

# Good Mind Presents



## An Application for HCV Driver Safety



Driver Management



Driver Retention



# Road Safety- A rising concern



4.60 L

People are injured/disabled every year in India



3% of GDP

Road accidents cost our country up to 3% of our GDP



1.70 L

People die in road accidents every year, the highest in the world



50% Deaths are under the age of 35



65% of these deaths are on national highways

80% of accidents/ loss of life is avoidable

1

60% accidents are caused by bad driving behavior



2

20% of the time driver drowsiness causes accidents



3

**Access to Emergency Services**  
Confusion about who to inform in case of an emergency





# About Us



## Our Mission

We are using technology to Reduce Road Accidents in India  
Our focus is to build solutions for HCV drivers that makes them better drivers and make our road safer



For  
Drivers






For  
Businesses



## Our Products

### Key features of the app for the drivers

-  Smart Phone based solution (85% drivers have smart phones)
-  Real time driving correction in the local language of the user (Including Sleep detection)
-  Driver rewards for positive behaviour

### Key features of the dashboards for Businesses

-  Safety Driving Score for Business to track their driver performance
-  Solutions for Drive Management
-  Solutions for Driver Retention



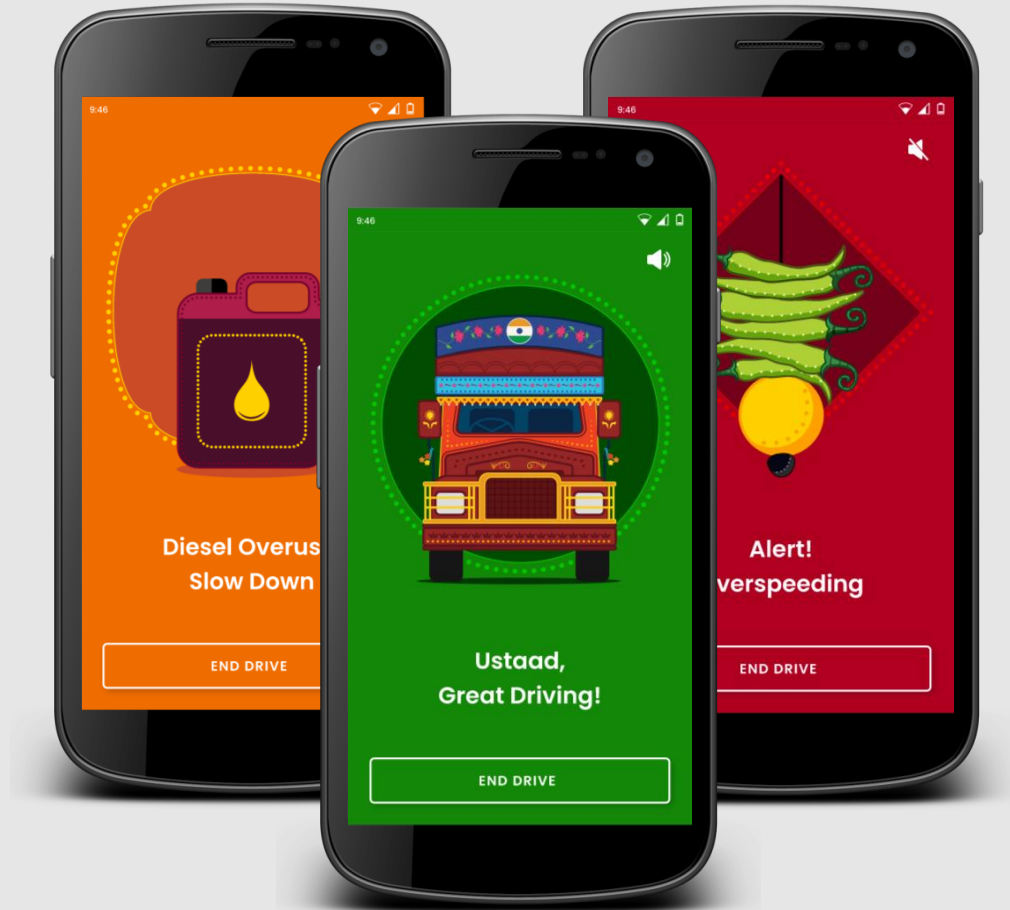
## Our Impact

Driving data collected: over 10 Crore Kms+ recorded  
High level of driver adoption: 40%+monthly active users



# How Our Driver Product Works

Asset Light | Real Time Assistance | Free of Cost



**More than 30,000 drivers driving on the platform and noticed 40% reduction in risk**

How have we achieved this improvement:

 Real time alerts in their local language

 Over Speeding Alert

 4 Hours Break Alert

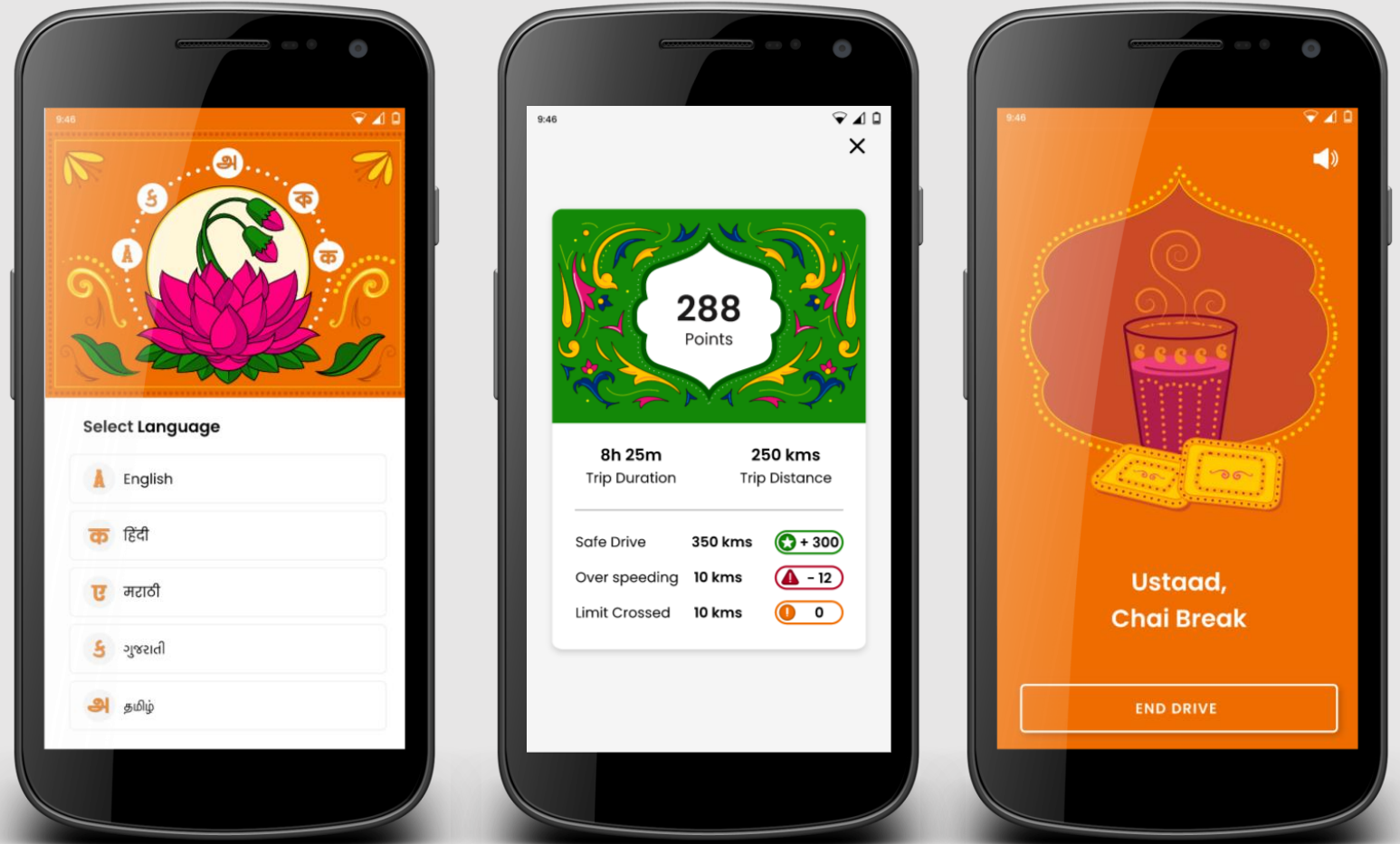
 Blackspot Alerts

 Sleep Detection



# The Reason We Have High Driver Adoption: Including And Prioritizing the Users' Needs

Visual Design  
Inspired by the  
Meenakari Truck Art



Communication Strategy:  
Returning the respect  
that once was

“Ustaad, Great Driving”

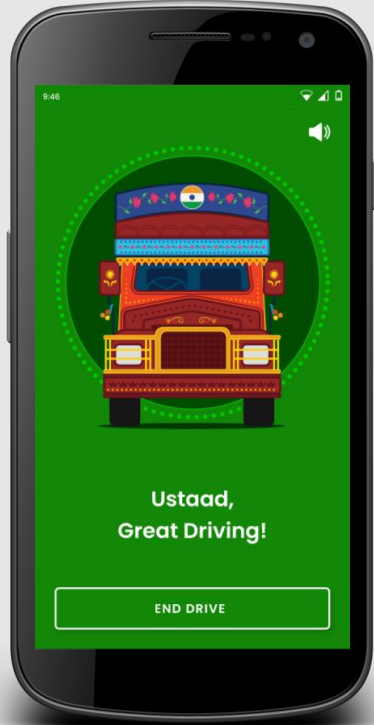
“Ustaad, Time for a Tea Break”

"उस्ताद, बढ़िया ड्राइविंग"

"उस्ताद, चाय ब्रेक ले लो"

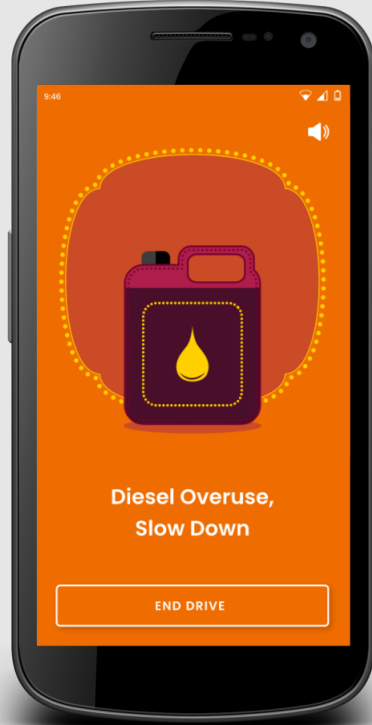


## Points Accumulated for Safe Driving



1

Safe Driving:  
Points are Rewarded



2

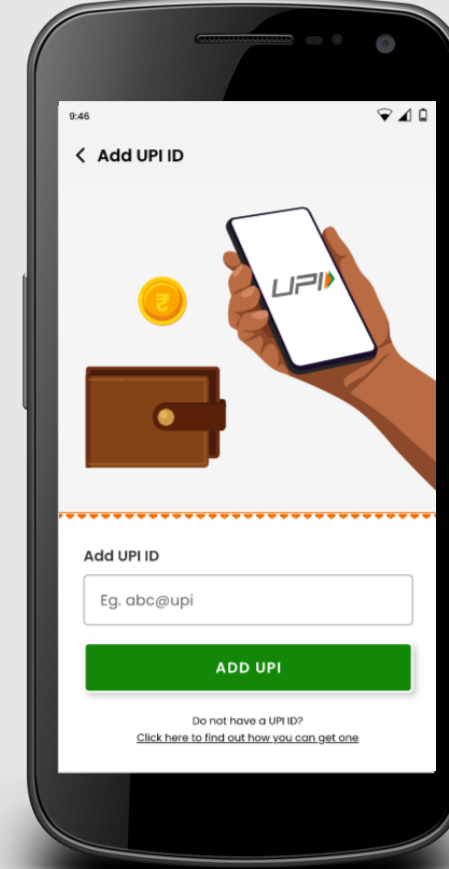
Warning for a  
violation



3

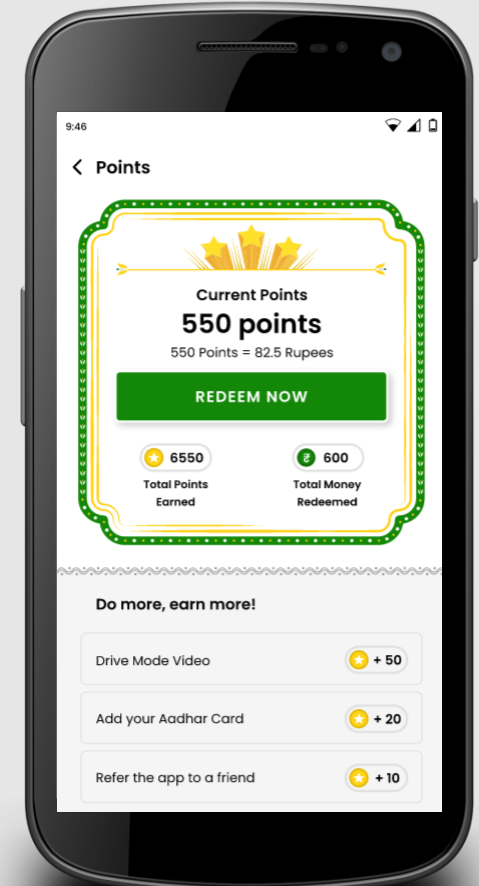
Points Deducted for  
Ignoring Warning

## Redeeming the Points for Monetary Rewards



1

Add UPI ID During  
Registration



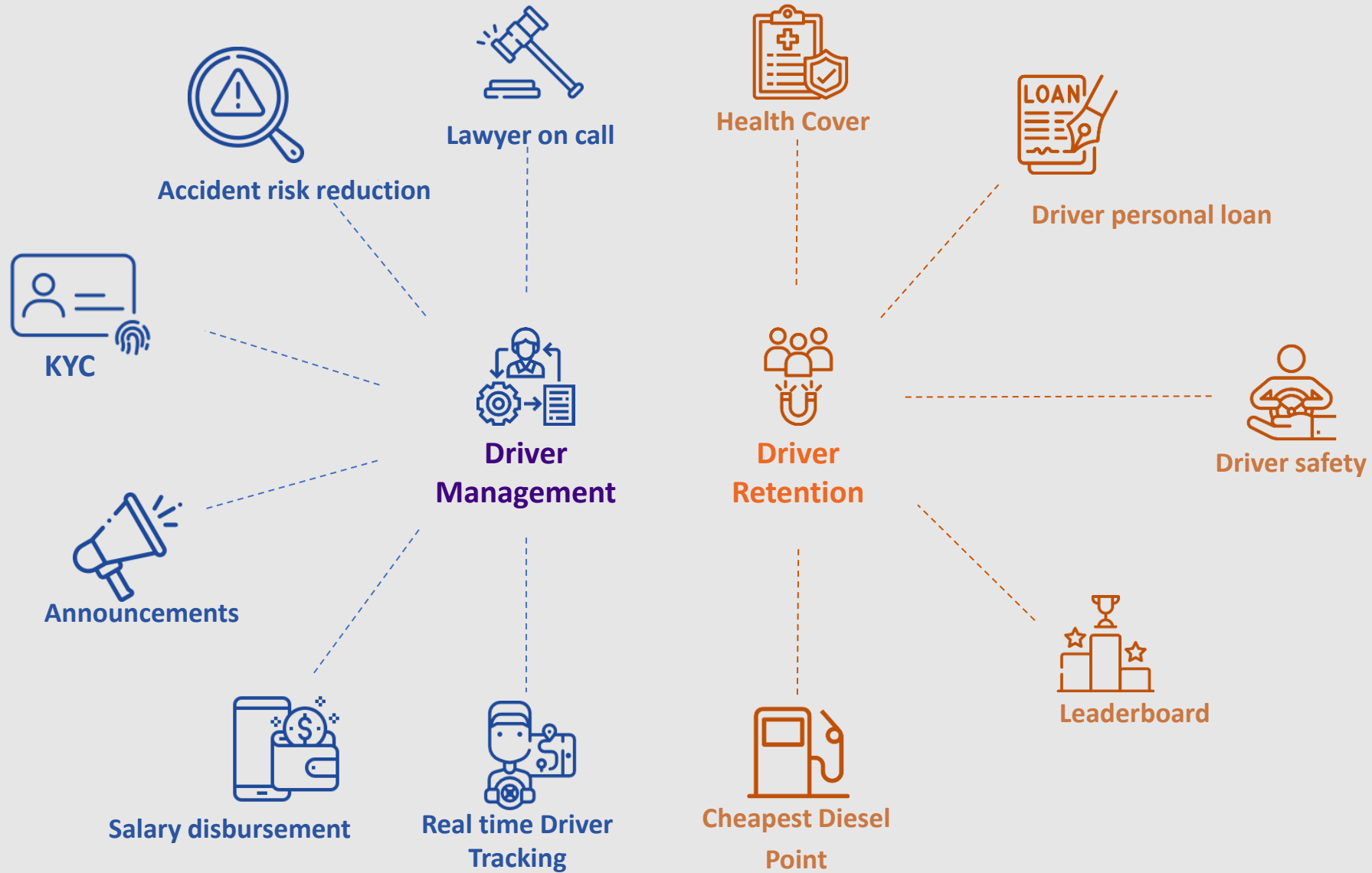
2

Redeem the Points to Cash  
Through the Redeem Page



# HumSafer's Driver Management System

## A One Stop Solution for Driver Retention and Driver Management





# Our Terms of Engagement



## Completely Customizable

Pick and choose the solution that you deem fit from the suite of our offerings



## Plug In Don't Replace

Have an existing solution?

No need to replace it, we can build the solution on top or around your existing one



## Data Privacy

We take privacy of the data very seriously

The data of your users is encrypted and secured





Lawyer on Call



## Areas of Work

E-Way Bill Issues  
Unlawful Detention  
FIR Issues

## Core offering



24X7 Helpline



PAN India Presence



On Spot Legal Support



Reminders and Updates



Acts, Notifications and  
Circulars



Driver Management



Driver Retention





Salary Disbursement



KYC



Risk reduction



Driver tracking



DMS

Overview

Driver Info

Notifications

Contacts

User Access

Articles

Settings

Subscription

## Driver Dashboard



Harsh Kshirsagar







### Driver Info

Weekly ☒

Sort

Filter

Driver Names	Guarantor Name	Kms Travelled	Points	Risk Category	KYC Document
 <b>Sandeep Kumar</b> Updated 1 day ago	<b>Pankaj Tripathy</b> on 24.05.2019	4543 Kms 6:30 PM	459 6:30 PM	C	NOT AVAILABLE
 <b>Samarjeet Yadav</b> Updated 1 day ago	<b>Sudheer Nizamkar</b> on 24.05.2019	363 Kms 8:00 AM	12 8:00 AM	C	PENDING
 <b>Arjun Pal</b> Updated 1 day ago	<b>Duryodhana Singh</b> on 24.05.2019	35443 Kms 7:30 PM	7467 7:30 PM	B	NOT AVAILABLE
 <b>Bhopal Singh</b> Updated 2 days ago	<b>Mujahid Khan</b> on 24.05.2019	6743 Kms 5:00 PM	4000 5:00 PM	A	COMPLETED

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1-5 of 40



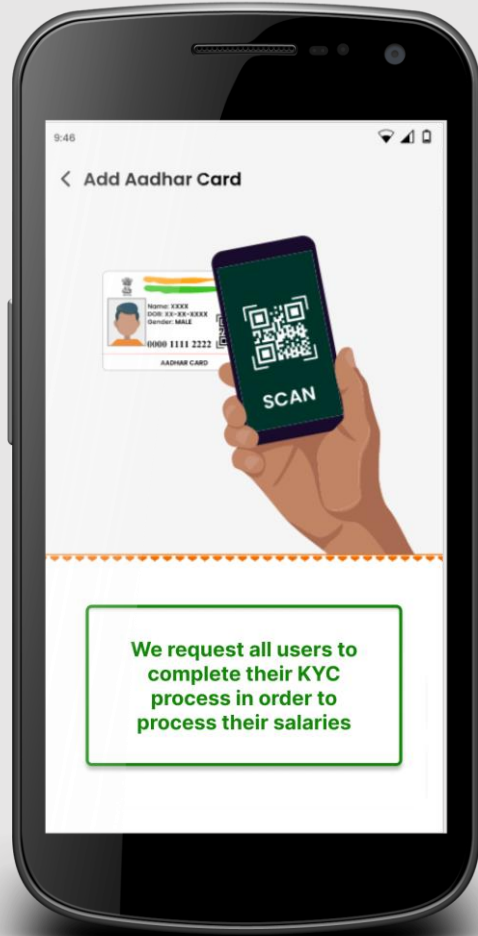
Driver Management

Driver Retention





Announcements



**Push Important Announcements to your fleet all at once**

Customizable alerts:



Notifications



Pop ups



**Driver Management**

**Driver Retention**

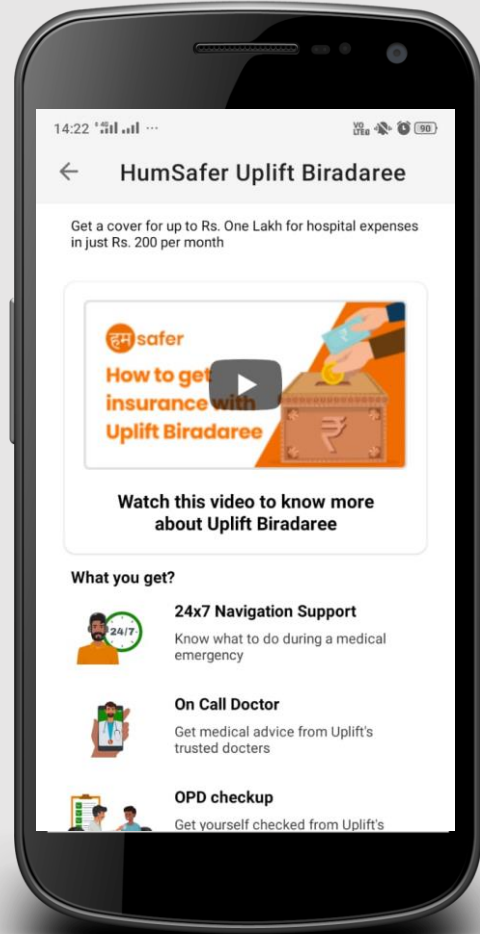




Health Policy



Driver Management



**Cover up to 1lakh worth of hospitalization expenses**



1 OPD (doctor at site) checkup every 6 months



Doctor on call 24/7 through helpline



Driver Retention

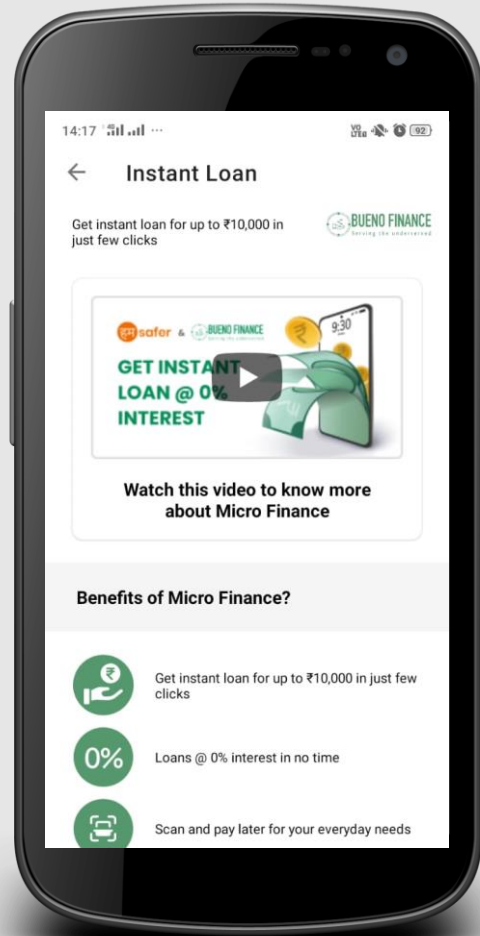




Personal Loan



Driver Management



Micro Loans up to Rs 10,000 provided to drivers associated with us



Initially 0% interest



Eventually, interest calculated on drive performance score



Driver Retention

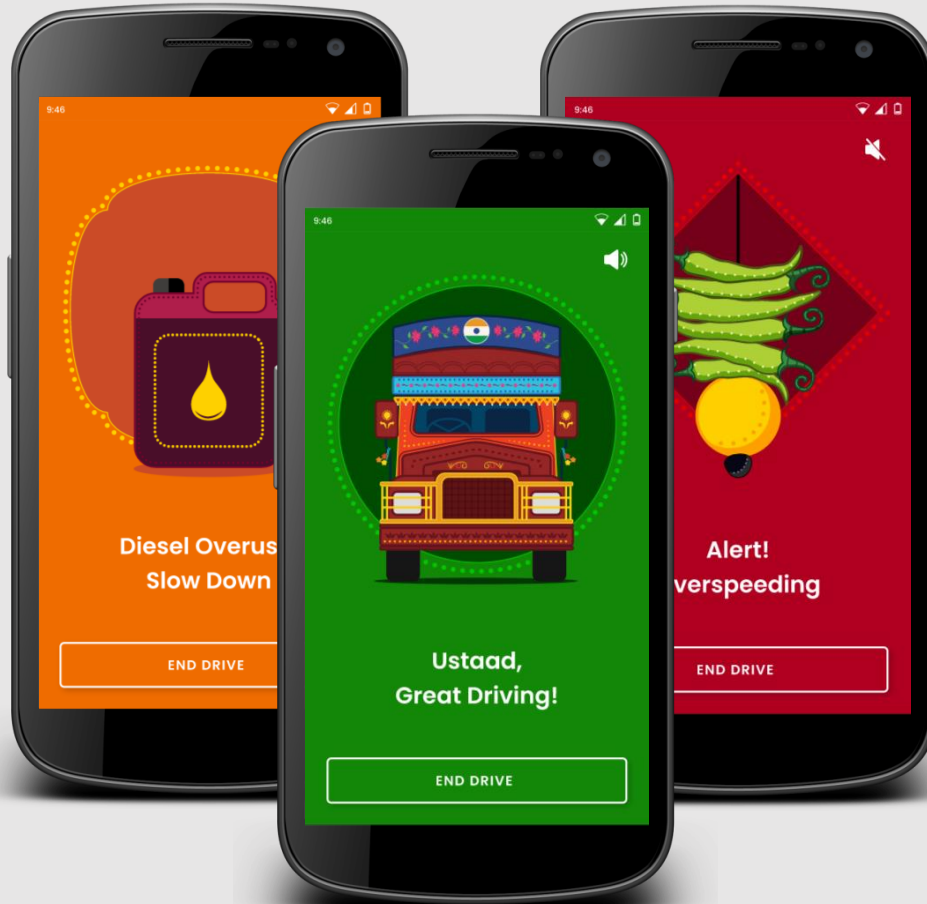




Risk Reduction



Driver Management



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Blackspot Alerts



Sleep Detection

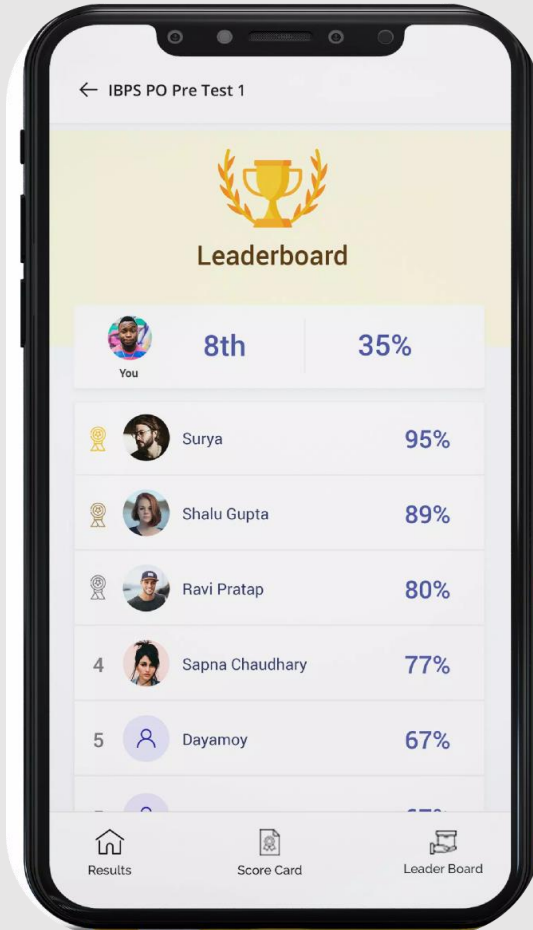


Driver Retention





Driver Management



Many case studies have proven that Leaderboards in telematics solutions are an effective tool for engagement

Due to the competitive spirit and social pressure, following are the reasons they work:



Help with retention



Improves performance of drivers



Driver Retention

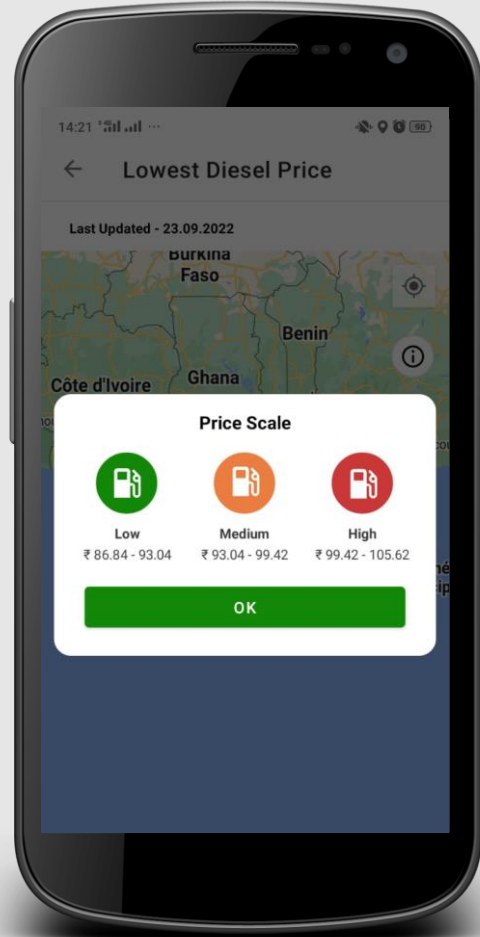




Cheapest Fuel



Driver Management



We help drivers find the cheapest fuel pumps



Based on their current location



Based on the route they are taking



Discounts on fuel



Driver Retention



# Which Services Add Most Value According to Your Organization?

