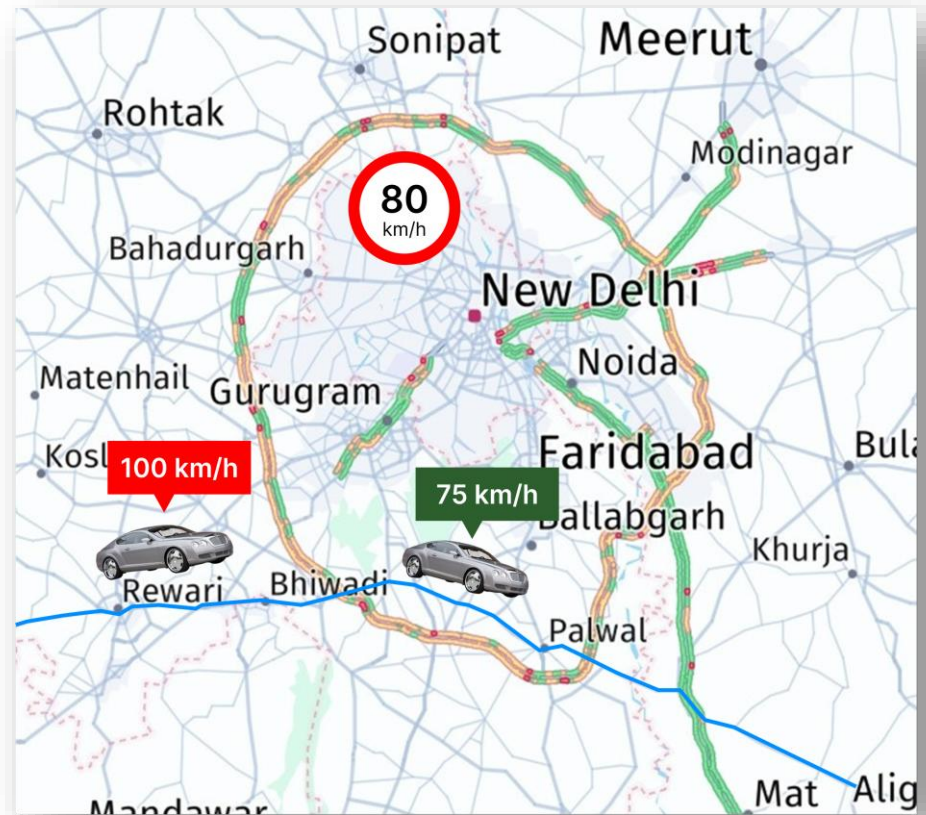


Information given **2 km before** user has committed the offence

USER EXPERIENCE – A GLIMPSE

- Speed limits & alerts shown
- Car highlighted red (overspeed), green (safe speed)

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

Challan Free vs. Existing Navigation Apps

Google Maps:

- Speed Limit Feature:** Introduced speed limit displays and speedometer features on Android in 2019 and expanded to iOS in 2024.

- Limitations:** While Google Maps provides speed limit information, it does not offer proactive alerts before entering areas with lower speed limits or specific advisories on beam usage and other localized traffic rules.

Challan Free's Unique Proposition:




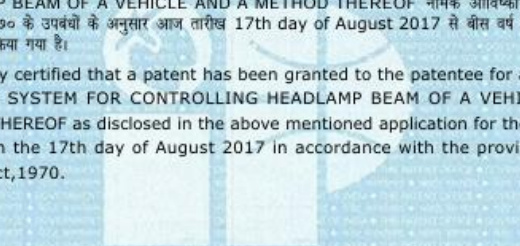

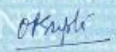
- Proactive Alerts:** Notifies drivers in advance about changing speed limits, ensuring compliance before entering new zones.

- Comprehensive Coverage:** Offers detailed information on various traffic regulations, including beam usage and penalties specific to municipal areas.

- Patent Protection:** Holds a patent for providing speed limit information before entering a geographical area, a feature not available in other navigation apps.

PATENT PROTECTION — UNIQUE INNOVATION

1. **Patent Granted India and USA**
(2017) SSR Innovation Labs
2. No similar solution available worldwide
3. Google Maps does not provide this feature!
4. **A first-of-its-kind preventive solution!**

 INTELLECTUAL PROPERTY INDIA PATENTS DESIGNS TRADE MARKS GEOGRAPHICAL INDICATIONS	 भारत सरकार GOVERNMENT OF INDIA पेटेंट कार्यालय THE PATENT OFFICE पेटेंट प्रमाणपत्र PATENT CERTIFICATE (Rule 74 Of The Patents Rules)	क्रमांक : 011108264 SL No :
		
पेटेंट सं. / Patent No.	:	300311
आवेदन सं. / Application No.	:	201711029230
फाइल करने की तारीख / Date of Filing	:	17/08/2017
पेटेंटी / Patentee	:	Saint Sita Ram Innovation Lab Pvt Ltd
<p>प्रमाणित किया जाता है कि पेटेंटी को उपरोक्त आवेदन में यथाप्रकटित A SYSTEM FOR CONTROLLING HEADLAMP BEAM OF A VEHICLE AND A METHOD THEREOF नामक आविष्कार के लिए, पेटेंट अधिनियम, 1970 के उपबंधों के अनुसार आज तारीख 17th day of August 2017 से बीस वर्ष की अवधि के लिए पेटेंट अनुदान किया गया है।</p> <p>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.</p>		
		
		
अनुदान की तारीख : Date of Grant :	27/08/2018	
	 पेटेंट नियंत्रक Controller of Patent	
<p>टिप्पणी - इस पेटेंट के नवीकरण के लिए खस, यदि इसे बनाए रखा जाना है, 17th day of August 2019 से और उसके पचास प्रत्येक वर्ष से उसी दिन देय होगा। 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.</p>		

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!

REVENUE STREAMS

Freemium Model – Basic alerts free, premium alerts for advanced warnings

B2B Partnerships – Collaboration with car manufacturers, fleet operators

Subscription Model – Monthly/yearly fee for premium features

COMPARING CHALLAN FREE VS GOOGLE MAPS VS RADAR APPS

1. Google Maps – Shows speed limit but no alerts before zones
2. Radar Apps – Only detect existing speed cameras
3. Challan Free – Preventive, Real-Time & Powered



A step ahead of the competition!

WHY NOW? GROWING GOVERNMENT FOCUS ON TRAFFIC LAWS

