

## INVESTORS' DAY



April 02, 2019



**Mr. Birendra Bisht from Intello Transpo Pvt. Ltd.(SAFEHUR) won second prize at SIDBI Investor's Day Pitch on April 02, 2019.**

## Intello Transpo Private Limited-Safehur Platform

Safehur: 'What CIBIL is to Credit Risk, Safehur is to Driving Risk' Alarmed by the huge negative impact of road accidents on transportation chains, an experienced team of four alumni from IIT-Kanpur & BIT-Mesra founded Safehur in 2015 to solve the road accident problem.

Safehur is a first-of-its-kind Driving Risk profiling technology platform that

- builds the driving risk profile of individual drivers
- generates the transportation risk profile of fleet operators



Developed on a unique IoT-AI tech stack, Safehur incentivises safe driving behaviour by linking soft & hard incentives to the driver's risk profile, thereby motivating the driver to deliver improved driving behaviour. It also assists the fleet operators to improve their performance on road safety & reliability metrics.

Safehur has engaged with complex transportation ecosystems and has successfully demonstrated a strong correlation between its driving risk algorithms and the actual incidence of road accidents. Focused on the 10-million drivers in India, Safehur is on a mission to build the driving risk profile of each and every driver by 2025.



Hall 2 : 12.40 pm

