Roadcast

INDIA CHAPTER

"I'll message you when I reach."

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> *"Leaving now."*
> *"See you in two hours."*
> ❤️

That became their last message.

Every road accident begins as an ordinary day. Nobody leaves home expecting it to be their last journey. The tragedy is that safety only becomes important **after** the accident — because before it, everyone assumes: *"It won't happen to me."*

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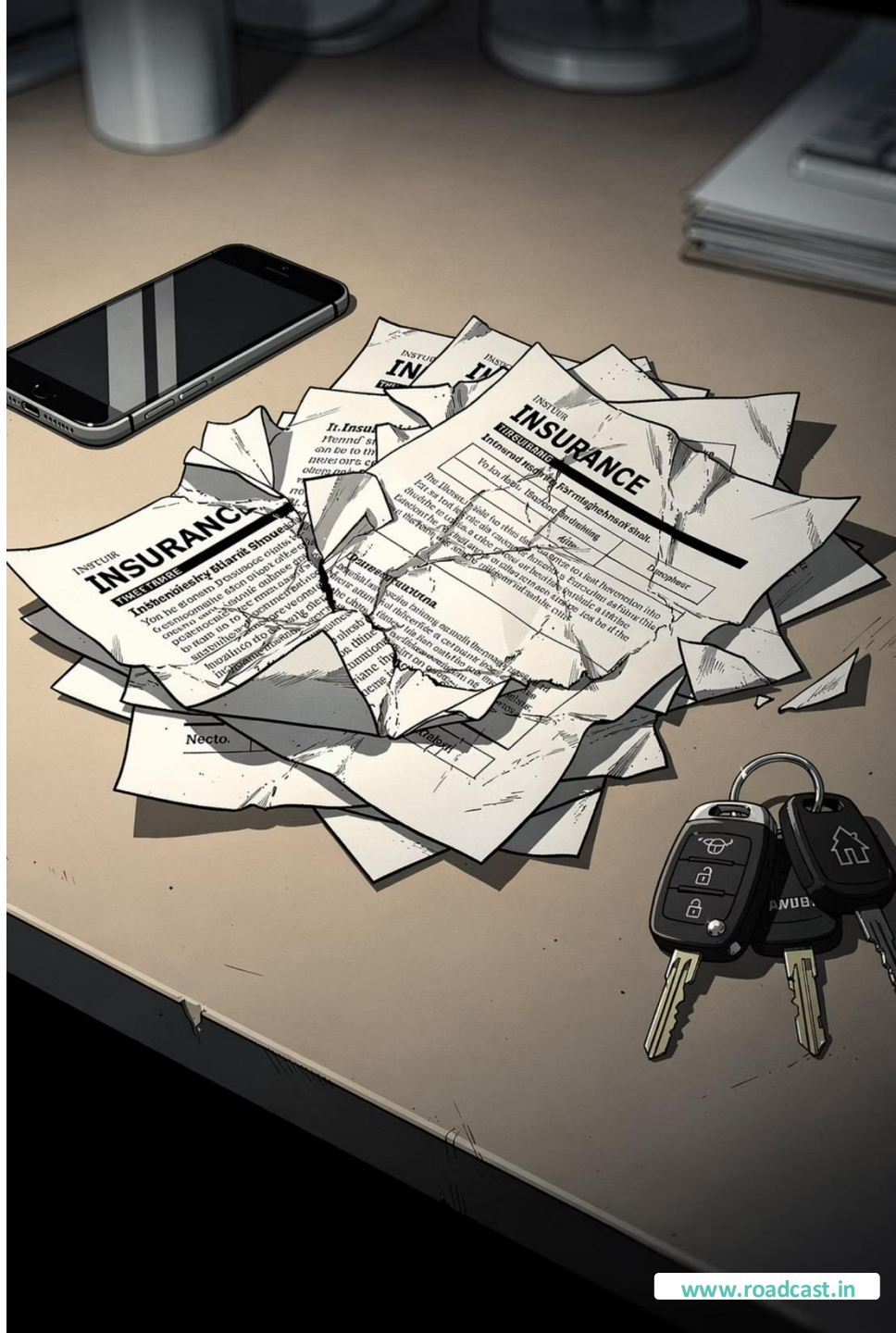
We Take Safety for Granted. No investment on safety.

We Insure Everything

- Phones worth $600
- Cars worth thousands
- Homes worth millions

But Rarely the One Thing That Cannot Be Replaced

No policy can restore a life. No settlement can undo the silence at the dinner table. Road safety is treated as an inconvenience — a checkbox — not as the survival mechanism it truly is. We protect our possessions with more urgency than we protect ourselves/drivers.



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Fear of Fine vs. Fear of Death

Most people don't follow safety rules because they value their lives. They follow them because someone is watching.

🚓 When Police Are Visible

Speed drops. Seatbelts appear. Helmets go on. Perfect compliance — performed for an audience.

🏎️ After the Checkpoint

Speed climbs. Seatbelts come off. The performance ends. The danger begins.

The objective must shift: people should protect themselves because they value life — not because someone is watching.

No seatbelt

Trippling & no helmet

Wrong side driving

Bald tyres

100+ safety lapses that are ignored!

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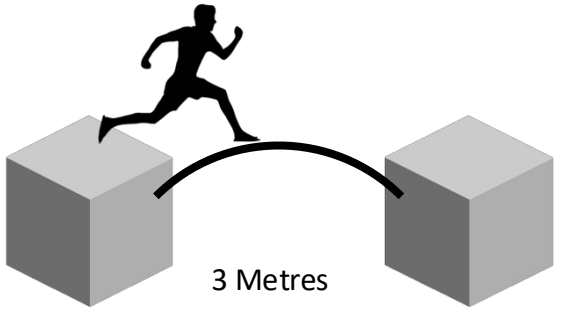
Safety Depends on Perception of Risk

The Burj Khalifa Experiment



Platform on the Ground

Two platforms. 3 meters apart. Almost everyone jumps. The gap feels trivial. The consequence feels invisible.

Platform on the Burj Khalifa

Same platforms. Same distance. Almost nobody jumps. Nothing changed except one thing: **perceived consequence.**

Roads feel familiar — and familiarity kills perception. **Technology must compensate for this psychological blind spot.** When humans underestimate risk, systems must correct for it.

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Why Aviation Is One of the Safest Industries on Earth

Aviation is difficult. Expensive. Often unprofitable. Yet **nobody compromises on safety** — because the consequence of failure is unacceptable.

Pre-Flight Checklists

Every flight, every time — no exceptions, no assumptions.

Air Traffic Control

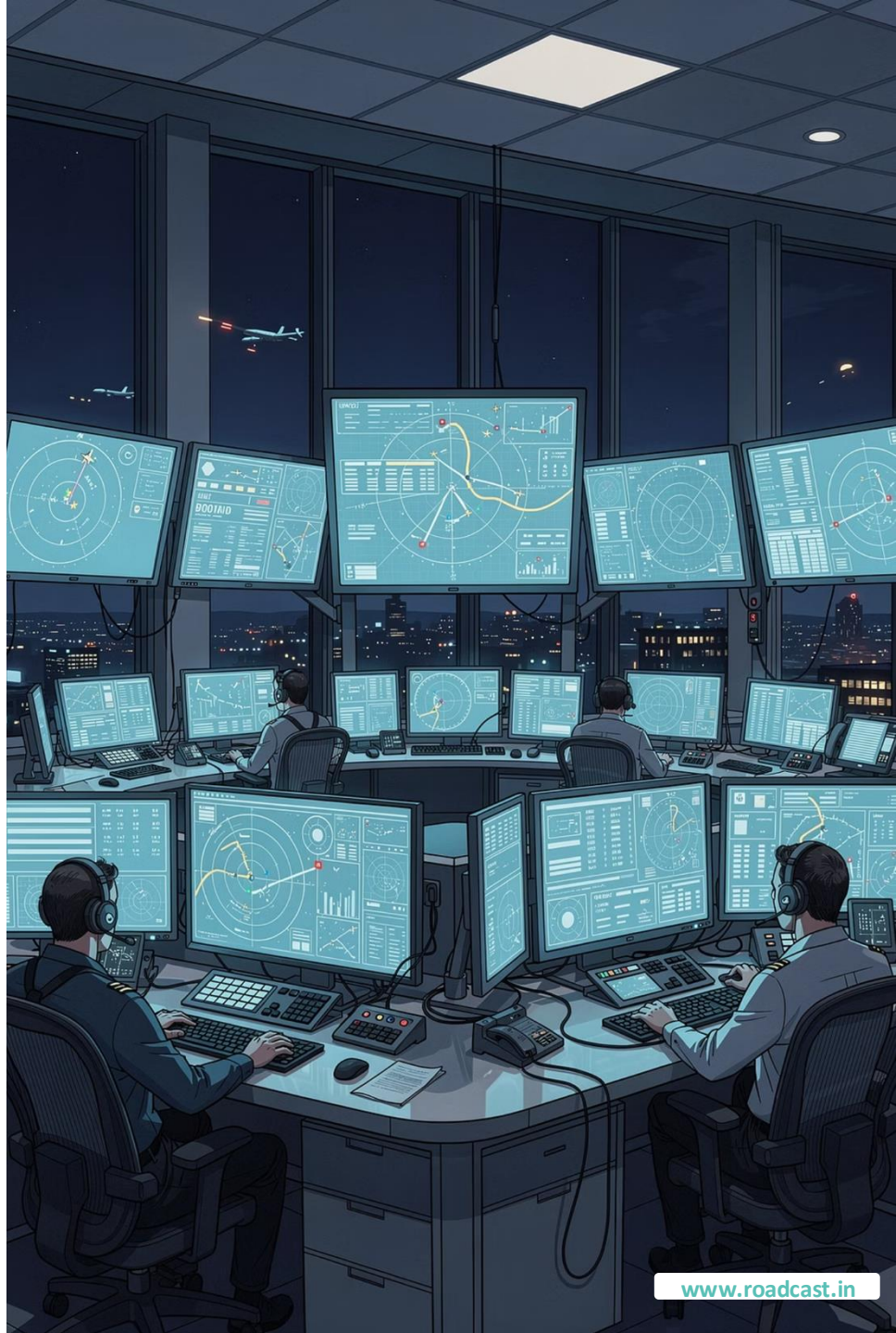
Continuous real-time communication and monitoring throughout every flight.

Predictive Maintenance

Even a minor anomaly grounds the aircraft. Prevention is non-negotiable.

Redundancy Layers

Multiple backups for every critical system. Failure is never a single point.



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THE CORE QUESTION

Why don't we treat roads with the same seriousness as aviation?

Road accidents kill **far more people** than aviation incidents. Yet road safety still depends largely on hope — hope that the driver slept enough, hope that no one runs the red light, hope that the brakes hold. **Hope is not a strategy.**

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Road Accidents Are Rare... Until They Happen to You

1.35M

Lives Lost Annually

Globally, every year — more than wars, more than most diseases.

50M

Injured or Disabled

Each number is a family altered forever.

94%

Human Error Factor

Nearly all accidents trace back to a decision — or a failure to decide.

Every victim believed they would reach home safely. The statistics are vast — but behind each number is a person who sent a message that was never answered.

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So how do we make roads safer?

Not through awareness alone. Not through punishment alone. But through **control** — the same principle that transformed every other high-risk industry on the planet.

Awareness Enforcement Control

Awareness campaigns create intent. Enforcement creates compliance. But only **control systems** create consistent, scalable safety — independent of human memory, mood, or motivation.

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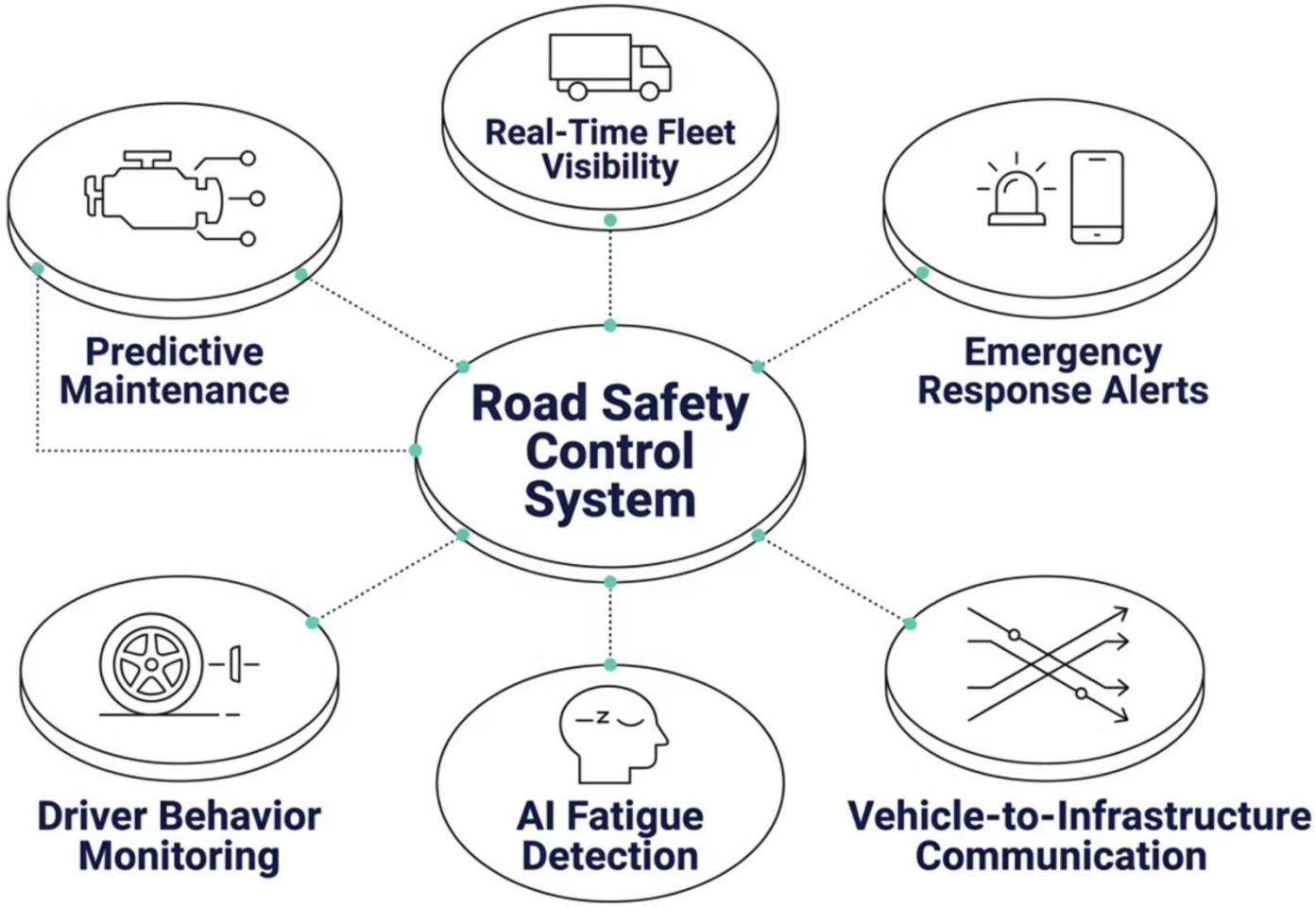
Roads Need Their Own Aviation System

Instead of waiting for accidents, we need infrastructure that **predicts, prevents, monitors, alerts, and intervenes** — in real time, at scale.



This is not science fiction. Every component exists today. The question is whether we choose to deploy it — or continue to rely on hope.

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AI + IoT: The Control System for Roads

AI = The Brain

Learns, predicts, and makes decisions faster than any human can react.

IoT = Eyes + Ears

Sensors, cameras, and devices that see what humans miss — constantly, quietly.

Cloud = Memory

Every event recorded, every pattern analyzed, every insight retained and accessible.

Fleet Manager = Command

Real-time visibility, instant alerts, and the authority to act before harm occurs.

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PROBLEM → SOLUTION → IMPACT

Driver Fatigue: 4 Seconds Can End Everything

The Problem

A driver falls asleep for just 4 seconds at 60 mph. The vehicle travels 176 feet with nobody in control. There is no warning. No second chance.

AI Driver Monitoring

In-cabin AI cameras continuously analyze eye closure, yawning frequency, head drooping, and microsleep patterns. The moment fatigue is detected, an alert fires — before the driver drifts. The system doesn't get tired. It doesn't look away.

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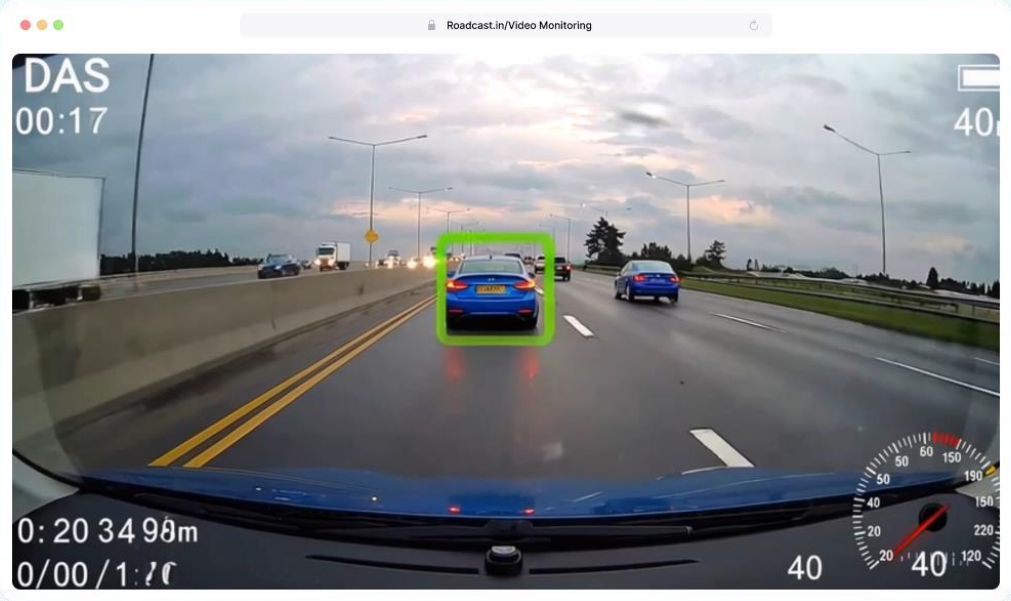
Driver Behavior Analysis
With Video Telematics

Improve road safety and driver accountability using behavior analytics. Whether through GPS data or AI dashcams, the system identifies violations and risky behaviors, assigning scores and triggering alerts for better control.

- Behavior-based scoring
- Detect fatigue, distractions, violations
- ADAS for proactive safety alerts



Facial Recognition

Driver Behaviour Monitoring

360 Degree View

Upto 6 Month

Driver Fatigue

Identify and address driver fatigue that helps to reduce risks and enhance fleet safety.

Yawn Detection

Capture and act on yawning incidents ensuring safer driving practices.

Driver Fatigue

Monitor seatbelt usage and ensure compliance which reduce the risk of injuries.

Driver Smoking Alerts

Detect smoking incidents and ensure better safety for your fleet and the people on the road.

Distracted Driving

Detect and report instances of distracted driving, enabling you to take proactive steps for focus.

Phone Calling

Record phone usage incidents to ensure drivers stay focused and maintain safety on the road.

16,000 deaths in India are linked to lack of seatbelt compliance by drivers

On a global scale, about **1.19 million** people lose their lives due to road crashes

Over-speeding is responsible for nearly **75.2% of deaths** happening in India

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Drunk Driving: Stop the Journey Before It Starts

1

Driver Attempts to Start Vehicle

Ignition sequence is initiated as normal.

2

AI Breath Analyzer Activates

Embedded sensor requires a clean breath test before the engine responds.

3

Impairment Detected → Vehicle Locked

The journey never begins. The danger never materializes. No accident. No victim.

The most powerful intervention is the one that happens **before** the dangerous moment — not after. AI-enabled breath analysis transforms the vehicle itself into a safety checkpoint that cannot be argued with, bribed, or bypassed.

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New-Age Alcohol Detection Solution for Workplace Safety

- **First of Its Kind Innovation:** A cutting-edge solution designed to detect alcohol levels at the workplace, ensuring safety, compliance, and accountability.
- **Facial Recognition Integration:** The alcohol detection system is linked with facial recognition-based attendance, marking a new era in workplace monitoring technology.

Alcohol-impaired driving remains a major cause of road accidents, especially in commercial and public transport sectors, despite existing regulations.

Traditional enforcement methods are reactive—they detect violations *after* incidents occur, rather than preventing them in real time.

Fleet operators lack visibility into driver sobriety before and during trips, making it difficult to ensure safe and responsible driving behavior.

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MAKE IN INDIA

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Fleet Safety Score Audits. Risk assessment.

Before implementing technology, the first question is not:
"Which AI solution should we install?"

The first question is:
"How safe is the fleet today?"

Without understanding the current level of risk, technology becomes an expense instead of an investment.

What Changes

AI driving behavior analytics build a **driver score** over time. Real-time in-cab coaching nudges behavior in the moment. Managers see patterns. Fleets improve. Over time, reckless driving becomes statistically rare — not because of fear, but because of **feedback and accountability.**


Fleet Safety Score
Vehicle Maintenance History
Tyre Health & Replacement Cycles
Brake & Engine Condition
Driver Behavior & Patterns
Speeding & Harsh Driving Events
Fatigue Management
Fatigue Management
Compliance with Safety SOPs
Journey Planning & Route Risk
Incident & Accident History
Safety Culture & Processes
Safety Technology Usage
Emergency Preparedness
Regulatory Compliance
Fleet Monitoring Capabilities
Vehicle Maintenance History

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Extensive use of IoT

Blind Spots, Brake Failure & Vehicle Health

🎯 ADAS & Collision Warning

AI cameras detect pedestrians, cyclists, and obstacles in blind zones — alerting drivers before impact is possible.

🔧 Predictive Maintenance

IoT sensors monitor brake wear, tyre pressure, engine temperature, and fluid levels. Alerts fire **before breakdown** — not after.

📡 Real-Time Diagnostics

Vehicle health data streams continuously to the fleet manager. No vehicle on the road is flying blind or running on borrowed time.

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The Command Center: From Discovery to Prevention

The Old Reality

Managers discover accidents **after** they happen. A phone call. A police report. A hospital visit. Reaction is all that's possible when visibility is zero.

Real-Time Fleet Intelligence

Live trip monitoring, instant SOS alerts, geofencing violations, driver behavior dashboards, and automated emergency response — all in one control room. Managers don't wait for bad news. They **prevent it.**

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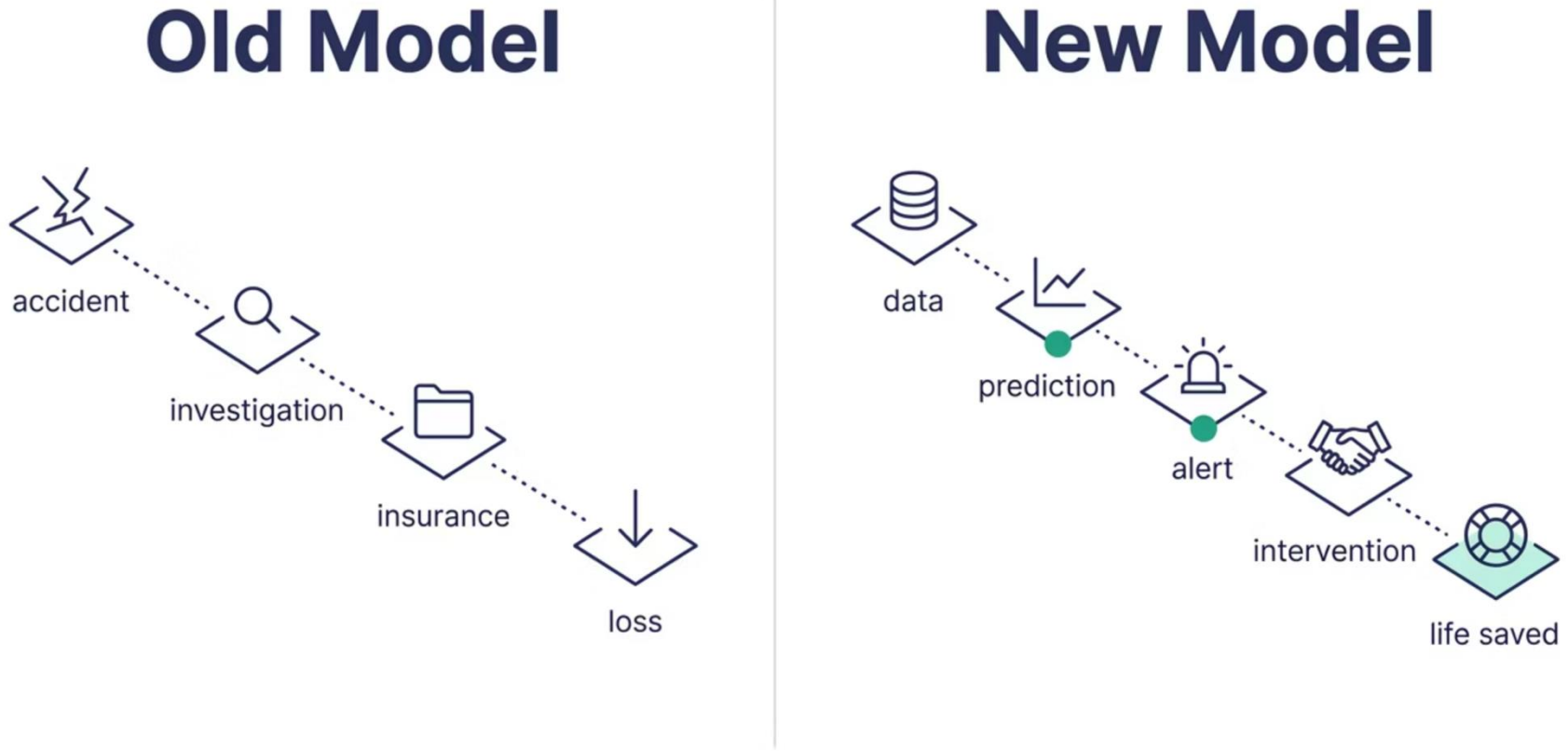
From Reactive to Predictive



The old model treats road safety as an insurance problem. The new model treats it as a **data problem** — and data problems are solvable. Every accident that is predicted is an accident that never happens. Every life saved is a message that gets delivered.

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The Future of Roads Is Already Being Built

Vehicle-to-Vehicle Communication

Cars that warn each other of hazards before human eyes can see them.

Intelligent Infrastructure

Traffic signals that adapt in real time. Roads that sense, think, and respond.

AI Command Centers & Digital Twins

Virtual replicas of entire road networks — predicting congestion, accidents, and failures before they occur.

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Technology cannot stop every accident.

But it can stop the accident that would have happened today.

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Road Safety Is About One More Chance to Reach Home

> "The smartest road is not the one that carries the most traffic.
> It is the one that brings the most people home safely."

Road safety is not a technology problem. It is a human problem — and AI-powered control systems are the next essential layer of infrastructure we owe each other. The decision is not whether we can afford to act. It is whether we can afford not to.

"I'll message you when I reach."

Let's make sure they always do.