

**For press release / 07.09.2010**

**Mobile phones to prevent car theft or abuse of the car**

Car owners in India now can heave a sigh of relief. They can make their cars “theft-proof”, all by using their mobile phones. The breakthrough technology called “Tcop” has been brought to India by Bangalore-based ITrans Technologies.

The revolutionary technology enables the car owner not only to be “alerted” when someone is trying to break-in but also “secure and manage” the car remotely. This is a first in the automobile industry in India.

According to Mr. Malleesh Reddy, CEO of iTrans Technologies, the GSM-based technology is user-friendly. A Vodafone SIM card is activated in a Tcop and installed inside car, which on detection of intrusion (theft or abuse) informs the car owner and also has capabilities to make calls to mobiles, irrespective of the telecom service provider. “Tcop” establishes a two way communication between a car and the car owner's mobile phone. The “tiny” device can be fitted to any make of car.

Mr. Malleesh Reddy said that the device had many features owners can send an SMS from their mobile phone to “Tcop” to obtain the current location of the car - 24x7/365 days; can locate their car in a parking lot by sending a siren on/off feature; and owner can authorise up to 50 other people who can track the location of the car.

If the car is stolen and driven away, the owner can send SMS to the device which can trigger siren in the car to disturb the car thief and also attract the attention of other road users. The technology also enables the owner to retrieve the route taken by the stolen car in the past 72 hours which could help further in tracing the car.

Mr. Malleesh Reddy said that “Tcop” can be used in various situations requiring current location awareness. It also comes handy to monitor the usage pattern of a car when there are multiple drivers using the car. School authorities who have fleet of buses operating and even parents can track the location of the school vans.

SMS/Voice alerts to car owner when break-in occurs / Car tracking/location system 24/7 / 72 hour car movement data / “Tcop” - First of its kind GSM technology in India

As per Society of India Automobile Manufacturers, the total sale of passenger and commercial vehicles for the year ending 2009-10, was nearly 25 lakh. For more details pls contact Ph. : 95388 98710

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- SMS/Voice alerts to car owner when break-in occurs
- Car tracking/location system 24/7 / 72 hour car movement data
- “Tcop” - First of its kind GSM technology in India

As per Society of India Automobile Manufacturers, the total sale of passenger and commercial vehicles for the year ending 2009-10, was nearly 25 lakh.

This growth has triggered off roaring business in an auxiliary market - 'Car Theft'. In India, car theft has been on the rise with Bangalore taking the third spot after Delhi and Mumbai. As per the grey market estimates, the stolen car industry generates a revenue of over Rs.200 crores, making automobile thefts one of the most flourishing businesses in recent times.

About iTrans Technologies: It is a Bangalore-based company started in 2008 with patented technologies. iTrans aims to provide simple and cost effective solutions enabling communication with mobile assets.



## **Seetharam M. L. - Founder & Executive Director**

### **Educational Background:**

- B.E. (Electronics), Bangalore University, India

### **Industry Certifications:**

- ISO-2000 Certification for IT Service Delivery
- ITIL Certification

### **Work Experience: (25+ years):**

- Infosys Technologies Ltd
- Wipro Ltd
- Network Solutions Ltd.

### **Key Strengths & Value to iTrans:**

Seetharam has over 25+ years of experience in the IT industry and has worked in large global organisations for over 15 years, including Infosys, Wipro & Network Solutions (An IBM Company)

He has varied experience in product development, IT infrastructure delivery and support, Presales and product marketing, program and project management.

He also has experience in managing start ups.

Currently Seetharam is overseeing the Vendor development, Human Resources and other key organisational activities at iTrans Technologies.



**Mallesh Reddy, Founder & CEO**

**Educational Background:**

- M.B.A.(Entrepreneurial Management) EIA, Australia
- B.E. (Computer Science), Bangalore University, India

**Industry Certifications:**

- PMP from Project Management Institute, USA
- Sun Certified Enterprise Architect
- Mastering Object-Oriented Analysis and Design UML

**Work Experience – (15+ years):**

- Sony Asia Pacific, Singapore
- Great Eastern Life Insurance, Singapore
- ANZ Grindlays Bank, Bangalore,India

**Key Strengths & Value to iTrans:**

Mallesh has over 15+ years of experience in the Marketing, Sales segment and also specialized in Entrepreneur Management.

Vast vertical industry experience in Entertainment (Electronics), Banking, Insurance and Health care

Extensive experience in products and solutions in wireless technologies also includes Program/Project Management, Solution consulting, Architecture/Designing of n-tier business applications/platforms

Extensive expertise in leading/co-coordinating/team player in various global/regional projects across Asia Pacific, US, Japan, EU and also good working experience in cross culture teams

Mallesh Reddy brings his vast industry experience in Strategy and Operations of Marketing/Sales, R& D and development of innovative products and currently managing same areas in iTrans.



## **Ram Honnavalli, Founder Director & COO**

### **Educational Background:**

- M.S. (Mechanical Engg), Univ of Florida, Gainesville, USA
- B.E. (Mechanical Engg), Bangalore University, India

### **Industry Certifications:**

- PMP from Project Management Institute, USA
- CPIM from American Production & Inventory Control Society, USA
- mySAP SCM Consultant from SAP Inc., USA

### **Work Experience - (14+ years):**

- Sterling Commerce (An AT&T company), Bangalore, India
- Hewlett-Packard Global Application Development Delivery Center, Bangalore, India
- Deloitte Consulting, California, USA
- Wacker Siltronic Corporation, Oregon, USA

### **Key Strengths & Value to iTrans:**

Ram Honnavalli comes an experience of over 14+ years in Industry & Consulting in area of Supply Chain Management specific to manufacturing domain. In this domain, his special focus has been in Hi-Tech & Automotive sub-verticals.

During his consulting career, he has worked on large Enterprise Application implementation for multi-national companies such as Toyota, Hewlett-Packard, Clorox (USA) etc..

Ram Honnavalli brings his vast industry experience and knowledge of supply chain management and operations and is currently overseeing Supply Chain Operations, IT & Applications, and Systems at iTrans Technologies.