

## Vehicle Telematics 2017

### *Conference Report*



New Delhi

7th April 2017

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In its third edition, one day conference and exhibition 'Vehicle Telematics 2017' on April 7th 2017, at Hotel Holiday Inn, New Delhi, witnessed a blend of professionals from segments, diverse in core business areas yet sharing common concern of making transportation sector in India safer, economical with global standards.

Maneesh Prasad, CEO, Editor Telematics wire in his welcome note highlighted the



need to have a shift in focus from vehicle tracking to vehicle telematics which could enable industry to develop innovative solutions and provide value added services. Some of the participants on sidelines of conference recapitulated his one of the editorial as early as in year 2012 wherein he had talked about this shift and need for industry to become future ready. He pointed out that there were huge opportunities in this field but both industry and govt. have to work together if the benefits of Vehicle telematics have to reach to commuters in the form of safer, economical and world class experience.

Alex Jeng, Ex-Vice Chairman and presently Director Taiwan Telematics Industry Association explained the vision and motto of TTIA of promoting global business and industrial policy, facilitating industry sharing and enhancing infrastructure. He gave brief glimpse of Taiwan's vehicle telematics Industry. TTIA in its membership has some of the illustrious companies like FUNTORO, S&T, BAORUH, JetOpto, Sunsky,

Litemax, ARTC etc which are changing the form n fiber of urban mobility with their solutions and services built with convergence of vehicle telematics and other ICT technologies.

**It may be pertinent to mention that a high level delegation of TTIA headed by Alex had come to Vehicle Telematics 2017 to interact and explore opportunities in India. TTIA also signed an MoU of cooperation with Telematics Wire in the conference.**

Rajan Aiyer, Managing Director (SAARC Region), Trimble Navigation in his address said that ‘we live in exiting times when things are not only changing but are ‘leap frogging’. He lauded the initiatives of Government of India like digital India and said industry must take advantage of that. He said that ‘digitalization’ has become a keyword these days. Referring to a consistent 10% growth of Indian logistics segment in past few years, he termed it as a huge opportunity considering emphasis on ecommerce and growing mobile services. He said Transportation costs around 60% of the total logistics cost, 36% of such transportation is by road and there are avoidable losses due to octroi and bad infrastructure, Telematics can play a huge role here, he said.

Rajan gave an interesting turn to the tagline of the present NDA Govt’s ‘sabka saath sabka vikaas’ by saying that everybody must use technology( ie OEMs, regulators, fleet owners, shippers, driver, insurer) and there should be an inclusive growth.

He said advantage of must be taken in meeting the challenges. India is lagging behind leading global nations in key logistics parameters and our logistics cost being amongst the highest globally, owing to inefficiencies. He said adoption of technology has value propositions like increased safety, better environmental conditions due to fewer emissions, better safety conditions and overall has a positive impact on the economy.

KK Gandhi, Executive Director (Technical), SIAM brought to the attention of the audience the uniqueness of Indian vehicle market where 80% of the vehicles are two wheelers. Only 14% of vehicles are four wheelers and passenger and commercial vehicles comprise 3% each. There is one dominant player in the each



segment.

He pointed out the objective of the automotive mission plan 2026 to make the automotive sector as the central pillar of Government of India's- Make in India policy. He said aim is to promote India as a preferred destination for every segment of the automotive value chain and we need to define a road map for implementing policies and regulations.

Coming to the moot point why should we need to expand the use of telematics he said heavy traffic continues to be a major problem in Indian cities and the problem is exponentially growing. He cited the example of Delhi where traffic chaos costs Rs. 60,000 crore annually.

Informing the audience of the initiatives Govt. of India has been taking in this direction, he said Ministry of Road Transport & Highways (MoRTH) has engaged Delhi Integrated Multi Modal Transit System (DIMTS) to support it in formulating & implementing the scheme "Security for Women in Public Road Transport in the Country". He said MoRTH has also proposed "National Level Vehicle Security & Tracking System" having following proposals, the same has been in-principally approved by Ministry of Finance:

- A National Backend Data Centre.
- City Command & Control Centre in 32 Cities, having population more than one million.
- Installation of vehicle tracking device (VTD)/CCTV/emergency buttons in notified public transport vehicles (on-board Devices) in the above cities.

He also informed about issuance of final Notification GSR 1095(E) dated 28th Nov 2016 by MoRTH, which deals with the fitment of vehicle location tracking device & emergency button (one or more emergency buttons) in all public service vehicles from 1st April 2018. He said the specifications, testing and certification of vehicle location tracking device & emergency button shall be as per AIS-140:2016.

He said to implement ITS in India we need to create standard operating procedures and minimum specification and necessary infrastructure to support the ITS. He said along with that we also need to ensure data privacy and cyber security.

Mr Kapil Mahajan, Chief Information Officer, Safexpress said there are many benefits of telematics in logistics, it can help us in Operations management and Driver management. He said there are around 4,000 vehicles plying on over



1,000 routes Pan-India that generate huge amount of data. He said till now focus has been on using 'reactive' technologies, but we need to shift towards 'Active' technologies'.

He said Integration of vehicle telematics with core enterprise resource planning and operations is one of the challenges. Through embracing new technologies and operations model like having smarter hubs with real time analytics, proactive route planning, a system of alerts and controls etc., we can ensure vendor enablement and delighted customers.

Dr. R.S. Minhas, Deputy Chief General Manager Delhi Transport Corporation(DTC), New Delhi spoke about the IT strategy of DTC and laid out some of its plans . He said CCTV Camera in 200 buses has been installed in Nov. 2014. Works like implementation of Automated Fare Collection System (AFCS) using Electronic Ticketing Machines (ETMs) & Smart Cards, in the full fleet of DTC has been going on.

He said for the installation of GPS based Vehicle location system DIMTS has been engaged by the Transport Dept. On experimental basis WIFI is also installed in the six buses of DTC by different vendors as a pilot.

Mr Ambrish Tandon, Sr. Manager-Highway Retailing & Loyalty Cards, HPCL said as fuel is at the heart of transportation and vehicle business, his company has a role to play in this sector. He informed about the various plans his company has like Drive Track Plus and CCMS for the transportation sector.

Mr Subbaramu Gundurao, General Manager, Robert Bosch said the path to the car of the future lies in Electrification, connectivity and Automation. He informed about some of the solutions from his company like intelligent Transport Management System (iTraMS ) which is a connected cloud platform solution. It has features like Instantaneous vehicle movement information,



instantaneous fleet utilization information, vehicle availability information for planning, fuel efficiency, history tracking, live tracking, geo fencing etc.

He cited some of the challenges like 90% vehicles in India not having CAN bus and 55% of India doesn't have the connectivity efficient enough to run telematics equipment. Therefore there is a need to look beyond Telematics also. He said Bosch has been engaged in Sensor Integration & Instrumentation, Fitness for Intended Use etc. He said using offline data or delayed data can be a solution. He said we need to go beyond Telematics to connectivity.

Shri PS Ananda Rao, Executive Director, Association of State Road Transport Undertakings (ASRTU) talked about India having less number of buses when compared to other countries. He said due to congestion big buses cannot run on Indian roads.

He said through road safety bill which has been recently passed, a lot of issues stand resolved. He informed about the initiatives of the government namely, Vahan Data and Sarathi. He said 3.5 billion litres of fuel is used annually and a significant portion of that gets wasted, he called for adoption of telematics in order to cut these losses. He said already transport corporations like KRSTC are using telematics devices. ASRTU has been consistently working for adoption of ITS solutions in State Road Transport Undertakings

Alok Sethi, Dy General Manager, DIMTS informed the audience that his organisation's involvement with telematics started in the year 2009. He also informed about a Mobile App Pooch-O which is One Transit App for Delhi. It serves as Auto rickshaw locator, fare finder and also gives live congestion updates. He said that DIMTS has been working on Online Parking management for 100 Location in NDMC area; automated fare collection system with over 3000 ETM's and Implementing Intelligent Signalling in 2 Cities. He said there has been advent of big disrupters in the Taxi Segment and also in form Car Pooling, Ride Sharing based on technology.

As future trends he said he sees is development of a Framework for collaborative Telematics Applications, Govt. regulations making it mandatory to Adopt Technology platform like e-tolling, emergency Buttons etc. He also talked about the rise of IoT networks and how the role of technology has changed from being enabler to being equalizer. He said there are endless possibilities and consumer is going to be benefitted immensely.

Sushil Kumar, Dy Director General, Telecommunication Engineering Centre laid down the challenges before India in form of uneven distribution of population among urban and rural areas and rising rate of migration with 25-30 person migrating to

cities per minute. He said that average speed of movement in India is 10-15 kmph and fuel worth \$10 billion dollars is lost annually. He said to meet these challenges we need to create smart infrastructure. We need to use IoT and ICT to make all the vehicles smart. We need to use the data generated and data analytics to reach our goal. He said by 2020 there will be around 26-50 Billion connected devices in the world and out of them only 17% will be smartphones India alone will have around 2.6 billion connected devices by 2020. Only 2% devices will be connected on SIM. It will be M2M SIM that will be the game changer. He stated that there will be some emerging challenges on issues like ownership of data between countries but IoT will improve the quality of life of the people.

There were three panel discussions during the day. The first panel discussion was on-Vehicle Telematics: Lowering Total Cost of Ownership. It was moderated by Markus Pfefferer, Managing Director-Asia Pacific, Ducker Worldwide. The panelists of the discussion were:

- Swadesh Srivastava, Director - Automation & Vehicle Design, Flipkart
- V Nagaraja Rao, Head – Stores & Logistics, Ashok Leyland
- Mohit Mehrotra, Vice President & Business Head, Omnicomm
- Sourabh Jha, Head Products & Platforms, KPIT Technologies
- Sunil Chaula, Founder & CEO, Wiwigo



The important points which came out of the discussion are:

- Fuel being the most important part of the vehicle telematics ecosystem, needs attention and also needs to be measured in order to be managed.
- Logistics has many forward and backward linkages so no sector can stay aloof from it.
- Telematics can be used to reduce uncertainty and hence can improve the productivity and efficiency of the linked industries.
- Telematics along with AI will hugely effect the taxi industry.
- The core of logistics is to transfer goods safely, quickly and economically, Telematics plays a huge role in that.
- With addition of more and more electronic components in the vehicles we also need to simplify, we need deskilling of things so that even a layman can use it.
- The technology architecture needs to be brought closer to the business architecture.
- New use cases eg use in school buses should be thought.
- has to be put at the centre of everything.

The second panel discussion was on: Vehicle Telematics: Safety & Security. It was moderated by Maneesh Prasad, Telematics Wire. The panelists were:

- Dr. Ravinder S Minhas, Deputy Chief General manager(PR), DTC
- Sakshi Vij, Founder & CEO, Myles (Carzonrent India)
- Kushwant Pawar, automotive security expert





Key points which came out of discussion are:

- 2.5 to 2.6 million cars bought per year in India, a lot of money can be saved if car sharing and ride sharing can be implemented.
- Telematics can reduce the cost of ownership and the cost of maintenance.
- Security is holistic, way beyond encryption. Using OBD-II devices exposes the critical information of the vehicle.
- Telematics Insurance can make the car more affordable in future
- Telematics unit is the gateway to the vehicle so we need to remain one step ahead.
- OEM bear the maximum cost so they need to take initiative but it is every player's responsibility.
- More adoption of Telematics equipment in next few years will be seen.

The final panel discussion was on the topic: Vehicle Telematics: Improved Services. It was moderated by: Vivek Beriwal, Senior Analyst, Automotive, IHS Technology. The panelists were:

Kamlakar Kaul, Executive Director-(IT/HRD), TCIL

Srini Racha, Manager-Connected Vehicles & Services, Ford Motors

Dr Kabir Rustogi, Principal Data Scientist, Delhivery

Amitav Sarkar, GM - Telematics, JCB India



The important points which came out of discussion:

- Machine is now breadwinner for the owner so its health is also important.
- Focus should shift to embedded SIM as due to variation of handsets service is hampered.
- Speed of transfer of data has increased exponentially so problem can now be preempted against the solving the problem after it occurred.--Increase in the use Telematics in Coal sector etc, there will be extensive use of telematics in Smart Cities.
- But Telematics in India is still in exploratory stage and infrastructure is still not ready. There are problems like GPS shadow zone. The customer awareness is necessary in order to expedite things.